

# Unlocking Purposeful Collective Action



Quantum's Roadmap to Sustainable Impact

2023



We are living through a period of accelerated change, and the role of organisations in society is evolving.



**Sustainability** has become the word of the moment, but we need to move beyond short-term innovations that just tackle plastic problems, to a long-term regenerative approach to the impact we have on our world.



Rising racial and social injustice can no longer be ignored, and the **role of inclusivity and diversity** beyond a box ticking exercise is fast becoming a central pillar in all parts of business strategy both internally and externally.



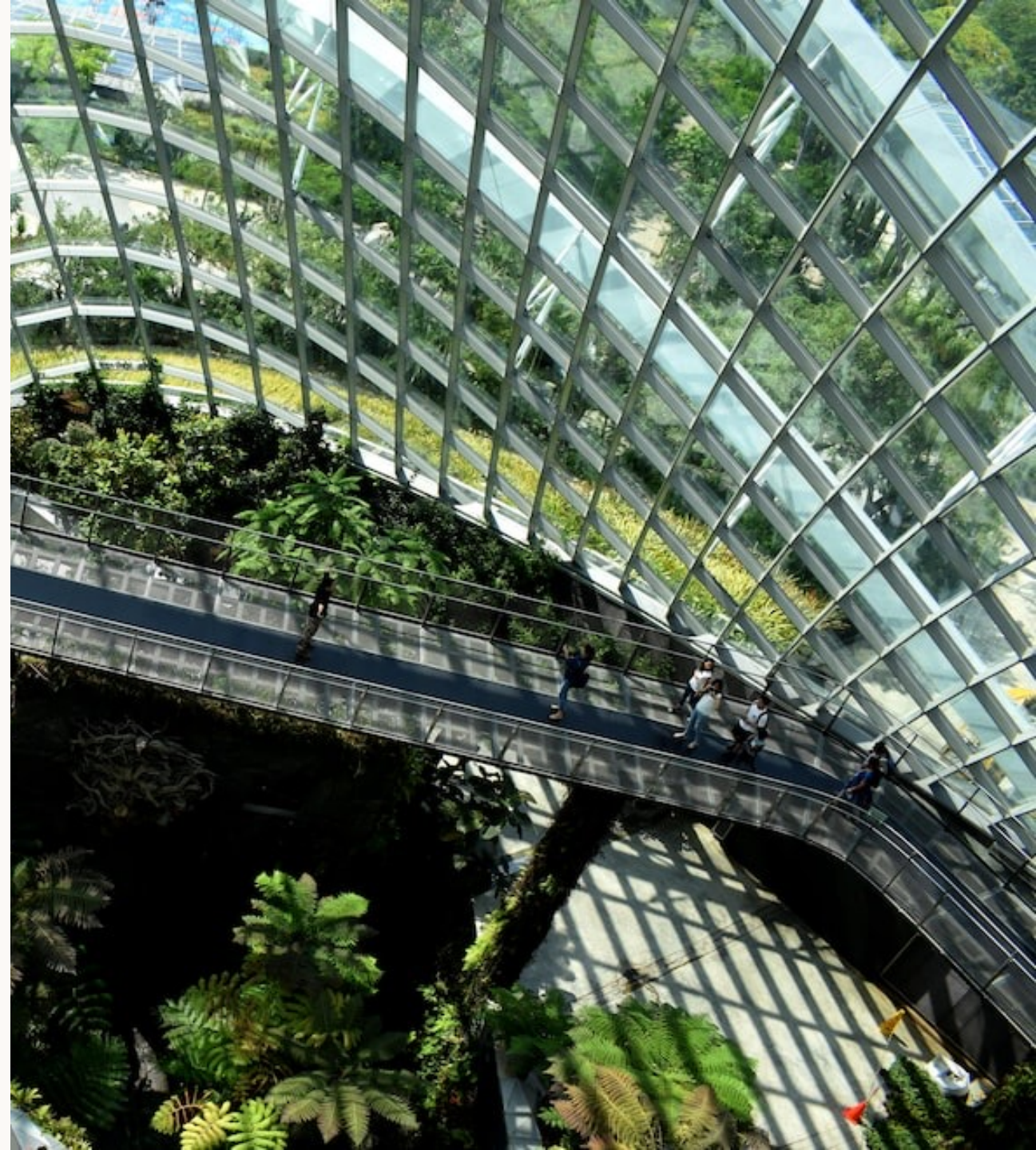
COVID-19 highlighted the interconnectedness of social and environmental issues, showing us that **systemic change at all levels**, across government, organisations and countries is needed to find solutions.

We all understand why Sustainability matters...

But why is it that we're still struggling to balance good intentions and positive growth with regenerative impact?

Ask yourself:

“What would society really lose if your organisation disappeared?”



Sustainability is a complicated and interconnected issue.

It is widely recognised that **a systems approach to tackling sustainability** is essential if we as a global population are going to meet these needs.

**We believe it is essential to think about sustainability from these three lenses and build solutions that tackle sustainability and drive regenerative impact in the right way.**



# Sustainability is fundamentally a human problem.

The conversation around sustainability can quickly become overly academic & scientific.

It is essential to dig into the **human and cultural barriers** that prevent people (internally and externally) from adopting sustainable behaviours.

Removing these barriers, however big or small, and building solutions for positive behaviours is key to building **long term sustainable impact**.



A new era requires new leadership. Winning in this world is about moving away from individual sustainable actions to shared regenerative impact.



Recent actions from organisations have brought into question the role of organisations in society: are they doing enough, are they greenwashing, are they going too far?



For organisations, this new world is about knowing you cannot do it alone, but leading on your values, partnering with joined up thinking, and creating opportunities that actively improve life for people and restore the planet.

At Quantum we believe shared regenerative impact will be driven by unlocking...

## Purposeful

Understand the role **deep cultural forces play** as barriers to change.

**Put people and values at the heart of the solution**, understanding the needs of the communities in mind, not just following the latest trend.

## Collective

Focus on **who this change is for** and ensure they are involved in the process of designing a world they want to live in.

Leverage the whole **ecosystem** to get there, mobilising communities beyond policymakers and internal employees, to gain momentum and scale.

## Action

Be ambitious about the level of impact you want to make, **going beyond having a point of view** or a one-off action.

**Create pull-factors for change**, making the sustainability-led behaviours both easy and desirable.

Don't be afraid to **get things out into the real world** and into the hands of people, so you can iterate and learn.

**Our**

**Purpose Practice**



# How can you ensure your organization drives regenerative growth?

Quantum's Purpose Practice can support you on the journey:

## MISSION AND MESSAGING

### Identify the Purposeful Mission

Identify the relevant issues that your organisation can authentically tackle and create a clear call to action

### Shape Holistic Narratives

Build what you stand for at a human and cultural level, to activate and embed both locally and globally

## INNOVATION AND DESIGN

### Innovate for Growth & Good

Develop new products and services which serve parts of society that are typically overlooked or left behind

### Design Behaviour Change Programmes

Use the role of identities and system-lens understanding to shape programmes that drive real change

## EQUITY AND IMPACT

### Accelerate Your Purpose Journey

Activate your purposeful mission internally through storytelling and participation

### Embed a Culture of Empathy and Equity

Bring insight from diverse groups into your organization so that your employees act with greater empathy

# I.

## Mission and Messaging

### Identify the Purposeful Mission

We help you identify and explore existing human dilemmas, which your brand has an authentic reason to help solve in the real world. We create a culturally nuanced playbook for how your brand acts to achieve this mission.

### Shape Holistic Narratives

We connect at the human and cultural level in local markets to understand what 'sustainability' or 'inclusion' means on the ground, so that you can ensure your mission and messaging lands in these markets and drives action in a resonant way.

Examples of our work:

#### Missions that Empower Women

Partnered with Unilever's global brands across Beauty, Personal Care and Home Care to identify their purposeful mission, for brands such as Lux, Sunsilk, TRESemmé and Sunlight



#### Localised Narratives: What Regeneration Means in Culture

Understanding what 'regeneration' means in different cultures to understand nuanced perceptions around different ingredients, planet problems and brands.



# 2.

## Innovation and Design

### **Innovate for Growth and Good**

We are passionate about designing inclusive products and services which create value for people and society. We do this by applying social innovation principles that marry profit and growth with societal impact.

### **Design Behaviour Change Programmes**

We help you get a deep understanding of the values and motivations underpinning behaviour and then help you to build comprehensive behaviour-change programmes that make new behaviours inevitable.

Examples of our work:

#### **Bridging the US Digital Divide**

Developing internal Social Innovation capacity for one of the largest telcos in the world so that they can serve under-represented and socially-disadvantaged groups, bridging the digital divide



#### **Inspiring Kids to Build Positive Teeth Brushing Behaviours**

Designing a behaviour change programme for one of the world's largest oral care brands to help school children brush twice a day, by influencing their environment, and by connecting with them directly at school



# 3.

## Equity and Impact

### Accelerate your purpose journey

Activating your purposeful mission internally through storytelling and participation.

### Embedding deep insight and empathy

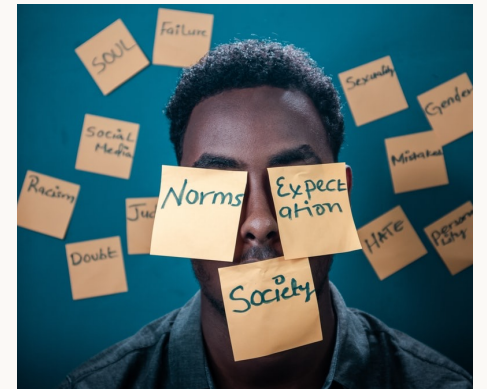
We can help you bring under-represented groups into the conversation by capturing deep insight so you design programmes, products and communications which reflect the opinions and values of those they serve.

Examples of our work:

### Identifying the Codes of Good Representation

Identifying the codes of good representation across under-represented groups towards more inclusive advertising.

Accompanied by an internal change management programme to build real empathy and understanding



**Why Partner**

**With Us**

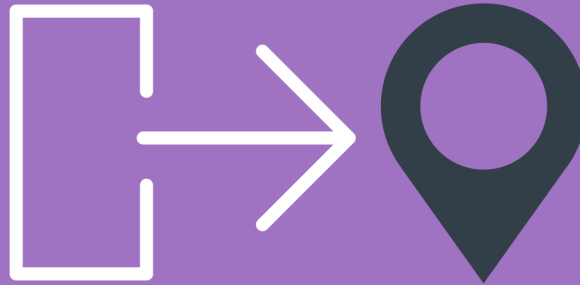
At Quantum we are uniquely placed to be your Purpose Partners



## Culturally informed

**ROOTED IN HUMAN SCIENCE**

Applying semiotics, psychology, and anthropology to make sense of complex social patterns



## Outcome focused

**CLEAR PATH FORWARD**

Partnering with you to 're-code' your product, proposition or brand to resonate more powerfully within complex cultures



## Purpose led

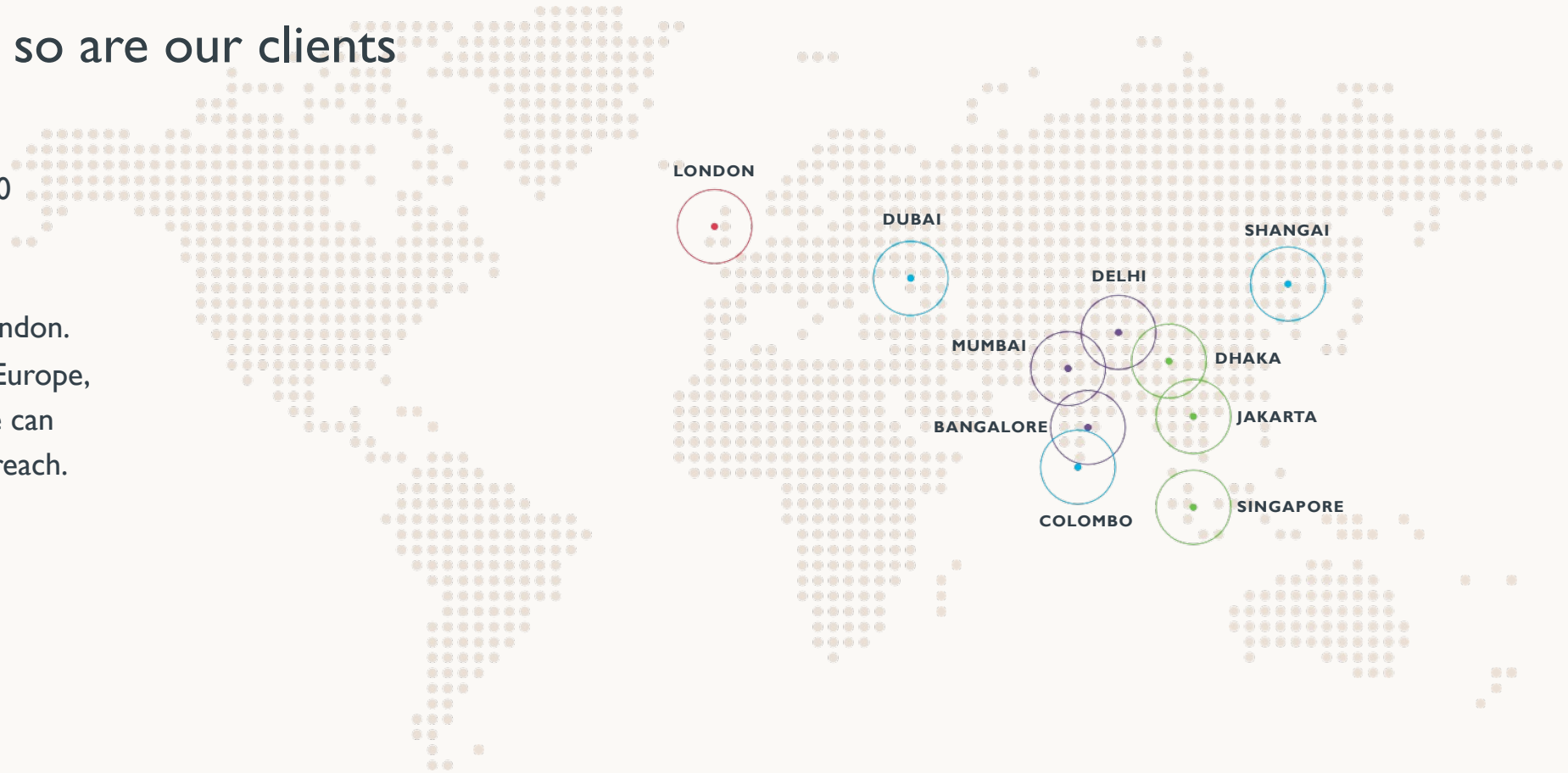
**BUILD A BETTER WORLD**

Asking provocative questions not just because it is the right thing to do but because it is better business

# Our reach is global and so are our clients

Founded 31 years ago, by two female anthropologists in India, Quantum has 10 global offices.

In 2018 we founded our UK Hive in London. The UK hive works with clients across Europe, USA, LATAM, Middle East and Africa. We can leverage our Asia office for truly global reach.



A SMALL SNAPSHOT OF A FEW OF THE CLIENTS WE WORK WITH:



L'ORÉAL

GOODYEAR



amazon



verizon



SAMSUNG



Google

Disney



facebook



Mondelēz International

Case

Studies



**CHALLENGE**

A global beauty and personal care business have set out strong commitments to regenerate nature. How can they develop simple yet impactful brand and product narratives around regeneration and sustainability?

**APPROACH**

We explored a range of concepts with consumers to understand how to tell a powerful regenerative story.

We optimised these platforms with consumers across the five markets to understand nuanced perceptions around different ingredients, planet problems and brands.

**IMPACT**

This fed directly into further creative development across portfolio brands, establishing a clear path forward for the company both to tell its branded regenerative stories and drive their sustainability mission.

**MARKETS**

India

China

Indonesia

Thailand

Saudi Arabia

**CHALLENGE**

How can a global FMCG company draw from **cultures' pre-existing ideas of sustainability** to make environmentally-friendly actions easier and more relevant?

**APPROACH**

Cultural analysis of sustainability-minded ideas, behaviours and design solutions across global cultures from Indian jugaad to Swedish DIY

**IMPACT**

10 'Pathways into Sustainable Packaging' to help reframe sustainable packaging in global consumers' minds

**MARKETS**

|           |              |
|-----------|--------------|
| Sweden    | South Africa |
| India     | UK           |
| Indonesia |              |

**CHALLENGE**

How can a leading global haircare company activate their brand purpose of **helping women overcome self-doubt** in a way that works across different cultures?

**APPROACH**

Deep exploration of what *presence* means for women through in-home ethnography, co-creative groups, and interviews with gender and hair experts to arrive at a new guiding global human truth

**IMPACT**

A new campaign based on the evolved Human Truth unlocked brand growth.

**MARKETS**

Russia  
Saudi Arabia

Philippines  
Brazil

## CHALLENGE

How do we support Lifebuoy in developing on-ground **behaviour change** programs to promote life-saving **handwashing**?



## APPROACH

Developed deep understanding of consumers' lives, motivations and language used around handwashing, then applied it to communication and program design

## IMPACT

Development of the program across different audiences to drive positive behaviour change

## MARKETS

Global

**CHALLENGE**

How do we address the issue of  
**adolescent nutrition** in  
Bangladesh and Pakistan?

**APPROACH**

After understanding young people's motivations, we collaborated with the client and partner organisations to craft an inspiring narrative and create a platform for participation

**IMPACT**

'Pocket money pledge' social movement launched in 2019, and the research itself was celebrated for its innovative approach in the Global Nutrition Report

**MARKETS**

Bangladesh  
Pakistan

**CHALLENGE**

How can a major telco empower its product and marketing teams to effectively **spot social issues** and address them through **new business opportunities**?

**APPROACH**

Co-designing of a social innovation toolkit and change program addressing the skills needed to develop products and services in response to societal challenges like the digital divide

**IMPACT**

Social Innovation Principles and tools that are helping the organization innovate at the intersection of growth and good across multiple projects

**MARKET**

USA

## CHALLENGE

Air pollution causes 4.2m deaths a year – how can we **empower HCPs** around the world to **act against pollution** and its damaging effects?



**CLEAN  
AIR  
FUND**

## APPROACH

Landscape mapping to identify influencing forces, followed by interviews with over 1000 Health Care Professionals in 5 nations

## IMPACT

Research used at the COP26 summit in 2021 as part of the global efforts to tackle climate change

## MARKETS

|            |          |
|------------|----------|
| UK         | Mexico   |
| India      | Ethiopia |
| Bangladesh |          |

**CHALLENGE**

How can a multinational FMCG company set **principles to avoid stereotypes across gender, race, age, disability and other dimensions** in their branding and advertising?

**APPROACH**

Semiotics, consumer and expert interviews, cultural analysis to understand where the conversation on gender and race is heading

**IMPACT**

A semiotic code-book of recommendations shared across the whole business and a series of workshops to disseminate the learnings

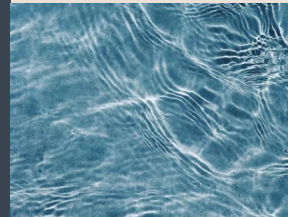
**MARKETS**

|              |        |
|--------------|--------|
| Turkey       | France |
| Vietnam      | UK     |
| Brazil       | USA    |
| South Africa |        |



**CHALLENGE**

How can a multi-national FMCG company help consumers achieve **water security?**



**APPROACH**

Beliefs and behaviours around water are deeply embedded in culture so we built a culturally informed POV on water for Leadership teams

We also developed an innovation pipeline for water saving products to enable consumers to maximise product benefits with minimal water use

**IMPACT**

Through a 10-year partnership, Quantum helped shape a culture-led perspective on the issue of water security influencing the product innovation pipeline

**MARKETS**

Global

# Creating a better future with brave new thinking

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