

# **Sustainability in a time of disruption**



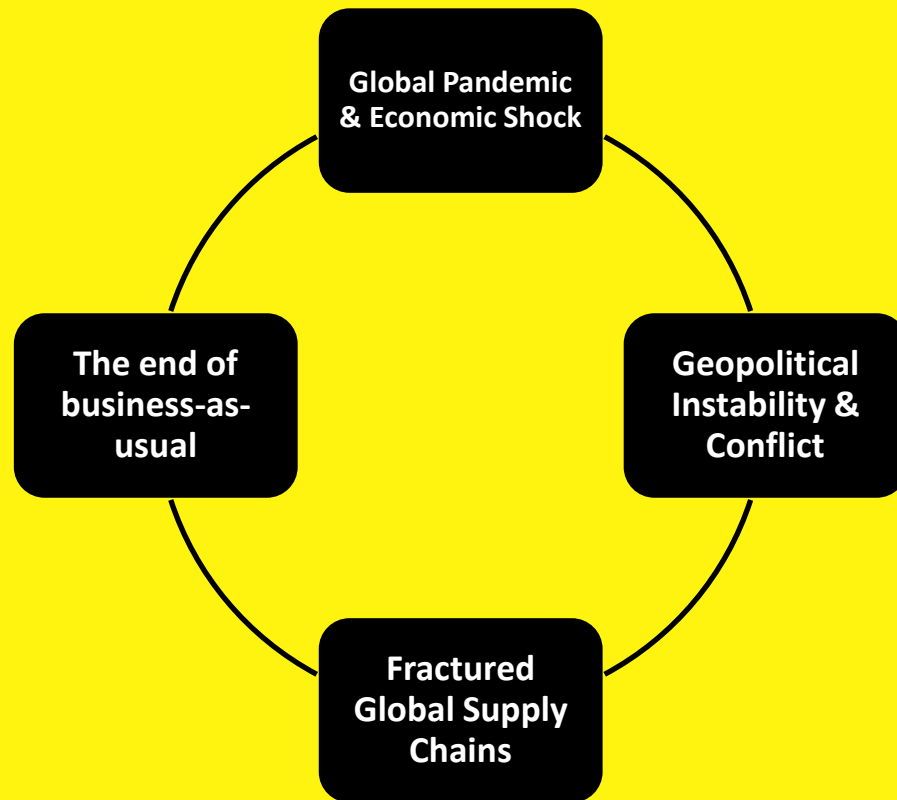


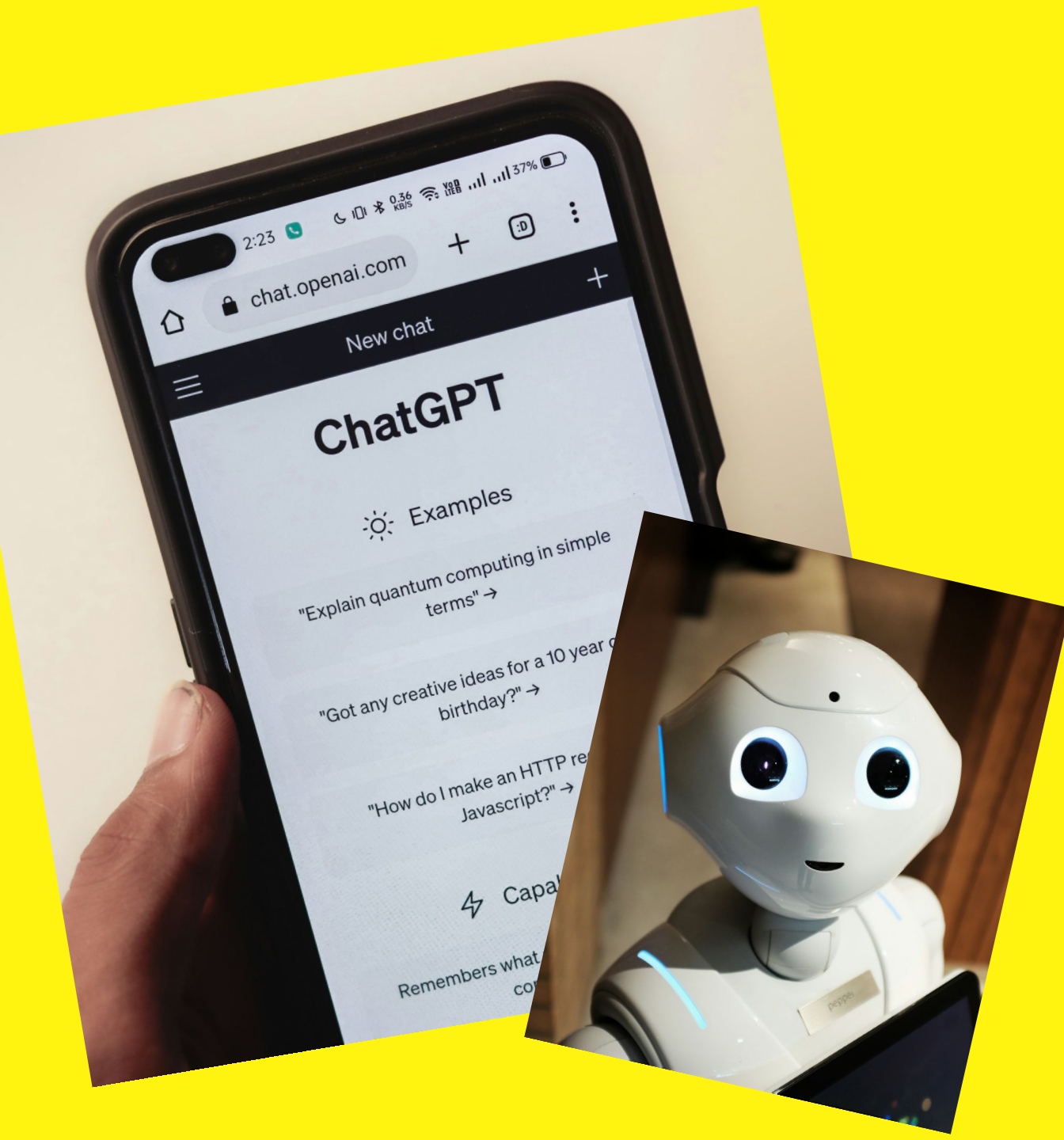
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**Founder of Sizzle**





# The New Normal: A World in Flux





# The Social Fabric: New Rules, New Risks, New Speeds

- The AI Revolution: Hype, Hope, and Disruption
- Bio-Enhancement & Shifting Lifestyles
- The Polarisation of Public Discourse



# The Green Claims Crackdown

- The ASA's sharpened teeth on environmental claims.
- Scrutiny on terms like "Carbon Neutral," "Sustainable," "Eco."
- The financial and reputational cost of getting it wrong.





# The Political Backlash: Net Zero Under Fire

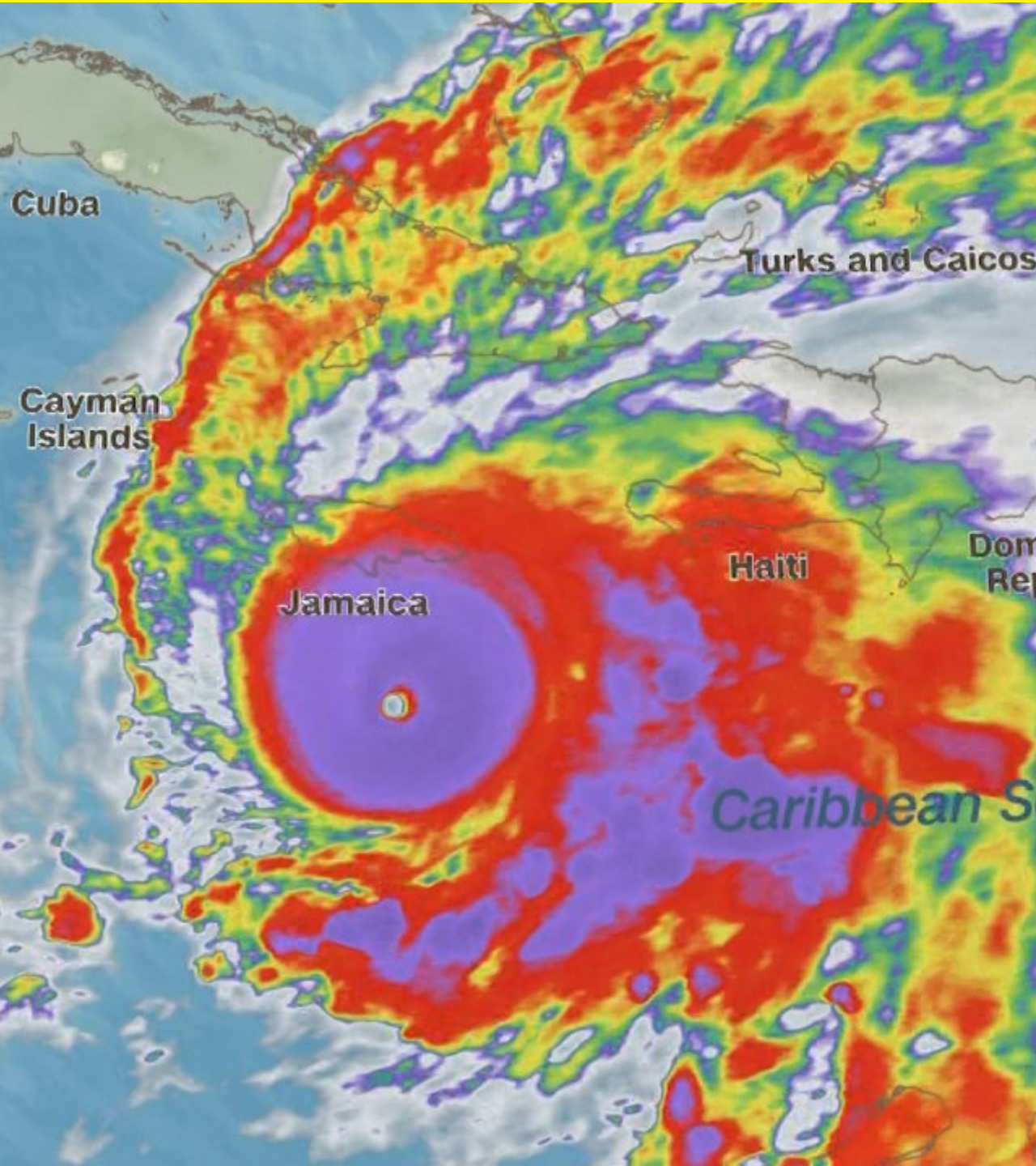
- Populist pushback against climate policy.
- Framing sustainability as a cost, not an investment.
- Creating uncertainty and regulatory delay.



# Corporate Retreat: Bowing to Pressure?

- Weakening of targets.
- Silencing of internal sustainability teams.





# The Reality of the Science: The Climate Doesn't Care About Politics

- The scientific consensus is rock-solid.
- Rising frequency and intensity of extreme weather.
- The colossal economic cost of inaction.



# Building Operational Resilience (Climate)

- Protecting assets from flood, fire, and heat.
- Ensuring business continuity.
- Reducing insurance premiums and risk.





# Building Operational Resilience (Resources)

- Energy independence through renewables.
- Water stewardship and closed-loop systems.
- Diversifying and securing sustainable raw material supply.



# The Authenticity Imperative: Substance Over Slogans

- Lead with tangible actions, not vague "Net Zero" promises.
- Certifications as your proof point.
- Language matters: Be specific, be humble, be transparent.



A red banner with white text that reads "COMMUNITY IS STRENGTH". The banner is hanging from a building, and the text is in a bold, sans-serif font. The word "COMMUNITY" is on the top line, "IS" is in the middle, and "STRENGTH" is on the bottom line. The banner is slightly wrinkled and has some small white spots.

**COMMUNITY  
IS  
STRENGTH**

**BE STRONG. LET'S LOOK OUT FOR ONE ANOTHER.**

## **The Community Connection: Your License to Operate**

- Investing in your local area and people.
- Building resilient, local supply chains.
- Creating brand advocates, not just customers.



# The Power of Collaboration: None of Us is as Strong as All of Us

- Shared risk in a volatile world.
- Collaborative R&D for innovative solutions.
- Collective bargaining and cost reduction.



# **The Opportunity:** A Resilient Future for Print





# **Opportunity 1**

## The Circular Economy



# **Opportunity 2**

## **Resource Efficiency**



# Print Reimagined

- High-value, sustainable products.
- Embedding technology into print.
- Solving new customer problems.





## The Trust Advantage: Your Greatest Asset

- In a world of digital mistrust, print is tangible and permanent.
- Your long heritage is a foundation for authentic sustainability.
- You don't have to invent trust; you just have to prove you still deserve it.



# The Future of Print is Resilient, Authentic, and Circular.



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