



Corporate Responsibility  
+ Sustainability

# BRAINSTORM

## Sustainable Brands '13

**2,000** attendees from **26** countries met at the Sustainable Brands Conference in San Diego.

Leading brands, companies and retailers discussed and shared insights about their sustainability successes and failures.



## What is happening?

“ There’s an explosion in new businesses built around turning waste into **valuable assets** - ”

KoAnn Skrzyniarz  
Founder, Sustainable Brands



## What is happening?

There is a growing concern for social responsibility and values are shifting—

**FROM**

**TO**

**more** -----> **smarter**

**bigger** -----> **fitter**

**faster** -----> **wiser**

**cheaper** -----> **tougher**

**now** -----> **closer**

## What is happening?

73%

of brands could disappear and no one would care

**Kodak**  
**kmart**

20%

of brands notably improve people's quality of life

**patagonia**

70%

believe companies should play a role in improving quality of life

**TOMS**

## What is Sustainability?

“ the capacity  
to **endure** - ”

Wikipedia  
Google Search Result #1

“ creates and maintains the conditions  
under which humans and nature  
can exist in harmony [for]  
**present and  
future generations** - ”

EPA  
Google Search Results #2, 3

*evry*  
OF CALIFORNIA



## What is Sustainability?

**social**

education  
community  
equal opportunities  
workplace safety

**enviro**

resource stewardship  
pollution prevention  
enviro management  
good materials

**economic**

risk management  
transparency  
growth  
R + D



Who cares?

*share* + tell





## Why should we care?

spend  
shift

“ People don't  
buy what you  
do, they buy  
**why you do it-**”

Lee Ann Head  
VP Research, Shelton Group

kids  
care

75% concerned  
generation of hope  
grew up recycling  
can affect change

moms  
care too

label + tag readers  
concern for kids  
role models  
sharing via tech

## Where do we start?

“ These efforts demonstrate to employees and to our customers and suppliers alike– that we share their personal values. It changes relationships we have with them– it’s not just about a pay check, a sale, a business together, ***it’s about working together to accomplish something.*** ”

**the evy/lution begins now!**

Where do we start?

# Giving Wall

Books + Magazines



Samples + Apparel



Toys, Art Supplies, Swag



Other tbd



inspiration →

