



## **Doing the Right Thing can lead to a Good Thing!**

### **HAVE YOU DONE EVERYTHING TO MAXIMIZE 2020 MARGINS?**

Per Nielsen, a certified sustainable company, promoting same, enjoys a 5% year-on-year price increase.  
Its non-sustainable competitors grow prices 1% year-on-year.

If you are not a certified sustainable company, and enjoying the promotional benefits of same, per Nielsen, you are leaving 4% on the table, year-on-year.

### **HOW WILL YOU DIFFERENTIATE YOUR BUSINESS IN 2020?**

Per MIT / BCG, the biggest challenge facing your business is competitive differentiation.

Yet, per Cone / Ebiquity Global CSR, 84% of consumers seek certified sustainable companies.

### **HOW WILL YOU INFLUENCE THE LARGEST BUYING GROUP?**

Per Forbes, the largest buying group (19 - 39 year olds) disbelieve 99% of all advertising that does not have 3<sup>rd</sup> party verification/certification.

Further, per Forbes, before visiting a company or purchasing a product, they review a company's environmental standing and 9 out of 10 (87%) of them will then purchase from, and remain loyal to, a company that has proven (certified) its environmental standing.

### **WILL YOU BE A MARKET SHARE GIVER OR TAKER IN 2020?**

Per a number of studies/reports, including Unilever, there is a +\$1 Trillion gap between consumers looking to move their business to certified sustainable organizations....and the availability of same.

Somebody is going to take that business.

### **WILL YOU BE TOO BUSY IN 2020 TO TAKE BUSINESS FROM YOUR COMPETITORS?**

Per an A. T. Kearney study, sustainable companies outperform their peers by 15%.

Yet, the top reason executives give for not pursuing sustainability is, "I'm too busy."