

Sustainability in a time of disruption



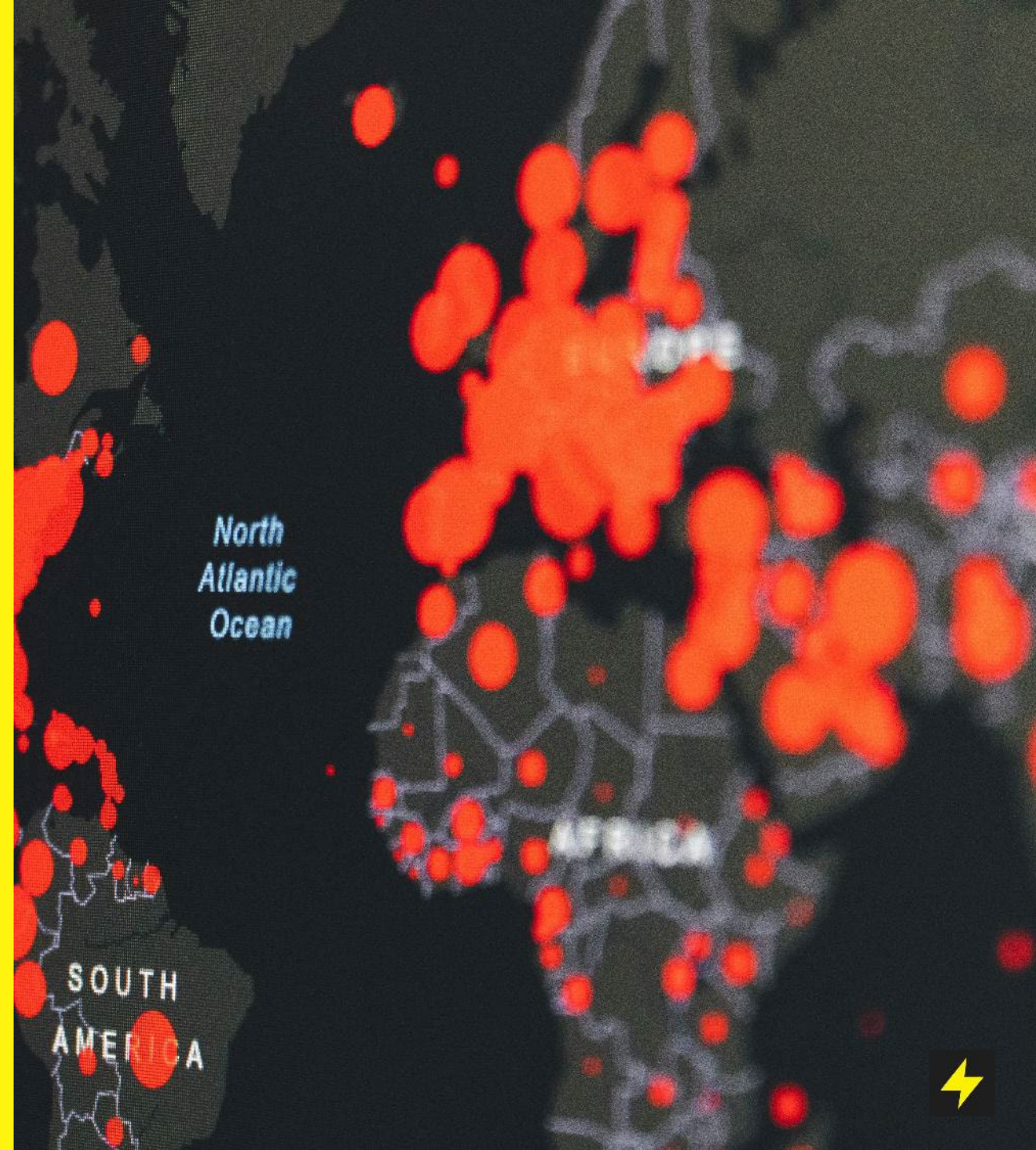
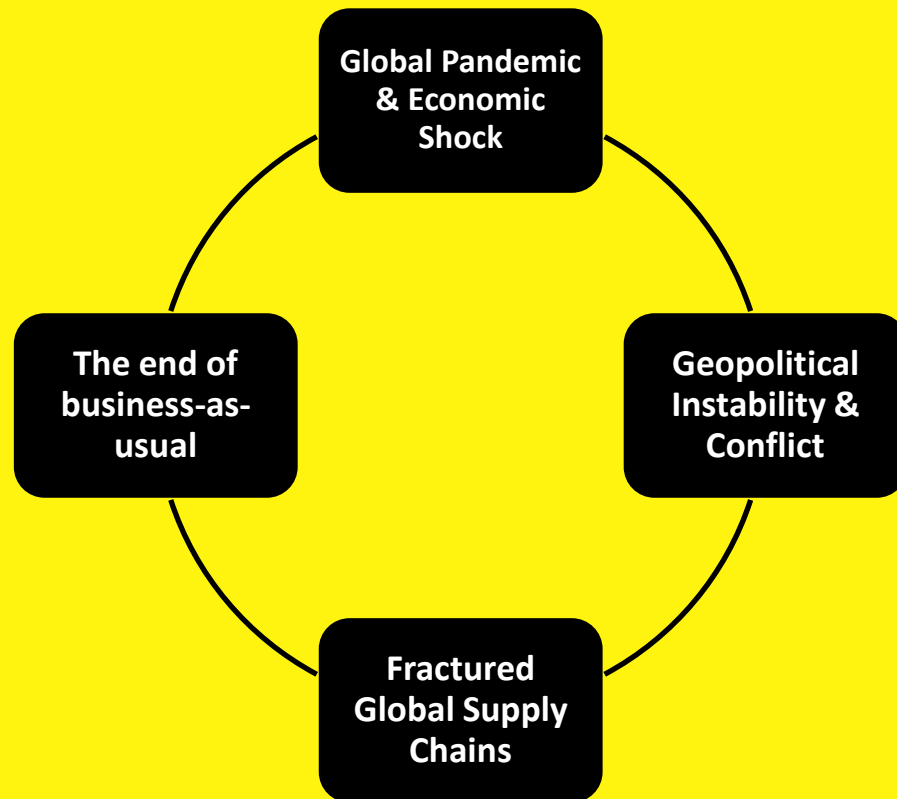


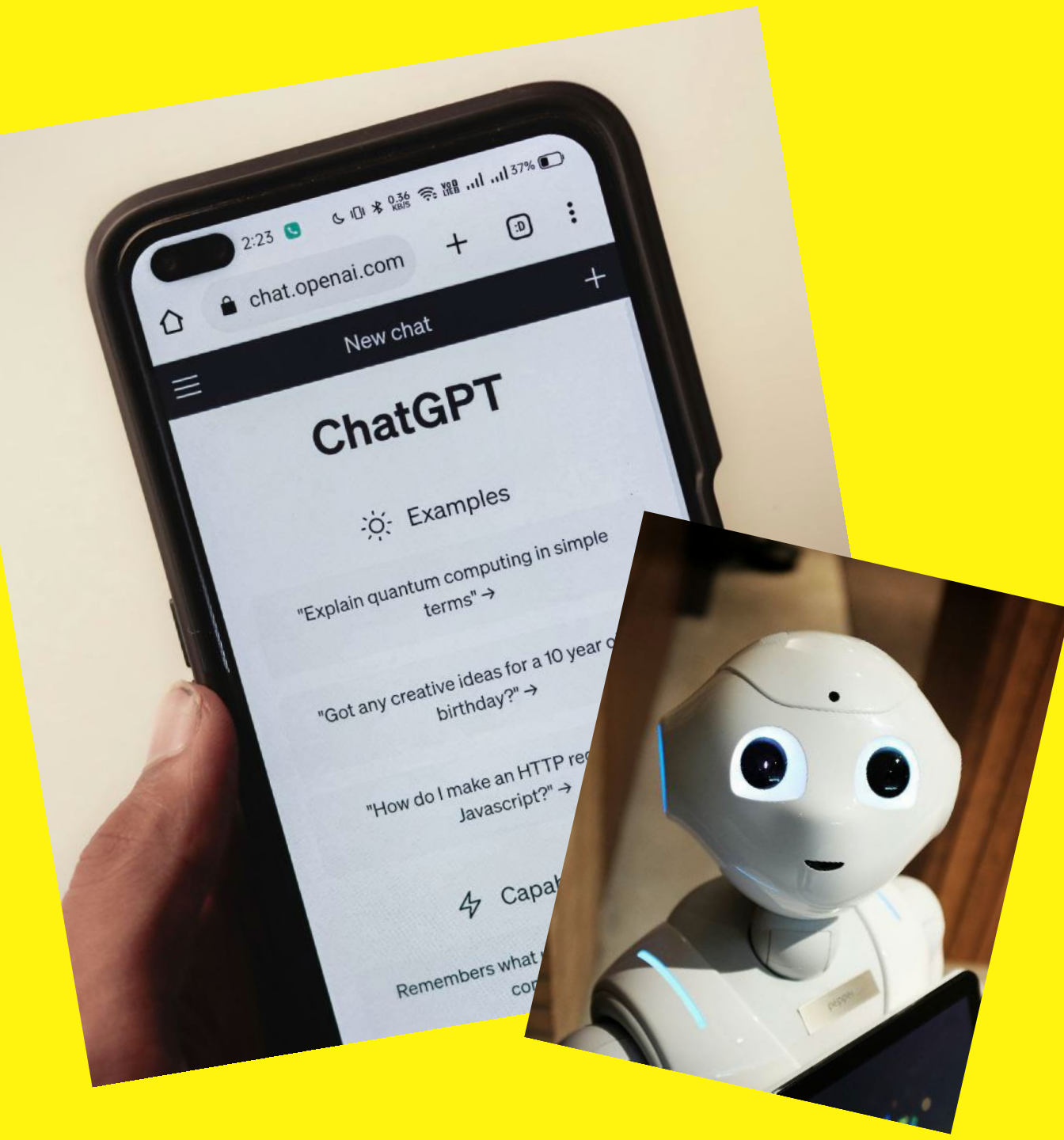
Trewin Restorick
Founder of Sizzle





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

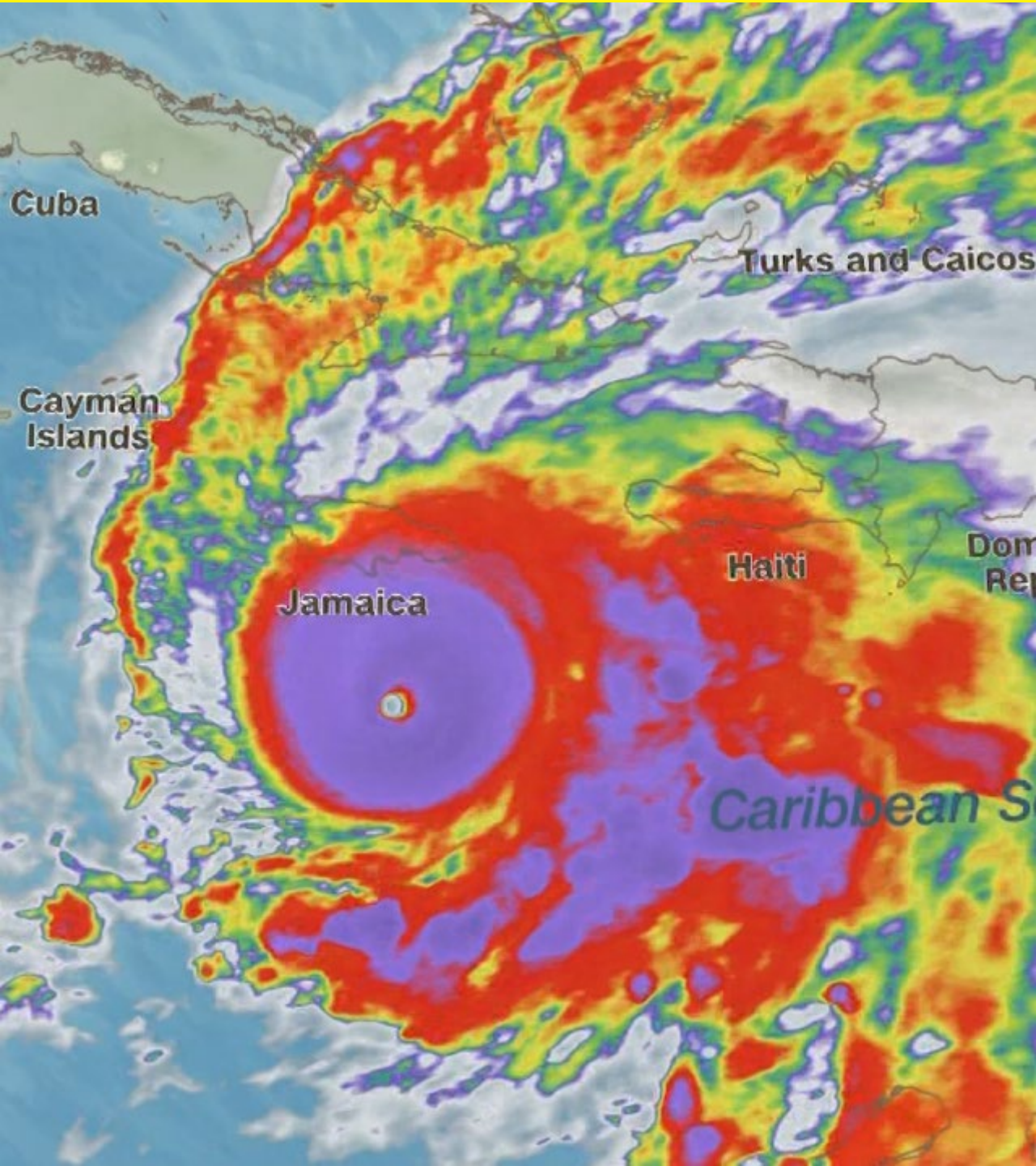
- Populist pushback against climate policy.
- Framing sustainability as a cost, not an investment.
- Creating uncertainty and regulatory delay.



Corporate Retreat: Bowing to Pressure?

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





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

- 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" and "BE STRONG. LET'S LOOK OUT FOR ONE ANOTHER." The banner is attached to a building, and a construction crane is visible in the background.

**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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