

***Embracing
Sustainability - the way
forward for SMEs***

 .nukleus®
Inner Sense Revealed

An eco-friendly fashion brand with a conscience



We specialize in men's and
women's underwear and
basics
that are sustainable ,
fashionable and affordable





nukleus
Inner Sense Revealed







A brief history





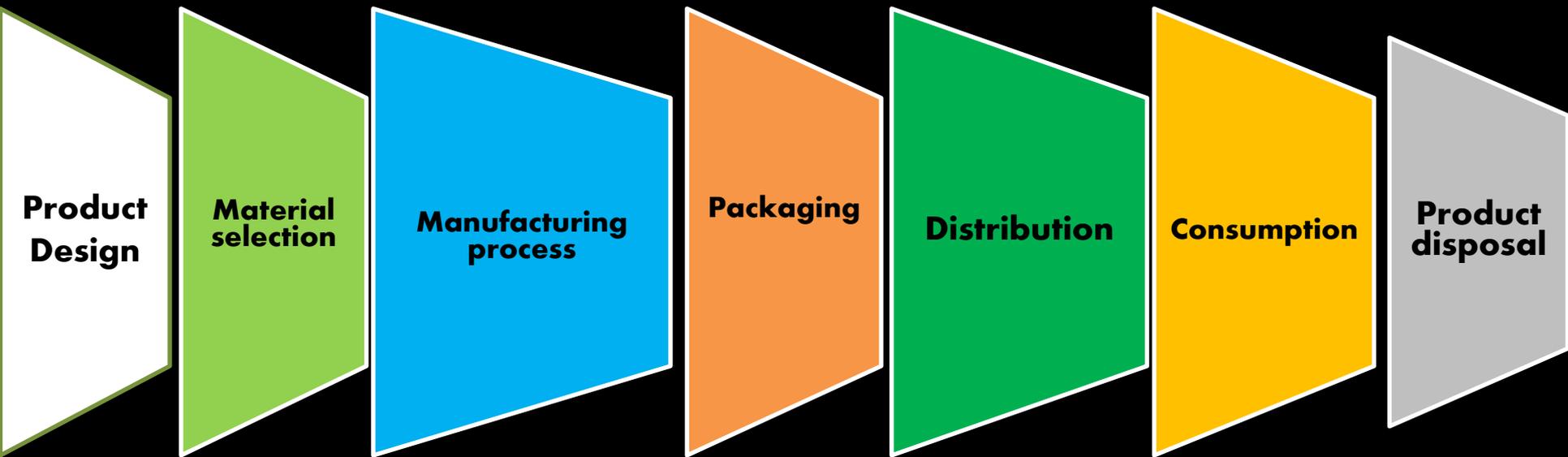
**WORKING WITH
NUKLEUS
TO OFFER
CONSUMERS A
SUSTAINABLE
CHOICE**



Learning conversation
with WWF that sparked a
paradigm shift



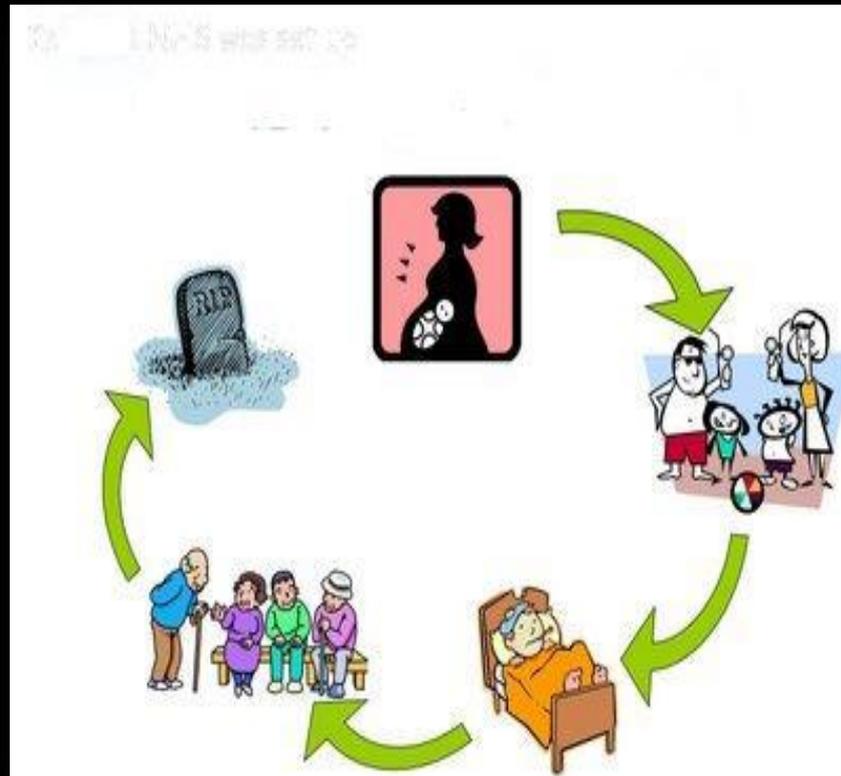
Sustainability is an end to end process that covers the entire value chain



A life-cycle approach



From the cradle to the grave



Sustainability is a journey – a continuous commitment to improvement



CSR is not merely
philanthropic in nature



Monetary contribution is important. But even more crucial is to incorporate sustainability into every aspect of our brand / business



Alliance between Coca Cola & WWF



Shifting from a **philanthropic relationship**
to a **collaborative partnership**



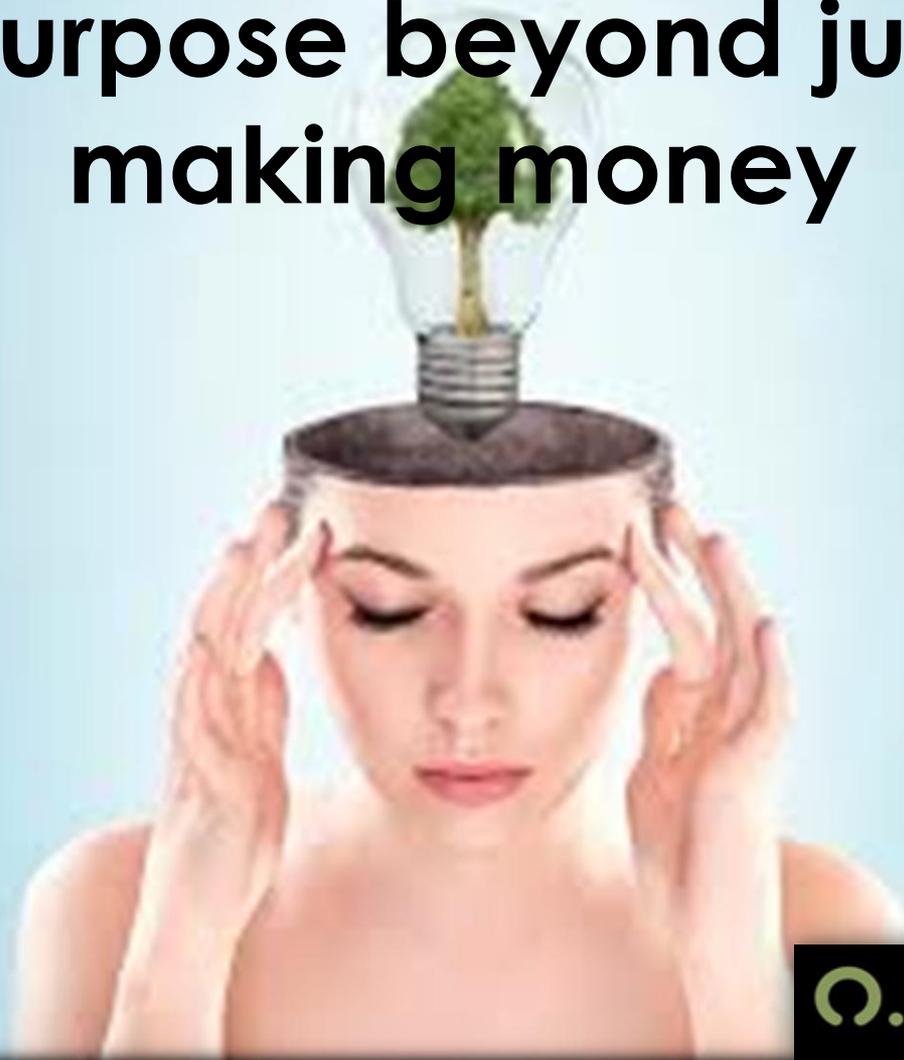
What is **business of the future** ?



Imperative to create a
business with **a purpose**



Purpose beyond just making money



People are attracted to the
“**WHY**” you are doing
the business



CSR, particularly in the context of incorporating sustainability in your business, is not only a strategic imperative, but also a source of sustainable competitive advantage



Be a 3Ps business



Integrity, honesty &
sincerity are key



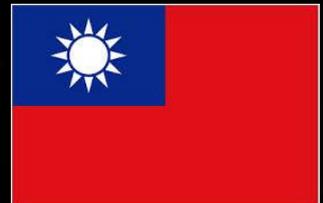
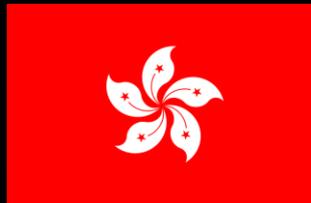
Important to focus on the **primary benefits** of your business / brand

Social and environmental justice as a very powerful **incidental benefit**



We are now present in
the following countries:





CSR is not the exclusive realm of the big boys



Individually, SMEs are small

However, being small is no
excuse for not taking CSR
seriously



All businesses, regardless of size, need to embrace the community. CSR is a means towards that

If all SMEs do their part, imagine how much positive impact we can have to the society



You are the **VIPs** to make
this powerful change



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