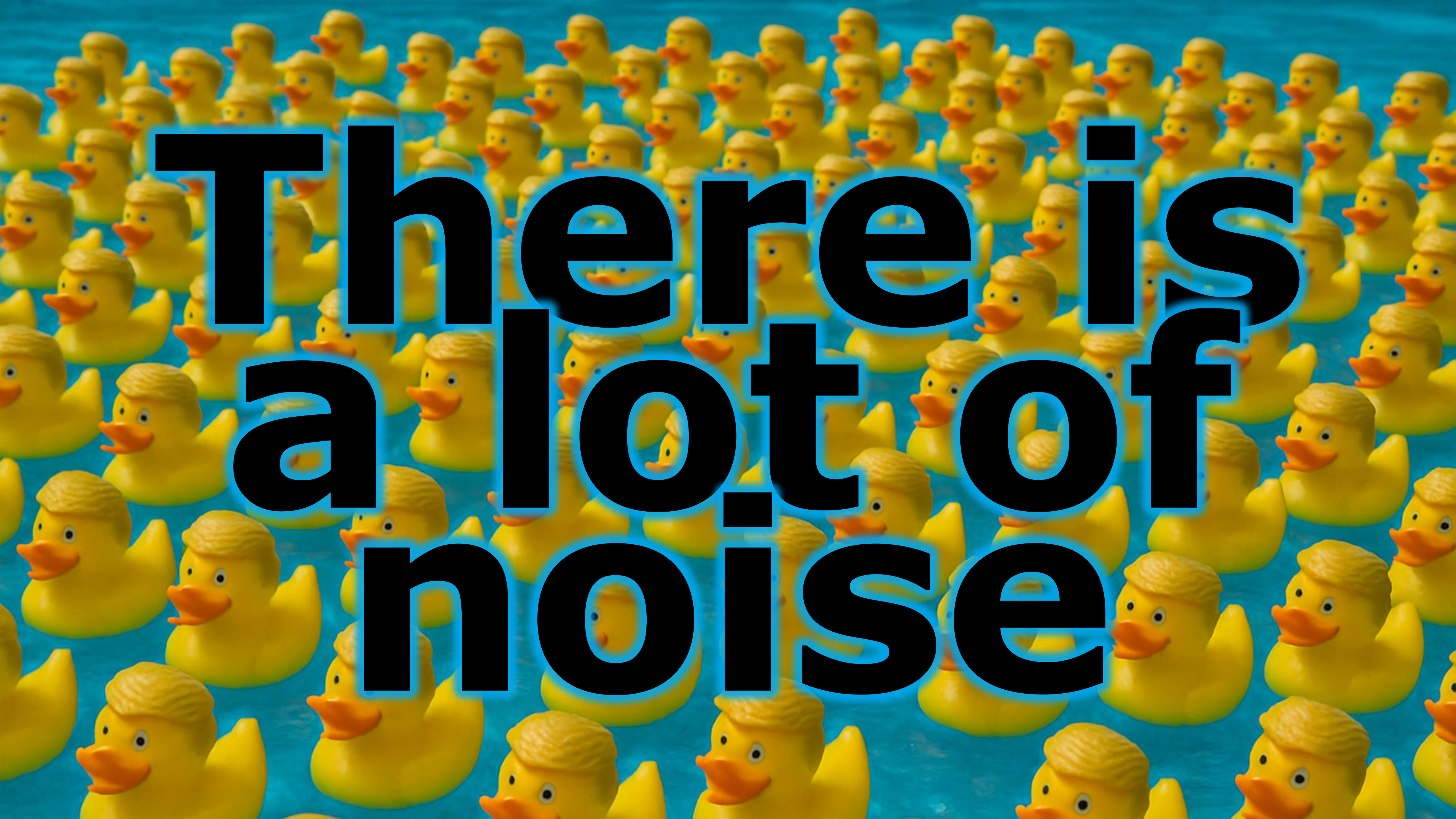


Trust the signal, not the noise.

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

Driving systemic change

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

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/despise-dei-backlash-only-19-of-companies-are-cutting-diversity-funding>

Global warming is picking up speed



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

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Why do we need to accelerate the demand shift?

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

IPCC, AR6, 2023

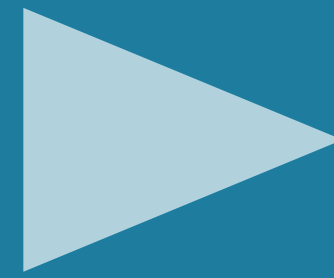




**So, why isn't sustainable
selling yet?**

When credibility lacks, everything is harder

6,4%



Corporate Reputation
Stakeholder Engagement
Product Proposition
Communication

Driving systemic change

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Sustainability narratives that work score high on ...



**Consumer
relevance**

+

**Consumer
credibility**

+

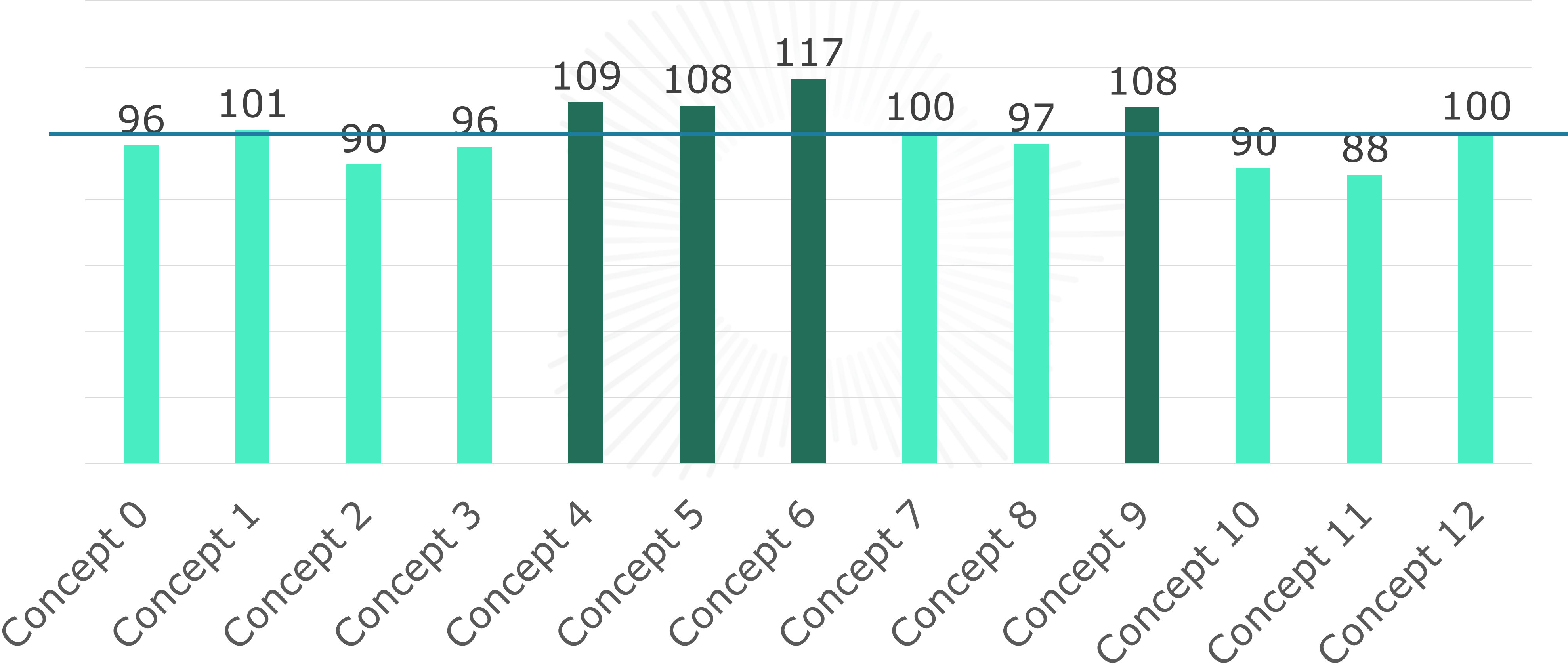
**Consumer
Buying
Intent**

Heatmapping the performance of storyline

| Storylines | TOTAL SALES POTENTIAL | NEW | UPSELL | CHURN | RELEVANCE | NPS | CONSUMER MOTIVATION | BRAND CONSIDERATI ON | 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

Growth Index based on Econometric model
(Frontiers 2023)



Driving systemic change

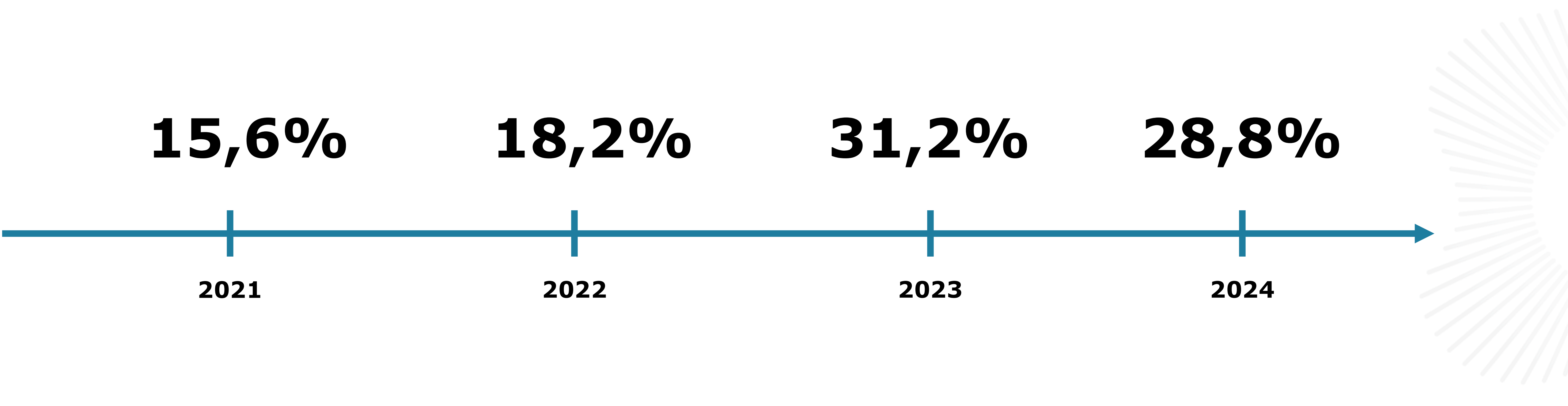
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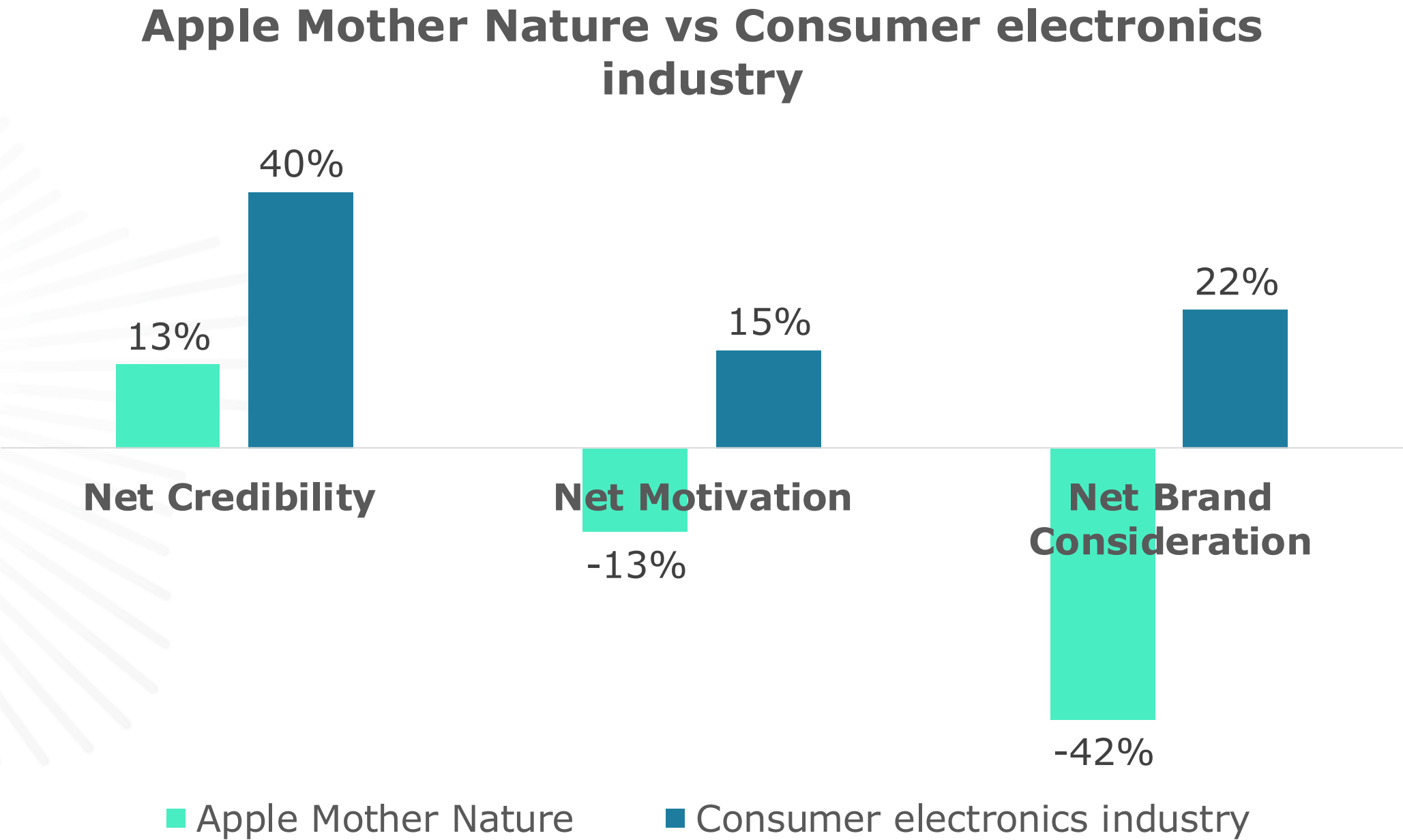
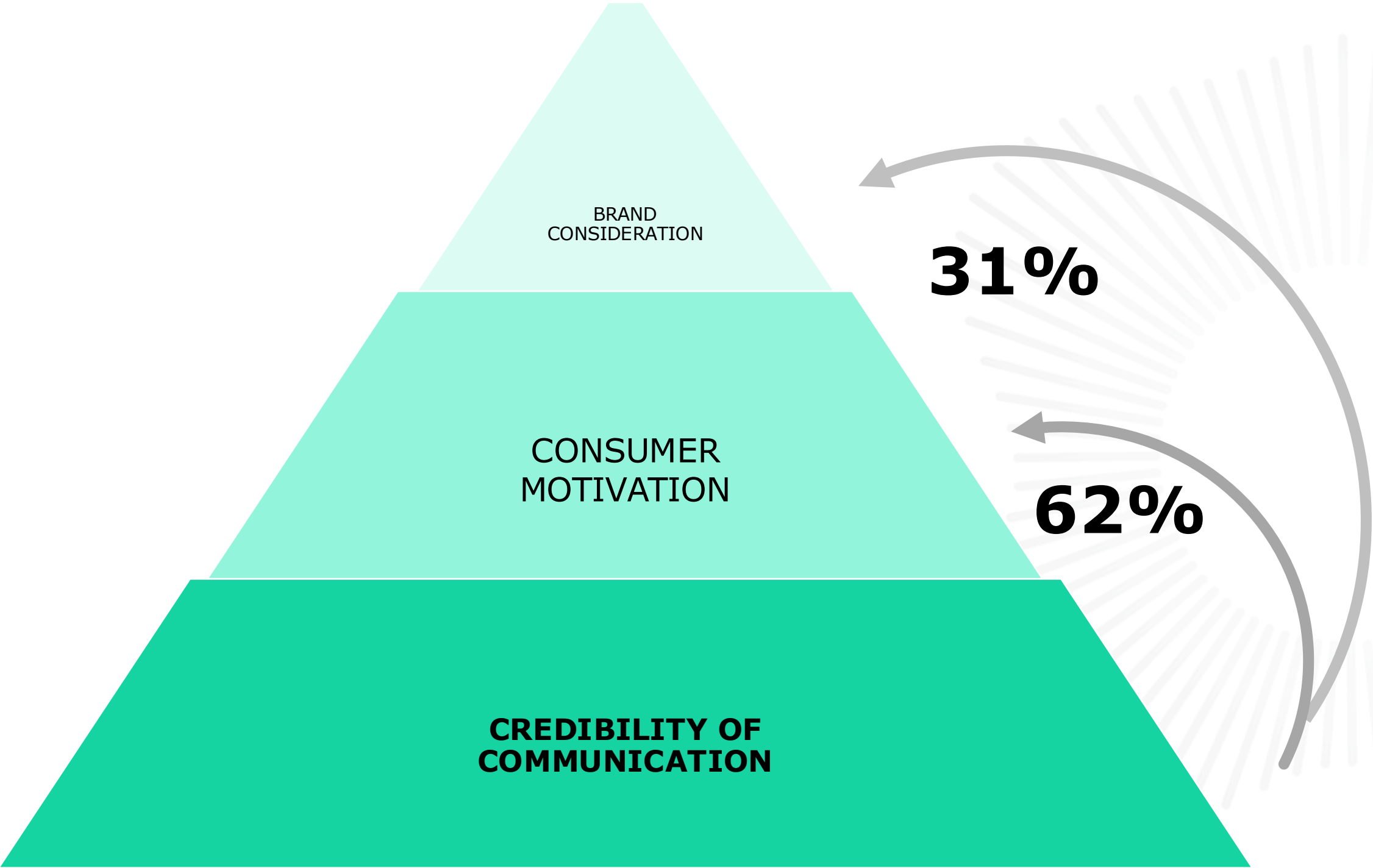
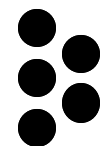
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Net Credibility Score of 400 sustainable campaigns



Credibility increases the long and short term effectiveness



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

Driving systemic change

3 truths

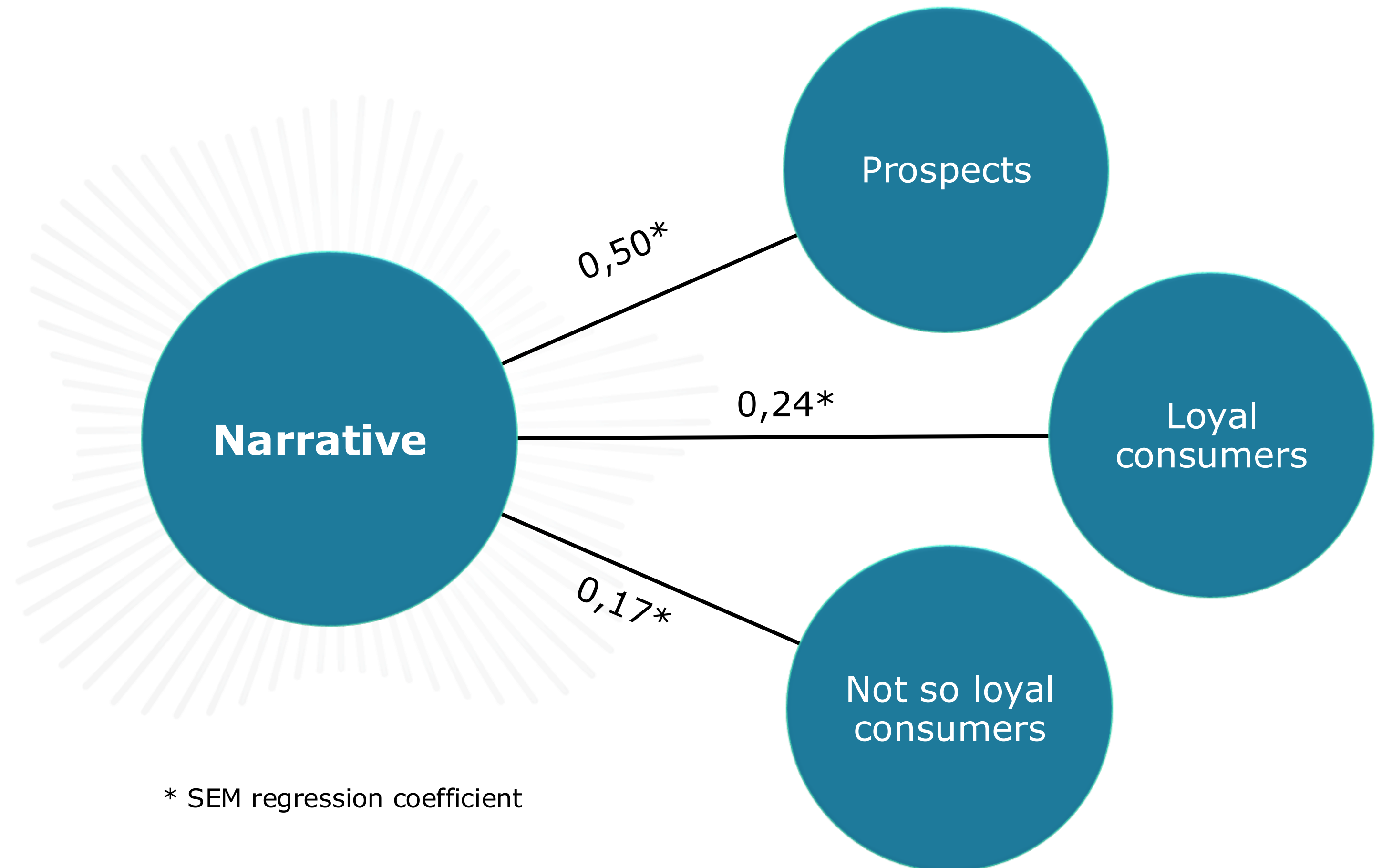
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The effect of activating the silent majority

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



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Scientific body of evidence



www.wimvermeulen.com
www.bubka.be



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



**Trust the signal,
never the noise.**

Wim Vermeulen