Brands Taking Stands –
The role of advocacy in corporate sustainability

Business & Environment Conference
Portland, OR | December 11, 2019

We find common ground
for the common good.
F5
Future 500

What we'll discuss

- What does it mean to "take a stand?"
- Unpacking the trend
- Case studies
- Best practices
- What's ahead
- Q & A

What is “corporate activism?”

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When a business uses its voice and influence to publicly advocate for change beyond its own walls.

Gillette's 'We believe: the best men can be' razors commercial takes on toxic masculinity – video

Source: *The Guardian*

Source: *ABC News*

The New York Times

Walmart to Limit Ammunition Sales and Discourage 'Open Carry' of Guns in Stores

CNN

Timberland, Vans and The North Face will stop using Brazilian leather in Amazon protest

TIME TO
STEP
UP
KEEP AMERICA'S PLEDGE
ON CLIMATE
WE ARE STILL IN

wp

Climate and Environment

Shell quits trade group over climate-change positions

WE'RE UNITING TO ACT ON DIVERSITY AND INCLUSION !

CEO ACT!ON FOR DIVERSITY & INCLUSION

TOGETHER, LET'S TAKE ACTION FOR A BETTER WORLD
What's your better? When it comes to creating a better world, it only takes a minute to make your voice heard.
TAKE ACTION NOW
KEEN
BETTER TAKES ACTION

THE WALL STREET JOURNAL.

BUSINESS

Salesforce's Marc Benioff Has Kicked Off New Era of Corporate Social Activism

WILLAMETTE WEEK

Hundreds of Nike Employees Stage Walk to Protest Alberto Salazar on Beaverton Campus

Nike rededicated a building to the embattled track coach. That was the last straw for some of its workforce.

Nike protest on Dec. 9, 2019. (Wesley LaPointe)

TELL CHARMIN:
STOP FLUSHING
FORESTS DOWN
THE TOILET
NRDC

Believe in something.
Even if it means sacrificing everything.
Just do it.

Our Panelists

Jaime Athos
President & CEO

Gina Rau
Senior Director, Brand

Kellen Klein (*Moderator*)
Director

Questions?

Thank you!

For a free roll-up of recent research & reports on corporate activism, visit future500.org/brandstakingstands.