### Engaging the value chain on sustainability

### Total sustainability:

putting people & planet at the heart of your business

> Joanna Yarrow Founding Partner, M&C Saatchi LIFE





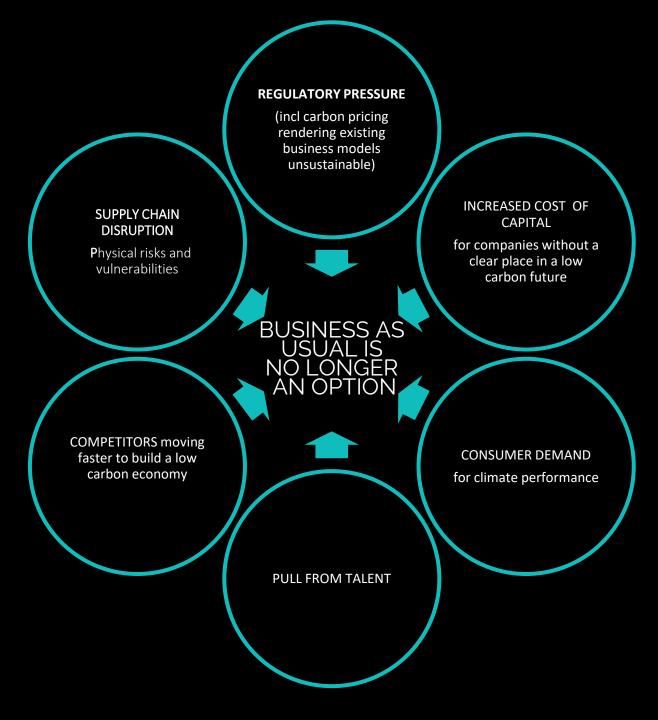
# HOW SHALL WE LIVE?



### WEARE LIVING BEYOND PLANETARY LIMITS

EARTH OVERSHOOT DAY 2<sup>nd</sup> AUGUST EVERY 5 WEEKS brings us 1% CLOSER to the 2030 target deadline of reducing global emissions by 45% set out in the Paris Agreement as a key waypoint on the journey to net zero

### FORCES OF CHANGE



#### HOW WE LIVE NOW

#### HOW WE NEED TO LIVE

The role your business can play

How your offer needs to evolve

How to harness stakeholder power

### FROM

17/1

Good housekeeping Operational efficiency Risk mitigation & compliance Silo departments Low co-worker engagement Low brand recognition

#### TO

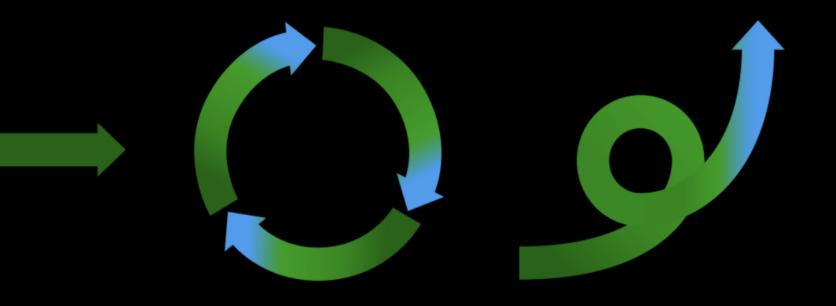
Core business Engagement Positioning Innovation Business development Commercial opportunity Create a **better** everyday **life** for the many people

### **REGENERATIVE BUSINESS**

Sustainability

Circularity

Regeneration



Do less harm Design out waste Replenish and restore



1: Align – set a north star



#### Climate change

Unsustainable consumption



By 2030 we aim to inspire & enable 1 billion people to live a better life within the limits of the planet

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Better lives within the planet's limits

### Commercial opportunity

# 2: Embed – strategies, plans, KPIs

WHAT IF sustainability was part of everyone's day job?

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Electricity Cons

18

0,29

0,1

031

615 kWh

629

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0.96

nt Consumption

290

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2,69 .

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2015

# 3: Empower

WHAT IF we could create a sustainability movement? UNING

# Live LAGOM

Real stories and ideas on how to be kinder to the world

ASK ME

All prices are maximum prices valid until May 31 2017 (Prices are subject to any alteration in VAT)

NOT LAGOM

COLD

NOT LAGOM

IKEA





LAGOM

JUST



IKEA added 10 new photos to the album: Introduction to Home Furnishing Solutions.

...

Lagom idea

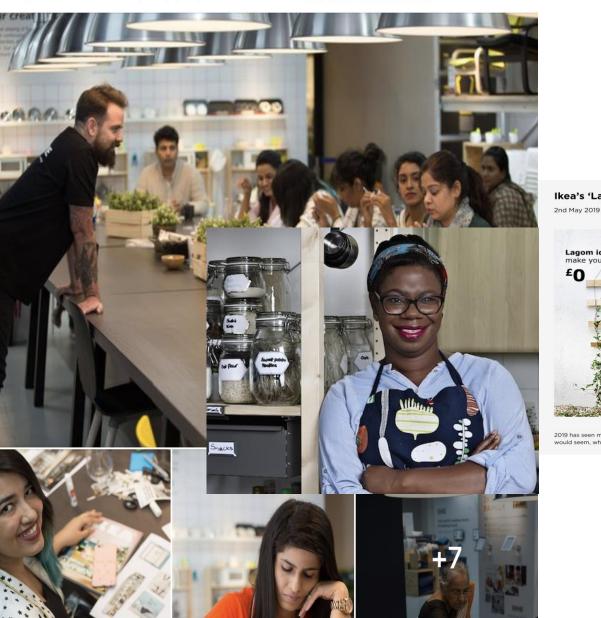
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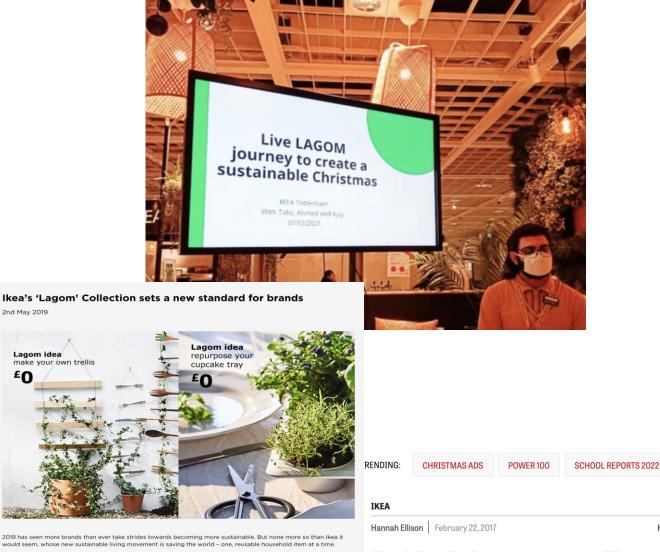
make your own trellis

February 22, 2018 · 🕥

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We had so much fun at the IKEA Family workshop at Hej HOME, Hyderabad! If you too want to be a part of these events, simply register here for free: http://ikea.in/ikeafamily





#### **Behind the scenes: Ikea** launches 'Live Lagom' events series

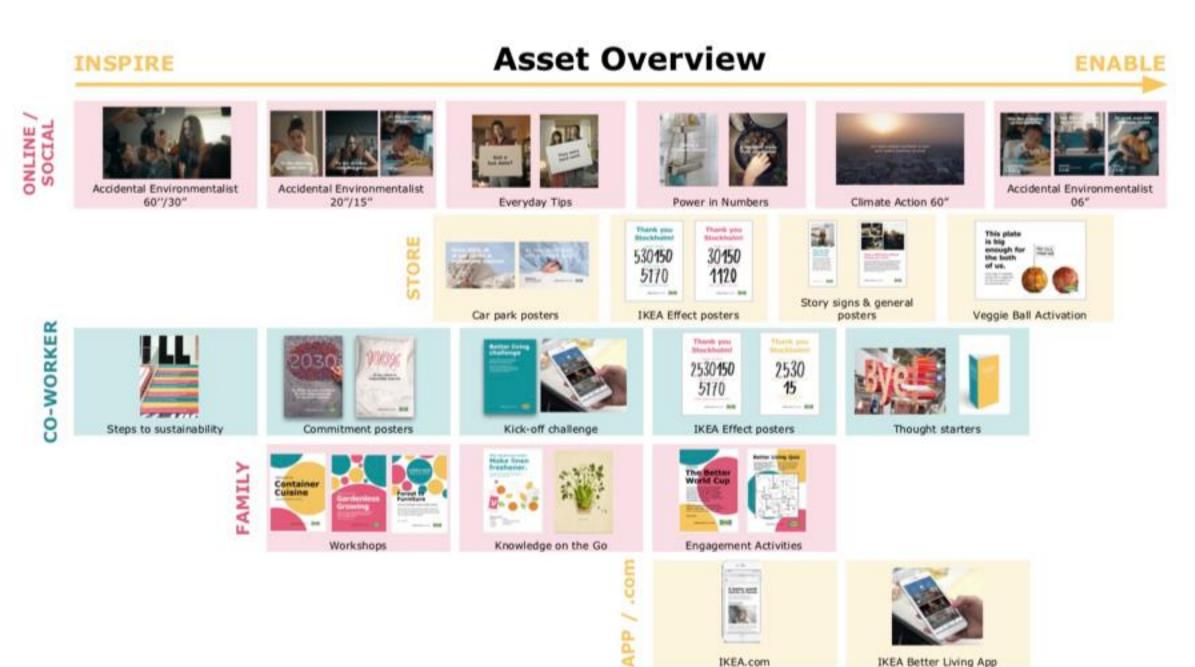
THE KNOWL

How long? 2-3 m

Swedish retailer Ikea launched its 'Live Lagom' event yesterday (22 February), in a bid to encourage its customers to live more sustainably.

# 4: Inspire + enable

# A better world starts at home campaign

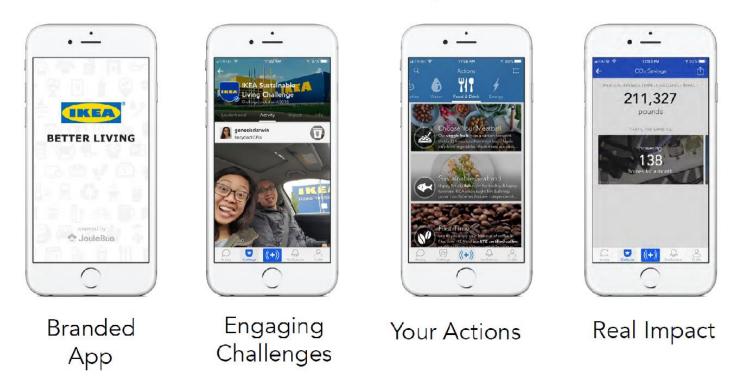


**IKEA Better Living App** 

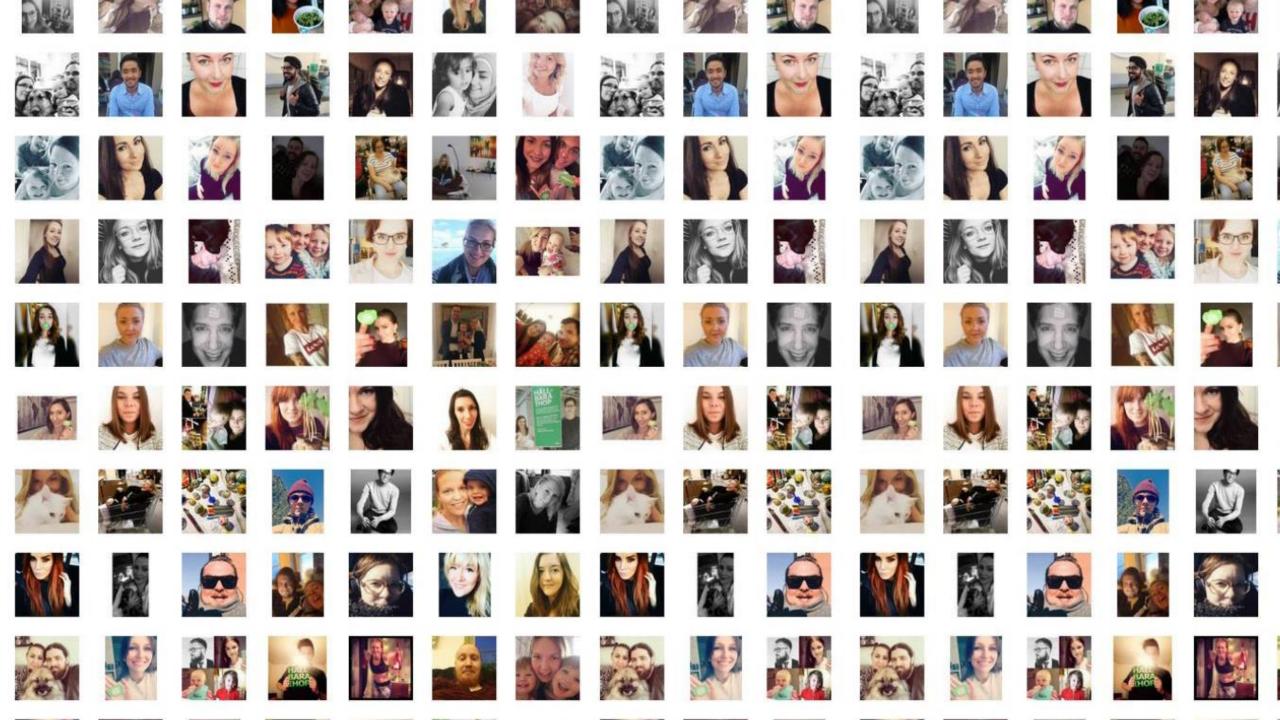
# 5: Measure impact

### **Better Living App**

- Showcase products & activities
- Gather unique market insights
- Measure impact
- Help make offer more relevant



# 6: Insight - active listening

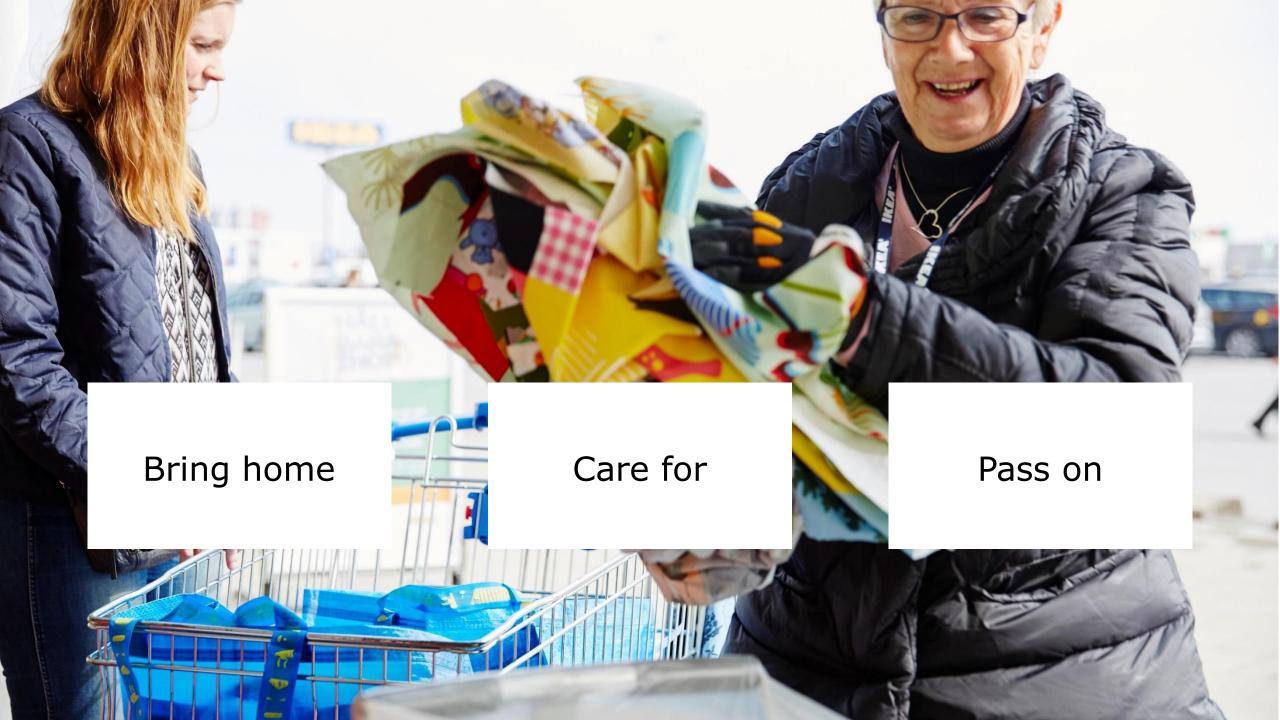




#### **A PEOPLE-DRIVEN MINDSET**







# 7: Innovate





# 8: Radical collaboration

### SCIENTISTS O ENTREPRENEURS O GOVERNMENTS O NGOS O UNIVERSITIES O ENGINEERS • TECHNICIANS • ARTISANS DREAMERS O COMMATIE we ES • DESIGNERS O STUDENTS O CUSTOMERS O BRANDS O CO-WORKERS O PEOPLE O YOU

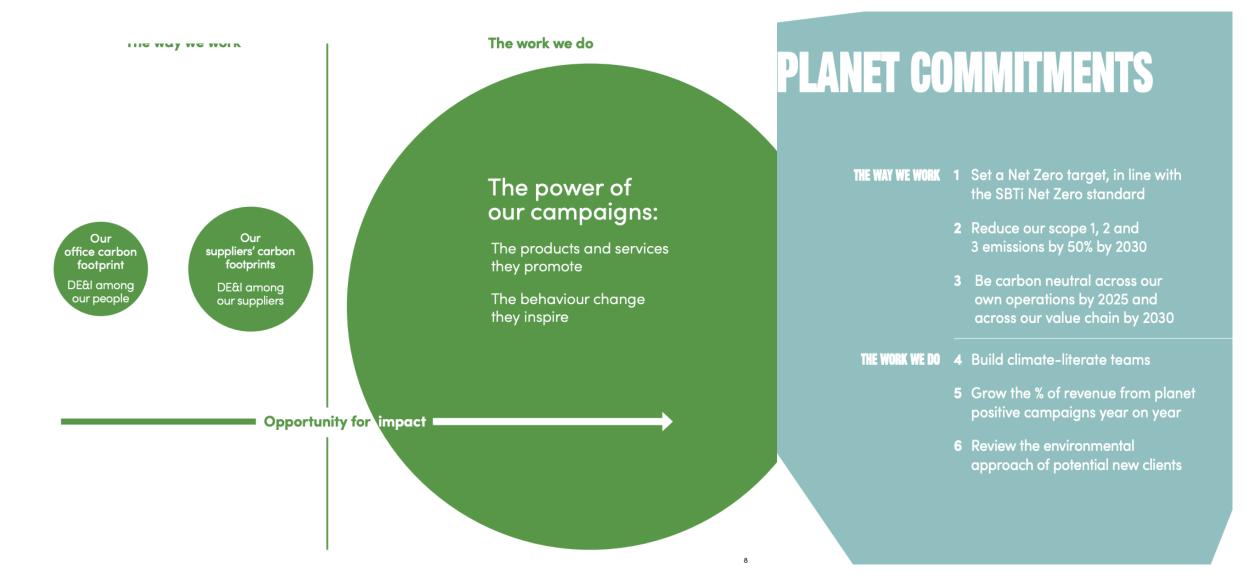
IKEA

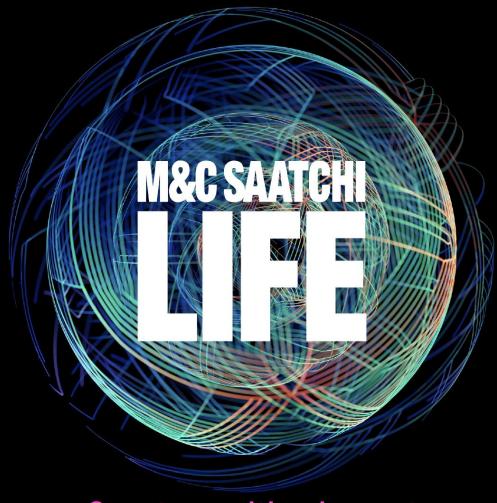
# 9: Radical transparency



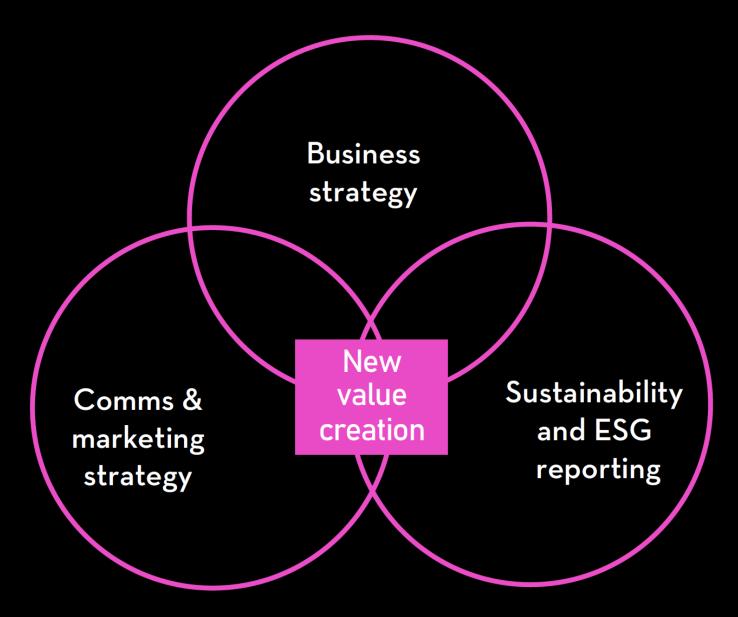


## **M&CSAATCHI**





Create positive impact



### AWE AREADTHE MOST EXCLINCTIME MAYBEVER E COBENTINA NA RECAUSEN EREARNED WILLE KNOWLEDCE K

Sylvia Earle, Oceanographer & Climatologist

# THANK YOU joanna@yarrowonline.com