



COLMAR BRUNTON
A Kantar Company

BETTER FUTURES

2020

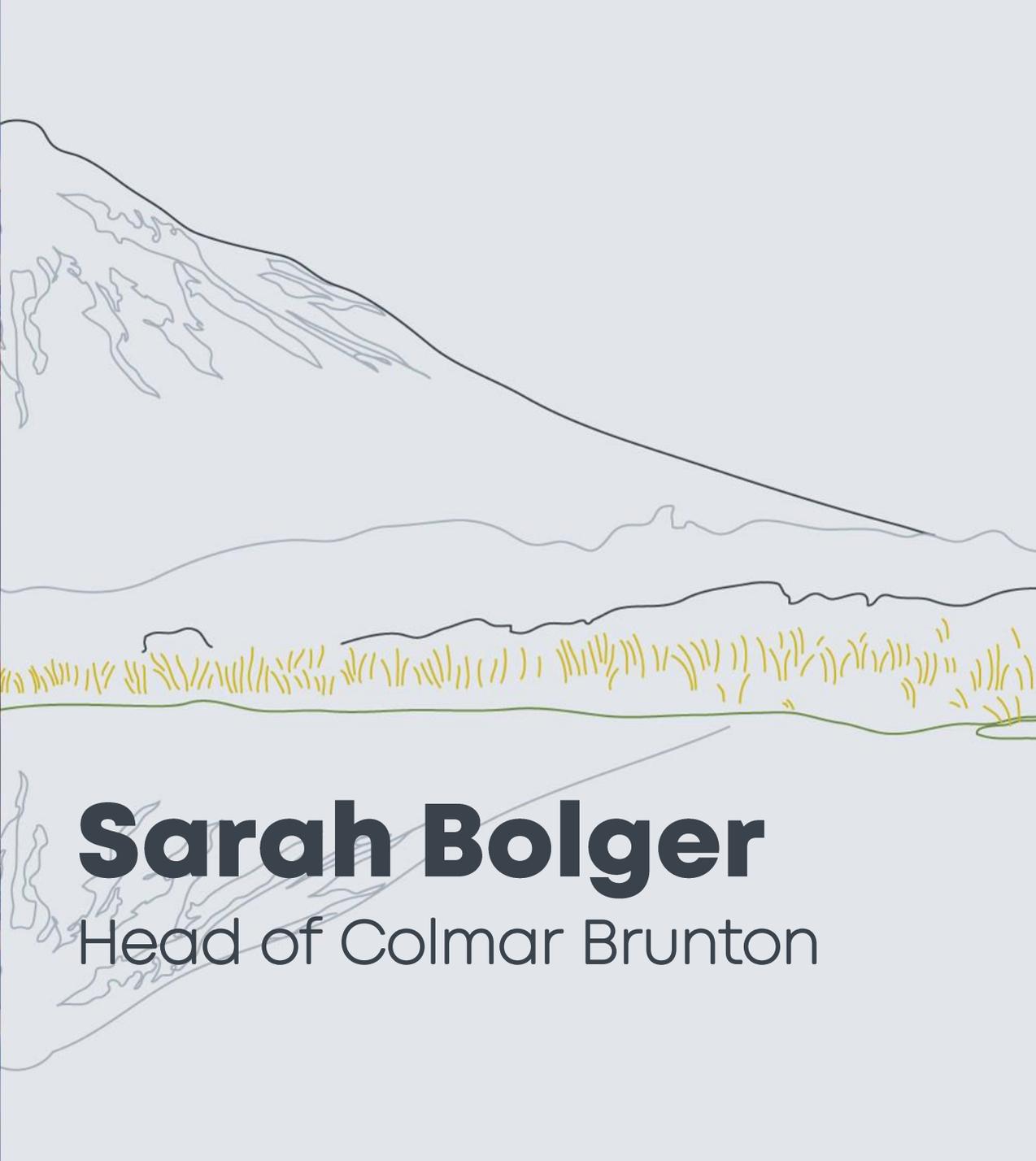
**Sustainable
Business Council**

 wbcSD Global Network Partner





BETTER FUTURES REPORT



Sarah Bolger

Head of Colmar Brunton

BETTER FUTURES

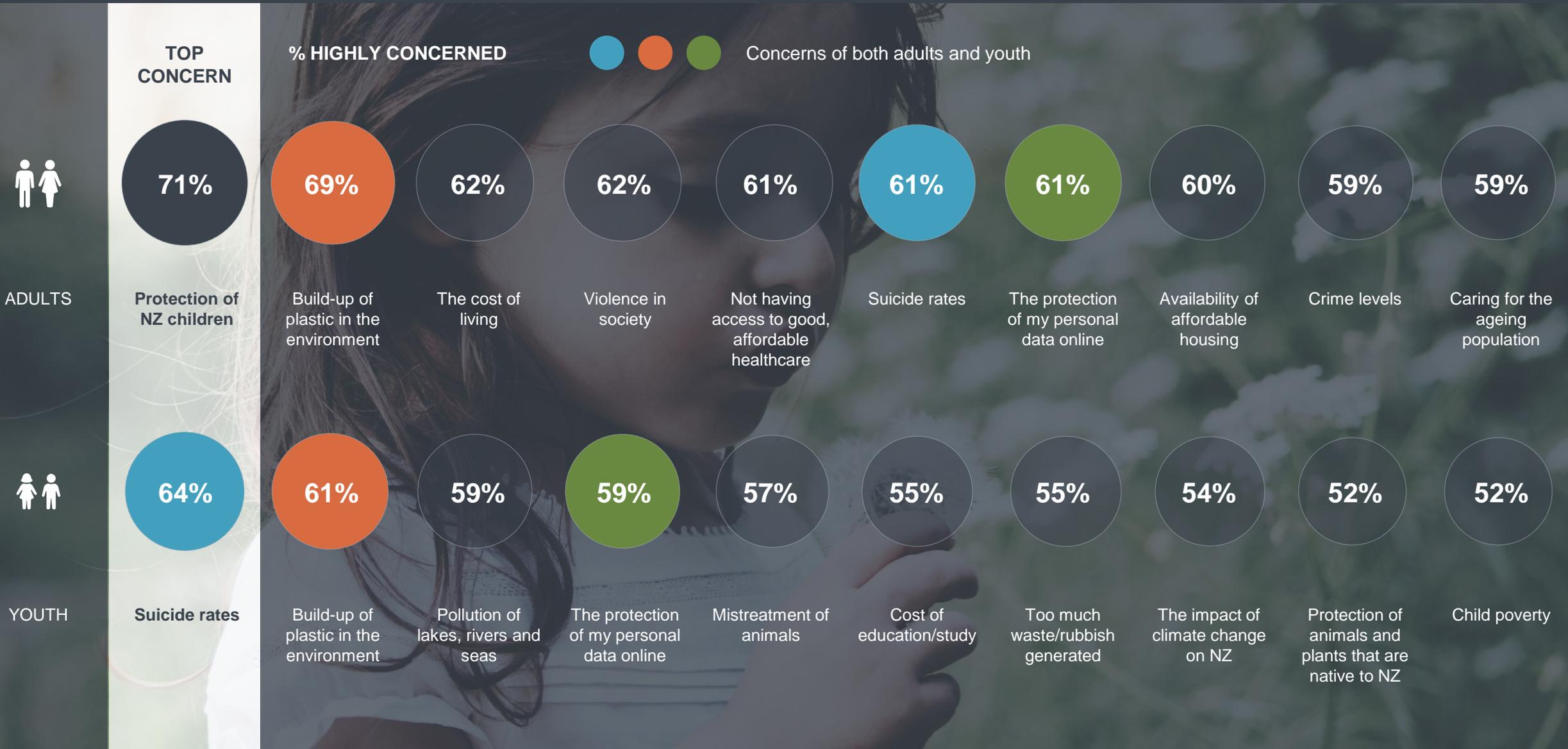
11 YEARS MONITORING THE ISSUES
NZERS CARE MOST DEEPLY ABOUT



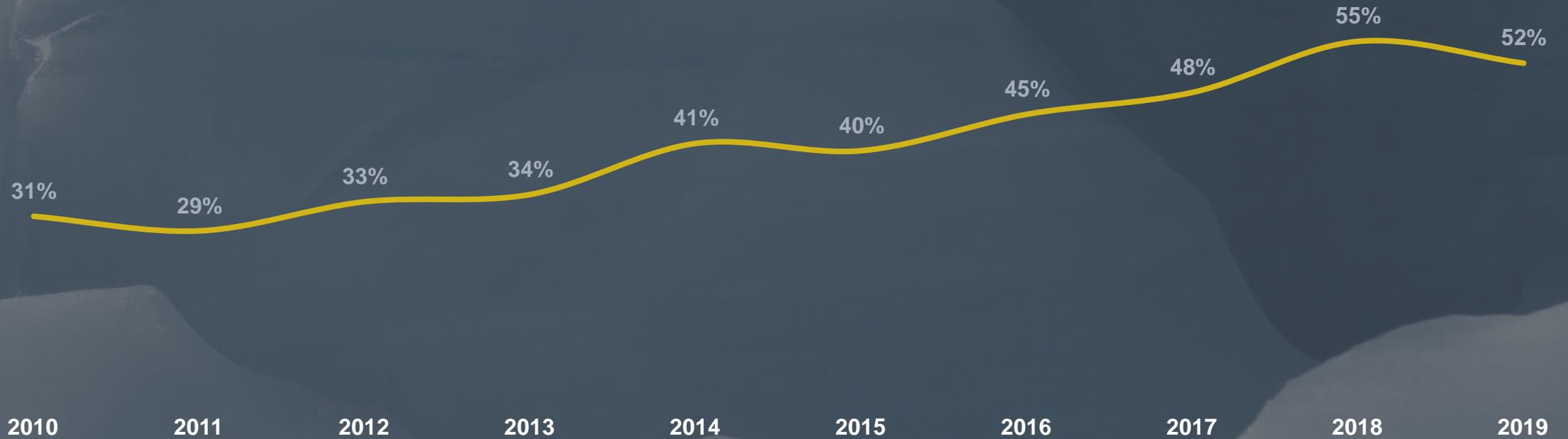
What's at the front of NZers' minds as we enter a new decade?



NZ adults and youth are dealing with many social, economic and environmental issues



Climate change remains a real concern for at least half the population, particularly women

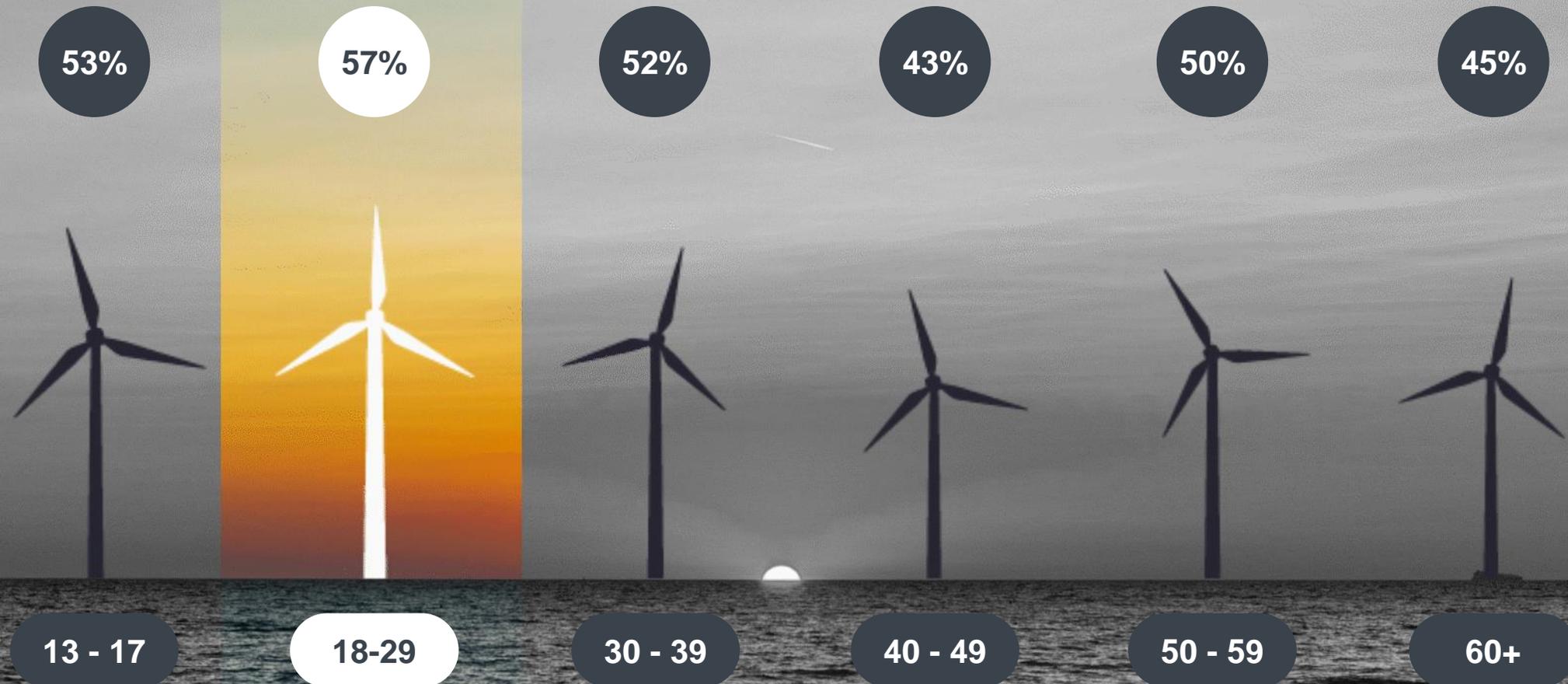


Concern has grown more amongst **women** than men in the last two years



Climate change has had an impact on our **mindset and behaviour**

50% of New Zealanders say they have **taken action on climate change**



Climate change discussions have caused debate around the need to eat more sustainably



% SOMEWHAT / MOSTLY AGREE

49%
AGREE

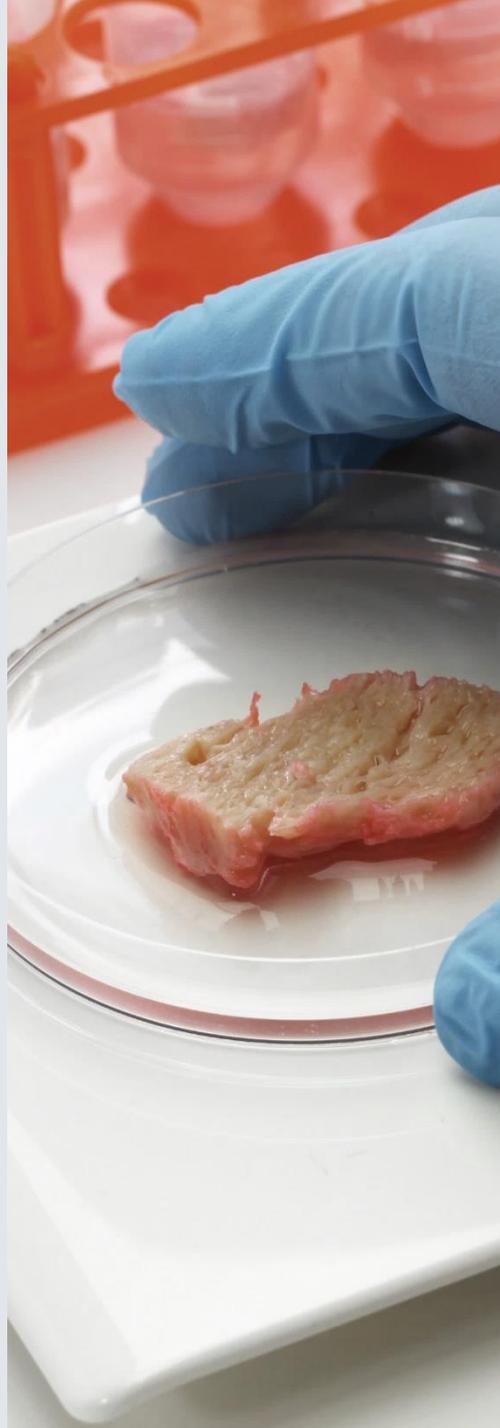
New Zealanders need to change their **diet** to save our environment

THE TREND TOWARDS **MEAT FREE** EATING CONTINUES...

% 18+ who always / mostly go meat-free



New Zealanders are even becoming open to the idea of alternative food sources



% WHO WOULD CONSIDER EATING IF IT REDUCED THEIR ENVIRONMENTAL IMPACT

Lab-grown meat



32%

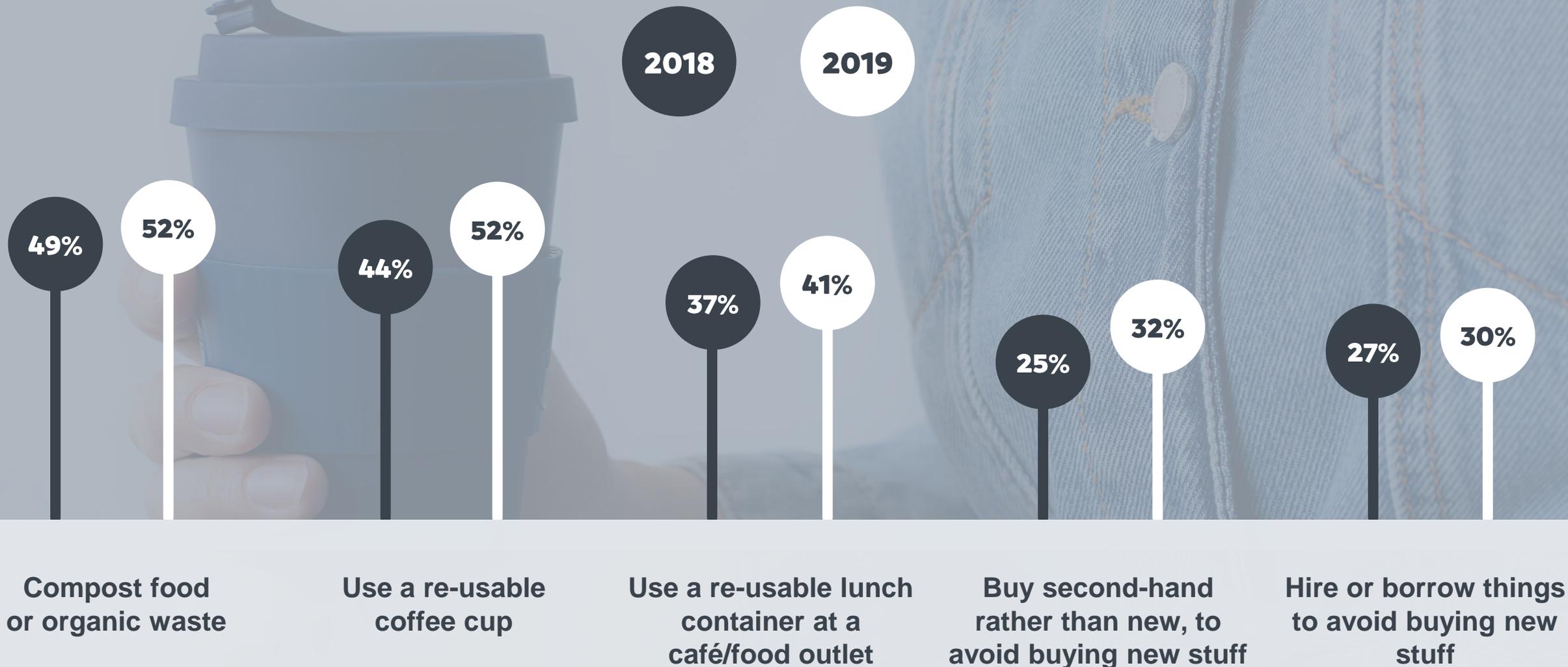
Eating Insects



24%

Additionally there has been an awakening on **waste** ...

% Always / Mostly do this



Plastic bags were the lightning rod...
now attention has been turned to the 'excess' of everyday items



ADULTS

YOUTH



LESS PLASTIC! Stop putting it on the consumer to recycle, the business should offer plastic free solutions or be responsible for the recycling of its products.



Never buying anything from a \$2 shop or the likes, stopping to think 'is this a necessary purchase?'

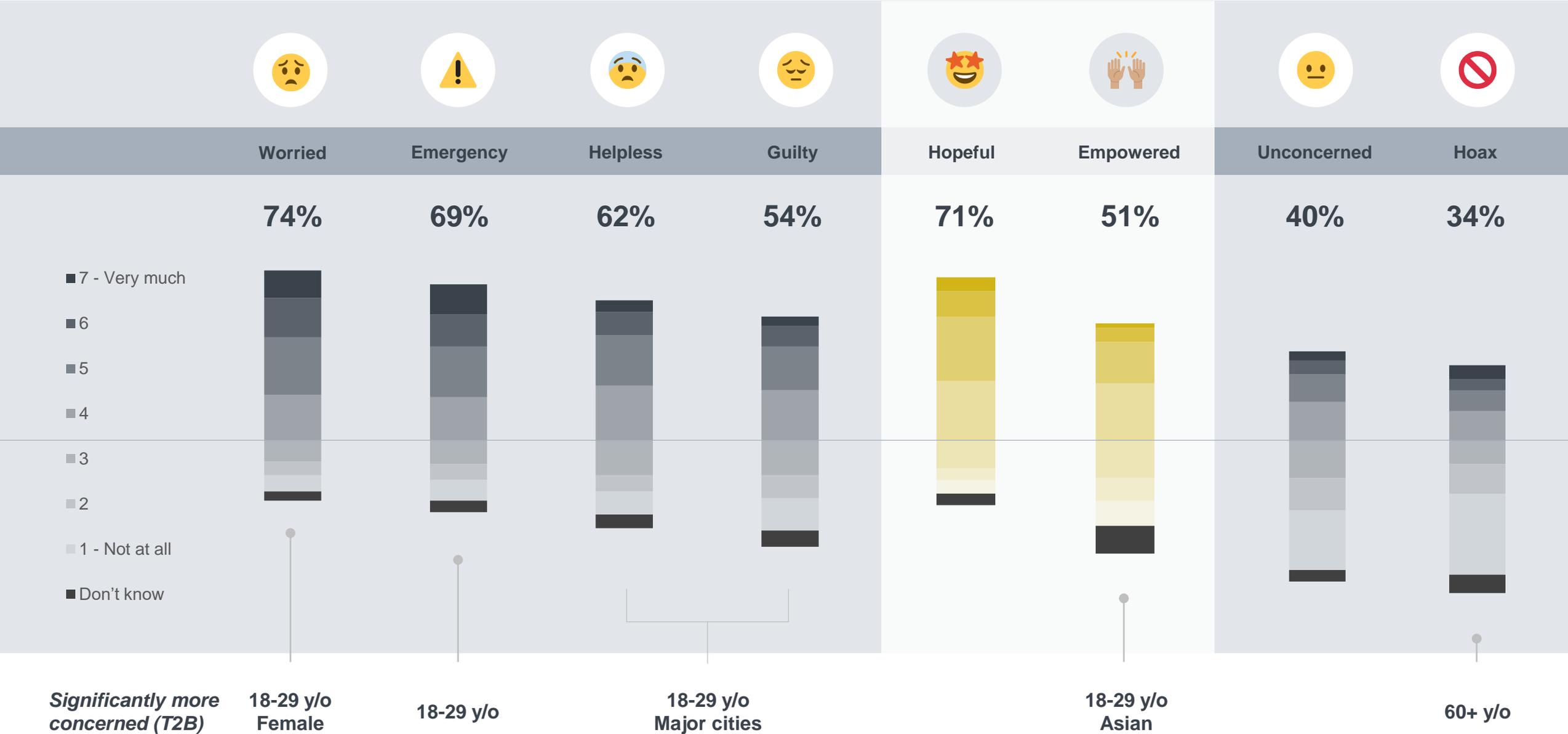
Brands that demonstrate clear sustainable benefits are winning consumers over

48%

have deliberately switched to a brand/service provider which is more sustainable



As a topic, however, climate change causes divergence in opinions – between generations, genders, cultures and communities





*You idiots we can't
change the weather
- there is NO
anthropogenic
climate change*

Male 60+



“OK, Boomer”

So when it comes to making sustainable choices, if the case for change is weak, people will stick with what is easy and convenient

CONSIDER SUSTAINABILITY IN MAKING CHOICES



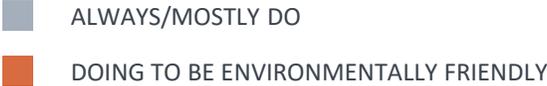
Total including youth

Significantly higher for

Male (7%) Male (6%) 60+ (12%) 40-49 (31%) 18-29 (46%) Female (42%) AKL (15%) Female (16%) 18-19 (17%) 50-59 (20%)



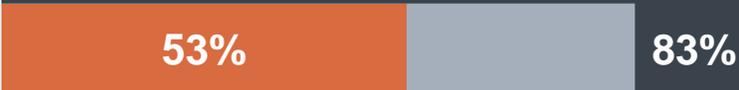
Many 'sustainable' behaviours are being done without the environment front of mind, there are other benefits (e.g. cost)



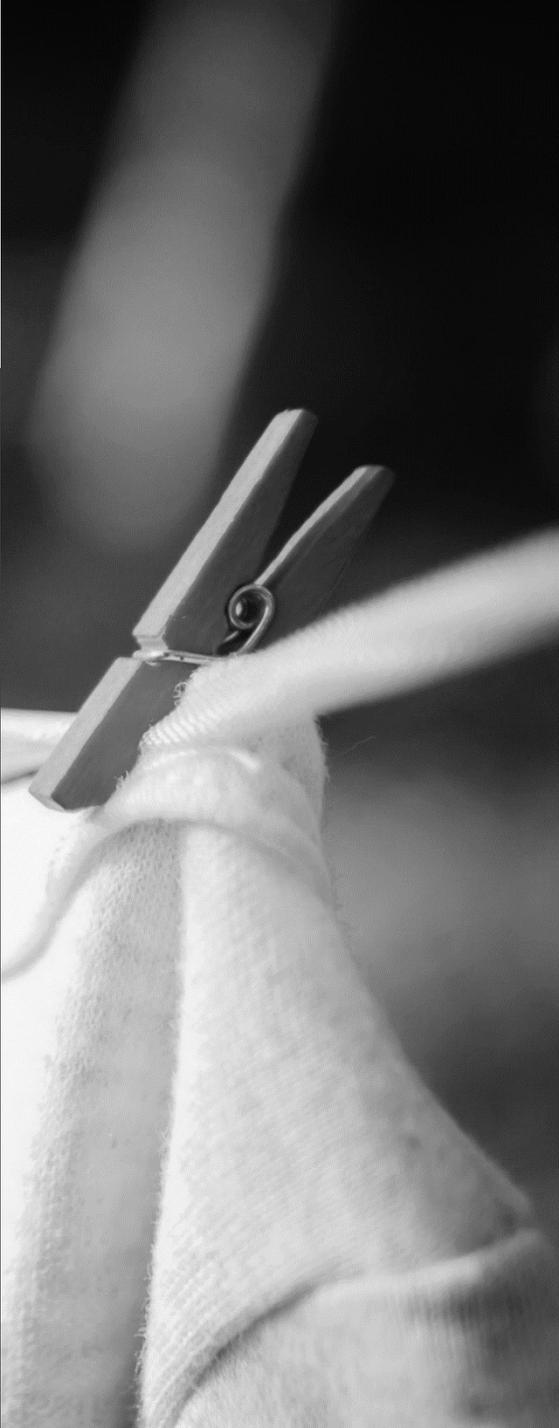
Recycle paper, plastics, glass, and tins



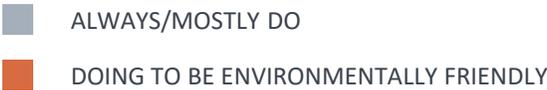
Dry clothes on a clothes line/airer



Use a re-usable water bottle



For those sustainable behaviours that require more effort, communicating other benefits may help a broader audience get on board to benefit the environment



But we are not going to save
the planet with keep cups...

New Zealanders are looking for leadership



Human beings need, and respond to, solutions that improve their security, income, health and habitats.

JEREMY LENT

Author of “The Patterning Instinct”

GLOBALLY IT'S COMING IN THE FORM OF A CHILD

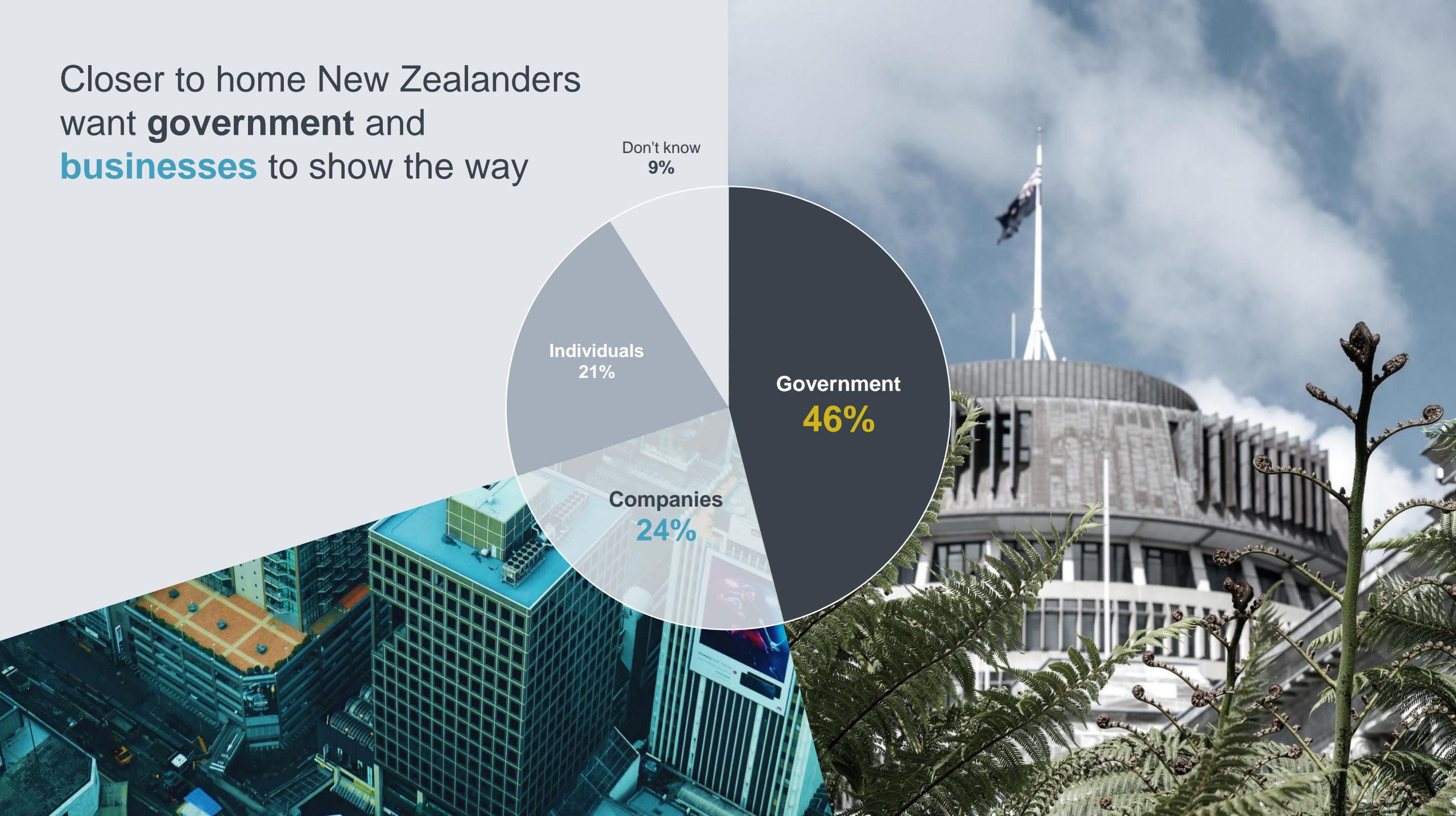
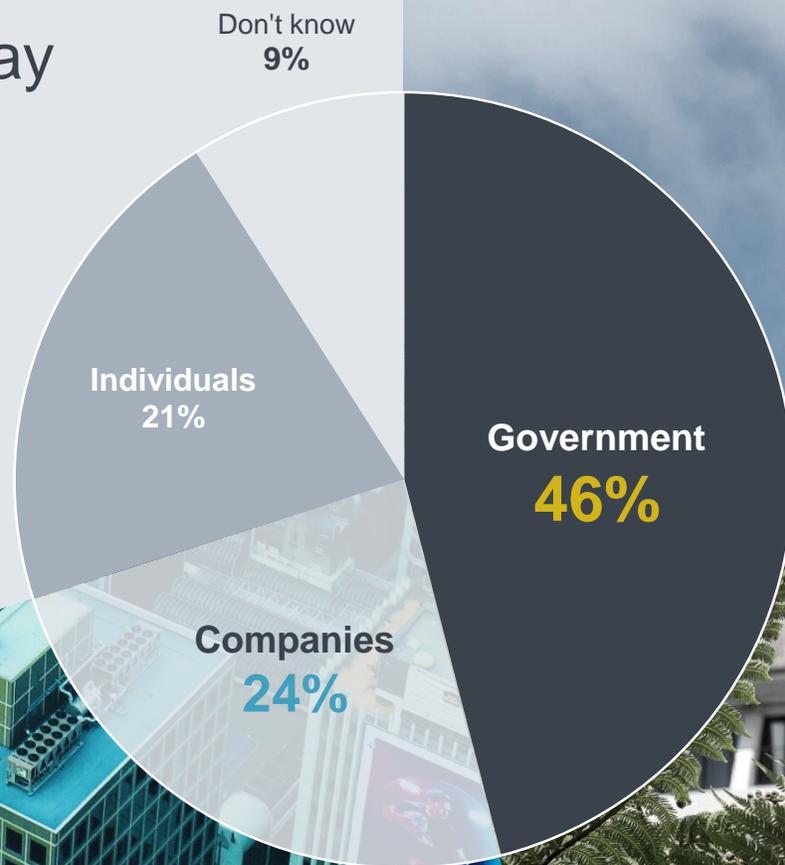
SKOLSTREJK
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KLIMATET



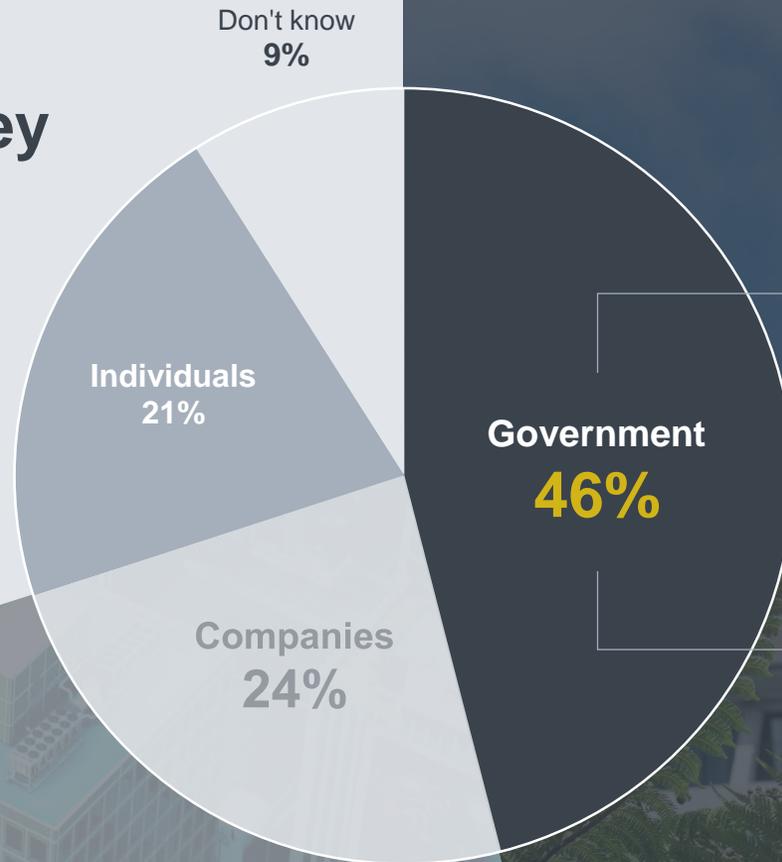
The moment we decide to fulfil something, we can do anything.

**Houses of Parliament, UK, 23
APRIL 2019**

Closer to home New Zealanders want **government** and **businesses** to show the way



Those who say **Government** should lead the way are significantly more likely to **already be doing what they can to help**



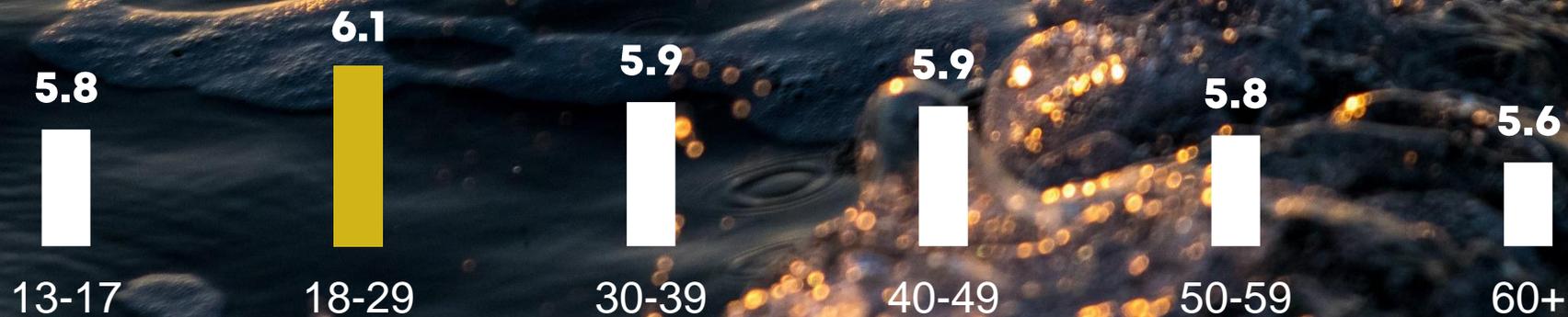
74%

Environmental policies are important in how I vote

73%

Look for claims/labels that choices I make are environmentally/animal friendly

Young New Zealanders of voting age feel most empowered to make an impact on issues relating to climate



AVERAGE RATING FOR EMPOWERMENT 5.8 OUT OF 10



*[I have] chosen a career and education in Renewable Energy.
I act as a consultant to developing nations most at risk to climate change
developing their own resilient infrastructure.*

Those who say **Companies** should lead the way think more can be done... and they say they are prepared to pay for it



83%

agree businesses aren't doing enough to reduce environmental impact

70%

look for claims/labels that choices I make are environmentally/animal friendly

67%

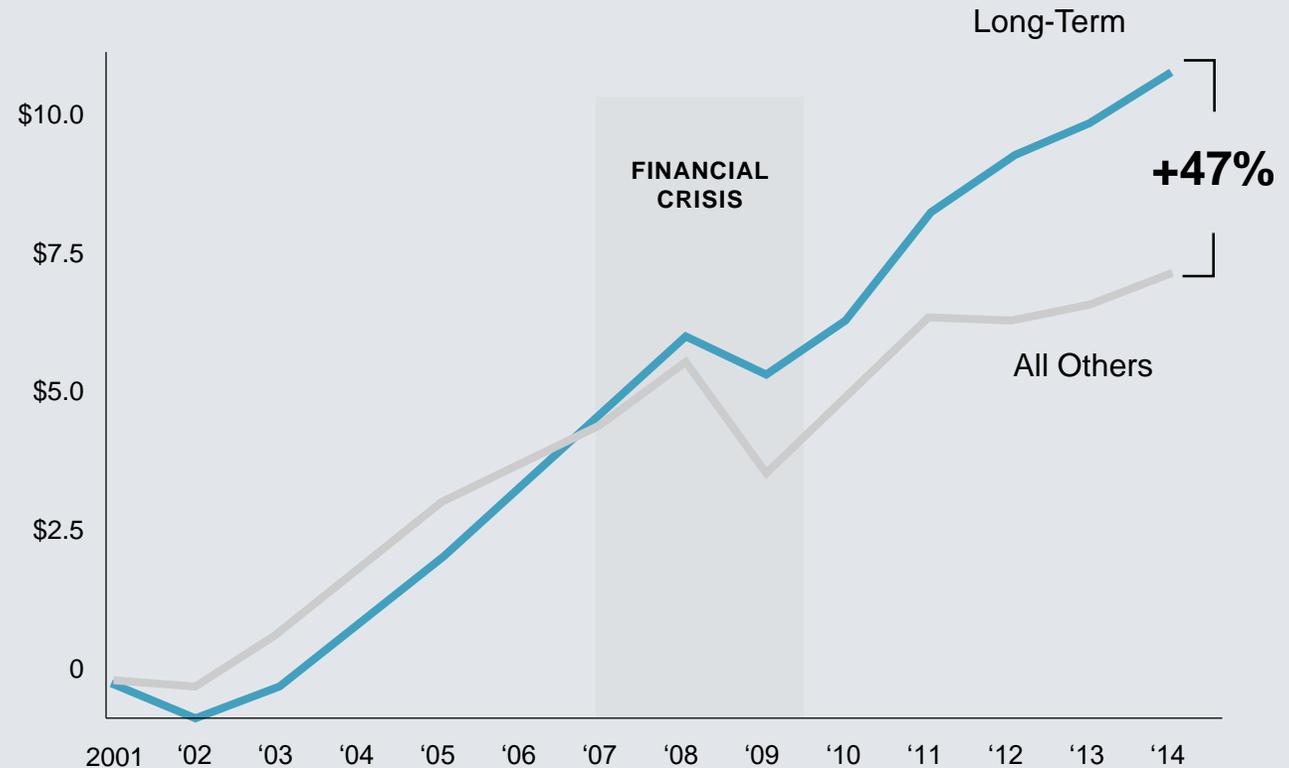
will make eco-conscious choices, even if more expensive



The business case for sustainability is clear

“Companies that outperform in important **social and environmental areas** achieve higher valuations and higher margins.”

Rich Lesser, President & CEO, BCG



Source: Harvard Business Review.

Source: Kantar

People recognise that there are brands outside the eco universe that are working hard to be leaders in sustainability

75%+ agree

ecostore

 trade aid

 earthwise[®]
caring for your world

 FAIRTRADE

65 - 74% agree


Meridian.

Whittaker's
SINCE 1896

 THE BODY SHOP[®]



Mercury 

 contact™

TESLA

50 - 64% agree

 genesis

Turners & Growers


Kathmandu[®]

FISHER & PAYKEL

AIR NEW ZEALAND 

 NW

PAKŃSAVE

 Sanitarium[™]
The Health Food Company

 Farmers

MITRE 10

 vector

countdown 

 Fonterra
Dairy for life

 TOYOTA

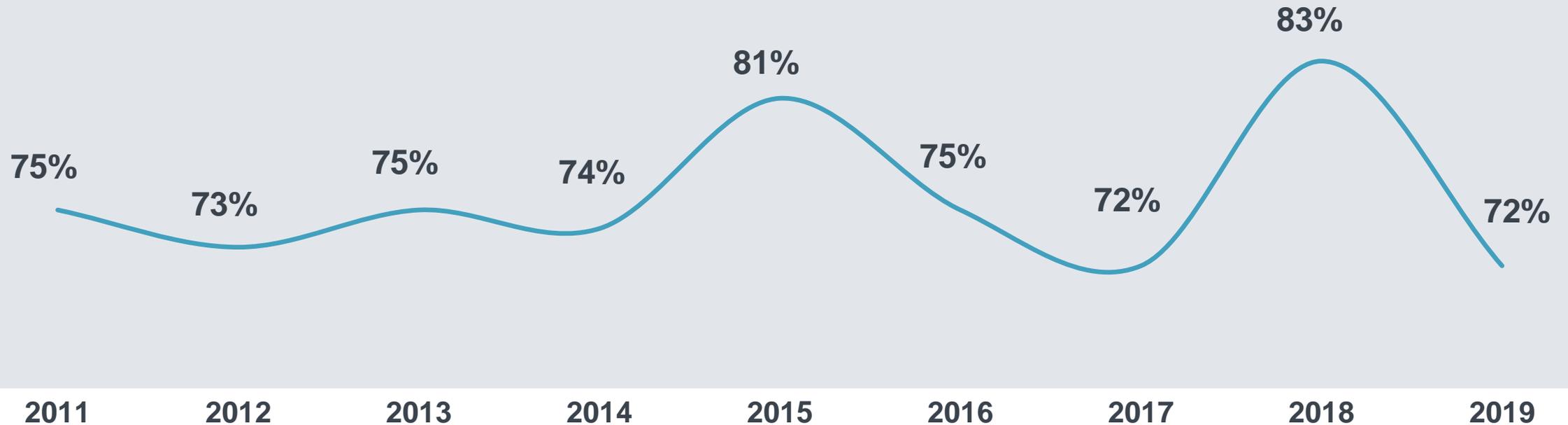
 all good

the warehouse //

 ENERGY

The way businesses talk about their social and environmental commitments is still confusing so **simplicity is key**

CONFUSION LEVELS



New Zealanders have no shortage of suggestions for how business could make them feel better about their choices...



Invest in exploring more sustainable packaging

Make better quality, longer lasting products

Seek out more sustainable ways to manage waste etc.

Accept all their packaging back as part of their environmental impact

Increase the wage to make any food unwrapped affordable

Work together with other businesses with recycling

Stop outsourcing to sweatshops

More use of local ingredients

Make accessories compatible across different models

Use materials that can be reused

Younger generations also place high importance on these factors for deciding where they want to work...



72%

of youth (13-17 years) say it is important that my future employer is **socially and environmentally responsible**

Where to from here?



The global narrative around climate change has spurred **consumer action** on a number of fronts...



Put sustainable needs at the heart of decision making

**Divergence on
the issue of
climate change
can cause **apathy**
and **inaction****



**Transformative
leadership will win
the hearts and minds
of consumers ...**

**Convenience has
become an
inconvenience**

**There are big
opportunities for
businesses and
brands that respond
to consumer needs to
have a 'planet
positive' impact**



COLMAR BRUNTON

A Kantar Company



How wonderful it is that nobody need wait a single moment before starting to improve the world.

ANNE FRANK



COLMAR BRUNTON

A Kantar Company

**Sustainable
Business Council**

 wbcSD Global Network Partner

JOINING A PANEL DISCUSSION

Facilitated by Jon Carapiet

Mike Burrell
Executive Director

David Benattar
Chief Sustainability Officer



Emma Appleton
Youth advocate, Client
Executive



wbcsd Global Network Partner

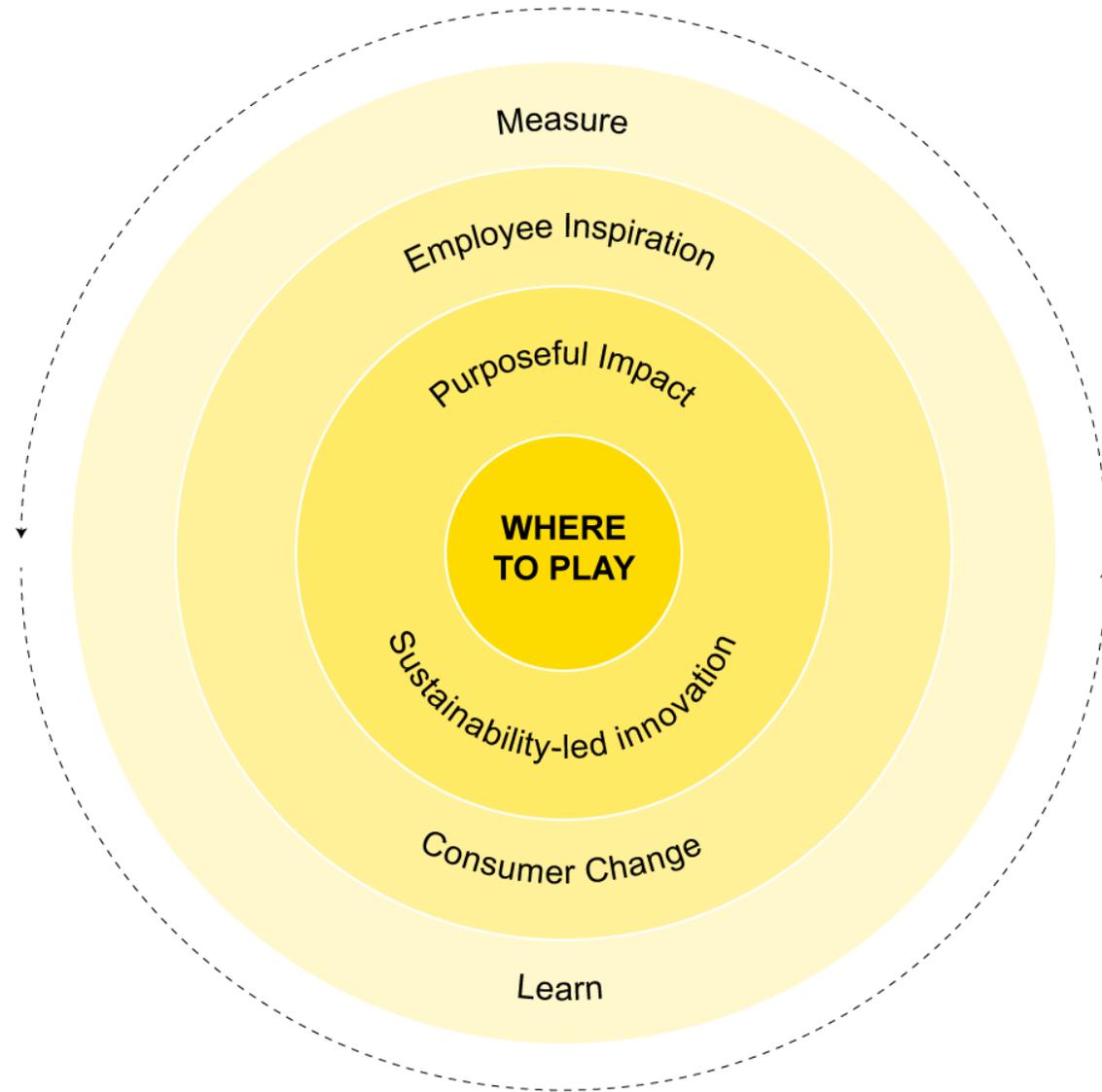
THE WAREHOUSE GROUP



**Better Futures goes global...
Introducing the Kantar Global
Sustainable Practice**



Kantar Sustainable Transformation Framework



The NZ Sustainable Transformation Team



**Sarah
Bolger**



Jon Carapiet



**Kathryn
Robinson**



Edward Langley



Jason Cate



**Catherine
Gordon**



KANTAR

Kantar Global Support



It is not 'the' environment, it is 'our' environment. We are not separate from it and never have been.

DAMON GAMEAU



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**Sustainable
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THANK YOU

Presentation designed by the
**Colmar Brunton Creative and
Multimedia Team**

