



# USO RESPONSABLE DE RECURSOS: MÁS ALLÁ DE LA MODA

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*“me siento una*  
**super mamá!**”



# SOSTENIBILIDAD















Hemos sembrado más de 1.5 millones de plantas en nuestros parques, camellones y espacios públicos  
Equivale a haber reforestado más de 31 veces el Zócalo de la CDMX

agua



# Gestión de Residuos Sólidos





## PROGRAMAS DE CONSERVACIÓN DE ÁREAS VERDES

Es un programa que consiste en la recuperación de la cobertura vegetal de Quintana Roo tanto en ecosistemas naturales como en espacios públicos a través de la reforestación de mangle en Áreas Naturales Protegidas y producción de plantas nativas en el Vivero Forestal Riviera Maya.



**91.5 hectáreas**

De manglar reforestado desde el 2008 con un índice de 80% de sobrevivencia en las Áreas Naturales Protegidas de los municipios de Benito Juárez y Cozumel.



**103,600 plantas**

Producidas en viveros de un total de 110 especies.



**51 hectáreas**

De casuarina (especie invasora) erradicada en la Área Natural Protegida Manglares de Nichupté.



**FLORA FAUNA  
Y CULTURA  
DE MÉXICO, A.C.**

**experiencias  
xcaret**

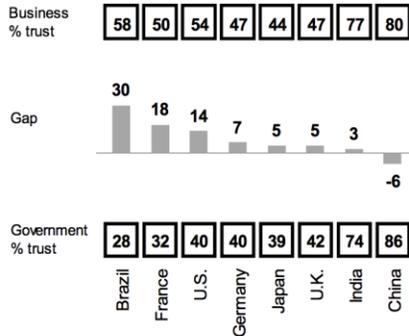
Encuentra lo que es  
importantes para ti  
y que tenga que ver  
con tu negocio  
defiéndelo, hazte  
cargo y cumple

# PEOPLE PUT THEIR TRUST IN BRANDS

2019 Edelman Trust Barometer

## Business more trusted than government

Gap in trust, business vs. government



2019 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." 9-point scale; top 4 box, trust. TMA\_SIE\_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 27 -market average.

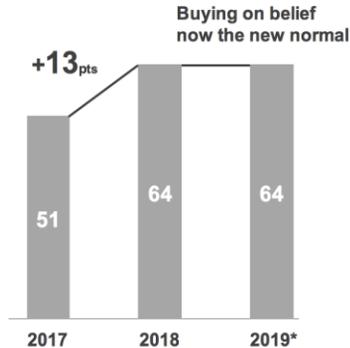
2018 Edelman Earned Brand. Belief-driven buying segments. 8-market average. Belief-driven buyers choose, switch, avoid or boycott a brand based on its stand on societal issues.

\*2019 Edelman Trust Barometer Special Report: In Brands We Trust? Mobile Survey. Belief-driven buying segments. 8-market average.

2018 Earned Brand

## Brands expected to take a larger role in society

Percent who are belief-driven buyers



2019 Edelman Trust Barometer

## Trust impacts buying

“

A good reputation may get me to try a product, but **unless I come to trust the company behind the product, I will soon stop buying it**”

**67%**  
agree

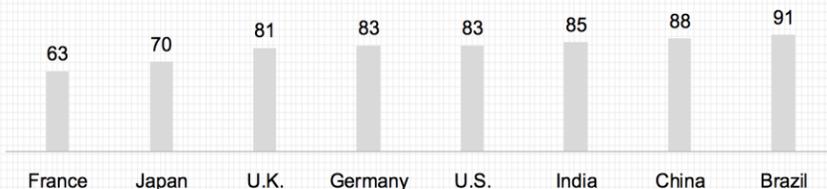
# BRAND TRUST ESSENTIAL ACROSS MARKETS, AGES AND INCOMES

Percent who say this is a deal breaker or deciding factor in their brand buying decision

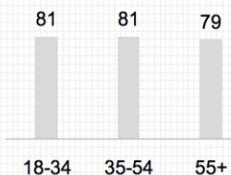
I must be able to trust the brand to do what is right

**81** %

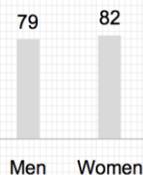
## MARKETS



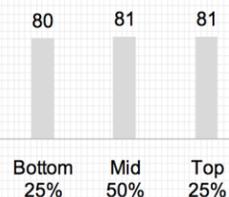
## AGE



## GENDER



## INCOME



2019 Edelman Trust Barometer Special Report: In Brands We Trust? Q104Overall. When it comes to brands that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely nice to have. Please base your answers, using the scale below, on your actual purchase behavior involving this type of product and not what you would do in a perfect world. 3-point scale; top 2 box, important. 8-market average, by gender, age, and income.



# BRAND TRUST RANKS AS A TOP BUYING CONSIDERATION

Percent who say each is a **deal breaker** or **deciding factor** in their brand buying decision

Product attributes	Quality	85
	Convenience	84
	Value	84
	Ingredients	82
	<b>I must be able to trust the brand to do what is right</b>	<b>81</b>
Brand and company attributes	Supply chain	79
	Customer before profits	78
	Good reviews	77
	Reputation	73
	Values	72
	Environmental impact	71

2019 Edelman Trust Barometer Special Report: In Brands We Trust? Q104 Overall. When it comes to brands that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely nice to have. Please base your answers, using the scale below, on your actual purchase behavior involving this type of product and not what you would do in a perfect world. 3-point scale; top 2 box, important. 8-market average.





Si la sostenibilidad es  
auténtica, vende a largo  
plazo

Green Wash / Social Wash  
Estrategias a corto plazo con  
pésimo impacto en el modelo  
de negocio

