

## Case examples for the Value Driver "Revenue growth"

Initiative	Result
<p><b>Value driver: Brand value</b></p> <p><b>Sam's Club</b> became the first mass-market retailer in the U.S. to offer Fair Trade Certified bananas in Oct 2007.</p>	<p>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.<sup>15</sup> (2012)</p>
<p><b>Value driver: customer retention</b></p> <p><b>Patagonia</b> takes back worn out products and recycle them it into a new product.</p>	<p>Patagonia has turned 34 tons of recycled clothes into new clothes between 2005 and 2012.<sup>16</sup> (2012)</p>
<p><b>Value driver: Price positioning</b></p> <p><b>Kraft</b> Commitment to source 100% sustainable coffee for all European Brands.</p>	<p>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)</p>
<p><b>Value driver: Brand value</b></p> <p><b>The sustainable diner</b> purchases regional and seasonal food. All meat is organic and fish MSC certified.</p>	<p>The fish and grill brasseries' 12% increase in turnover shows that making environmentally sound choices can pay dividends. (2012)</p>
<p><b>Value driver: Secure Supply</b></p> <p><b>CRED</b> exclusively sources from one gold mine since 2005, which was sustainably developed, good working conditions &amp; wages guaranteed. CRED uses 40 times less rock to extract the quantity needed for a 4g ring 8at CRED extracted 0.5 tons of rock vs. conventional 18-20 tons of rock.</p>	<p>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)</p>
<p><b>Value driver: Sustainable Assortment</b></p> <p><b>Kingfisher</b> aims to increase sales of 'eco-products', which are made from materials with lower environmental impact &amp; help customers reduce their impact.</p>	<p>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.<sup>17</sup> (2013)</p>

## Exemples sur le potentiel d'affaires