

**Eco-ethics have officially arrived into mainstream British consciousness. Whether counting food-miles in the supermarket, demanding Fairtrade certification when buying a morning coffee, recycling household waste or milling round farmers' markets for organic produce at the weekend, UK consumers are increasingly eager to "go green".**

But what is the truth? Is there real substance and opportunity for companies to differentiate themselves with consumers behind this apparent groundswell of activism? More and more customers are now putting their money where their mouth is, either by actively buying eco-friendly products and services at a reasonable premium, or being unwilling to buy from companies that don't rate ethics and the environment as concerns. Companies such as M&S have gained real commercial and PR advantage through their 'Plan A' programme which lays out the company's eco-ethical credentials in a way that is understandable and fits comfortably within shopper's buying behaviour.

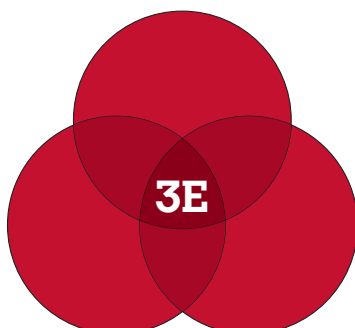
## **How do you avoid the "Greenwash" and maximise brand and competitor advantage?**

At CGA, we believe the answer is to focus on the Experience that a brand delivers, and its ability to convey its eco-ethical promises consistently in the most relevant manner to meet and exceed customer expectations.

## **The 3E Process**

### **Enhanced Customer Experience**

How is your brand's eco-ethical promise consistently delivered across all you channel touchpoints? Is it credible in the eye's of the consumer and marketplace?



### **Ethical Concerns**

Wide-range of ethical concerns encompassing: treatment of customers, duty to shareholders, employee rights, supplier responsibilities, stance on trade with controversial sectors & regimes, Fairtrade etc...

### **Environment Issues**

Prioritised spectrum of environmental hot topics and ongoing considerations: climate change, carbon neutrality, energy efficiency, sustainability, being organic, reducing environmental risk

CGA's 3E (Eco-Ethical Experience) programme extends our proven Customer Heartbeat™ methodology to really understand what your customers and stakeholders expect from you in terms of your green credentials, messages and behaviour. The programme seeks to answer the following questions.

### **How do you:**

- identify the key eco-ethical issues that matter to your core customers
- develop convincing and committed activities that demonstrate responsibility
- convey compelling, inspiring messages to generate customer awareness

Through the 3E Process, we speak to customers and stakeholder groups to pinpoint what's important and what's a priority to them. Our insight and methods will ensure that you can use eco and ethical messages to get under the skin of your customers and engage with their most pressing concerns. Our output will be a powerful programme that delivers a clear blueprint of valuable eco-ethical activity, from targeted eco-environmental strategies to bespoke communication plans, which are aligned around a very clear commercial objective – the delivery of a compelling and distinctive eco-ethical brand promise.



**To find out how CGA's 3E Programme could enhance your eco-ethical credentials, contact Rick Harris on +44 (0)1483 209 586 or [rick@cgaexperience.com](mailto:rick@cgaexperience.com) today.**