

# Marketing & Communications Watch

## ESG\* - Exciting, Sustainable and a Growth Driver? The Impact on Corporate Marketing

October 28, 2021



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

- ✓ Why and how dedicate part of a careers to this area?
- ✓ ESG and its meaning and importance to different stakeholders?
- ✓ How best communicate, co-create, evolve ESG?
- ✓ Where does accountability lie?
- ✓ How does ESG impact brand, strategy, marketing, organization?
- ✓ (When) should a company be(come) an activist?



# Today's Speakers



**Balaji Ganapathy**  
Chief Social Responsibility  
Officer; Global Head, CSR  
**Tata Consultancy Services**



**Suzanne Hader**  
Chief Marketing Officer  
**John Hardy**



**Katya Hantel**  
Senior Director, Sustainability  
**Conagra Brands**



**JP Kuehlwein**  
**(Moderator)**  
Marketing Leader, M&C  
Center  
**The Conference Board**

# Earn Credit



## CPE (NASBA)

- ✓ Click the link in the CEU Request Widget to sign up for credit
- ✓ Stay online for the entire webcast
- ✓ Click 'ok' for 3 popups that occur during the program
- ✓ Credit available for participation in live webcast only

SIGN UP FOR  
AVAILABLE CPE  
CREDIT



## Conagra Brands at a Glance

EMPLOYEES  
Approximately  
**16,500**

BRANDS'  
Include



HEADQUARTERS  
**Chicago**



REVENUE  
Approximately  
**\$11 billion**



FACILITIES  
Approximately  
**50**





### Good Food

We continuously strive to make safe, delicious and nutritious foods, while providing the information that consumers need to make educated food choices.



### Responsible Sourcing

We approach the sourcing of ingredients and packaging materials with care and consideration, taking into account environmental, social and economic impacts across our value chain.



### Better Planet

The health of the planet and availability of natural resources are intricately linked to every part of our business. We're especially focused on acting on climate change, preserving water resources, and eliminating waste.

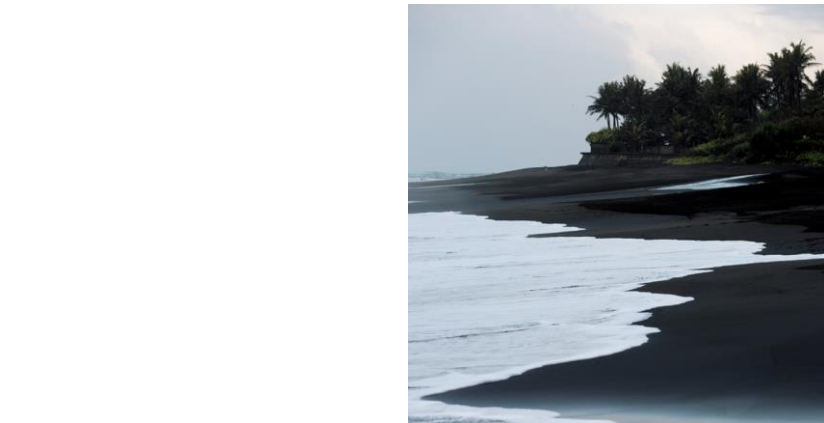


### Stronger Communities

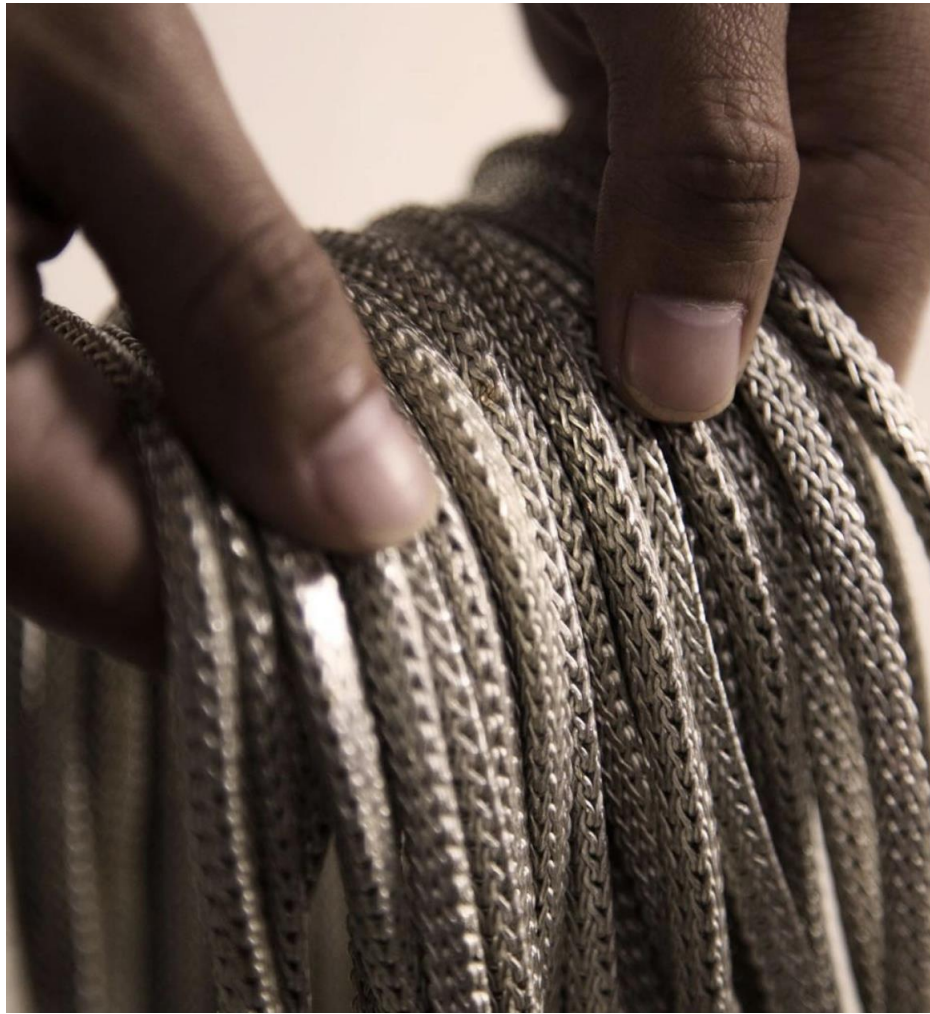
Conagra Brands cares deeply about our employees and we invest in them, their growth, success and overall wellbeing. In our communities where we live and work, we take action to address the issue of hunger by activating a variety of our resources, including employee volunteerism, product donations and financial contributions.

With the introduction of new eco-efficient packaging for Swiss Miss® in September 2020, we were the first major hot cocoa brand to move from round canisters to a recyclable cube. The cube is made from recyclable plastic with a wraparound in-mold label and a space-efficient tapered cube design that reduces the carbon footprint associated with manufacturing and transporting the hot cocoa containers by 15%<sup>4</sup>. Specifically, the new design reduces the package's carbon footprint by 98 metric tons each year due to less energy required to manufacture and transport the material, while the new shape allows Conagra to better utilize space in transit, saving more than 1,000 gallons of diesel fuel annually from fewer truck loads transporting plastic tubs<sup>5</sup>. This new package design is initially being used for the 38-ounce size Swiss Miss Milk Chocolate Hot Cocoa Mix.











# Upcoming Webcast Programming from The Conference Board



- [Key Steps to Building a Successful ESG & Sustainability Program \(Nov 2\)](#)
- [The Harris Poll Exclusive Member Briefing \(Dec 7\)](#)  
*Exclusive to Marketing & Communications Center Members*
- [Marketing & Communications Watch \(Dec 9\)](#)

View all of our upcoming webcast programs at  
<https://www.conference-board.org/webcasts/upcoming/>



17TH ANNUAL

# CUSTOMER EXPERIENCE CONFERENCE

VIRTUAL EVENT  
December 2, 2021

This event is Complimentary for  
The Conference Board members.

Register now at [www.conference-board.org/cx](http://www.conference-board.org/cx)

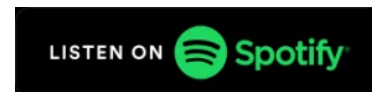


# NEW Podcast Series: CEO Perspectives - Insights for What's Ahead™



Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide business executives with data-driven insights to prepare them for what's ahead.

Available on our website at <https://www.conference-board.org/podcasts/ceo-perspectives-podcast> or on most popular podcasting platforms, including:



# myTCB™

Sign in to enjoy customized, convenient access to the full range of Member benefits – the latest research, benchmarking & data tools, peer networks, and events delivering Trusted Insights for What's Ahead.

Watch this short [video](#) to get started.

