

Marketing Watch

Don't Let Sustainability Fall Victim to the Recession

September 21, 2022



Marketing Watch

Some of the critical questions and issues we will be answering today

- How European companies are navigating the energy crisis
- The role European Union in playing to accelerate sustainability agenda
- Why now is the time to enhance and strengthen sustainability strategy



Today's Speakers



Anuj Saush

Leader, Governance & Sustainability Center, Europe
The Conference Board



Ivan Pollard

Center Leader, Marketing & Communications
The Conference Board

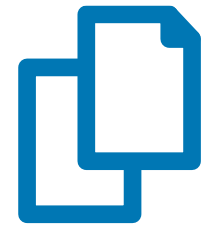
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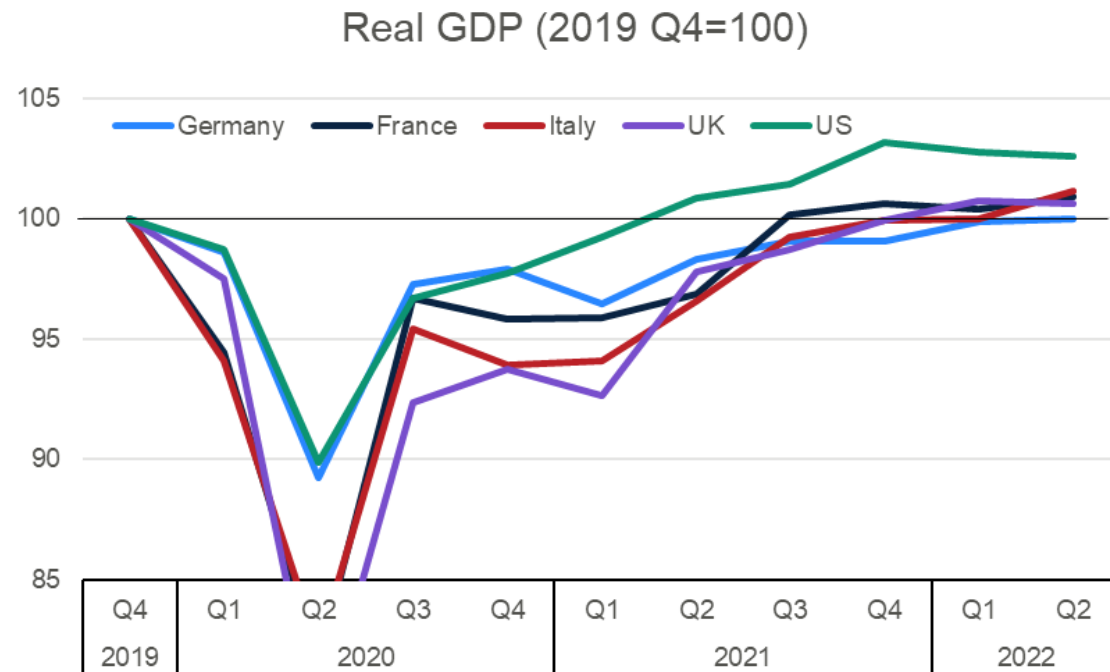
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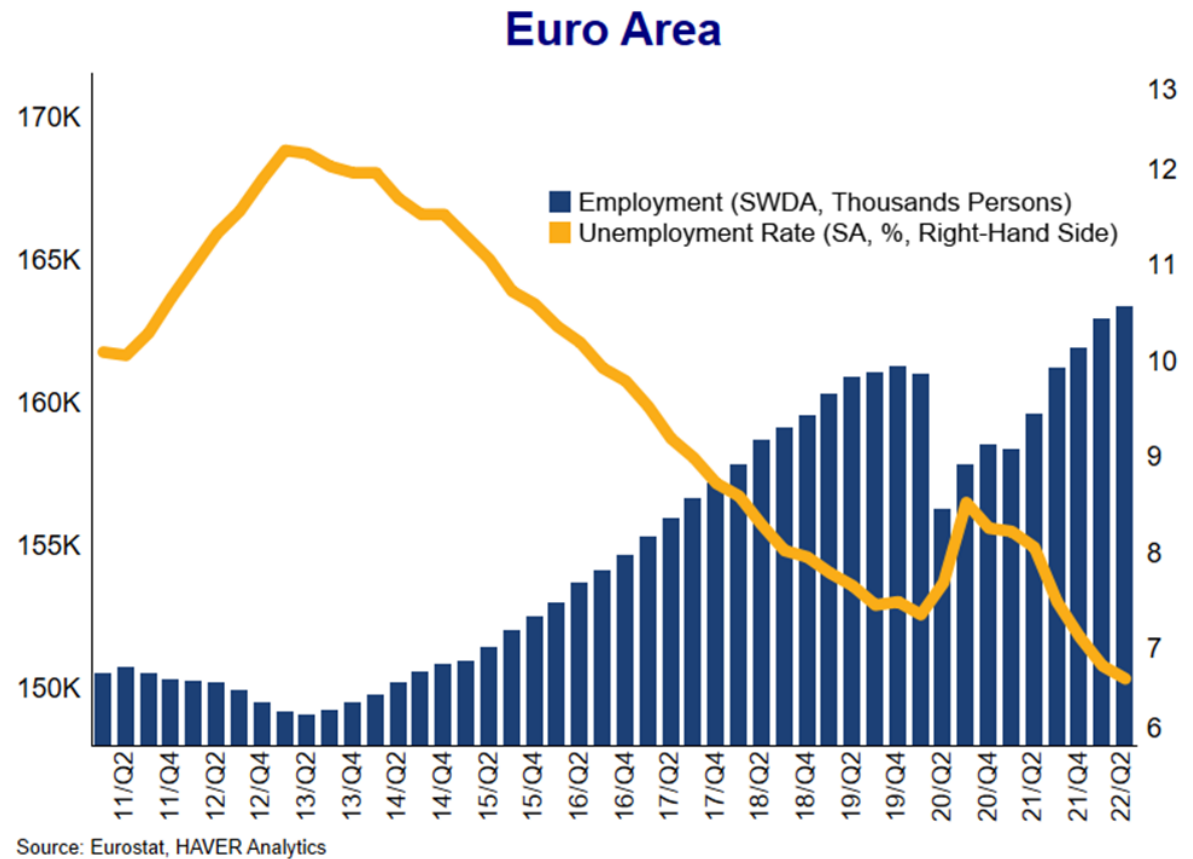
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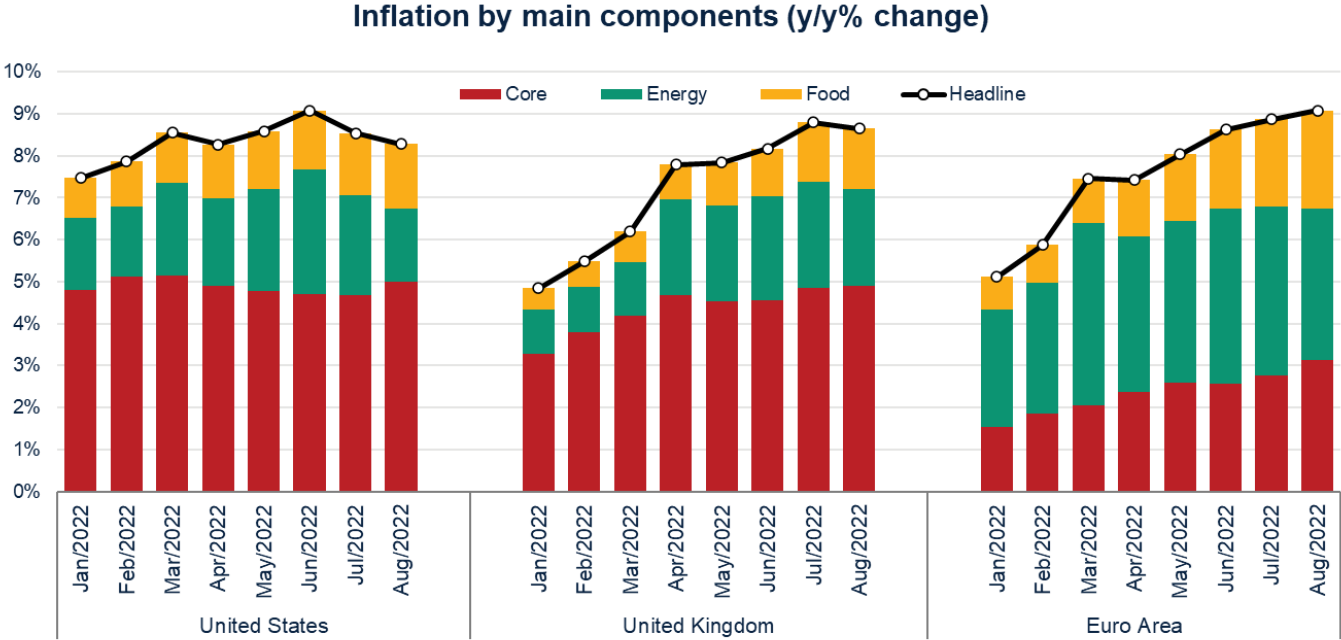
The recovery in economic activity in Europe lags the US mostly in private consumption



The European labor market is currently red-hot and unemployment rate are at an all time low



Inflation in the Euro Area is broadening beyond energy and food

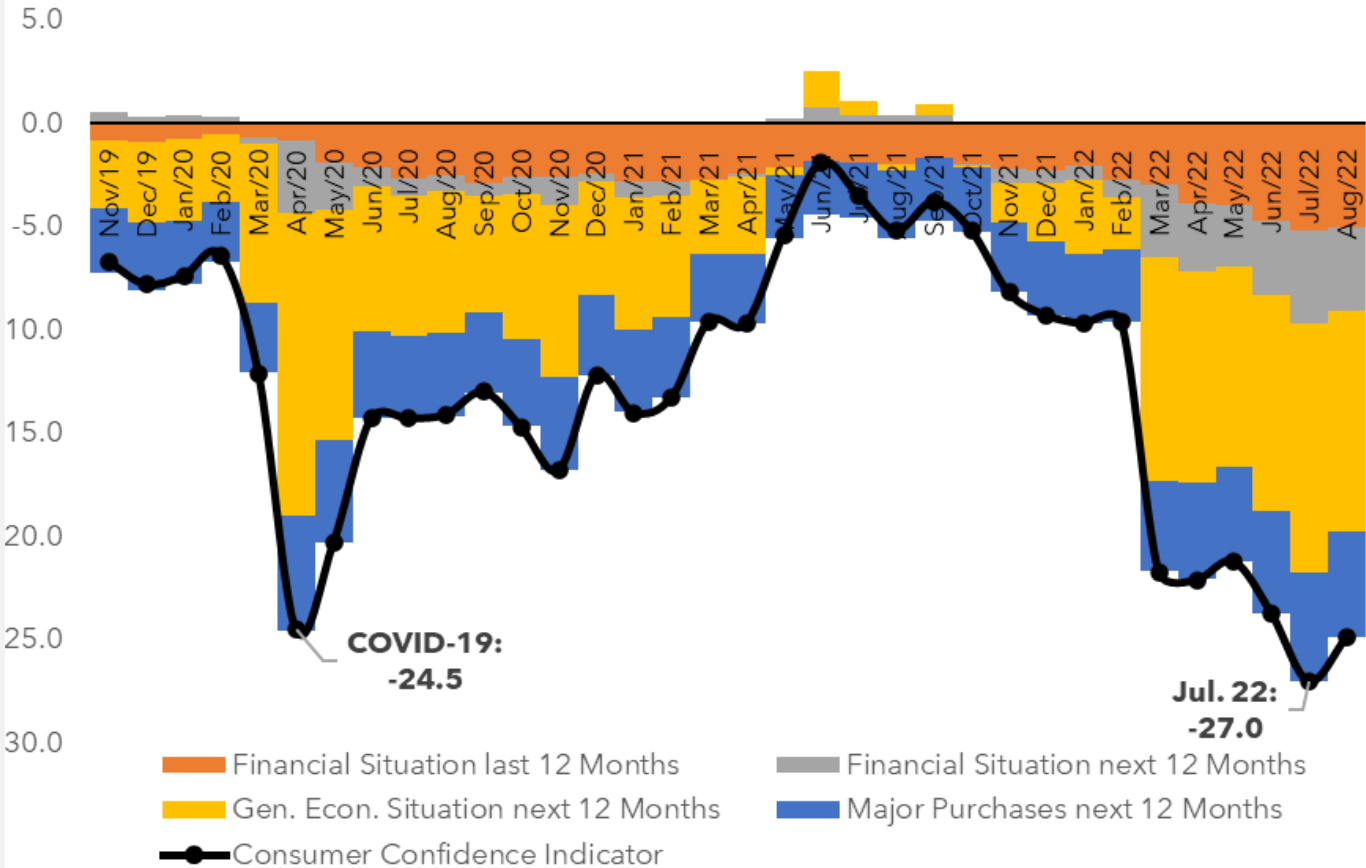


Note: Core excludes food and energy prices.
 Source: The Conference Board calculations using data from Bureau of Economic Analysis (United States), Office for National Statistics (United Kingdom), and Eurostat (Euro Area).

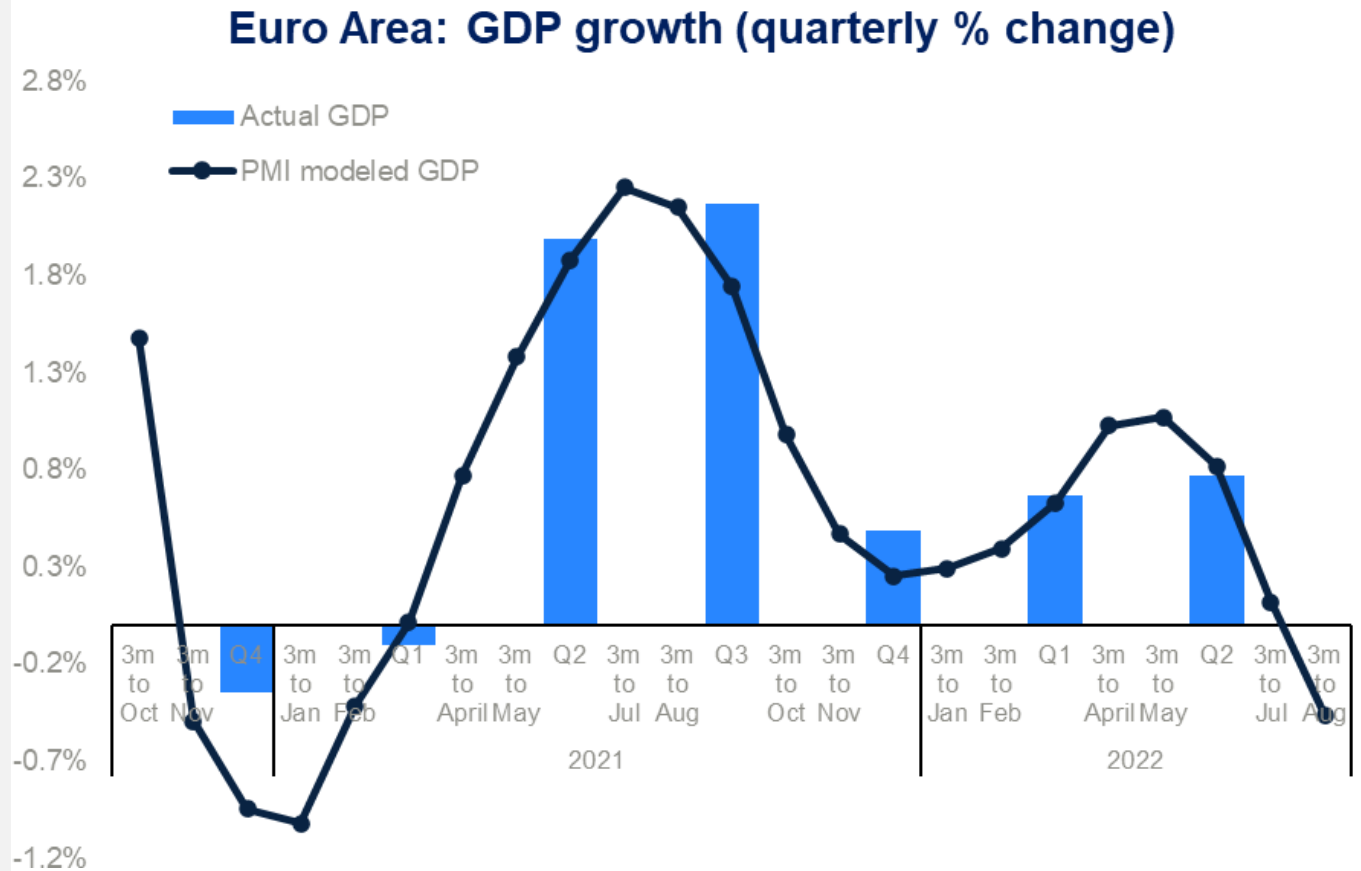


Consumer confidence lingers at historically low levels as European households suffer with a cost-of-living crisis

EA-19: Consumer Confidence Index (SA, %)

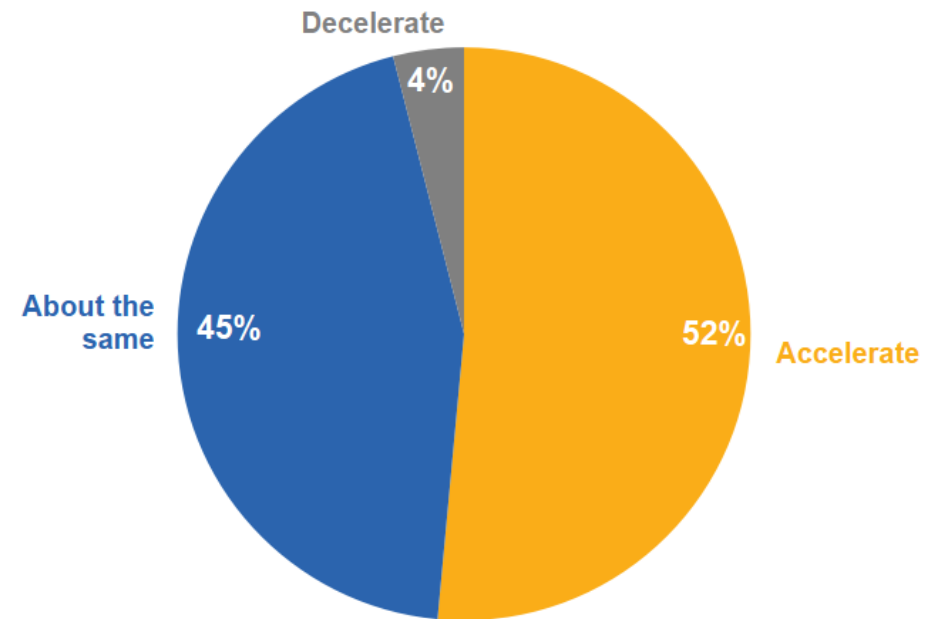


The Euro Area is likely to enter recession later in 2022 and into early 2023



Despite challenges associated with the current energy crisis, corporate climate actions are likely to accelerate

How do you think the war in Ukraine will impact the corporate climate actions over the next five years?

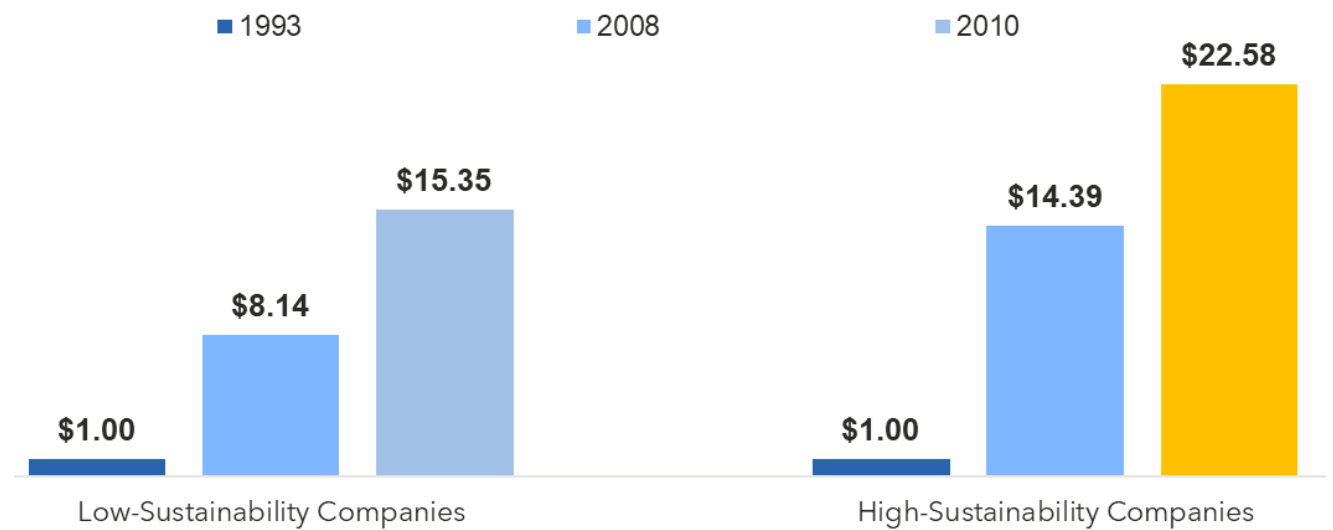


Note: 56 CEOs responded to this question. Percentages do not sum up to 100% due to rounding.
CEOs in Europe were surveyed between April 14 and April 28.
Source: The Conference Board Measure of CEO Confidence™ for Europe by ERT, 2022 H1



Companies that place sustainability at the core of their corporate strategies are better positioned to weather downturns as seen from performance post-2008 recession

Performance of \$1 invested in equal weighted portfolio of companies in 1993



Source: The Impact of Corporate Sustainability on Organizational Processes and Performance, 2014



Sustainability, corporate purpose, and long-term value are inextricably linked



The time to enhance and strengthen sustainability strategies is now

- Eco-conscious efficiencies in operations and across the value chain can help cut costs and should be prioritized
- Sustainability drives business benefit when you apply it consistently over time, not just one tactical 'do good' campaign
- Sustainable strategies can help companies to be more resilient



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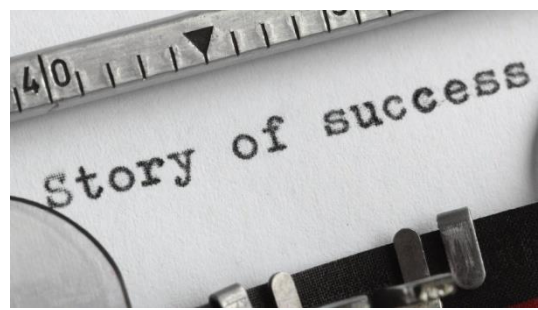
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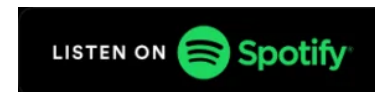


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