

Panel for Workshop 2

Consumer engagement: Turning negatives into positives and influencing choices

- Finding the positives in the negative; Easy ways to make big differences– **Martha Silcott Inventor and CEO of FabLittleBag**
 - How do we get communities to inspire action? – **Martin Gettings, Group head of sustainability Canary Wharf Group**
 - What a good consumer engagement campaign looks like – **Fiona Ball, Head of responsible business and sky ocean rescue, Sky Group Limited**
 - The future of engagement in the digital era – **Thomas Fowler, Director of sustainability, Ryanair**
 - The new rules – are your brand communications ready for the age of transparency? **Jessi Baker is founder & CEO of Provenance**
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fab[®]

LITTLE BAG

> The little bag that makes disposal **Feel Good. Period.**



> Doom & Gloom



Positivity

> The Problems: Flushers and Binnners



Pollution

Blockages

Awkwardness

Hygiene

> Turning negatives into positives

Mission:

- 😊 To educate and convert Flushers into Binners
- 😊 To make binning an easy, confident, relaxed, hygienic experience



✓ BIODEGRADABLE

✓ OPAQUE



✓ OPENS ONE HANDED

✓ SEALS CLOSED



✓ NO LEAKS

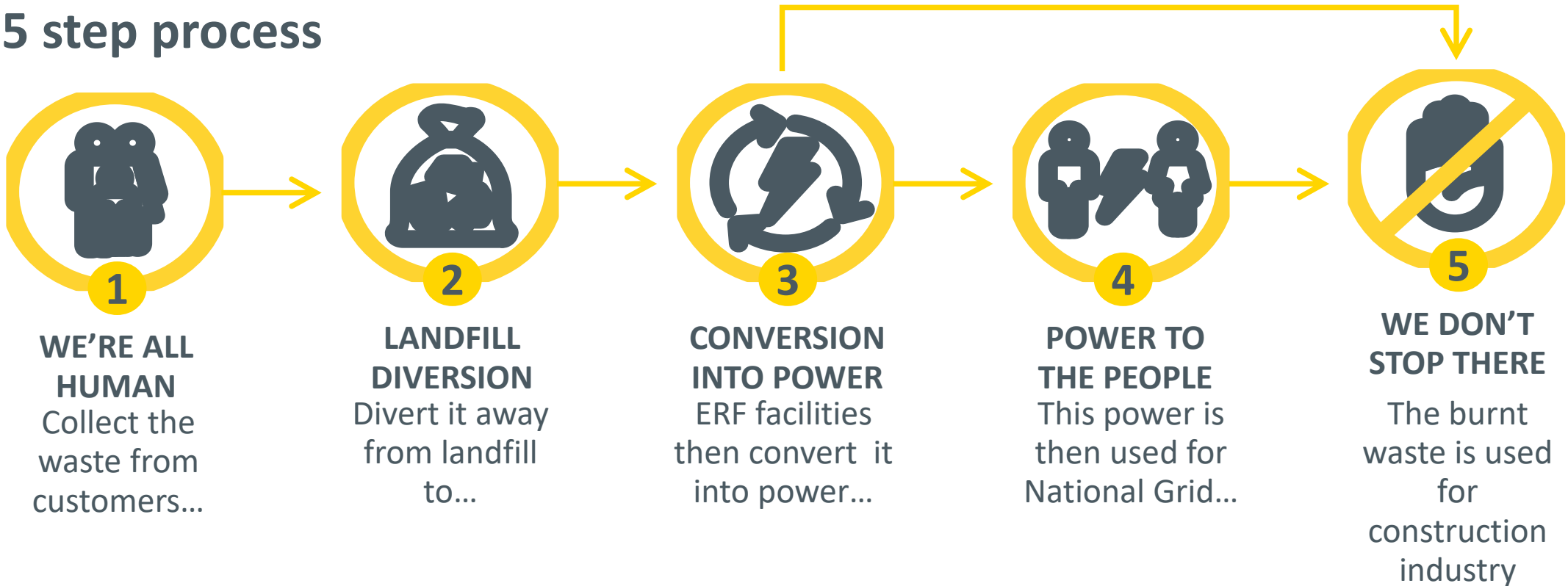
✓ NO ODOUR



Positive attracts positives.....

phs has set an objective to divert up to 95% of its customers' hygiene waste away from landfill, sending it to energy recovery facilities (ERF) across the UK.

5 step process



> Making a Difference: Action and Results

“ BRILLIANT. Finally a workable alternative to flushing. I feel good about doing good! ” -HK

“ FabLittleBags have changed women’s habits and reduced their anxiety ” -NetDoctor

“Your product is an actual life saviour ... THANKS!” -Elizabeth B



“ Thank goodness for this product. I have never been a flusher so have spent years smuggling out used tampax in loo roll in my handbag. Not nice! ” -Madeleine Clarke

“ They are actually fab! It's good to never be caught short - thanks ” - Ama Agbeze (Team England Netball)

*“EVEN IF YOU ARE ON THE RIGHT TRACK YOU’LL
GET RUN OVER IF YOU JUST SIT THERE”*

Will Rogers

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Thank
You