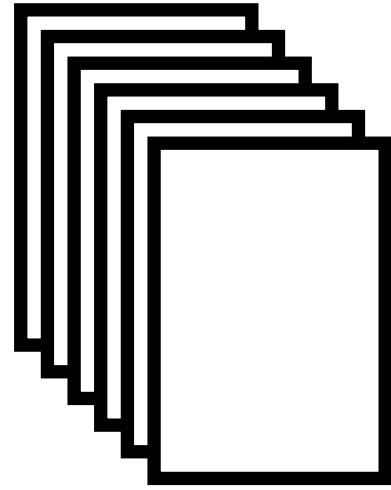
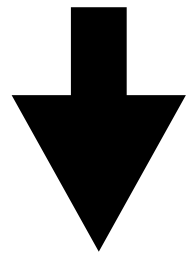


Marketing ASI

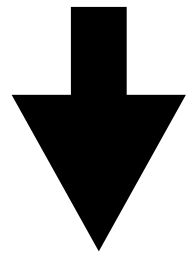
**Leveraging the ASI community, partners and the
work that has been done**



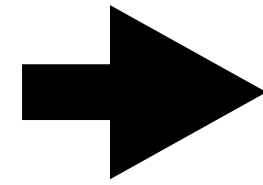
Turning all interviews into different types of content.



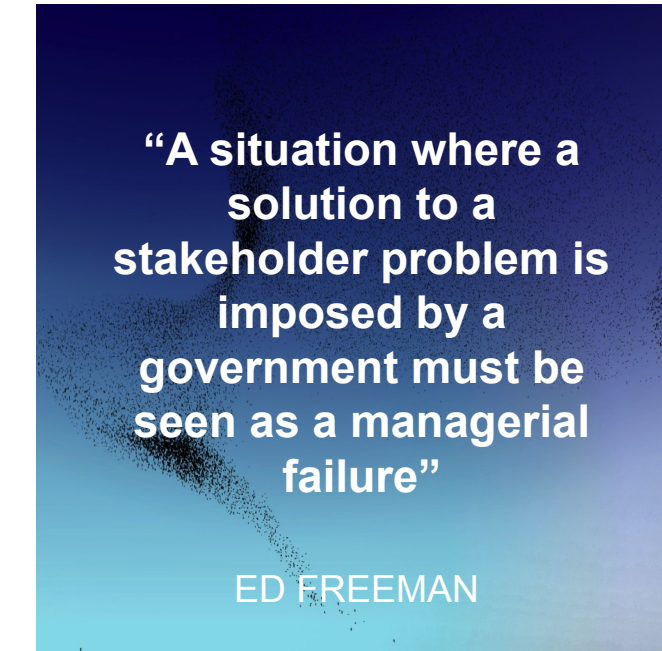
Get approval from the interviewees and partners.



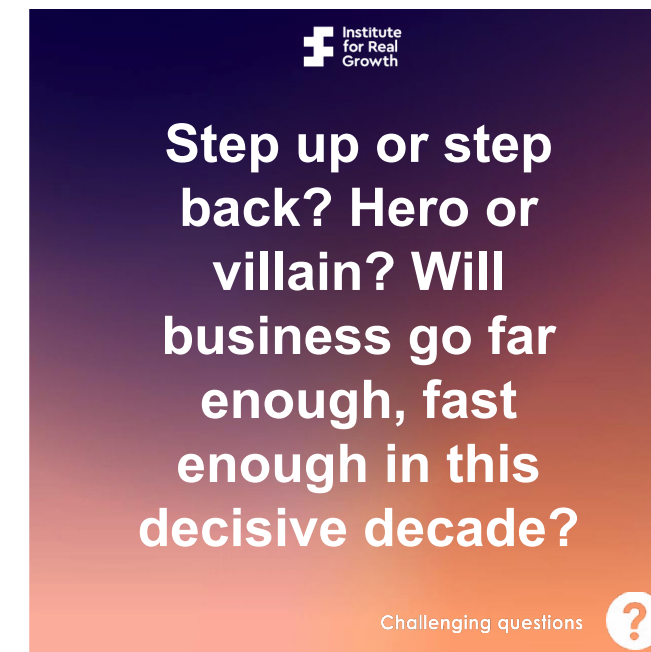
Ask them to share and amplify our messaging



Type 1:
Inspiring quote from an interviewee



Type 2:
Provocative question



Type 3:
Partner announcement



Type 4:
Partner
announcement



Type 5:
Best practices



FRENCH CARREFOUR FIGHTING EU LAW

Because of an absurd law supported by the agrochemical lobby, people only have access to 3% of fruits and vegetables produced. The other 97% are illegal, because a producer can only grow what is registered in the Official Catalogue of Authorised Species.To change this, France's Carrefour defied the law, by creating The Black Supermarket: a place to sell illegal fruits and vegetables and defend biodiversity. The campaign led to shifting perceptions about the brand, as well as a new EU-wide law.



AUSTRALIA's SUNCORP CREATES PROTOTYPE HOUSE TO WITHSTAND EXTREME WEATHER

According to Suncorp, 97% of disaster funding is spent on repairing and rebuilding, while only 3% is spent on prevention. To encourage a more proactive approach, Suncorp worked The Commonwealth Scientific and Industrial Research Organisation (CSIRO), James Cook University and Room 11 Architects to create a prototype of a home that can resist extreme weather.

Type 6:
Seeds of Growth



Type 7:
Show the proces,
ramp up to launch



Vision interviews

Interviews with CEOs, CFOs, CHROs, Heads of Investor Relations, CMOs, and ESG experts by the 2023 IRG100 participants and IRG community members.



Meta-analysis

Analysis using published Stakeholder growth initiatives and results.



AI analysis

Analysis using the 'Hypertrend' tool developed by Oxford FOMI for identifying key themes, topics, and emerging future trends to augment and enhance our research.



Analyzing and synthesizing data and insights



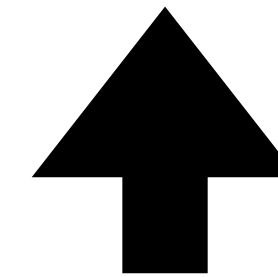
Preliminary results



Launch key findings



Roundtables around the world



We are
now here

IMPORTANT



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Interviews with CEOs, CFOs, CHROs, Heads of Investor Relations, CMOs, and ESG experts by the 2023 IRG100 participants and IRG community members.



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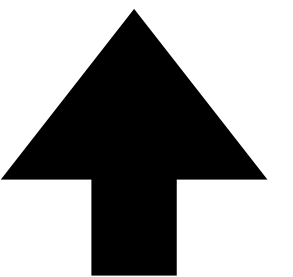
Preliminary results



Launch key findings



Roundtables around the world



Maybe good to already set some dates in October or so to have launch events / roundtables in key places around the world.

Thanks