

# SPECIAL MARKEN UND NACHHALTIGKEIT

## Politik

Die wichtigsten Rahmenbedingungen für die Wirtschaft.

Seite xx

## Auszeichnung

Das ist die Gewinnerin des Nachhaltigkeitsawards.

Seite xx

## Kreislaufwirtschaft

Praxisbeispiele von innovativen Lösungen für Verpackungen.

Seite xx

## Trends

Konsumentinnen und Konsumenten ändern ihr Verhalten.

Seite xx



## Markenhersteller gehen voran

Bei der **Transformation** zu einer nachhaltigen Wirtschaft stehen eine Reihe von Firmen heraus.

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# «Brands & sustainability» special

The Handelszeitung special published on 5 October 2023 will cover the challenges companies face in terms of sustainable management.

## Characteristics

Transforming the economy into a sustainable economy is a major challenge, particularly for consumer goods manufacturers. In the «brands and sustainability» special – in cooperation with Promarca, the Swiss Association of branded goods – «Handelszeitung» will show how companies are approaching the issue of sustainability and the efforts and innovations they are using to realign their business processes. The supplement will also feature interviews with and profiles of the winners of the 2023 Promarca sustainability award.

**Book your ad in this special now and position yourself as a sustainable brand in a practical environment! All Handelszeitung specials are additionally published online – we also offer attractive offers for our digital presence. We are happy to discuss the options.**

## Publication date

Topic	Published	Advertisement deadline	Print material deadline
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## Topics

### Politics

Current national and international framework conditions for Switzerland's road to climate neutrality.

### Awards

Presentation of the award winner and four other projects of the Sustainability Award 2023.

### Consumers

How consumers' perceptions of brands have changed and which trends could be decisive in the coming years. (Interview with Babette Sigg Frank)

### Social media

How companies can use social media efficiently for their communications on sustainability issues.

### Business models

How brand manufacturers are integrating sustainability into their business models and generating long-term economic benefits.

### Packaging

Practical examples of innovative packaging solutions and new recycling models.

### Transformation

From transaction to transformation - and how can we overcome polarisation? Sustainability from the perspective of Katrin Muff, Head of Institute for Business Sustainability IBS.

### Continuing education

New ESG and sustainability training and further education at Swiss universities.

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