

SUSTAINABILITY

We believe businesses that act as responsible citizens in today's society drive sustainable growth by creating positive impact on people and the planet.

Leading organisations go far beyond compliance and mitigating the risks posed by climate change, unsustainable production and consumption, and widening inequality gaps.

They exceed stakeholder expectations by embedding sustainability in the core of the business and applying new thinking and innovations to maximise impact.

Weber Shandwick's EMEA Sustainability Group works with purpose-driven companies and organisations focused on delivering sustainable solutions and contributing to the UN Sustainable Development Goals.

We are an award-winning team of specialists that takes a holistic approach to sustainability, one that seeks to leverage social, environmental and economic value creation for the benefit of all. Our expertise helps organisations explore, shape and share their expanding role in delivering value to society.

We combine our deep regional experience and bench strength with the reach and resources of a truly global network, offering seamless international service, from strategy through to implementation and evaluation.

CASE STUDIES

McDonald's Sweden *Big Enough to Make a Difference*

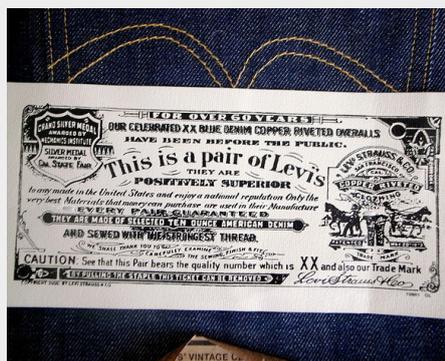
In 2018, we were tasked to help lay the foundations of a brand re-set for McDonald's Sweden. The goal was to shift the perception of the firm amongst key stakeholders including customers, the Swedish public at large, the NGO community and the company's own employees, positioning it as a responsible and sustainable company with a long-term vision. The resulting strategy and report provided a new, sustainability-focused dialogue, with the core concept, Big Enough to Make a Difference, providing a robust platform and a new tone for all external communications. Since the launch of the initiative, McDonald's Sweden has seen an increase in sales and guest count, as well as a reported rise in brand advocacy.



Levi Strauss & Co. *Sustainability Positioning*

Weber Shandwick was tasked with designing a corporate reputation programme to position Levi Strauss & Co. as a business leader in Europe, particularly in regards to its sustainability efforts. We conducted a storymining workshop with high-level executives from across the region, using insights from the session to craft a European business narrative for the global brand that highlights the company's industry leadership on sustainability and worker well-being, as well its commitment to helping refugees.

This narrative served as a framework for recommended media and speaking opportunities and went on to shape the wider communications programme.



OUR OFFER

We provide a wide range of services and counsel, structured around the following core campaign stages to guarantee a holistic approach and fully integrated outcome:

Strategy

- ▶ Insights & analysis
- ▶ Sustainability strategy development

Positioning

- ▶ Sustainability positioning & profiling
- ▶ Regulatory affairs
- ▶ Issue-specific messaging platforms

Concept

- ▶ Creative concepts
- ▶ Communication campaigns
- ▶ Engagement platforms

Activation

- ▶ Stakeholder engagement campaigns
- ▶ Coalitions & partnerships
- ▶ Communication assets
- ▶ Sustainability reporting
- ▶ Sustainability training

CONTACT



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