BRANDING LONDON

The Sustainable Brand Framework™

Building brands that create meaningful, measurable and lasting change.

FRAMEWORK & METHODOLOGY
PART 1

01
A new standard for a more sustainable future

The Sustainable Brand Framework™ helps organisations integrate sustainability into their brand strategy, communications and operations — creating value for business, people and the planet.



02
Why it matters

Today’s organisations face growing expectations to act responsibly. Sustainability is no longer a nice-to-have — it’s a business imperative.

76%

of consumers expect brands to take a stand on environmental and social issues.

62%

of global investors consider ESG factors in their decisions.

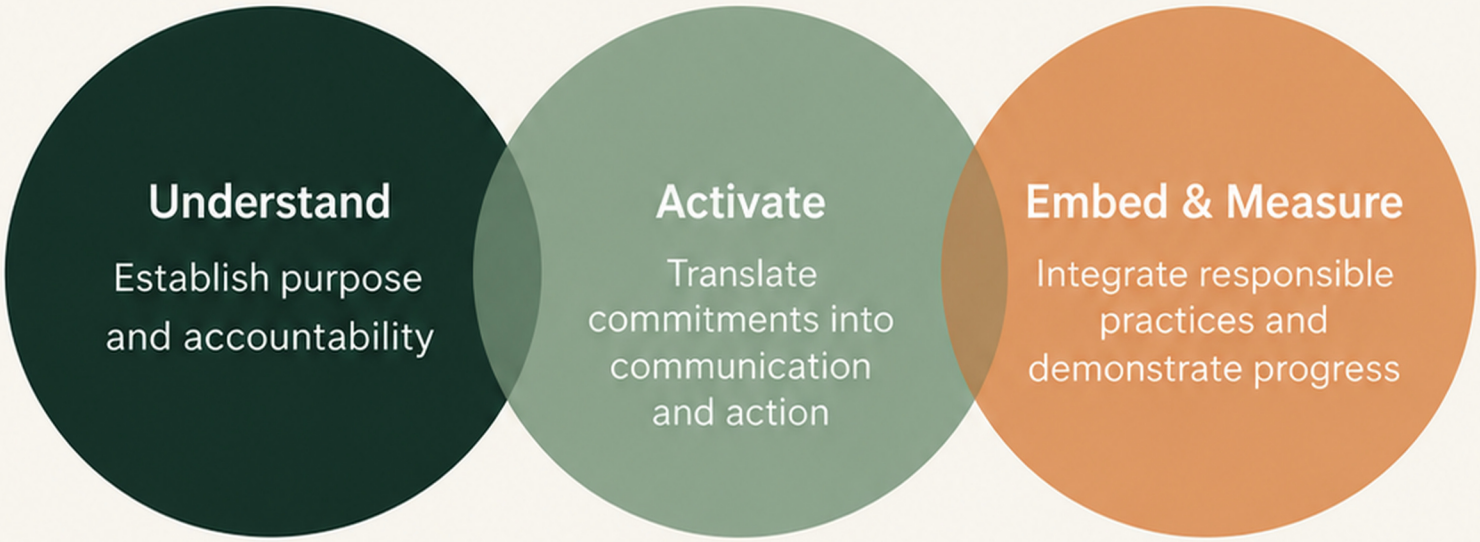
81%

of employees want to work for more sustainable companies.



03
The framework at a glance

The Sustainable Brand Framework™ is built around three interconnected phases and six core principles.



01

Brand Purpose
Clarity of positioning and sustainability ambition.

02

Accountability
Baseline assessment and evidence.

03

Responsible Communication
Credible messaging supported by evidence.

04

Behaviour Change
Influencing more responsible decisions and habits.

05

Operational Integration
Embedding sustainability into everyday practice.

06

Impact Measurement
Tracking outcomes and continued improvement.

04
The six principles

Each principle builds on the last, creating a complete and practical approach to a more sustainable brand.



Brand Purpose

Define what you stand for and where you're going.



Accountability

Understand your current position and evidence.



Responsible Communication

Communicate with accuracy and credibility.



Behaviour Change

Encourage more responsible decisions and habits.



Operational Integration

Embed sustainability into daily practice.



Impact Measurement

Track progress and continual improvement.

BRANDING LONDON

The Sustainable Brand Framework™

Client & Consultant Workbook

A practical working document to assess, develop and track your sustainability-integrated brand.

PART 2



Welcome

This workbook helps you and Branding London work together to understand your current position, identify opportunities and agree practical next steps.

YOUR ROLE

- ✓ Complete each section with relevant information
- ✓ Provide supporting evidence where available
- ✓ Be open about challenges and opportunities

OUR ROLE

- ✓ Review and assess your responses
- ✓ Identify key strengths and opportunities
- ✓ Provide recommendations and agreed actions

A SHARED GOAL

To build a stronger, more responsible and more valuable brand — together.

02
Self-assessment overview

This workbook is structured around the six principles.

For each principle, you'll be asked to:

1. Provide information about your current position.
2. Share relevant evidence and examples.
3. Highlight key challenges and opportunities.
4. Leave space for Branding London's assessment and recommendations.



TIPS FOR COMPLETING THIS WORKBOOK

- Be honest and as detailed as possible.
- Include relevant documents, links or data.
- If you're unsure, provide what you can and we'll discuss.
- Use this as an opportunity to reflect, not just report.

GETTING STARTED

Engagement details

Agree the scope, responsibilities and evidence boundaries before completing the assessment.

Engagement field	Agreed details
Organisation	
Project / business unit	
Client lead / role	
Branding London lead	
Assessment date / review date	
Scope and geographic markets	

How to complete this workbook

CLIENT · Describe actual practices, identify responsible owners and provide evidence links or filenames, with dates. Write “Not known” where information is unavailable.

BRANDING LONDON · Review the evidence, record findings and risks, agree maturity ratings and recommend specific actions. Record assessor judgement separately from client facts.

JOINTLY · Agree priorities, action owners, deadlines and success evidence. Validate factual inputs and review the assessment as evidence improves.

ASSESSMENT METHOD

Scoring & evidence

Assess integration maturity across the six principles. Record evidence confidence separately from the score.

Score	Level	Minimum interpretation
1	Emerging	Limited structured practice or supporting evidence.
2	Developing	Initial activity; inconsistent ownership or documentation.
3	Established	Defined practice with repeatable evidence in selected areas.
4	Integrated	Practice embedded across relevant decisions and regularly reviewed.
5	Advancing	Sustained practice with outcome evidence and iterative improvement.

• Score each of the three assessment questions 1–5 against documented criteria. Record at least one supporting evidence item, date and owner for each scored question.

• Use “N/A” only where genuinely out of scope. Use “Not assessed” if evidence is insufficient to support a fair score; missing evidence alone is not proof of poor performance.

• Use an equal-weight mean of assessed questions for each principle as the initial convention. Show all six principle scores; disclose exclusions and any alternative weighting.

• Confidence: High / Medium / Low / Insufficient. Explain the basis, source quality and material limitations in the assessment notes.

Scores describe the maturity of brand-related sustainability integration. They are not certification, an independently verified sustainability rating or a direct measure of environmental performance.

PRINCIPLE 01 / CLIENT INPUT

Brand Purpose

UNDERSTAND

Define the organisation’s authentic sustainability role and connect it to brand positioning.

WHAT WE ASSESS

1.1 What sustainability issues are most material to your organisation and stakeholders?

1.2 How do your mission, values, products and services reflect these issues?

1.3 What commitments are approved, owned and resourced?

Current position / existing practices

Evidence, documents or links · include date and owner

Known gaps, constraints or questions

PRINCIPLE 01 / CONSULTANT REVIEW

Brand Purpose

UNDERSTAND

Findings and evidence reviewed

Risks, opportunities and recommended changes

Question scores (1–5 / N/A / not assessed)	Principle mean / 5
1.1: _____ 1.2: _____ 1.3: _____	

Evidence confidence	Priority
High / Medium / Low / Insufficient	High / Medium / Low

AGREED ACTIONS

Action / decision	Owner	Due date	Success evidence

Expected outputs: Sustainability-aligned purpose statement; positioning and priority impact themes.

PRINCIPLE 02 / CLIENT INPUT

Accountability

UNDERSTAND

Establish an evidence-led starting point for environmental, social and operational performance.

WHAT WE ASSESS

2.1 What environmental or social baseline information do you already collect?

2.2 Which operations, suppliers, travel, digital services or products are in scope?

2.3 What are the most significant data gaps, risks and existing targets?

Current position / existing practices

Evidence, documents or links · include date and owner

Known gaps, constraints or questions

PRINCIPLE 02 / CONSULTANT REVIEW

Accountability

UNDERSTAND

Findings and evidence reviewed

Risks, opportunities and recommended changes

Question scores (1–5 / N/A / not assessed)	Principle mean / 5
2.1: _____ 2.2: _____ 2.3: _____	

Evidence confidence	Priority
High / Medium / Low / Insufficient	High / Medium / Low

AGREED ACTIONS

Action / decision	Owner	Due date	Success evidence

Expected outputs: Baseline inventory; maturity findings; prioritised evidence gaps and impact areas.

PRINCIPLE 03 / CLIENT INPUT

Responsible Communication

ACTIVATE

Ensure sustainability claims and narratives are accurate, proportionate and supported.

WHAT WE ASSESS

3.1 What sustainability claims appear on your website, proposals, packaging or campaigns?

3.2 What documentation substantiates each material claim?

3.3 Who reviews and approves sustainability messaging?

Current position / existing practices

Evidence, documents or links · include date and owner

Known gaps, constraints or questions

PRINCIPLE 03 / CONSULTANT REVIEW

Responsible Communication

ACTIVATE

Findings and evidence reviewed

Risks, opportunities and recommended changes

Question scores (1–5 / N/A / not assessed)	Principle mean / 5
3.1: _____ 3.2: _____ 3.3: _____	

Evidence confidence	Priority
High / Medium / Low / Insufficient	High / Medium / Low

AGREED ACTIONS

Action / decision	Owner	Due date	Success evidence

Expected outputs: Claims review; evidence register; responsible messaging guidance.

PRINCIPLE 04 / CLIENT INPUT

Behaviour Change

ACTIVATE

Identify and support concrete behaviours among customers, employees or partners.

WHAT WE ASSESS

4.1 Which 1–3 behaviours would most meaningfully advance your sustainability priorities?

4.2 Who needs to change behaviour, and what barriers or incentives exist?

4.3 How will you observe adoption or sustained use?

Current position / existing practices

Evidence, documents or links · include date and owner

Known gaps, constraints or questions

PRINCIPLE 04 / CONSULTANT REVIEW

Behaviour Change

ACTIVATE

Findings and evidence reviewed

Risks, opportunities and recommended changes

Question scores (1–5 / N/A / not assessed)	Principle mean / 5
4.1: _____ 4.2: _____ 4.3: _____	

Evidence confidence	Priority
High / Medium / Low / Insufficient	High / Medium / Low

AGREED ACTIONS

Action / decision	Owner	Due date	Success evidence

Expected outputs: Behaviour objectives; audience interventions; engagement and adoption measures.

PRINCIPLE 05 / CLIENT INPUT

Operational Integration

EMBED & MEASURE

Translate brand commitments into design, procurement, governance and working practices.

WHAT WE ASSESS

5.1 Where are sustainability criteria used in supplier, design and procurement decisions?

5.2 What policies, workflows or responsibilities need updating?

5.3 What changes can be implemented within the agreed project scope?

Current position / existing practices

Evidence, documents or links · include date and owner

Known gaps, constraints or questions

PRINCIPLE 05 / CONSULTANT REVIEW

Operational Integration

EMBED & MEASURE

Findings and evidence reviewed

Risks, opportunities and recommended changes

Question scores (1–5 / N/A / not assessed)	Principle mean / 5
5.1: _____ 5.2: _____ 5.3: _____	

Evidence confidence	Priority
High / Medium / Low / Insufficient	High / Medium / Low

AGREED ACTIONS

Action / decision	Owner	Due date	Success evidence

Expected outputs: Operational integration actions; sustainable design guidance; governance ownership.

PRINCIPLE 06 / CLIENT INPUT

Impact Measurement

EMBED & MEASURE

Track implementation, relevant outcomes and continued adoption after engagement.

WHAT WE ASSESS

6.1 Which indicators and data sources can demonstrate progress against the baseline?

6.2 Who will collect, review and approve the data?

6.3 How will you check whether actions persist after the engagement?

Current position / existing practices

Evidence, documents or links · include date and owner

Known gaps, constraints or questions

PRINCIPLE 06 / CONSULTANT REVIEW

Impact Measurement

EMBED & MEASURE

Findings and evidence reviewed

Risks, opportunities and recommended changes

Question scores (1–5 / N/A / not assessed)	Principle mean / 5
6.1: _____ 6.2: _____ 6.3: _____	

Evidence confidence	Priority
High / Medium / Low / Insufficient	High / Medium / Low

AGREED ACTIONS

Action / decision	Owner	Due date	Success evidence

Expected outputs: Sustainable Brand Scorecard; measurement responsibilities; review evidence.

ASSESSMENT SUMMARY

Six-principle scorecard

Show the individual scores, confidence and next steps together. Use N/A or Not assessed where appropriate.

Principle	Score / 5	Evidence confidence	Key gap / next step
01 Brand Purpose			
02 Accountability			
03 Responsible Communication			
04 Behaviour Change			
05 Operational Integration			
06 Impact Measurement			

Joint summary · current position and three most important priorities

Optional overall mean: _____ / 5 Principles included: _____ / 6

Disclose exclusions and weighting: _____

Interpret the profile of strengths and gaps before any overall mean. The score is an internal diagnostic of integration maturity, not a sustainability certification.

IMPLEMENTATION

Consolidated action register

Use this register for agreed next steps. It replaces a separate roadmap; continue on a copy of this page if needed.

Principle	Action	Accountable owner	Target date	Evidence / status

Agree a named owner, realistic deadline and observable success evidence for every action. Update status at each review and retain evidence of completed work.

SUBSTANTIATION

Evidence & claims register

Link proposed public claims and metrics to their evidence, review date, limitations and accountable approver.

Proposed public claim / metric	Source and date	Verification / caveat	Approved by

Record scope and reporting period. Distinguish verified data, internal estimates, proxies and aspirations. Keep limitations accessible and revisit claims when evidence changes.

Service boundary: Branding London assesses strategy, communications, brand governance and adoption. Technical carbon accounting, legal claims review and independent ESG assurance require appropriately qualified expertise when applicable.

PROGRESS TRACKING

Sustainable Brand Scorecard

Use a small set of indicators tied to priority issues. Separate delivery, adoption and outcomes.

Indicator / definition / unit

Baseline / date / scope

Current value / date / target

Method / source / assumptions / uncertainty

Confidence / accountable owner / next review

Record whether a change is observed, estimated or credibly attributable. Delivery outputs and participation alone do not demonstrate environmental or social impact.

CONTINUED IMPROVEMENT

Review & learning

Check implementation, outcomes and whether practices remain in use after the engagement.

When	Review focus
At inception	Baseline, goals, owners and evidence gaps
3 months	Implementation progress and early behaviour signals
6 months	Adoption, claims accuracy and operational changes
12 months	Outcome trends, continued use and strategy updates
24 months (optional)	Durability, lessons and renewed priorities

Progress, setbacks, external factors and lessons

Decisions, revised actions and next evidence review

JOINT AGREEMENT

Review & sign-off

Validate factual inputs, record assessor judgement and confirm responsibility for the next steps.

Sign-off field	Agreed details
Client representative / role / date	
Branding London representative / role / date	
Next evidence review / date / owner	

Outstanding issues, exclusions or conditions

Agreed immediate next steps

Approval confirms the working assessment and agreed actions. It does not create third-party assurance or certify sustainability performance.