



SUSTAINABLE  
BRANDS

The Bridge to  
Better Brands

## LEARNING FROM LEADERS



# New Insights on Brand Positioning & Communications in Support of Sustainability Programs

# Introduction

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How do you enable a brand to innovate for sustainability and lead the way to a better future?

In early June 2014, Sustainable Brands® convened over 1,500 business leaders from around the globe in San Diego, CA, for four days of extraordinary conversation and demonstrated how innovation for sustainability is changing the landscape of product and service design, brand strategy, marketing, communications, finance and human resources.

As has been the case consistently over the last seven years, we delivered a world class line-up of thought leaders and practitioners leading the way with transformative values, creativity and the resulting new products and services that are facilitating the transition to a true sustainability renaissance. By outlining key macro trends, brand stories and science-based evidence, speakers proved that purpose-driven brands are not only alive, but also quickly becoming essential to surviving and thriving as a business in a complex 21st century economy.

This handpicked series of highlights points to the event's best rated content, for the benefit of the entire Sustainable Brands community, with the present installment devoted to Communications. You will find key thought-provoking questions, along with links to video, audio, slides and other resources to further your learning. We hope the thought leadership and case studies referenced below inspire new ideas and help you contribute to a more sustainable economy for all of us. And finally, we would love to have you join us in person this fall at the upcoming SB'14 London conference taking place November 3-5 in London, England.

# Regenerating Connection: Storydoing for Authenticity and Lasting Brand Value

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TY MONTAGUE, Author, *True Story: How to Combine Story and Action to Transform Your Business*

Based on his recent book, *True Story: How to Combine Story and Action to Transform Your Business*, Ty Montague defines a new approach to brand positioning, something he calls storydoing. In this talk, Ty motivates the importance of *storydoing* and inspires us to look at our brand strategy and innovation efforts through this new lens.

“The ability to tell one story and live another story, as a company, is over.”

## // RELATED CONTENT

Twitter: [#storydoing](https://twitter.com/storydoing)

Book: [True Story: How to Combine Story and Action to Transform Your Business](#)

# Redesigning Consumption: How Sharing is Becoming the New Buying

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JEREMIAH OWYANG, Founder & Chief Catalyst, **Crowd Companies**

Jeremiah Owyang is a deep and fast-forward thinker who's been exploring how mainstream brands could benefit from leveraging principles of the nascent but incredibly powerful sharing economy.

Here he explains why sharing is the new buying, and gives specific tips on converting products to services, creating custom online marketplaces and enabling a whole new type of crowd-based platforms for innovation and consumption.

“The crowd is becoming like a company – bypassing inefficient corporations.”

## // RELATED CONTENT

Twitter: [#sharingeconomy](https://twitter.com/sharingeconomy)

Research Report: [http://www.sustainable-brands.com/digital\\_learning/next\\_economy/sharing\\_new\\_buying\\_how\\_win\\_collaborative\\_economy](http://www.sustainable-brands.com/digital_learning/next_economy/sharing_new_buying_how_win_collaborative_economy)

# Regenerating Engagement: Assessing Brand Benefits Associated with New York City's Citi Bike Program

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ELYSSA GRAY, Head of Creative and Media, **Citibank**

Elyssa Gray, Head of Creative and Media at Citibank, provides an overview of the company's brand positioning strategy and outcomes in the context of New York City's Citi Bike Program. She shares highlights from the process of designing brand-related aspects of the partnership, as well as specific tools and metrics used to assess business and brand benefits for Citi since the launch of the program.

"It's about the bike, not the bank."

## // RELATED CONTENT

Twitter: [#citibikes](https://twitter.com/citibikes)

In the news: <http://nymag.com/daily/intelligencer/2014/07/why-you-should-buy-citi-bike-membership-now.html>

# Merging the Sustainability and Brand Agendas Cover to Cover: A Look Inside an Iconic Brand

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SIMON MAINWARING, CEO & Founder, **We First**

CHRISTOPHE FAUCONNIER, Business Humanizer, **Innate Motion**

TOM LAFORGE, Global Director, Human & Cultural Insights, **Coca-Cola**

JAVIER RODRIGUEZ MERINO, Global Senior Marketing Sustainability Director, **Coca-Cola**

This session is devoted to exploring the myriad actions Coca-Cola has taken in the last several years in order to start merging its sustainability journey with its brand values.

Find out how Coke is weaving a number of initiatives in its brand and marketing, and see how sustainability teams are collaborating on in its 'Me, We, World' outlook.

Learn what specific tools the company is using to embed sustainability values and practices in the very DNA of this iconic brand, where it is in the journey, and what is coming up next on the horizon.

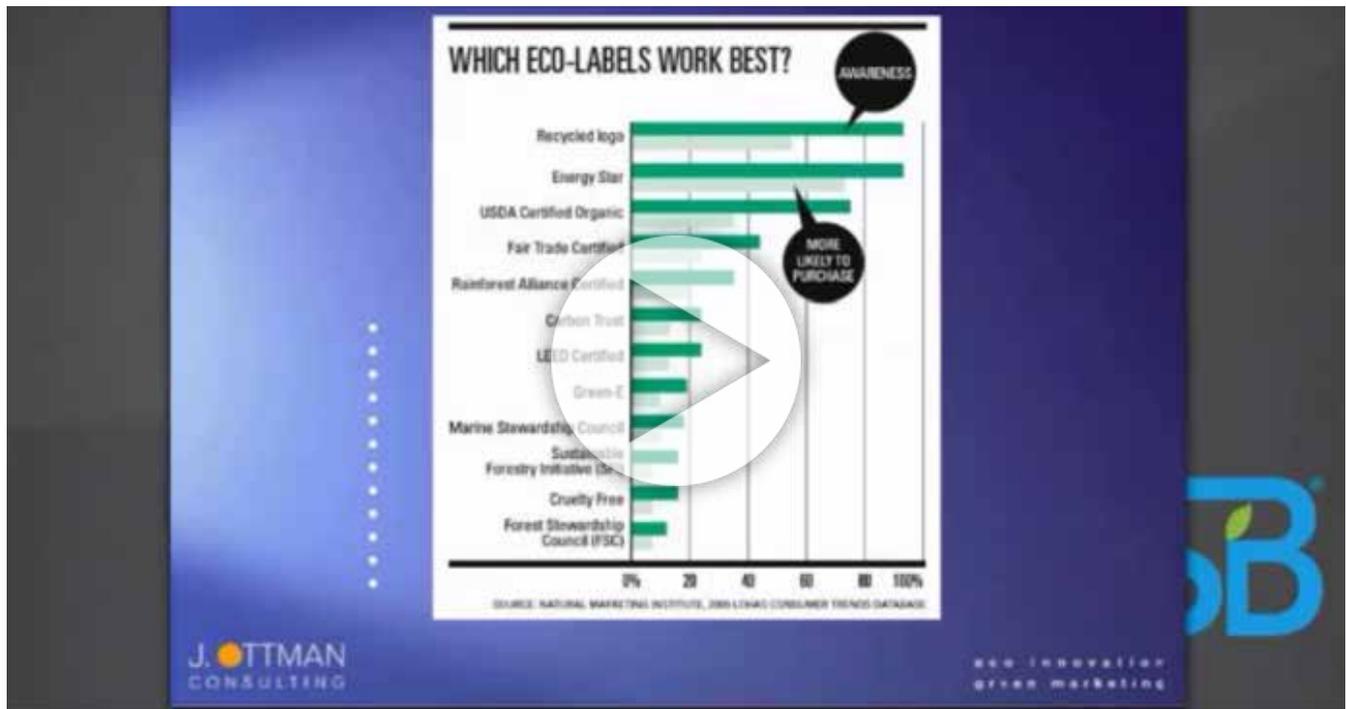
“We cannot be the celebrity of our stories on sustainability.”

## // RELATED CONTENT

Twitter: [#susty #comms](#) or [#susty #marketing](#)

Video Creative: [http://www.sustainable-brands.com/digital\\_learning/behavior\\_change/coca-cola\\_promotes\\_activity\\_its\\_anti-obesity\\_campaign\\_happiness\\_mov](http://www.sustainable-brands.com/digital_learning/behavior_change/coca-cola_promotes_activity_its_anti-obesity_campaign_happiness_mov)

# A Marketers' Guide to the FTC Green Guides



JACQUELYN OTTMAN, **J.Ottman Consulting**

REBECCA GRIFFITH, **National Advertising Division, Advertising Self-Regulatory Council**

Led by Jacquie Ottman, green marketing pioneer and author, and Becky Griffith of the National Advertising Division (NAD), the industry self-regulatory group, this webinar brings marketers up to speed on the latest guidance from the Federal Trade Commission about how to create communications that can drive consumers to your sustainable products and initiatives while helping companies avoid accusations of greenwashing, and challenges from competitors and the FTC.

Learn about the many potential risks of being perceived as a greenwasher, discover case studies across a range of consumer and B2B product categories, and understand the latest guidance from the FTC about how to use terms such as 'carbon offsets', 'biodegradable', and 'compostable.'

"78% of Americans claimed they would boycott products if they knew the advertiser was trying to mislead them."

## // RELATED CONTENT

Twitter: [#ftc #greenguides](#)

Book: [The New Rules of Green Marketing](#)

# Understanding the FTC's New Green Guides in Practice: A Real-life, Detailed Case Study

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JASON GRAHAM-NYE, CEO, **gDiapers**

The focus of this session is how the FTC is applying the new General Environmental Benefit Claims rule in the real world. The FTC now prohibits any unqualified general green claims being made, including using terms such as 'green,' 'eco-friendly' and 'environmentally-sound.'

It is also not limited to words – it includes symbols, logos and product brand names. Join Jason Graham-Nye, Co-Founder and CEO of gDiapers, as he takes us through a detailed case study of how the FTC is applying these new rules to all forms of marketing in any medium, whether asserted directly or by implication.

“That tagline, ‘Happy baby, happy planet’ is problematic. It’s a general claim. Prove to me that the baby’s happy. Prove to me that the planet’s happy.”

## // RELATED CONTENT

Twitter: [#ftc #greenguides](#)

More data: <http://e.sustainablebrands.com/resources-top-collection-top-12-consumer-insights.html>

# Reimagining Cities: Resource Innovation and Brand Platforms for the Future

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DAN O'NEILL, General Manager, Sustainability Solutions Service, **Arizona State University**

JOHN TRUJILLO, Assistant Director of Public Works, **City of Phoenix**

As part of its multi-pronged citywide strategy for turning trash into resources, earlier this spring the City of Phoenix entered into a four-year agreement with ASU, establishing a groundbreaking public-private partnership focused on converting waste and other resources into economic value.

The key resulting venture is called the Resource Innovation and Solutions Network (RISN — formerly the Center for Resource Intelligence) and, in addition to serving as an R&D facility, it is looking to become a hotbed for innovation and entrepreneurship around efficient and restorative use of natural resources.

So far, so good — the project is seeing a lot of forward momentum and thriving on its communication platform, “Reimagine Phoenix.”

“The amount of trash Phoenix sends to the landfill each year could fill Chase Field 7 times.”

## // RELATED CONTENT

Twitter: [#reimaginephoenix](https://twitter.com/reimaginephoenix)

Video creative: <https://www.youtube.com/watch?v=-fZQ4hXnp2g>

# What Moves You: Unlocking Consumer Motivation through Health, Status and Life Stage

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RAPHAEL BEMPORAD, Founding Partner & Chief Strategy Officer, **BBMG**  
KATE HEINY, Sr. Group Manager, Sustainability, **Target**  
CHRISTOPHER GAVIGAN, Founder, **The Honest Company**  
SARA SNOW, Advisory Board Member, **Healthy Child Healthy World**

Health, status and life stage are all powerful motivators. Substantial competitive advantages await those who figure out how to leverage them in leading sustainable behavior change at scale.

Join this session for a conversation around translating these conceptual behavior change pathways to practical action. This diverse lineup panel offers valuable insight into new opportunities for innovation, growth and positive impact in brand-led consumer education, product design, and marketing.

“How might we build on the foundation of sustainability strategy, to get much closer to the human dimension?”

## // RELATED CONTENT

Twitter: [#health #susty](#)

Research report: [http://www.sustainable-brands.com/news\\_and\\_views/behavior\\_change/steven\\_johnson/driving\\_sustainability\\_lessons\\_public\\_health](http://www.sustainable-brands.com/news_and_views/behavior_change/steven_johnson/driving_sustainability_lessons_public_health)

# About Sustainable Brands

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[Sustainable Brands®](#) is the premier global community of brand innovators who are shaping the future of commerce worldwide. Since 2006, our mission has been to inspire, engage and equip today's business and brand leaders to prosper for the near and long term by leading the way to a better future. Digitally published news articles and issues- focused conversation topics, internationally known conferences and regional events, a robust e-learning library and peer-to-peer membership groups all facilitate community learning and engagement throughout the year. Sustainable Brands is produced by [Sustainable Life Media](#) headquartered in San Francisco, CA.

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