

Adweek's Sustainability Stars: 17 Brand Leaders on a Mission to Help Our Planet

Adweek has heard the drumbeat from our community of marketers for more than a year: To succeed in business and connect with consumers, brands must do good. These executives, including many founders, CEOs and C-suite pros, tie doing good with business results and are pushing ahead in DEI, clean water, sustainable packaging, women's rights and more. Each winner is tied to one of the U.N.'s 17 Sustainable Development Goals (SDGs)—the most widely accepted blueprint for ensuring a healthy society.

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