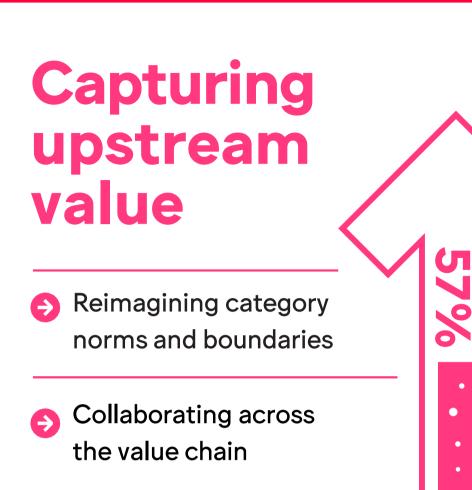
3 Principles for Progress: Radical Innovation



57% believe that sustainable innovation helps create competitive advantage

Embracing inclusive design

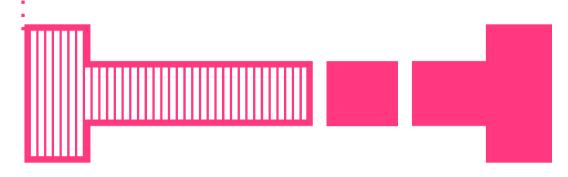
44% say sustainability will help them expand marketing's opportunities through the value chain

WFA

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



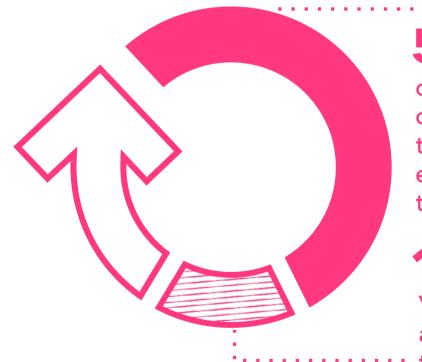
Mainstreaming use-phase behaviours

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

Levelling up circular capabilities

3

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



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