

Sustainability Radar

KEARNEY



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Agenda:

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Problem Statement

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Methodology

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Key Challenges

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Demo Presentation

Problem Statement



How do we get sustainable information in a *more efficient* way?



Manually download reports from web



Go through each report for useful info

Beauty

COTY
BEAUTY, LIBERATED



ESTÉE LAUDER

L'ORÉAL



Unilever

Johnson & Johnson

P&G

SHISEIDO

Telecom

T-Mobile



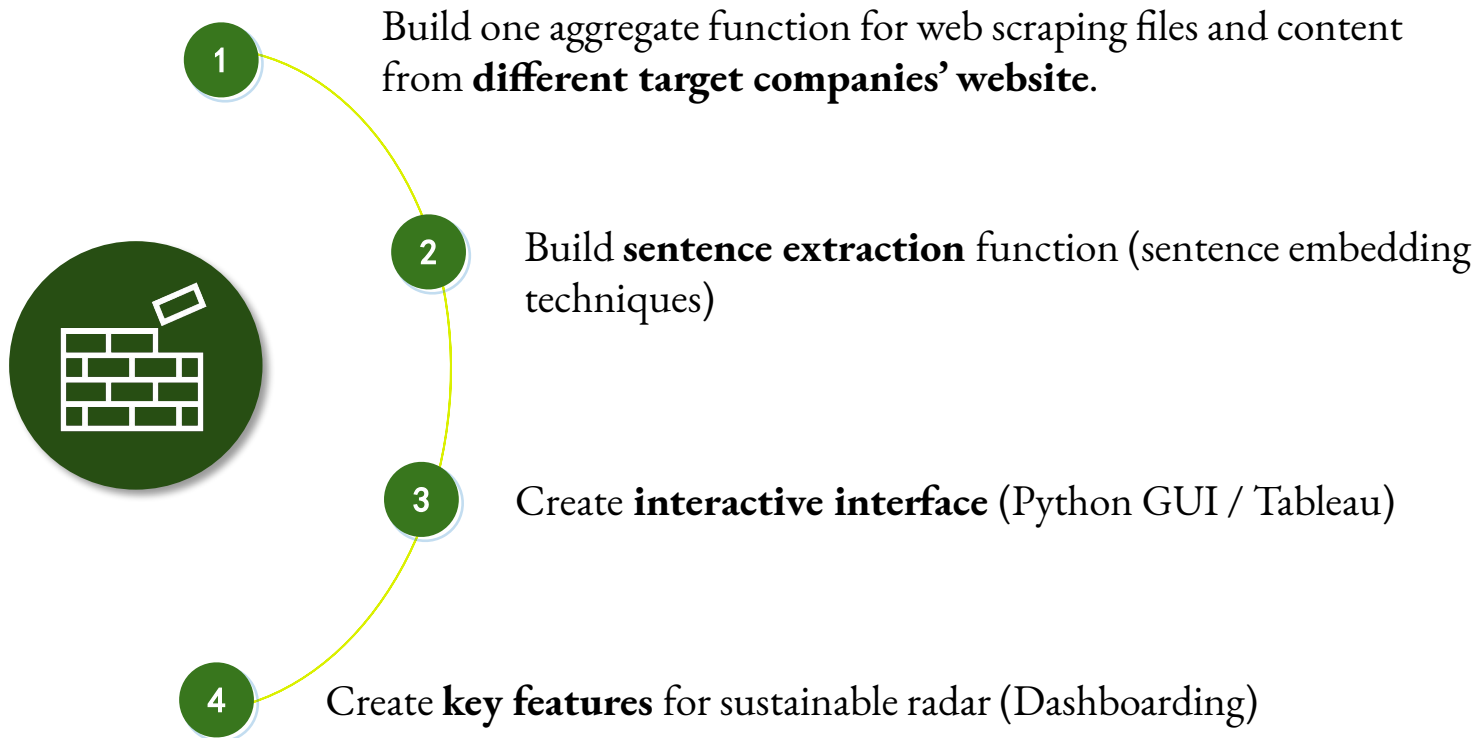
AT&T

Sprint

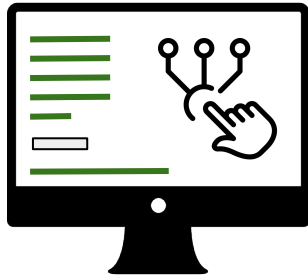


verizon

Key Challenges



Methodology



One Stop Solution



Download

Download online sustainability reports/content of target companies



Process

Process chosen files (pdf/text)



Extract

Extract and display information based on input sustainability terms and phrases



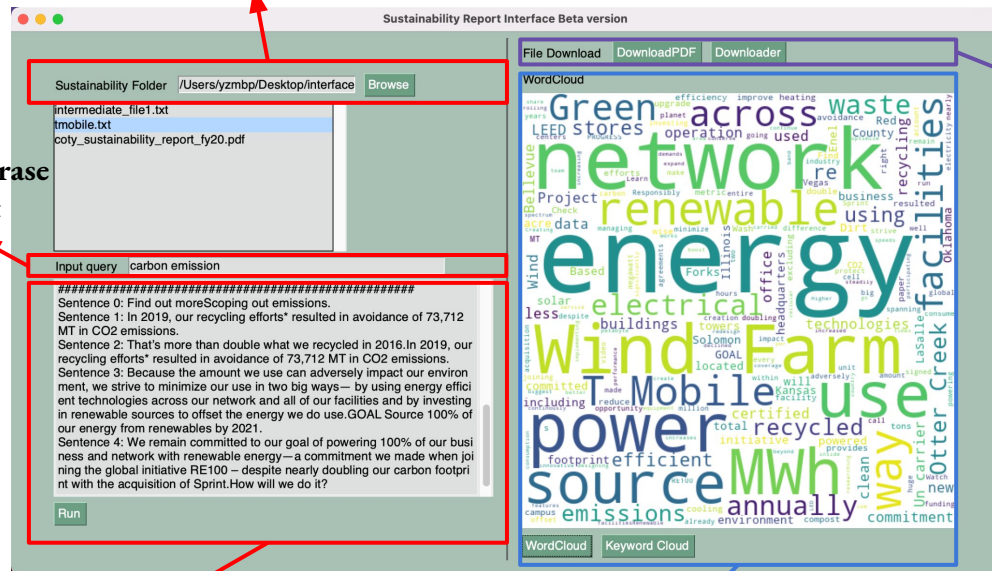
Visualize

Word cloud generation/Information Visualization

Demo Presentation

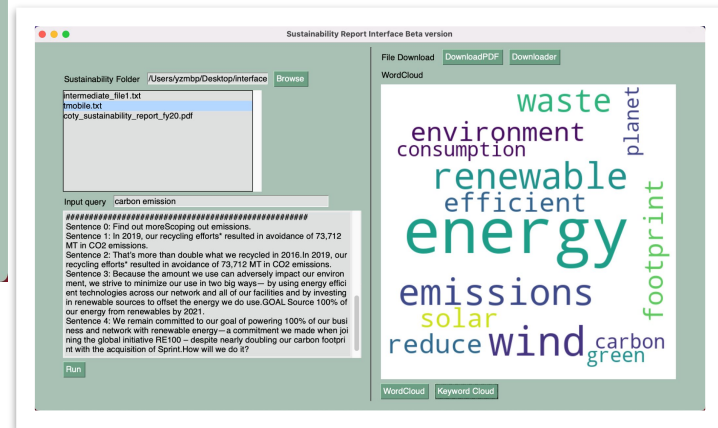
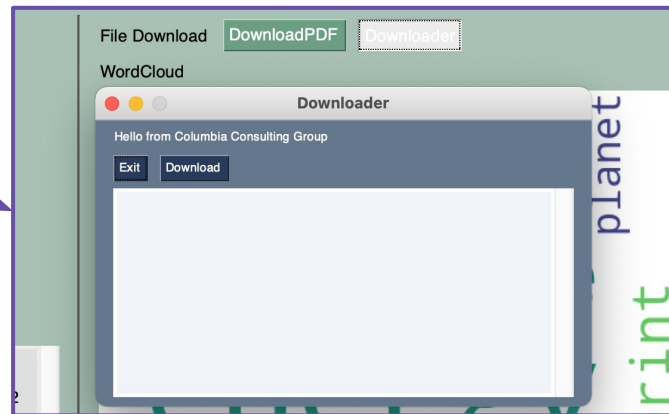
Folder/Report Directory

Key
Term/Phrase
Input



Sentence Extraction

Word Cloud Section



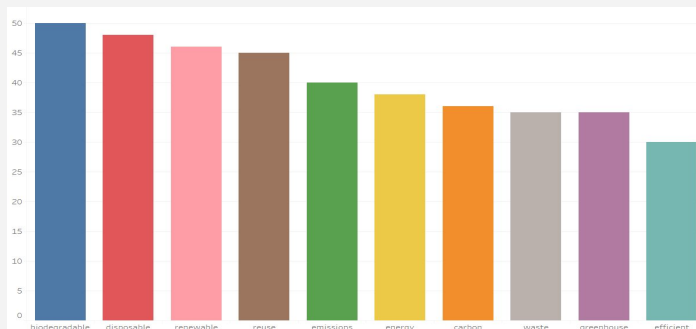
Dashboard Sample

Johnson & Johnson	Coty	L'Oréal	Shiseido	Metrics		Detailed/Quantitative Description and Clear Commitment for Future
5	5	5	4	Biodegradable	5	
5	5	4	2	Emission	4	Detailed Activities/Impact and potential for improvement
5	1	2	1	Water	3	Some Activities but Limited Details
<ul style="list-style-type: none"> Johnson & Johnson has strong commitment on carbon emission reduction and other metrics. "Reduce absolute carbon emissions 20 percent by 2020, 80 percent by 2050." "Produce/procure 20 percent of electricity from renewable sources by 2020; aspire to power all facilities with clean/ renewable energy by 2050." 					1 - 2	Minimal Activities or Impact
					N/A	No Public Info

Coty's Word Cloud

natural resources
climate change plastic vegan biosphere
ecological waste solar biodegradable
greenhouse planet sulfates eco-friendly sustainable
renewable commitment global warming recycle
naked packaging emissions GHG reuse ecosystem ethical carbon
target environment energy

Top 10 Metrics in Beauty Industry



Thank you!

KEARNEY &

Columbia
Consulting
Group