



SALTERBAXTER
An **MSL** Company

The future of corporate sustainability post- COVID-19

Exploring emerging themes

With you today



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**Making
sustainability
creative,
tangible,
actionable**

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Salterbaxter is a specialist consultancy combining sustainability and strategy expertise, with creative thinking and communications. We have been at the forefront of the sustainability agenda for over 20 years.

What we'll cover

- 1. How the narrative around the future of corporate sustainability is shifting: what's the big discussion and how might it change over time**
- 2. Overview of some key cross-sector trends we see emerging**
- 3. Specific trends related to the coffee / F&B sector**

A close-up, low-angle shot of a runner's legs in motion on a paved track. The runner is wearing blue and orange sneakers and black shorts. The background is blurred, showing a track and some greenery.

Sustainability: Going into 2020 with lots of momentum

- **Important new decade for sustainability**
- **Sense of urgency**
- **Key upcoming COP and biodiversity summits**
- **Ambitious strategies and commitments from business**

But then....

COVID-19 hit

In some cases the crisis is making sustainability harder in the short term



**Tough and
tightened cash
positions**



**Companies in
survival mode**



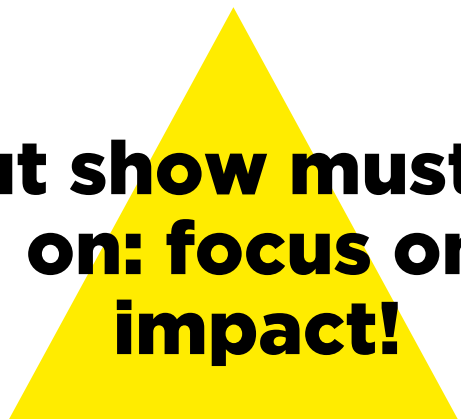
**Sustainability as
nice to have vs
business critical**



**Data collection
and capture
harder**



**Crucial events,
regulation delayed
- lack of direction**



**But show must go
on: focus on
impact!**

But there are also clear links being acknowledged between the COVID and climate crises

Is air pollution making the coronavirus pandemic even more deadly?

Dirty air is well known to worsen the heart and lung risk factors for Covid-19 - early research is cause for concern

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Scientists warn worse pandemics are on the way if we don't protect nature

Environment > Climate Change

Public want radical response to climate change with same urgency as coronavirus, poll finds

Environmentalists say politicians have not yet caught up with fast changing public opinion

And a desire to build back better

Companies calling for a green recovery

Business giants call for science-based green economic recovery

18 May 2020, source [edie newsroom](#)

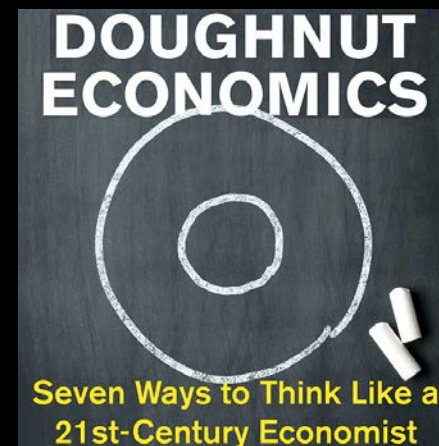
More than 150 business giants, including Carlsberg, H&M and Pernod Ricard, with a combined market capitalisation of more than \$2.4trn, have signed a joint statement calling on all governments to align coronavirus economic responses to climate science.



Air France bailout package to demand steep emissions cuts



Amsterdam to embrace 'doughnut' model to mend post-coronavirus economy



Investors are starting to join the dots



**Silver linings:
laying new
foundations for the
future?**

**“A crisis is a
terrible thing to
waste”**

Some trends we're seeing and business response

Initial responses from businesses focused on finding ways to protect workers, families and communities

Ensuring employee health and wellbeing

Target raised employee salaries and ensured paid leave for workers to support them in the crisis.

Target Spends \$300 Million To Give Raises, Paid Leave To Workers



Strengthening supplier relationships

Unilever pledged to offer early payments and credits to small and midsize suppliers.



Unilever helps customers, suppliers during pandemic with €500m cash flow relief

Stepping up philanthropic activities

L'Oréal launched a 150m social and environmental fund to support areas badly hit by the crisis.



Pivoting business models to support

Bacardi turned distilleries into hand sanitizer production facilities.



But we also expect to see companies shift to respond to changing consumer demands

Health and wellbeing are at the centre of the conversation

50% of consumers said they're shopping more health-consciously and will likely to continue to do so

60% are spending more time on self-care and mental well-being, with about 6 in 10 saying they have started exercising more at home.

Sustainable consumption is on the rise - an opportunity for sustainable lifestyles?

Google searches about "how to live a sustainable lifestyle" have increased by more than 4,550% in the last 90 days.

Initiatives introduced in a moment of change are more likely to stick later.

**Consumers are looking to
brands they trust**

**60% of
consumers are
turning to the
companies they
can absolutely
trust**

**Which means
that authentic
brand
purpose is
more crucial than
ever**

What it means for your sector

Existing trends, but further impacted by COVID...

Exposing resilience of supply chains

The trend:

- Covid exposes the weak links in global, complex supply chains with all elements stressed at the same time

For your sector this means...

- Opens the door for companies to shorten supply chains and make them more transparent, socially conscious and environmentally friendly to build resilience

Adding to an already vulnerable workforce

The trend:

- Concerns for the health and safety of coffee farmers and communities who often have little financial safety nets

For your sector this means...

- A chance for companies to think about how they are supporting communities along the supply chain through the crisis – and not just immediate workforce

Shifting consumer health awareness and habits

The trend:

- As consumers become more health conscious, they are making more sustainable food choices (e.g. organic, plant-based) - considered healthier and safer

For your sector this means...

- Further focus on and effective communication to wider stakeholders around provenance as well as health and nutrition claims.

Ongoing fight towards circularity

The trend:

- Fight against plastic on short-term hold
- Long-term efforts ongoing with circular business models emerging and plastics tax looming

For your sector this means...

- Continuing to pursue packaging/plastic reduction targets
- Investing into circularity of products

A photograph of a two-lane asphalt road winding through a dense forest. The sun is low on the horizon, creating a warm, golden glow that filters through the trees. The road curves gently to the right in the distance. The trees are mostly dark green, with some showing hints of autumn colors like yellow and orange. The overall mood is serene and hopeful.

Sustainability is more important today than ever and we believe that companies that commit to sustainability during the crisis will come out stronger and be better positioned for the future

Questions?

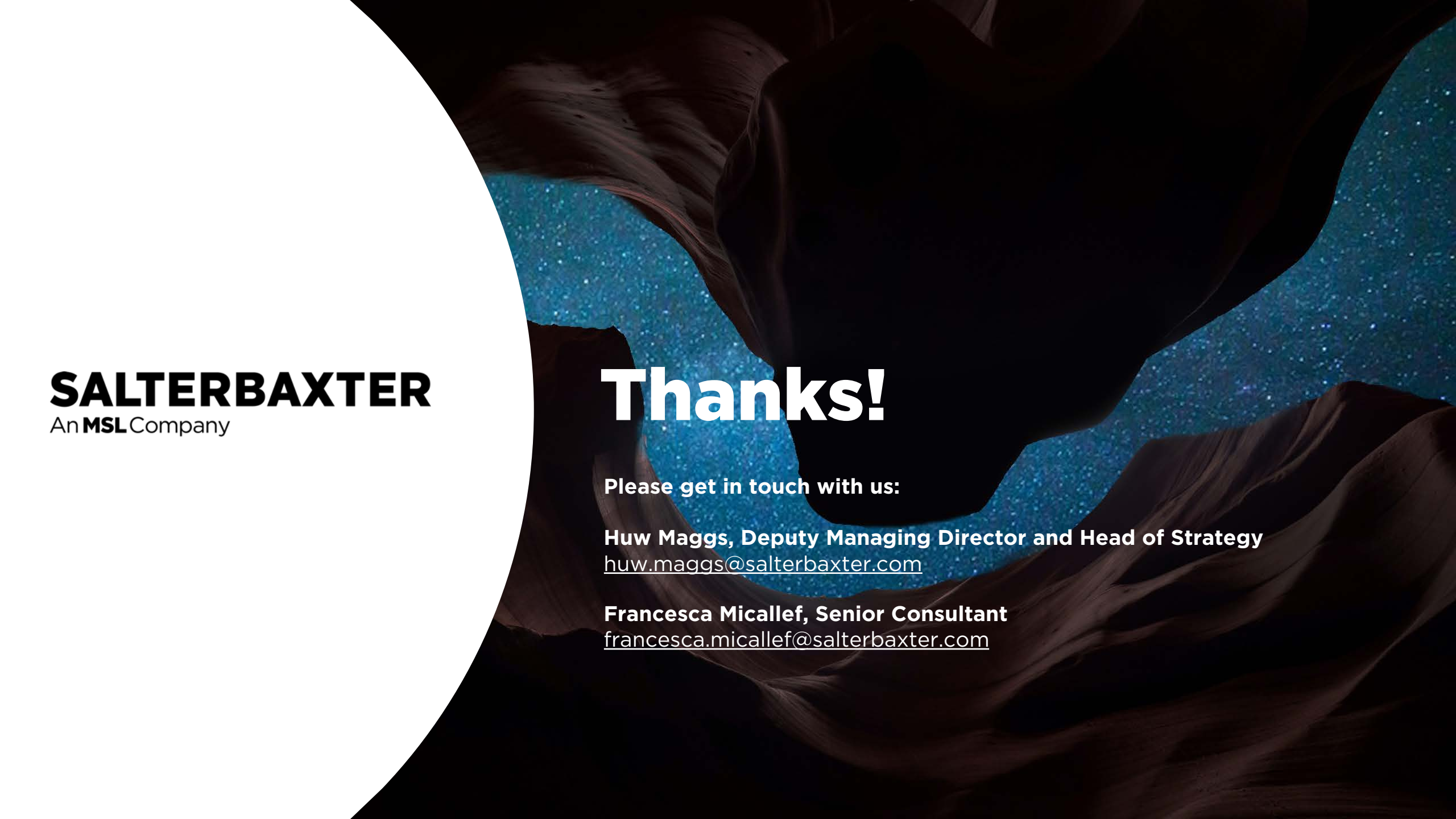
**Your thoughts and
experiences?**

Look at our website for more thought leadership

Our latest on how COVID is shaping citizen and employee expectations...



And more to come!

The image features a large, dark, abstract shape resembling a cave or a stylized letter 'S' on the right side. Inside this shape, a bright blue, starry space scene is visible. On the left, the company name 'SALTERBAXTER' is written in a bold, black, sans-serif font. Below it, in a smaller, lighter font, is the text 'An MSL Company'.

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Thanks!

Please get in touch with us:

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