



THE SMURFS - THE NEXT FOCUS

THE UN SUSTAINABLE DEVELOPMENT GOALS

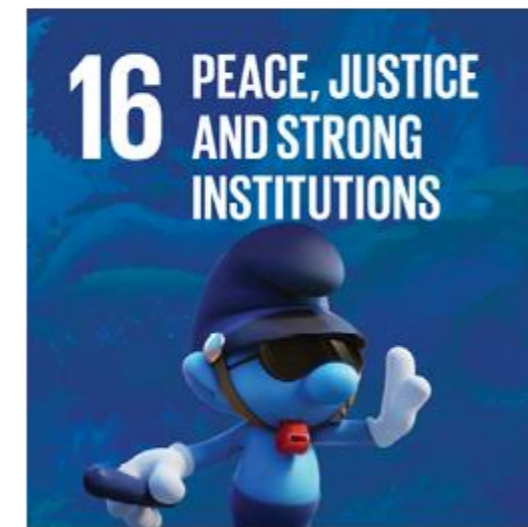
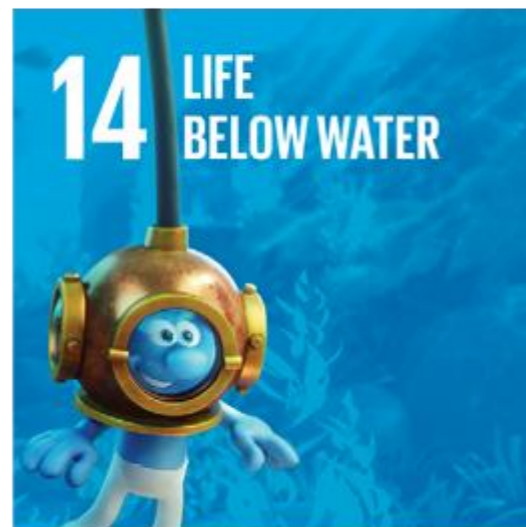
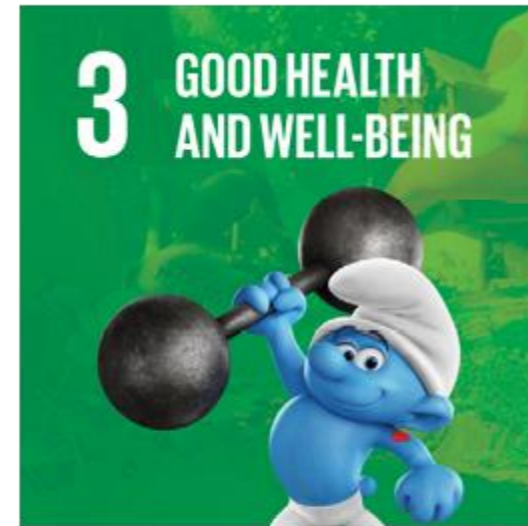
Let's smurf together for a better world !

SUSTAINABLE
DEVELOPMENT **GOALS**

- A better and more sustainable future for all
- Peace and prosperity for people and the planet
- Adopted by all United Nations Members States
- Leave no one behind
- Target 2030



17 Sustainable Development Goals



How can you join ?



- ① Partners that are **MANUFACTURING** products in line with one of the **SUSTAINABLE DEVELOPMENT GOALS** we are focusing on
- ② Partners that are financially **SUPPORTING** a cause in line with that **GOAL**

Why would you join ?

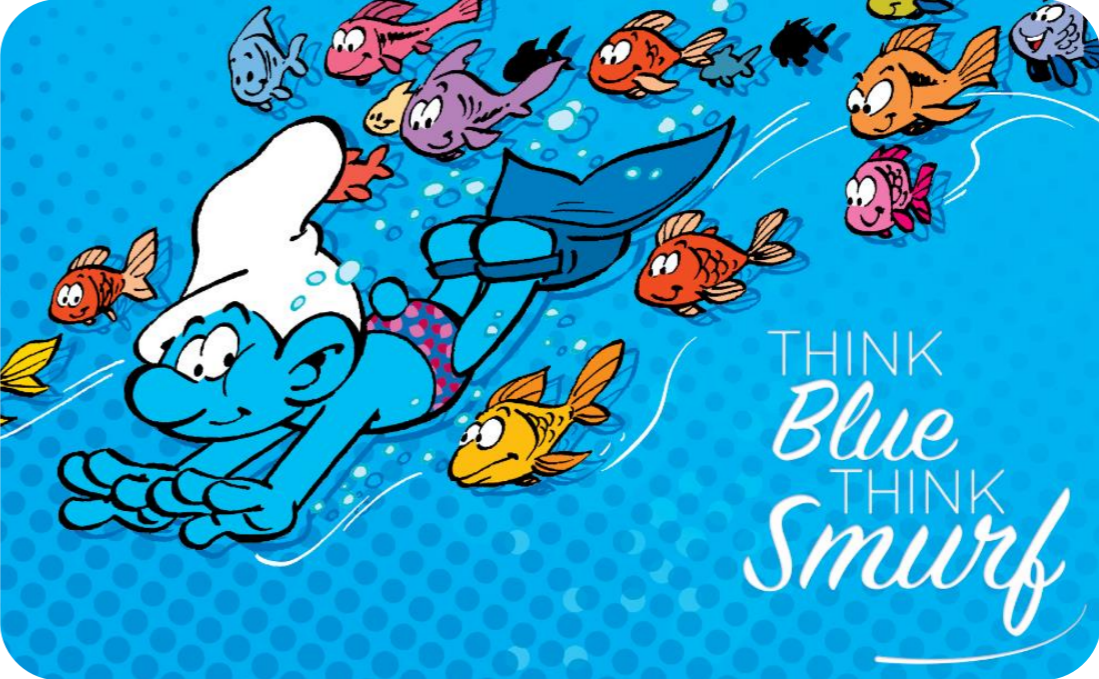
- Good cause
- Social involvement
- Make a better World
- Media communication
- Plus value for consumers
- Recognizable label
- Dedicated style guide



What would you get ?



OFFICIAL LABEL



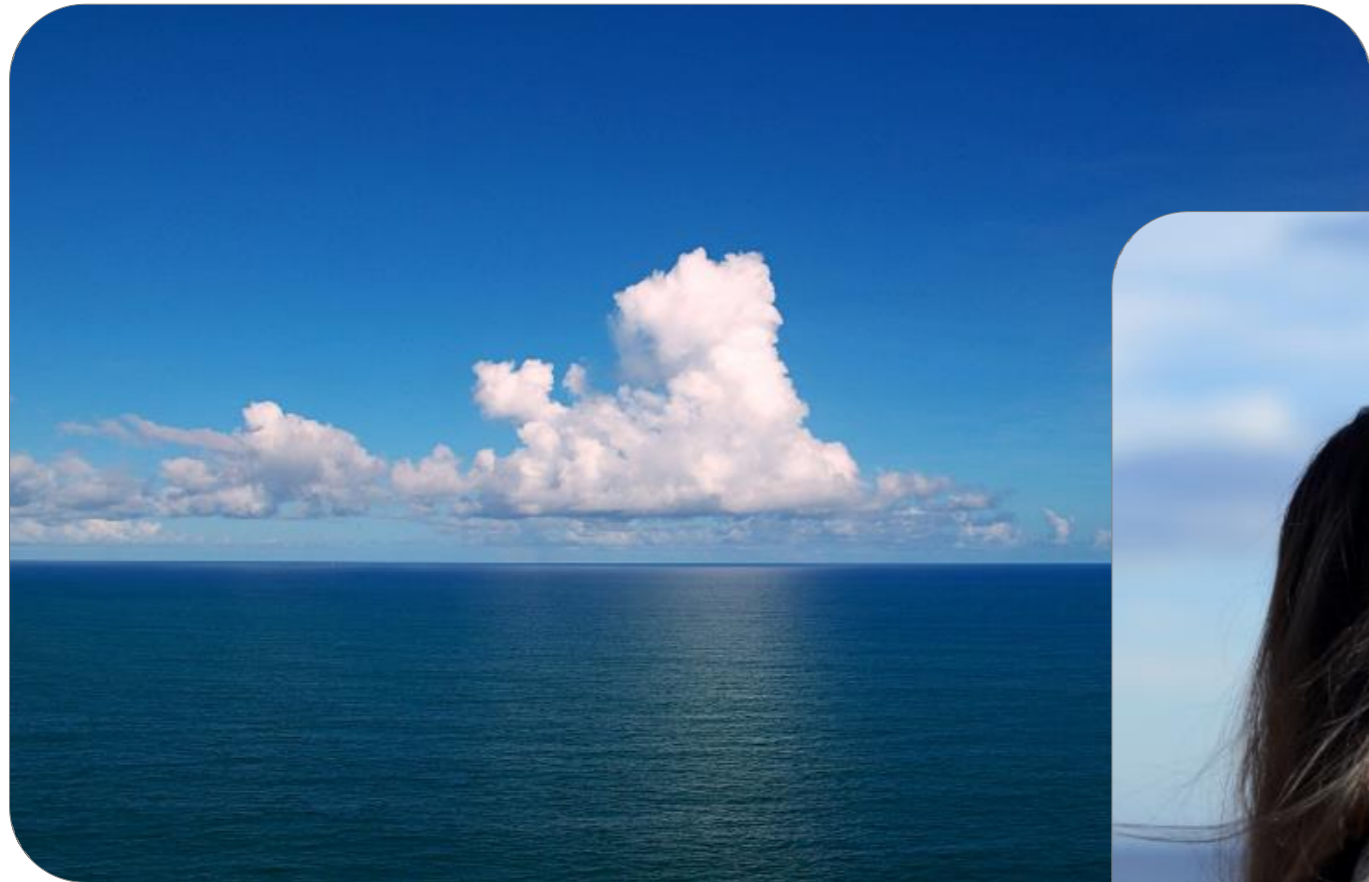
DEDICATED STYLE GUIDE

OUR FIRST FOCUS

14 LIFE
BELOW WATER



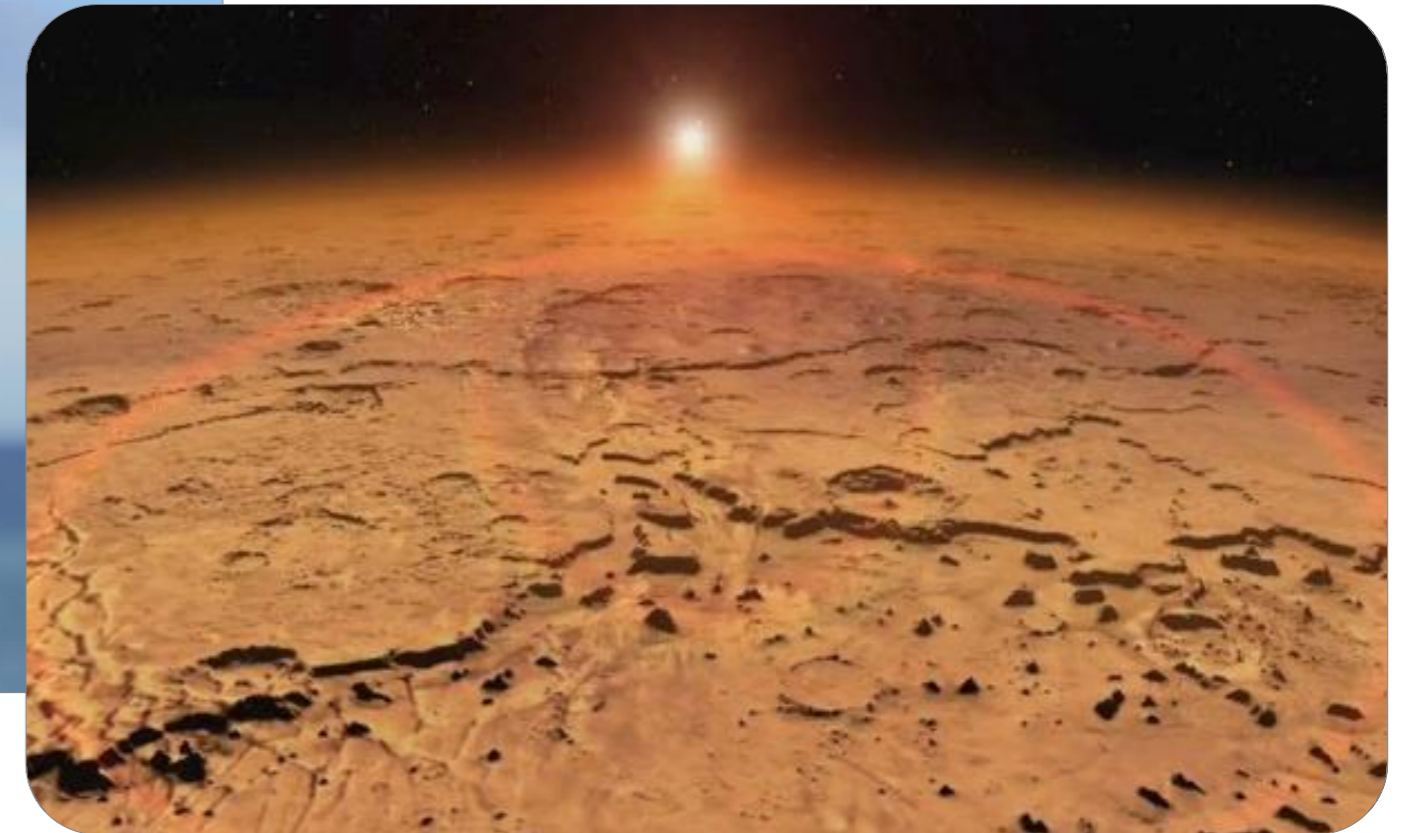
Why ?



Without Water



No Oxygen



No Life

14th Goal - Life below water

What's the goal there ?

To conserve and sustainably use the world's oceans, seas and marine resources

How ?

- Protect vulnerable habitats
- Conserve biodiversity
- Ensure a sustainable future for the fishing industry
- Make ocean-friendly choices
- Making small changes in our daily lives
- Eliminate plastic usage as much as possible
- Spread the message how important marine life is



HOW CAN YOU JOIN ?

Manufacture products in line with that goal



Real Madrid's kit is made from recycled plastic found on beaches



Adidas shoes made out of ocean plastic



Carlsberg to replace plastic ring can holders with recyclable glue



Support the goal financially with a good cause

Surfrider Foundation



Surfrider Foundation is a worldwide not-for-profit organization dedicated to the protection and enhancement oceans, waves and the coastline



- Marine Litter
- Water quality and health
- Maritime transport and infrastructures
- Artificial coastal development
- Climate change



OR

**Propose us
your good cause !**

WHAT DO YOU GET ?

Our official label



THINK
Blue
THINK
Smurf





THINK
Blue
THINK
Smurf

Our dedicated style guide





THINK
Blue
THINK
Smurf





THINK
Blue
THINK
Smurf





THINK
Blue
THINK
Smurf

Conclusion

- Find and **THINK... BLUE** new opportunities
- Suggests **BLUES CAUSES**
- **THINK BLUE** Style Guide



THE PLANET

NEEDS YOU!

