

3 Principles for Progress: Radical Innovation

Capturing upstream value

- ➔ Reimagining category norms and boundaries
- ➔ Collaborating across the value chain
- ➔ Embracing inclusive design

57% believe that sustainable innovation helps create competitive advantage

44% say sustainability will help them expand marketing's opportunities through the value chain

1

55% identified new business models as the second biggest opportunity for marketing accelerating a sustainable transition



Mainstreaming use-phase behaviours

- ➔ Creating circular propositions for mainstream audiences
- ➔ Incentivising product life extension activities
- ➔ Embracing AI as an innovation enabler

2

Levelling up circular capabilities

- ➔ Building circular competency
- ➔ Reinforcing through decision-making
- ➔ Creating enabling environments

3



54% of advanced companies say they take risks and experiment to deliver transformation

16% Yet this is only 16% amongst those at the beginning of their sustainable transformation journeys

