

The Path Forward for Increased Brand Sustainability Has Never Been More Clear

SB Brand Transformation Roadmap®



As environmental, social and governance challenges take center stage, business leaders are stepping up their sustainability and regeneration efforts – a multi-trillion global market opportunity in the next decade alone. However, navigating the brand transformation journey can be confusing and overwhelming, especially if you have just begun. In order to navigate the complex landscape of solutions, best practices and resources, brands need guidance that is customized for their level of progress and commitment.

Get answers that address your challenges:

- » How can I make sense of the complex landscape of solutions out there?
- » How can I make the business case for sustainability across departments?
- » How can I help orient company leadership around a desired 'destination' for our efforts?
- » Which resources and partners will help me meet my goals?
- » How does my organization compare against industry peers?



A ROADMAP FOR RESULTS

The SB Brand Transformation Roadmap® is an orientation and navigation tool for building necessary alignment and efficiency. It contains a framework that maps out the full journey from operating as a conventional brand to flourishing under a profitable, net-positive business model. It also includes a self-assessment that enables any brand to gauge where it stands along that continuum while providing guidance through each chapter of the company's sustainability journey.

Map the Journey

Comprehensively map the brand's journey from business-as-usual to achieving excellence across the SB Five Pillars of Brand Sustainability.

Rally Around Purpose

Engage, inform and unite different parts of the business around a common purpose.

Build Company Infrastructure

Enable effective goal-setting, planning, capacity building and cross-functional collaboration.

Communicate Cross-Functionally

Use language that is accessible not only to sustainability executives but also to the company at-large.

Grow External Relationships

Strengthen stakeholder engagement and provide context-specific recommendations for resources and partners.

“ The SB Brand Transformation Roadmap® will allow our brands to assess where they are along their sustainability journey and where we can make advancements. It is a holistic tool that looks at all aspects of driving positive impact on society and organizing for it.”



Virginie Helias
Chief Sustainability Officer, Procter & Gamble

SB FIVE PILLARS OF BRAND SUSTAINABILITY™

The SB Roadmap’s self-assessment tool is designed to help brands map the maturity of key functions across the business. In doing so, business leaders can pinpoint their brand’s cross-functional progress in each of the SB Five Pillars of Brand Sustainability™, while unlocking practical next steps resulting in forward momentum.

1. **Positive Social or Environmental Purpose**

The business has a clearly defined, articulated, embedded, and fully activated environmental and/or social purpose beyond producing profit.

2. **Transparent & Proactive Governance**

The business demonstrates transparency, integrity, and leadership in governance, as well as the absence of any conflicts or misalignment between governance and the other four pillars of a sustainable brand.

3. **Regenerative Operations & Supply Chain**

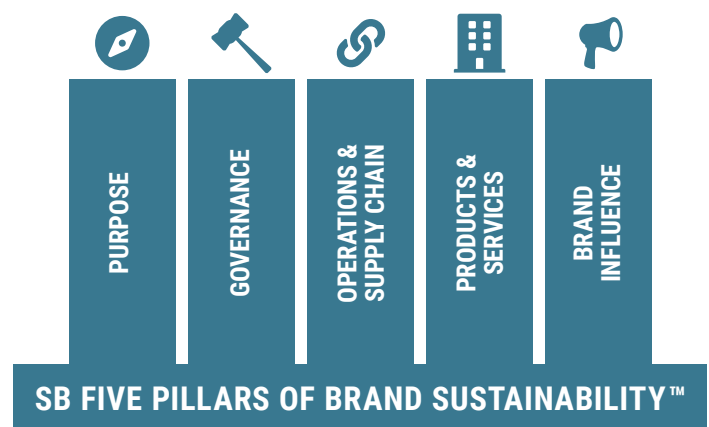
The business operates in a way that ensures the health, resilience, and flourishing of society and the environment, does no harm in any way to either society or the environment, and acts to regenerate (i.e., heal and restore) parts of nature and society as necessary for overall health, resilience, and flourishing.

4. **Net Positive Products & Services**

The business leverages a social and environmental lens to drive innovation and deliver products and services that result in sustainable outcomes across the whole value chain.

5. **System-Wide Brand Influence**

The business consistently leverages the power of brand influence to drive a systemic shift toward a sustainable world.



The future belongs to those brands that can successfully make the shift toward embedding environmental and social purpose and innovation into the core of their business/brand DNA.

The SB Roadmap gives brands the tools to transform swiftly, so they can be among today’s most influential brands who are leading the way toward a more regenerative future for all.



HAVE QUESTIONS?

Contact us to begin your brand’s journey toward a more regenerative, net-positive brand transformation

engage@sustainablebrands.com