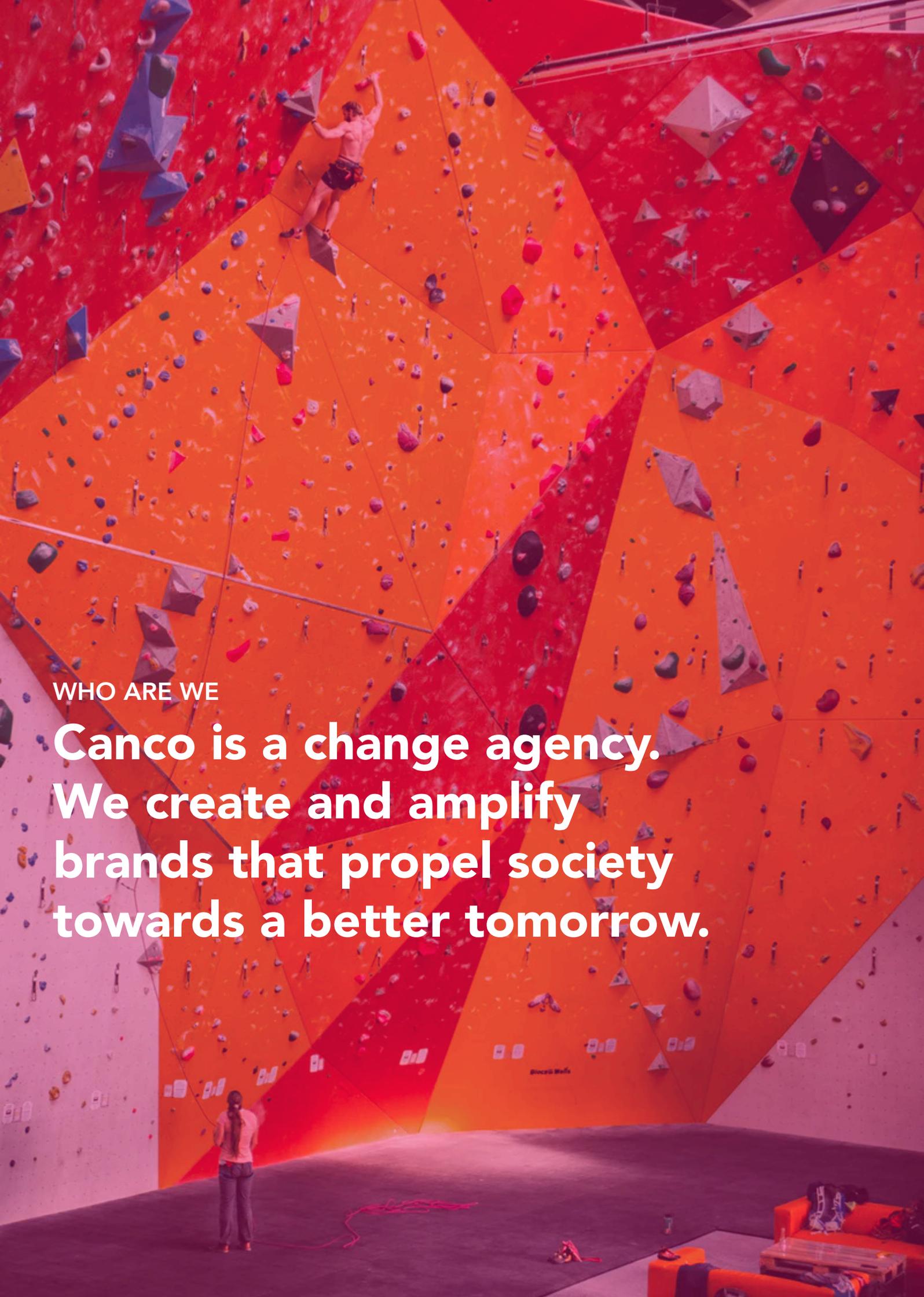


**Overcoming  
barriers  
by coming  
together.**

**canco**



WHO ARE WE

**Canco is a change agency.  
We create and amplify  
brands that propel society  
towards a better tomorrow.**

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**“Sustainability is now an imperative for brands, as values-driven consumers increasingly demand options that don’t harm the planet and its people.”**

— The New Sustainability Regeneration

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# Insight

Sustainability as we know it is over. And brands and consumers are starting to respond in a more proactive and scaled way than ever before.

The latest research by Wunderman Thompson's Innovation Group sheds light on consumer aspirations for sustainable living and the opportunities for brands.

## **Sustainability as we know it is dead.**

2018 has seen record heatwaves on four continents, wildfires in the Arctic Circle and perilous water shortages in South Africa, Australia and India. Scientists now talk of a "sixth mass extinction" of wildlife, birds, insect and marine life. Living systems, they say, are in decline.

There's no question that human activity is responsible. Despite 195 countries signing up to the Paris Agreement to reduce carbon emissions in 2015, our use of resources continues to exceed planetary boundaries. Put simply, we are consuming more than we have. This year, Earth Overshoot Day, which marks the point at which we have used more from nature than the planet can renew, came earlier than ever before, on August 1. This is not just a threat to nature, but to human society too.

To borrow a phrase: time's up.

## **Regenerating our future.**

The future of sustainability lies in regeneration with brands playing a decisive role in driving the change. Regeneration means actively seeking to restore ecosystems and planetary resources and to revitalise societies and communities so that businesses, people and planet can all prosper together. It's about having a net positive impact by doing more good, not just less bad.

## **The behaviour gap.**

While intentions are good, there's often a disparity between those intentions and reality. Among the 89% who say they ever recycle at home, only 52% always do so. Out of the 85% who avoid single-use plastics, just 20% do so on every occasion.

Brands have a role to play in making it easier for consumers to make the right choices.

# 88%

**say if sustainable lifestyle could save them money, they would adopt**

# 64%

**like the idea of a car-free city, but 55% admit they love their car and won't stop driving it**

## The opportunity for brands

Brands have a role to play in making it easier for consumers to make the right choices.

There is a clear, broadbased desire to adopt sustainable behaviors, but to help them become habits, brands should consider how well they deliver accessibility, affordability, convenience and ease of repeated use.

Sometimes the change can be as simple as providing more and better information. 89% of consumers think brands should educate them on how sustainable their products are: they are open to helpful tips and suggestions.

## The regenerative business

Through innovation, companies can help consumers turn their aspirations into habits, making the sustainable choice the obvious choice. As Caspersen says, “the solutions we come up with should be so good that it should just be an inherent thing.”

The potential benefits for business are clear. 83% of those surveyed say, all else being equal, they would always pick the brand with a better record on sustainability and 71% say that they would prefer not to work for a company that did not have a good record on sustainability.

# 89%

of respondents think brands should educate them on how sustainable their products are

# 83%

would always pick a brand with a better sustainability record all else being equal

# 71%

would prefer not to work for a company that didn't have a good record on sustainability

### Find out more

The [New Sustainability: Regeneration report](#) was published in September 2018 and aims to be a comprehensive review of emerging and future trends and the sustainability innovation landscape.

The report covers the New Mindful Consumer, The Regenerative Business, Lower Impact Living, Restorative Experiences, Positive Retail, Sustainable Tech and Rethinking Materials.

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# A sustainable offer for our clients

Our biggest sustainability impact is through the work we do for clients.

Our clients are grappling with a complex set of social and environmental challenges, changing consumer expectations, and the disruptive impact of technology. Yet at the same time, there are major opportunities they can seize from new markets for more sustainable products and services.

Branding and marketing is a powerful tool with the potential to change peoples attitudes and behaviour. So it is important that we apply high ethical standards to our work. We continue to maintain high standards and compliance procedures in areas such as business ethics, human rights, and data security and privacy.

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## Our focus areas

- Partnering with industry leaders and change makers to create brands with purpose and integrate sustainability into strategy, identity and communications.
- Meeting high ethical standards in our client work
- High standard screening process

## How are we doing?

**100%**

of our revenue is from clients who engage in sustainability.

**Screening**

We recently developed our 2019 screening process.

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# Work with purpose

Increasingly, our clients aspire to create brands with purpose and look to us to help them to integrate sustainability into brand strategy, communications and marketing.

Our blend of expertise means we can offer clients the best strategy alongside the creativity needed to inspire consumers and help to make behavioural shifts more desirable.

Our work in this area includes:

- **Brand and strategy consulting:** Integrating social and environmental values into brand and business strategy
- **Communications:** Helping clients communicate credibly on social and environmental issues with all audiences from consumers, employees, and citizens to investors, regulators, the media and NGOs. This can include social marketing campaigns that raise awareness or drive behavioural change on issues of public interest, often for government and NGOs as well as corporate clients.

Given our clients focus on sustainability, during 2019 we will explore how we can further build our sustainability capabilities and facilitate collaboration on sustainability briefs.

## Ethical decisions in our work

Our work for clients can sometimes raise ethical issues, for example, work for government clients, work relating to sensitive products or marketing to children. We have a review and screening process for work that may present an ethical risk.

We will not work on projects that promote any of the following:

- Tobacco
- Fossil Fuels
- Gambling
- Discrimination or extremism
- Arms, ammunition and conflict
- Genetically Modified Produce
- Unhealthy or harmful products aimed at Children

We will always work with clients that:

- Create and maintain a fair and well-functioning society
- Encourage and support healthy lifestyles
- Raise awareness of important environmental, social and ethical issues
- Tackle inequality and injustice
- Provide education
- Promote a healthy natural environment, such as non-toxic

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# Social Investment

Charities and NGOs do vital work with limited resources. We can help increase their impact by providing strategy, communications and creative services on a pro bono basis (for little or no fee).

This work can make a significant difference - enabling our partners to raise awareness and funds, recruit members, and achieve campaign objectives.

We aim to use our pro bono work and social to support progress on the UN Sustainable Development Goals.

Pro bono work benefits our business too, providing rewarding opportunities for our people that often result in work that raises the profile of our business.

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## Our focus areas

- Provide pro bono services to organisations working on education, human rights, health and the environment.
- Making charitable donations
- Enabling our people to get involved in volunteering projects
- Join 1% for the planet
- 24 Completed National Beach Clean-ups by 2022

## How are we doing?

**£20k**

equivalent in pro bono services (2018)

**2**

completed beach clean-ups (2019)

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# Environment

Climate change, wastage, plastic are many of the pressing global challenges. We support urgent action to tackle climate change and environmental degradation. We're cutting our own carbon footprint as well as working with many clients who's aim is to promote action on climate change.

We have an obligation to put strategies in place to tackle environmental issues, we all share one home, and we feel it is our duty to help make sure we regenerate it.

By taking action on climate change we can reduce costs and risks to the business, and meet the expectation of our clients and colleagues.

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## Our focus areas

- Working with clients to stimulate action on climate change and the environment
- Working to cut out all single use plastic by 2020
- Implementing a zero waste policy by 2021
- Achieving a 50% cut in our carbon emissions intensity by 2030
- Reduction in the consumption of natural resources
- Move to a 100% Digital Space

## How are we doing?

88%

of our communications, documentations & more is digital.

80%

of clients stimulate action on climate change and the environment.

Half Way

to completing our zero waste policy.

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# People

Our clients choose Canco because of the care, creativity and impact of our people. This makes talent management a crucial focus.

We believe a diverse workforce is more collaborative, creative and effective and we aim to achieve gender balance, diversity and inclusion in our workforce at all levels.

We invest in our people's skills through training and development and provide paid internships and apprenticeships to bring young people into our industry.

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## Our focus areas

- Embedding a culture based on our new values of being open, optimistic, caring and doing extraordinary work
- Investing in skills and creativity
- Introduce open salaries by 2021
- To invest in training for every new employee within 3 months of starting by 2021
- achieve a minimum 75% of our workforce having flexible or remote working arrangements which include part-time working.

## How are we doing?

Values

Embedded our culture values

80%

of employees flexible or remote working

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# Where to find us

## **Company Centres**

Canco London  
Kemp House,  
153 - 160 City Road  
London EC1V 2NX

Canco Norwich  
Cavendish House,  
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## **Business Development**

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Written by Canco  
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