

SÅ GÖR MAN BRA  
*HÅLLBARHETS-*  
KOMMUNIKATION!

# HEJ!

## JOEL LINDEFORS

Co-founder Mission anew (Futerra)

Former labour right activist.

≈25 yrs experience from sustainability  
and 13 yrs from comms & brand

Roles: Sustainability Strategist, Strategy Director,  
Communications & brand strategist,  
Partner at ARC



WE SCALE AND SPEED UP  
THE TRANSFORMATION  
*BY TURNING BRANDS  
INTO IMPACT-MAKERS*



# MEET ARC. A CAREFULLY SELECTED GROUP OF SPECIALISTS.

2023-11-07

## above

Digital & product innovation agency driving positive change through a seamless fusion of strategy, design & technology.

## CONVERSIONISTA!

Conversion optimisers, passionate about user experience and transforming data into actionable insights and measurable results.

## Kurppa Hosk

A diverse team of design thinkers and design doers with expertise in brand development and strategic design.

## Goods

A Norwegian studio designing consumer brands and packaging with a deep focus on material research and sustainability, to help companies grow.

## ANIMAL

A channel-agnostic creative communications agency that generates client growth through strategy and, of course, creativity.

## cupole

Management consultants and strategic advisors, but mostly a collective of creative thinkers with supreme business minds.

## MISSION ANEW

A reborn impact agency. We help our clients to scale and speed up the transition into a thriving and resilient place for all living kinds.

## H Heydays

A Norwegian design studio remodeling how technology and its aesthetics blend into our lives.

## ARIEL

Taking a management consulting approach within influencer marketing to help companies grow.

## Curamando

Management consultants and digital marketing talents governing growth and digital change in execution consulting.

## Nameless.today

Experience design agency helping clients design, shape and manage complex end-to-end experiences and eco-systems.

## Fabrique

Designers and engineers. Storytellers and strategists. We are Fabrique, defying categorization since 1992.

## BLCK

Creates communication that makes a difference in their clients' business, from strategy and identity to creative concepts and production.

## curious mind

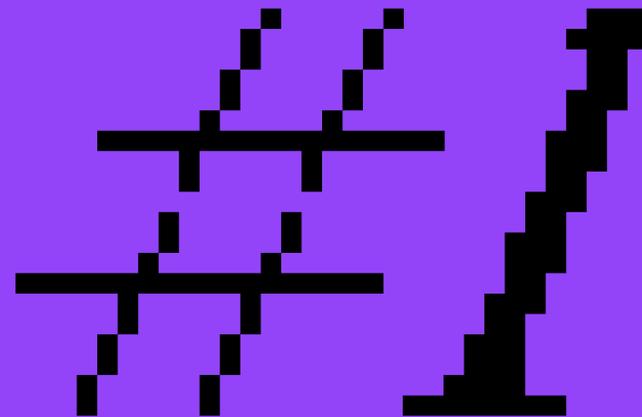
Digital content partner specializing in digital communication – from strategy and content production to follow-up.

## UMAIN'

Pioneers in digital product design & software engineering with global recognized technology capabilities.

## Q42

Q42 builds digital products that make people's lives smarter, better and more fun.



**RÖRSVA**

**KONTEXTEN**



AN  
UNSUSTAINABLE  
DEVELOPMENT



# A GLOBAL PROTEST OUTRAGE

M  
NESMATTER



Only

**1 in 5**

believe the system is working for them

A pair of hands is shown from the front, cupping a small, vibrant green seedling with three leaves and a mound of dark brown soil. The background is dark, making the hands and the plant stand out. The text 'THE WASHINGTON PANDEMIC' is overlaid on the left side of the image in a white, serif font.

THE  
WASHINGTON  
PANDEMIC

# → GREENCROWDING



5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

4 QUALITY EDUCATION

 **THE GLOBAL GOALS**  
For Sustainable Development



3 GOOD HEALTH AND WELL-BEING

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

13 CLIMATE ACTION

# → GREENLIGHTING



# → GREEN LABELLING



Preem AB  
12 692 följare  
3 v • 🌐

+ Följ

Vi är Sveriges grönaste varumärke  
Vi är Sveriges grönaste varumärke i kategorin drivmedel. Det visar den senaste undersökningen från Differ där svenska folket sagt sitt. Det är andra ... se mer

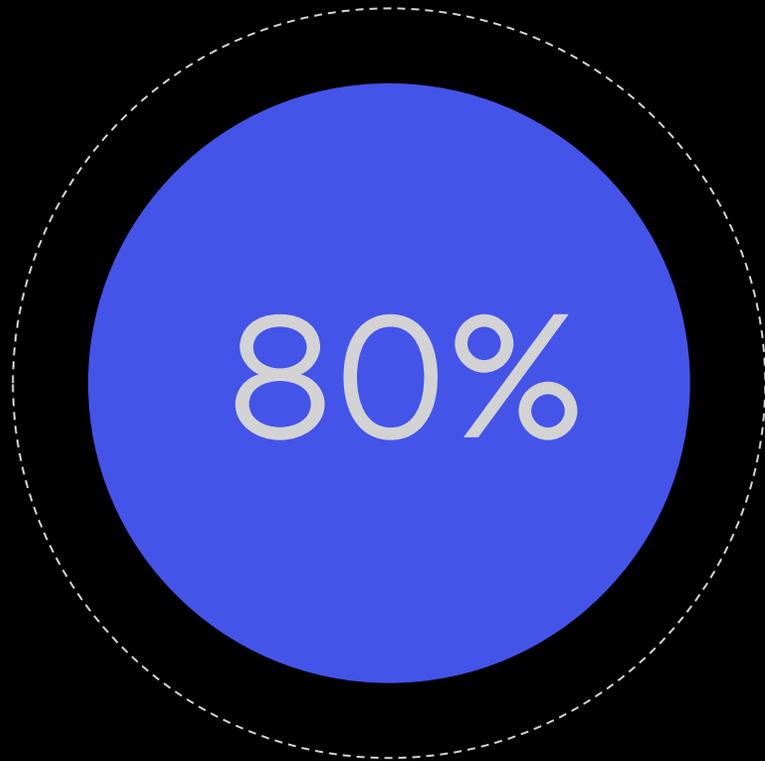


FÖRENKLING

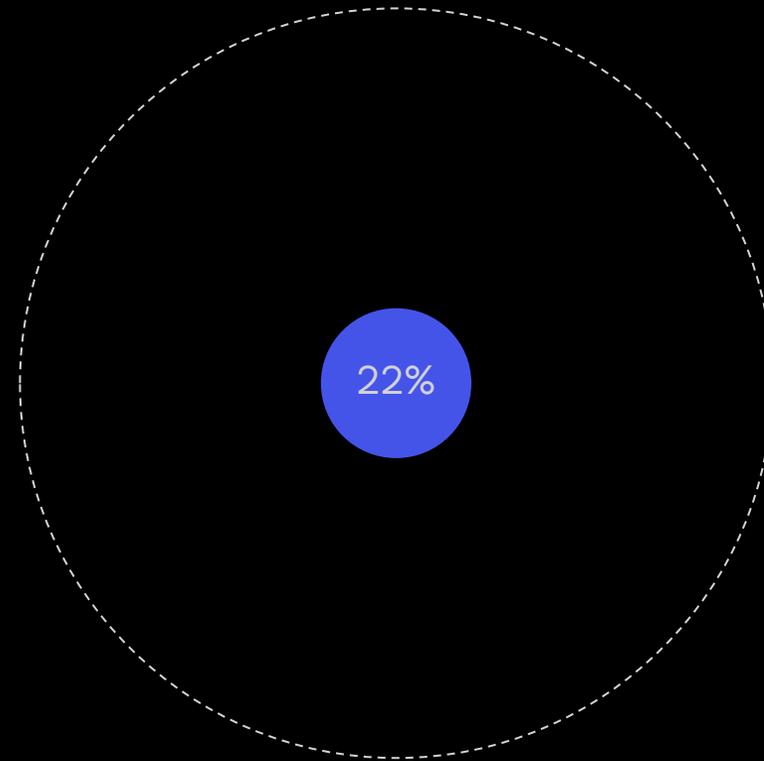
FÖRMINSKNING

FÖRSKÖNING

... och rent ljug

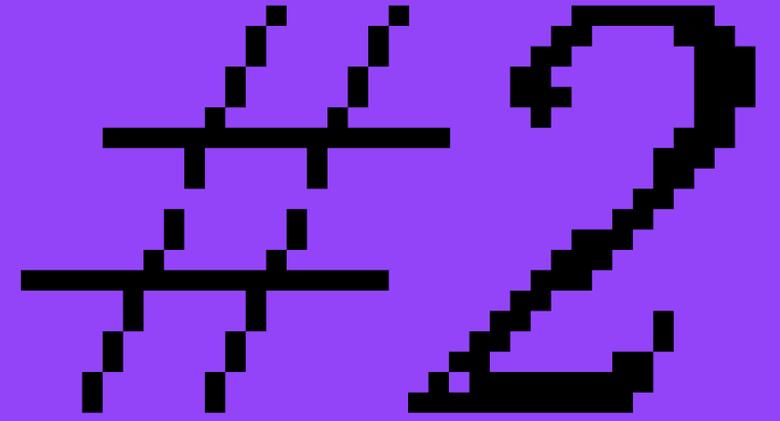


... vill stödja klimat- och socialt ansvarstagande företag.

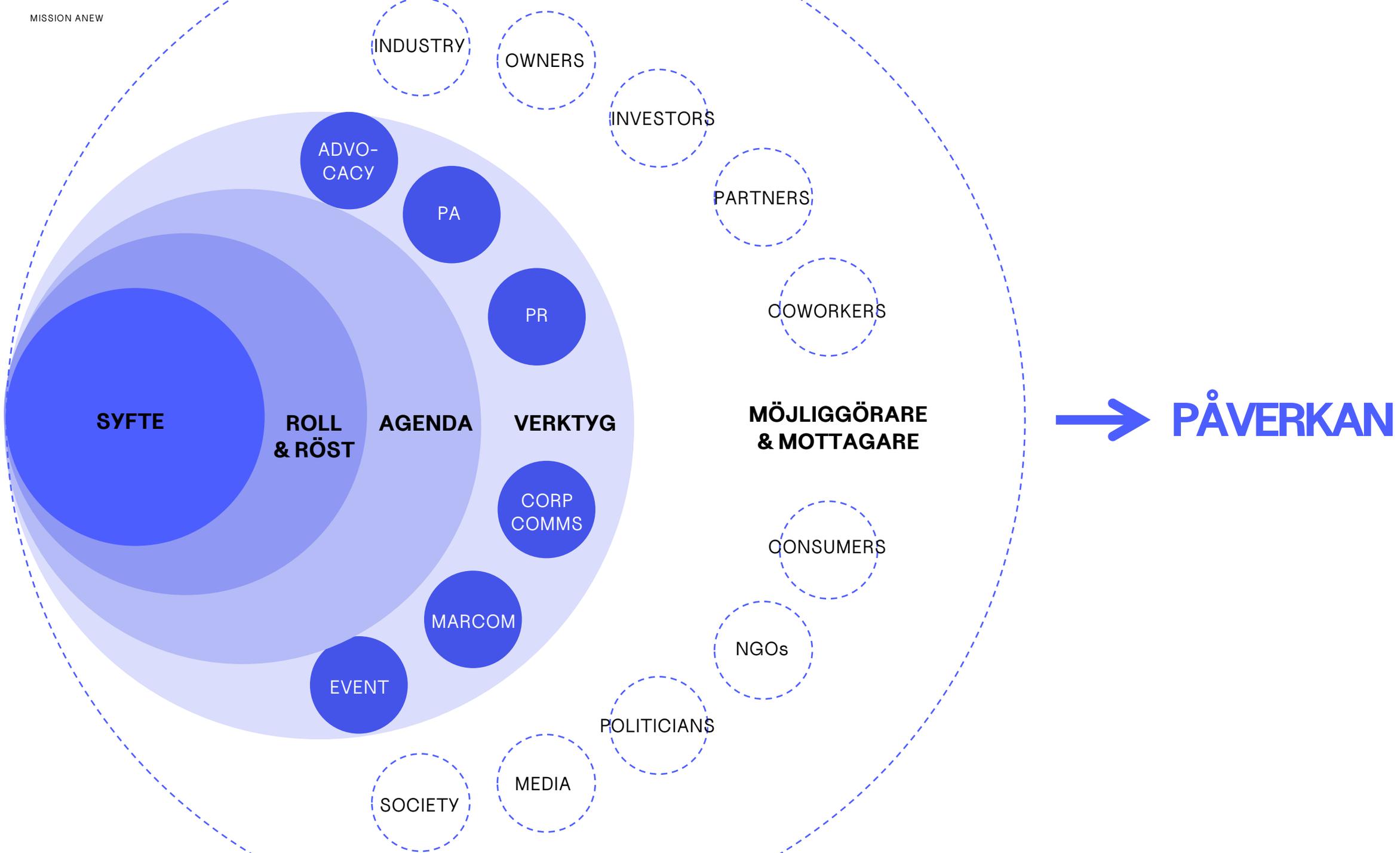


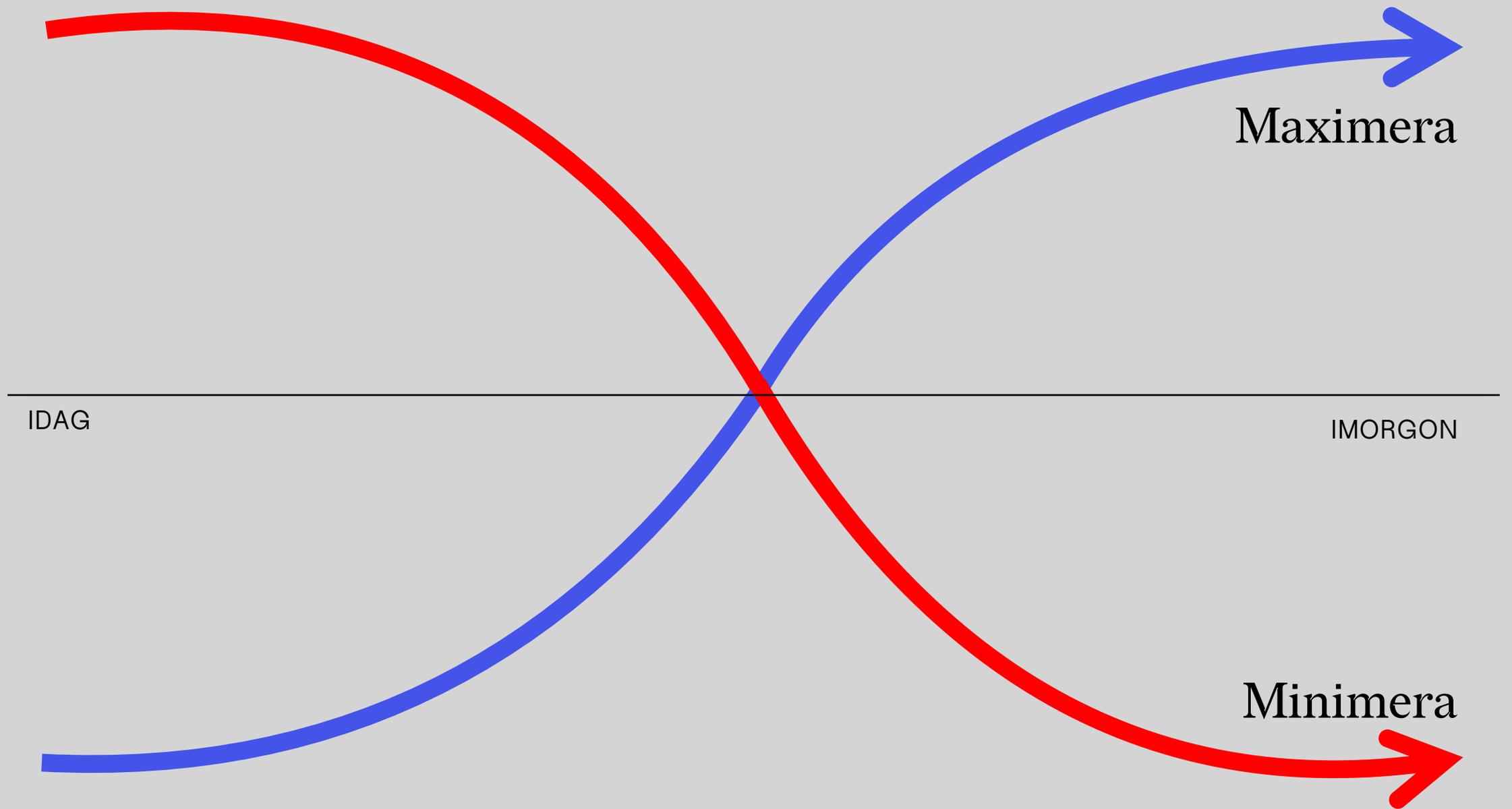
... lita på påståenden om hållbarhetsmarknadsföring som hållbara, klimatneutrala eller miljövänliga.

- Tror inte på avsändaren
- Tror inte på löftet
- Tror inte på målbilden
- Tror inte på bedriften
- Tror inte på påståendet



DEFINIERA  
ER *ROLL*





IDAG

IMORGON

Maximera

Minimera

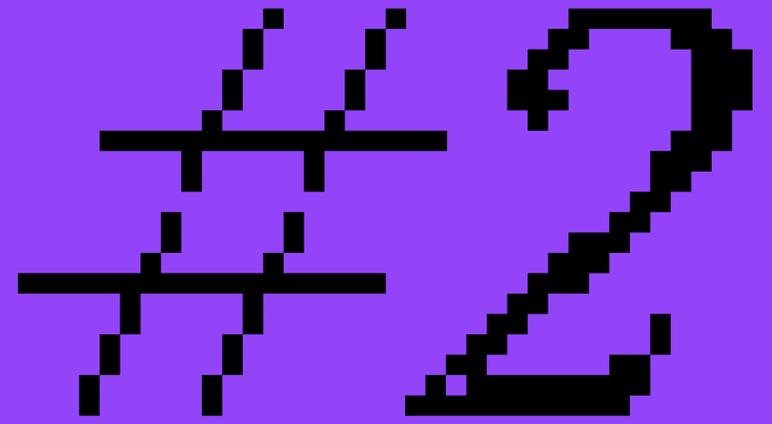
Små  
insatser

till

System-  
skifte



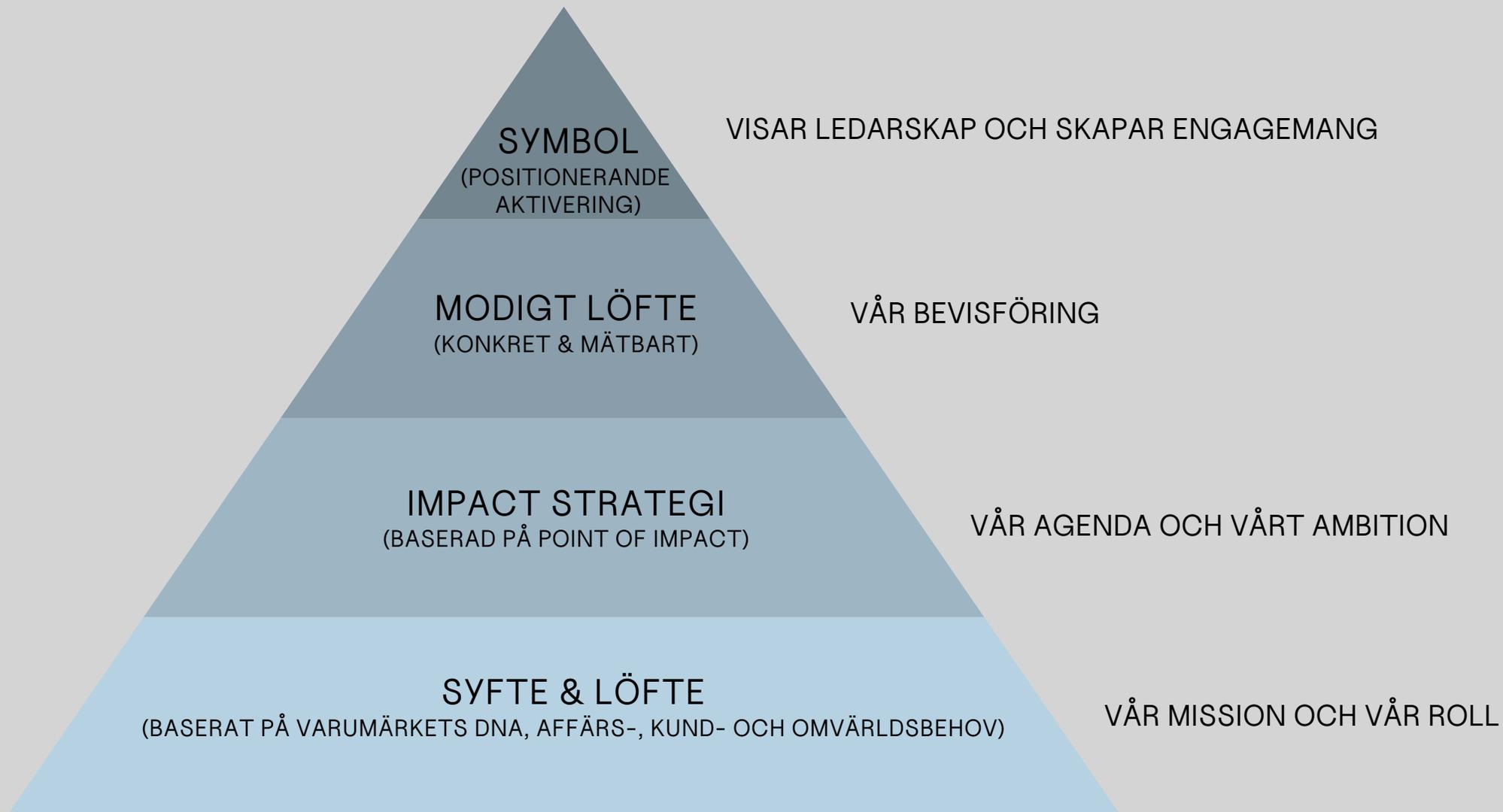
**It's like milk  
but made  
for humans.**



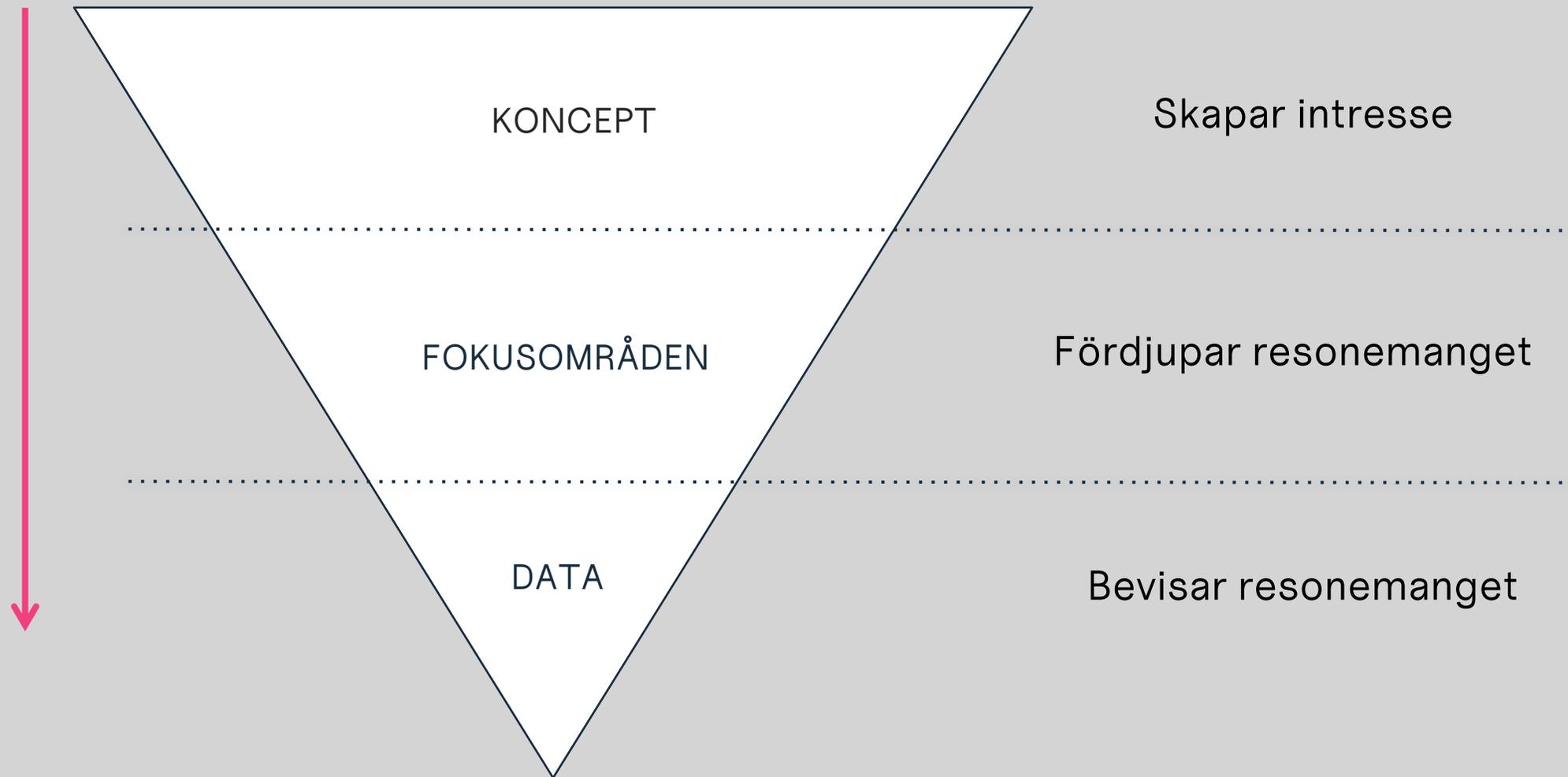
SWAPA

STRUKTUR

# Bygg trovärdighet



# Skapa intresse



**OWN  
THE  
FLOOR**



DANCE TO  
MOVE OTHERS.

DANCE  
MOVE U

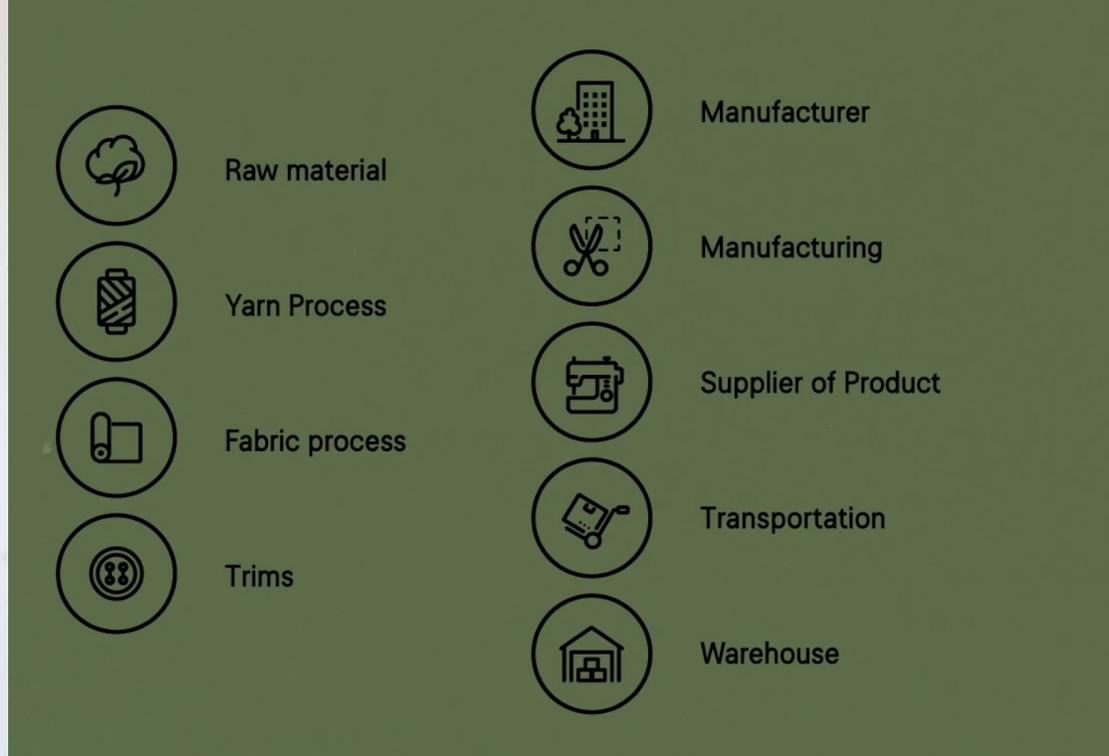
THE CURVE





We believe in being nice and keeping it real.

Nudie JEANS CO



### Manufacturing x

The different steps and units involved in the manufacturing of the garment.

#### Climate and Water

2.68 kg CO<sub>2</sub>

41 liters water

#### Embroiderer x

##### Denim Authority S.A

Ras Jebel  
Tunisia

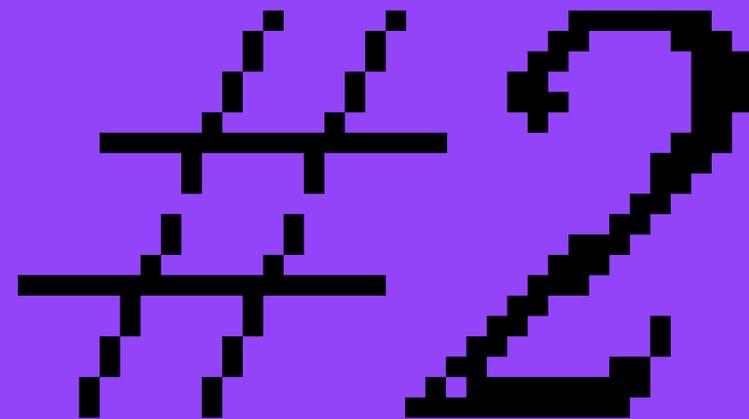
Employees: 1199

Visited By Nudie Jeans

[↓ GOTS Certificate](#) [↓ Audit Summary](#)

Printer +

Assembly +



VÅGA VARA  
ÄRLIG



**AWESOME**



**FLAWESOME**

**We are now  
climate neutral**

**BUT WE HAD TO CHEAT  
TO GET THERE**



Haglöfs

# Look, we f\*cked up.

## OUR BAD MOVES

Bad move #1

Overlooking our social impact

Bad move #2

aesthetics over real impact

Bad move #3

Setting an unrealistic carbon goal

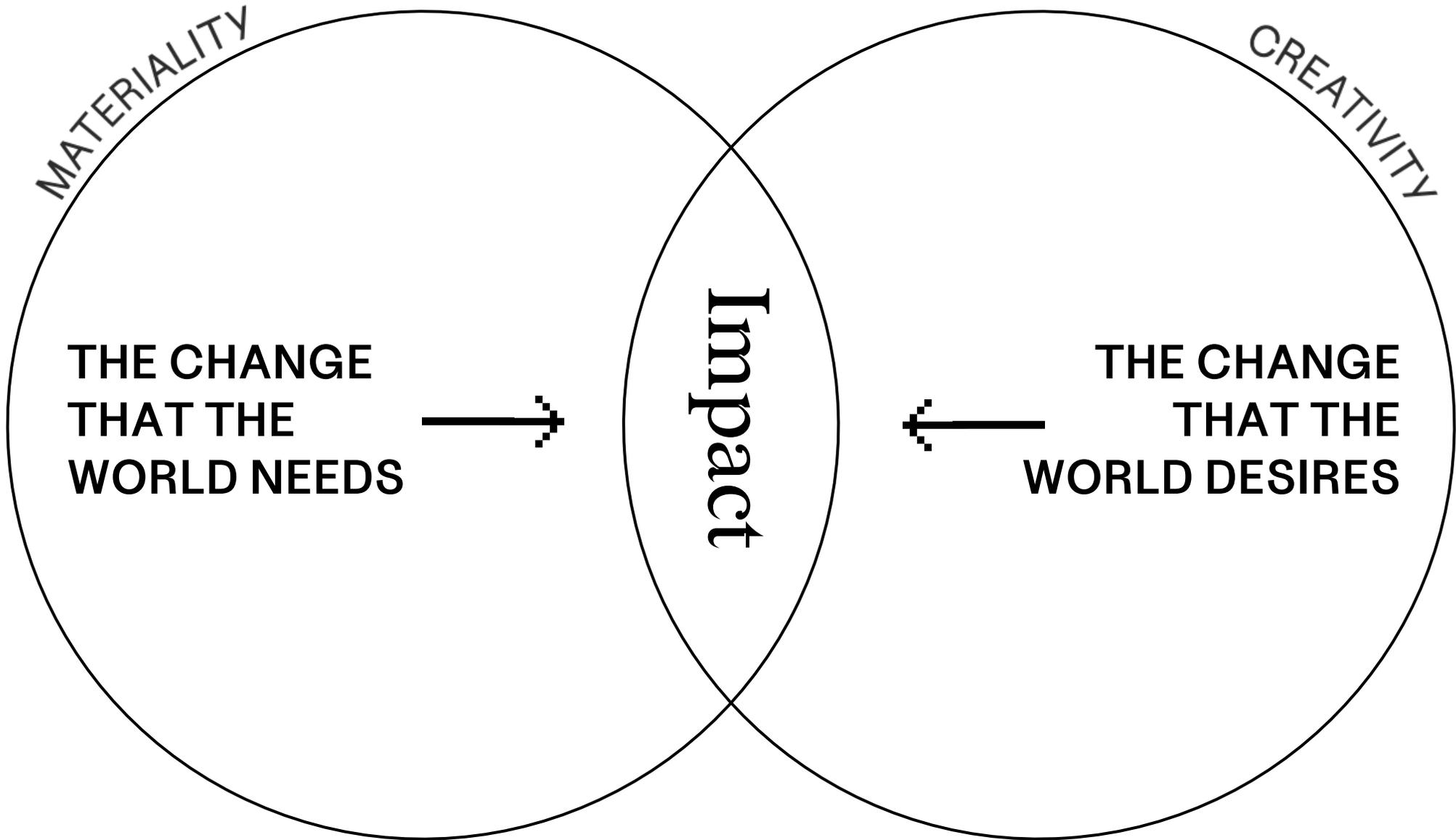
Bad move #4 (product)

Decreasing CO2  
emission, ignoring the rest

Bad move #5 (retail)

Just scratching the surface of  
sustainability

DON'T  
USE THE  
~~SWORD~~



**Tack för att  
du lyssnade!**

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