



Sustainability: From the Boardroom to the Shelves

What it Takes to Bridge the Gap

Advantage

INNOVATE

Be a pioneer and lead by example. If you are constantly playing catch-up, you are not likely to be recognized as a leader in the field.

COMMUNICATE

Establish a comprehensive communication strategy and be proactive. Your customers may not be aware of all your ESG efforts. Frequent touchpoints across all functions that you interact with will increase awareness with your customers towards the ESG initiatives you are focusing on.



DIFFERENTIATE

Stand out from the crowd by implementing clean, raw, and biodegradable materials. Consider healthier, along with organic product options. Reduce the use of plastic, aluminum as well as other wasteful packaging. Try refill-focused strategies and processes that are low in CO² and other harmful emissions. Finally, involve your community in making a sustainable difference.

COLLABORATE

Work to align your initiatives with your customers' strategic objectives. Help your customers better understand how your ESG activities benefits them and their shoppers.