



Welcome to the 16th meetup: Building sustainable brands

Event starts at 17.00 CET

February 23rd, 2022



Program

Building Sustainable brands

17.00 Welcome to the 16th CMO goes Tech-meetup.

The Team behind CMO goes Tech; Gül Heper, Ulf Kruse, and Alexander Niléhn will kick off the event.

17.05 Doconomy - When “wrong” is the only right. Innovation, communication and things that went south.

Mathias Wikström, CEO Doconomy

17:25 MAX Burgers - Tackling climate change - bite by bite.

Kaj Török, CSO, MAX Burgers

17:45 Panel discussion

Mathias Wikström, CEO Doconomy

Kaj Török, CSO, MAX Burgers

Maria Wetterstrand, CEO Miltton Europe

18:00-19:00 Mingle for those who meet at the event venue.





Mathias Wikström
CEO, Doconomy

*When “wrong” is the only right.
Innovation, communication and things that went south.*



HOPE




HOPE

The word "HOPE" is written in a bold, white, sans-serif font. A large, thick, red 'X' is drawn over the word, crossing it out. The background of the entire image is a photograph of industrial smokestacks emitting thick, dark smoke into a hazy, orange-brown sky, suggesting a scene of environmental pollution or climate change.



THINK



THINK

A polar bear is shown in profile, standing on a large, melting ice floe. The bear's fur is white and appears slightly yellowed. The background is a dark, moody landscape of snow-capped mountains and a sea of smaller ice floes. The overall tone is somber and evocative.

DREAM



DREAM

DO!

***"Knowing is not enough, we must apply.
Willing is not enough, we must do."***

Bruce Lee



Doconomy – Creativity unleashed

From branding to enabling

Mathias Wikström, CEO & Co-founder Doconomy

A world leading Impact Tech company/idea/people/force



**CONSUMERS
TO THE
RESCUE!**

How to reduce 1 billion tonnes CO₂e

Every year.



The Problem



83%

Agree people have
failed to care for the planet

+75%

The future
is frightening

+40%

Hesitant to
have children

The why





The why

Engage the crowd and connect consumption to its impact on the planet



60% of your individual carbon footprint is linked to consumption

Idiots!

A black and white portrait of a man with short, light-colored hair, wearing a dark suit jacket and a white collared shirt. He has a serious, somewhat stern expression. A white speech bubble is overlaid on the left side of the image, containing the word "Idiots!" in a bold, white, sans-serif font.



The why

Environmental calculations will influence all financial transactions in the next decade



Impact transparency will become a regulatory standard



The solution



There is a lot of
research supporting
the need for action

33% of consumers choose brands they
**believe are doing social or environmental
good.**

+20% would choose brands
that **made sustainability clearer in their
marketing.**

79% of consumers **do not believe that
business is doing enough to help
consumers make informed choices**
about the carbon content of the products
they buy.

For quite some time
now...

33% of consumers choose brands they believe are doing social or environmental good. Unilever International study 05/01/2017

+20% would choose brands that made sustainability clearer in their marketing. Unilever International study 05/01/2017

79% of consumers do not believe that business is doing enough to help consumers make informed choices about the carbon content of the products they buy. Unilever International study 05/01/2017

**”85% of adult state
that they are willing
to take climate action in 2021”**

TM

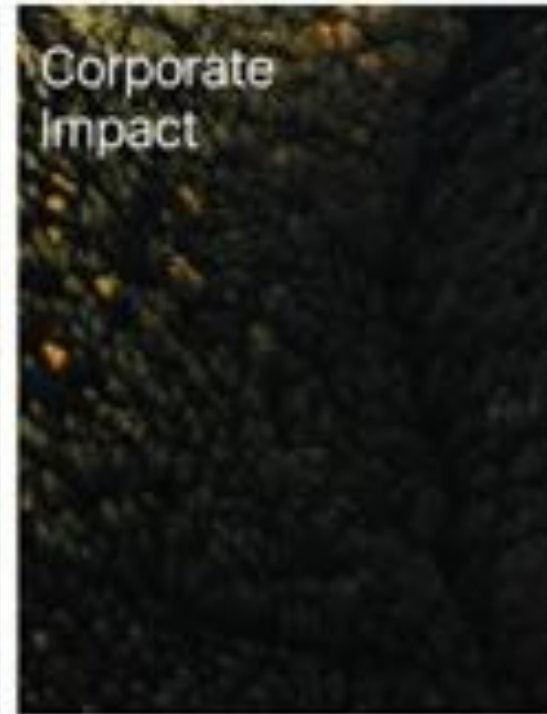
Impact Applied as a service



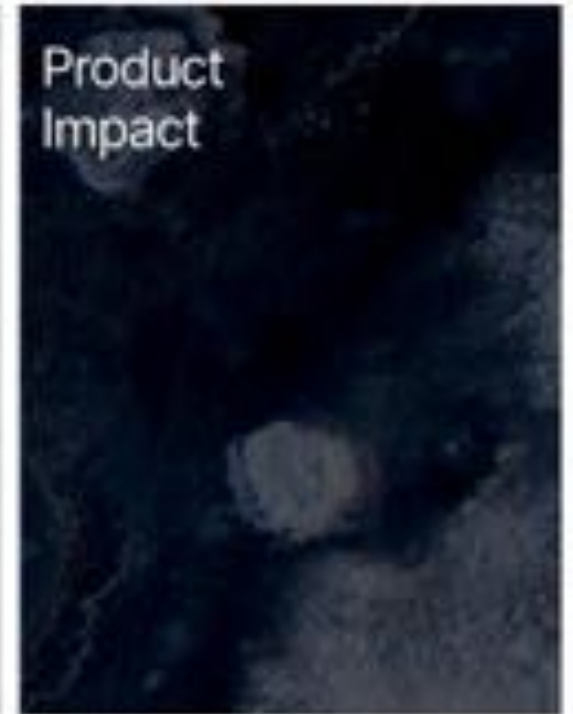
Enables individuals to assess and then take steps to reduce their carbon footprint based on their lifestyle choices.



Translates financial transactions into CO₂e and H₂O impact based on the world-leading Åland Index methodology.



Allows corporations to monitor and assess their overall CO₂e impact based on transactional and financial data.



Provides the ability for brands to easily calculate their product's overall environmental footprint.

Users becoming catalysts for change

25%

Share of customers reported changing their
purchasing behaviors after using Åland Index

*Reported by clients (2020)

The formula for the power of the crowd?³¹

Transparency driven
responsibility for people,
planet and profit.

How?

- **Dialogue before distribution**
- **Enabled before bought**
- **Accountability driven loyalty**
- **Question often**
- **Trust more**
- **Shape unorthodox alliances**

THANK YOU!

Thank you!

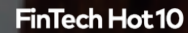
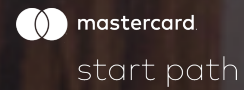
Head office

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Storgatan 8
114 59 Stockholm
Sweden

Website

doconomy.com
planetloyalty.com
alandindexsolutions.com

Awards



Featured in





Kaj Török
CSO, MAX Burgers

Tackling climate change - bite by bite.



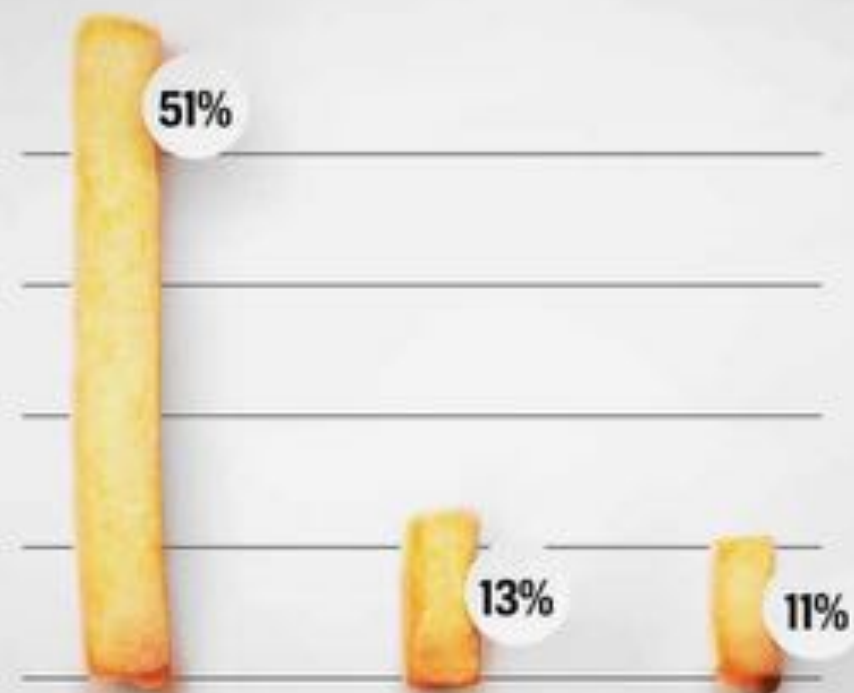


Premium Burgers

TACKLING CLIMATE CHANGE – BITE BY BITE

KAJ TÖRÖK, CSO

Sweden's tastiest burgers



MAX

Burger King

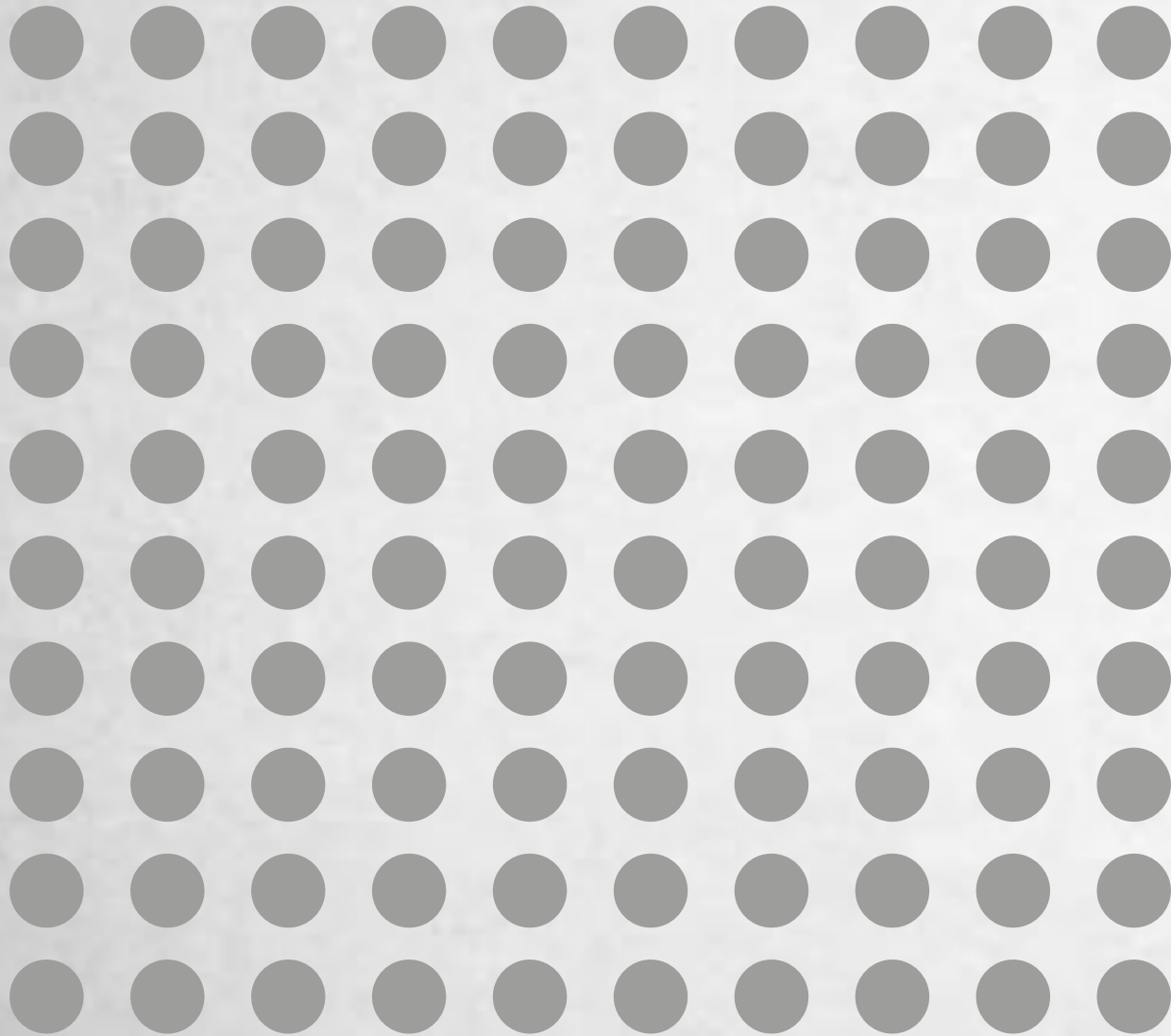
McDonald's

I DON'T BELIEVE IN
GLOBAL WARMING

I DON'T BELIEVE IN
GLOBAL WARMING

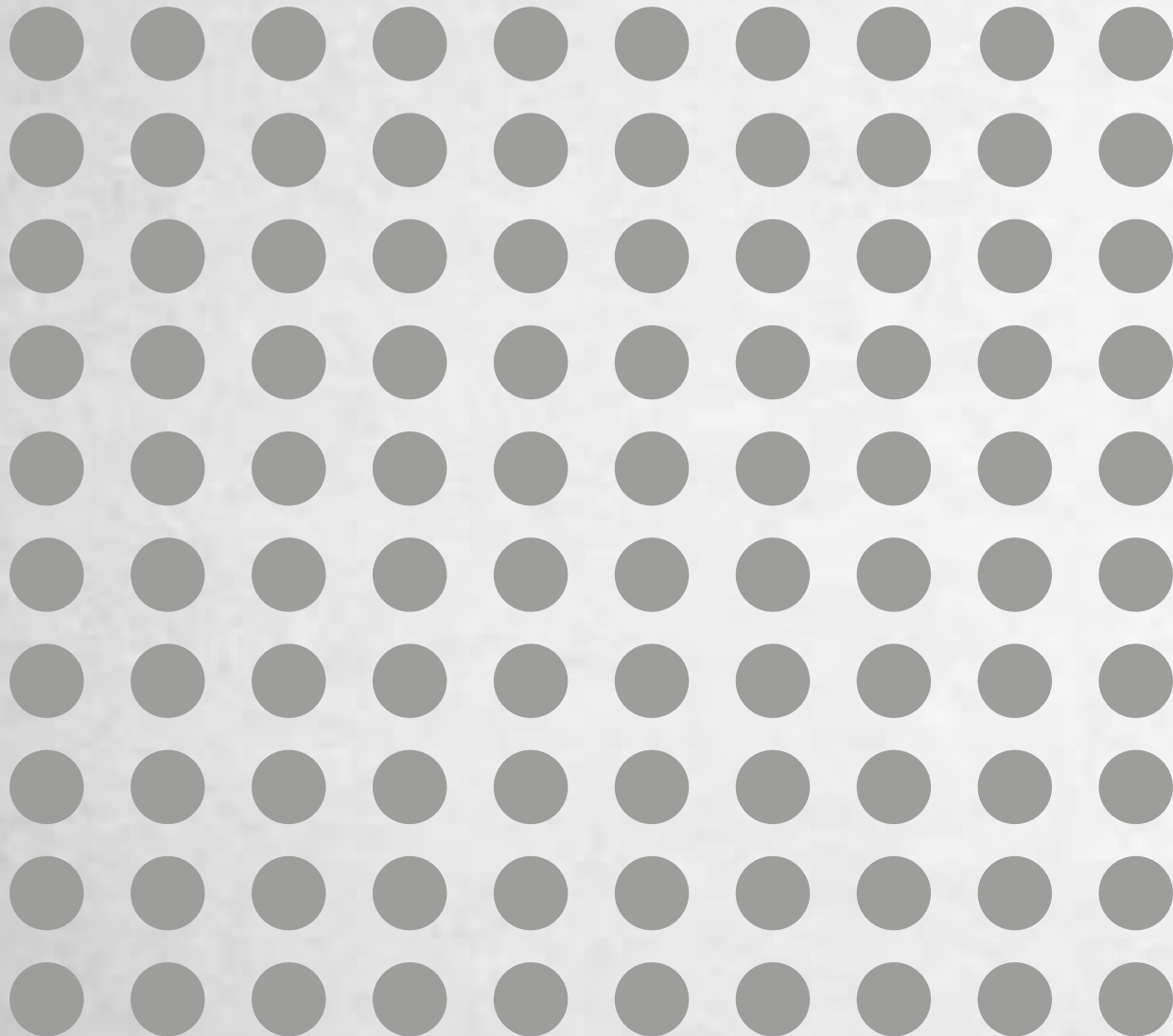
”Addressing, slowing or arresting emissions is necessary, but insufficient. If you are traveling down the wrong road, you are still on the wrong road if you slow down. The only goal that makes sense for humanity is to reverse global warming, and if parents, scientists, young people, leaders, and we citizens do not name the goal, there is little chance that it will be achieved.”

/Paul Hawken, Drawdown, 2017



100%

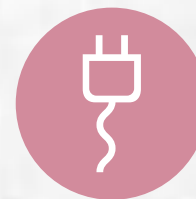
**of value chain
emissions 2020**



**Transports, travel
& delivery 9%**



**Packaging,
consumables 6%**



**Electricity,
waste etc 6%**



**Plantbased
food 16%**



Beef 50%



**Other animal
products 13%**

**MAX is part of the problem,
and we need to be part of the solution.**

Cheese N Bacon



3,9 kg CO₂e

(778 Kcal)



**87 %
reduction**

Delifresh Plant Beef



0,5 kg CO₂e

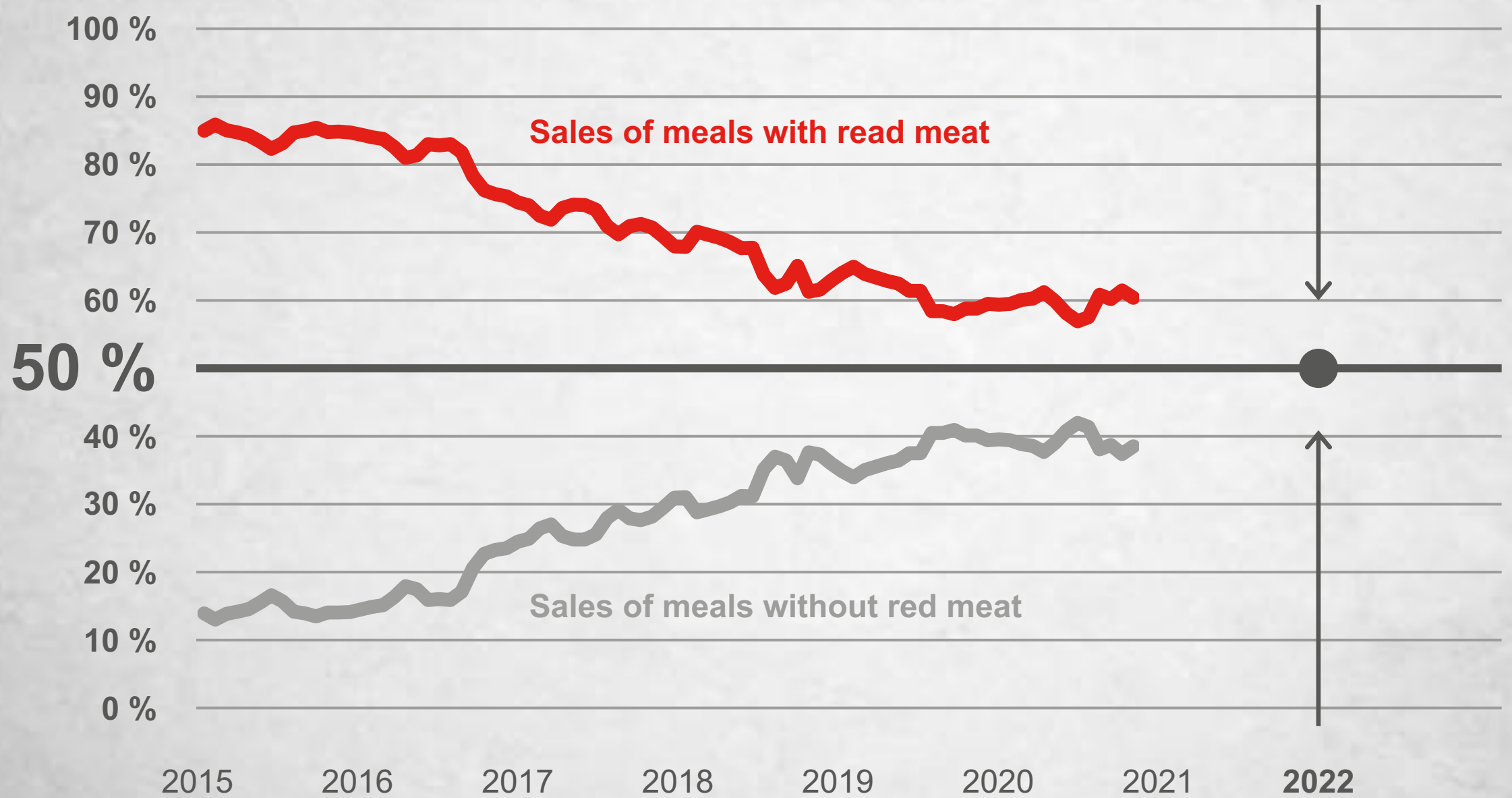
(714 Kcal)

Our goal: During 2022 every second meal sold should be made without beef

50 %

2015 2016 2017 2018 2019 2020 2021 2022

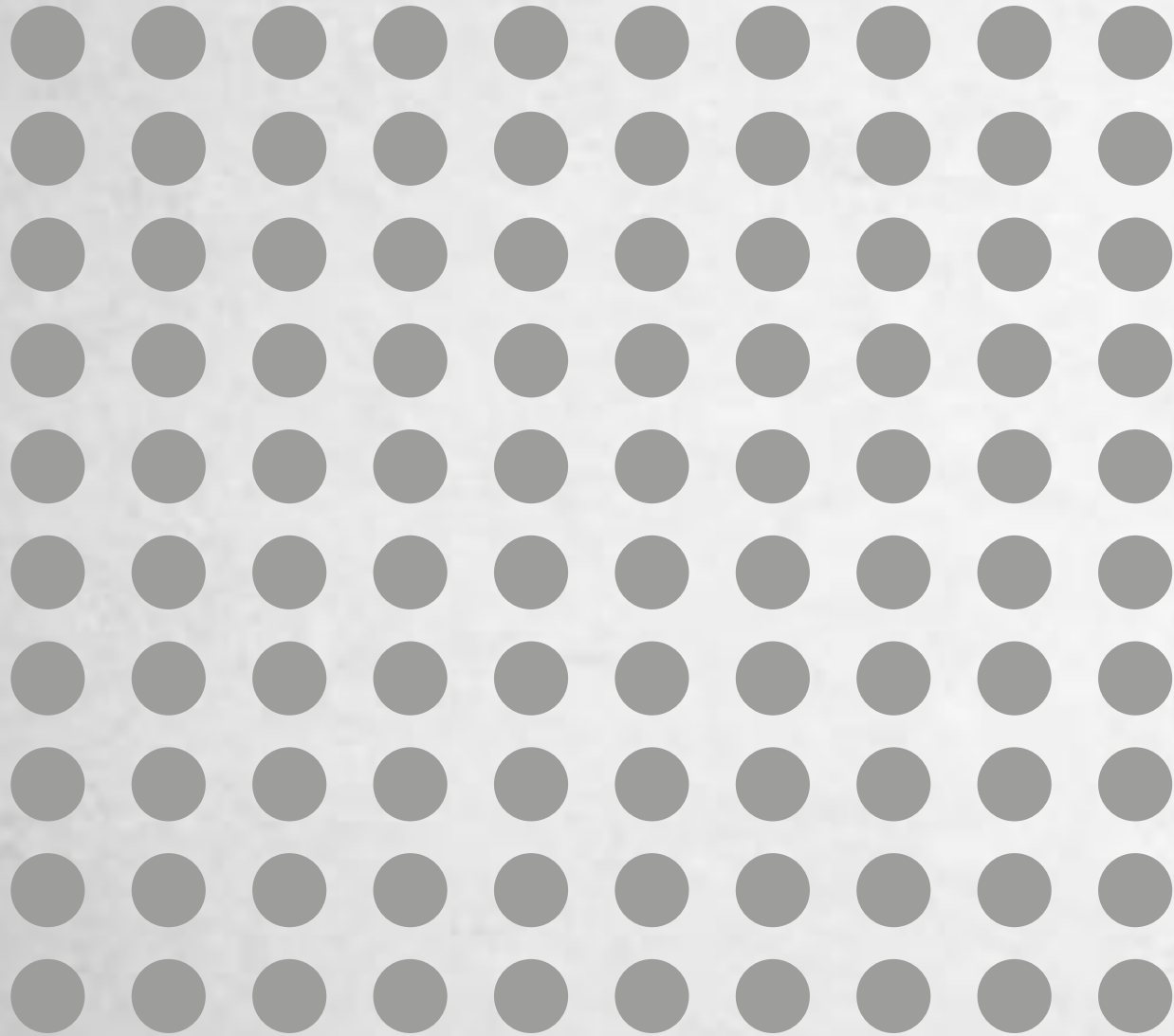




~~MAX Hamburgers~~

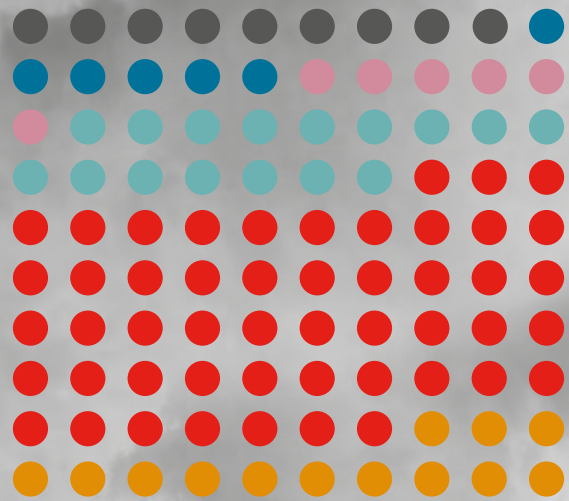
The logo for MAX Burgers is centered on a dark grey background with a subtle, repeating pattern of overlapping diamond shapes. The word "MAX" is written in a bold, white, uppercase sans-serif font. The word "Burgers" is written in a white, lowercase, rounded sans-serif font, positioned to the right of "MAX" and slightly lower in vertical alignment.

MAX Burgers



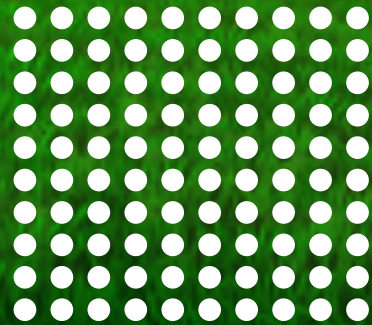
Zero

**value chain emissions
sometime in the future**



100%
emissions

Neutral



Positive



.....
110%
captures

How can we be sure?

**ISO
14021**
for climate neutral


EY
review


Plan Vivo
certified trees





COP25

H I L E

DR I 19

CLIMATE CHANGE CONFERENCE

TIME FOR ACTION



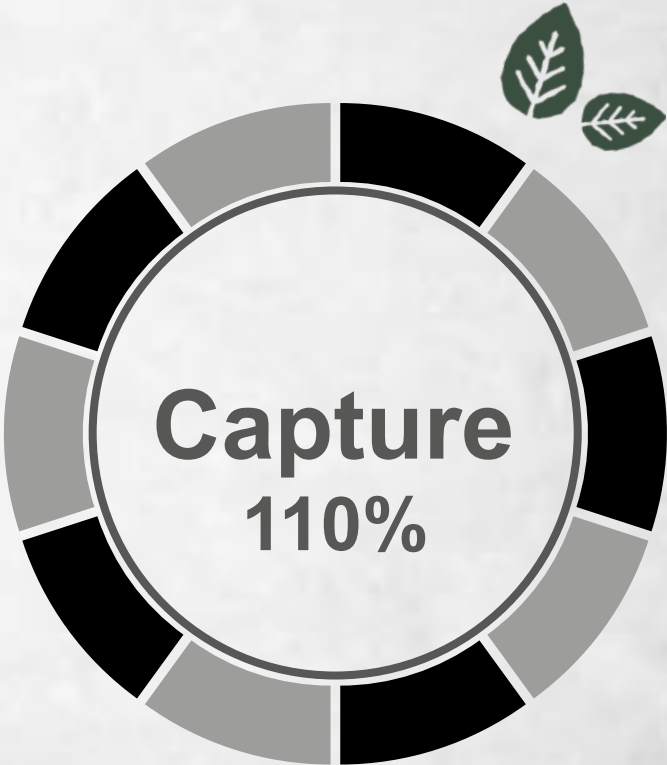
Our investment in
a climate positive
menu

0,4%

of turnover



How your product or company goes Climate Positive



24 % reduced emissions/euro
(MAX value chain, 2013-2020)

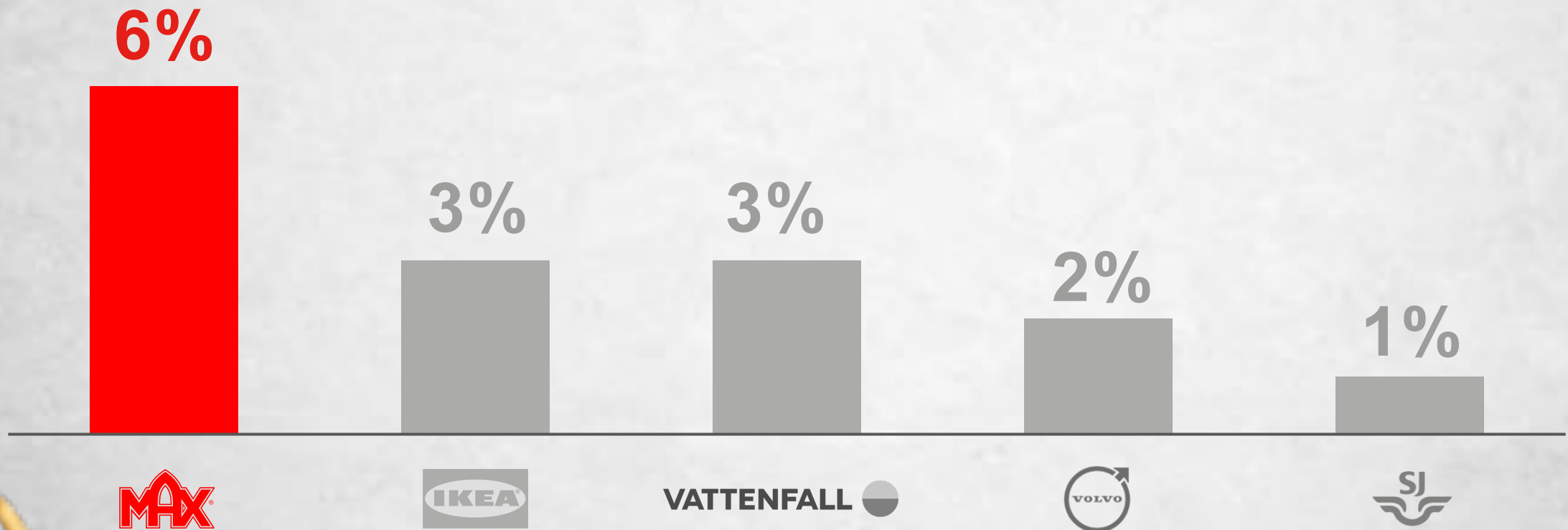


CLIMATE POSITIVE
Let's restore the climate

**Criteria for Climate Positive available at
CLIPOP.ORG**



WHICH COMPANIES DO YOU KNOW THAT ACTIVELY WORKS TO TAKE RESPONSIBILITY FOR THE CLIMATE?



/(Novus 2021, unaided question, representative for Sweden)

Panel discussion



Mathias Wikström,
CEO, Doconomy



Maria Wetterstrand,
CEO, Milton Europe



Kaj Török,
CSO, MAX Burgers



The Summary and next event

The recording, interviews and presentation will be available on
CMOGoesTECH.com

The next meetup - See you in mid May!

Update yourself and invite members on www.cmogoestech.com

Thank you for attending!

Gül, Ulf & Alexander

CMO goes TECH





Thank you