

**”Vores greenwashing-alarmklokker ringer,
når marketing dukker op alene”**

Kilde: Artikel fra Plastik Change på CSR.dk



MARKETINGDREJET BÆREDYGTIGHED





LONE DITMER
Marketing Manager+
Sustainable Business Development

8 år hos Dansk Wilton
Cand.negot. tysk
Internationalt salg og marketing





AGENDA

- Kort om Dansk Wilton
- Bæredygtighed i Dansk Wilton
 - strategisk målsætning og konkrete tiltag
- Marketingdrevet bæredygtighed



DANSK WILTON

- Etableret i 1953 i Herning
- Familieejet
- 60 medarbejdere
– produktion og administration (SMV)
- Eksportandel på 98-99%
- Kundetilpassede tæppeløsninger til hospitality-segmentet
(meget fokuseret og nicheorienteret)





WHO & WHY

Dansk Wilton is one of the leading manufacturers of custom designed carpets for the international hospitality industry – hotels and cruise ships worldwide.

In close collaboration with architects and interior designers worldwide we create carpet solutions that support a great design- and guest experience.

...delivering the difference





KUNDER

- 4-5 stjernede hoteller
- Biografer



Park Hyatt Vienna



KUNDER

- Krydstogtskibe, megayachts
- Primært luksussegmentet



Crystal Endeavor



BÆREDYGTIGHED I DANSK WILTON

- Strategisk målsætning og konkrete tiltag

- Et godt udgangspunkt - kerneforretningen:
 - Ordreproducerende
 - Produktion i DK
 - Social og miljømæssig ansvarlighed
- Dog ingen stor CSR afdeling
- Den mere strategiske tilgang udsprang af et ønske om at finde en løsning for genanvendelse af vores tæpper efter brug



RE:THINK

your sustainable footprint



Cradle to Cradle Certified
MADE FOR TOMORROW
- Safe, circular & responsibly made

Cradle to Cradle er:

- En produktcertificering
- Et designkoncept
- En filosofi
- Vores værktøj for vores bæredygtige forretningsudvikling

CRADLE TO CRADLE

- Fra lineær (take-make-waste) forretningsmodel til cirkulær (biologiske eller tekniske kredsløb)
- Designkoncepter – design med et cirkulært mindset (også efter end of life)
- Systemtænkning – VÆRDIkæde (vi er ikke stærkere end det svageste led)





CRADLE TO CRADLE

Det handler ikke om at minimere forbruget -
less bad is still bad

Cradle to Cradle er visionen om en verden,
hvor produkter har en positiv effekt på
mennesker og miljø

= jo større økonomisk vækst, jo bedre for
planeten



CRADLE TO CRADLE – de 5 kategorier

- Vi skal performe bedst muligt inden for alle kategorier
- Kontinuerlig udvikling (roadmap)



Material health

- 98% of all substances used in our carpets are mapped and assessed
- Our carpets are proven free of banned substances: All suppliers and sub-suppliers signed the "Banned Lists of Substances" from Cradle to Cradle
- No use of fire retardants (wool is naturally flame resistant)
- For Colortec ORIGIN: No use of dyestuff
- Ongoing optimisation on material health
- All carpets are VOC A+ / Indoor Air Comfort GOLD certified
- Policy and action plan to ensure animal welfare



Product circularity

- Wool is a natural and rapidly renewable resource, making out 80% of our pile material
- Our felt backing is made of recycled PET-bottles
- Our carpets are rated as recyclable (based on the material health)
- Packing material: our carpet tubes are made from recycled plastic lids and our wrapping is made of recyclable plastic



Clean air and climate protection

- 100% wind energy in the internal production process of Colortec carpets. The use of renewable energy in the production process of our carpets goes beyond our internal processes, as all yarns are equally produced using renewable energy
- 100% compensation for remaining CO₂-emissions through Offset evidence, UN Certified Emission Reductions (CERs)
- Constant actions taken to reduce our CO₂-emissions



Water and soil stewardship

- Optimisation of product-related chemistry will also positively impact the quality of process wastewater
- As we do not generate any wastewater in our internal production processes, we take responsibility for our supplier's water management



Social fairness

- Production in Denmark with high standards for good working conditions
- Committed to include young people with a former criminal record and refugees in our work force
- B Corp self-evaluation carried out
- Supply Chain Code of Conduct implemented and signed by all Tier 1 suppliers



Colortec RE:THINK and Colortec ORIGIN with our integrated felt backing achieves certification level Bronze.
Colortec RE:THINK+ and Colortec ORIGIN+ with our integrated textile backing achieves certification level Silver.

Basic Bronze Silver Gold Platinum

CRADLE TO CRADLE – de 5 kategorier



Material health

- 98% of all substances used in our carpets are mapped and assessed
- Our carpets are proven free of banned substances: All suppliers and sub-suppliers signed the "Banned Lists of Substances" from Cradle to Cradle
- No use of fire retardants (wool is naturally flame resistant)
- For Colortec ORIGIN: No use of dyestuff
- Ongoing optimisation on material health
- All carpets are VOC A+ / Indoor Air Comfort GOLD certified
- Policy and action plan to ensure animal welfare



Product circularity

- Wool is a natural and rapidly renewable resource, making out 80% of our pile material
- Our felt backing is made of recycled PET-bottles
- Our carpets are rated as recyclable (based on the material health)
- Packing material: our carpet tubes are made from recycled plastic lids and our wrapping is made of recyclable plastic



Water and soil stewardship

- Optimisation of product-related chemistry will also positively impact the quality of process wastewater
- As we do not generate any wastewater in our internal production processes, we take responsibility for our supplier's water management



Clean air and climate protection

- 100% wind energy in the internal production process of Colortec carpets. The use of renewable energy in the production process of our carpets goes beyond our internal processes, as all yarns are equally produced using renewable energy
- 100% compensation for remaining CO2-emissions through Offset evidence, UN Certified Emission Reductions (CERs)
- Constant actions taken to reduce our CO2-emissions



Social fairness

- Production in Denmark with high standards for good working conditions
- Committed to include young people with a former criminal record and refugees in our work force
- B Corp self-evaluation carried out
- Supply Chain Code of Conduct implemented and signed by all Tier 1 suppliers

INNOVATION - ORIGIN

- Produktudvikling: ORIGIN i ufarvet uld
- Involvering i særlige kundeprojekter:
 - Eco-Cab
 - TUI Mein Schiff 6
- Differentiering: Når arkitekten specificerer tæpper i ufarvet uld og Cradle to Cradle certificeret, peger pilen på Dansk Wilton



"Not only is this product beautiful, it is totally sustainable as it is made by the natural colours of sheep's wool. This eliminates the dyeing process which can be harmful to the environment. I fell in love with this natural colour pallet which drew me to the ORIGIN product. There is a depth of colour and organic nature to the yarns that cannot be replicated with dyed yarns. I'm excited to see the designs come to life.

The talented team at DANSK WILTON have such a sophisticated eye which makes it a pleasure to collaborate with them. The results are always fabulous. I'm sure this product will resonate with many designers"

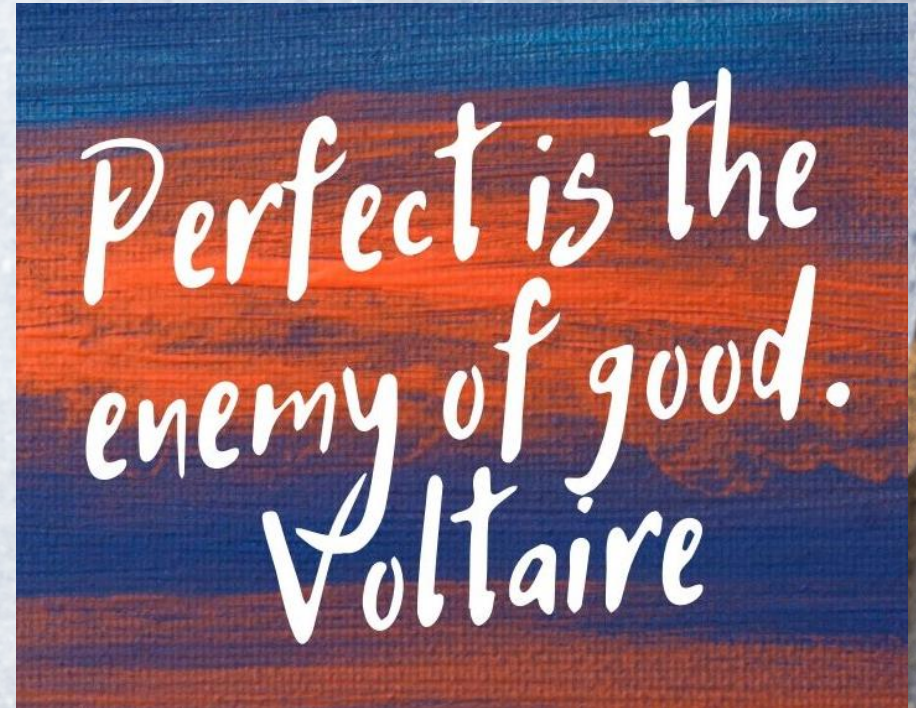
My Nguyen, Director of Interior Design & Operations
with Holland America Line & Seabourn



INNOVATION – RE:SHAPE

"In the process of creating a possible starting point for circular use of carpet waste, we have at some points felt like modern-day explorers – on a quest into uncharted land. We know where we would like the journey to end but not necessarily the way to get there.

We may still be a long way from our zero-waste ideal, but that is no excuse for doing nothing. Every step matters if it is a step in the right direction".





BÆREDYGTIGHED
- en måde at drive virksomhed på

- En integreret del af kerneforretningen
- Mindset: Muligheder eller bøvl
- Styrker brandet
- Licence to operate
- Fremtidig rekruttering

Understøtte vores kunders fokus på at gøre deres forretning mere bæredygtig



INDFRIEDE FORVENTNINGER & OVERRASKELSER

- ✓ Bekræftet i vores tilgang - vores kunder efterspørger i stigende grad dokumentation og mere bæredygtige løsninger
 - ✓ Mere værdibaseret dialog med kunderne
 - ✓ Taletid på konferencer/hos kunder
-
- Graden af kompleksitet
 - Hvor meget der kræves UDEN for egen organisation
 - Hvor meget vi faktisk kan rykke uden en stor CSR-afdeling
 - Megen værdi i at kommunikere om tiltag, selvom vi ikke er i mål (ærlighed, substans og transparens)



SUSTAINABILITY & PURPOSE

	€ High profitability	€ Low profitability
High sustainability	Purpose company	Financially unsustainable company
Low sustainability	Socially unsustainable company	Walking dead

The purpose of a company is

"to produce profitable solutions to problems of people and planet," while at the same time "not profiting from producing problems for people or planet"—a failure in sustainability.

Companies that are making investments in sustainability while failing to produce profitable solutions to people and planet are also failing in purpose.

Companies that are profitable while degrading the environment and society are focused on profits, not purpose.

*The Difference Between Purpose and Sustainability,
Harvard Law School Forum on Corporate Governance*

MARKETINGDRETVET BÆREDYGTIGHED

Involvering i de bæredygtige aktiviteter og øget viden
– på denne måde bliver vi også mere sikre i vores kommunikation om bæredygtighed

Bidrag til den bæredygtige dagsorden
– for virksomheden og kunderne

Den gode historie er ikke nødvendigvis baseret på resultater
- men handler også om holdning, mål og processer

Helt lavpraktisk: Tænk bæredygtighed ind i alt fra messedeltagelse til indkøb af marketingmaterialer
– **MEN MED SUBSTANS**

*“Move your brand to be part
of the solution and not part
of the problem”*



GOODVERTISING
Creative advertising that cares