

**Water Unite Announce Virtual Convening – with Kantar and GfK**

**WHY SHOULD RETAILERS & BRANDS CARE ABOUT SUSTAINABILITY?**  
A business case for attracting socially conscious consumers

With **KANTAR** 

Water Unite announce an online convening with Kantar, GfK and Europanel. Bringing together thought leaders from around the globe to ask **“Why should retailer & brands should care about sustainability?”**

Packed with great speakers the webinar will connect real FMCG purchasing behaviour to consumer attitudes around sustainability, waste and plastic reduction actions and share new research which illustrates the business case for retailers and brands to focus on socially conscious consumers.

The event will take place via Zoom Webinar on **September 16th** at 07:00-08:00 PDT | 15:00-16:00 BST | 16:00-17:00 CEST. The session will be hosted by Chris Sellers, CEO of Water Unite, with some exceptional speakers:

Richard Herbert – Global Business Insight Director at Europanel (powered by GfK and Kantar)

Richard is responsible for the development of global insight at Europanel working with international consumer datasets and with Europanel’s academic partners. For nearly 30 years he has been instrumental in setting up and running international Europanel projects on Brand Growth (BG20), Innovation, Private Label, Discounters and Sustainability.

Dr Marc Nuff – Global Director of Retail, Consumer Panels & Services at GfK

After studying business administration, Marc started his professional career in national and international sales for software companies. Since 2007 he has been working in various positions at GfK in Consumer Panels & Services. As Global Director Retail, he is currently responsible for cooperations with food, non-food and e-commerce retail customers.

Lenneke Schils – Global Insights Director, FMCG at GfK

Lenneke is responsible for providing clients foresight on market developments in the FMCG industry. In this function, she has driven GfK’s sustainability agenda. She has been with GfK for over 8 years, in a range of client-responsible consulting roles in the Consumer Panel division. Previously, Lenneke worked for several years as a university lecturer in international business and politics in Mexico.

Full agenda available at: [waterunite.org/kantar-gfk-convening/](https://waterunite.org/kantar-gfk-convening/)

To register to attend the free event, click here:

[https://us02web.zoom.us/webinar/register/2816286081579/WN\\_-zKlQU2sSHSStkD0eXgt1w](https://us02web.zoom.us/webinar/register/2816286081579/WN_-zKlQU2sSHSStkD0eXgt1w)



10 Sep. 21

## NOTES TO EDITORS:

Media contact: Louis Goring-Morris, [mediarelations@waterunite.org](mailto:mediarelations@waterunite.org) / +44 7851 256 875

### About Water Unite

Water Unite is a UK based, non-profit organisation that works in partnership with the private sector to raise and invest funds for clean water sanitation and plastics recycling. Funds are raised via voluntary donations of around one cent per litre from retailers of bottled water. Started in 2018, Water Unite is supported by The Co-operative (UK), Elior UK, The Rockefeller Foundation, Stone, Vitol and One Foundations. Water Unite aims to raise US\$100-\$200 million in the next 2 years.

Explainer Video: [https://www.youtube.com/watch?v=9eGMv2\\_6TIU](https://www.youtube.com/watch?v=9eGMv2_6TIU)

Brochure and Data downloads available from <https://www.waterunite.org/page/research-and-papers/>

For more information please visit [waterunite.org](http://waterunite.org)

### About Kantar & GfK

Kantar are the world's leading retail data, insights and consulting company. GfK are a world-leading provider of data and analytics to the consumer goods industry. Kantar and GfK, in collaboration with Europanel, has surveyed more than 80,000 people in 24 countries as part of their 'Who Cares, Who Does' Study to investigate attitudes and actions towards living sustainably and reducing waste.

For more information please visit:

[kantar.com/campaigns/who-cares-who-does-covid-19-and-environmental-efforts](http://kantar.com/campaigns/who-cares-who-does-covid-19-and-environmental-efforts) or  
[gfk.com/products/gfk-sustainability-concern-and-action](http://gfk.com/products/gfk-sustainability-concern-and-action)