

## Panel Discussion



# BUILDING A RESPONSIBLE CORPORATE BRAND IN 2017

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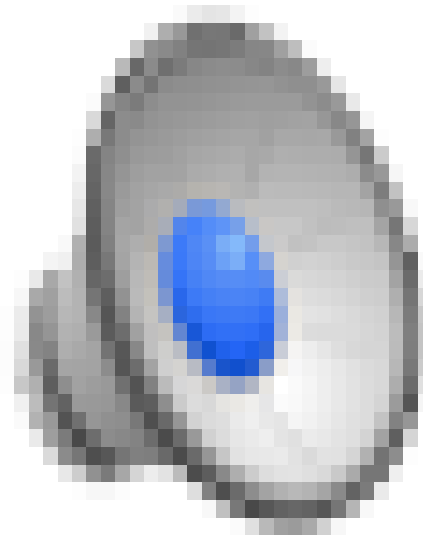
**Saurabh Kumar Uboweja**

CEO & Chief Brand Strategist, Brands of Desire, INDIA  
uboweja@brandsofdesire.com

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# B Corp Anthem



# EILEEN FISHER – BEHIND THE LABEL

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A woman with blonde hair, wearing a white sleeveless top and a white skirt, stands in profile against a light, textured background. She is looking back over her shoulder towards the camera.

EILEEN  
FISHER

## **VISION**2020

Our vision is for an industry where human rights and sustainability are not the effect of a particular initiative but the cause of a business well run. Where social and environmental injustices are not unfortunate outcomes but reasons to do things differently.

We don't want sustainability to be our edge. We want it to be universal." Her company's vision and their Behind the Label transparency work is "for an industry where human rights and sustainability are not the effect of a particular initiative, but the cause of a business well run."



# Eileen Fisher – Behind the Label

- **MADE IN USA** Today 97% of garments sold in the US are made elsewhere; we produce 20% of ours in New York and Los Angeles.
- **ORGANIC FIBERS** How we're supporting clean air, clean water and a healthy environment for workers and wildlife.
- **SUSTAINABLE FIBERS** The natural, recycled and high-tech fibers in our eco collection.
- **CERTIFIED DYEING** Pure fibers that either skip the dyes or rely on natural ingredients such as petals, leaves and bark.
- **UNDYED & NATURAL DYES** Dyed without hazardous chemicals—for color without compromise.
- **FAIR TRADE** Higher wages and investments in local communities – not business as usual.
- **HUMAN RIGHTS** How we're working for the people who work for us.
- **ARTISANAL** We seek artisans around the world to handcraft one-of-a-kind pieces.
- **SUPPLY CHAIN** The farms, factories and faces behind our clothing.
- **GREEN EILEEN** Our recycling initiative. Giving our clothes a sustainable afterlife.
- **REPAIR & CARE** Mend, tend, wash. Our tips for the long haul.

# RIVIGO – MAKING LOGISTICS HUMAN

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An Indian truck driver, on an average, spends 25 days a month away from his family, several contract diseases or fall prey to substance abuse as a result of this lifestyle.

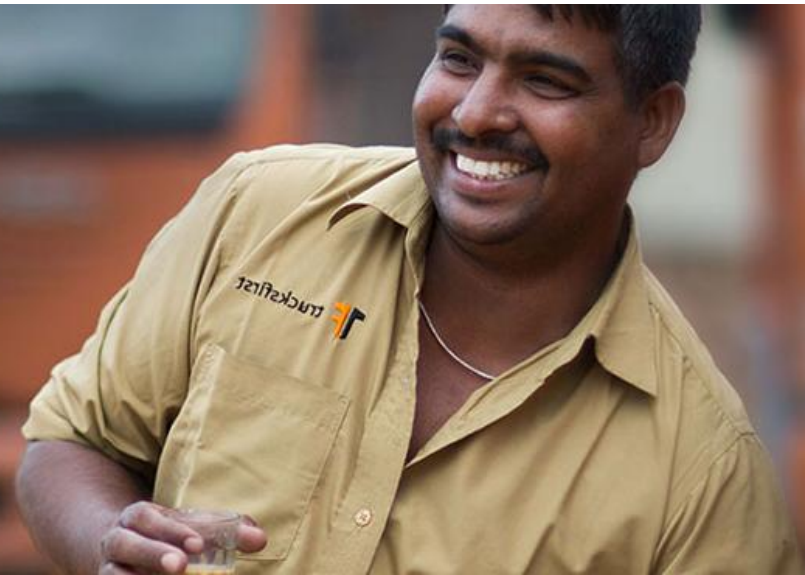
“They lose social respect, leading to them being called the ‘37th caste’ in the Indian village. The problem is not in truck driver’s income or skill gaps, but the problem is deep rooted in his terrible lifestyle away from his family leading to social disrespect and stigma.

# Rivigo – Making Logistics Human

## Rivigo raises \$75 million in Series C funding from Warburg Pincus

Private equity firm Warburg Pincus has invested \$75 million (about Rs 500 crore) in surface transport logistics provider Rivigo Services.

[READ MORE](#)



# CSR & MILLENNIALS

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## MILLENNIALS OVERALL



### Shopping for a Cause:

Nine-in-10 would switch brands to one associated with a cause

(vs. 85% U.S. average)

### Vocal Supporter:



Would tell friends and family about CSR efforts

(vs. 72% U.S. average)



### Hands On:

Would volunteer for a cause supported by a company they trust

(vs. 56% U.S. average)

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# YOUNG MILLENNIALS

## Stick to their Values:

66% would take a pay cut to work for a responsible company

(vs. 61% mature Millennial)



## Live Digitally:

Most likely to use social media to engage around CSR efforts

(73% vs. 64% mature Millennial)

## Show Optimism:

Most likely to believe their purchases make a significant impact

(36% vs. 25% mature Millennial)



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# AFFLUENT MILLENNIALS



## Prioritizing Cause Products:

Most likely to say they'd switch brands to one that supports a good cause  
(95% vs. 85% U.S. average)

## Generous with Time and Money:

Most likely to follow donation intent with action, 82% said they'd donate to a charity and 81% have done so in the past year



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## FEMALE MILLENNIALS



## MALE MILLENNIALS

### Proactive CSR Shoppers:

Among the most likely to seek out responsible products whenever possible

(86% vs. 76% Millennial male)

### CSR is a Reputation Protector:

Most likely to only pay attention to a company's CSR efforts when something goes wrong

(64% vs. 53% Millennial female)

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# SUMMARY

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# Summary

- Make CSR part of your business and brand strategy. Make it a driver for your business not something that's going to sit comfortably in your goodwill and feel good factor alone.
- Use CSR as a mission to solve real business problems that face your economy.
- The future consumers are increasingly more conscious about what they spend on. Create for them.

# THANK YOU

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