

CULTURAL CHALLENGES IN RESPONSIBLE BUSINESSES

Around the table were...

Myfanwy Neville
Head of Sustainability at BKL

Rick Benfield
Sustainability Consultant at OCSO

Tom Petley
Co-Founder of Gaia

Jamie Palmer
Co-Founder & CEO of Social Supermarket

Gavin Lendon
Founder & Sustainability Lead at Sustainology UK

Jasmin Ghoul
Head of People at HIVED

Manjot Heer
Investment Manager at Zeti

Rebecca Jackson
Impact Project Manager at BKL

Charlie Eyeington
Head of Marketing at BKL

Our top seven challenges

Ensuring that **messaging** is simple, informative and leads to action

Confusion around **how to define ESG and sustainability**

Factors in people's awareness – including disposable income, generation and education – undermining cultural shifts in a business

Trade-offs when **trying to shift mindsets** from short-term survival to long-term thinking

Expectations among customers and employees for businesses to be transparent, purpose-driven and avoid greenwashing

Setting targets and showing tangible outcomes

Lack of methodology for signing off green claims and giving businesses entrepreneurial freedom

Our top seven solutions

Structure dialogue based on **how an individual connects to sustainability**: “head, heart or pocket”

Make your messaging **relatable for your audience**: highlight the benefits and local impact; limit ambiguous terminology

Communicate the **cost of inaction**, including financial

Be open about progress and areas for improvement to boost trust in your businesses

Embed people's motivators into workplace culture and spread ownership around the team

Combine long-term goals, 3-5 year cycles and quarterly targets

Explore benchmarking tools such as the **B Impact Assessment**