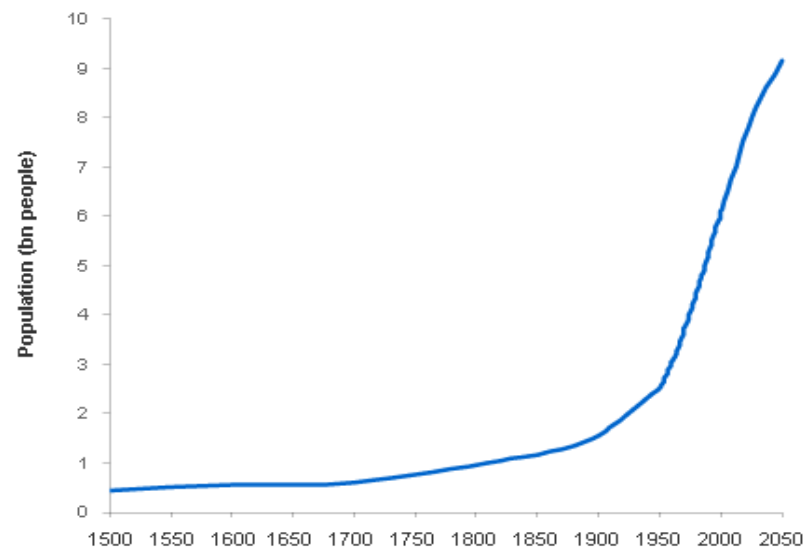


Questionmark

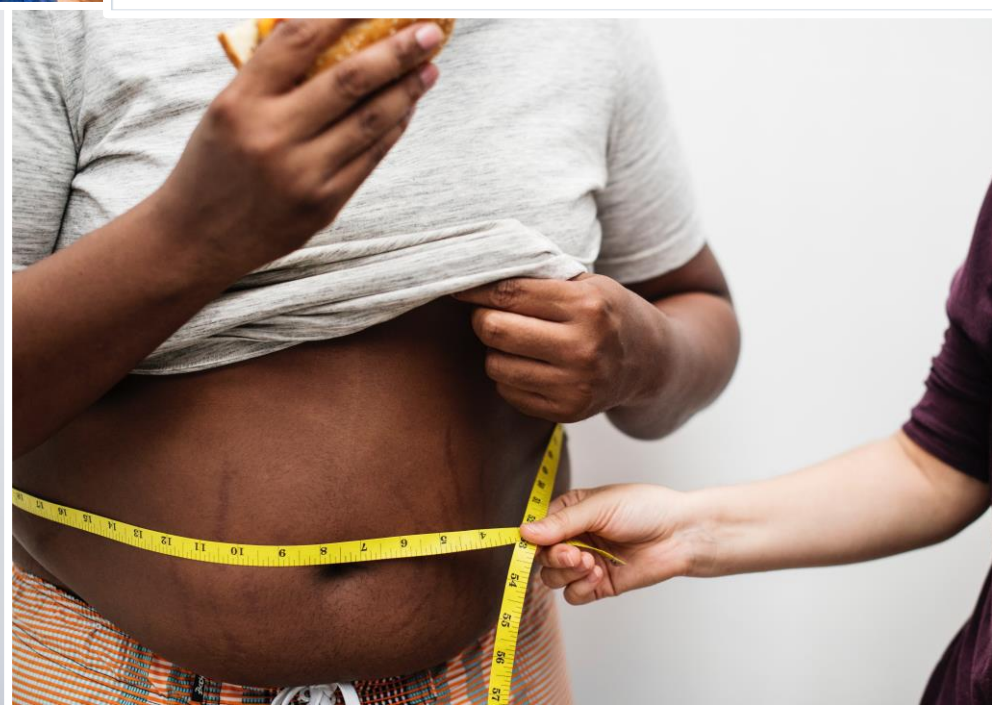
check choose change



The world's population



Source: OECD, UN Population Division, Euromonitor, FAO, USDA, EIA, WRI, World Bank, Goldman Sachs Investment Research as at 27.10.10



Questionmark

**By creating radical transparency and engaging consumers
we turn this race to the bottom into a race to the top!**



Questionmark

Charlotte Linnebank





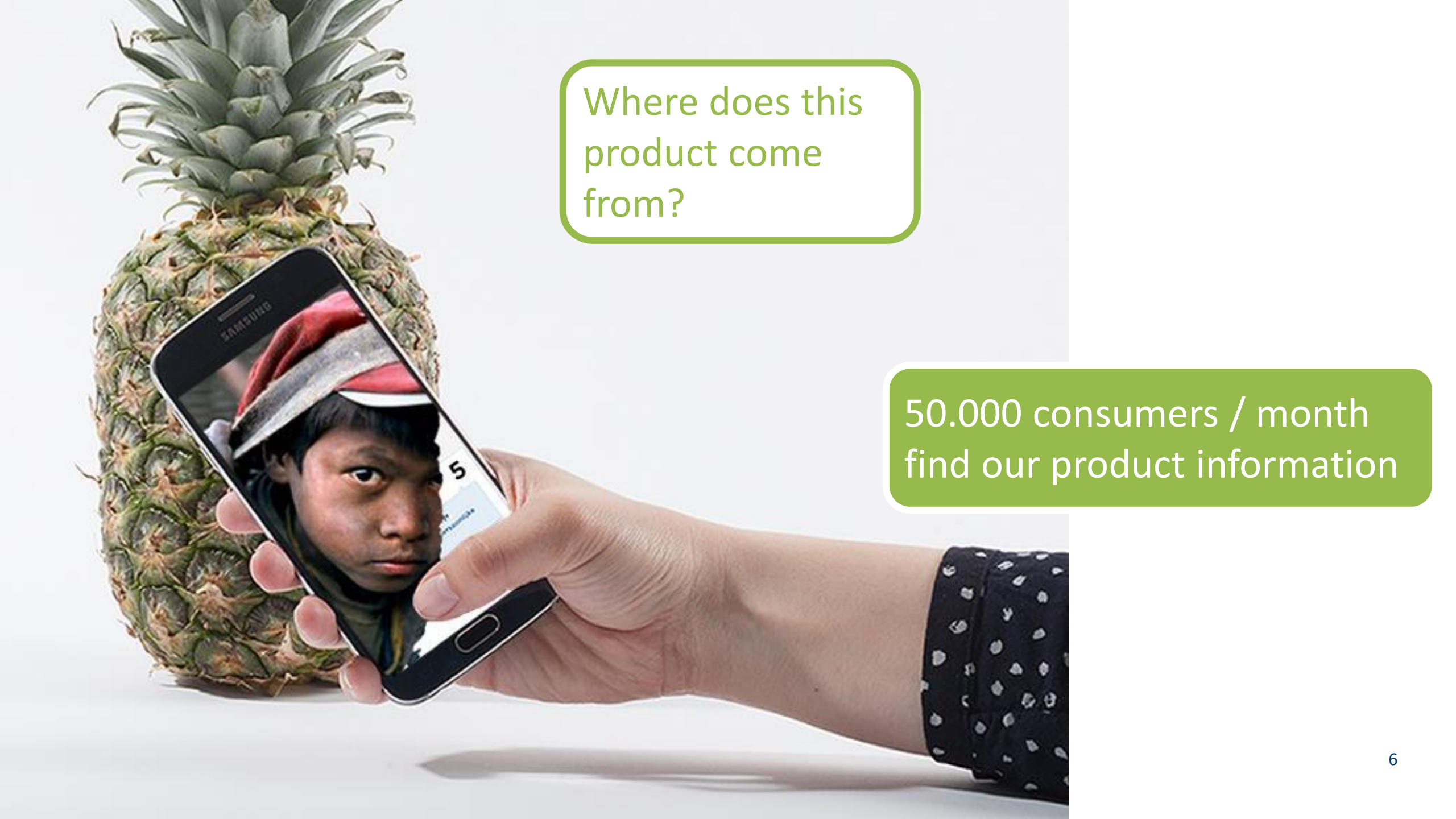
Check



Choose



Change

A hand holding a Samsung smartphone next to a whole pineapple. The phone's screen displays a close-up of a young boy's face wearing a red and white Santa hat. The background is a plain, light grey surface.

Where does this
product come
from?

50.000 consumers / month
find our product information



Crisps ranked
most sustainable

Marketing
for front runners



Struik soup ranked
least healthy

Struik brand
innovates product
with less sugar



Nutella
transparent about
child labour

Transparency leads to
ambitions made public

Transparency on
bonded labour
in shrimp industry



Leads to MSC label
publicly stating
it's working on
social criteria

Lessons learned

Trust in Questionmarks information is key

- Income model
- Neutral and independent position
- The right partners

Challenge to roll out in Europe

- Finding the right partner
- Government participation
- Charity funding up front