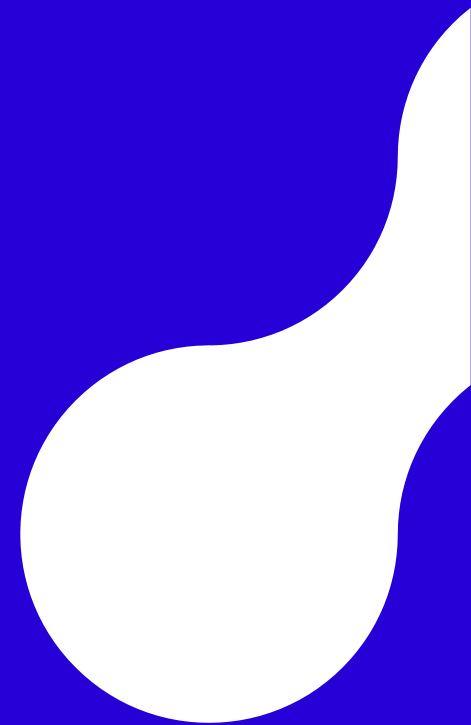
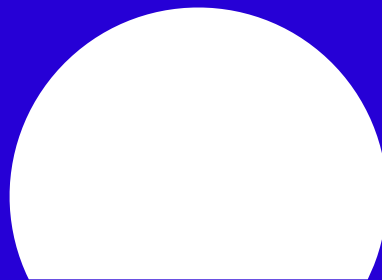


Marketing & Sustainability in a “polycrisis” era

21-2-2023

About SDE



Our members



Our Leadership

- SDE is the only trade body representing the interests of advertisers in Greece
- It champions responsible and effective marketing communications, for the benefit of brands, consumers and all other advertising & marketing industry stakeholders
- Member of the World Federation of Advertisers (WFA)
- Founding member of the Greek advertising self-regulatory body (SEE)
- Member of the Global Alliance for Responsible Media (GARM)
- Partner of WFA *Planet Pledge*
- Friend of the Food Saving Alliance Greece



KANTAR Greece

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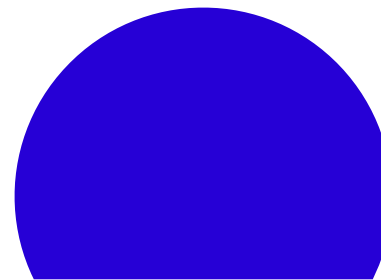
Greece's leading data, insights and consulting company with over 40 years' working experience. We help clients understand people and inspire growth.

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23 Sinopis St. & 139
Michalakopoulou St.,
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11527

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7728500

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The sustainability issue is of paramount importance and high on our agenda

Brands & Sustainability

Sustainability is becoming increasingly important for:



1. Consumers
2. Investors
3. CEOs
4. Employees



Brands & Sustainability

1. Consumers

- Sustainability is one of the key attributes consumers are looking for.
- They expect brands to be part of the solution.
- They are the most impactful stakeholder influencing a company's sustainability agenda.

Brands & Sustainability

2. Investors

- Investors increasingly engage in discussions on long-term growth and sustainability when making investment decisions.
- They are also increasingly relying on ESG ratings because of the clarity they provide on companies' operational performance and risk management.



Brands & Sustainability

3. CEOs

CEOs increasingly recognize that by embracing sustainability & engaging with the SDG's:

- Can build long-term resilience and strengthen their brand value.
- Can drive operational competitiveness, excellence and efficiency, provide potential new growth avenues, spur innovation and attract top-tier talent.
- Is not only ethically right, but makes good business sense.



Brands & Sustainability

4. Employees

- 2/3 feel anxious about the state and the future of the world.
- 2 in 3 (UK) and 3 in 4 (USA) want to work for a company that has a positive impact on people and planet.
- 1 in 2 would consider resigning if the company's values don't align with their own.
- 1/3 say they have already resigned for this reason.
- Numbers are higher for Millennials (26-41) & Gen Z (18-26).

SDE & Sustainability



Since 2018, our 3 pillars of action are:

1. **Environment: Climate**
2. **Social: Diversity, Equity, Inclusion**
3. **Governance: Digital Safety & Data Ethics**



SDE & Sustainability

1. Environment: Climate

SDE has undertaken a large number of initiatives since 2018, including the innovative waste processing during GMC2022.



SDE Initiatives 2019-2023

👉 Oct. 2019 - Round table discussion on the climate crisis

👉 Nov. 2019 - Food waste was the main theme of SDE's "Aristeia" awards ceremony

👉 Oct. 2020 - Sustainability Forum 2020 was held under SDE's auspices

👉 Jan. 2021 - WFA Guide on Marketing & Sustainability

👉 Jan. 2021 - Webinar "Spotlight on sustainability around the world"

👉 Feb. 2021- WFA's Global Research on "Sustainability & Marketing"

SDE Initiatives 2019-2023

👉 Sept. 2021 - SDE joined the  Today, 8 companies support the initiative in Greece

👉 April 2022 - GMC2022 becomes the 1st zero wasted event in Greece 

👉 May 2022 - WFA Global Guidance on Environmental Claims Guide

👉 Jan. 2023 - WFA's Global Research "Sustainable Marketing 2030"

(ongoing)



These were rather good news!

Are there any bad news?

Sustainability Challenges

Four factors that hold companies back:



1. Marketing's role
2. "Polycrisis"
3. Brands' priorities
4. CEOs' priorities

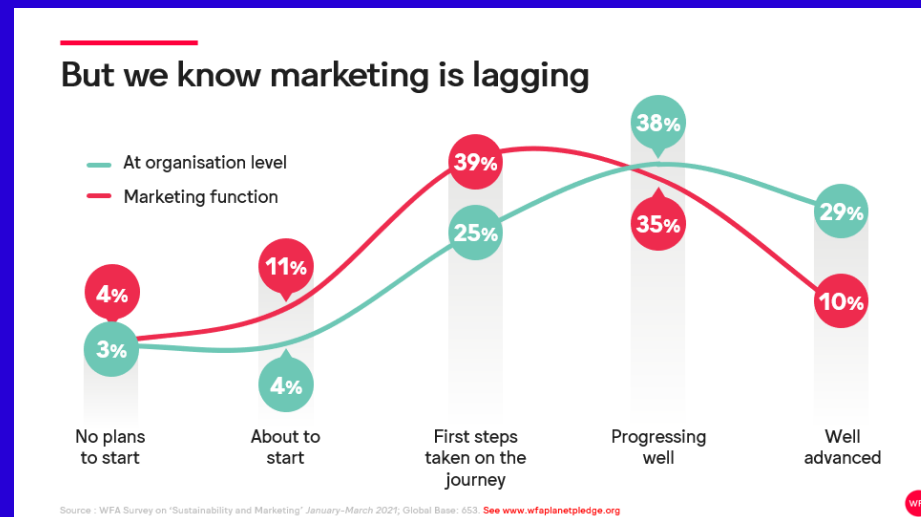


1. Marketing & Sustainability

While marketers believe that they can be a force for change, marketing, as a function, often lags corporate progress on the sustainability journey:

10% of marketers claim to be well advanced in this area

29% said their company as a whole was at this stage

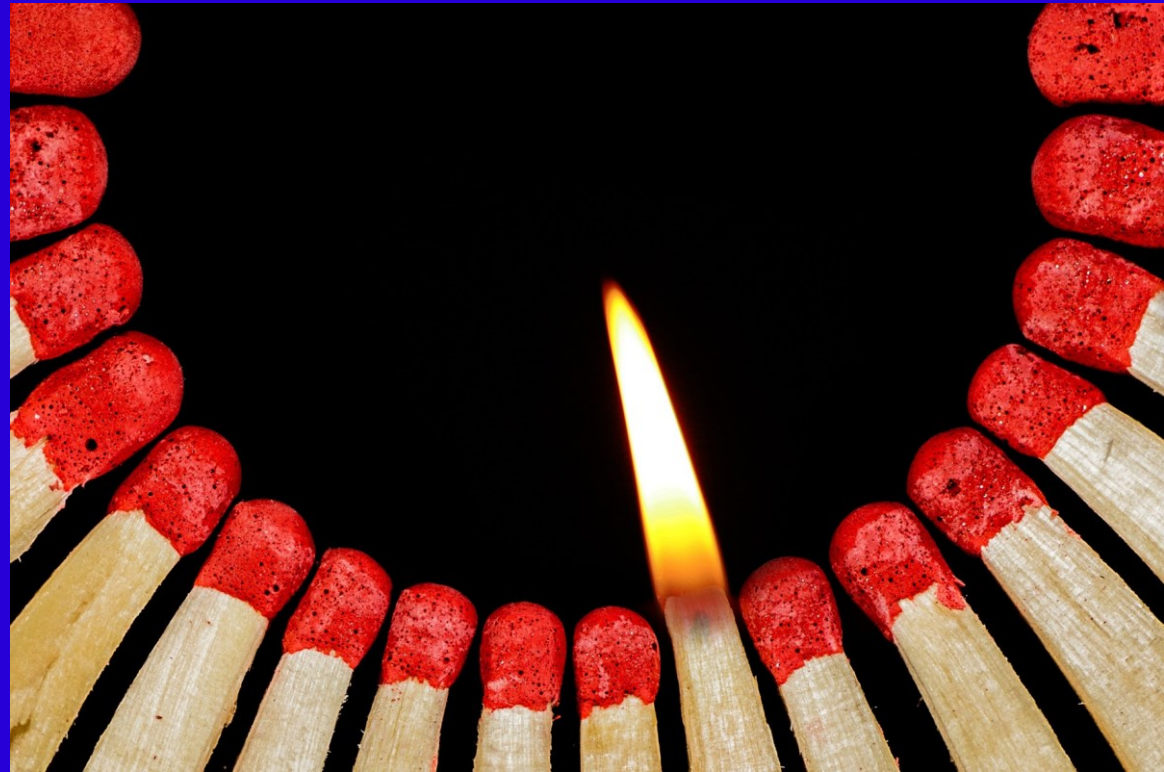


Source: WFA's Marketing & Sustainability 2021 survey

2. A “polycrisis” era

A dramatic rise of cascading and interlinked global challenges, threatening our stability and future:

1. Pandemics
2. War
3. Climate change & global warming
4. Economic turmoil
5. Social division





3. Brands face a tough balancing act



People want brands to remedy large-scale societal problems, like the climate crisis, but they also expect them to deliver practical solutions to the problems affecting their everyday lives.



4. CEOs are facing an escalating number of challenges simultaneously



93% of CEOs are dealing with 10 or more global challenges to their business, coupled with the uncertainty of the future.

Standing at the crossroads!



All these challenges could affect businesses' priorities and disrupt sustainability efforts. Or, they could paradoxically accelerate the green transition.





The tell-tale signs and impacts of climate change are getting more dramatic!

- More frequent and intense drought
- Storms & floods
- Record heat waves
- Rising wildfires

Lead to melting glaciers and warming oceans, rising sea levels, reduced forests, reduced land for growing crops, natural resources, water and food scarcity, increased risk of conflicts, and other planet threatening consequences.

Media Explosion Regarding Natural Disasters!



REUTERS® World Business Legal Markets Breakingviews Technology Investigations Sports

September 6, 2021 08:48 AM EEST Updated 31 minutes ago

Europe

Wildfires roar back to life near Athens as heat fans flames

Angeliki Koutantou, Letteris Papadimas

minute read

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ΗΡΑΧΩΜΕΡΙΝΗ

ΙΒΑΛΛΟΝ

Γροιλανδία λιώνει – SOS για τις υψηλότερες θερμοκρασίες των τελευταίων 1.000 ετών

συμβεί με τη στάθμη της θάλασσας; «Αυτά είναι άοχμα νέα για τη Γροιλανδία και για ό

ΗΡΑΧΩΜΕΡΙΝΗ

ΕΡΙΒΑΛΛΟΝ

ΛΟΡΙΝΤΑ

Ύα ιγκουάνα πέφτουν από τα δέντρα λόγω τριβύου

ψυχρόαιμες σαύρες πέφτουν σε νάρκη για να επιβιώσουν

iefimerida

ΕΙΔΗΣΕΙΣ STORIES ΠΟΛΙΤΙΚΗ ΕΛΛΑΔΑ ΔΙΚΟΝΟΜΙΑ ΚΟΣΜΟΣ ΠΟΛΙΤΙΣΜΟΣ ΠΟΛΗ ΖΩΗ ΥΓΕΙΑ ΣΠΟΡ ΓΥΝΑΙΚΑ ΤΕΧΝΟΛΟΓΙΑ

ΚΟΣΜΟΣ

Το φετινό καλοκαίρι ήταν το πιο ζεστό που έχει καταγραφεί στην ιστορία της Ευρώπης

news 24 7

ΠΟΛΙΤΙΚΗ ΚΟΙΝΩΝΙΑ ΟΙΚΟΝΟΜΙΑ ΠΟΛΙΤΙΣΜΟΣ ΚΟΣΜΟΣ ΚΑΙΡΟΣ VIDEOS

ΑΝΑΣΚΟΠΗΣΗ

Η μεγαλύτερη οικολογική καταστροφή όλων των εποχών στην Ελλάδα από πυρκαγιά

Η γυναίκα μιας ελληνικών κωστών την μία που ημερησίως η γυναικί Γούβες της Ρόδουκας Εύβοιας, 8 Αυγούστου 2021.



**Can we afford
the cost of inaction?
Can corporations put climate
action on hold?**



World Federation
of Advertisers



**Stephan
Loerke**

CEO

Hello, my name is Stephan Loerke. I am the CEO of the World Federation of Advertisers.



Let's use this moment, now
to stop prioritizing short-term
challenges over long-term change
and start investing
in sustainable solutions!



Could Marketing help?



“Saving our planet is now a communications challenge”

- Marketers have the skills to galvanize everyone in their organization behind a single vision
- Marketing can change consumer behavior at scale