

Fireside Chat | [Sustainable Marketing] How to Reflect Sustainability through Marketing Strategies Beyond Profiting Brands



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Let's put ourselves in the shoes of the customer. Does it mean anything to you if the product/service that you'd been purchasing or the company that's producing believes in sustainability?

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- **Sustainability in your organisation**
- How to work with corporate to bring-in sustainability in marketing
- Sustainability is the now and future

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What is the purpose of marketing in your organisation?

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Is sustainability being reflected in your marketing / business strategy?

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Key Takeaways

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Q&A