

Sustainable Brands Expands Corporate Member Group with Addition of Disney, L'Oreal, SAP, Mattel, Del Monte, BASF as Newest Members

SAN FRANCISCO, May 28 /CSRwire/ - Sustainable Brands® announces the addition of six new members to its Corporate Member Group. Disney, Del Monte, SAP, Mattel, L'Oréal and BASF join over two dozen companies already committed to leveraging their unique role in business and society by aligning multiple stakeholders along a path towards a sustainable future.

The 30+ companies that comprise the Sustainable Brands Corporate Member Group collectively represent over \$750 billion in annual revenue. A recent member benchmark study indicated that 83% of them were consistently using sustainability as an innovation driver within one or more product level brands and over 90% expect many or most of their product brands will explore opportunities to leverage sustainability as a value proposition in the near term. To accomplish this, a 3-point collaboration agenda was established by the member group.

- 1.To design new ways to deliver and measure business value through environmental and social innovation
- 2.To explore and enable disruptive innovation that drives growth and supports the shift to a sustainable economy
- 3.To better understand and drive the shift in consumer demand & behavior toward healthy, sustainable lifestyles and consumption

Newest member L'Oréal notes that collaborations like those found in the Sustainable Brands Corporate Member Group help align organizations with shared goals and help to identify sustainable solutions and accelerate change. "We joined Sustainable Brands to have access to the network of high value resources and sustainability professionals who share our vision for growth and success that is sustainable, responsible and inclusive," states Pam Albaster, Senior VP of Corporate Communications, Sustainable Development & Public Affairs at L'Oréal USA. "The journey toward a more sustainable future is a shared one and becoming a member of Sustainable Brands will help all of us build successful programs towards that goal," adds Jennifer DuBuisson, Associate Manager Global Sustainability at Mattel.

All corporate members will convene in San Diego, CA next week for the annual Sustainable Brands Conference. These newest members will join Unilever, Johnson & Johnson, Coca-Cola, Ford, Target and others to update themselves with the latest trends, drivers, strategies and tactics that are creating new opportunity for environmental and social innovation, as well as to work in partnership on initiatives that will help further their individual and collective success. Through a new Sustainable Brands program, The SB Collaboratory, individuals will form cross-brand, cross-industry and cross-functional teams to produce impactful and actionable outcomes. "The Collaboratory is a forum for exploring and establishing emergent key tenets, capabilities and structures that will empower brands to succeed by enabling new forms of value creation and consumption," states KoAnn Skrzyniarz, founder of Sustainable Brands. "The goal is to identify specific obstacles, test hypotheses for eliminating them, incubate ideas, and achieve

results that can be shared with the community, rather than just having more conversation. The SB Corporate Member community is a dedicated group bringing the critical levels of engagement and influence needed to drive the kind of significant systems changes required to shift towards a sustainable economy.

To learn more about Sustainable Brands Corporate Membership and how to participate in select discussion groups, visit SustainableBrands.com or contact Patrick McCartan at patrick@sustainablebrands.com.

To learn more about the annual Sustainable Brands Conference (SB'13) in San Diego, CA next week, visit the conference website at www.sustainablebrands13.com or call Jessica Martinez at 415.626.2212. Limited seating is still available and interested brand representatives who have yet to register are encouraged to do so in order to take part in formative Collaboratory Initiative design sessions that will take place alongside the formal conference program during the week.

About Sustainable Brands

Sustainable Brands® is the premier global community of brand innovators who are shaping the future of commerce worldwide. Since 2006, our mission has been to inspire, engage and equip today's business and brand leaders to prosper for the near and long term by leading the way to a better future. Digitally published news articles and issues-focused conversation topics, internationally known conferences and regional events, a robust e-learning library and peer-to-peer membership groups all facilitate community learning and engagement throughout the year. Sustainable Brands is hosted by Sustainable Brands Worldwide, a division of Sustainable Life Media headquartered in San Francisco, CA.

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