<table>
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<th>Initiative</th>
<th>Result</th>
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| **Value driver: Brand value**  
Sam's Club became the first mass-market retailer in the U.S. to offer Fair Trade Certified bananas in Oct 2007. | By 2011, 1.6mn boxes of Fair Trade Certified bananas have been sold, generating approx. $1.6mn funding community development projects in Colombia and Ecuador.\(^{15}\) (2012) |
| **Value driver: customer retention**  
**Patagonia** takes back worn out products and recycle them into a new product. | Patagonia has turned 34 tons of recycled clothes into new clothes between 2005 and 2012.\(^{16}\) (2012) |
| **Value driver: Price positioning**  
**Kraft** Commitment to source 100% sustainable coffee for all European Brands. | The Kenco brand with the Rainforest Alliance Certified generated double-digit revenue growth in the U.K. In Sweden sales of instant and espresso coffee seal double for our “away from home” customers. (2012) |
| **Value driver: Brand value**  
**The sustainable diner** purchases regional and seasonal food. All meat is organic and fish MSC certified. | The fish and grill brasseries’ 12% increase in turnover shows that making environmentally sound choices can pay dividends. (2012) |
| **Value driver: Secure Supply**  
**CRED** exclusively sources from one gold mine since 2005, which was sustainably developed, good working conditions & wages guaranteed. CRED uses 40 times less rock to extract the quantity needed for a 4g ring at CRED extracted 0.5 tons of rock vs. conventional 18-20 tons of rock. | CRED sold 65% of fair trade gold products in the UK and established itself as market leader for Fair Trade gold; Sales went up 100% from 2012 to 2014. The fair trade premium of $56.000 was invested in schools and healthcare. (2012) |
| **Value driver: Sustainable Assortment**  
**Kingfisher** aims to increase sales of ‘eco-products’, which are made from materials with lower environmental impact & help customers reduce their impact. | In 2012/2013 20% of the products sold had eco credentials generating £2.1 billion sales. In collaboration with suppliers 90 close loop products were launched.\(^{17}\) (2013) |

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**Exemples sur le potentiel d’affaires**