



The Importance of Customer Centricity in Delivering a Sustainable Supply chain

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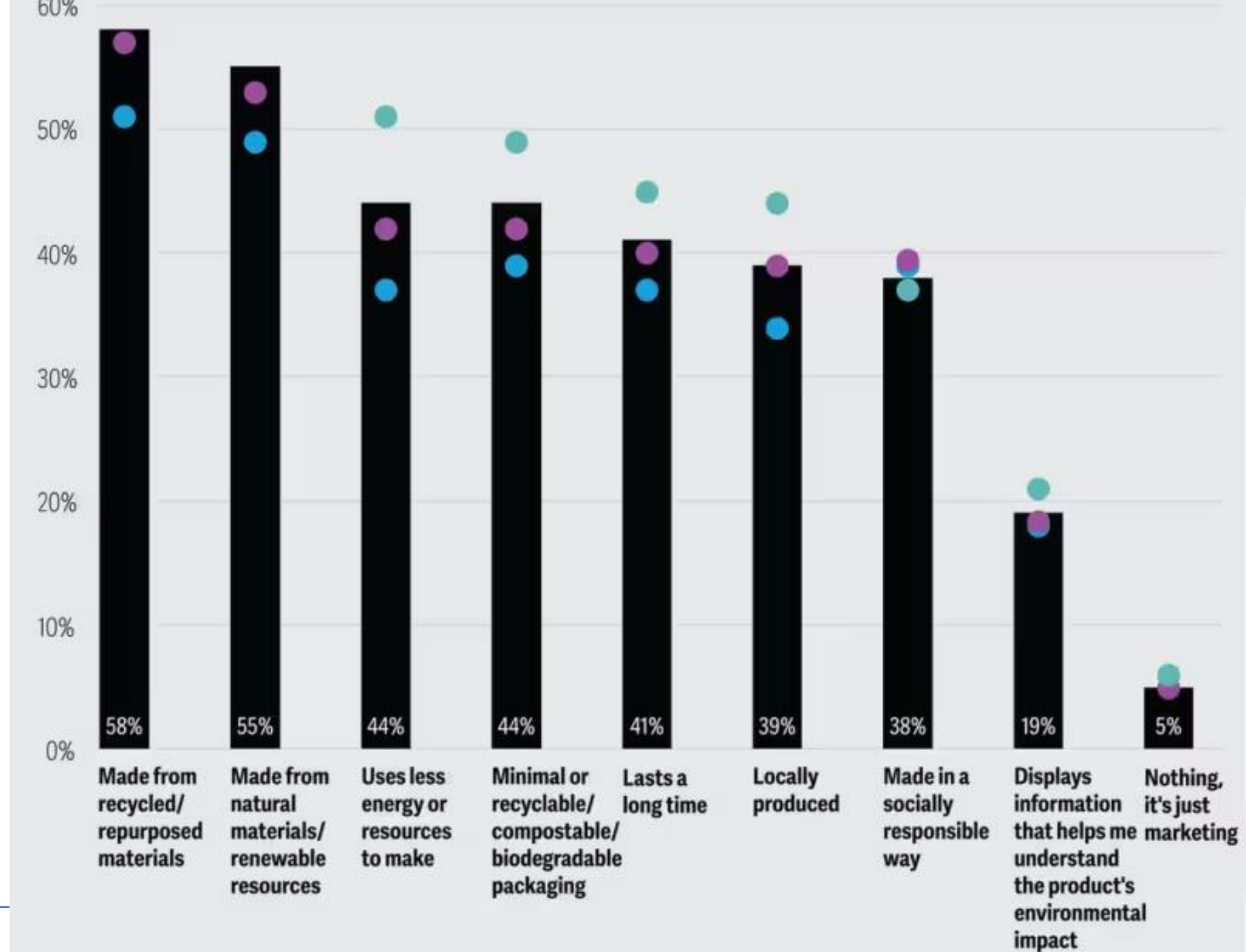
Consumer connectedness to supply chain





Attributes associated with sustainable goods and services

Deloitte 2023





Percentage of consumers paying premium for their last sustainable purchase





Beyond compliance

Anticipate to:

Reduce
Overproduction

Build Trust and
Loyalty

Changing
Preferences and
expectations

SUSTAINABLE DEVELOPMENT

Gen Z cares about sustainability more than anyone else – and is starting to make others feel the same

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