



!P

Bodies, buying and behaviour

Laura Babbs, Asda,
Damlı Özlüer, Myra

Dr Alison Browne, University of Manchester
Gildas Bonnel & Nicolas Perdrix, Sidiese

Laura Babbs

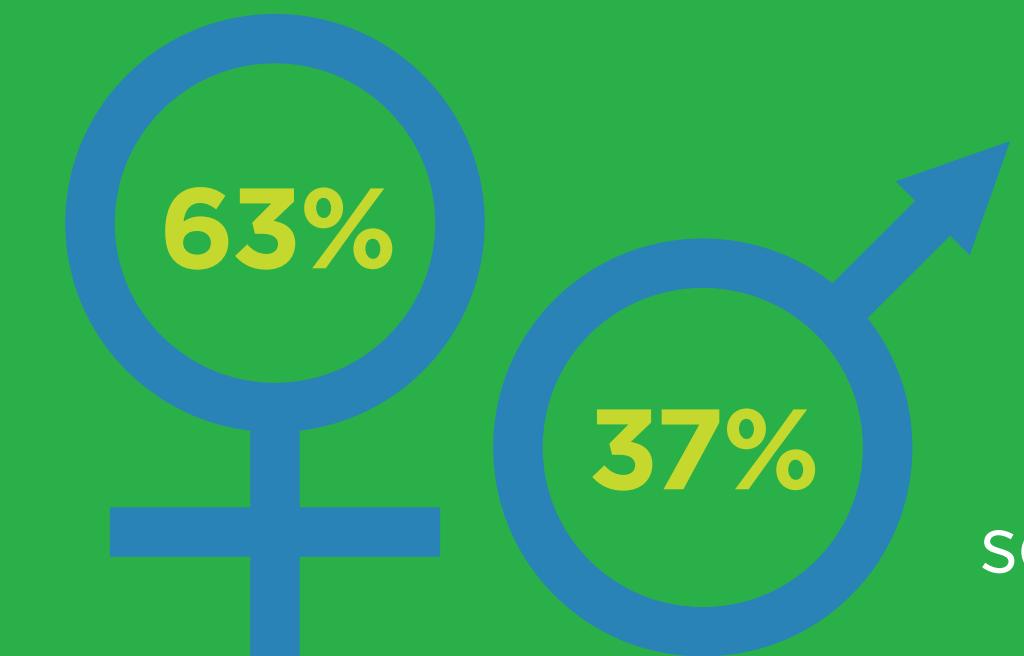
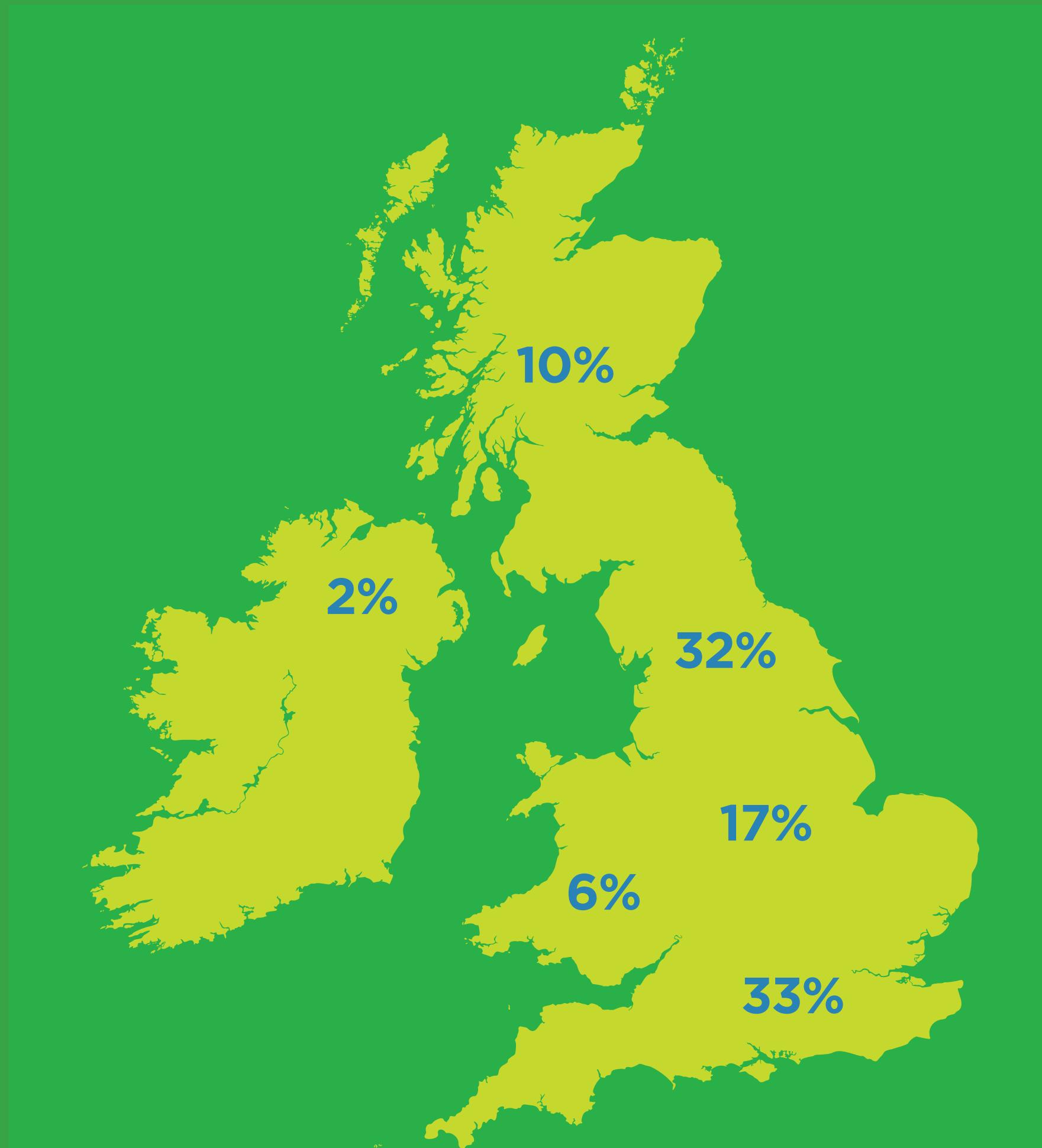
Sustainability Manager, Asda

ASDA

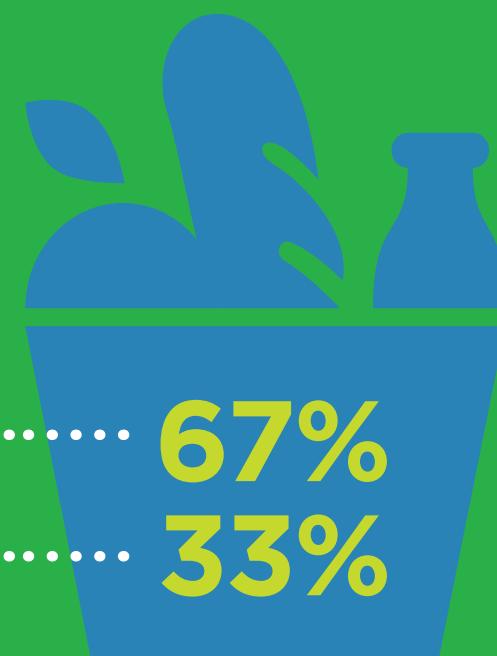
Green Britain Index

Listening to our Everyday Experts

Who's on the panel?



primary shoppers 67%
secondary shoppers 33%

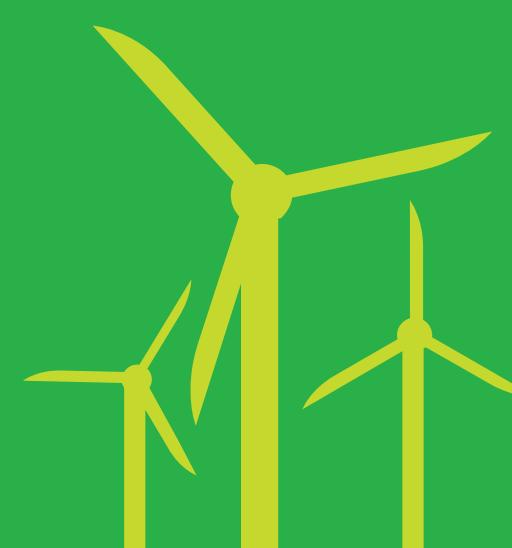


Customers care

of customers care about being green
92%

care very much about being green
21%

97% are encouraged to do
things to improve the
sustainability of their lives



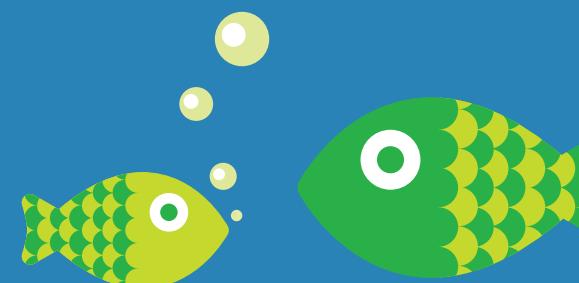
78%
of our customers believe
that environmental
problems have a direct
effect on their daily lives

Food matters



of customers and their families have questioned where their food comes from over the last month

'Locally sourced', 'Fairtrade' and 'sustainable fish' are consistently the most important food issues for our customers



Buying green



have bought a green product over the last month, with reusable and recyclable, local and Fairtrade products being the most popular



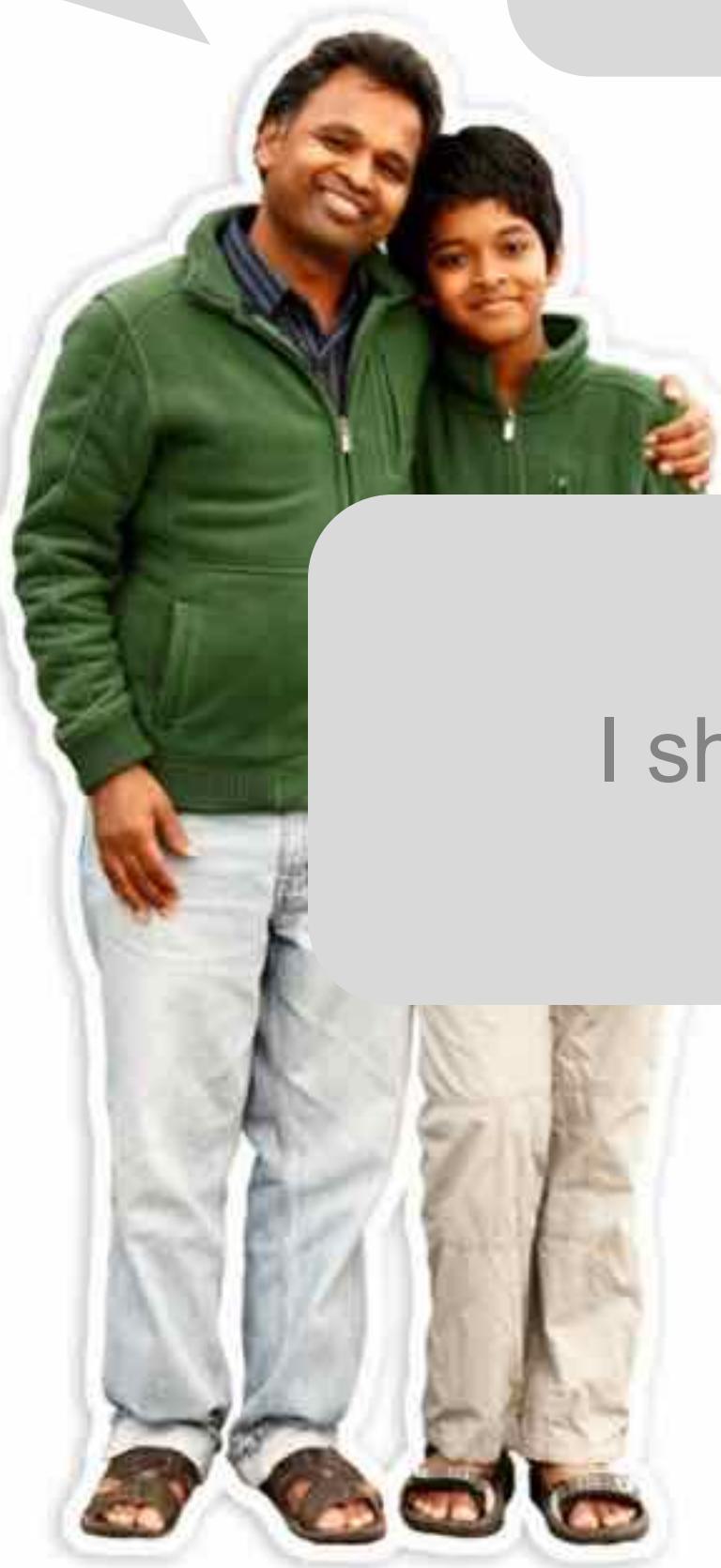
74% have paid more for a green product, and are most willing to pay more for a green or local product

Spread the word



talk to their friends and family about living a greener lifestyle

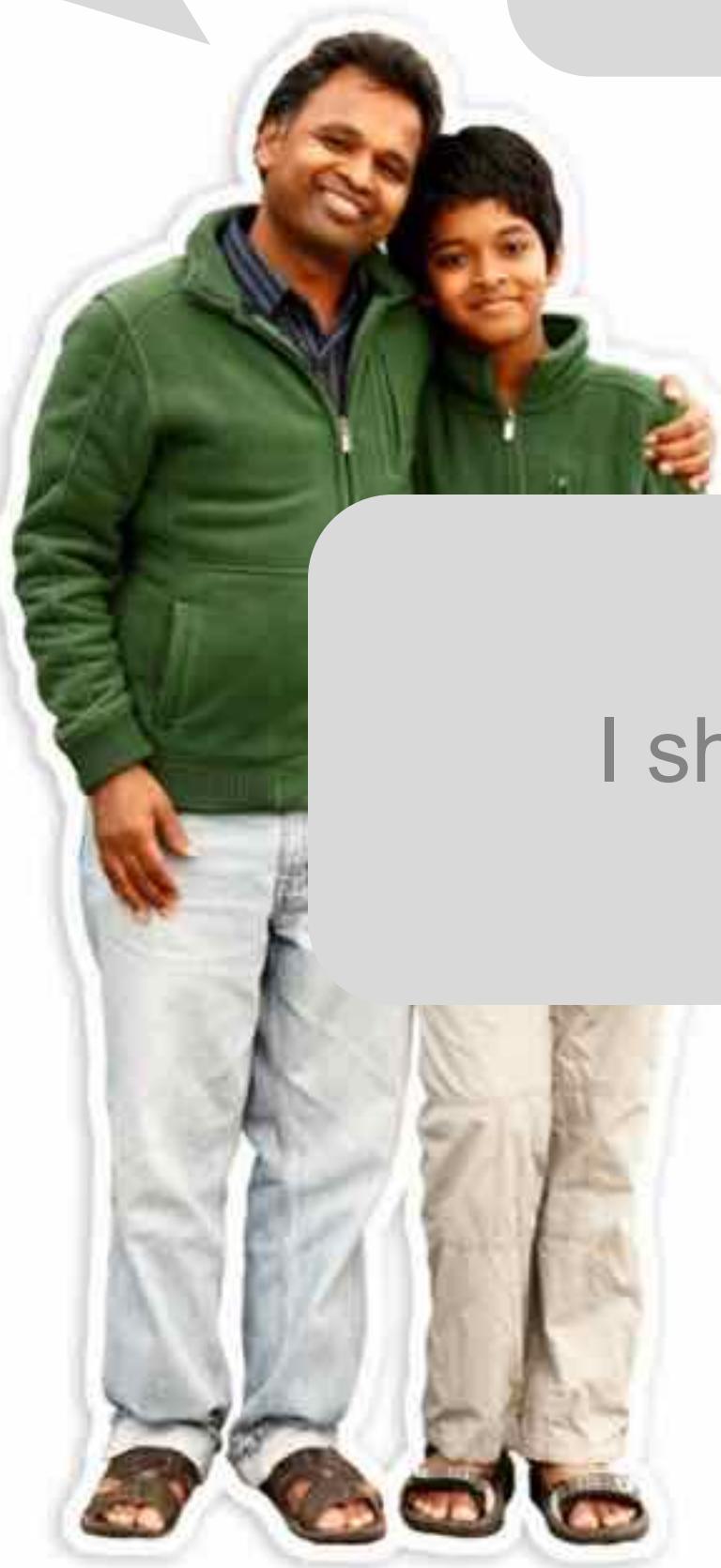
Customer know their minds



Green is normal



The green choice
shouldn't cost more



I shop green



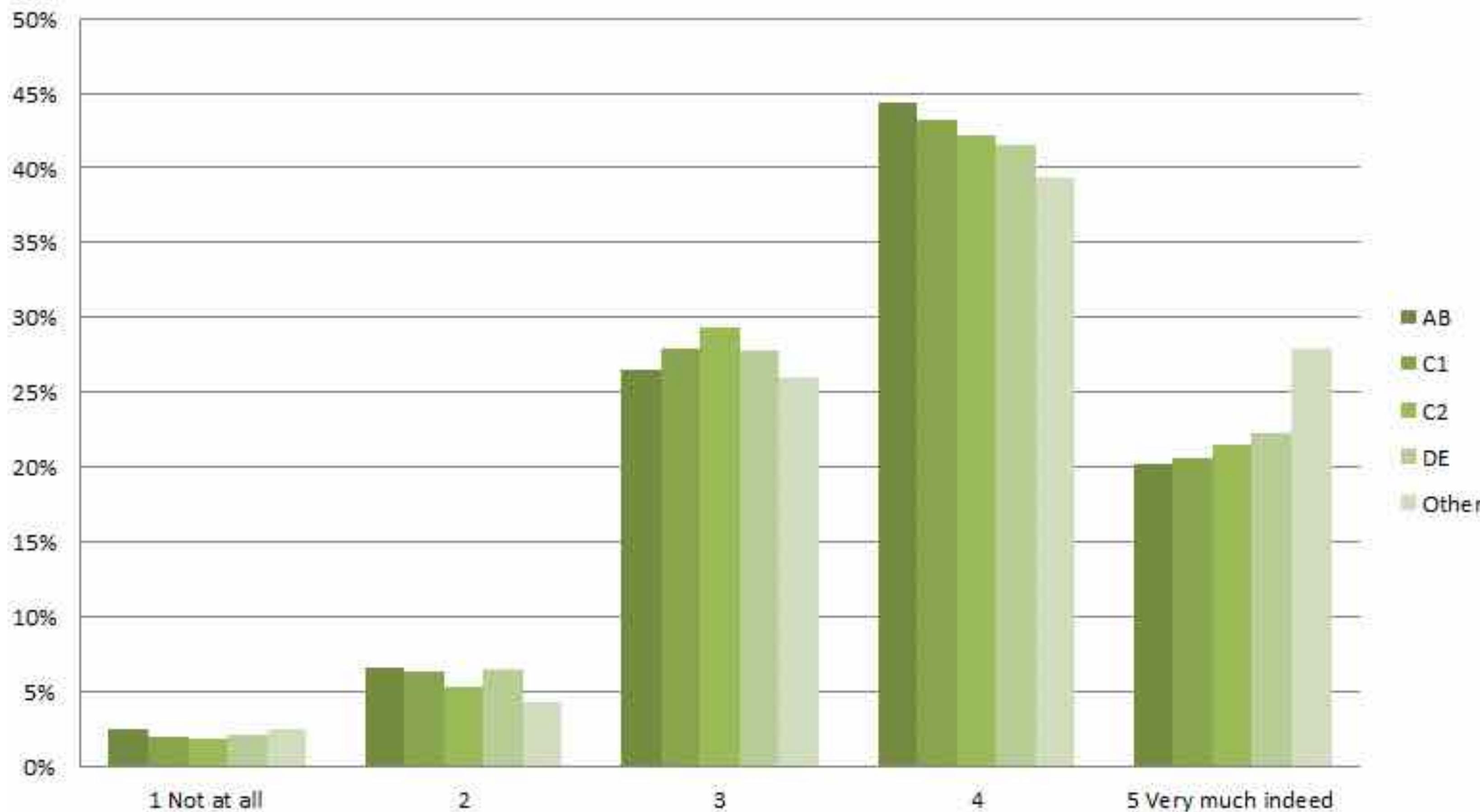
I expect to be greener in
the future



I set the sustainability
agenda

But, our customers care no matter what their income

How much do you care about being green?



So what about food waste?

Food waste it's a big problem...

92% of customers throw away food at home

71% have stopped purchasing a product because they have previously wasted it



Final Thoughts

Damla Özlüer

Project Director, Myra



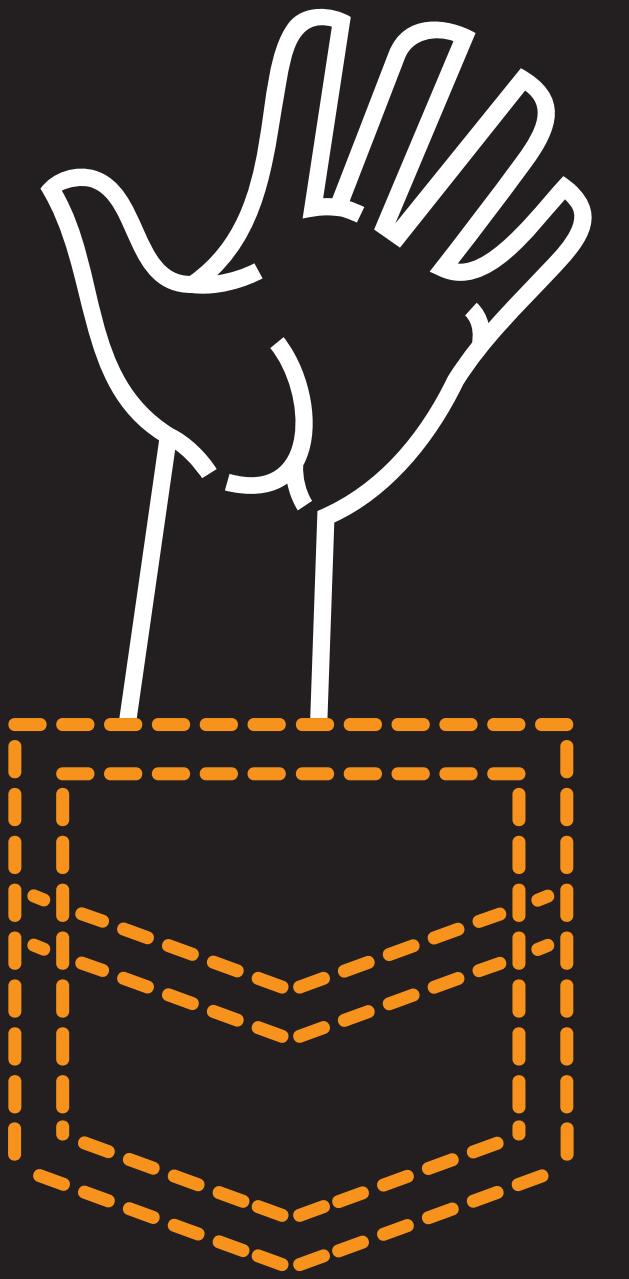


MEHMET
BIRGÜL

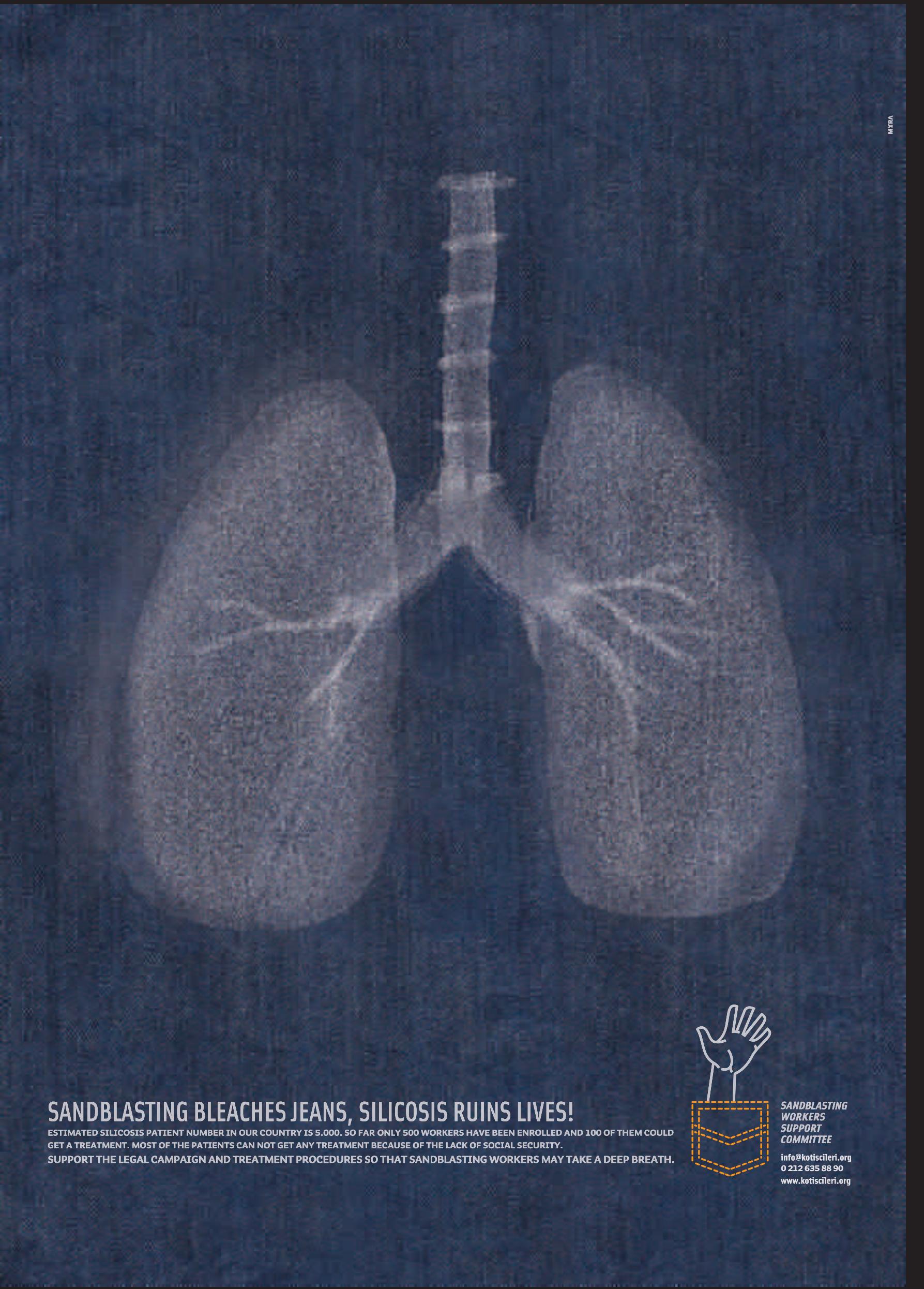








***SANDBLASTING
WORKERS
SUPPORT
COMMITTEE***

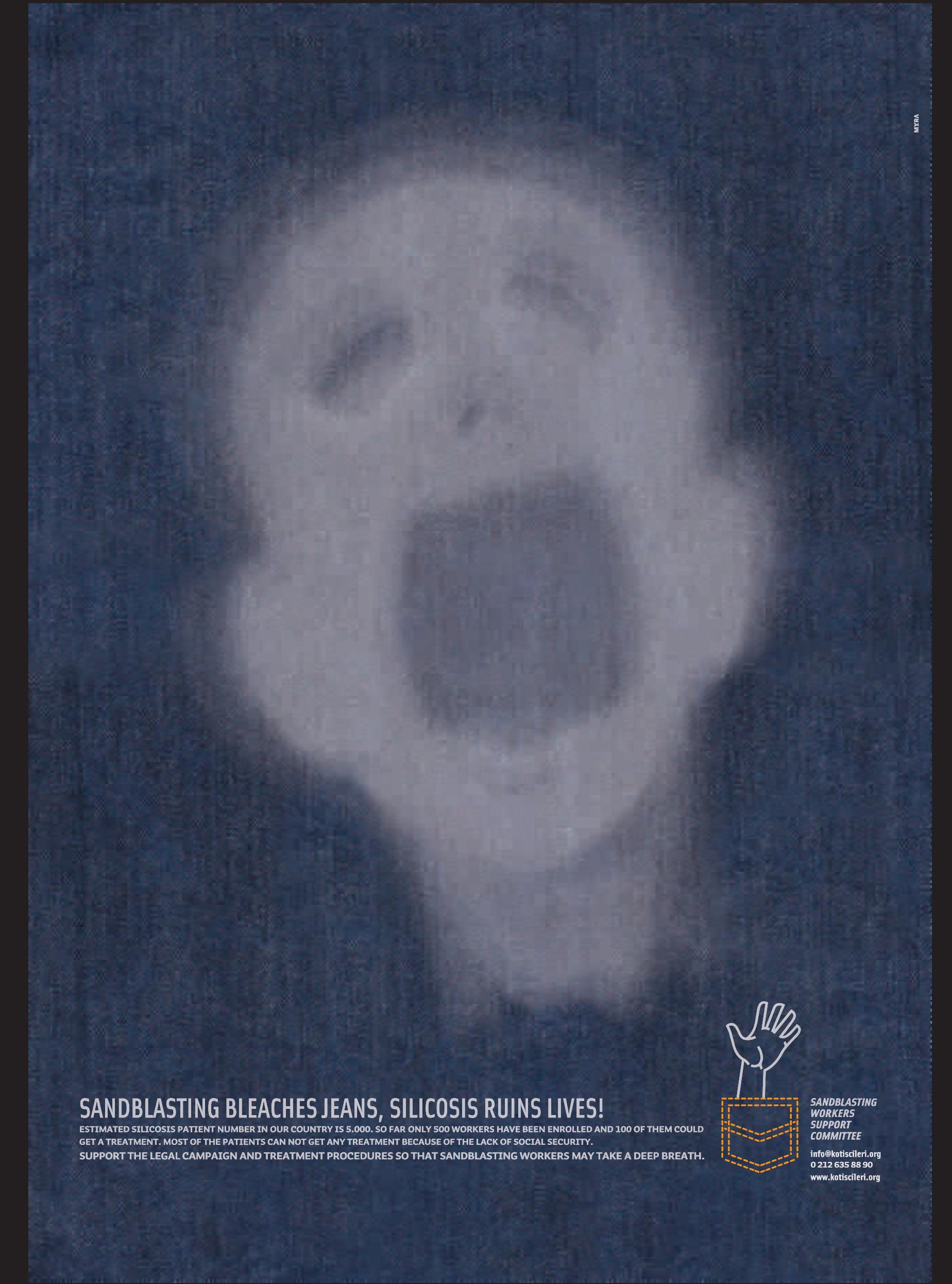


SANDBLASTING BLEACHES JEANS, SILICOSIS RUINS LIVES!

ESTIMATED SILICOSIS PATIENT NUMBER IN OUR COUNTRY IS 5.000. SO FAR ONLY 500 WORKERS HAVE BEEN ENROLLED AND 100 OF THEM COULD GET A TREATMENT. MOST OF THE PATIENTS CAN NOT GET ANY TREATMENT BECAUSE OF THE LACK OF SOCIAL SECURITY.
SUPPORT THE LEGAL CAMPAIGN AND TREATMENT PROCEDURES SO THAT SANDBLASTING WORKERS MAY TAKE A DEEP BREATH.



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info@kotiscleri.org
0 212 635 88 90
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**Çocuk
Gelinler**





ucansupurge.org

Çocuklarımızın geleceğini
**erken evliliklere
kurban etmeyelim!**

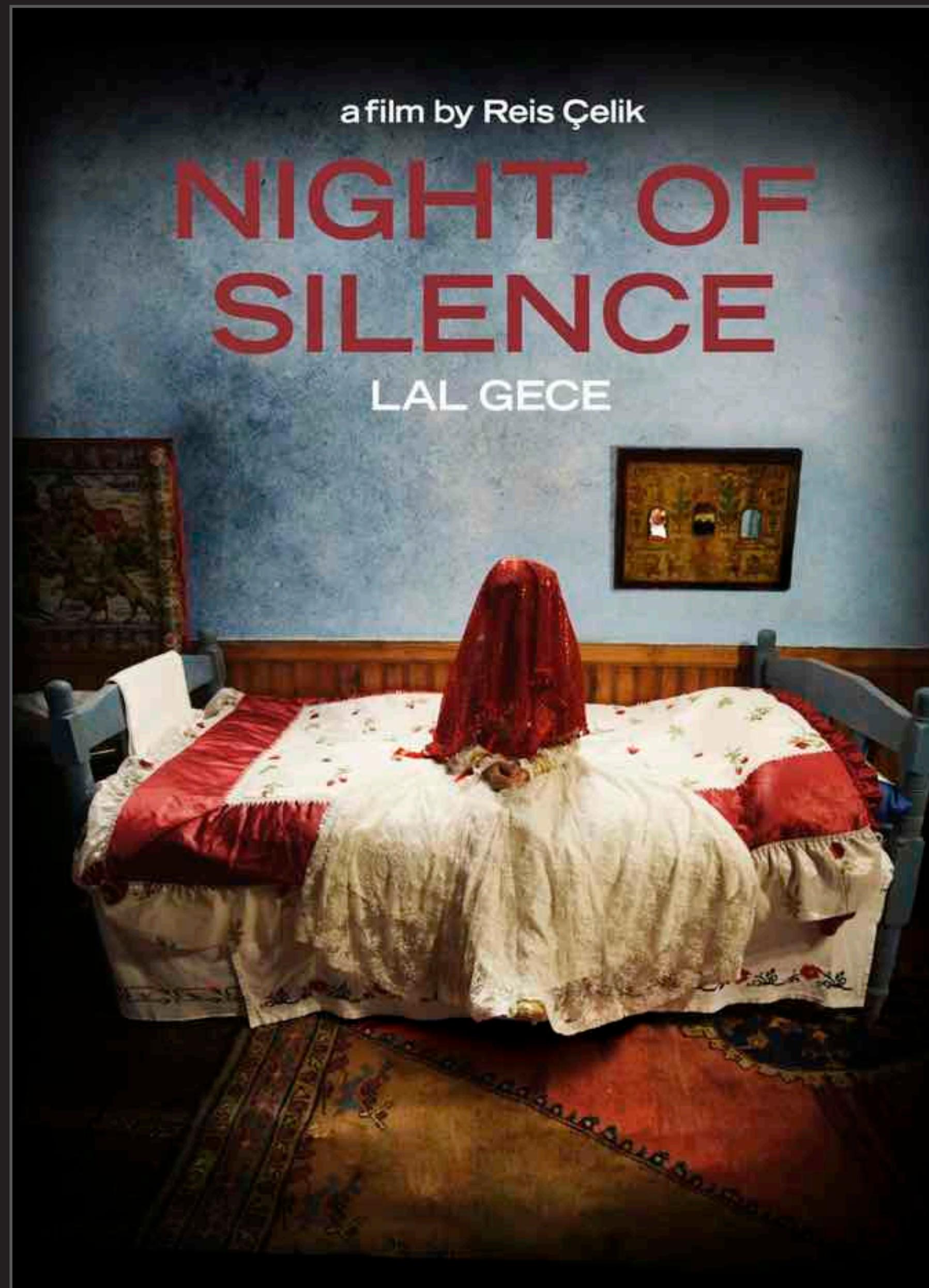


**Çocuk
Gelinler**

UÇAN SÜPÜRGE KADIN İLETİŞİM VE ARAŞTIRMA DERNEĞİ
“ÇOCUK GELİNLER” PROJESİ (2010-2011)

SABANCI VAKFI
Haber Programları
Kapsamında Desteklenen Proje

cer12® Regat, ceram, bursa / FOTO: MAM



Çocuk yaşta evlilik suçtur!

Çocukları küçük yaşta evlendirmek,
evliliği teşvik etmek
ve edenleri korumak yasalara aykırıdır.

Bu suça ortak olmayın!

Sessiz kalmayın!



**Çocuk
Gelinler**
“KÜÇÜK YAŞTA EVLİLİK
BÜYÜK GELİYOR”

UÇAN SÜPÜRGE
KADIN İLETİŞİM VE
ARASTIRMA DERNEĞİ
“ÇOCUK GELİNLER”
PROJESİ (2012-2013)



ucansupurge.org

SABANCI VAKFI
HİBE PROGRAMLARI
KAPSAMINDA DESTEKLƏNMƏKTEDİR

www.MYRA.com.tr

Dr Alison Browne

Sustainable Consumption Institute, University of Manchester

Dirt: Bodies, Festivals, Cleanliness

Dr Ali Browne
Sustainable Consumption Institute &
Department of Geography, University of Manchester

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The Way We Were



The Way We Are

Scrubbing up well: Flannel on the verge of extinction as ...

www.dailymail.co.uk/.../Scrubbing-Flannel-verge-extinction-women-swa...
23 Apr 2012 - However, sales first started to dip in the early 1960s, as households ...
Debenhams has announced plans to restore the flannel to its former ...

Debenhams launch campaign to save the flannel after sales ...

www.thesun.co.uk/.../Debenhams-launch-campaign-to-save-the-flannel-a...
29 Apr 2012 - But High Street store Debenhams have seen a decline in flannel sales which have dropped, on average, six per cent year on year.

Health & Science

Hypercleanliness may be making us sick



Hail Online

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We're pulling the plug on bathtime: Half of us never take time for a soak

- In study the elderly people are the most likely to wash infrequently
- Most now see having a bath as a way to relax rather than way to get clean
- The obsession with daily washing could be contributing to the growing number of people suffering from autoimmune diseases, such as eczema

By EMMA INNES

PUBLISHED: 13:10, 27 January 2014 | UPDATED: 10:21, 28 January 2014

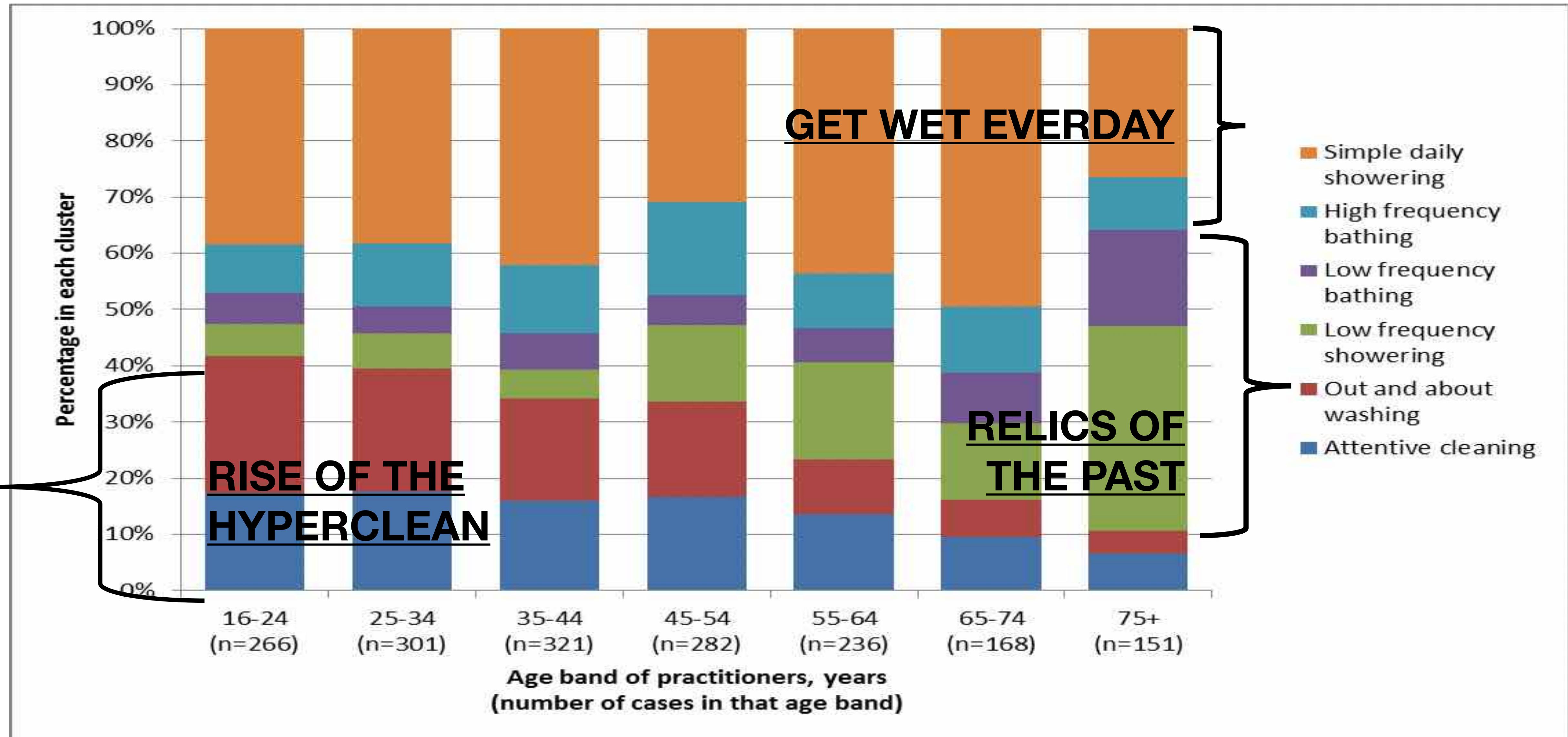


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Who has time for a good scrub in the tub these days?

The Way We Are: Patterns of Bodily Cleanliness in South UK



The Way We Could (and sometimes LOVE to) Be



© Jon Rowley / SWNS.com



So How Do We Achieve A ‘Sustainable’ Future?



*Space age high tech luxury? The rise of the Hyperclean?
Or are different trajectories of sustainable practice emerging?*



Gildas Bonnel & Nicolas Perdrix

Partners, Sidiese

FROM STAKEHOLDERS' WHISTLEBLOWING TO NEW WAYS OF CREATING CAMPAIGNS

#osidièse



DO YOU KNOW ZIS
STEVE CONNOR?

YES, HE'S A
BROTHER FROM
ANOTHER
MOTHER.

OUR RESPONSIBILITY APPROACH

RESPONSIBILITY OF MESSAGES

Better taking into account of civil society in brand and corporate discourse.

Building more sincere and transparent communication practices. Opening up to stakeholders.

CORPORATE GOVERNANCE

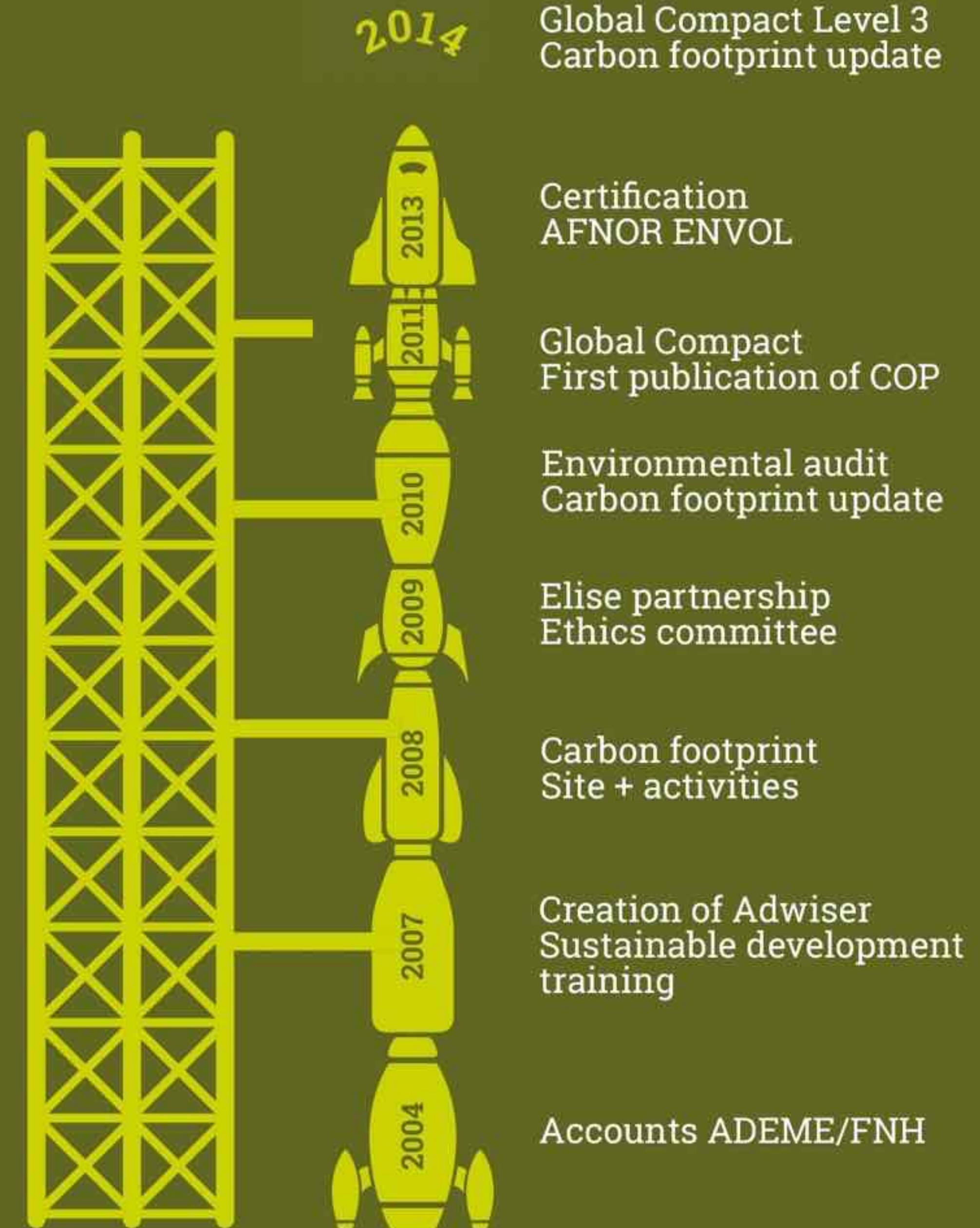
Sidièse has co-founded its CSR strategy with its employees.

A network of external stakeholders attest to our continuing progress and respect of our commitments.

ECO COMMUNICATION

Measuring and reducing the environmental impact of our production.

After **first evaluating our carbon footprint in 2008**, we have implemented a long-term strategy of reducing our CO₂ impact.



PUBLICITÉ & ENVIRONNEMENT



Septembre 2013

6^e bilan publicité environnementale.

92 % de conformité, meilleur taux atteint en 6 ans.

3 % de réserves en 2012, elles représentaient 6 % en 2011.

5% de manquements, le taux reste stable.

ARPP

autorité de
régulation professionnelle
de la publicité



Ist attempt 2009

L'écologie
c'est le moment
d'en parler moins
et d'en faire plus.



**“Ecology:
it's time to talk less
and do more.“**

New
Le Chat Eco Efficacité

Self-proclaimed
labels



2nd attempt
January 2010

No promise
anymore...



3rd attempt

Summer 2010



“For the past 20 years, Le Chat traces the road to combine ecology and effectiveness.”

Self-proclaimed labels



FAIL

TRUST



RE - CONNECT

THE EMOTIONAL

BUSINESS

INTERNAL
AUDIENCE

EXTERNAL
AUDIENCE

basing dreams
on facts

a brand is
an adventure
shared by everyone

relating
to your project

transparency
to enhance
reputation

THE RATIONAL

STAKEHOLDERS

BUSINESS
REALITIES

GREY AREAS



DISCOVER THE CONCEPT AND ALL THE ECO-GESTURES ON:
www.lavonsmieux.com OR LAVONS MIEUX! FACEBOOK PAGE

lavons mieux!

ECO-LABEL CERTIFICATION

WEBSITE
lavons mieux !

VIDEOS

LES BRÈVES DE HUBLOT





@NicoPerdrix

@GildasBonnel

@AgenceSidiese



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Thank You
