

Our economy and way of life is enabled by consumer goods and services using over 350,000 commercially available chemicals and materials. Historically, chemicals and materials were designed with two primary objectives in mind - cost and performance. As a result, we are now confronted with unprecedented sustainability challenges that threaten our quality of life and that can only be fully addressed if we transition to chemicals and materials that are inherently safer and more sustainable – in other words, “Future-Fit” materials.

Sustainable Brands and Change Chemistry are partnering to lead an SB Working Group focused on accelerating a wide-scale market transformation toward more Future-Fit Materials. Driving price parity and scale will require education, amplification, and industry collaboration.

## Empower and Become Champions of Future-Fit Materials

To achieve our goal of creating a pathway to scale Future-Fit materials faster, it is important to establish shared language and understanding of the business rationale for the transition we seek for all members of the value network. The Phase I outputs of this working group will empower sustainability champions across all business functions (including sustainability, brand strategy, innovation, marketing, sales, procurement, finance and beyond) to collaborate with their technical teams on successfully creating business value from new materials.

Phase I outputs planned for 2025 will include:

- **Future-Fit Materials Lexicon:** Building shared definitions of language to be used across functions and market sectors.
- **Playbook: The Business Value of Future-Fit Materials:** A guide to creating business value with Future-Fit materials for each part of the value chain, including the benefits of adopting new material and the conditions that need to be met to generate value (internalizing externalities, aligning sales and procurement around the same language and business benefits).
- **Market Transformation Roadmap for the Materials Sector:** A roadmap for implementing various strategies and tactics for enacting systems change including policy and regulatory frameworks, internal and external incentives, and consumer education.
- **Future-Fit Materials Content Hub:** An editorially curated content hub on sustainablebrands.com, co-branded with the SB Working Group sponsor companies, featuring case studies, research and other intelligence on Future-Fit Materials, sourced from both the SB Working Group sponsor companies as well as other international sources and partners.

## SB Working Group Value Across Stakeholder Groups

- **Materials & Ingredient Innovators** - Grow awareness, find partners, and grow business by accelerating the adoption of alternative materials.
- **Manufacturers & Suppliers** - Advance ESG goals, drive consumer trust, and grow your business.
- **Brands & Retailers** - Advance ESG goals, find partners, and increase sales of better products.

## Benefits of Becoming a Sponsor Company

Sponsors will have the opportunity to:

- Provide input on final structure, topics, and content to make sure that the output best meets the needs of your organization.
- Be recognized as thought leaders in the Future-Fit materials space and in the wider community through branded visibility on media and articles related to the SB Working Group.
- Be featured in potential speaking opportunities on this work, such as sharing outputs and insights via one or more of SB gatherings; events, membership meetings or webinars.
- Show thought leadership with prioritized submission status on the Future-Fit Materials Content Hub on the SB website.
- Broadcast announcements in the SB Press Room related to Future-Fit Materials.

**SB Working Groups are a vital component of driving sustainable transformation. Through collaboration, companies can problem-solve through shared learnings and resources from their peers, while addressing some of the most pressing issues of our time.**

This effort requires support from across the value network, including brands, retailers, and materials innovators, to effectively ensure the market transition we seek.

Phase I of this working group will run through December 2025. The time commitment is fully flexible pending the needs of your organization. Those companies interested in participating in and supporting this work are asked to contribute \$20k to be part of Phase 1 through 2025.

Members of either SB or Change Chemistry are offered a \$5k discount to participate in and help steer the group's establishment and efforts.

*We can only reach scale together with our vertical partners and our peers. To harmonize design, materials, collection systems, and more, retailers and producers need to work together and find common ground.*

**-SB MEMBER**



Contact your SB business development partner or email [engage@sustainablebrands.com](mailto:engage@sustainablebrands.com) for more information on how your company can join the movement in co-creating positive social and environmental solutions resulting in the collective good growth for all.