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AND THE UNIVERSITÉ DU QUÉBEC À MONTRÉAL

UNWRAPPING

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Québec

DIRECTED BY SOPHIE LAMBERT AND SYLVAIN ALLARD,
PRODUCED BY SOFA MÉDIAS



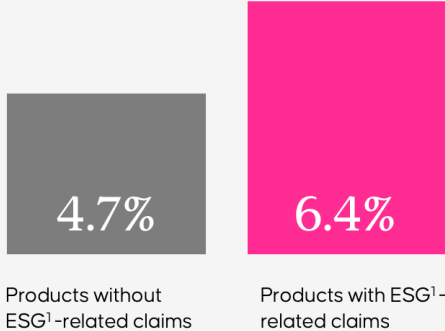
People are now voting with their wallets - products that make ESG claims are being purchased at a higher rate than those who do not.

Products making ESG-related claims accounted for 56 percent of all growth over the 5 years studied. (McKinsey/Nielsen)

56%

Products that make environmental, social, and governance-related claims have achieved disproportionate growth. (McKinsey/Nielsen)

+1.7%



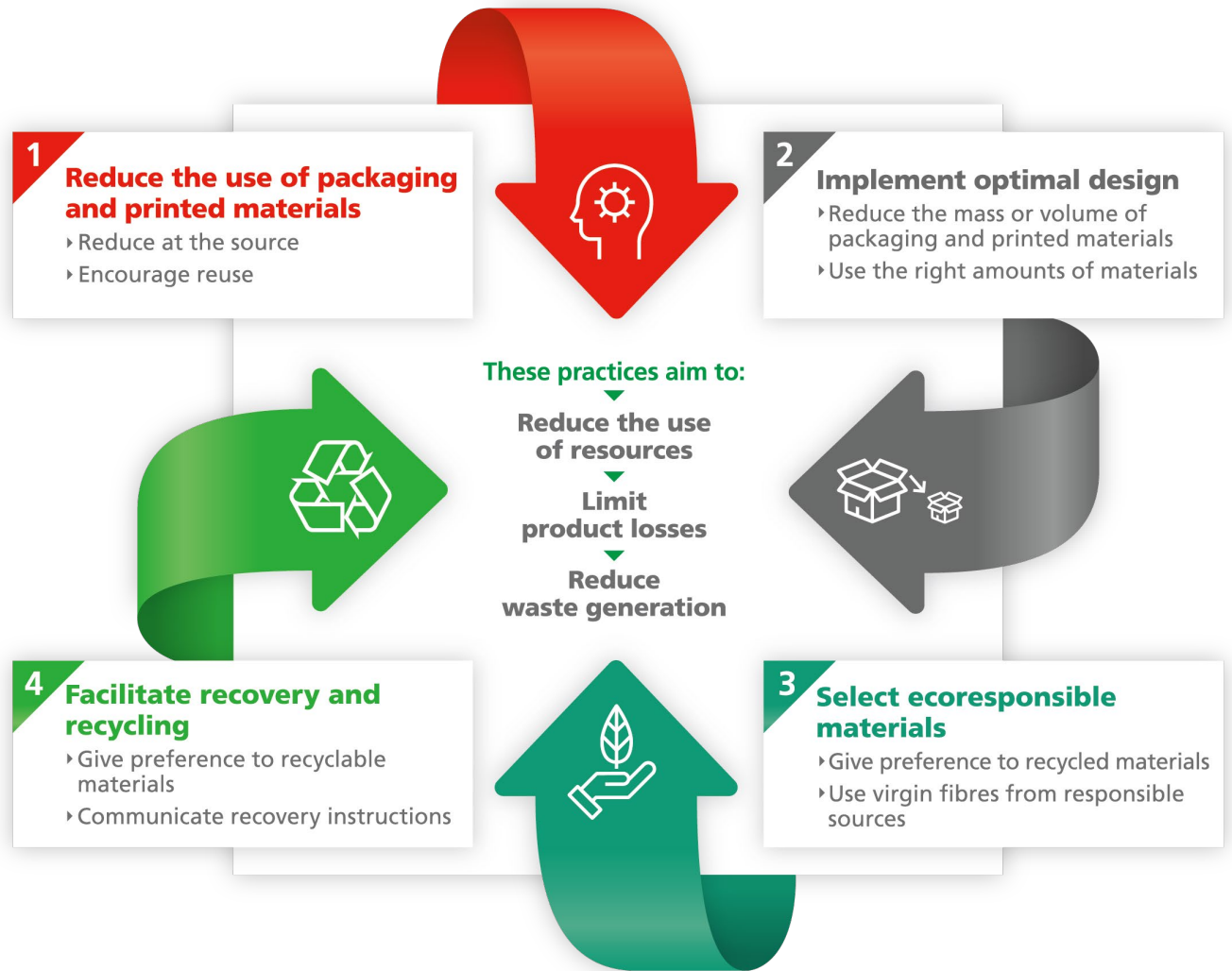
In 68 percent of categories, established products making ESG-related claims outperformed established products without them. (McKinsey/Nielsen)

68%



Our packaging and printed materials management approach

-20% cardboard



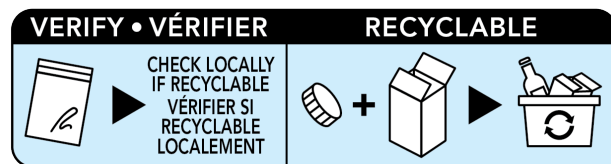
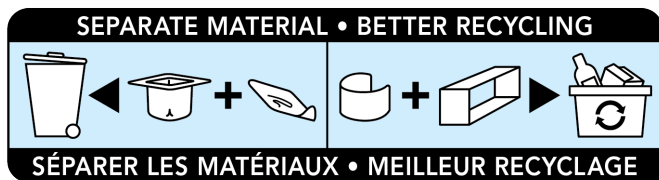
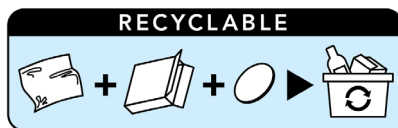
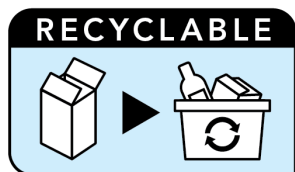
Democratic Design Principles





Leveraging our “eco-pictos” system

Currently, nearly 60% of our packaging displays these instructions.



Circular & Climate Positive



When it comes to sustainability, packaging is a big piece of how consumers judge a product.

Create added value for your brand by elevating your sustainability efforts into a consumer campaign.



metro
brands

Infuse our recycling values
into our branding and
personality



**It's good
business
to be
a good
business.**





**Working together
It's the way to
collective
success !**



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