

INSIGHT TO ACTION

EXECUTIVE DIALOGUES



conscious consumer UAE
state of play 2019

INSIGHT TO ACTION - EXECUTIVE DIALOGUES

How will your organisation tackle the mounting sustainability challenges and the growing consumer demand for more sustainable products and service?

We have designed a 3-part series of executive sessions that offer an unprecedented opportunity to explore the results of the study further. The main objective is to help you appreciate the implications of the results for your organisation and start the design of value adding responses and solutions.

1

EXPLORE THE INSIGHT - GUIDED DISCOVERY

This session creates a real-world problem-solving forum for executives. It has been designed to engage your organisation in a productive dialogue informed by the insight gained through the Conscious Consumer UAE study and the wider global sustainable production and consumption trends. This insight will serve as the lens through which participants can explore the challenges and opportunities presented by the emerging conscious consumer mindset and behaviours both in the UAE and elsewhere. With our unique blend of thought leadership from sustainability and consumer insight specialists, we will encourage curiosity within your organisation to build on what you already know and explore the opportunities and risks presented by the insight. This will provide you a foundation from which to build a well-informed and credible strategy for future action.

The session includes:

- Gain insight into UAE consumer mindset and behaviours and international trends in sustainable consumption and production
- Engage with others in your organisation in a collaborative dialogue about the need for change
- Identify possible opportunities and risks arising from the insight for your organisation
- Establish next steps for actioning opportunities and mitigating risks.

You will get digital access to the full Conscious Consumer UAE insight report prior to the workshop.

Post workshop deliverable: You will receive your organisation's Conscious Consumer Discovery Report presenting opportunities, risks and next steps.

2

INSIGHT TO ACTION - CO-CREATION AND INNOVATION

Innovation is critical to achieve the scale and pace of change needed to tackle many of the sustainable development pressures that we now face. These sessions have been designed to take a human-centred approach to creating solutions that address the opportunities and risks identified in the Guided Discovery workshop. Participants will have the opportunity to create concepts and prototypes as possible solutions to identified opportunities and risks. These can include, for instance, specific products, services, business practices and business models.

Deliverable: Summary of identified solutions

3

INSIGHT TO ACTION - EXECUTION ROADMAP

We will help you with prioritising and documenting an action plan to take forward those solutions, concepts and/or prototypes that you developed during the Innovation phase. Our Action Planning template will capture objectives, tasks, roles and responsibilities and timelines. We will also help you with SMART indicators so that you can evaluate and understand the impact of the programme once implemented.

Deliverable: Action plan

Fees and further information

Guided Discovery	\$3 500
Innovation and Co-creation	\$3 000
Execution Roadmap	We will submit a tailored proposal based on your requirements

The full Conscious Consumer UAE report is available for purchase here. Note that the fee for Guided Discovery workshop includes access to the full research report.

For further information, please email maria@sustainabilityadvisory.net or call +971 50 719 4042.

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