

SUSTAINABILITY: SAVING THE PLANET OR GREENWASHING THE BRAND?

Sari Kuvaja

22 March 2022

THIRD ROCK

SINUN JA PLANEETAMME PALVELUKSESSA

AGENDA

- Presenting Third Rock and Sari
- Sustainability concept: history, present & future
- Foundations of credibility



THIRD ROCK

THIRD ROCK

www.thirdrock.fi

Third Rock's mission is saving the world, one rock at a time.

We encourage companies and organizations to adopt responsible and sustainable business practices. Our North Star is catalyzing the global shift towards a carbon neutral circular economy.

We welcome your company to be part of the change.

Sari Kuvaja

Partner, Director, Sustainability Services



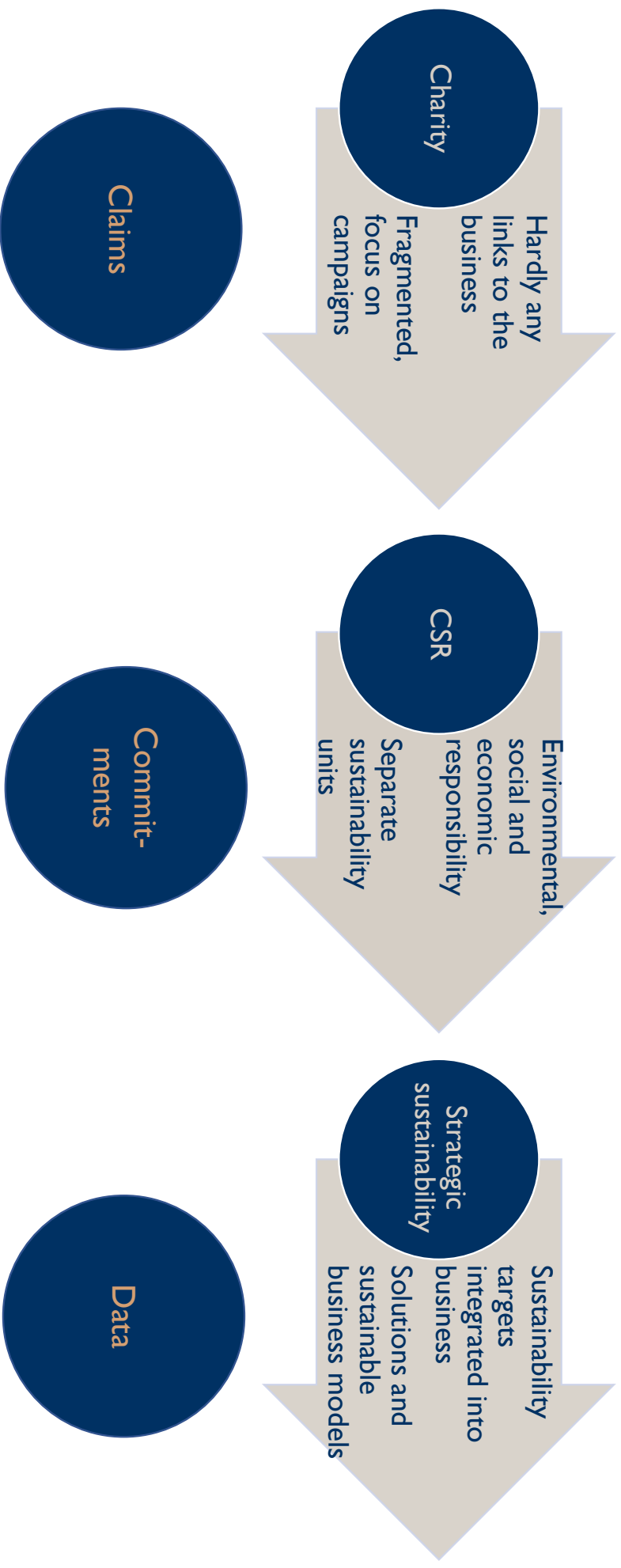
Sari has more than 20 years of experience in corporate sustainability and sustainability communications advisory, and she is one of the pioneers of sustainability thinking in the Finnish Business community. She started her career as a Greenpeace forest campaigner in early 1990s.

Before joining Third Rock, Sari worked as a consultant in a company of her own. She has helped her clients in sustainability strategies, stakeholder relations, as well as sustainability communications and reporting. Her clients over the years include S-Group, Sinebrychhoff (Carlsberg), Neste, Finlayson, and Finnish Textile & Fashion.

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Sustainability concept: history, present & future

From charity work to strategic sustainability



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Planetary boundaries and our way of living



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Foundations of credibility

Authenticity

- Top management committed
- Purpose of the organisation

Transparency

- Active dialogue - including shortcomings
- Understanding incompleteness

Verification

- Goals and metrics
- Reporting

About us

Skandinavisk was started by a curious English chap, Shaun, who fell in love with a blonde Scandinavian gardener and never left. He was joined by a former emigrant, Gerry, who captured the Scandinavian DNA.

Leave a lighter

- Natural & organic fragrances
- Hand & body care products
- Swedish rapeseed waxes
- Vegan & cruelty-free
- FSC-certified packaging
- Plastic from plants
- Gentle fragrances



There is a tremendous amount of people actually doing it.

When we chose to leave a lighter footprint through our products, how complicated the task would be. Not least because it's not always simple, yet a big part of the danger is that we often find ourselves resolving them.

For any new entrant into any product category – whether as a business or individual – you are competing with established players. In our case, we are competing with environmental impact on the two conventional goods of volume and price, growing public awareness of the environmental impact of this relentless pursuit of profit above all else, but worky perceptions to resolve it fed by mountains of misinformation, a lack of awareness of our collective responsibility for the complete product lifecycle, inadequate or contradictory regulation that deters innovation, and a willingness among many to simply ignore the problem if it is complicated or inconvenient.

By replacing our entire product collection from the ground up, revealing our own decision-making processes to get there, the contradictions we have encountered, the mistakes we have made along the way, and the distance we still have to travel, I hope we can help people navigate their own journey to leave a lighter footprint.

Shaun Russell, founder

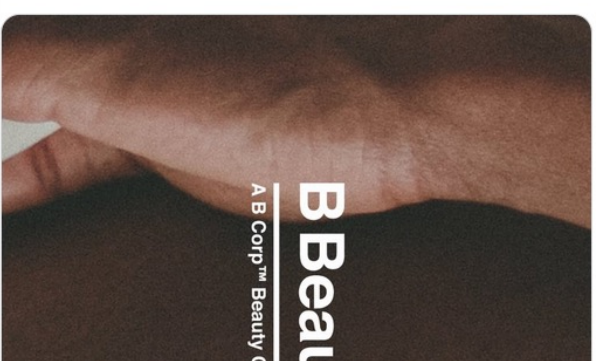
Certified since 2019

Certified B Corporations are a new kind of business that balances profit with purpose. We are legally required to consider the impact of all our decisions on our people, our community and our environment. We are an independent company and a global movement for good.

See our B Impact as

THIRD

Discoveries ja @muttera



SKANDINAVISK uudelleentwittasi @BCorEurope · 10.10.2019
Today we are excited to announce the launch of the B Corporation Europe Coalition, an alliance of 26 B Corps from 3 countries working together to improve the sustainability standards of the beauty industry. #BeautyForGood. ✨

Discover all partners: bcorpbeauty.org

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Fragrance stories from Scandinavia for body & home, designed to leave a lighter footprint.

Käänkö kuvassa

Copenhagen & Stockholm skandinavisk.com 11. marraskuuta 2019

92 seuraattua 567 seuraajaa

Seuraajana B Corporation Europe

Twitter

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Media

Tykkäykset

SKANDINAVISK @Skandinavisk · 19. maaliskuuta 2019
The World's Happiest Nation is Finland -- for the 5th year in a row. Vintage love, indeed. edition.cnn.com/Travel/finland...





It's all about purpose and solutions.

Let's talk!

