



SWITZERLAND'S MOST PURPOSE CREDIBLE BRANDS 2023

Insights for Example Company

April 2023



GLOBEONE®

Agenda

- 1. Globeone Purpose Readiness Index**
2. PRI results for Example Company
3. PRI industry benchmarking
4. About Globeone

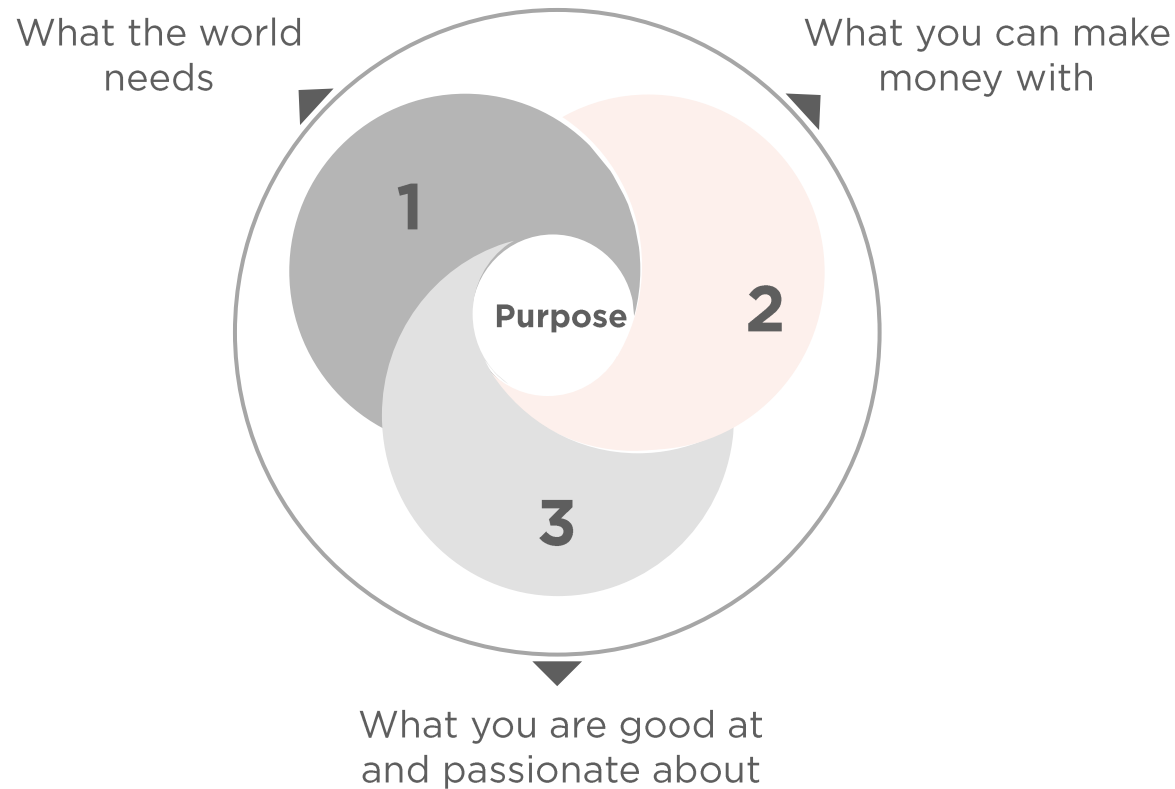


In the wake of multiple global crises...



... companies are challenged to live up to their corporate purpose

What is purpose?



PURPOSE

A purpose describes why an organization exists. It defines **what it stands for** and to what extent it can make a **sustainable positive contribution** to the **value-creating coexistence** of business, society and the environment.

What does it mean to be purpose ready?

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In order to contribute to a better world, a company should be perceived by the public as having as few negative associations and scandals as possible.

PURPOSE

By definition, a company that is “purpose ready” should be seen as honest, authentic, responsible, sustainable, and fit for the future. Only then, the company can convincingly address all interest groups and is prepared to communicate its purpose credibly.

READINESS

Scandals & crises negatively impact purpose credibility

ITEM SELECTION

BZ BZ BERNER ZEITUNG

18.10.22

"French subsidiary Lafarge of building materials group Holcim must dig deep into its pockets for past offenses committed in Syria"

Neue Zürcher Zeitung

29.10.22

"From model student to scandal bank: the deep fall of Credit Suisse"

BZ

19.03.22

"Lonza and Givaudan produced substances that endanger fertility".

TA WIRTSCHAFT

03.09.21

"ESG investment products are not sustainable, the industry is "greenwashing" with them...Swiss banks are being targeted by climate change activists because of their lending and investment policies"

CREDIT SUISSE

UBS

HOLCIM

GLENCORE

Givaudan

Nestlé Good food, Good life

Lonza

Julius Bär

TA WIRTSCHAFT

20.09.22

"A lawyer accuses Nestlé of continuing to sell pizzas despite suspicions of an outbreak of E. coli bacteria"

TA SONNTAGSZEITUNG

24.09.22

"UBS is funding a Brazilian meat producer suspected of promoting the systematic clearing of the rainforest"

BZ SONNTAGSZEITUNG

11.06.22

"Bruised family demands 22 million in damages from Julius Baer"

SRF

21.06.22

"Oil access and illicit profits; Glencore subsidiary pleads guilty to bribery in Africa"

1. UNSUSTAINABLE

2. INAUTHENTIC

3. DISHONEST

4. OVERLY PROFIT-DRIVEN

5. NOT FUTURE-PROOF

April 2023

Slide 6


























































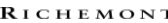


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Globeone Purpose Readiness Index (PRI)



Surveyed brands and institutions

Banking & Investment	Construction & Raw Materials	Consumer Goods	Insurance	IT / Telecommunications	Logistics & Transportation	NGOs	Pharma & Chemicals	Retail & Trade	Services	Technology	Watch & Luxury
     	  	       	     	  	     		       	  	 	        	    

Survey design



1,197

Participants



5

Purpose-relevant image
dimensions



61


















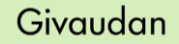











































Swiss companies &
organizations with
reasonable public
awareness



2022

Survey period:
Q4 2022

Globeone Switzerland Purpose Readiness Index 2023 – Ranking

1	 PRI 72.3 VICTORINOX	2	 PRI 71.5 MIGROS	3	 PRI 70.7 GEBERIT	4	 PRI 70.5 LINDT & SPRÜNGLI	5	 PRI 70.2 coop	6	 PRI 69.2 planted.	7	 PRI 68.8 WWF	8	 PRI 68.6 Emmi
9	 PRI 68.5 SBB CFF FFS	10	 PRI 68.2 logitech	11	 PRI 67.3 swatch	12	 PRI 67.1 Schindler	13	 PRI 66.7 sonova HEAR THE WORLD	14	 PRI 66.7 DIE POST	15	 PRI 66.4 die Mobiliar	16	 PRI 65.8 Hitachi Energy
17	 PRI 65.2 Alcon	18	 PRI 65.0 Givaudan	19	 PRI 65.0 ABB	20	 PRI 64.7 Baloise Holding	21	 PRI 64.1 KUEHNE+NAGEL	22	 PRI 64.1 helvetia	23	 PRI 63.7 SULZER	24	 PRI 63.0 Swiss Re
25	 PRI 63.0 PATEK PHILIPPE GENEVE	26	 PRI 62.9 swisscom	27	 PRI 62.8 oerlikon	28	 PRI 62.7 KUONI	29	 PRI 62.5 Sika	30	 PRI 62.4 ROLEX	31	 PRI 62.3 SIG	32	 PRI 62.0 Z ZURICH
33	 PRI 61.8 IX	34	 PRI 61.3 swissport	35	 PRI 60.7 CLARIANT	36	 PRI 60.4 Lonza	37	 PRI 60.3 RICHEMONT	38	 PRI 60.2 m sc	39	 PRI 60.1 THE ADECCO GROUP	40	 PRI 59.9 SWISS
41	 PRI 59.3 amag	42	 PRI 59.3 gn	43	 PRI 59.2 SwissLife	44	 PRI 59.2 Implenia	45	 PRI 58.3 Chopard	46	 PRI 58.1 Cembra	47	 PRI 58.1 axpo	48	 PRI 58.1 HOLCIM
49	 PRI 58.1 NOVARTIS	50	 PRI 57.1 Sunrise	51	 PRI 56.7 Vontobel	52	 PRI 56.7 Roche	53	 PRI 56.2 Julius Bär	54	 PRI 55.6 Salt.	55	 PRI 53.2 syngenta	56	 PRI 53.0 IQOS
57	 PRI 53.0 UBS	58	 PRI 49.8 Nestle Good food, Good life	59	 PRI 48.6 CREDIT SUISSE	60	 PRI 48.3 GLENCORE	61	 PRI 41.0 GLENCORE						

(N = 1,197)

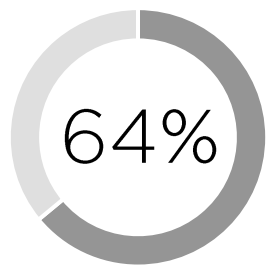
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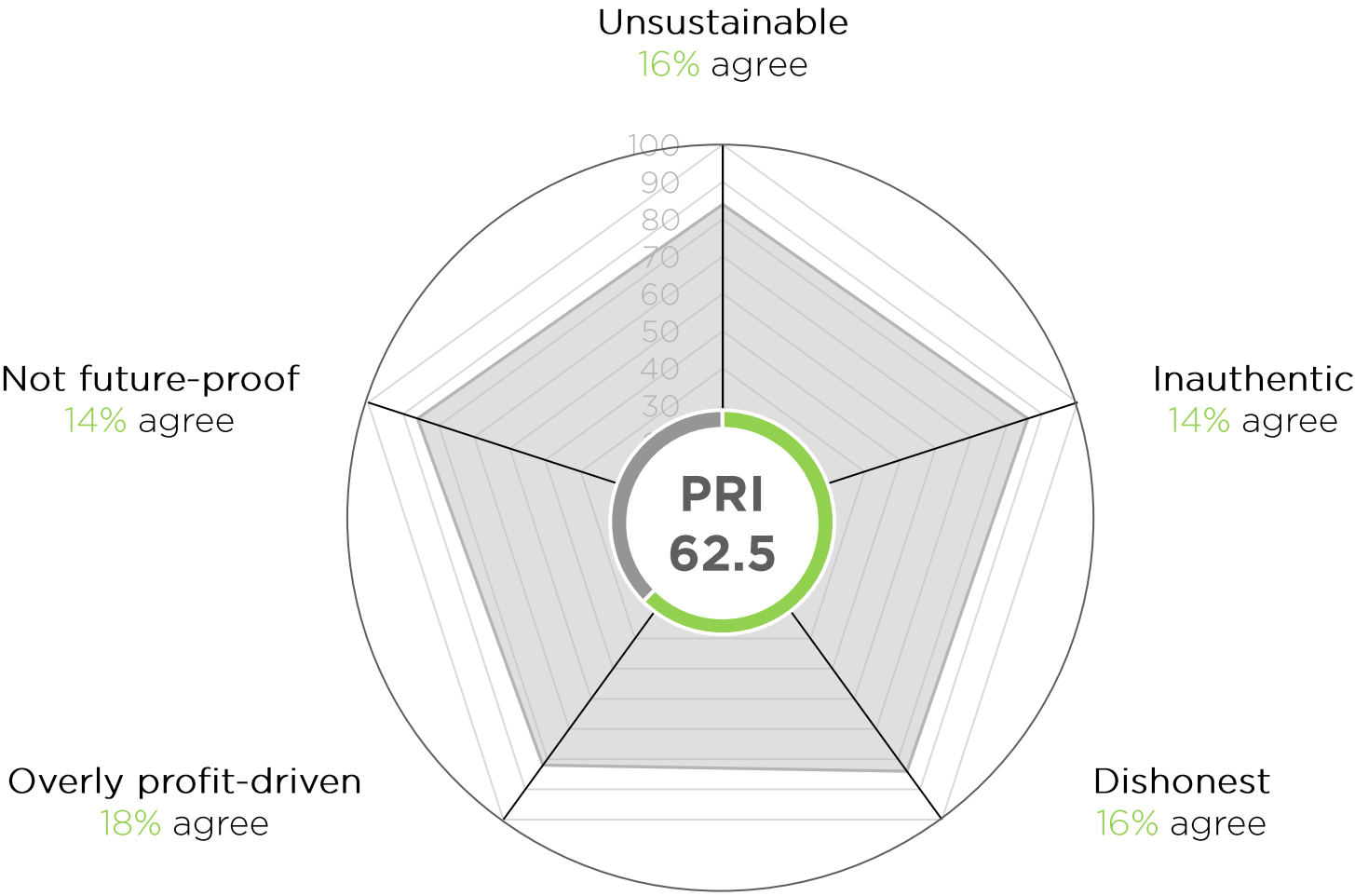
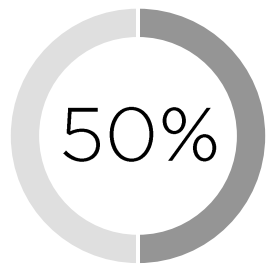


Example Company: General overview

Ø Awareness

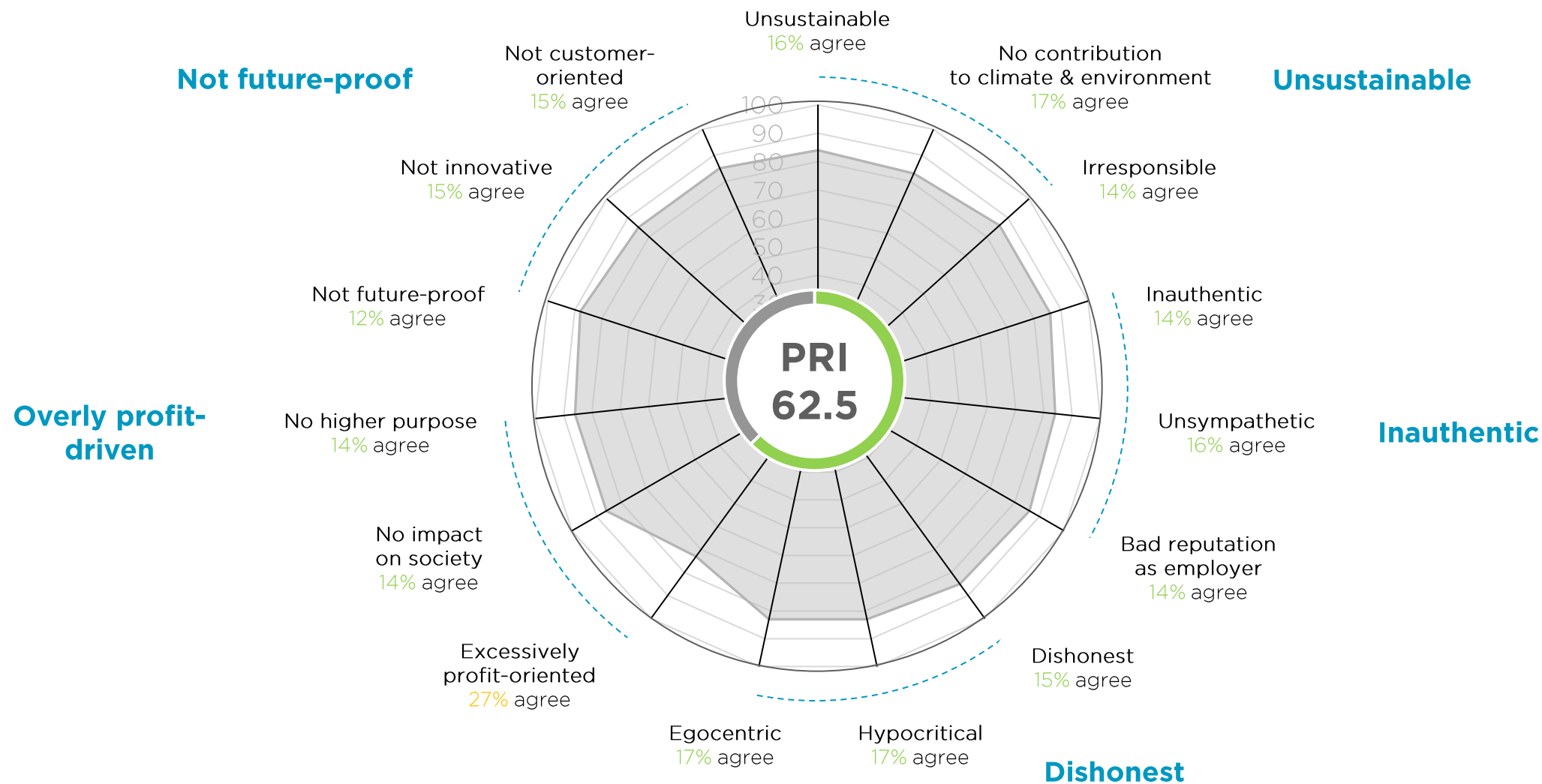


Ø Positive Image



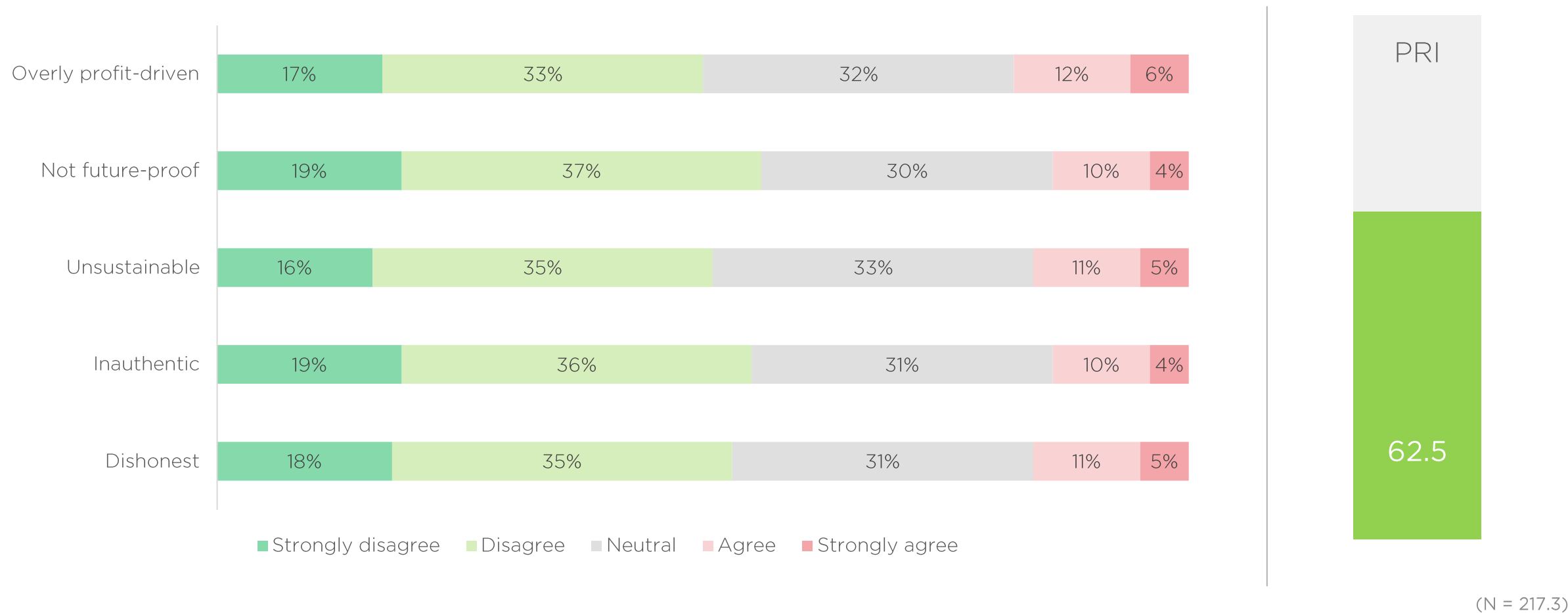
(N = 217.3)

Example Company: Detailed analysis of 5 image dimensions



(N = 217.3)

Example Company: Agreement vs. disagreement levels



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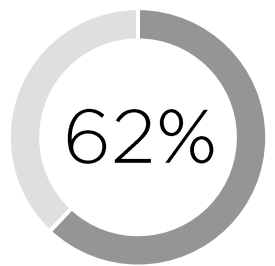
Globeone Purpose Readiness Index – PRI comparison by industry

1	2	3	4	5	6	7	Average 61.7	8	9	10	11	12
NGOs PRI 68.8	Retail & Trade PRI 67.0	Technology PRI 64.9	Logistics & Transportation PRI 63.4	Insurance PRI 63.2	Watch & Luxury PRI 62.2	Consumer Goods PRI 61.8		Services PRI 61.4	Pharma & Chemicals PRI 60.4	IT / Telecommunications PRI 58.6	Banking & Investment PRI 55.7	Construction & Raw Materials PRI 52.8

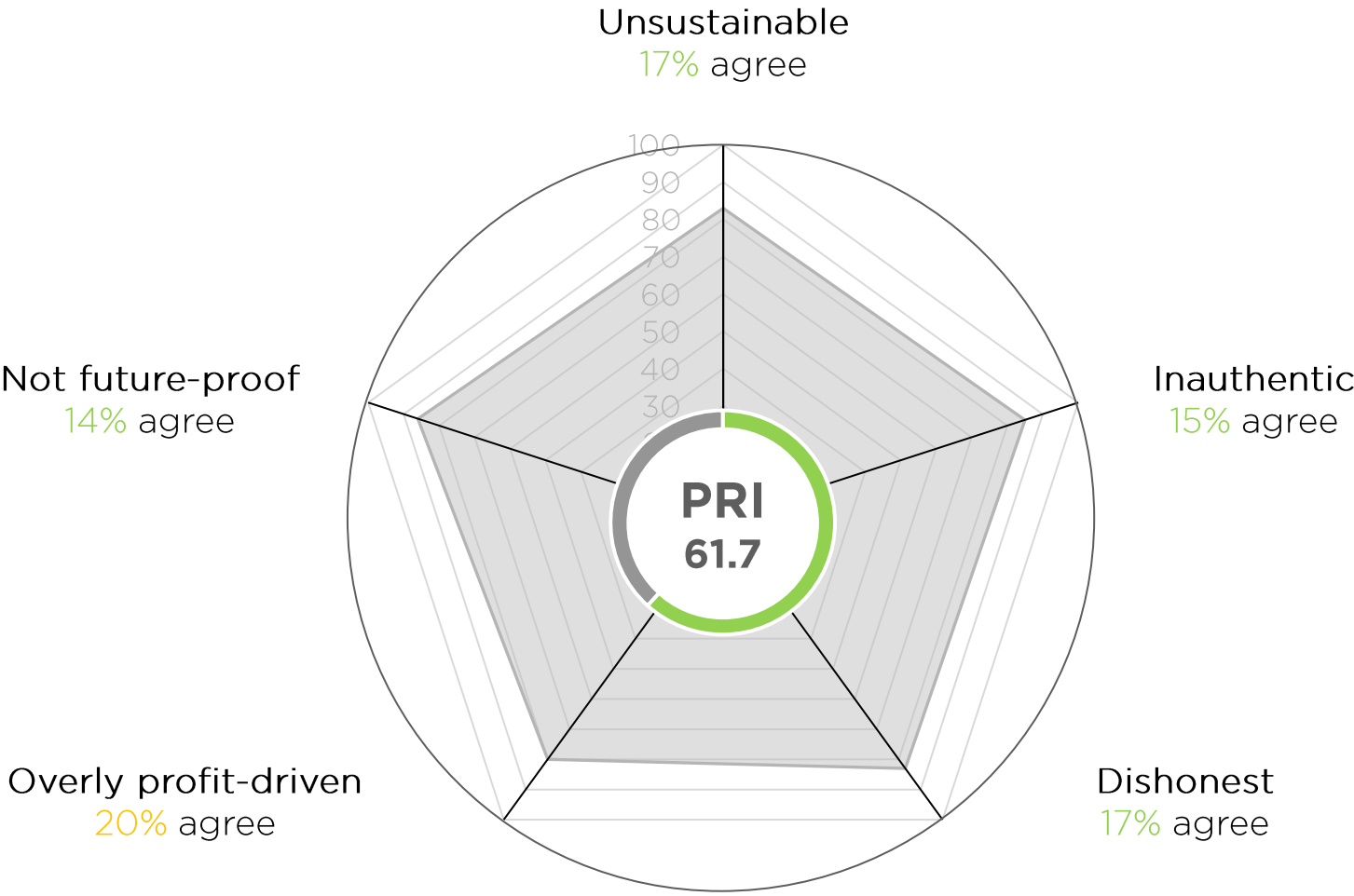
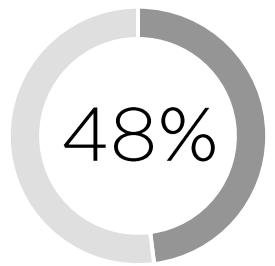
(N = 1,197)

Banking & Investment: Overview

Ø Awareness

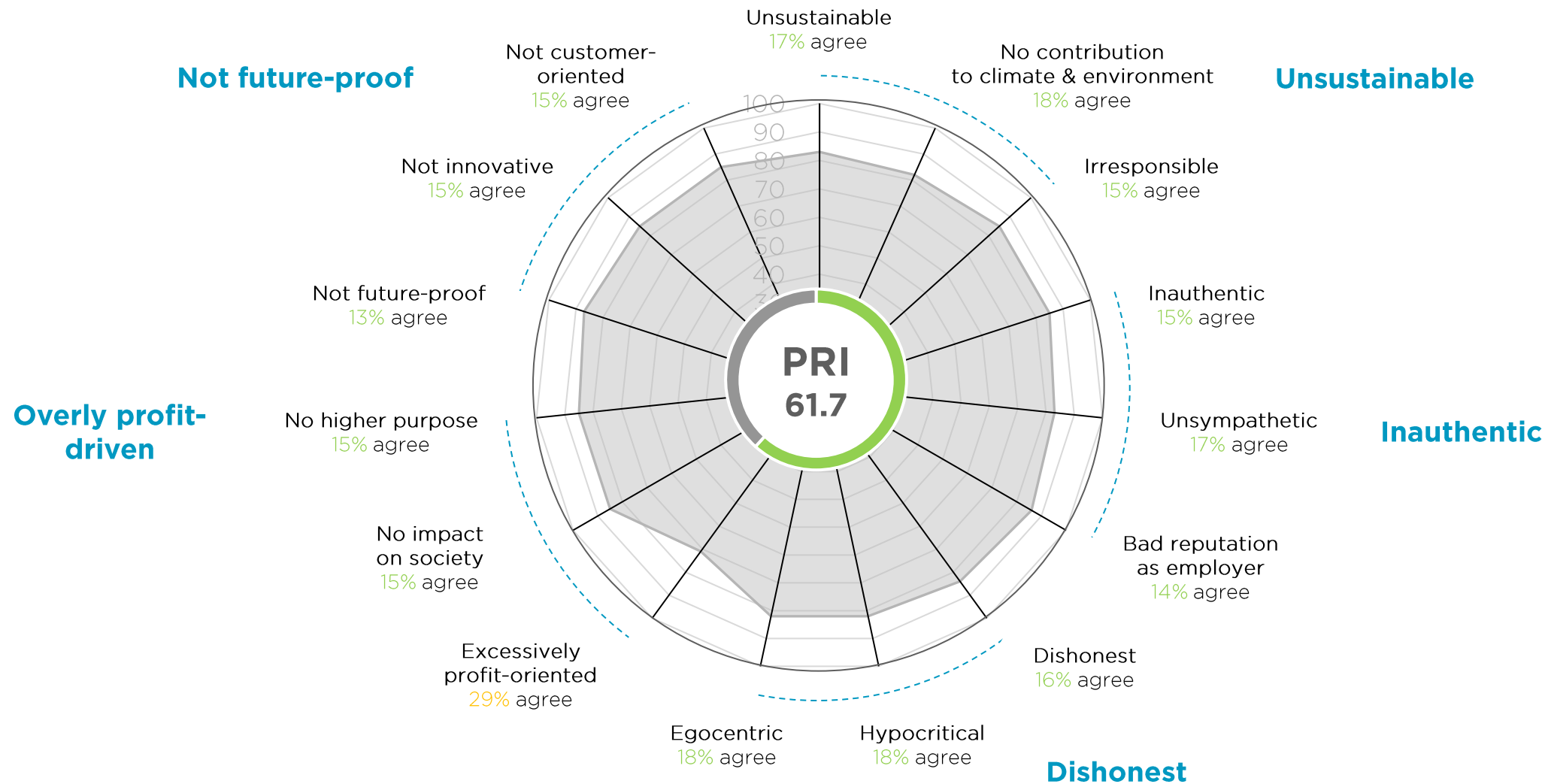


Ø Positive Image



(N = 1,197)

Banking & Investment: Detailed analysis



(N = 1,197)

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Who we are

Globeone – Transform to Better

Globeone is a management consultancy offering transformation strategy, brand and communication services as one of the leading owner-managed providers in the German-speaking region. From our global hubs in Germany, Switzerland, and China, we support businesses and brands to better position themselves for sustainable growth. Our consultants inspire purposeful change and serve our clients as co-pilots along their transformation journeys, helping them turn ideas into tangible solutions. Globeone's clients include many publicly listed companies in the technology, automotive, chemical, agricultural, aerospace, financial and retail sectors.



Transform to better – our service portfolio



- _ Purpose readiness
- _ Purpose development
- _ Purpose-driven transformation strategy
- _ Purpose-driven brand management
- _ Organization & leadership culture
- _ Employee purpose activation
- _ Thought leadership

- _ Culture gap analysis & target definition
- _ Definition of value systems
- _ Agile empowerment
- _ New ways of working
- _ Purpose executive coaching
- _ Leadership principles
- _ Change management & comms

- _ Brand strategy & management
- _ Brand positioning & value proposition
- _ Brand architecture & migration
- _ Cultural brand safety & governance
- _ Brand performance measurement & analytics

- _ Communication strategy
- _ Message framework & narrative
- _ Content & format model development
- _ Newsroom / COM Hub development
- _ Organization development
- _ Workflow optimization

Get in touch with us!

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TRANSFORM TO BETTER