



Pledge

FOR A BETTER WORLD

Webinar Report

31 March 2022



**SALES
NETWORK**



Introduction



Aysun Akik

Shell Fleet Solutions
Europe and Africa
General Manager



Joël Tronchon

L'Oréal
Europe Zone
Sustainability Director



Jon Blakeney

I-AM
Co-owner & Group
Managing Director
Moderator



Rianna Butler

Unilever
Global Sustainability Director



Turancan Salur

Getir UK
CEO

The goal of the Sales Network organization is to help and support sales functions across businesses, and help them adapt, grow and evolve alongside all the changes we are collectively experiencing. With the aim to bring together sales professionals for the united cause of building a thriving society and a sustainable way of living; the Sales Network has initiated the Pledge for a Better World and this inspiring new

structure was announced with a Webinar held on March 31, 2022 with the attendance of Jon Blakeney - Co-Owner & Group Managing Director of I-AM as Moderator, Aysun Akik - General Manager of Shell Fleet Solutions for Europe & Africa, Joël Tronchon - Europe Zone Sustainability Director for L'Oréal, Rianna Butler - Global Sustainability Director at Unilever and Turancan Salur - CEO of Getir UK.

Weaving the framework of the UN Sustainable Development Goals into the guiding principles for The Pledge for a Better World, the Sales Network has set out to reimagine and reshape the future.

The goals are to address some of the key challenges that we all face as individuals and as companies: Diversity & Inclusion, Ethics and Environment.



A high-angle, wide shot of a person walking on a large, curved concrete structure. The person is small in the frame, walking away from the viewer. The structure is made of light-colored concrete with visible horizontal lines. The sky is bright and blue, with some clouds. The overall mood is one of progress and forward movement.

WORKING TOWARDS A BETTER FUTURE



1. Taking Action Today
2. Aligning values for a common goal
3. Commercial activities as drivers for change
4. The three pillars of change
5. Empowering individuals
6. Building the ecosystem



1. Taking action today

As private companies we have a role to play in creating a better world for our children. We need to act now! There are only 8 years left to achieve the UN SDGs.

Brands have to be able to leverage their know-how to push governments into accelerating their policies of SDGs and to be more progressive as we do not have too much time left to achieve the goals.

We all want to create a better world for the next generation and now we have a real opportunity to do so but this opportunity is not going to last forever. This is a unique moment in time to make changes. We have been able to achieve some progress in recent years. We are seeing less poverty, better education, more awareness and action on climate action but at the same time, we have a long way to go. The pandemic and the social and economic crises are slowing progress down. However, we all have a responsibility to push progress and not leave it to the governments only. The private sector has a critical role in helping the larger community achieve the SDGs that extends beyond job creation and implementing sustainable manufacturing practices. One basic approach, for example, to Diversity and Inclusion is to approach the issue on a holistic level; not only management but also the teams that we build across all levels in our organisations. One other way is to look at the supply chain. We can ask ourselves the questions of how we are including smaller and women owned businesses in our

procurement roster, are we able to provide opportunities through a supplier development program and so on.

Thus, it is important to look further than the pressing issue of environmental awareness and look at the issues of our world as a whole. Brands have to be able to leverage their know-how to support governments into accelerating their policies of SDGs and to be more progressive as we do not have too much time left to achieve the goals.

Keeping our businesses commercially viable does not mean that we need to divert from the goal to "make the world a better place that we are living in." Working with professionals across industries will not only create a positive motivation to push forward but also open space for talented professionals to join teams as well as create sustainable businesses that will attract investments. It's not an easy environment or an easy task, but it's the decision to keep SDGs in focus that is the right decision for the long term.

2. Aligning values for a common goal

We all have a different understanding of the 'goal for a better world' but we need to be aligned to make a difference.

The answer to the question **"what is a better world?"** might mean different things to everyone but the answer reflects on what one believes in. It can mean creating a world where there is more peace, where less means more but where there is also more equity and diversity. We should have the ambition to leave the world as a better place than the one we were born into. This is a big ambition; but its path lies in our actions. We are all leaders raising the next generation. We can be leaders of small teams or of bigger groups but we all have the same responsibility.

As brands we have the opportunity to engage our customers on a daily basis through our services and products. Consumers choose brands not only because of the offers but also because of the values the brand stands for. Therefore, it is up to the brands to set the right standards. For some companies a new investment in a new country is the opportunity to challenge the status quo. This gives the brand the pride to achieve their business objectives in line with their values. Challenging the way of conducting business in line with sustainable objectives that provide value for the earth and the people sets standards for other companies and this creates a ripple effect leading the path for a better world.



3. Commercial activities as drivers for change

Our daily commercial activities are key to support a more sustainable lifestyle as we have access to many touch points that have an influence on customers' behaviours. We need to use them as drivers of change. We can use our brands to meet the goals set for a better world.



Commercial activities are key because here is where we are able to touch upon consumers as citizens. This is crucial to sustainable lifestyles and sustainable products. We have the opportunity to use the power of our brands, which are very powerful because and we can use the power of our brands to promote social activities. For example, L'Oréal Paris has built a campaign against street harassment. Even though this issue is not directly related to their commercial activities, they have their brand's incremental power they can leverage to convey a matter of social importance.

4. The three pillars of change

I. Our planet's future needs

II. Customers' expectations from brands and

III. Governmental regulations and standards

If a company's strategy is not aligned with the customers' needs and the future of the society and the planet; sustainable development is not possible. Consumers can detect any form of misalignment and this leads to sustainable business growth. Consumers need to see that brands are putting issues other than business growth on their agendas and this is the approach that lays in the heart of a strong customer relationship. This is also the approach that brings value to the shareholders and investors and is the driving force behind every business decision. Even though different geographies where companies have their operations are in different levels in their understanding of sustainable development; the road to change starts from the point of alignment between business objectives and sustainable development goals.

There is no value to be created from misalignment. We are now living in a world where we need to create value on financial terms, but also value creation in other aspects. This plays a critical role in how a company is perceived by its customers and a huge critical role in how brands operate. We, as leading brands in our respective industries have to put sustainability right at the centre of our business and make the statement of "we are going to drive superior financial value, but by leading sustainable business".

We all need to operate in a world that is allowing us to thrive by creating a world where such practices are accepted. If you put sustainability at the heart of everything, it increases your trust as an employer, but also as a brand. It reduces your risk in terms of your supply chain. It reduces costs in the long term through decarbonizing, driving energy efficient practices and reducing waste.

This is going to be beneficial from a financial and non-financial standpoint. We see that brands with a strong purpose are the ones that are growing the fastest. Take the example of Dove with the self-esteem project and Lifebuoy with putting hygiene at the centre of everything they do. This allows a strong impact both from an environmental but also a social aspect, by driving brand equity and growing sales because consumers want to see these values in a brand and they want to be loyal to it. And we will see this impact more going forward.





5. Empowering individuals

Empowerment is the key to transforming our intentions into commitment. We need to encourage our employees and partners to become change makers and empower them to realise their full potential as individuals.

Taking actions towards building a better world also touches on mental health, physical health and diversity and inclusion. Empowerment is the key. The more diversity you have in your teams, the better decisions you can make with different views. Our ethics and values are tested in every step we take. Another key issue is the social impact created. We have create a business that operates in a way we are really proud of what we do: the way we approach our customers by offering various solutions.

When we look at the recent pandemic, for example, we all know that it has created economic recession that has largely impacted all companies across various industries. The companies that have survived have had to take a step back and to rethink their business models. The aim is to then understand how sustainability can be part of the agenda. For example, every company has a different policy regarding going back to work. We have seen 50% of the workforce wanting to go back to work, while the rest choosing to stay at home.

This brings the question on the mode of transport people would like to use to go back to

the office. This gives the opportunity to track the CO₂ footprint generated. This approach enables a new mindset into looking at how CO₂ emissions can be offset but also in other areas of SDGs such as the social front by helping vulnerable communities.

We have to be able to provide equal opportunities in the workplace changing people's outlook on life as well as their economic status. We are helping employees carve out a positive future for themselves and their family and this entails watching out for their capabilities and providing them with the opportunities to grow and expand their careers. This also entails providing a safe environment where employees not only feel protected by their employers but are also able to gain the necessary training for career advancement. Brands have to remember that any action taken towards one employee, is a direct reflection to the family of the employee as well and this effect leads to a better understanding of the company culture you want to build which in turn leads to attraction of talent who are also accepting of the culture.

6. Building the ecosystem

Everything is connected to one another.
We cannot talk about a Better World
without leading the conversation
towards building an ecosystem.

We need to look at every business decision from a multistakeholder approach to create sustainable success and long-lasting impact. Some of the biggest leaps we see are the ones where we are able to drive sector or industry wide change and everyone moves at a similar pace. This is key to create an a much stronger influence on decision makers than moving as an individual company. Large brands have influential partnerships with governments and NGOs and this connection leads to be part of conversations of expanding projects around SDGs.

Leading brands that have common goals are able to align their sustainability plans push the message to their consumers. The message should not only be approached form an ecological perspective but, again, through the perspective of small businesses, fair and ethical business and diversity and inclusion.

The goal is to create equal opportunities for life to thrive: nature and people.



Report prepared by Global Partners of Sales Network
Argus Growth Agency and I-AM

ARGUS
Growth Agency

I-AM



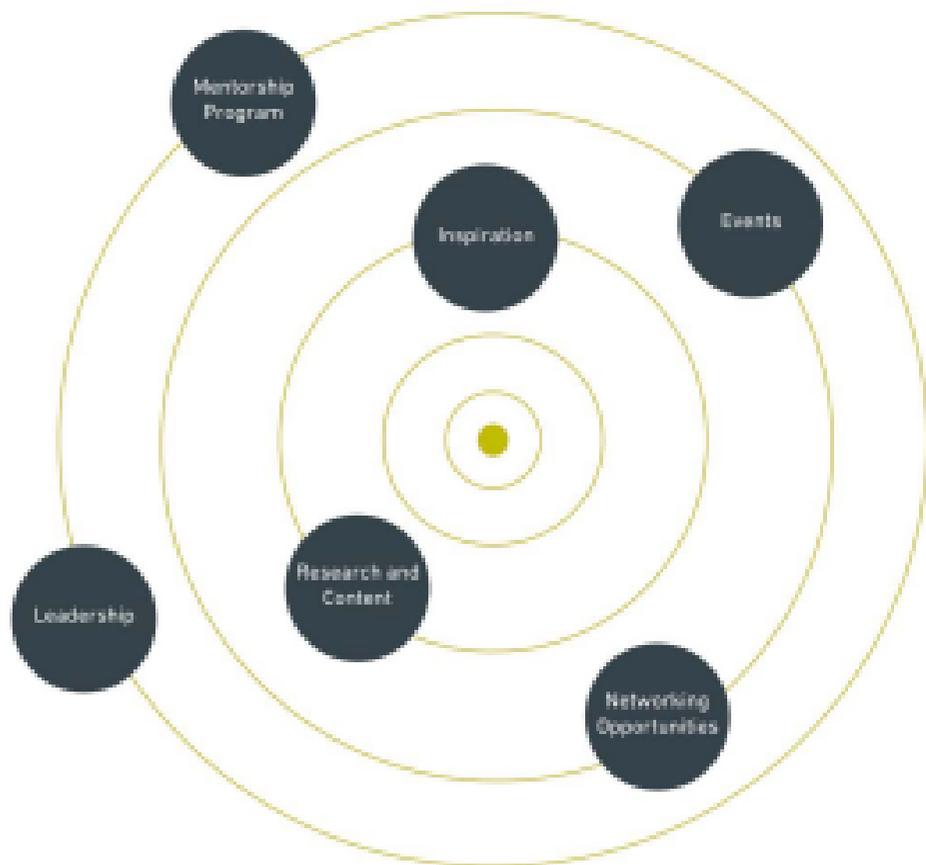
FOR
A BETTER
WORLD

Join Us For a Better World

The Sales Network Community was established to bring together the sales ecosystem and business under one roof. We are a community of sales professionals coming together with the aim to lead the sales function; to transform, develop and strengthen our capabilities while creating a positive impact on the world.

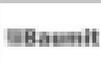
Our focus is on:

- Sustainability in Sales Network
- Women in Sales Network
- Youth in Sales Network
- Ethical Business in Sales Network



Taking our first step in Turkey with the vision to extend to all global entities, our local ecosystem is built on a network of brand leaders.

- Companies with sales functions: Mid-level and senior managers responsible for sales, trade marketing, sales operations, and purchasing.
- Companies with sales channels: Mid-level and senior managers responsible for sales operations, trade, sourcing, merchandising, digital channels, customer experience management.
- Companies with products and services to the sales world: Consulting, software, equipment, education, law, design, architecture, event, publishing, printing, promotion, finance, logistics, etc.



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Contact Us:

contact@salesnetwork.net