

cue

QUARTERLY MAGAZINE FROM THQ



**WE JUST CAN'T
CARRY ON
LIKE THIS...**

SUSTAINABLE LIFESTYLES EDITION

08



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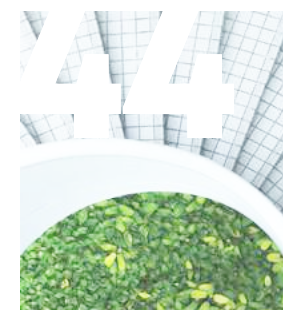
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Contributors



Clare Cotton

Associate Director of Brand
& Innovation Strategy
1HQ UK

With nearly 20 years' experience in brand innovation, Clare has worked with the likes of Diageo, Mars, RHM, WWF and Cancer Research UK. Her passion lies in maximising the potential of brands through strategy, consumer understanding and innovation. She now brings her industry experiences plus extensive network to help transform brands and increase their engagement with sustainable purposes.



Christopher Traina

Director of Client Services
1HQ New York

Christopher has worked in client services for 9 years across a wide range of business categories and sectors. He began his career in advertising before shifting his focus to B2B consulting, and then landed in his passion for uncovering and inspiring the meaning behind every client's brand, comms and design strategy. When he's not in the office, he enjoys performing and directing musical theatre, travelling, and taking entirely too long to go grocery shopping (from spotting too many familiar packages at shelf).



Paul Reading

Brand Communications
Creative Director
1HQ UK

Paul started his career at leading advertising agency, Leo Burnett. Since then, he's refined his clear thinking and undoubted creative craft with a number of the UK's leading direct marketing, experiential and integrated comms agencies, leading award-winning campaigns for the likes of McDonalds, SkyTV and Schwartz. Paul joined 1HQ in 2018 to lead a fast-growing Brand Comms creative team.



David Gray

CEO
1HQ Creative Leap

Passionate about brand and business strategy, David has worked across corporate, product and service brand positioning and communication strategies within categories including healthcare, professional and financial services, beverages, telecommunications, commodities and automotive. With a background in international branding and design consultancy, David founded Creative Leap, an award-winning, specialist OTC healthcare and wellbeing-focused communications consultancy.



Mike Webster

Director of 3D Structure
& Experience
1HQ UK

Mike is an award-winning industrial designer with a wealth of knowledge and expertise in design and innovation. He helps clients create new products and packaging, developing sustainable innovation strategies and pipelines. He has specific experience in pack and food innovation from his work with Birds Eye, Cadbury's, Carlsberg Group, Hershey's, Kraft, PepsiCo and Unilever.



Jules Goodair

Client Director
1HQ Amsterdam

Jules has collaborated with some of the biggest brands in the retail and FMCG world. Having worked with Wall's, Birds Eye, Dove and Asda, she understands the full strategic approach to branding and the importance of fully addressing customer and consumer needs. Currently working in a global role at 1HQ she brings insights and learnings from around the world to grow and develop knowledge in order to be one step ahead of the competitive set.



Sindy Seet

Account Manager
1HQ Singapore

Despite her hectic schedule - juggling both work and play - Sindy has spent her last 8 years in Singapore working in design and business development roles. She generates meaningful conversations with brands and their respective audience by providing realistic solutions that scream creative courage and clarity.



From trend to timeless



Christopher Traina

Director of Client Services - IHQ USA

Teddy coats, boiler suits, and coloured tartan may or may not be in style next winter, but that's always been the beauty of the fashion industry. With each passing season, we anticipate the industry's next big moves – exciting emergences of patterns and textures, the must-have pieces and hottest colour palettes of the

season. And then, we watch these trends fade – some most definitely for the best (so long, biker shorts from S/S'19).

There is one trend in particular that seems to ebb and flow, season after season – sustainability. New reports indicate that sustainability efforts, while up in 2017, made a steady decline

to 4 fewer points in 2018 on The Pulse Index, a scoring system created by Global Fashion Agenda and Sustainable Apparel Coalition in partnership with The Boston Consulting Group.

With the amount of industry buzz and badass activists like Greta Thunberg in the media spotlight, educating all of

us about the dangers of deforestation, water contamination, shortages and the effects of big business farming, we look at why sustainability can't completely enter a state of permanency. >>>

One of the biggest reasons, unfortunately (and inevitably), is money. It may not be a surprise that sourcing fabrics and textiles organically, safely and sustainably comes at a much higher cost. Supporting the people behind the production process is also no exception. Take men and women's fashion brand Outerknown, they will only partner with production and supply-chain resources who are accredited by The Fair Labor Association. While the accreditations certainly help support the cause, they do require higher investments.

The lead-time for a green-friendly manufacturing process is another contributor to hesitation. Bigger, more commercially viable organisations leveraged mass production models when environmental consciousness wasn't at an all-time high. Adding lead-times and overhauling their standards could cost them millions. But new, niche and emerging brands are setting out to change the sustainability landscape in fashion.

Activewear brand, Vyayama, recently devoted an entire year to creating custom, sustainable fabrics that met their standards of satisfaction and quality. Everlane, a "timeless pieces" fashion brand, continues to only partner with factories that achieve a 90% or higher competency score for ethical production, resources, and textiles.

So, when it comes to the guiltiest of fashion-waste contributors, (I'm looking at you, Zara and H&M), although these mega houses are also actively committing to sustainability programs and organisational goals, their approaches are less than impressive.

Zara, who published sustainability plans for the first time in the summer of 2019, is committing to eliminate hazardous chemicals in their supply-chain, incorporate on-site donation bins, and end the use of fabrics that endanger forests in 2020. But considering Zara produces 500 new designs each week, these attempts are not even close to what they could be doing. But is it a step in the right direction? Sure.

H&M take their efforts just slightly one step further. They'll not only take donations from your old H&M pieces, but clothing from any brand. H&M will then reward you with a 15% discount on a future purchase for participating in their program. While positioned as a charitable act that benefits the consumer, this process ultimately benefits the company; the fabrics from donated garments are eventually deconstructed and cleaned for use in future production.

There are high street shops that do deserve credit (albeit only slightly more) for their commendable efforts. Uniqlo began charging for shopping bags in 2019 in an effort to incentivise customers to purchase recyclable, reusable totes. They also adopted in-store donation bins and will use them to eventually give back clothing to homeless communities. Giving back? How on-trend. >>>



Photo by Flaunter.com on Unsplash

So, with all of this in mind, it begs the question: what's the solution? Whether you're an emerging brand setting new precedents or a monster-sized retailer taking baby steps because your PR team is getting crushed. All brands need to be doing their part and investing in the long haul through strategies that truly prioritize sustainability within their business models, rather than superficial or potentially self-serving initiatives.

And for those of us who are fast-fashion-loving consumers, we have to do better too. How many times do we make unnecessary, frivolous purchases just for the sake of having a new outfit for an occasion?

Renting programs like those offered by Rent the Runway, Nuuly, New York and Company Closet, Gwynnie Bee, Tulerie, (just to name a few) offer a fairly accessible solution for those who still want to partake in evolving trends.

Most importantly, people in power, (at the top of the food chain in the fashion industry and beyond) need to take sustainability seriously and establish governance for meeting industry standards. We should also hold government officials accountable for avoiding action, especially ones who try silencing or belittling activists who are trying to make a difference. According to The EPA, 9% of our country's waste is attributed to The Fashion Industry! And there isn't a tweet in this universe that can prove otherwise.

It may be no easy feat, but maybe going green doesn't have to be so scary and can eventually be accepted as the timeless, unquestionable classic we so desperately need. **Q**



Photo by Alexandra Gorn on Unsplash

A new take on travel



Sindy Seet

Account Manager - IHQ Singapore

Recently voted the World's Best Airport by air travelers at the 2019 World Airport Awards, Singapore's Changi Airport currently serves more than 100 airlines flying to some 400 cities in about 100 countries and territories worldwide. Each week, around 7,200 flights land or depart from Changi, with more than 62.2 million passengers passing through the airport a year.

Now, just peg those aforementioned statistics to the amount of pollution being emitted daily. >>>

Without a doubt, both travel and tourism contribute heavily to our environmental footprint. So much so that Prince Harry recently announced the upcoming launch of a novel initiative, Travalyt, encouraging the industry to rethink how people explore the world.

By working with companies like Booking.com, Ctrip, Skyscanner, TripAdvisor, and Visa, the goal is to brainstorm potential impactful solutions to issues caused by excessive travel, or “over tourism” as the industry has coined it. This includes the negative social and environmental impacts ranging from global warming

on a macro-scale to harming the local ecosystem on a micro-scale.

The initiative also plans to work with the hospitality industry to ensure a transition towards more sustainable practices, such as banning single-use plastics and encouraging tourists to travel by land when having the option to do so. For example, KLM Airlines has bolstered marketing efforts by encouraging their customers to switch from a plane ride to another mode of travel, such as by rail. Hotels like the Marriott and IHG Group have taken a different approach and started to ban small plastic bottles of health

and hygiene products including bath soap and skin creams.

Travalyst also looks to encourage travellers to give back to the local communities they visit to ensure both economic and cultural sustainable development through tourism.

The rise of the Eco-Consumer

One of the trends shaking the hospitality sector today is the rise in the number of consumers prioritising sustainability.

For an industry with a track record of waste production and pollution, sustainability has become a number one priority, but it still remains a major challenge for brands competing in this crowded market. World Wide Fund for Nature (WWF 2019) noted that the 21st century luxury consumer is one that is increasingly well-educated and concerned with social and environmental issues. Millennials and Generation Z consumers are driving 85% of global luxury sales growth, and their expectations for luxury brands to be aligned with their values has become increasingly important. >>>



Heeding that call is one legendary brand with great provenance - The Brando. Behind this luxurious resort on the French Polynesia is nothing short of a technology marvel that has intertwined harmoniously with the island's rich culture and history. The concept took eight years to conceive and another four to build.

Marlon Brando and Richard Bailey, who met in 1999, spent years dreaming up the "world's first post-carbon" resort, not only as a hotel for the ages or luxury escape, but also as a model of how tourism could be a force for good. Out of their conversations, innovations in sustainable site development, water conservation and filtration, a selection of ecologically sound materials followed, leading to The Brando becoming the only resort in French Polynesia with a Leadership in Energy and Environmental Design (LEED) Platinum Certification.

The property's acclaimed Sea Water Air Conditioning system cools with little carbon output. The food-digesting machines condense a normally six-month composting process into 24 hours, turning the resort's organic waste into rich black soil that can sustain full kitchen gardens on these nutrient-poor coral islands. The resort's beekeepers send their robust queens to farms around the globe fighting against colony collapse.

Closer to home and within the region, ultra-vogue Asian lifestyle group - Potato Head - doesn't have the patience to wait. Ronald Akili, the young entrepreneur behind Potato Head Beach Club in Bali and Potato Head eateries in Jakarta, Singapore and Hong Kong has embarked on an extraordinary sustainable initiative in Seminyak which Akili describes as an "experiential playground that combines good times with doing good in the world".

Desa Potato Head - desa meaning 'village' in Indonesian - has set a new benchmark for sustainable lifestyle and luxury. The group's Katamama hotel is formed of 1.8 million bricks hand-pressed by Balinese artisans, and its Beach Club

throws the island's most famous parties with a transition to zero waste (it's nearly there, down to 0.3 percent).

Adding to this will be a second hotel outfitted with materials made on-site from recycled community waste, and will play host to events such as the Our Ocean conference and TED Talks in its 'ideas center'; with solar panels covering rooftops and driveways, and wellness offered through every sense - from music therapy to traditional jamu medicinal drinks. But with so many islands on the planet in peril because of tourism, how does one reconcile that as a hotelier and also an environmentalist?

As Bailey so aptly puts: "No single developer can be held accountable. Ideally, you have developers working with governments and within the fabric of the community. That's what we try to do. Balance comes from parties with diverse interests coming to a compromise. The real engine of change is still the customer. If the beaches are not so nice, or the way the employees from the community are treated is less palatable to the customer, then you can't attract people to the mission of sustainability."

Sustainable vs responsible travel - yes, there is a difference. Responsible tourism, like sustainable tourism, aims to foster a positive economic, social, and environmental impact on host destinations; however, responsible tourism depends on individual actors. It refers to the way in which visitors, residents, and small businesses interact with a destination. Choosing to travel responsibly and follow responsible business practices is consciously choosing to foster a positive interaction between the tourist industry and the host destination.

In short: one cannot do without the other, and only time will tell if every stakeholder will do their part to bring sustainability and responsibility together. **Q**

“An experimental playground that combines good times with doing good in the world...”



Photos courtesy of Desa Potato Head

Less must mean more



Mike Webster

Director of 3D Structure & Experience - IHQ UK

The accelerating drive by packaged goods manufacturers towards more sustainable solutions is welcome news, however, the big opportunity for brands lies not just in making less packaging — but in creating more desire.

Unilever's commitment to halving its use of new plastic by 2025 is a typically bold

and principled move. But as the announcement made clear, the company believes it's not just good for the planet but good for business too — acknowledging a shift in consumer attitudes that sees sustainability becoming an expectation, not an added bonus. >>>





The significance of this is two-fold. First, it breaks with the conventional wisdom that sustainability is a driver of preference only when all other attributes are equal. In other words, people will only choose more sustainable options if they are not forced to compromise on other needs (such as product performance, or convenience). Second, it points to a time when sustainable credentials will be the norm — a point of parity, rather than a point of difference.

We foresee this bringing a new urgency and focus to the debate. Companies that do not demonstrate they are taking steps to put their house in order will be left behind. But even those that can, will need to change their mind-set.

Until now, the emphasis has been on reduction — generating less waste, choosing materials with lower impact and finding ways to militate against potentially negative consequences for market performance (such as inferior appeal on-shelf). Looking ahead, the key issue and the opportunity for competitive advantage, will lie in the potential for sustainable solutions to deliver more than an eco-friendly, feel-good factor.

Knowing we are doing our bit for the planet will still be important but that won't necessarily translate into preference.



The brands that will win will be the ones that do more and go further, creating real desire in the process."

To achieve this will require a new emphasis on a better consumer experience — not just of the product in-use but at every touchpoint.

This means a wider definition of the role for packaging. We need to think beyond transporting products to shelf safely and efficiently and then converting shoppers to purchasers. Seeing packaging as containers with ads on misses the point and the opportunity because it can be so much more. When product and pack work together, creating a more rewarding experience at every point in the consumer journey, you create a vehicle for brand evangelism.

In this context, finding more sustainable solutions shouldn't be seen as a constraint, I can't think of a tighter, more inspiring brief than doing more with less. A great example is the re-usable spray bottle we designed for Cif, that's now available through Amazon. It's made from re-cycled PET for use with concentrated re-fills. But in addition to reducing waste, it's also designed to be more ergonomic and beautiful than standard sprays — making it easy to use and hard to throw away. That all adds up to a solution that doesn't just facilitate more sustainable behaviour, it positively rewards it.

Cif Global Brand Director, Olivier Juglair underlines this point: 'At Cif we consider that sustainability can unleash beauty. By making our bottles re-usable and refillable, we not only cut plastic by 75% but also invest in the design of our products that will stay with people for life.' >>>

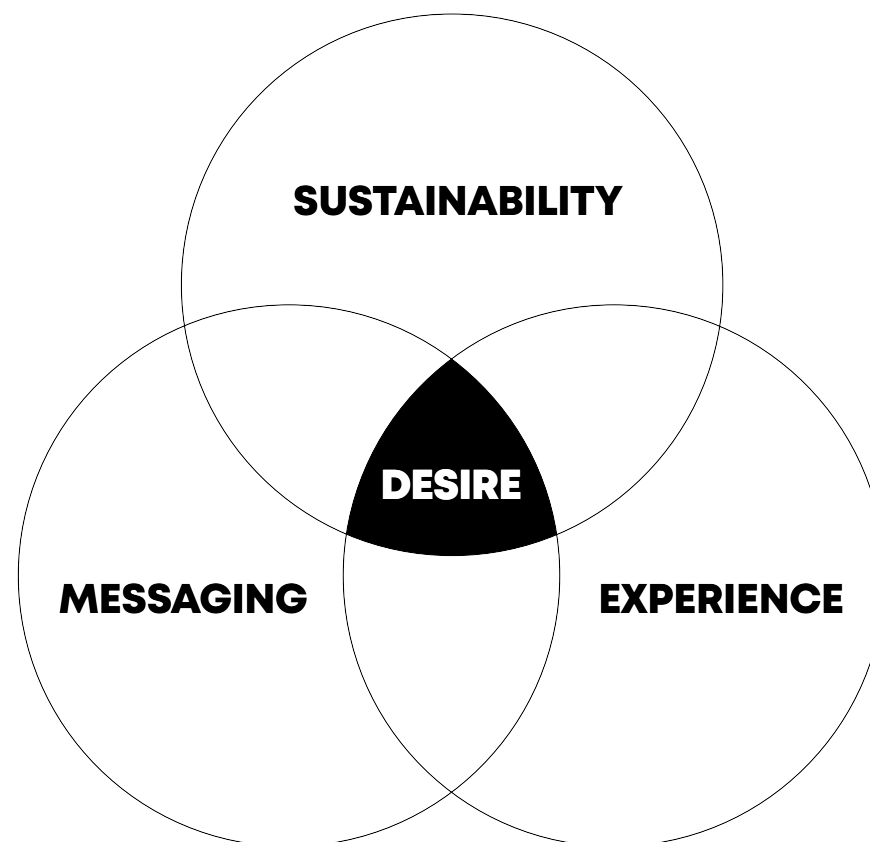


Turning ambition to deliverable reality can be a daunting prospect given the complexity and scale of manufacturing and supply chains. Sometimes the biggest question is knowing where to start. You need to identify where you want to finish. That could be putting an end to single-use packs, moving to a direct to consumer subscription model, or a vision for a completely packaging-free future. Whatever it is, getting the destination established creates a framework to inform short, medium and long-term decision making.

It's part of an approach that we have developed to help brands become both more sustainable and more competitive. As well defining the vision, we help clients define a roadmap to get there. Along the way, it's plotted against the barriers to be overcome — whether that's developing internal capability or changing consumer behaviour. The key to tackling what can seem like an overwhelming challenge, is to break it down into manageable horizons; but the red-thread running through every work-stream is one simple question: how does this create a better experience and a deeper connection with consumers. **Q**

“

We create desire by connecting sustainability, messaging and experience.”



What's going on?

Stay inspired and up to date

LONDON

01 Global Generation: The Story Garden

British Library, 96 Euston Rd, London NW1 2DB.

Offering a green oasis in the heart of the city, The Story Garden has been designed to educate and inspire with an emphasis on sustainability, the natural environment and understanding where our food comes from. Global Generation will run the new venture, in collaboration with the British Library and Stanhope, continuing work to nurture the physical and mental wellbeing of children, young people and adults living in urban environments. Their latest 1-acre project will include growing space in planters, allotments, an orchard and community kitchen.

02 The Avenue Cookery School

3 Enterprise Way, Wandsworth, London SW18 1FZ.

Running out of eggless ideas for brunch? Join The Avenue Cookery School for a bottomless vegan brunch with a twist. The class will start with a demonstration and useful tips before you take to your stations. Armed with several beverages you will undoubtedly turn into the next Katy Beskow — whipping up delicious vegan French toast, homemade smokey vegan bacon and more.

NEW YORK

03 Brooklyn Grange

Sunset Park Farm Brooklyn Navy Yard Building 3, Roof, Brooklyn, NY 11205.

Operating the World's largest rooftop soil farms, Brooklyn Grange grows over 50,000 lbs of organically cultivated produce per year. With sustainability at the heart of their mission, they provide urban farming consulting and partner with numerous non-profit organisations throughout New York to promote healthy living and the importance of strong local communities. As well as spring/summer open days, scheduled events include building your own ceramic planter, farm-to-table dinners, an introduction to beekeeping and rooftop fitness classes.

04 ReFashion Week

22 – 28 February 2020.

Celebrating second hand and sustainable fashion in New York City, ReFashion Week will hold a series of events designed to challenge you to think about sustainable style. With approximately 200,000 tons of clothing, shoes, linens, and accessories sent to landfill every year, the events will spark conversations about how residents, non-profits and businesses can create solutions to reduce textile waste. ReFashion week will showcase how thrift stores can produce runway-calibre looks and that conscious style can inspire new trends.

LONDON
NEW YORK
AMSTERDAM
SINGAPORE

AMSTERDAM

06 The Upcycle

Sint Annendwardsstraat 13, 1012HC Amsterdam.

Where others see waste, The Upcycle company see food for creativity. Working to transform used materials into functional design products, they encourage people to look differently at the resources around us, whilst promoting the circular society. Selling sustainable gifts crafted by over 25 artists and local organisations, The Upcycle offer affordable unique products with a story. You can also book onto one of their workshops to design earrings, make notebooks from plastic bags or belts out of bike tyres whilst learning more about the Upcycle principles.

06 Instock

Czaar Peterstraat 21, Amsterdam.

Instock are on a mission to reduce food waste and have taken on the challenge through a love for cooking, education and product innovation. Using unsold products from local Albert Heijn supermarkets, the creative Instock chefs make breakfast, lunch and dinner from surplus food collected that day. Instock have also produced two unique food waste beers from rescued potatoes and leftover bread and make their very own granola from brewers' grains. You can also join them for preserving and fermenting workshops or even hire their 'ready to rescue' food truck.

SINGAPORE

07 Ground-Up Initiative

91 Lorong Chencharu (Yishun), Singapore 769201.


Ground-Up Initiative is a non-profit community demonstrating urban sustainability through innovation. 'Kampung Kampus' is a low-carbon, nature inspired 'School of Life', showcasing best practice in sustainability and fulfilling the 5G's by being Gracious, Green, Giving, Grounded and Grateful. Their programme of events include craft workshops and Saturday Farmers Markets to support local entrepreneurs and organic natural farming.

08 2219 Futures Imagined

ArtScience Museum, 10 Bayfront Avenue, Singapore 018956.
Until 5 April 2020.

Inspired by the work of Singaporean writer and poet Alvin Pang, 2219: Futures Imagined marks this year's Singapore Bicentennial by looking two centuries into the future. Through a series of immersive installations, meditative spaces, films, paintings and sculptures, this exhibition focuses on small, human-scale acts of innovation and contemplation. The exhibition intends for visitors to reflect on what kind of future they want - will this be a subterranean Singapore in 2065?





The future of personalised healthcare



David Gray

CEO - 1HQ Creative Leap

Will personalisation lead to unfettered proliferation or a more sustainable future?

Standardisation and complexity reduction have been at the heart of mass production techniques since the earliest days of the industrial revolution.

The lean manufacturing management philosophy, derived for the most part from The Toyota Production system, was designed to assist in the identification and steady elimination of waste to improve overall customer value. In healthcare, the ability to standardise and mass produce drugs such as

Ibuprofen has been of immense value and utility to patients and healthcare professional alike. Discovered in 1961 by Stewart Adams, a Boots employee, it is estimated that we now produce around 43,000 metric tonnes (36 billion daily doses) of Ibuprofen every year. Quite a legacy for a man who left school at 16 and began his career as a store apprentice, before being awarded a scholarship by Boots to study at University College, Nottingham.

But what of the future?

Whilst Ibuprofen has undoubted benefits, it is not without its issues and falls far short of being an answer for all, even in the relatively narrow field of pain relief. As we learn more about human health it is becoming clearer that the twin bastions of traditional pharmaceutical and surgical intervention are increasingly less suited to a world more focused on wellness and wellbeing. >>>

Nestlé Health Sciences, who focus on nutritional therapies, has for example, recently acquired Persona and the brand's personalised vitamin pack program. Persona uses an online assessment to analyse 5 trillion possible combinations to create a customised supplement recommendation that can be delivered direct to your doorstep.

My own assessment suggested 7 different but complimentary supplement products. That's potentially a lot of domestic shipment packaging if the business really achieves scale.

How far can customisation go? DNA profiling is the process of determining an individual's DNA characteristics, which are as unique as fingerprints. Might this point to a future of truly personalised, health and wellness programs covering every aspect of a person's lifestyle, nutrition, medication and care? Will mass customisation be overtaken by genuine personalisation with all of the attendant complexities and potential negative impact on supply chain and the environment?

The organisation and monitoring of multiple medications or supplements and their diverse drug interactions and requirements (morning, night, with or without food) is complex. This could be revolutionised by the vast promise of 3D printing, the epitome of precision.

A 3D printed pill, unlike a traditionally manufactured capsule, can house multiple drugs or supplements at once, each with different release times. This so called 'polypill' concept has already been tested for patients with diabetes and is showing great promise. How long might it be before we can 3D print personalised medicines and supplements in hospitals, clinics and even at home? Recent breakthroughs in bioprinting

and tissue engineering have seen the advent of printer technologies capable of creating human skin and replacement human organs from plasma and stem cells. The life-changing implications of this technology are endless.

Can we go further still?

Gregory Unruh in his 'Biosphere Rules' series reminds us that the entire biosphere and the organisms that inhabit it are made from only a handful of elemental materials.

All organisms, including us, are expressions of a common underlying production platform that the biosphere leverages for massive scale, scope and information economies. Think of this in terms of human health and wellbeing. We are all made of the same elemental materials and human genetic diversity is substantially lower than many other species.

Could this apparent homogeneity point the way to the future discovery of a cure-all solution that will overturn the need for personalisation and its attendant complexity and make healthcare provision, simpler, more accessible and more sustainable for everyone? **Q**



Photo courtesy of Persona Nutrition

A wave of change

**Qualitative
tipping points
for sustainable
behaviour
change >>>**



Clare Cotton

Associate Director of Brand & Innovation Strategy - 1HQ UK

We can all sense the mass attitude and behavioural shifts from consumers when it comes to reducing our environmental footprint.

From our sustainable work, research and qualitative findings, we're starting to see some issues fly up the adoption curve while others are more sluggish. Using this information we are able to convert consumer learnings and guide brands. >>>

3

Attitudes

There are three classic attitudes to sustainability; Recessive, Dominant and Emergent. What's interesting, is that these three typologies are portrayed by both consumers and brands.

How a consumer might talk

How a brand might talk



"It's too big an issue for me to make any difference. We recycle stuff at home but I'm not stopping buying bottled water when I'm out as it's convenient."

"It's not critical for our brand. People want the best price / convenience and that's what we give them."

NOT RECYCLABLE



"I'm trying hard to reduce the plastic I buy when I shop but it's really hard – it's everywhere. So, I strike a balance and cut out what's easy to do."

"We have to get to a level not to be pilloried or delisted. It's critical to reduce and make everything recyclable. We need to aim to reach a neutral position."

RECYCLABLE



"It's a real emergency and I'm doing what I can to go plastic free and help others do the same. It has made me discover a new world of brands that care and it is great to be part of something positive."

"It's core to our brand's purpose. With our innovation, passion and community we are set to make the world a better place."

REMOVE, REDUCE, RE-USE

For those of us who recognise ourselves or our brands in the Recessive or Dominant attitude camp then we've taken a few examples of categories to shed light on the causes for change to help you see what's coming down the tracks and how to adapt.

Here is the base formula that guides mass and rapid consumer (and brand) adoption to change:



Flexi-veganism

With the rapid trend to reduce meat and take up a level of flexi-veganism, the change has been accelerated as the formula for behavioural change has been met quickly:



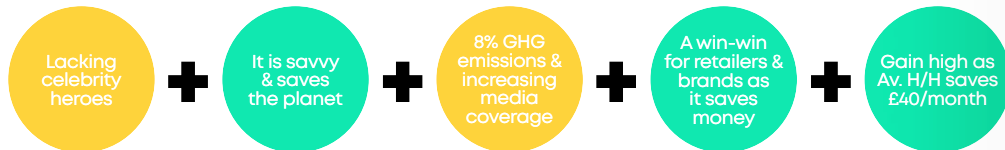
Plastics

Consumers are leading the demand but retailers and brands are lagging to meet this demand. We think this will shift as retailers gear up to enforce change which in turn will reduce consumer pain. The movement will accelerate faster with the introduction of more scientific evidence (e.g. microplastics) and anti-plastic heroes:



Food waste

Whilst reducing food waste is behind the curve in terms of public face, it may well climb to the tipping point faster as it's a simpler problem for consumers to grasp and they can easily make tangible personal gain:



Key: ● Negative issue ● Rising change ● Positive indicator

Sustainability is the new currency of the 2020's.

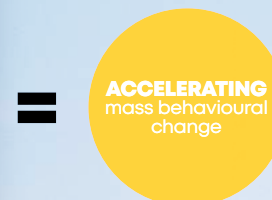
When you look at brands and activists and how their positivity in this space is leading to premium prices and greater loyalty for the likes of Ecover and Tony's Chocolonely, then you can see that sustainability is set to be the currency of the next decade (as the currency was confidence & materialism in the 80's and 90's). So, all the more motivation for brands to focus on creating an experience that makes them the emergent players that can affect change and lead the way.

When clients ask us 'what can I do to help justify a higher price?' our answer is increasingly to look at how they can successfully build genuine sustainability into their brand's experience. This is a mix of two elements:

Firstly, how their brand codes sustainability through its shape, substrates, whole life cycle and experience.

Secondly, by finding a sustainable brand purpose that authentically fits the brand and helps create innovation, loyalty and better still the evangelism we all desire.

In a world where sustainability is going to become the new currency, we no longer need a business case for sustainability, we need a sustainability case to run a business. **Q**



Is sustainability sustainable?



Paul Reading

Brand Communications Creative Director - IHQ UK

It's 2020. Brands are continuing to jump, lemming-like, onto the sustainability bandwagon. Everyone has an ethical story to tell and an ecological flag to wave. But is it good for business? What happens when your moral compass is pointing in the right direction, but your sales forecasts aren't?

It's a conundrum facing many of today's brands, but one thing's for sure – consumers are already favouring ethical, ecological brands that talk about their sustainable credentials, and this will only become more important to future generations. They won't just want it, they will demand it, and any brand not completely authentic will surely suffer. As Greta Thunberg so eloquently put it in her landmark speech to the United Nations: "We are in the beginning of a mass extinction, and all you can talk about is money and fairy tales of eternal economic growth. How dare you!" >>>

The big players are already responding to the challenge. Last year, during Cannes Week, new Unilever CEO, Alan Jope, said "We will dispose of brands that we feel are not able to stand for something more important than just making your hair shiny, your skin soft, your clothes whiter or your food tastier". He went on to say that he thinks there's profit to be made from purpose. This is evidenced by some impressive figures from Unilever's 'Sustainable Living' portfolio brands.

Purpose-driven advertising has certainly taken centre stage creatively in recent years. So-much-so that the organisers of the Cannes Lions have dedicated an entire category to it – The Grand Prix For Good – leading to some of the best, most effective pieces of work in any category, not just its own.

The sweet spot, therefore, seems to be between sustainability, profitability and creativity. Although that may be true right now, how long will it last?

Personally, I don't think brands should, or in fact will, stop purpose-led messaging and initiatives. And that's a good thing. The world needs as many companies fighting for it as possible, doing good in whichever relevant, authentic ways they see fit. The 'creative' winners will be the ones who frame their messaging differently, consistently. They'll keep challenging norms, and challenging their customers to change their perceptions too.



However, the real winners – the ones who'll also profit from purpose – will be the brands whose altruism threads seamlessly through every aspect of their business, making it a genuine part of their DNA. From research and development, ethical sourcing, environmentally sound supply chains, diverse and inclusive employment policies and much much more. Because it's time for brands to start thinking beyond doing less harm to keep the planet on an even keel, and more about how they can make a far-reaching, actively positive contribution.

As usual, it's the brands that think differently, act intelligently and communicate honestly who will succeed. **Q**

Watch this space



Jules Goodair

Client Director - 1HQ Amsterdam

Times are changing. As we embark on our journey into a new decade it feels right to take stock to see where we are in our efforts to make the world a better, more sustainable place to live. While we may not have reached the destination we had in mind, the Netherlands are leading the charge in creating more sustainable and eco-friendly spaces and giving consumers sustainable options when it comes to homeware.

Progress is made everywhere around us and at the moment it is mainly driven by the need to protect the Earth's natural resources. Take some of the initiatives to reduce the amount of plastics that we use for example. The Dutch Plastic Whale Foundation has been cleaning up beaches for a while now and recently they have put their focus on the Amsterdam Canals. From the waste materials they collect they have made a collection of furniture. You can now own a Whale Tale chair that contains amongst other waste materials 67 recycled PET bottles. >>>



Photo courtesy of Plastic Whale Circular Furniture

The initiatives to update our homes and offices with eco-friendly innovations can be seen everywhere. Another Dutch company, Physee, has made fantastic progress in developing smart windows. Through a combination of solar cells and sensors they create enough energy to 'fuel' our heating and aircon, reducing the dependence on traditional resources.

Closer to home we're also tracking the development of IKEA's air-purifying curtains, coated with a mineral-based surface that breaks down common pollutants. The surface of the curtain is treated with a photocatalyst mineral that causes air pollution to break down when light shines through it, allowing us to purify the air in our homes. A similar

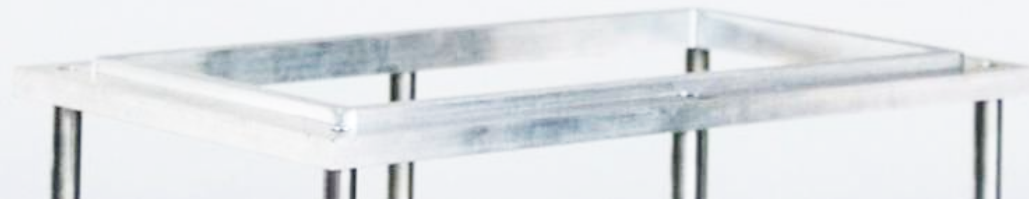
initiative is underway in the decorative paint category where Sigma Air Pure also uses a technology that filters and neutralises molecules. Quite literally a fresh coat of paint for the home.

Clean air in and around the home is one of the challenges for 2020 and beyond, that we did not necessarily foresee when we were predicting the future years ago. And apart from fulfilling a basic need to stay healthy it can also help make our surroundings more beautiful. Another Dutch company, MOSS, are on to this by looking at how to make spaces more sustainable. Introducing living green walls, office landscaping and indoor urban farming.



As we move forward into a new decade, we will see more established brands and entrepreneurs create innovations that deliver an eco-friendly, feel-good factor. Giving us a reason to buy into their products beyond the function they provide. To do this they will have to re-design their business model and think laterally about the way they get to their products.

A nice example of this is the In4nite II project where design studio Joris de Groot examined the various techniques that are applied in the manufacturing of car interiors and translated this into a collection of shoes. The result is a range of stylish footwear that is more durable as well as sustainable. Great thinking that brings us one step closer to a bright future. **Q**





Top 5

Material solutions

01 Evoware

Challenged by flooding problems in Jakarta caused by plastic waste, David Christian, Co-founder of Evoware decided to research a different solution for food packaging. Using a seaweed-based material, the team created food wrappings and sachets, devoid of chemical additives, that can be dissolved and eaten. As well as biodegradable, the material can be sourced without need for land acquisition or deforestation. It remains energy efficient and economical.

02 Tetra Classic Aseptic 65ml Cube

Thinking outside the box, Tetra Pak have released their Aseptic 65ml Cube solution, targeting the logistics of distribution to save approximately 40% transportation space and reduce secondary packaging. Arranging 6 products to form a cube, Director Hemant Krashak explains that the pack ensures protection for food while helping to lower costs for manufacturers.

03 L'Oréal

Because we're worth it... 2020 will see the launch of the first carton-based cosmetic tube. L'Oréal will partner with Albéa, to develop this breakthrough innovation for the beauty industry. Monitored by 'Life Cycle Analysis', director of Packaging and Development at L'Oréal - Philippe Thuvien, mentioned this is a step to improve the brands environmental and social profile. Keep an eye out for these mid 2020!

04 Garçon wines

Letterbox Wine® suppliers Garçon Wine, have developed their bottles to be 100% recyclable, 100% recycled, 87% lighter and 40% spatially smaller. Entrepreneur Santiago Navarro and co-founder Joe Revell initially developed this solution to aid delivery through letter boxes. By producing a flat bottle, Garçon Wine provide a more cost-effective solution to the standard glass bottle, reduce failed deliveries and reduce carbon emissions by almost 1 million kilograms.

05 Flexi-Hex

Fuelled by their passion for surfing and in light of the effect on the marine environment caused by single use plastic, founders Sam and Will Boex set out to produce Flexi-Hex. This well engineered packaging used for surfboard sleeves is made of cardboard with a hexagonal mesh structure that means one size fits all. Their ethos has been carried into other packaging for glass bottles, with a slender drum and pinch top option for flexible sizing on multiple shaped bottles, while remaining aesthetically pleasing and cost effective.

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LONDON NEW YORK AMSTERDAM SINGAPORE

For further information please contact:

MEDIA ENQUIRIES

media@ihqglobal.com
+44 (0)1753 624242

NEW BUSINESS ENQUIRIES

sajag.patel@ihqglobal.com
+44 (0)7826 554095

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