

Energy Transition Dialogues

DAILY BULLETIN



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- HOW GREEN ENERGY IS BRIGHTENING REFUGEE LIVES IN RWANDA
- EGYPT & NORWAY COMMIT TO RENEWABLE ENERGY
- AUSTRALIA SET TO BE A DOUBLE WINNER IN RENEWABLES SHIFT
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- SCIENTISTS URGE END TO FOSSIL FUEL USE
- INDIA CAN LEAD THE WORLD IN TRANSITION TOWARDS RENEWABLE ENERGY
- TOP INDIA OIL REFINER FOLLOWS BILLIONAIRES IN GREEN HYDROGEN BET
- AUSTRALIA PLANS TO BE A BIG GREEN HYDROGEN EXPORTER TO ASIAN MARKETS

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VIEWS YOU CAN USE



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Cyrille Fabre

Partner

Bain & Company Middle East



Why are so Many Brands Late to the Sustainability Game?

Many consumer goods companies have made solid gains to promote sustainability through such moves as reducing their carbon footprint and water usage. However, relatively few have made sustainability a big part of their brands. To understand the obstacles keeping them from developing sustainable brands, Bain & Company interviewed senior executives at 20 of the largest consumer goods companies. In those interviews, 100% of participants said they made sustainability a priority and are devoting more time to it.

But only 5% said they had successfully embedded sustainability in their brands. The multiple rewards of building sustainable brands are well documented. When we surveyed 8,000 consumers on their views, nearly 75% said they are willing to pay more for sustainable products. Sustainable incumbent brands are growing two times faster than non-sustainable brands, according to our research, with sustainable insurgent brands growing ten times faster. Incumbent brands can use sustainability to reignite their relevance.

On the one hand, consumers want sustainable products. Yet consumers also demonstrate an unwillingness to compromise on taste, convenience, quality, or price for sustainability and often perceive a trade-off. Consumer goods companies can overcome this obstacle by authentically making sustainability one of the reasons consumers love their brand. That starts by establishing a sustainability ambition and asking a fundamental question: How strongly do we want to tie our brand purpose and proposition to sustainability?

There is a science that can help brands address this choice. To understand what underpins a consumer's perception of brand value, we identified 30 Elements of Value in four categories: functional, emotional, life-changing, and global impact. When making sustainability part of the value proposition, a common route is to start at the bottom of the Elements of Value pyramid with threshold-level sustainability elements. However, brands that achieve the most from sustainability climb the pyramid to the top delivering elements at all four levels. ■

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SOUNDINGS



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“Increasing the share of clean energy in the power mix is a pillar of the UAE’s climate action and its shift to a low carbon green economy, in order to achieve sustainable economic development in line with the UAE Net Zero by 2050 Strategic Initiative. The Barakah nuclear power plant significantly supports our energy transition, considerably reducing GHG emissions and slashing the country’s carbon footprint. This advances climate action and brings us closer to meeting our climate neutrality ambitions.”

Her Excellency Mariam bint Mohammed Almheiri
Minister of Climate Change and Environment, UAE



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TWO MINUTE WARNING

INTERVIEW SERIES

Mohit Kaul
Founder
Enerdatatics

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