

Fireside Chat | **[Sustainable Marketing]** How to Employ Marketing in Your Sustainability Journey?



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**Do you understand your company's sustainability goals /
roadmap?**

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Question 1

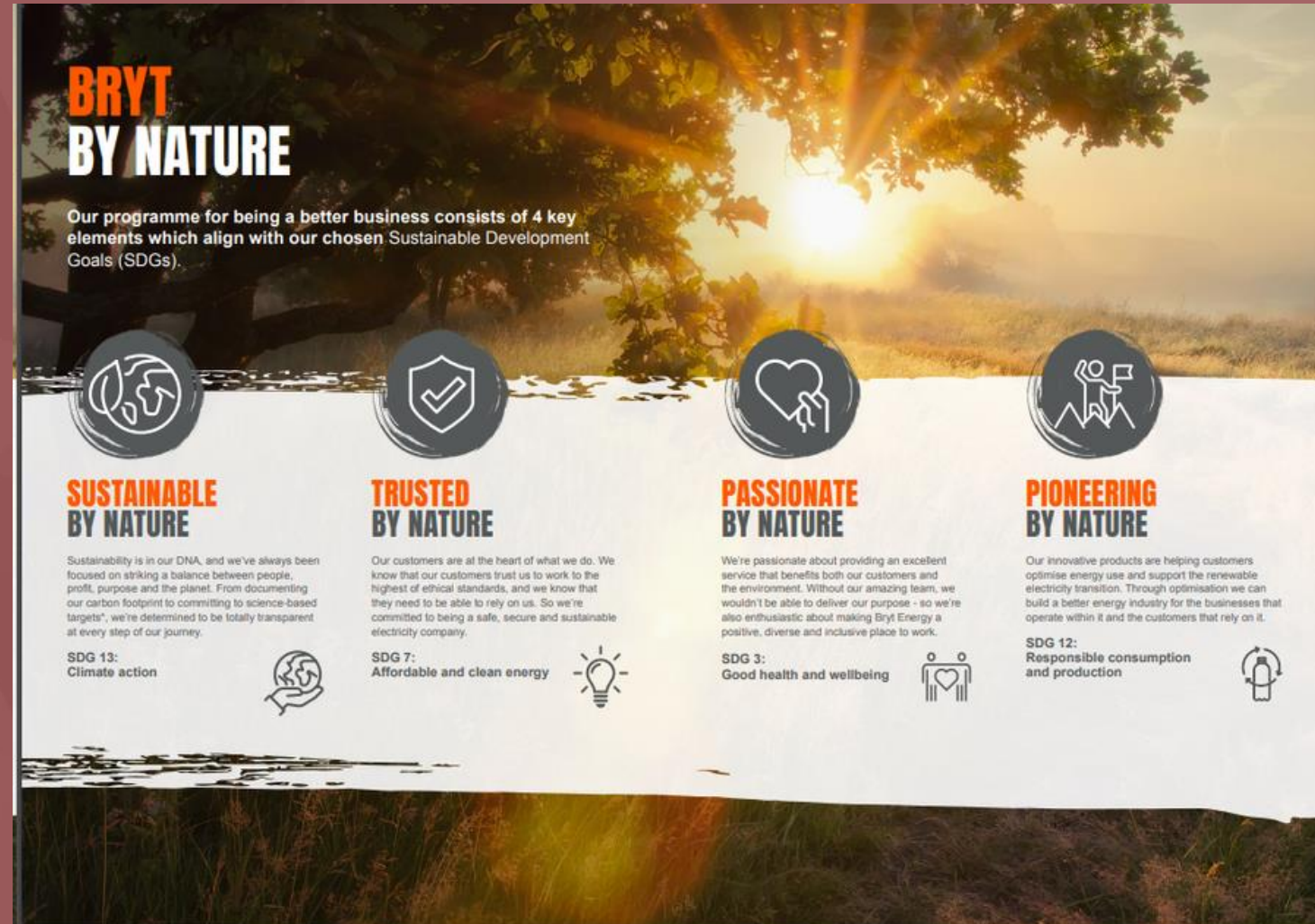
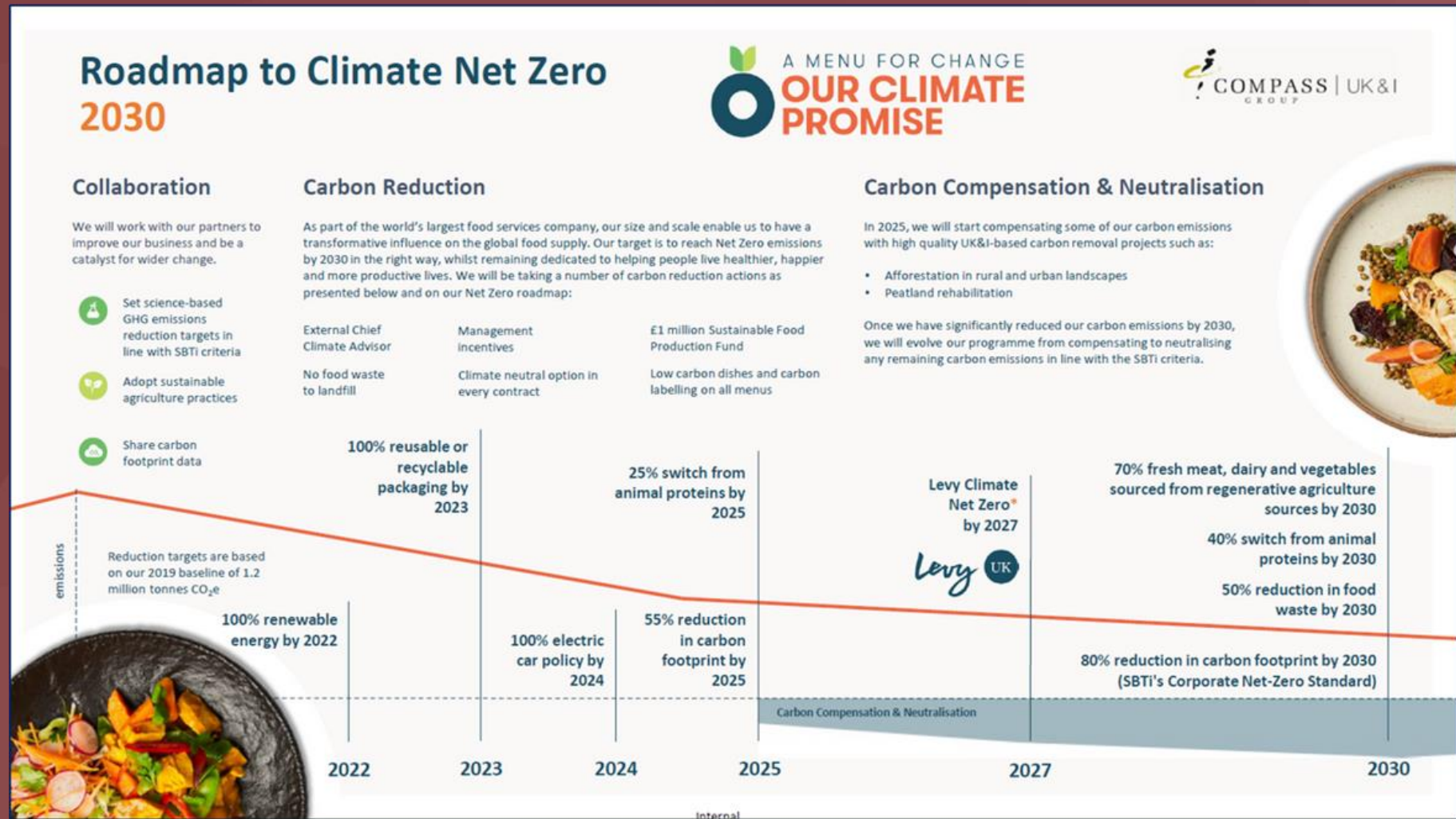
How do marketing and sustainability interact?



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Question 2

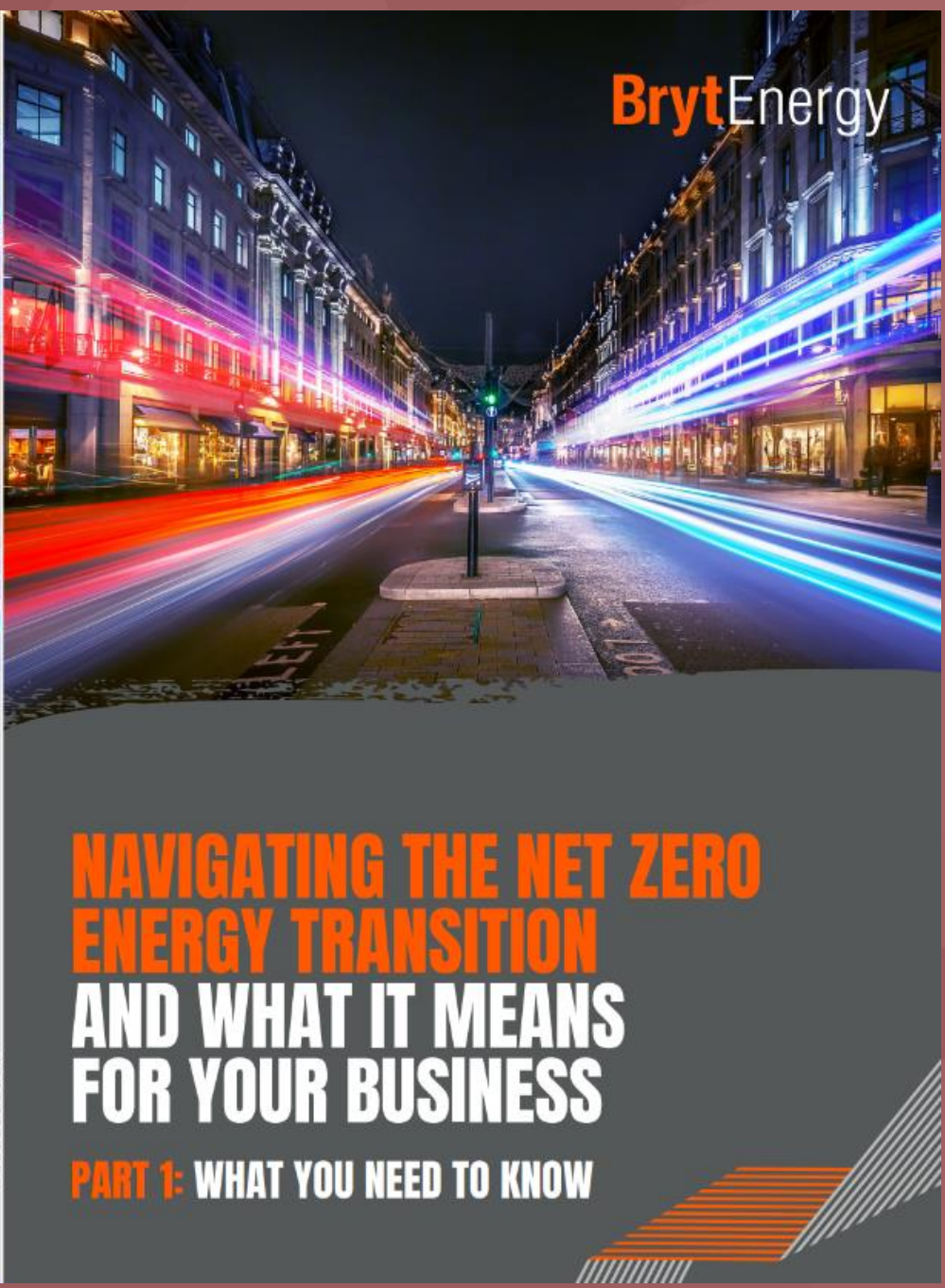
How to get started?



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Question 3

How to influence consumer behaviour?



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Key Takeaways

- **Carol's Takeaway:** Don't let perfection get in the way of progress, make a start and make incremental progress, use your power as a marketer to make real change.
- **Kat's Takeaway:** Sustainability isn't a marketing campaign; it needs to be embedded throughout the business to be truly authentic - Marketers have all the vital skills to drive this change and be a force for good!

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Q&A



Scan here to submit your questions!