

HOW CAN

BRANDS

RETAILERS

AIRPORTS

COLLABORATE

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STAY ACCOUNTABLE

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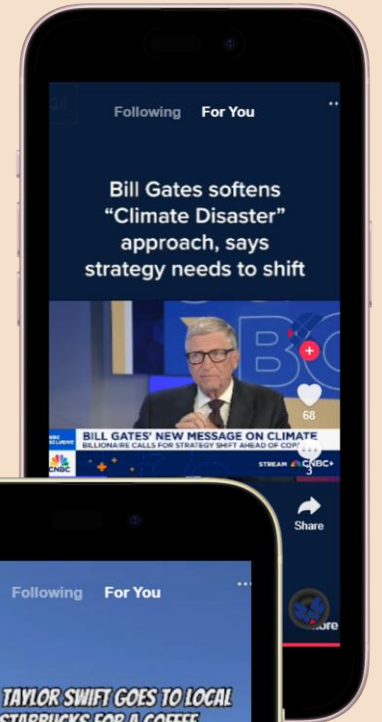
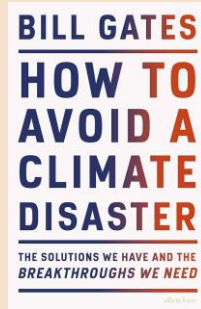
DRIVE REAL IMPACT

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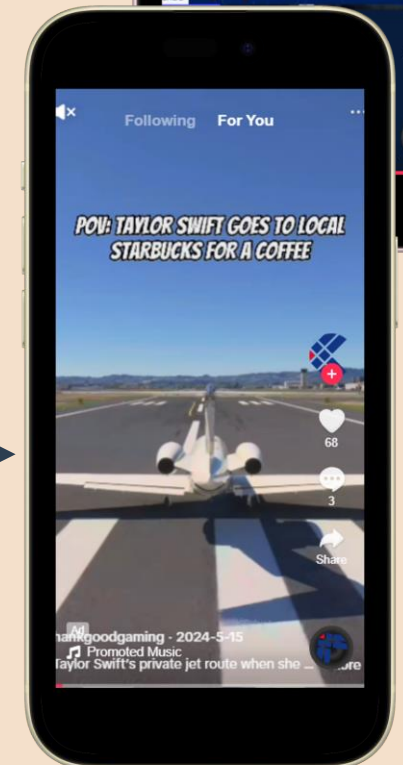
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HONESTY



Revealed: more than 90% of rainforest carbon offsets by biggest certifier are worthless, analysis shows



HONESTY

HOW CAN BRANDS RETAILERS AIRPORTS

COLLABORATE
STAY ACCOUNTABLE
DRIVE REAL IMPACT

PLAY YOUR POSITION
TALK TO EACH OTHER
SPHERE OF INFLUENCE

BRANDS

PRODUCT & PACKAGING



SUPPLY CHAIN



INCLUSIVITY



COMMUNITY



RETAILERS

ASSORTMENT

CHOOSE WHAT TO PLATFORM

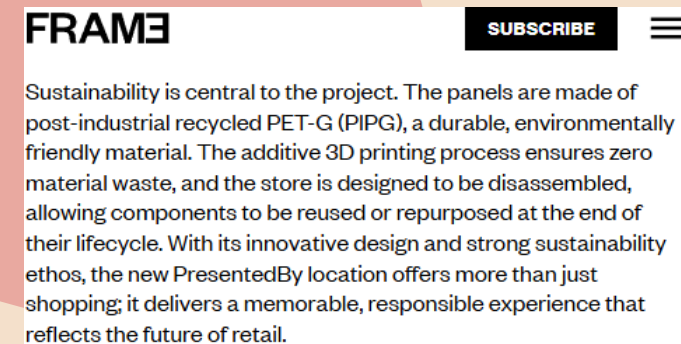
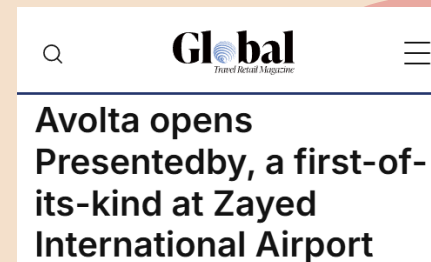
SHOP LAYOUT

DIRECT VISIBILITY & ATTENTION



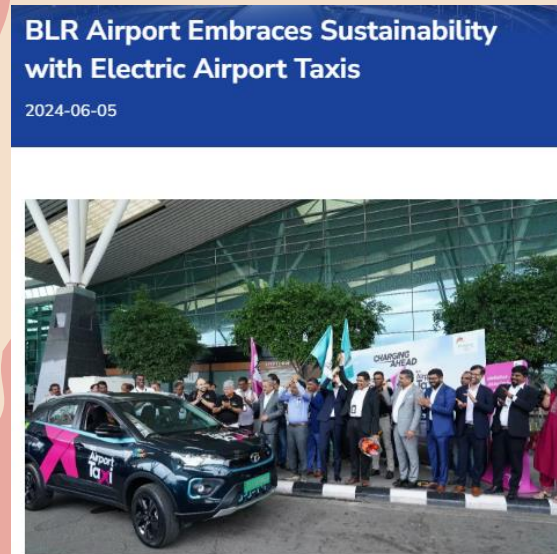
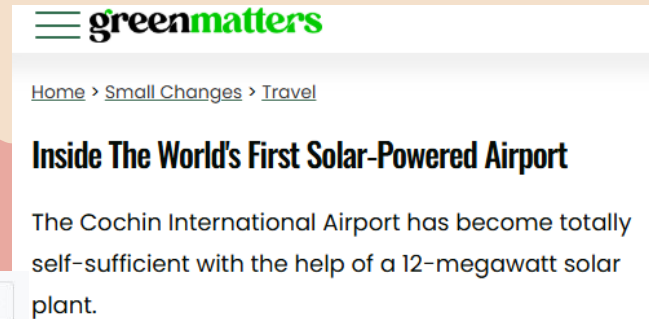
STORE DESIGN

BUILD WITH THOUGHTFUL MATERIALS



AIRPORTS

INFRASTRUCTURE



GOVERNMENTAL ADVOCACY



SET THE
TEMPERATURE
OF THE ROOM



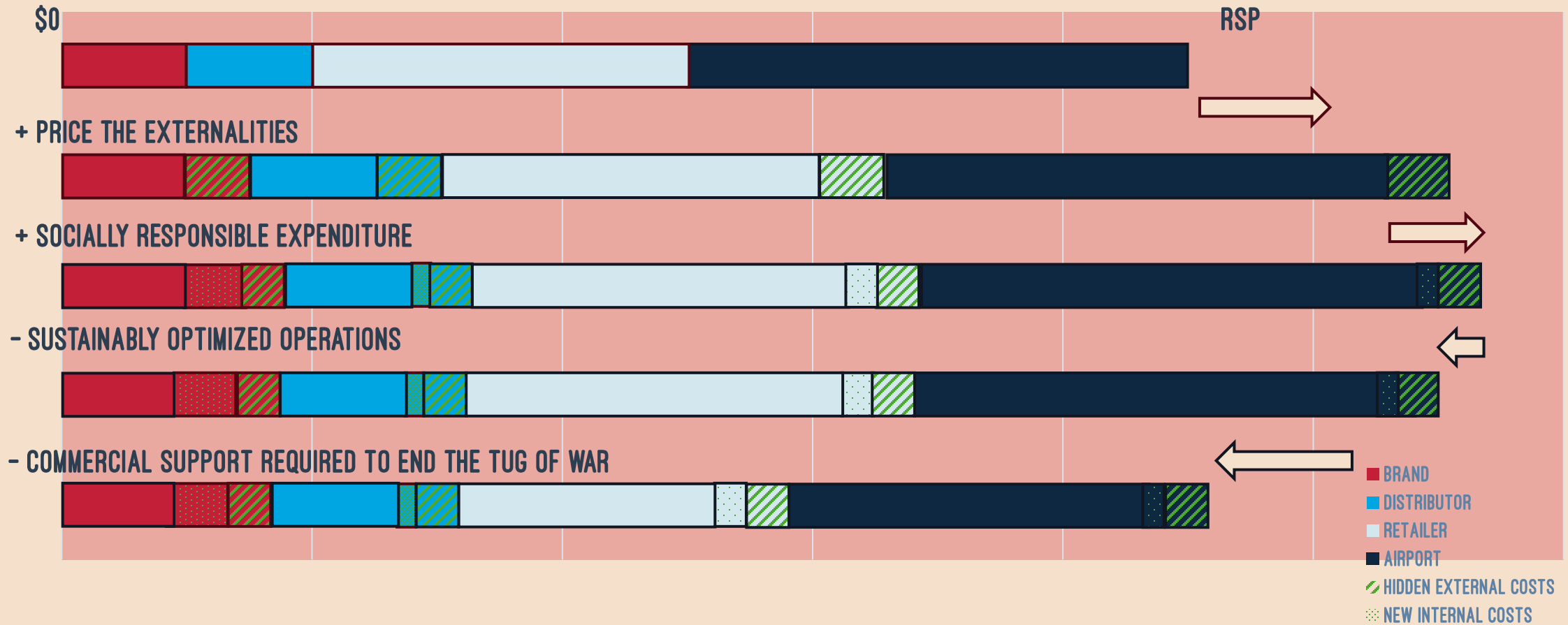
EVERYONE HAS A ROLE TO PLAY

- **DISTRIBUTORS:** SMARTER LOGISTICS & TRANSPORT.
LOCAL SOURCING + VENDOR EDUCATION.
SPACE-OPTIMIZED REORDERING AND JOINT INVENTORY PLANNING.
- **DESIGN AGENCIES:** ECO-FRIENDLY FABRICATIONS.
FURNITURE THAT CAN BE REASSEMBLED.
- **MARKETING FIRMS:** CONSCIOUS CAMPAIGN EXECUTION.
INCLUSIVE MESSAGING.
- **TRADE PRESS:** AWARENESS FOR THE RIGHT REASONS.
- **STAFFING AGENCIES:** FRONT-LINE AWARENESS. L&D.



COLLABORATION ACROSS THE CHAIN

A SOCIALLY RESPONSIBLE VALUE CHAIN



HONESTY