
AVE: Francisco Suárez Hernández

Alimentos y Sostenibilidad

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Contexto Mundial de Sostenibilidad y Alimentos

What is sustainability? “To meet the needs and aspirations of the **present** without compromising the ability to meet those of the **future**”

Environment



Effluents &
Waste



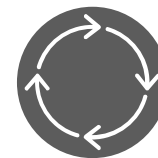
Emissions



Water



Land use



Life on Earth



Energy



Materials

Social



Labor
practices



Occupational
health & safety



Human
rights



Diversity & equal
opportunities



Health and
wellness



Product safety



Corruption

Economic



Competitive
behavior



Responsible
employment



Indirect
economic
impacts



Procurement
practices



Fair trade



Governance &
transparency



Tax

The arise of consumer activism increasing relevance for sustainability

Today brands are facing increasing pressure from consumers, governments, NGOs and investors to have a positive and active role in protecting people and the planet. Sustainability is no longer optional and is increasingly becoming part of the business bottom line.



Important facts from different sources:

54%

of consumers think that they can make a difference in the world with their purchases
(Euromonitor Survey 2019)

62%

of consumers want companies to stand up for the issues they are passionate about.
(Accenture, from me to we, 2020)

55%

consumers believe company have more important role than government in creating a better future
(Meaningful brands 2019)

87%

of Z generation and 84% of Y generation expect more from brands than just a product or service
(Meaningful brands 2019)

8 in 10

respondents indicate sustainability is important for them. And for those who say it is very/extremely important, over 70% would pay a premium of 35%, on average, for brands that are sustainable and environmentally responsible. (IBM, purpose and provenance 2020)

68%

Agree that most successful brand will be those that make positive contribution to society beyond just providing good services or products.
(Ipsos Global trends)

Sustainability can not only protect companies' reputation but also become a strategic advantage that increase long-term resilience and success

Business opportunities

Attrack consumers, innovation, reduce costs and stkh engagement



Business continuity

Protect / avoid reputational, legal, financial, operational risks



Companies are starting to do some bold moves and public commitments

Microsoft announced an ambitious goal to be carbon negative by 2030, and by 2050 remove from the environment all the carbon the company has emitted either directly or by electrical consumption since it was founded in 1975

Coca-Cola announced an industry-first goal to help collect and recycle the equivalent of every bottle or can they sell worldwide by 2030

Danone 2030 Goals embed the business, brand and trust models of the company to drive long-term sustainability value creation. "at Danone, we believe that each time we eat and drink, we can vote for the world we want", Emmanuel Faber, CEO

Ikea committed to become "People & Planet Positive" with its "climate positive vision" including a 2020 target of producing more renewable energy than it uses.

Tackle complex issues will demand a collective effort and more regional approach (multisectoral)

To overcome sustainability challenges, the best option for brands is to build the right partnerships with key stakeholders, from NGOs, governments and academia, to suppliers, retailers, logistic companies, innovative start-ups and waste management companies.

Coca-cola Brasil partner with **Ambev** to improve **recycling cooperatives capability**. Other 8 companies now joined the program. Also partner with *Pimp my carroca* on the **Cataki app** that connects waste collectors

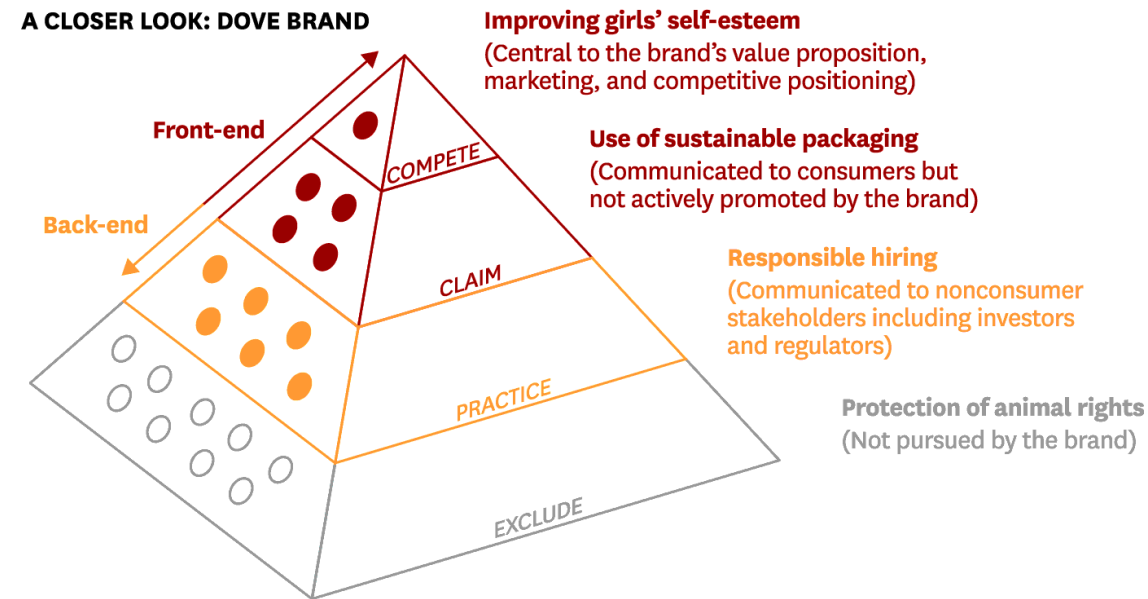


With partnerships becoming a central part of the sustainability agenda, there is a recent shift towards a more “holistic” approach that **looks at country-specific needs** to set bolder sustainability goals that address these needs.

Understanding what sustainability means for a brand is also key

“Managers often struggle to reconcile corporate-level sustainability efforts, CSR programs and social purpose strategies for their brands, causing them to misdirect brand marketing resources toward increasing awareness of corporate-wide programs. To ensure proper allocation of resources, brand managers should clarify the roles of existing or potential social initiatives for the brand”, Rodriguez & Bharadwaj, HBR special edition

Example from Dove:



FROM "COMPETING ON SOCIAL PURPOSE," SEPTEMBER-OCTOBER 2017,
BY OMAR RODRÍGUEZ VILÁ AND SUNDAR BHARADWAJ

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Trust and transparency

Consumers do more than just check the list of ingredients on a label. **They want details about sourcing, how products are made or processed, as well as how they are delivered.** (Euromonitor 2019)

66% of consumers

think transparency is one of a brand's most attractive qualities. (Accenture, "from me to we", 2020)

71%

indicated that **traceability is very important** are **willing to pay a premium** for brands that provide it. (IBM, provenance & purpose, 2020)



Embracing Circular Economy: re-signifying waste

In the food and beverage industry, discarded food can be given a second life by partnering with farms and kitchens to turn work-in-process and semi-finished goods that would normally be discarded into nutrient-rich by-products such as animal feed, protein flour, or even beer.

IBM, purpose and provenance drive bigger profits



Community
support is
Key!!



Health concerns and Food scarcity are among the biggest issues raised by consumer on how COVID-19 is affecting their lives

1/3 of all food produced globally is lost or goes to waste according to FAO!!!!

Changes in lifecycle.

Evolving science means
an evolving diet.



Food



A changing climate forces a
change in manufacturing.

During and after Covid crisis it is even more important for the brand to have a meaningful role

It is a vital time to build brand equity and loyalty via community-supporting schemes, with more consumers looking for emotional connections with and ethical brand. *Edge by Ascential, April 2020*

Principales Retos y recomendaciones: Construyendo el avión mientras lo vuelas. Un salto desde el pasado al futuro

- ❑ Siempre considerar sostenibilidad en el centro de tu negocio, planes y marca.
- ❑ Planear satisfacer las necesidades y aspiraciones del presente sin comprometer la capacidad de satisfacer las del futuro.
- ❑ Abordar cuestiones complejas exigirá un esfuerzo colectivo y un enfoque más regional y multisectorial.
- ❑ Durante y después de la crisis de Covid, es aún más importante que la compañía y marca tenga un papel significativo con sus comunidades inmediatas.
- ❑ Con tu equipo de trabajo: Comunicación, Comunicación, Comunicación.
- ❑ Promover la innovación: es clave no perderlo al proteger tanto el corto plazo.