



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 būsinesses 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—

more ······→ smarter
bigger ·····→ fitter
faster ·····→ wiser
cheaper ····→ tougher
now ····→ closer



# What is happening?

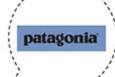


of brands could disappear and no one would care



20%

of brands notably improve people's quality of life





believe companies should play a role in improving quality of life





### What is Sustainability?



Wikipedia
Google Search Result #1

creates and maintains the conditions under which humans and nature can exist in harmony [for]

> present and future generations-





Google Search Results #2, 3



### 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









inspiration





