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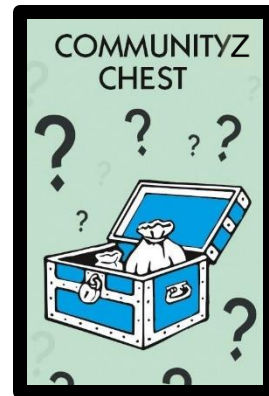
CommunityZ Chest



Featuring

Brendan May

26 June 2020
in conversation with



Professor Michael Mainelli
Executive Chairman, Z/ten Group



 @mrrmainelli

www.zyen.com





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Agenda

- ◆ Our guest
- ◆ Top of the in-tray
- ◆ Most surprising, thought-provoking or funny?
- ◆ Themes
- ◆ What's your biggest 'ask' in current times?



"Get a detailed grip on the big picture."
Chao Kli Ning

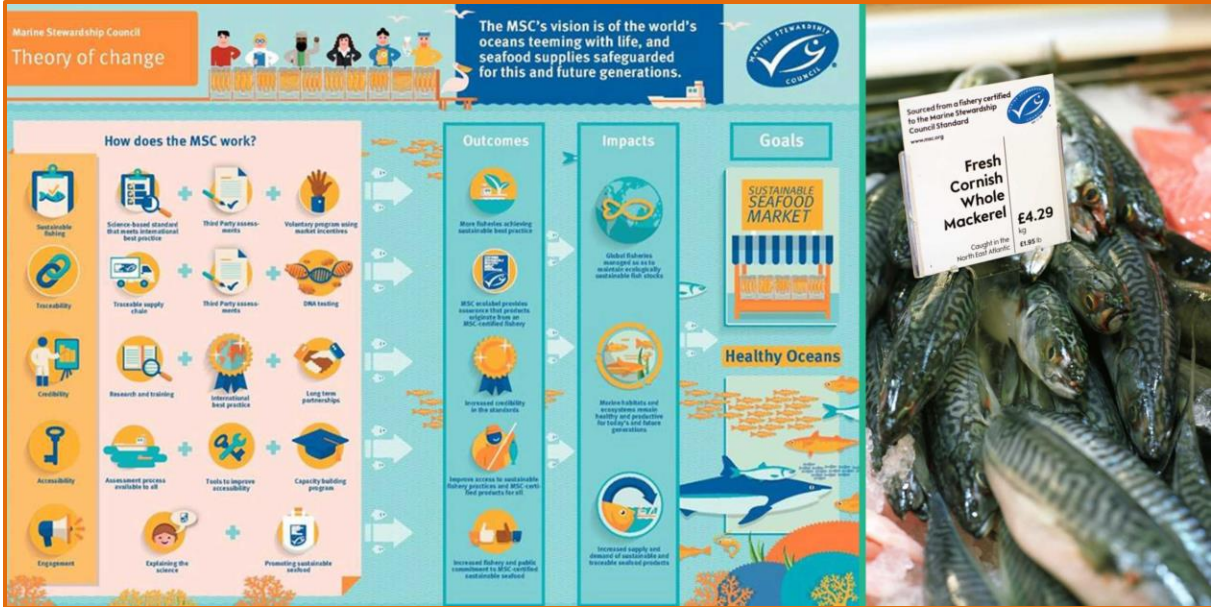


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Hero?



Happy Ticky Fishy



Sourced from a fishery certified to the Marine Stewardship Council Standard
www.msc.org

Fresh Cornish Whole Mackerel
kg
£4.29

Caught in the North East Atlantic

Robertsbridge

Changing business, for good

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We work to enable the shift towards sustainability for businesses that are at any stage of the journey, and in such a way that they continue to thrive.



Robertsbridge is at the forefront of designing and developing ambitious sustainability strategies for national and global companies. Find out about the latest projects and our consultants' thoughts on current debates and key issues.

What have we been working on?



Covid-19: what next?

Christopher Broadbent makes the case for



Ben Eavis joins Robertsbridge

Ben Eavis joins the Robertsbridge team as a

What we're talking about

 Robertsbridge  Retweeted

 **Brendan May**
@bmay

SEVENTEEN degrees HOTTER than normal. We are in the eye of the storm.

Challenge anyone who questions the science.

(And don't hope #COVID19 will dent.



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Most Surprising, Thought-Provoking Or Funny



Community Chest

FROM SALE
OF STOCK
YOU GET
\$45



Community Chest

YOU HAVE WON
SECOND PRIZE
IN A
BEAUTY CONTEST
COLLECT \$10



© 1936 PARKER BROTHERS

Community Chest

BANK ERROR
IN YOUR FAVOR
COLLECT \$200



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Ignored Knowns?



You don't know

PROBLEM

You know



Unknown Knowns	Unknown Unknowns
Known Knowns	Known Unknowns

You know

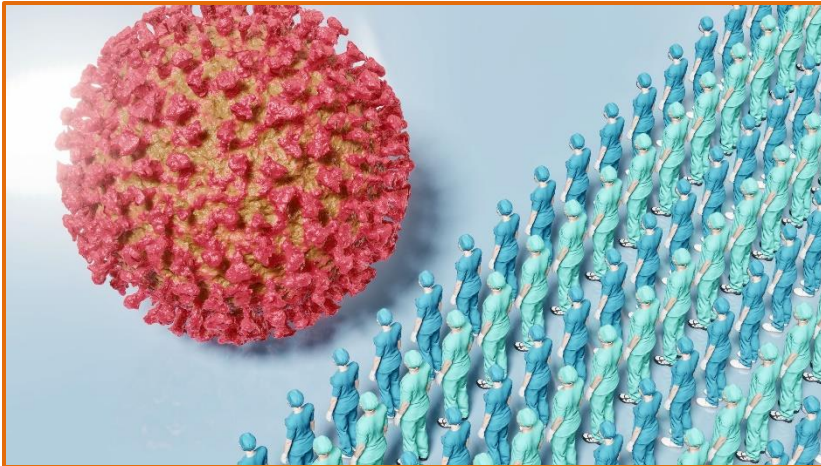
You don't know

SOLUTION

What does George Floyd's death mean for brands and their positioning?



Is COVID a game changer, really?
Or will it be back to business as
usual?



Is the finance sector aware of the systemic risks with which they play Russian roulette?



What state is the NGO/campaign movement in?



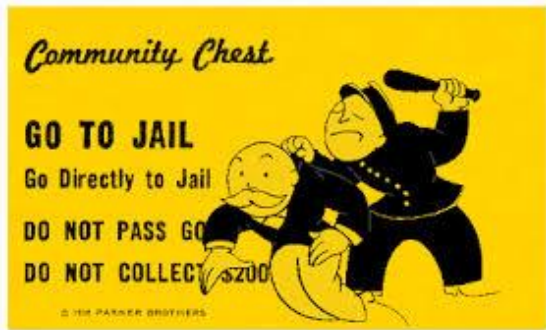
What does the polarisation of global politics mean for sustainability and corporate positioning?





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Brendan's 'Ask'





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Questions, Comments, Answers (?)





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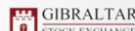
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When Would We Know Commerce Is Working?

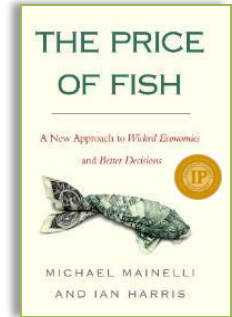


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"Get a big picture grip on the details."

Chao Kli Ning



Thank you!

