

South Africa

# Sustainable Data

WHY MEETING THE DEMAND  
FOR SUSTAINABLE DATA IS  
ESSENTIAL FOR YOUR BRAND SUSTAINABILITY

Presented by: Melanie Pitcher

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## About Melanie Pitcher

With a background in Finance I began working for Unilever South Africa in 2004. During my tenure with this international FMCG corporeate I worked within the Supply Chain and Customer Development functions before moving into an IT business partner role, responsible for Customer Development and eCommerce for Africa.

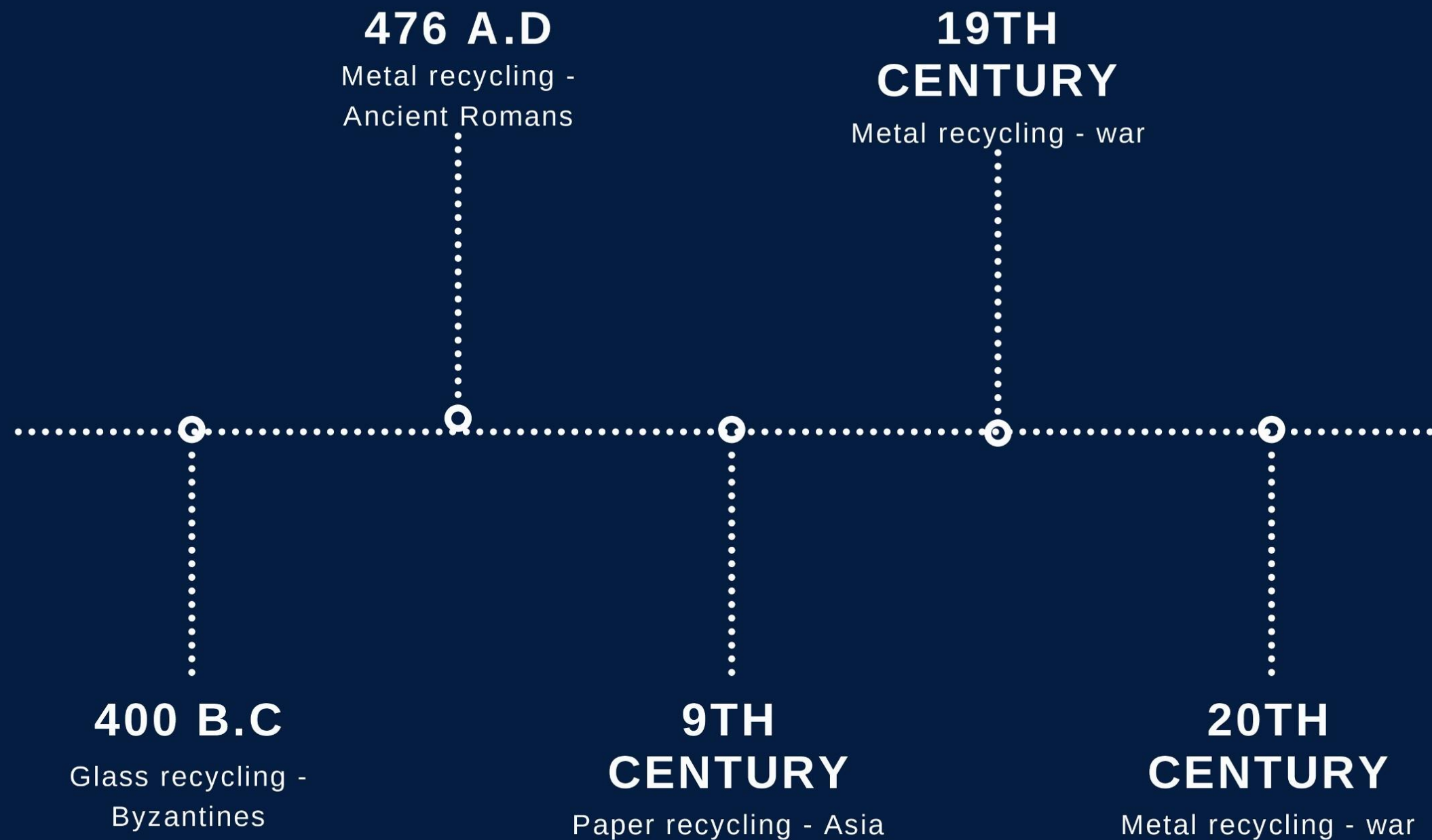
Thereafter, following a brief period working in Canada, I returned to South Africa and I joined the TrustedSource team, my first project being the design and delivery of the GSI South Africa Enriched Data platform, which we continue to support today.

Always keen to learn, especially new subject matter and areas of industry, I've found my time with TrustedSouce has sparked a new interest, being the consumer; more specifically our right to meaningful, trusted product information that is easily accessible.



***We take complex business problems & translate them into simple, holistic, & sustainable solutions that generate value for our clients & their partners.***

# Sustainability: it's actually not a new concept



24 DECEMBER 1968 - EARTHRISE PICTURE CAPTURED BY APOLLO ASTRONAUTS

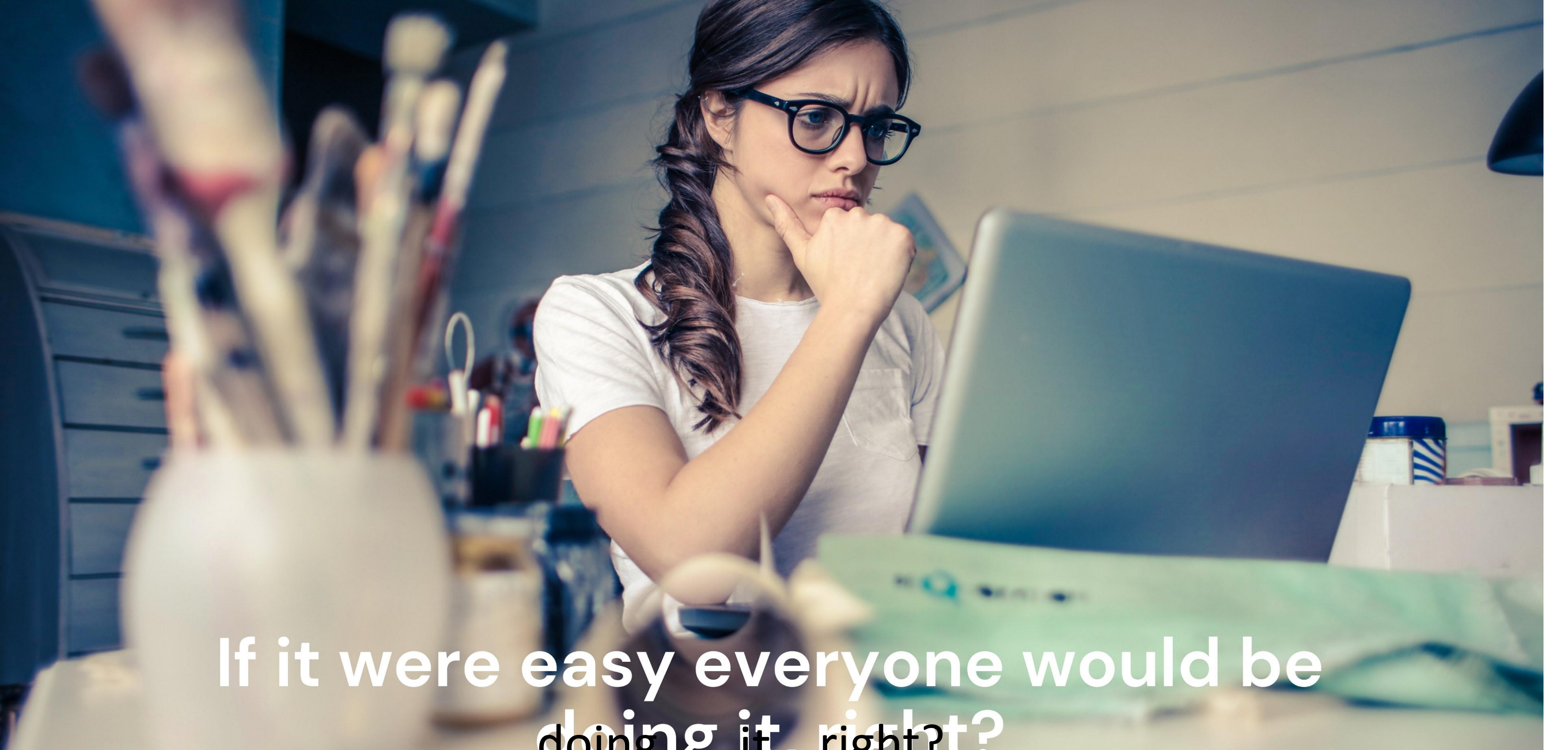
# Sustainable Development Goals



The mission: To ensure sustainable consumption and production patterns.

# Sustainability data - does it really matter?





If it were easy everyone would be  
doing it, right?



South Africa

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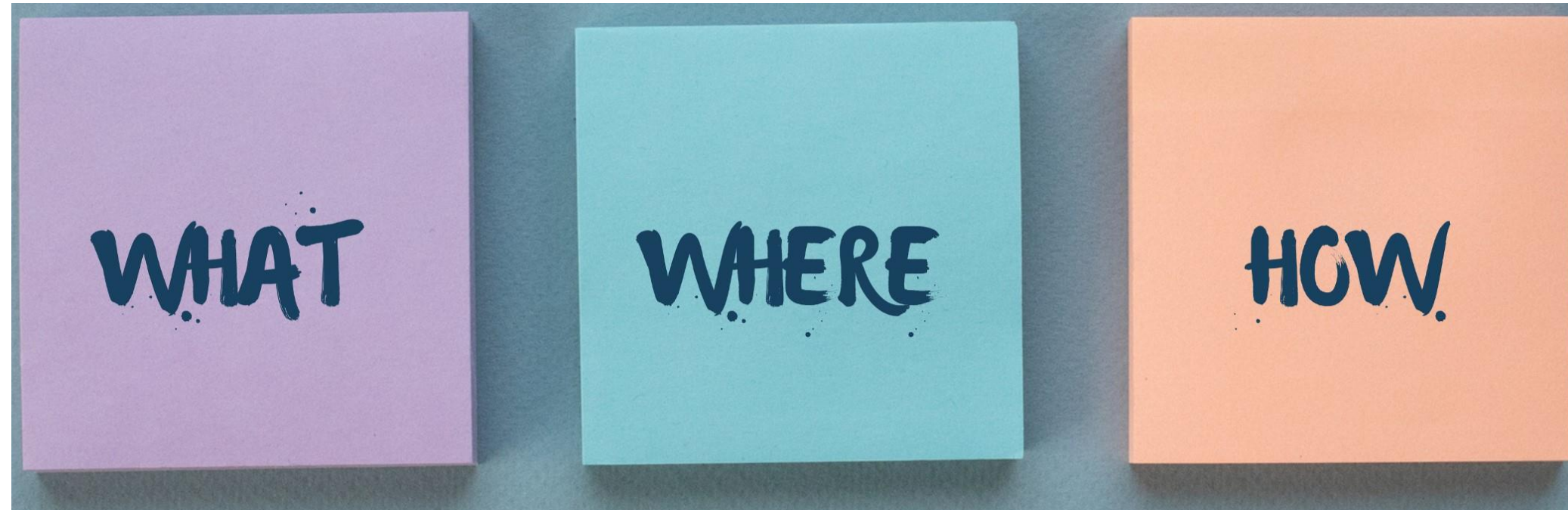
**“The journey of a thousand miles begins with one step”. – Lao Tzu**



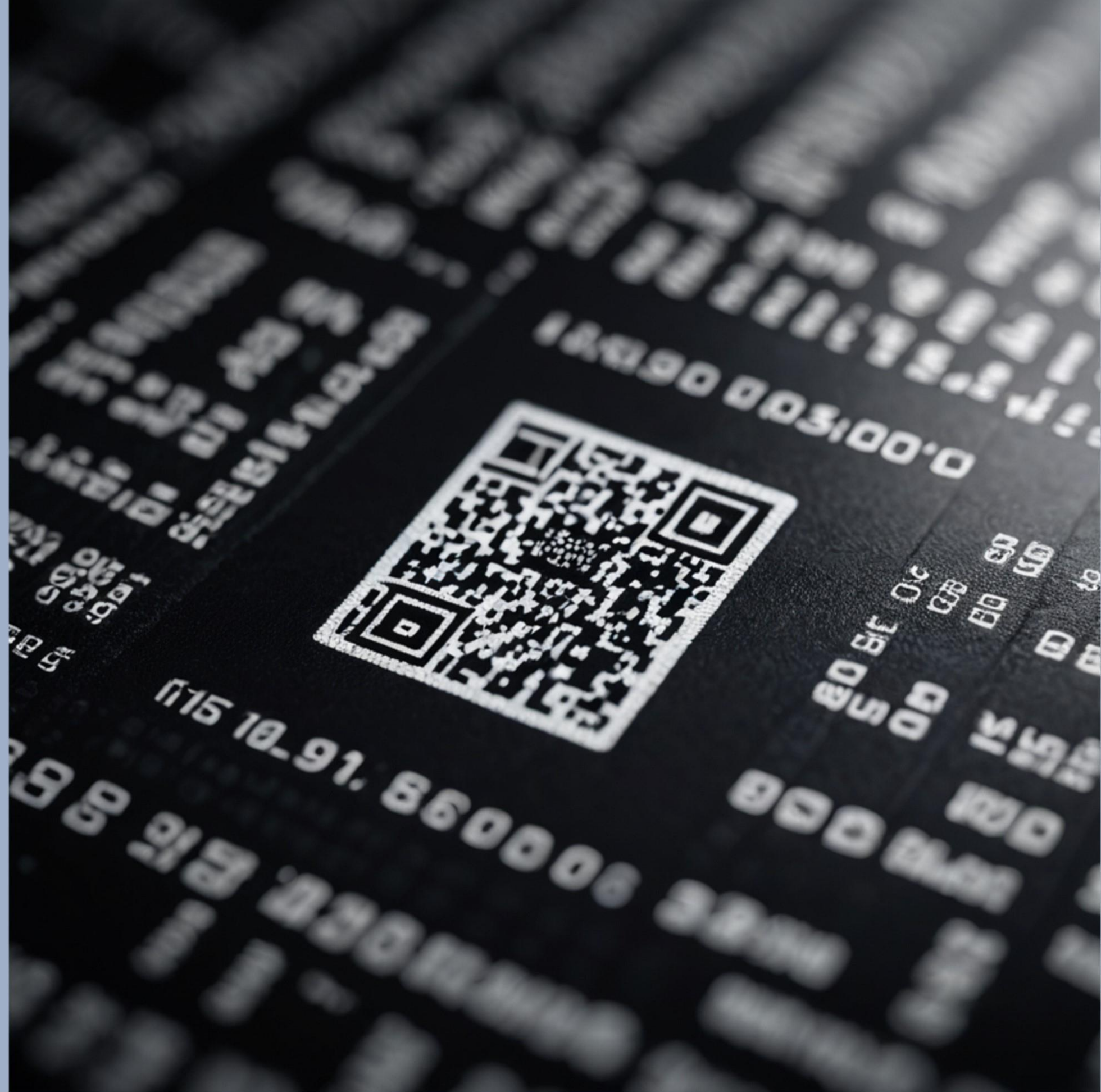
# SO, where CIO we begin?



# Let's be practical



# Sustaining your Brand for the future



# To "wrap" up



1

The "WHY" matters

2

Nothing happens overnight

3







Sustainability is a co-dependent reality

# Thanks for watching!



Connect with us.

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# References

[National Centre for Biotechnology Information](#)

[The origins and evolution of nutrition facts labelling](#)

[Food Label Solutions](#)

[The University of Texas in Austin](#)