

## "Our regeneration guide from strategy to nature positive impact with XENOS"

*"On our path to discover Green as part of our Purpose Sophie guided us from strategy to impact. She turns green complex ideas into smart building blocks. She inspires our teams to make a bigger leap and embrace nature positivity as part of our green, regenerative retail business journey. The best part: she makes it work, Doing Business Doing Good is an outstanding leader."*

**Linda Keijzer, CEO Xenos**

### **Brief:**

- Guidance on the Brand Purpose/Mission/Vision and translating it into strategic action steps
- Sustainability strategy and advice

### **Transformation Impacts:**

- Set up workshops, training the team on regeneration, circularity, purpose and how to develop the Regenerative Purpose/ Mission/ Vision for Xenos.
- Inspiring, educating, and challenging the team in various workshops/video calls to take a next-level approach in sustainability toward regeneration; developed a sustainability assessment, strategic road map and action plan linked to the Purpose including KPIs as well as a stakeholder approach, materiality index, and SDGs focus.
- Focused on the biggest impact first: the products. Trained the purchasing team intensively to change mindsets, defined a new Code of Conduct and shared it with all suppliers, collaborated with the GSES platform and co-developed a new impact rating "the nature impact rating" to make transparent all the sustainability aspects of products and suppliers, set new purchasing KPIs for all products that started in 2022.

### **Outcomes:**

- Co-created with the team the Regenerative Purpose/Mission, Vision and strategic action plan inspiring a journey towards "nature positive shopping", where shopping a product will mean leaving a positive impact on people and the planet while buying.
- Co-created with the team the first Impact Report for Xenos, inviting everyone to join their regenerative / nature positive journey
- Making their and their suppliers nature impact rating transparent which had not previously been done in their industry.
- Making transparent their own CO2 footprint of scope 1 and 2 and made a plan to reduce it.
- Changed the products and purchasing across the assortment with nature positive KPIs starting in 2022 and a new nature positive code of conduct for all suppliers.

# Case Study

## WE WONDER COMPANY:

### Brief:

- Guidance on the Brand Purpose/Mission/Vision and translating it into strategic action steps
- Sustainability strategy, advice, and help to become a B Corp

### Transformation Impacts:

- Set up workshops, training the team on how to develop the Regenerative Purpose/Mission/Vision for the We Wonder Company
- Inspiring, educating, and challenging the team in various workshops/video calls to take a next-level approach in sustainability toward regeneration
- Through various workshops leading the team through the B Impact Assessment

### Outcomes:

- Co-created with the team the Regenerative Purpose/Mission and Vision inspiring a "climate positive movement" with a mission to turn 15 hectares of coffee and tea fields into regenerative CO2 absorbing wonder farms.
- Environmental business impact models, regenerative and circular coffee and tea solutions, regenerative sourcing and regenerative consumer contributions, regenerative partnerships, and circular and zero waste innovations in product and packaging, not previously done in the industry.
- Became a Pending B Corp with a high score
- Climate Positive from the Start: transforming the tea and coffee fields to regenerative agriculture

*"Sophie has been guiding the We Wonder Company from the start to make our dream come true in setting up a positive impact company and develop with us our business fundamentals. She helped us develop our Regenerative Purpose, inspiring a climate positive movement and translating it into strategic action steps with practical regenerative and circular solutions, and to become a B Corp. We love working together with Sophie as she constantly challenges us in a nice and constructive way to make sure we really leave a true positive and regenerative impact behind in all we do. She inspires us to becoming better for the planet every day"*

**Maarten van Zelst Founder & CEO We Wonder Company**

# Case Study

## STUDIO HENK

### Brief:

- Guidance on the Brand Purpose/Mission/Vision and translating it into strategic action steps
- Sustainability strategy, advice, and help to start the B Corp journey

### Transformation Impacts:

- Set up workshops, training the team on how to develop a Purpose, Mission and Vision and Values integrating sustainability into it, whilst it was before handled separately.
- Through various on and offline workshops developed a strategic road map and action plan linked to the Purpose including KPIs as well as a stakeholder approach, materiality index, SDGs focus and the purpose driven brand story.
- Through various workshops leading the team through the B Impact Assessment to get prepared for submission and assess readiness.

### Outcomes:

- Co-created with the team Purpose/Mission and Vision and values inspiring the furniture industry to become zero waste.
- Connected the organization to the Climate Neutral Group to measure Scope 1 and 2 CO2 footprint which the company decided to 100% compensate while defining reduction plans and become Climate Neutral.
- Submitted the B Impact Assessment and empowered the team with all the key documentations they need to pass the BIA assessment successfully.

*"As a brand at the beginning of its sustainability journey, Studio HENK engaged Sophie to help give shape and form to the dreams and ambitions of the company's founders, to support our B Corp application and to provide a strategic roadmap to the newly formed management team. Through an intensive process that included online and in-person workshops, Sophie helped tremendously in shaping the brand purpose, mission and vision and worked with us to further develop our stakeholder approach, materiality index, SDGs focus for the value chain, Brand Story and strategic action plan.*

*Sophie is an inspiring professional who combines energy, passion and intelligence with an action-driven and holistic approach. I was particularly impressed by her ability to make complicated subject matter accessible and tangible to everyone at the table, regardless of their knowledge or experience level."*

**Kate Harriman Head of Marketing Studio Henk**

# Case Study