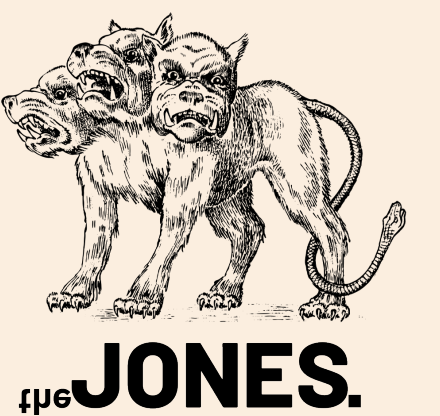


**CSR ACTIONS
AND WHY
SHOULD THEY
BELIEVE YOU**

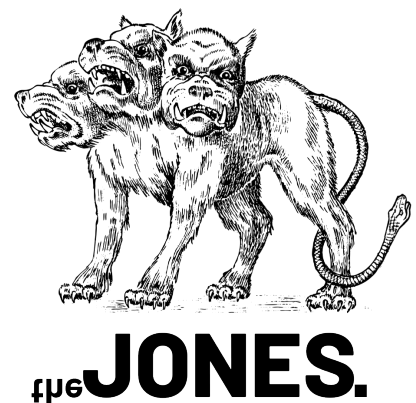




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FROM CSR

ENVIRONMENTAL SOCIAL GOVERNANCE



IMPACTA
— CONSULTING



61% they trust businesses to do what is right

Millennials and Gen Z consumers are more skeptical of business motives and are increasingly demanding transparency and accountability from companies

Only **57%** of consumers believe that brands are open and honest about their commitments to social responsibility.

A photograph of a red Chicago Bulls jersey hanging on a hanger in the trunk of a car. The jersey features the name 'JORDAN' and the number '23' on the left chest, and the 'CHICAGO BULLS' logo on the right chest. The car's interior is visible, including the seats and door panels, all bathed in a warm, orange-red light.

BRANDALISM

**CLIMATE ACTIVISTS ARE EXPANDING THEIR TARGETS
FROM THE WORLD'S BIGGEST CORPORATE POLLUTERS
TO THOSE WHO ENABLE THEM**

EMBRACE THE traffic jam

DRIVING YOU INTO climate breakdown #AdBrake

CUSTOMER CAR PARK ONLY
CLAMPING IN PROGRESS
RELEASE FEE £50.00

Destination: CLIMATE CHAOS

global

Drive under water as sea levels rise.

Ford

Go Further into Climate Crisis

global



Marketing and advertising professionals have made great strides in diversity, equity, and inclusion (DEI) efforts in the last couple of years, but it's still an issue that will need to be improved. It's more important than ever to ensure your marketing tactics don't alienate portions of your target audience.

GREENWASHING IS BEING PUNISHED



Brands don't get credit for simply doing the right thing.
They need to put something at risk to be considered
brave.
On the other hand, they don't need to get credit for
everything they do. They don't need to directly connect
everything to their name.
If it helps the business, it helps you too.



BRAND PURPOSE

GEN Z REWIRING



CLIMATE
OPTIMISM



Businesses are bringing inclusive products into the mainstream.

MASS INCLUSIVE BRANDS

being accessibly redesigned
for a wider range of users.



ADAPTIVE PACKAGING





SUPPLY CHAINS

Will need to up their game
for transparency,
performance and
accountability

REGENERATIVE BRANDS

Across industries, more brands are stepping up to commit to regenerative practices, supercharging their sustainability goals.



An aerial photograph of a tropical island. The top right corner shows a village with numerous small, light-colored buildings and palm trees. The rest of the island is covered in dense, dark green forest. The image is used as a background for the text.

CARBON NEUTRAL BROWNSING

redesigning online
experiences to be less
damaging to the
environment



A more sustainable site for a more sustainable future

Welcome to a more carbon-efficient digital experience





NEW

UPDATE internal brand messaging to stay culturally relevant and connect with the modern-day employee.

COMPANY

MANIFESTOS

thank λοη[■]

