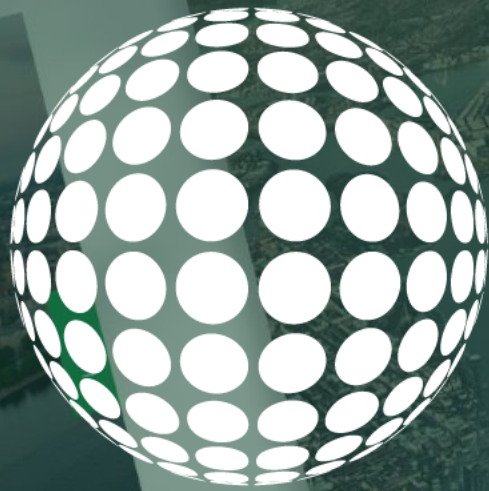


The logo features the text "SB INSIGHT" in a bold, white, sans-serif font, centered on a dark teal background. The text is surrounded by a cluster of overlapping circles in various shades of teal and dark green, creating a dynamic, abstract pattern.

# SB INSIGHT



# SUSTAINABLE BRAND INDEX

OFFICIAL REPORT  
Europe's Largest Brand Study on Sustainability



OFFICIAL REPORT 2022  
Europe's Largest Brand Study on Sustainability



REPORT 2022  
Brand Study on Sustainability



OFFICIAL REPORT 2022  
Europe's Largest Brand Study on Sustainability



OFFICIAL REPORT 2022  
Europe's Largest Brand Study on Sustainability



# Actionable Insights

=



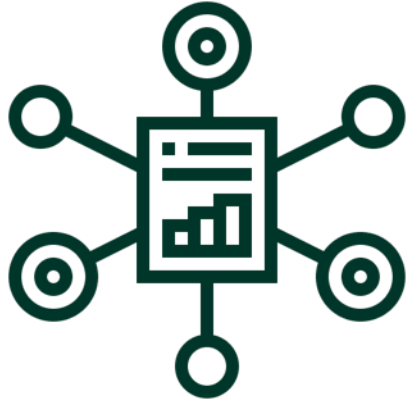
**13 Years  
of Data**

+



**Experience &  
Expertise**

+



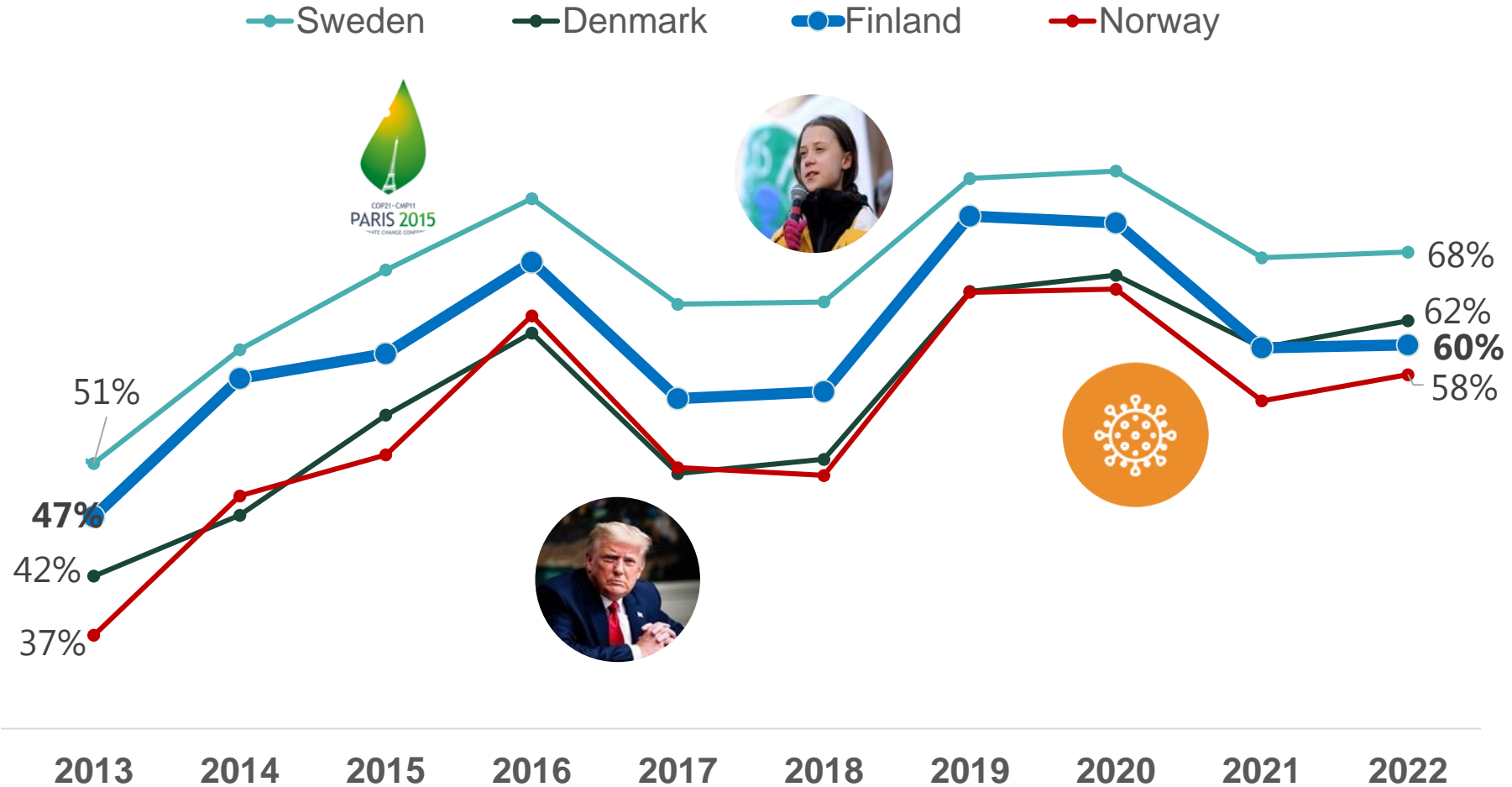
**Proven  
Frameworks**

Our experience and expertise in sustainability and branding, our proven frameworks for sustainable brand transformation and our database of consumer and brand data are our core strengths.

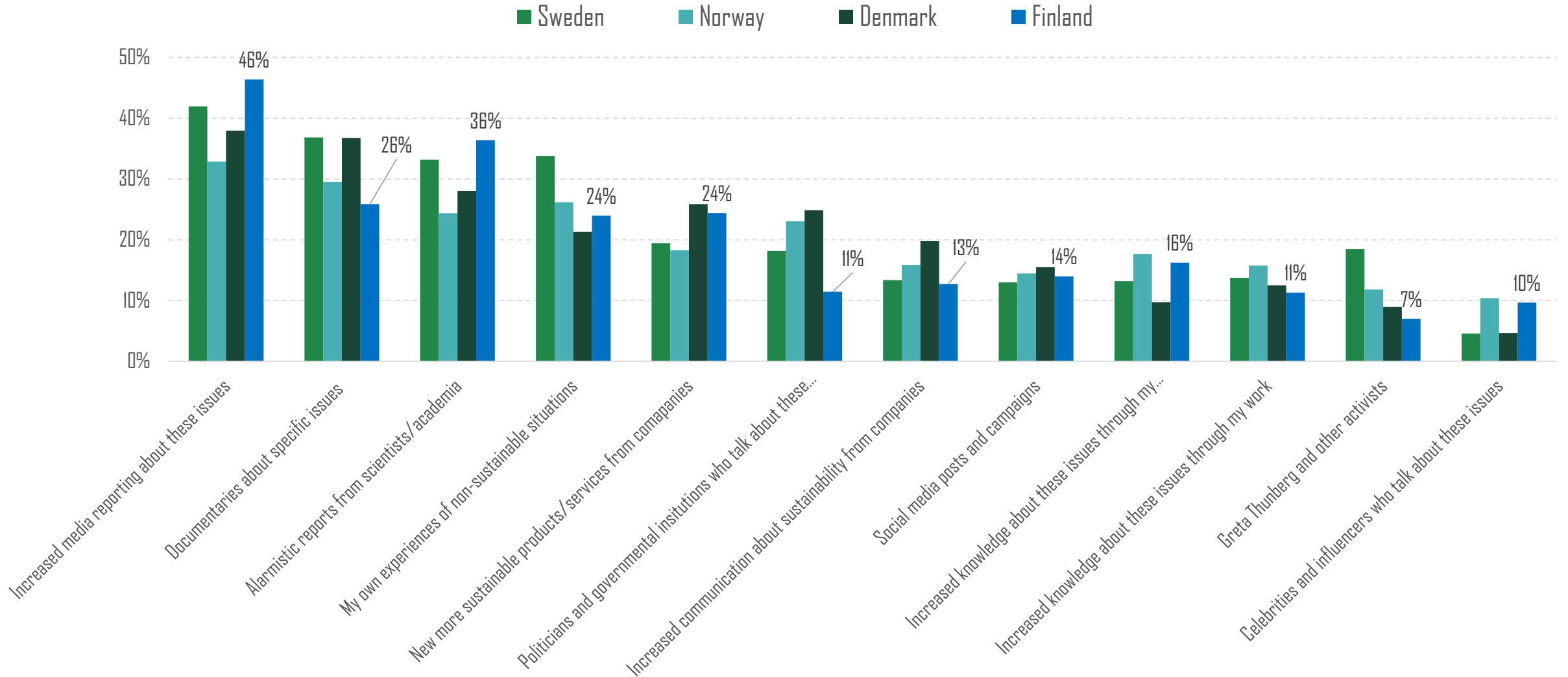
# The Consumers

# The Interest in Sustainability

The share of consumers (%) who discuss sustainability sometimes or often.

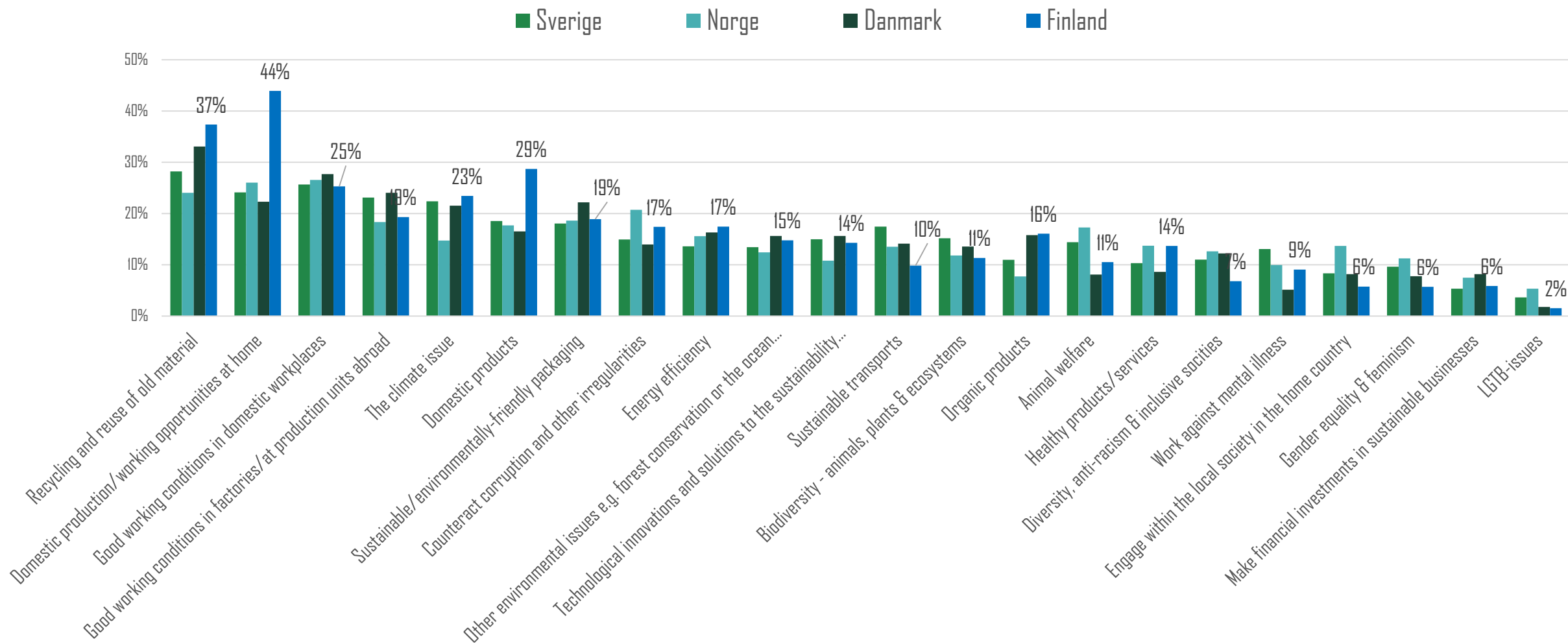


# The Sources That Affect Interest



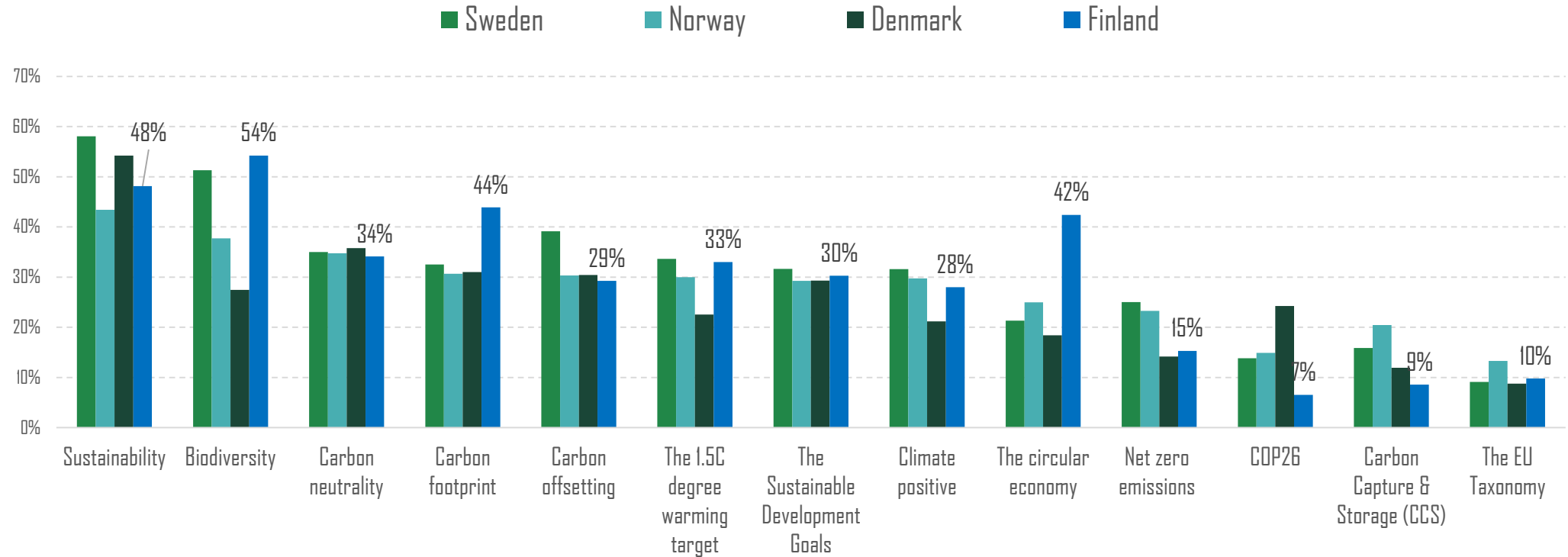
# What Areas To Prioritise?

Percentage of respondents (%) who believe that companies, regardless of sector, should prioritise the following sustainability issues. Number of options: 1 - 4.



# What Do People Know About Different Terms?

The percentage of respondents (%) who claims to understand the meaning of the term.

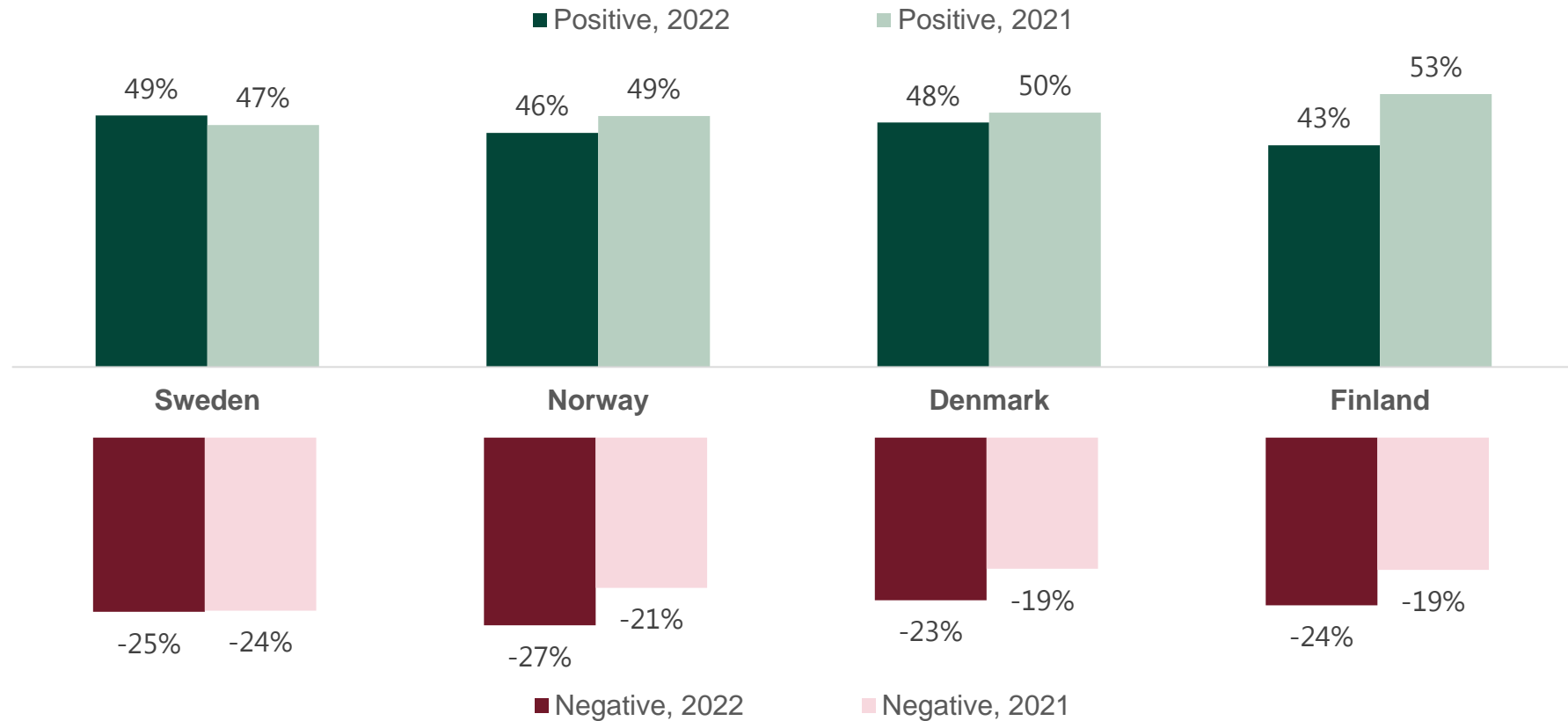




# The Communication

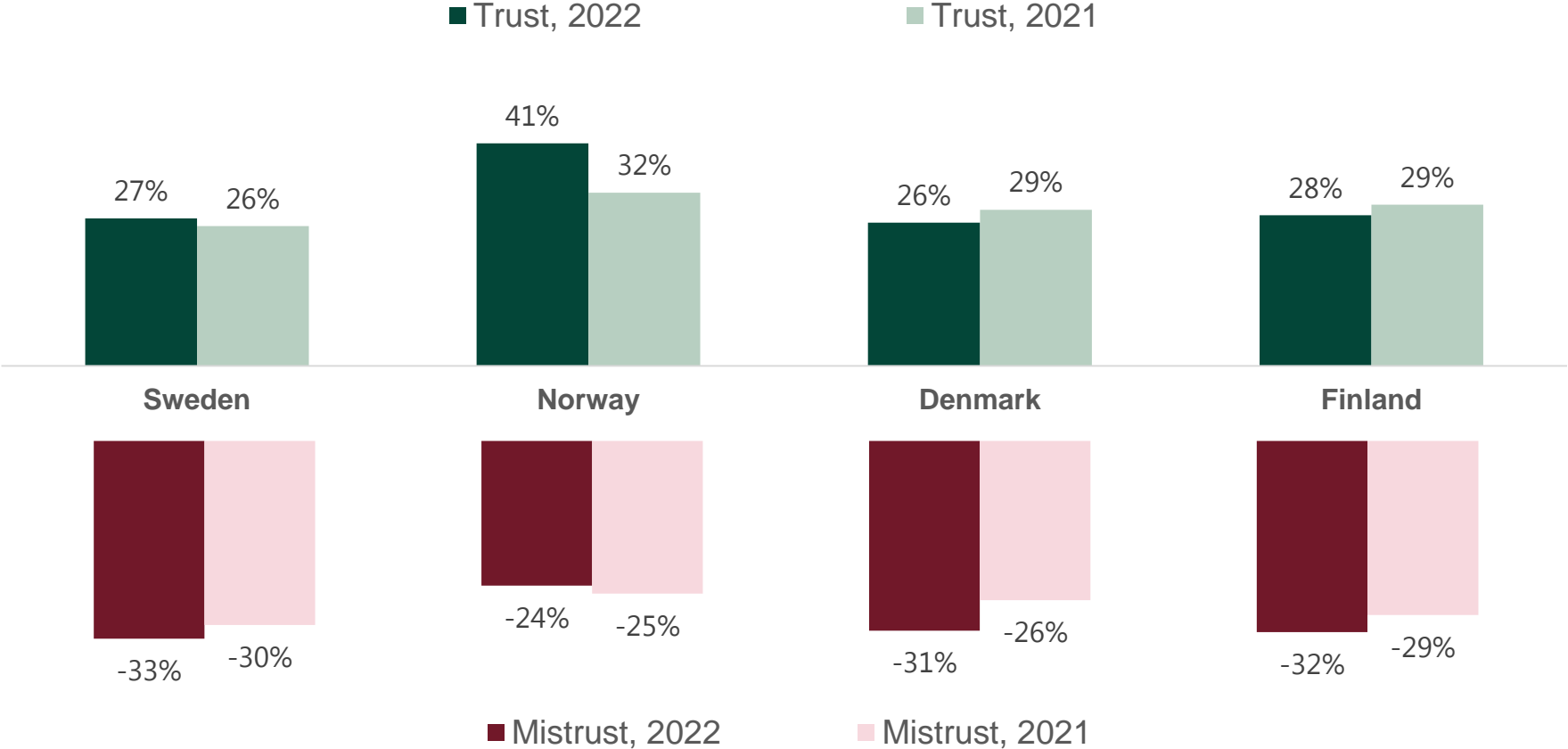
# Consumer Attitudes To Sustainability Communication

The proportion of respondents (%) who are positive or negative towards sustainability communication from companies



# Consumer Trust In Sustainability Communication

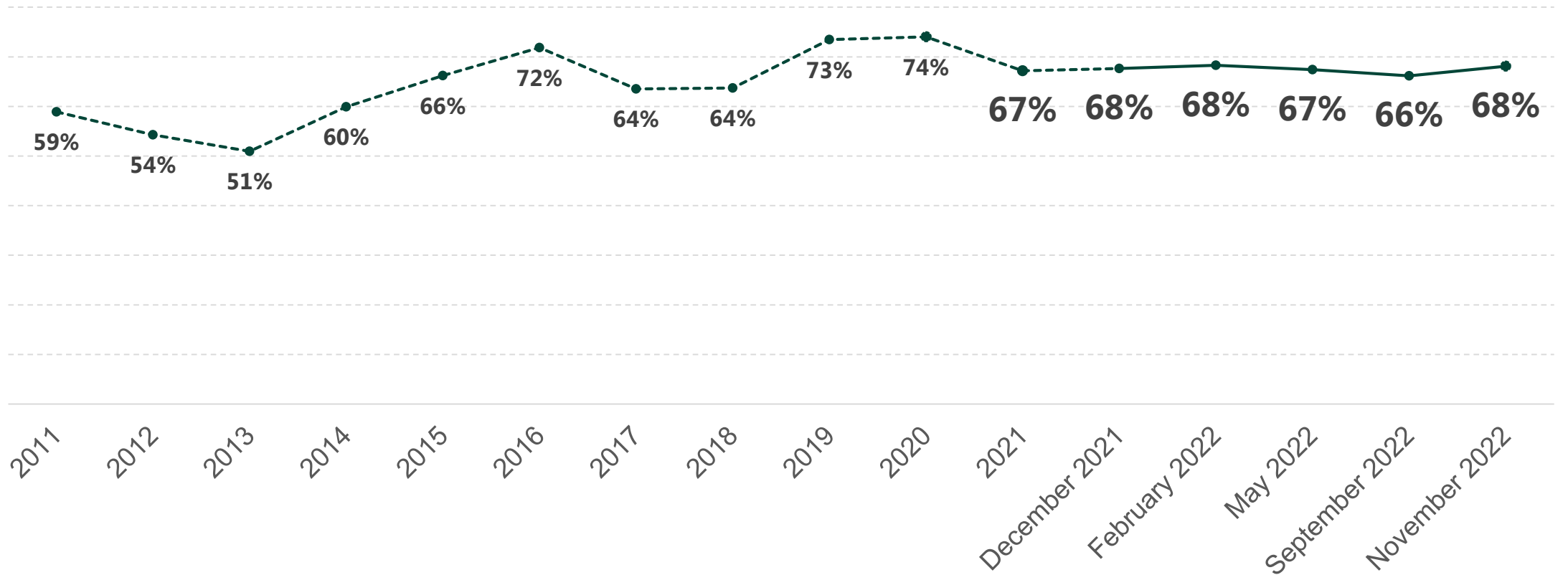
Percentage of respondents who believe that sustainability communication from companies is generally credible
















# The Future

# The Conversations About Sustainability

Percentage of consumers (%) who sometimes or often discuss sustainability issues



-  Climate labels requiring accurate recycled content information and more.
-  Advertising rules on "carbon neutral" and "net zero emissions" now in action.
-  Environmental claims regulations tightened.
-  New regulations to improve supply chains also requires accurate reporting.
-  Ecodesign initiative includes guidance on environmental performance and claims.
-  Corporate sustainability reporting directive will end greenwashing for good.
-  Unfair commercial practices update - third party verification requirement.
-  Initiative on substantiating environmental claims due any day now.
-  New fashion act will hold brands accountable for environmental & social impacts.
-  The FTC is seeking public comment on proposed updates to its Green Guides.
-  Green Claims Code is in full swing, with regulatory investigations underway.
-  Consumer Markets Authority continues greenwashing investigations.
-  Major review of Australia's Environmental Claims Code is well underway.



# Washing off the green

We no longer call ourselves nor our products sustainable. This is just one of several terms that we have removed from our own vocabulary to avoid greenwashing and to become more transparent.



**Haglöfs**

# Key Success Factors



Transparency



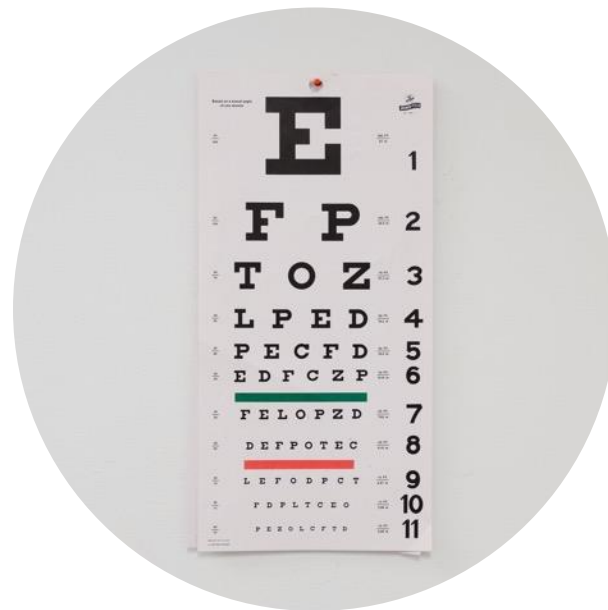
Consistency



Balance



Clarity



Thank you!

ERIK ELVINGSSON HEDÉN

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+46 (0) 70 865 13 97