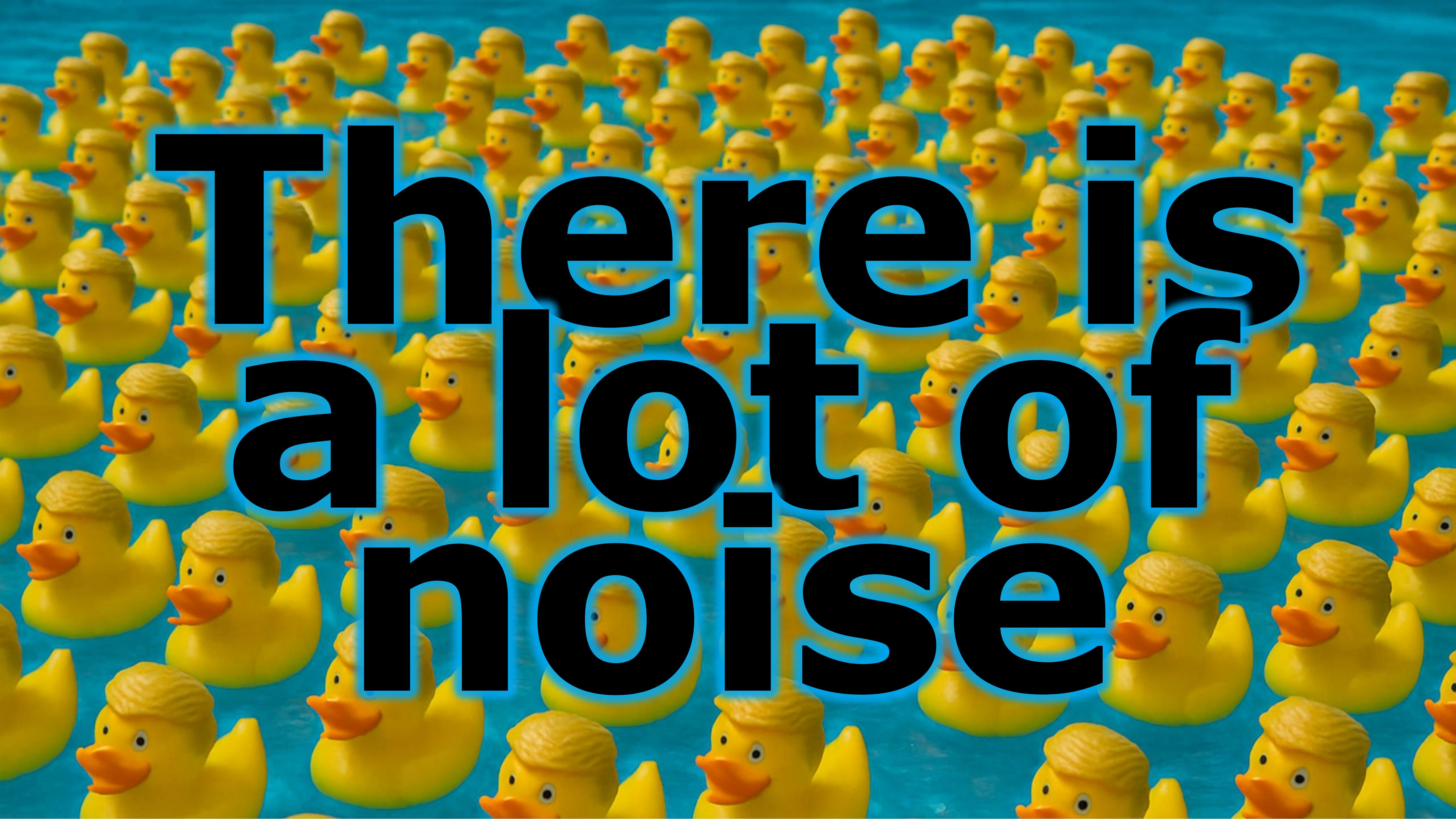




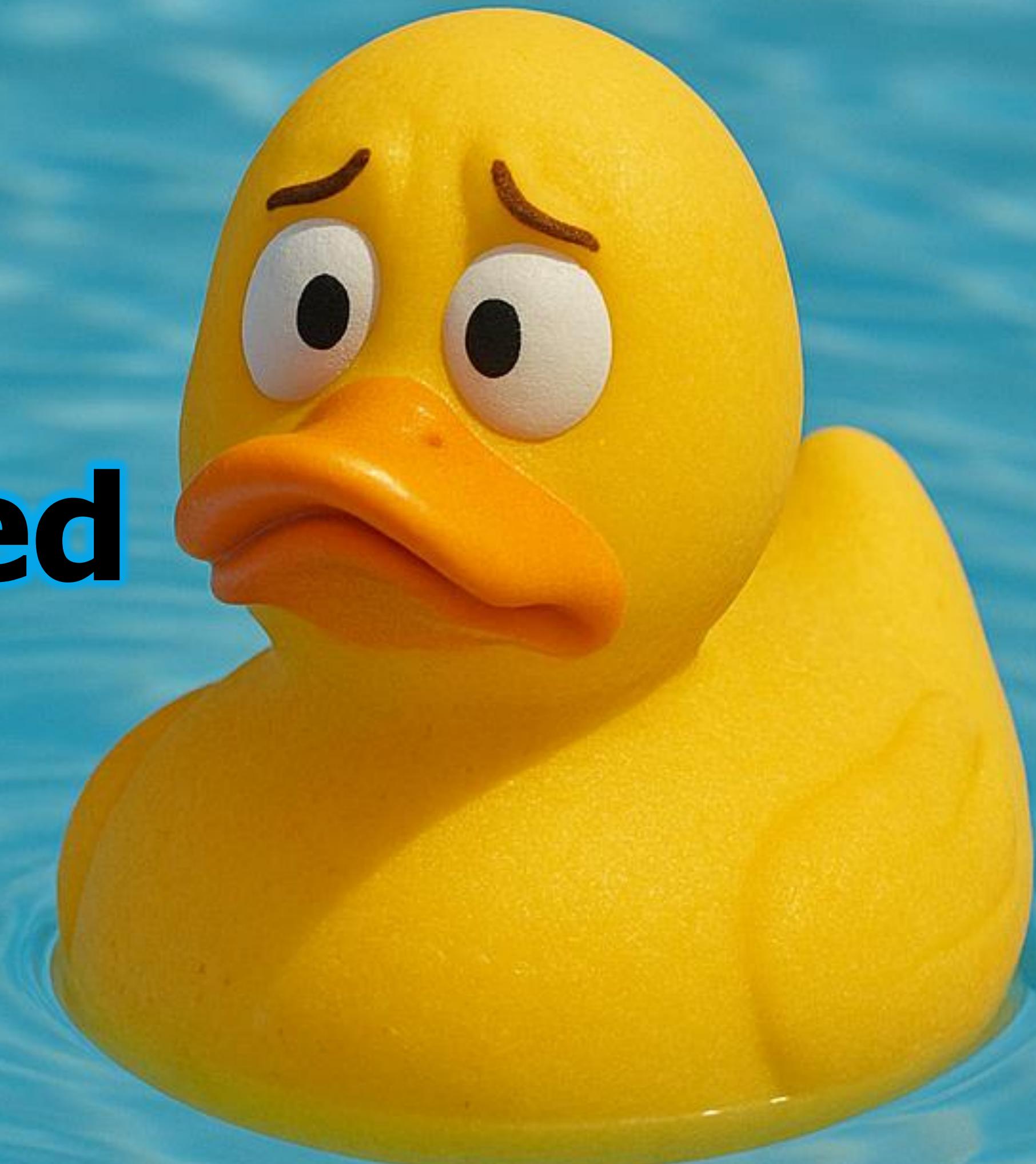
# Trust the signal, not the noise.

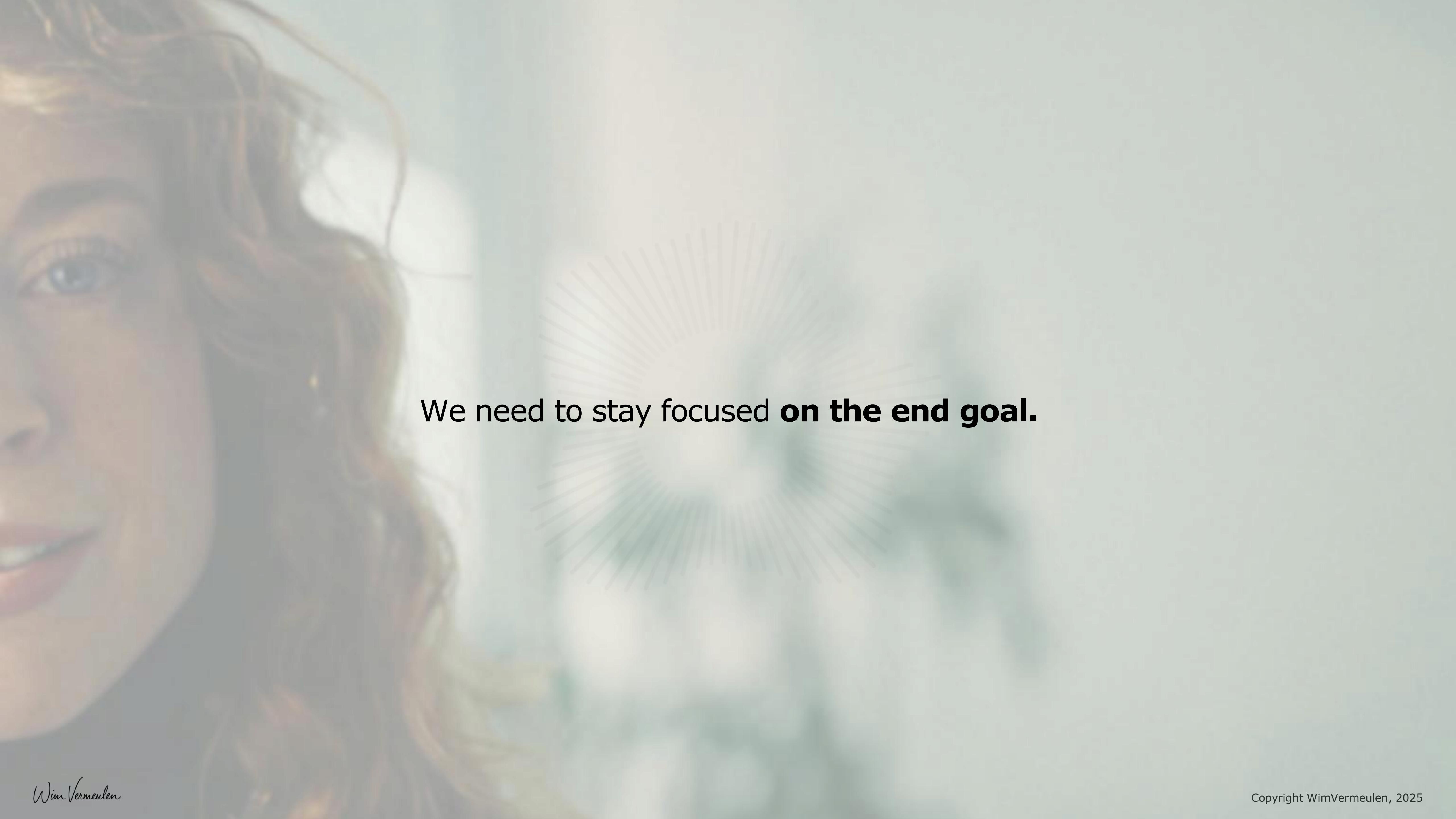
Three **operating principles** for driving systemic change



There is  
a lot of  
noise

**Confused**





We need to stay focused **on the end goal.**



[www.wimvermeulen.com](http://www.wimvermeulen.com)

# Driving systemic change

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## 3 truths

- 1. The signal is getting stronger**
- 2. Shifting industries trumps shifting companies**
- 3. The demand shift needs acceleration**

## 3 Operating Principles

- 1. Mind your narratives, not all are equal**
- 2. Mind your comms, most are not effective**
- 3. Anchor sustainability differently, account for the silent majority**

# Businesses are staying on track

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## climate plans (4000 globally)

- . **16%** are pulling back efforts
- . **37%** are increasing efforts
- . **47%** are keeping their existing goals

Source: <https://drawdown.org/insights/corporate-sustainability-isnt-backing-down—but-was-it-really-bold-enough-in-the-first>

## dei funding (US)

- . **19%** are defunding DEI programs
- . **92%** stop sharing goals publicly
- . **39%** have shifted their messaging

Source: <https://www.fastcompany.com/91317456/despite-dei-backlash-only-19-of-companies-are-cutting-diversity-funding>

# Global warming is picking up speed

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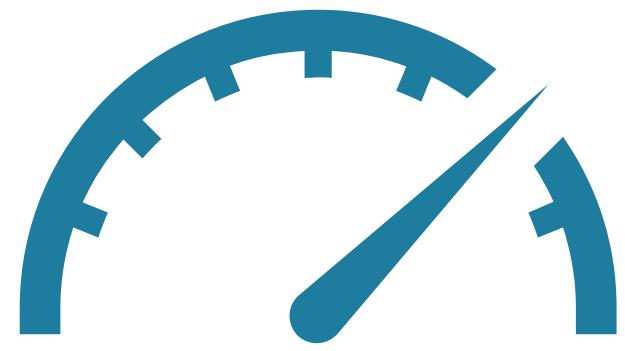
Global warming  
reached **1.58 C** over  
last 12 months

(April 2025)



70% chance average  
warming for 2025-  
2029 will be **+1.5 C**

(May 2025)



**We need to pick up speed**



# Driving systemic change

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# Driving systemic change

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## 3 truths

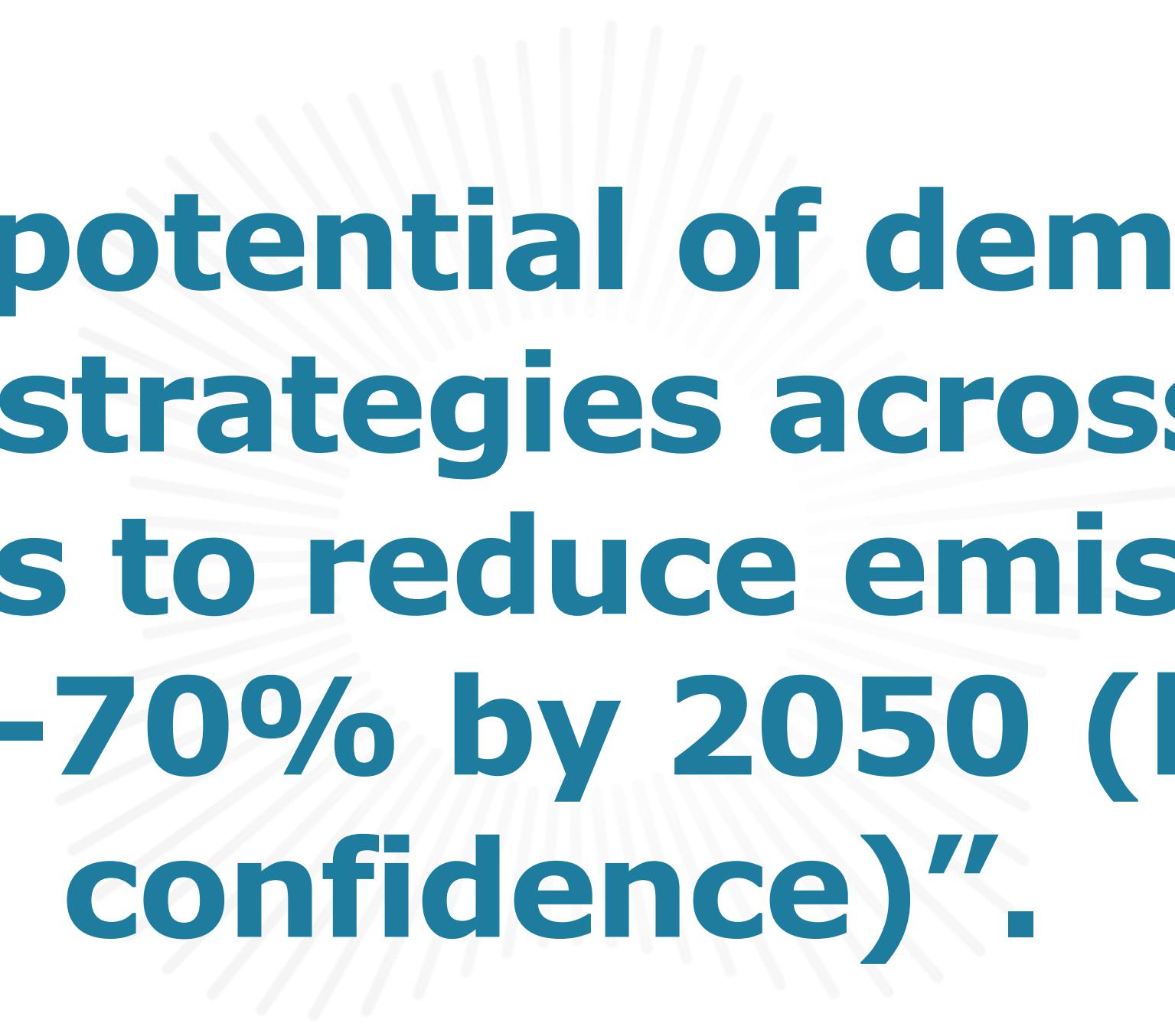
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# Why do we need to accelerate the demand shift?

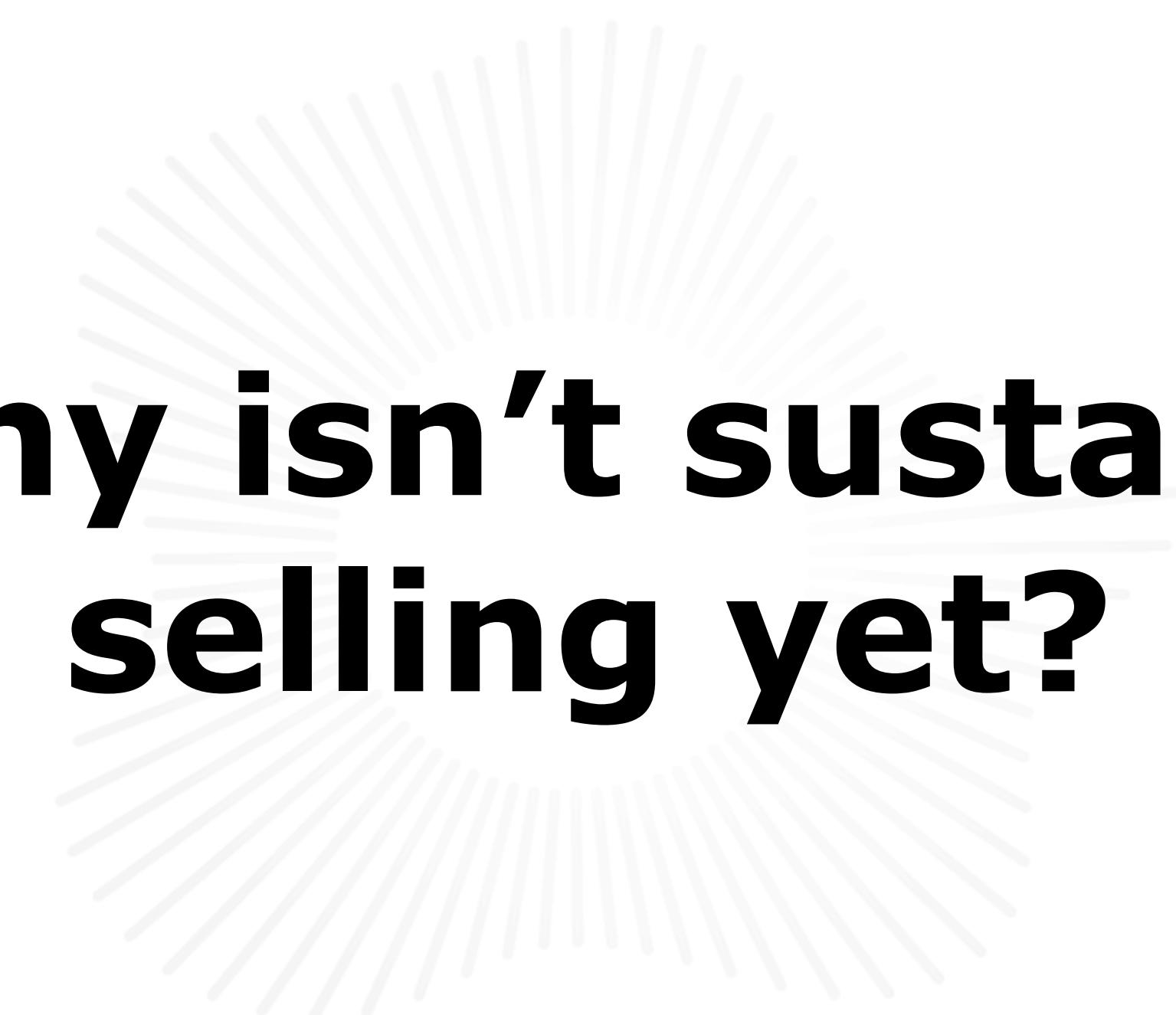
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**“The potential of demand-side strategies across all sectors to reduce emissions is 40-70% by 2050 (high confidence)”.**

IPCC, AR6, 2023



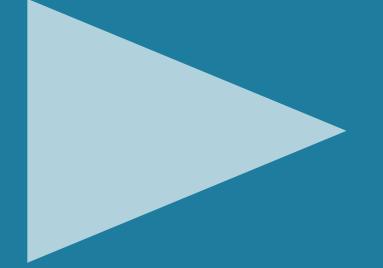


# **So, why isn't sustainable selling yet?**

# When credibility lacks, everything is harder

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6,4%



**Corporate Reputation**  
**Stakeholder Engagement**  
**Product Proposition**  
**Communication**

# Driving systemic change

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# Sustainability narratives that work score high on ...

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**Consumer  
relevance**

+

**Consumer  
credibility**

+

**Consumer  
Buying  
Intent**

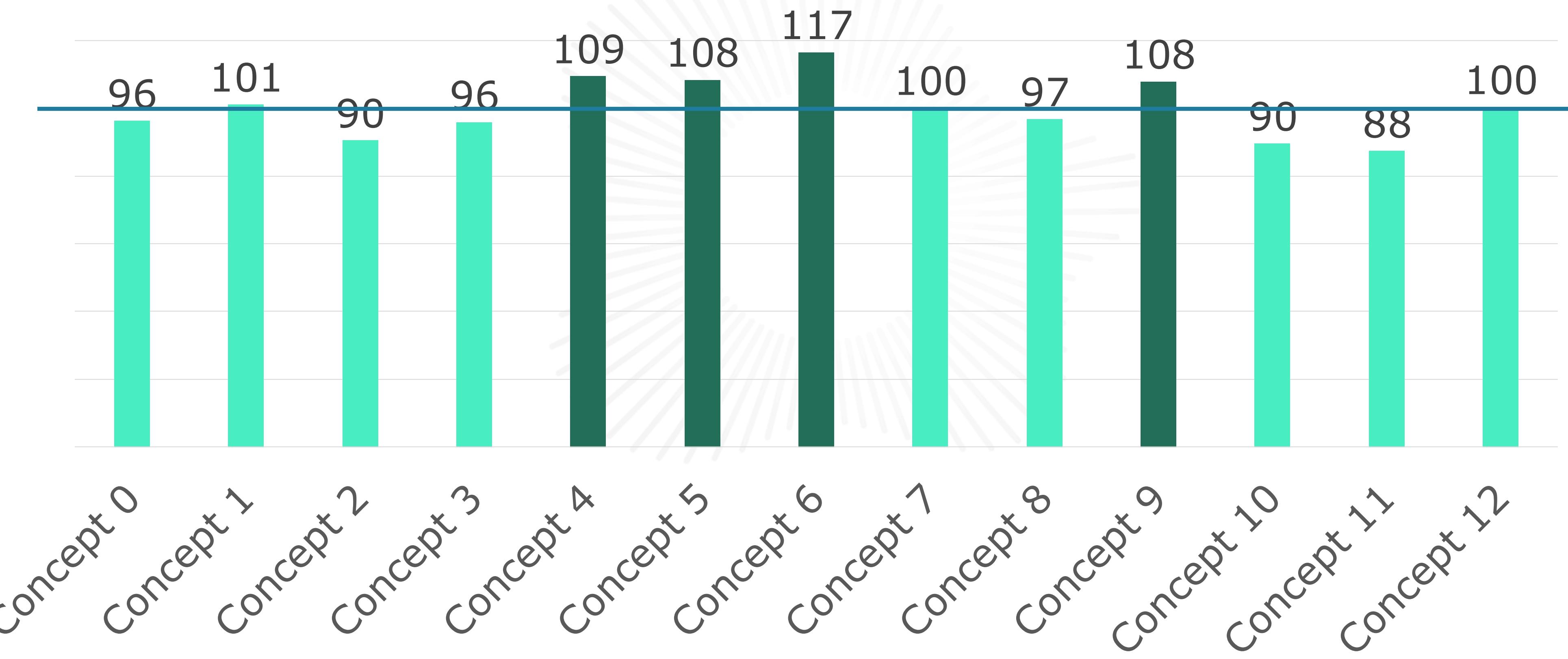
# Heatmapping the performance of storyline

Storylines	TOTAL SALES POTENTIAL	NEW	UPSELL	CHURN	RELEVANCE	NPS	CONSUMER MOTIVATION	BRAND CONSIDERATION	NET CREDIBILITY SCORE
C0	97,4	13,4	34,1	49,9	50,0	41,7	61,0	55,2	-2,1
C1	93,8	8,8	36,9	48,1	54,7	37,8	61,3	58,7	22,5
C2	92,6	30,5	19,1	43,0	37,0	29,6	50,0	49,1	16,7
C3	68,4	9,8	13,5	45,1	19,4	34,4	44,3	49,2	18,1
C4	163,7	9,0	54,7	100,0	47,8	44,8	58,2	47,0	41,6
C5	103,5	10,6	36,4	56,5	50,8	42,6	70,5	41,7	51,7
C6	149,8	15,2	66,5	68,1	40,3	46,8	69,4	68,9	49,2
C7	68,0	0,0	43,1	24,9	32,6	37,0	57,8	50,0	55,7
C8	101,6	18,5	34,4	48,7	31,5	28,3	49,1	50,0	51,6
C9	118,1	26,7	53,1	38,3	51,5	48,5	63,1	56,1	36,5
C10	58,6	7,4	23,7	27,5	16,1	21,8	45,5	23,6	8,8
C11	69,0	0,0	27,9	41,1	22,9	20,3	30,4	30,4	-6,4
C12	101,2	9,8	34,1	57,3	43,1	37,5	61,4	50,0	41,7

# Modelling the effectiveness of the narratives

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Growth Index based on Econometric model  
(Frontiers 2023)



# Driving systemic change

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# Net Credibility Score of 400 sustainable campaigns

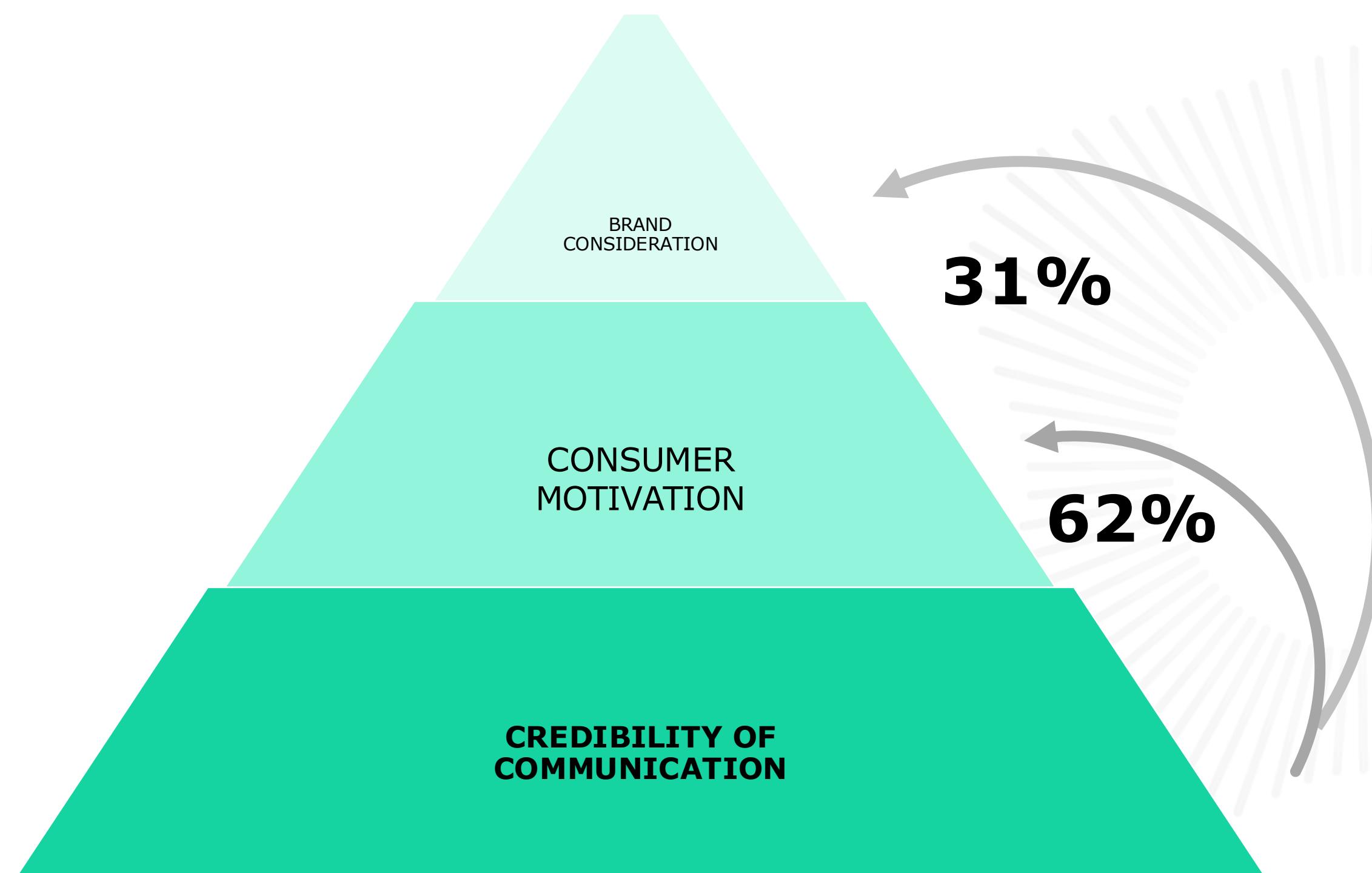
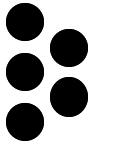
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**15,6%**      **18,2%**      **31,2%**      **28,8%**

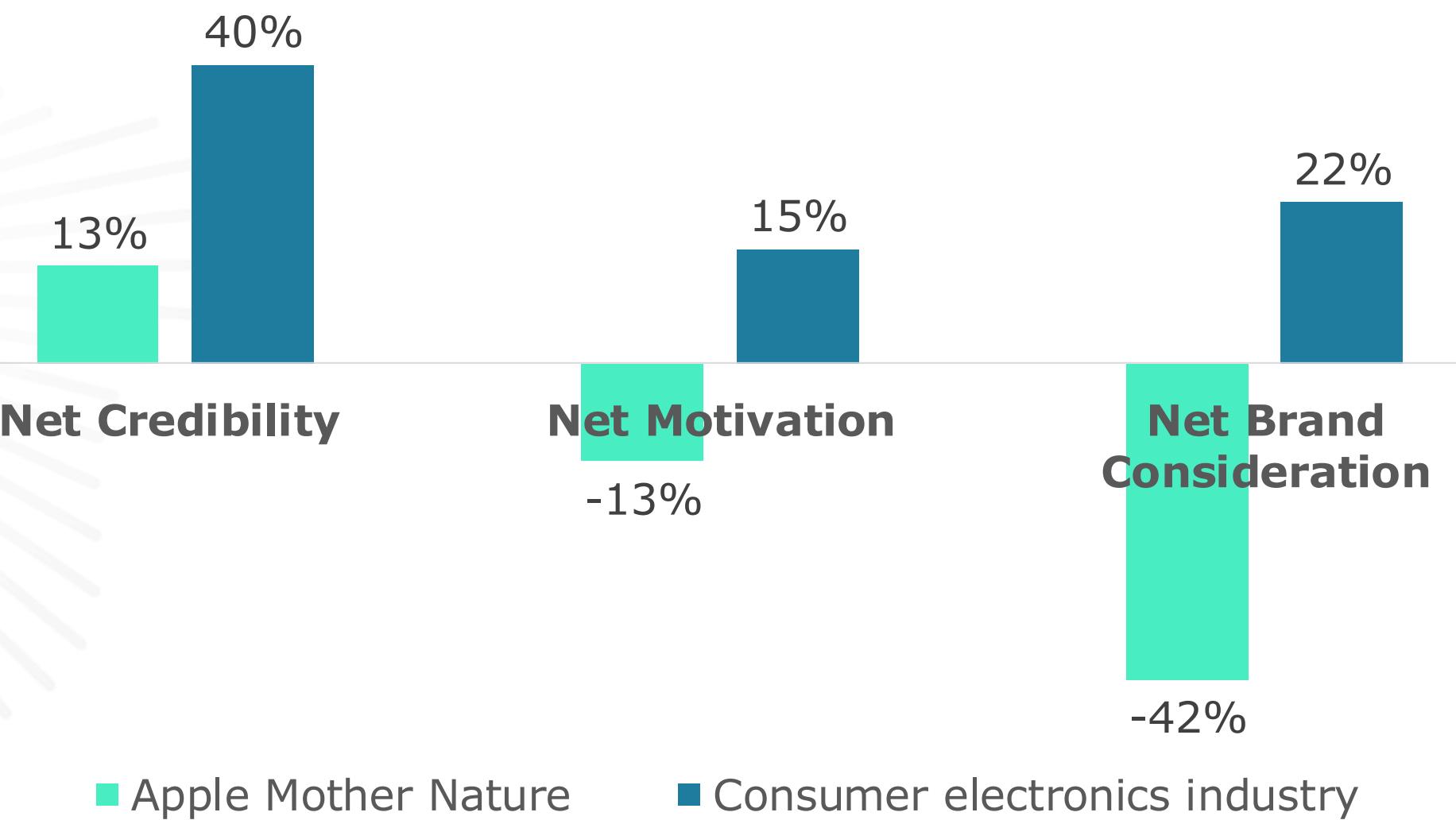


# Credibility increases the long and short term effectiveness



Credibility drives **consumer motivation** to switch to responsible options and influences **brand consideration**

**Apple Mother Nature vs Consumer electronics industry**



# Driving systemic change

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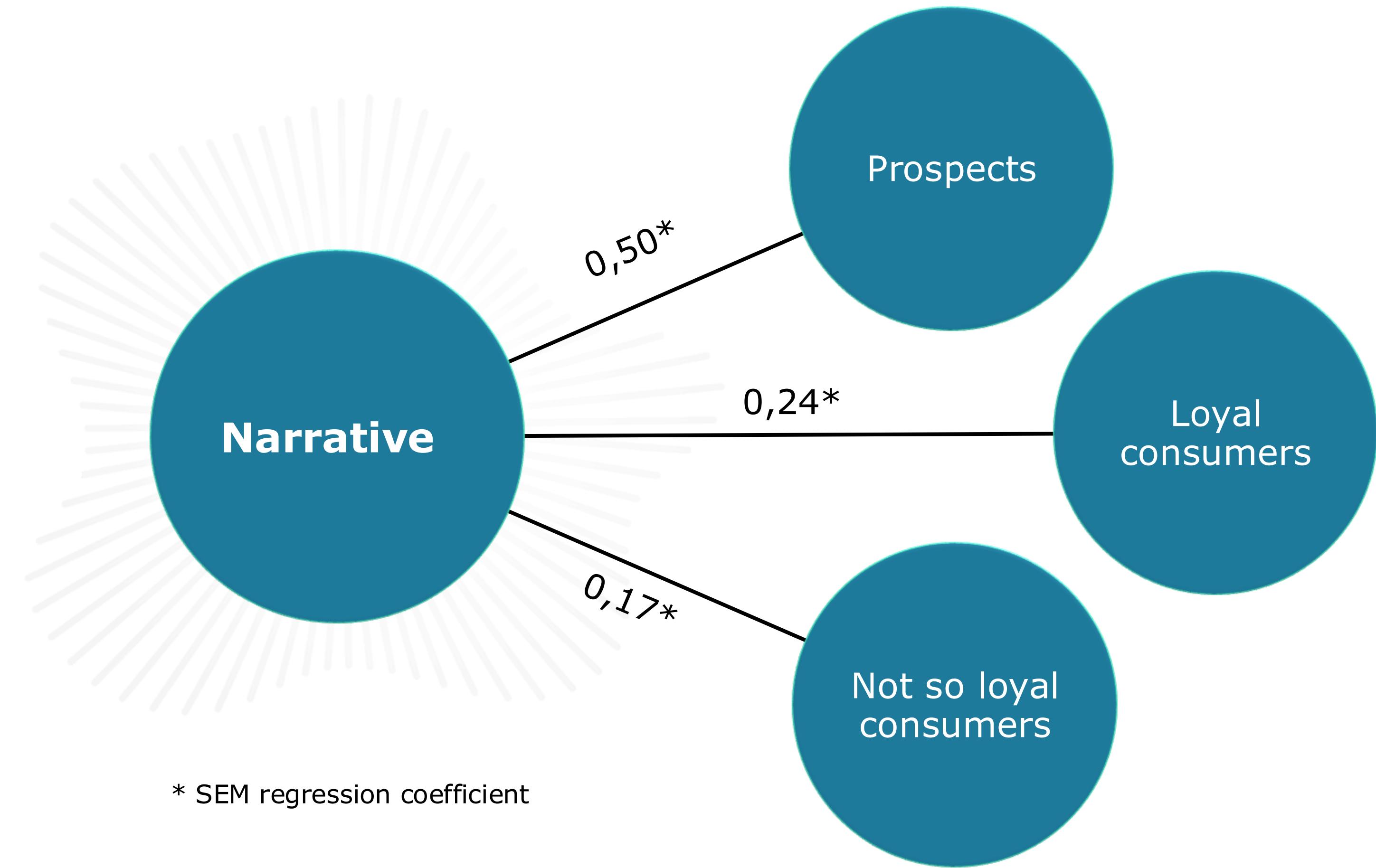
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# The effect of activating the silent majority

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Non-consumers demonstrate **the highest predictive relationship** with buying intent



# Driving systemic change

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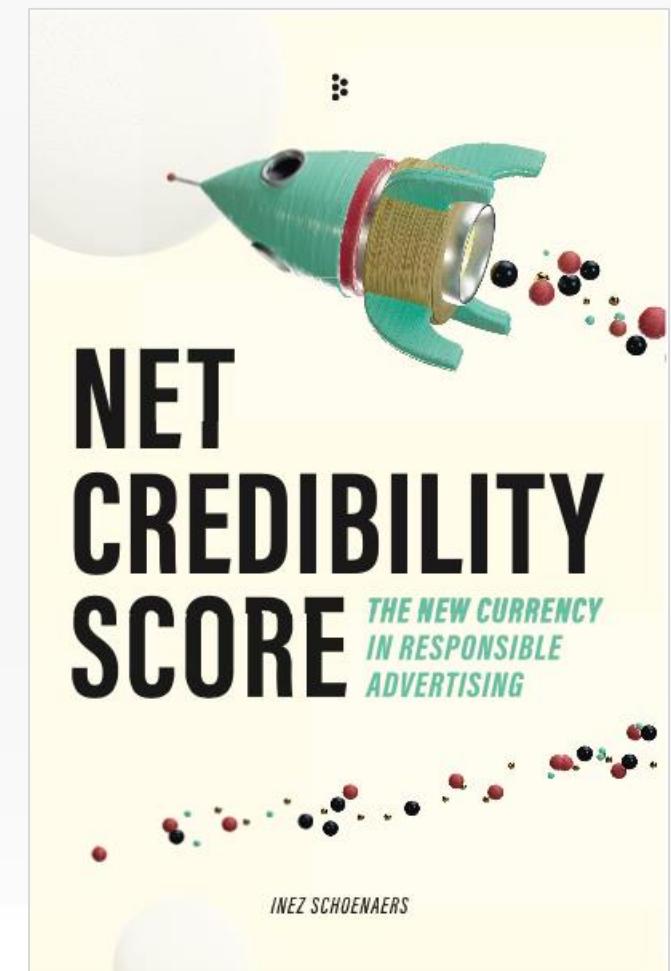
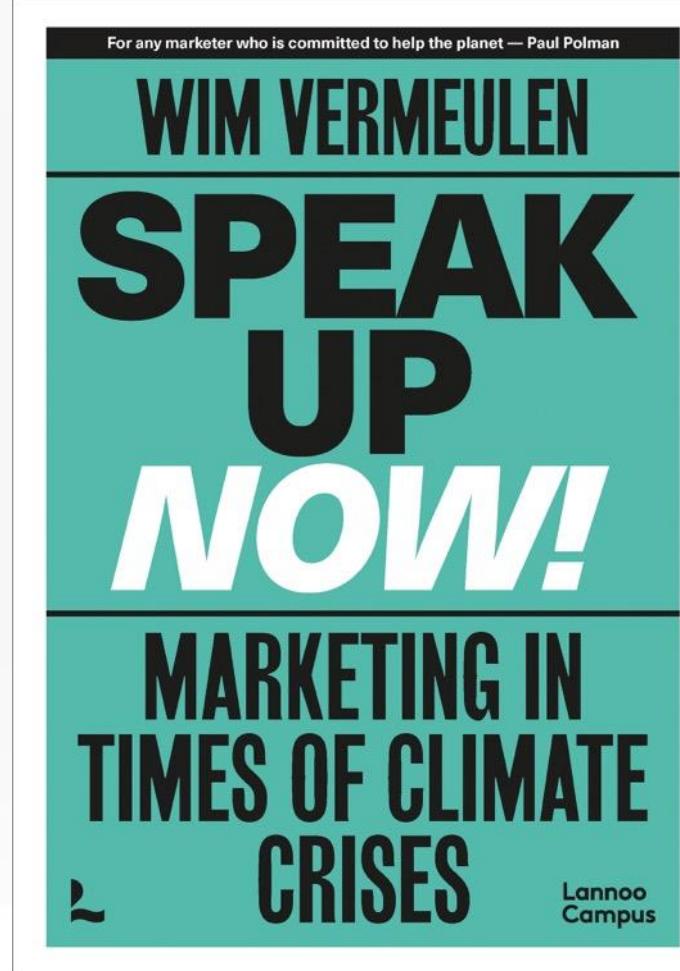
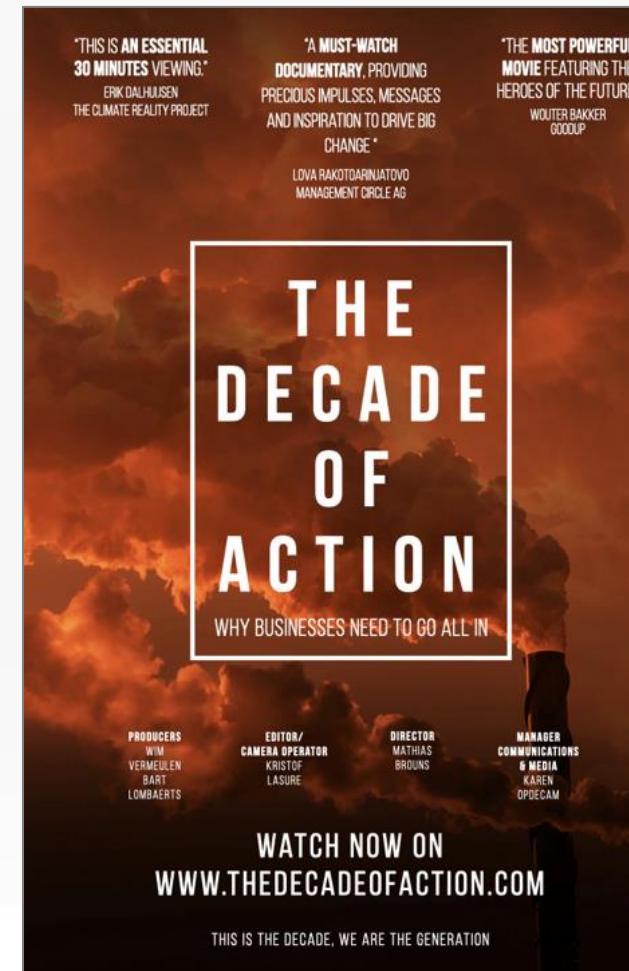
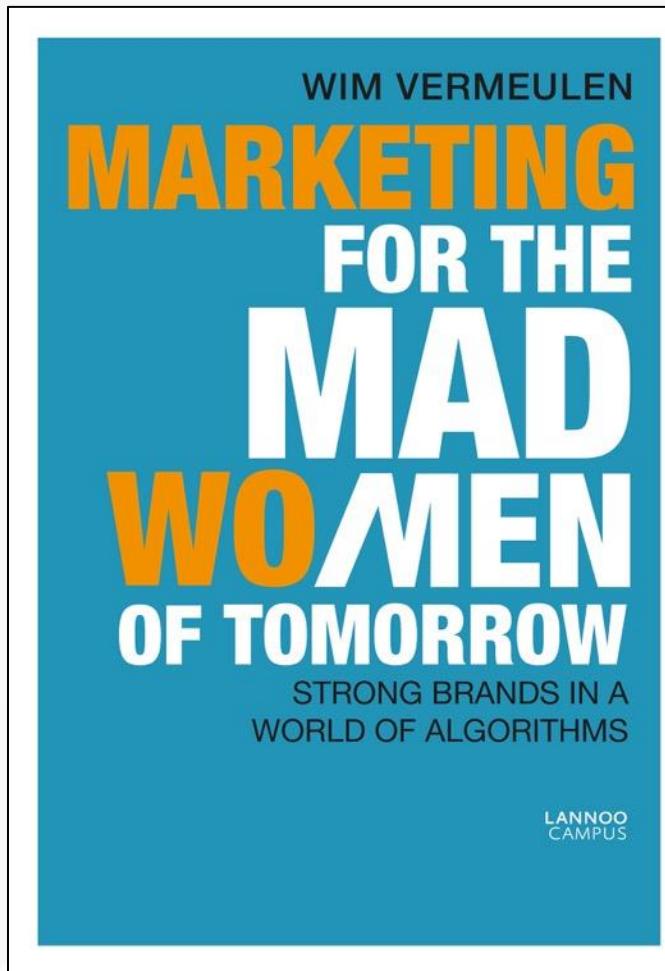
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# Scientific body of evidence



[www.wimvermeulen.com](http://www.wimvermeulen.com)  
[www.bubka.be](http://www.bubka.be)



I would tell them  
that they need to leave a legacy.



Trust the signal,  
never the noise.

*Wim Vermeulen*