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Speak up now!

Marketing in times of climate crises

Wim Vermeulen

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- Explores the challenges and opportunities for companies that want to contribute to the sustainability of the planet
- Offers practical communication models and inspiring case studies

To ensure the well-being of the planet, we need marketing heroes on the barricades for a sustainable future. Research shows that more than 80% of consumers are looking at companies to take the lead in this transition. At the same time, it appears that less than 10% of the messages about sustainability are credible to the public. ***Speak up Now!*** helps companies seize this historic opportunity and shows how we can make the shift to a world where business success goes hand in hand with the survival of the planet.

Wim Vermeulen is director of strategy and sustainability at the advertising agency Bubka. He is also a lecturer at Solvay Business School and an international keynote speaker.

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