

# RISE *for* Growth

Creating value through Responsibility, Inclusion,  
Sustainability and Ethics (RISE).



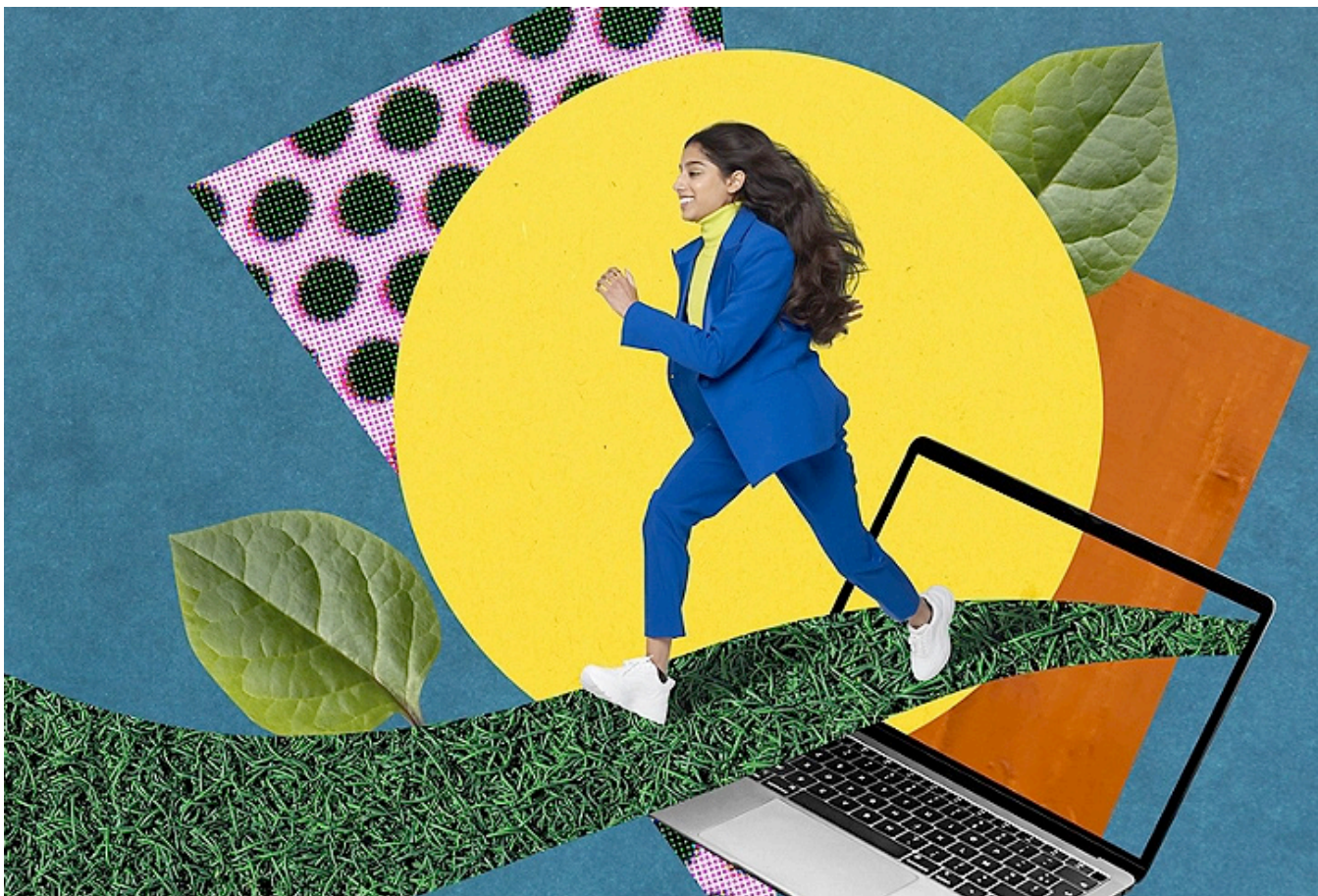


# ***IT'S TIME TO GROW BETTER BUSINESSES***

We can play a role in changing the direction of our future.

Together we have the power to create a healthier planet, flourishing communities and thriving economies. What's more, according to Edelman's 2023 Trust Barometer report, we as businesses are the ones entrusted to do this. <sup>1</sup>

**RISE for Growth** unlocks financial value now and in the future by making tech adoption, products, services and communications more Inclusive, Sustainable and Ethical.



# Triple Threat

We know it's getting harder for you to find profitable growth, no thanks to pressure of three compounding forces:

## Legislative abundance

Legislation and policy changes related to climate, inclusion and ethical business practices are increasing which is adding cost and complexity to running your business.

## Societal shifts

You're hearing consumers want to buy responsibly but many can't afford to and are looking to you to solve the issue of cost vs conscience. There are underserved and disengaged communities who can't find products and services that are suited to them. Equally, employees are unforgiving in their assessment of the Environmental, Social and Governance (ESG) credentials of their potential employers.

## Tech Disruption

The technology landscape continues to shift, with new disruptors arriving before you've even had the chance to respond to or solve the last one. Ideas that weren't successful in the past have put you off taking risks with innovation.

Yet as businesses, we still need to grow to survive and drive societal prosperity.



“

Business shapes the world. It is capable of changing society in almost any way you can imagine.

**ANITA RODDICK**

# Businesses are responding in the ways they know best

As you read this, you're probably reflecting on your own endeavours in this space – after all businesses are collectively spending upwards of \$20 billion a year on corporate social responsibility efforts. <sup>2</sup>

However, you may feel like you're not achieving the returns you'd hoped for. The challenge lies in tying purpose to commercial value and most of us are struggling to do that. We see three key blockers in the way of unlocking the value from these investments:

## **The silo effect**

Although many businesses are already addressing some of the challenges above, most are approaching them in a siloed way. You may have spotted that your organisation is only focusing on net zero targets, but not addressing the broader sustainability goals of inclusion and equity. You might have also noticed Diversity Equity and Inclusion (DEI) targets being set without addressing the cultural behaviours needed to be an inclusive place to work and innovate.

## **The X-washing trap**

Some companies are falling into the trap of X-washing (green washing, purpose washing etc); saying one thing to their customers or employees but failing to deliver on that promise. Others are suffering the effects of “go woke – go broke” by trying to move with the latest societal changes without having the brand authenticity to do so. Both can have a negative impact on brand value and customer and employee loyalty. <sup>3</sup>

## **Innovation wasteland**

Many businesses invest in innovation, only to struggle to realise a return on their investment. Even when creating new products and services that are sustainable in their intention, they underperform due to lack of consideration for audience inclusivity. This is often the outcome of over reliance on accepted approaches to idea generation, supply chains and partnerships. <sup>4</sup>

As yesterday's innovations become today's normality, forward-thinking investors are making bigger bets on responsible businesses. Those with the ability to connect responsibility with value creation will find opportunity beyond the immediate, in the spaces between profit and pace, between humans and technology, between business and society. Capturing this value fully requires looking through completely new lenses.



# ***THE MARKET IS BEGINNING TO SEE COMPANIES EMBRACING CHANGE***

## Early Risers

Although we're at the start of the RISE for growth journey, we're already seeing signals from those ahead of the pack in this space.



The explosion of the menopause and femtech markets



High street banks connecting with the fintech start-up space to drive new innovative solutions.



Investment flowing to those investing in renewables and longer-term solutions in the energy transition



Airlines innovating collaboratively to create new human centric services that address emissions reduction – e.g. no luggage flights with clothes rental at destination



Retailers embracing a new diverse customer set and the trend for rental and preloved services

# Creating value through Inclusion, Sustainability and Ethics

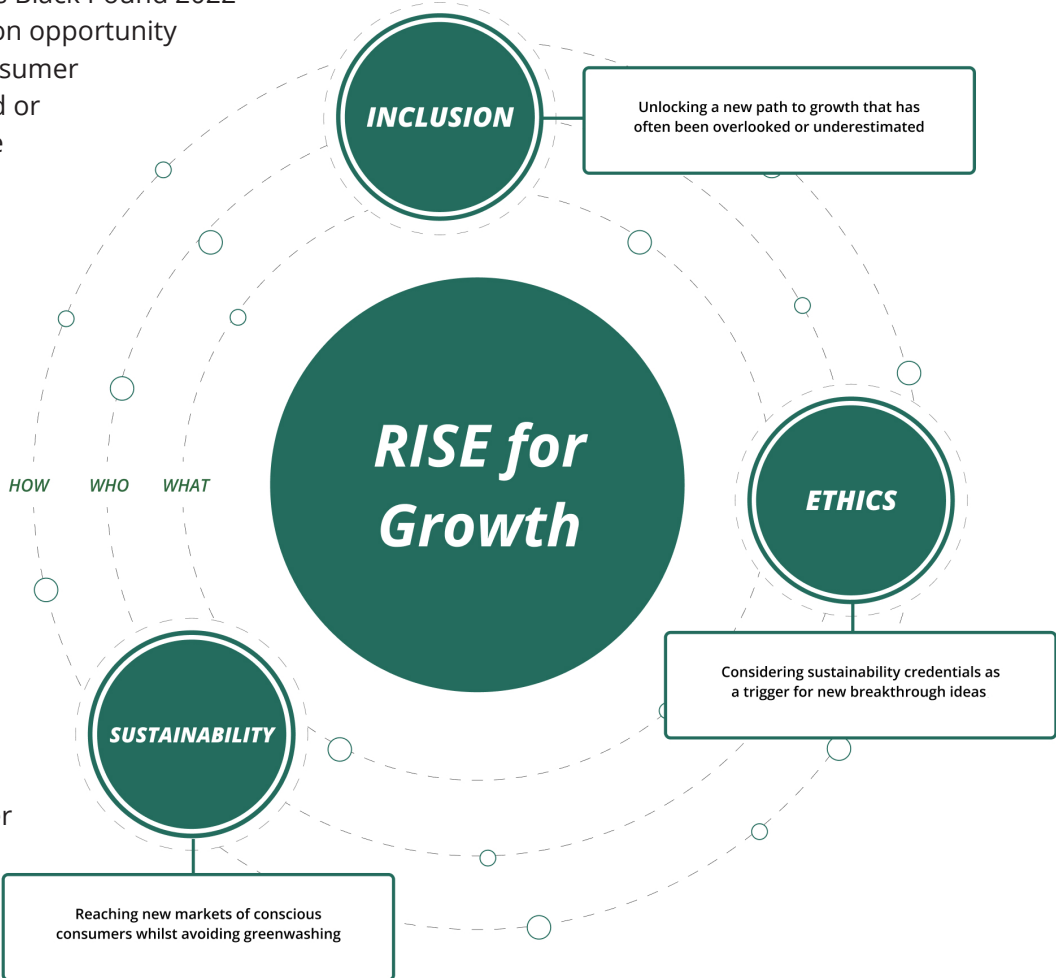
Inclusion is more powerful in combination with sustainability while ethics holds the key to protecting your brand. Our RISE for Growth framework brings together Inclusion, Sustainability and Ethics as a way to find solutions through new perspectives.

## From obligation to opportunity

According to the Backlight’s Black Pound 2022 Report, there is a £4.5 billion opportunity within the Multi-Ethnic consumer who are not being engaged or represented fully.<sup>5</sup> Imagine unlocking the worldwide spending power of women worth trillions of dollars who are under-served by brands.<sup>6</sup> Deloitte’s recent report points to an increased interest from consumers in spending more on sustainable, second-hand, and repaired goods.<sup>7</sup>

Beyond the consumer, consider engaging the 25% of the workforce in 2025 who will prioritise responsible employers over anyone else.<sup>8</sup>

There is also power in increasing the diversity of suppliers, leading not only to more equitable growth, but positive brand outcomes.<sup>9</sup> Although with inflation and cost of living increases, sentiment doesn’t always translate to reality, brands have an opportunity to capture these customers and employees’ trust once the market recovers.



# ***YOUR BUSINESS CAN CREATE VALUE RESPONSIBLY***

Change is on the horizon...

According to [Deloitte's Private Equity Index](#), there is still much work to be done, however the early signs are promising. "Performance across the board varied, with some stand out figures demonstrating the opportunity for companies to not only improve their rating but add value in doing so. There is a growing divide between those companies creating value for multiple categories of stakeholders and those that are not."

**70%**

is the proportion of companies who scored more strongly in profit than any other metric

**4x**

higher EBITDA growth by companies with Female CEOs (33% compared to 8%)

**2.5%**

lower weighted average mean gender pay gap for indexed companies (10.5% vs UK average of c.13%)

# How we can get it right - applying RISE for Growth principles

We understand that we're all at different points of our responsibility journey, from our ambition to our actions. Our framework is designed to support you at any stage to create value in the short and long term.

## Value Now: Maximising your existing products & services

We assess your existing products, services and communications to capture new segments, access untapped markets, drive revenue growth and increase customer loyalty.

## Value Next: Capturing the next wave of growth

Whether your business is ready for what's next or feels stuck and unsure how to move forward, RISE for Growth can help guide your next move. It does this by identifying new products and services and finding new segments as well as gaps in your company portfolio.

## Value Forever: It's time for change so let's make it matter

RISE for Growth is a commercial catalyst that leads to responsible business transformation, moving beyond compliance and creating systemic change.

## Value for All: Empowering society

When we rise above industry standards, we empower people at every level and unlock the shared value from enterprise through community.





# WE ALL RISE

Better growth isn't about perfection. It's about authentically committing to make the trade-offs and to start the journey. Growing better business requires us to work together so that innovation drives better outcomes for all, not just some.<sup>10</sup> There's no limit to the value we can add when we create a new status quo.

Imagine if your business could grow responsibly.  
We believe it can.



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Contact us to find out more about RISE for Growth.

## WHAT COMES NEXT?

We have identified 6 unlocks to help businesses and will describe them in our next article. Stay tuned.

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