



The Chartered  
Institute of Marketing



QR Code for  
Questions for Panel  
Discussion:



**Anna Lewis | Marsden\_Mee**  
The Power of Good:  
Exploring the Rise of Ethical Brands

QR Code for event  
feedback:



# **THE POWER OF GOOD: THE RISE OF ETHICAL BRANDS**

*Anna Lewis*

**Marsden\_\_\_\_Mee**

**Ethical brand: a brand and company built on values and actions that are morally right and ethical, ultimately having a positive impact on the world.**

# Is the world better off

**because your  
business is in it?**



**Marsden  
— Mee**



# CONSIDER TWO BUSINESSES

## Business A

- \_ Focusses entirely on sustainability
- \_ Uses eco-friendly materials
- \_ Minimises waste
- \_ Reduces carbon footprint
- \_ Brand positioning - environmental champion
- \_ Brand storytelling - focussed on efforts to combat climate change, reduce plastic waste, conserve natural resources
- \_ Underpays workers
- \_ Poor working conditions
- \_ Lacks transparency in business dealings

# CONSIDER TWO BUSINESSES

## Business A

- \_ Focusses entirely on sustainability
- \_ Uses eco-friendly materials
- \_ Minimises waste
- \_ Reduces carbon footprint
- \_ Brand positioning - environmental champion
- \_ Brand storytelling - focussed on efforts to combat climate change, reduce plastic waste, conserve natural resources
- \_ Underpays workers
- \_ Poor working conditions
- \_ Lacks transparency in business dealings

## Business B

- \_ Incorporates sustainability as one of many ethical principles
- \_ Also prioritises fair wages, worker safety, transparent communications
- \_ Brand positioning - well-rounded ethical company
- \_ Brand storytelling - balancing various themes, including sustainability, fair labour, community engagement
- \_ Not 100% sustainable, but commitment to ethical practices clear

**But it's *not* about  
being perfect.**

**Marsden\_\_\_\_Mee**

# BUILDING AN ETHICAL BRAND IS ABOUT...

- \_ Establishing the right values and purpose
- \_ Considered and consistent values-driven behaviours
- \_ Building a values-driven culture
- \_ Storytelling - internally and externally



**What if ethical brands  
weren't the exception,  
but the norm?**

**Marsden\_\_\_\_Mee**

# What's happening in Wales?

Marsden\_\_\_\_Mee











**So what's driving  
this growth?**

**Marsden\_\_\_\_Mee**

We're all feeling  
a greater sense of  
**social responsibility.**

**Marsden\_\_\_\_Mee**

There has been  
a **dramatic rise** in  
ethical consumerism.

Marsden\_\_\_\_Mee

**“34% of adults in the UK decided to stop buying brands or products due to ethical or sustainability related concerns in 2022.”**

Deloitte, 2022



**“One in two Gen Zs and 41% of Millennials  
are more likely to buy from brands  
that advocate for social causes.”**

Hubspot, 2023

**“In 2022, 17% of consumers switched away from, or became less loyal to a previously favoured brand due to lack of brand purpose or social aims.”**

Marigold, 2023

But, how much are those  
**feelings followed through** in  
the moment of purchase?

**Marsden\_\_\_\_Mee**

Report

# Consumers care about sustainability —and back it up with their wallets





# NEILSON & MCKINSEY REPORT

- \_ Five years of data 2017-2022
- \_ 44,000 US brands
- \_ Comparing products that made ESG-related claims to those that don't
- \_ Six areas:
  - \_ Animal welfare ('cage free', 'cruelty free', 'not tested on animals')
  - \_ Environmental sustainability ('compostable', 'eco-friendly')
  - \_ Organic positioning (an indication of organic positioning)
  - \_ Plant based ('plant based', 'vegan')
  - \_ Social responsibility ('fair wage', 'ethical')
  - \_ Sustainable packaging ('plastic free', 'biodegradable')

**“Products making ESG-related claims averaged 28% cumulative growth over the past five year period, versus 20% for products that made no such claims.”**

Neilson McKinsey, 2022

**“Sales of products marketed as sustainable  
grew 5.6 times faster  
than those that were not”**

NYU Stern Centre for Sustainable Business

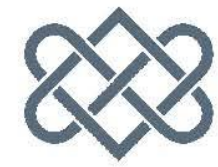
**There is a demand for  
ethically produced products.**

**Marsden\_\_\_\_Mee**

**Closer to home...**

**Marsden\_\_\_\_Mee**





**bluestone**

NATIONAL PARK RESORT











**But what about B2B?**

**Marsden\_\_\_\_Mee**

## Leading the way in sustainable office supplies solutions

[Why buy from us](#)



**Purpose and sustainability has been our mission since 2008**



But it's **not** just about  
selling more stuff.

Marsden\_\_\_\_Mee

**People want to work for  
brands that align with their  
personal values and contribute  
positively to society.**

**Marsden\_\_\_\_Mee**

**“74% of UK workers want to work for an  
organisation that makes a positive  
contribution to society.”**

PwC, 2022

**“57% of UK professionals would accept a lower salary to work for a company with a strong environmental and social governance (ESG) record.”**

Hayes, 2022



**“72% of UK graduates consider an employer’s ethical reputation important when making career decisions.”**

Prospects, 2022

Feeling a sense of purpose  
at work boosts  
**morale and motivation too.**

**Marsden\_\_\_\_Mee**

**“63% of UK employees are more engaged and productive at work when they feel their employer is committed to ethical and sustainable practices.”**

*Accenture, 2022*

**So how do you actually  
achieve that?**

**Marsden\_\_\_\_Mee**



# BUILDING AN ETHICAL BRAND IS ABOUT...

- \_ Establishing the right values and purpose
- \_ Considered and consistent values-driven behaviours
- \_ Building a values-driven culture
- \_ Storytelling - internally and externally

Table of Contents	
Sustainable Travel	6
Our team	7
Our principles for progress	8
Positive impact – the story so far	9
Positive impact – our ambitions for 2023	11
Our 12-month goals	12
Conclusion	16

Appendix 1 Swoop's emissions breakdown 2022/23	17
Appendix 2 Our self-assessed B Corp Score March 2023	19

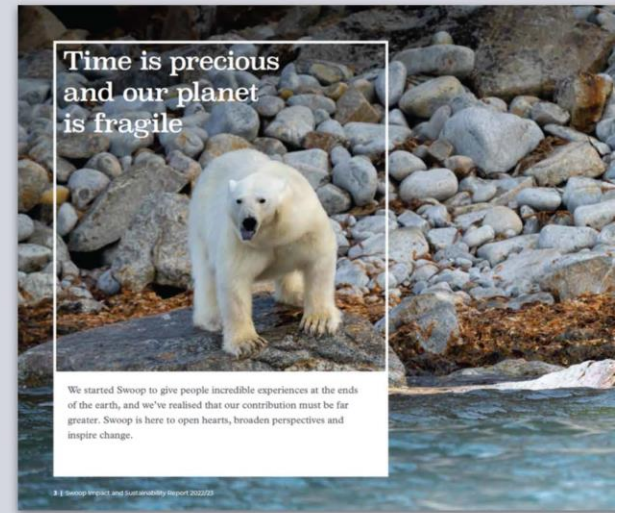


Our efforts here are championed by our Chief Operations Officer and our HR manager.

Provide a supportive, happy, thriving and connected workplace.

#### 2023 initiatives:

- Develop and deliver our Swooper Wellbeing Programme.
- Provide the best training across all our business areas.
- Improve our professional development processes, helping Swoopers reach their potential and providing a clear route to progression.
- Build on our togetherness programme to ensure every Swooper feels supported within our global community.
- Conduct regular employee engagement surveys and act on the results.



## Our 12-month goals

We've appointed a *Head of Impact and Sustainability* who is leading our B Corp application. With our *CEO* they're helping embed environmental and social decision-making into the heart of Swoop and leading the delivery of our impact and sustainability 12-month goals:

### For the planet

- Swoopers help customers understand and mitigate the impact(s) of their travel.

#### 2023 initiatives:

- Implement our trip offset process with organisations and projects that are meaningful to Swoop destinations.
- Implement our conservation funding plan so customers can continue supporting impactful initiatives and organisations on their return.



4,000+  
customers engaged

4,000+ influential customers engaged in climate and travel conversations

### OUR 12-MONTH GOALS

#### For the planet continued

- Embed environmental and social goals and initiatives into Swoop's three-year plans for Antarctica, Patagonia, Arctic.

#### 2023 initiatives:

- Collaborate with partners and industry experts to identify the most meaningful decarbonisation drivers for tourism in each region.
- Develop a three-year plan for shifting customer demand towards trips, regions, itineraries and holiday types that have a more positive impact.
- Understand each of our partners' policies and practices on sustainability and positive impacts, and their ambitions over the next three years.

- Develop our carbon reduction plan to deliver a reduction in emissions per customer per day, and reduce our Scope 1, 2 and 3 emissions.

#### 2023 initiatives:

- Collaborate with partners to find the most meaningful decarbonisation initiatives.
- Train Swoopers to understand the difference in emissions for each part of an itinerary.
- Promote trips with lower carbon emissions per customer per day.
- Implement a business travel policy to guide Swoopers in making lower carbon travel choices.
- Work with our landlord to make greener

- Provide the least environmentally impactful options for every booking.

#### 2023 initiatives:

- Develop sustainability criteria by which we will embed sustainability performance into our assessment and selection of operator and hotel partners.
- Be open; show the emissions for each part of a booking on our websites.
- Communicate emissions information to our customers, accounting for different levels of knowledge and interest.

- Initiate or participate in conservation and social justice projects that are meaningful to us.

#### 2023 initiatives:

- Implement the Swoop Volunteering Programme to support organisations in the communities we live and work in, and those we visit.
- Work with our partners, and even our competitors, on collaborative and meaningful projects that genuinely move our industry's sustainability practices forward.



**Certified**

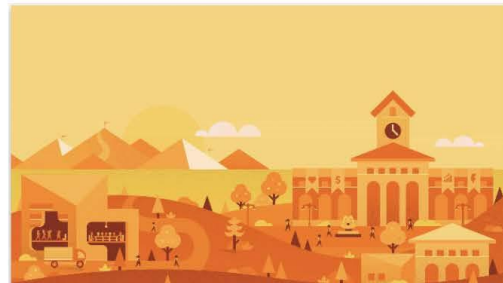


®

**This company meets the  
highest standards of social  
and environmental impact**

**Corporation**





IMPACT AREA

SCORE

## Governance

Learn what your company can do to enhance policies and practices pertaining to its mission, ethics, accountability and transparency.

QUESTIONS ANSWERED

17/17

[VIEW](#)



IMPACT AREA

SCORE

## Community

Learn what your company can do to contribute to the economic and social well-being of the communities in which it operates.

QUESTIONS ANSWERED

37/37

[VIEW](#)



IMPACT AREA

SCORE

## Environment

Learn what your company can do to improve its overall environmental stewardship.

QUESTIONS ANSWERED

22/22

[VIEW](#)



IMPACT AREA

SCORE

## Customers

Learn what your company can do to improve the value that you create for your direct customers and the consumers of your products or services.

QUESTIONS ANSWERED

5/5

[VIEW](#)

**It's not *just* up to you to  
build an ethical brand  
(phew!).**

**Marsden\_\_\_\_Mee**



**Building an ethical  
brand needs involvement  
from everyone.**

**Marsden\_\_\_\_Mee**

**Our challenge is education.**

**Marsden\_\_\_\_Mee**

Let's bring together the  
**most influential people** to  
get this on the agenda.

Marsden\_\_\_\_Mee

**It's  
the right thing  
to do.**

**Marsden\_\_\_\_Mee**

# THANK YOU

**Anna Lewis**

07399 608565

[anna@marsdenmee.co.uk](mailto:anna@marsdenmee.co.uk)

[marsdenmee.co.uk](http://marsdenmee.co.uk)