Climate of Business is Changing:

Are You Keeping Abreast?
INTELLIGENT CONSUMERS- LEGAL AND FINANCIAL RISKS

- Climate of ignorance is gone
- Consumers are aware of environmental impacts
- Consumers want max return on their purchases
- Sense of public contribution has taken over the world
- Consumers want to invest in public goods now
- Businesses are changing marketing strategies

BUSINESS CLIMATE IS SHIFTING FROM “YOU” TO “US”
OLD- What’s in it for “YOU” and “ME”

✓ Cheap for YOU
✓ Easy to use for YOU
✓ Gives best results to YOU
✓ Better than other similar brands YOU use
✓ Saves YOUR time

BIG PROFIT WITH NO QUALITY CONTROL OR MONITORING OF DAMAGE CAUSED TO HUMAN HEALTH AND THE PLANET
NEW- What’s in it for “US” Approach

☑ Cheap for YOU
☑ Easy to use for YOU
☑ Gives best results to YOU
☑ Better than other similar brands YOU use
☑ Saves YOUR time
☑ Made from Recycled Materials- For the Planet- US
☑ % CO2, Water, and Waste savings- For the Planet-US
☑ Reduces Carbon Footprint- For the planet-US
☑ Reduced GHG- For the Planet-US
☑ 100% Organic- For the planet- US
Dear President Trump,

As some of the largest companies based or operating in the US, we strongly urge you to keep the US in the Paris Agreement on CC

• ADOBE
• APPLE
• FACEBOOK
• GAP
• GOOGLE
• UNILEVER
• PG&E
• MICROSOFT
• MORGAN STANLEY
• TIFFANY AND CO-----
2018- C2ES STATEMENT

17 COMPANIES’ STATEMENT SUPPORTING PARIS AGREEMENT

- ADOBE
- HP, INC
- IBM
- INTEL
- JOHNSON CONTROLS
- MICROSOFT
- NESTLE
- SHELL
- PG&E
- UNILEVER------
• 103 companies span over 23 countries around the world
• 24 companies headquartered in the USA;
• 15 in Japan
• 11 in UK (11).
• 57 European companies

Mahindra Sanyo Special Steel becomes the first Indian as well as the first steel company to have its science-based targets approved.
Fashion and Climate

- Responsible for 10% of all GHG emissions
- Every second, one textile garbage truck is dumped or burned
- Washing 1 synthetic garment release 2000 plastic microfibers
- 2,700 liters water to make 1 cotton shirt (1 person drinks that much in 2.5 years)
- Manufacturing 1 jeans emits same CO2 as driving 69 miles
- 120 million trees are cut per year to make clothes
- 16% of world’s pesticides are used in cotton farming—polluting water and poisoning cotton pickers
Introducing our newest collection

Kazakhstan

Made from recycled PET from plastic bottles, treated to look like "silk", this collection is luxurious and eco-friendly. Digitally printed with delicate flowers, inspired by our travels to Kazakhstan.
Reformation

🌟 Liza High Straight Jean $98

It’s fall - keep those legs warm. This is a high rise, stretch jean with a straight leg and finished hem. The Liza is fitted throughout the hip and butt with an easy fitting leg.

Select size

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Add to bag

Free US shipping and returns

Measurements:
- 10.0 lbs. of carbon dioxide savings
- 1443.0 gal. of water savings
- 1.8 lbs. of waste savings

Details

Fabric & care

Re:Scale: )
10) H&M

Harnessing the power of email marketing

Retail giant H&M is also doing its part to make eco-friendly practices fashionable.

In a recent email marketing campaign, the store invites recipients to "be a fashion recycler" by dropping off unwanted textiles at their local branch.

The copy concludes with a CTA to "read more", which once clicked redirects to a feature on its Garment Collection Program, explaining its goal to "set out for a sustainable fashion future" before delving into how it works.

By incorporating this positive and sustainable message into its regular email marketing, H&M proves being environmentally-friendly and being stylish are one and the same.
Palm Oil and Climate

**Biofuels Connection:** Biofuels are liquid or gas fuels such as corn, oil palm, sugar cane, soya and wheat. Less emissions.

- Land usurping and displacing people - intimidation and violence to grab land from poor and IPs
- Massive deforestation
Thank you.

Salamat