

CCRRC EAG
**“A New Sustainability Spring-board
for Retailer”**

Retailer business case
submission form

CASESTUDY FOR:
(indicate framework position)

PICTURE
(select most representative picture, others may be attached)

	Necessary Resourcefulness	Progress Drivers	Established / Maintaining Status Quo
Health & Wellbeing	1. Making the most	2. Reassurance	3. Healthier choices
Community	4. Empowering and transforming	5. Advancing my neighbourhood	6. Feeling involved
Infrastructure	7. Gaining needed infrastructure	8. Enjoying better, more supportive systems	9. Feel-good satisfaction

Brand / retailer / company:		
Name of initiative:		
Headline:		
Issue (Understand)	What type of issue?	
	The specific issue:	
Mindset (Connect)	What's the mindset?	
	What's the connection point for the retailer?	
Action (Act)	What type of initiative?	
	The specific initiative:	
Benefits for retailer / company	How does this help the retailer?	
Sustainability benefits	What's the impact on social, economic or environmental issues?	

Please complete the form and email it to jeffreyfoote@coca-cola.com with associated images.