

Case Study 3

Customer Sustainability Assessments

The Challenge

Major beauty brand wanted to improve its score on the Walmart Sustainability Assessment Scorecard to earn a “Sustainability Leader” badge online at Wal-Mart.com.

Actions Taken

- Analyzed status across all Wal-Mart sustainability measures and recommended actions to improve score.
- Developed a recommendation that was in-line with business strategy and brand equity

The Outcome

- Action plan delivered the score required to become a “Sustainability Leader”.
- Efforts not only increased Sustainability Index, but built business for the brand.