

Sustainability

Taking responsibility in 2019



The environment - it's getting personal



As the 21st century progresses the environment is high on the agenda. Environmental concerns are no longer seen as 'fringe' but are increasingly part of mainstream narratives. The scientific community, the media, industry and government are all fully engaged with the issues. Marketers too have discovered the 'power' of the environment.

This is evident not only in developed markets but emerging ones too. From environmental degradation to pollution and climate

change, we are realising that we all share the same planet. We all contribute to the situation, and we all have a part to play in solving the problems.

This realisation places pressure on the individual. What opinion do you hold on the environment? What are you doing about this? What choices are you making?

"You cannot get through a single day without having an impact on the world around you.

What you do makes a difference and you have to decide what kind of a difference you want to make.

Jane Goodall



Sustainability can be seen through history

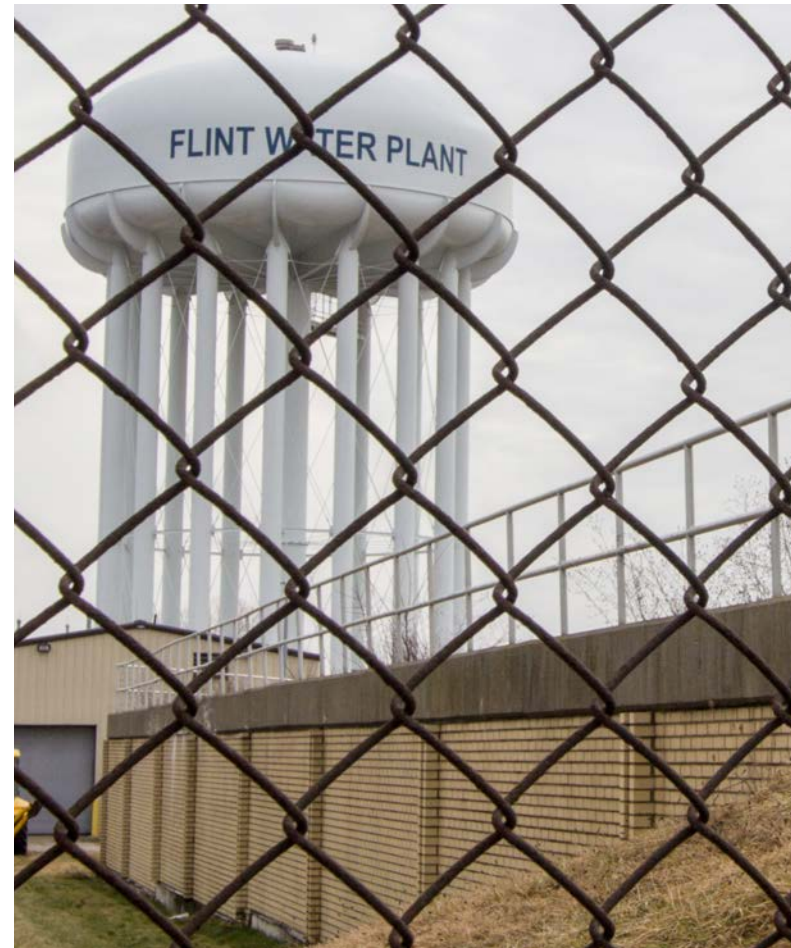
The Industrial Revolution of the **1700's** saw increased reliance on coal to fuel manufacturing machinery and transportation, rapidly increasing polluting fossil fuel emissions and causing concern over air quality.



The first and second World Wars led to significant environmental deterioration through explosions, poisonous gasses and nuclear testing.



Deindustrialisation gained momentum in the **1970's** to mid **1980's**, with manufacturing moving to China and India. The **1970's** also saw the world's first Earth Day and growing awareness sparked an increase in environmental legislation. Bhopal and Chernobyl disasters in the **1980's** proved to have far-reaching consequences for human and environmental health.



In the late **1980's** and early **1990's**, The Montreal Protocol and The Kyoto Protocol were internationally adopted to phase out substances responsible for ozone depletion and to reduce greenhouse gas emissions.

Come the new millennium, consumer sustainability had significantly entered the marketplace. However, the Great Recession caused many consumers to re-evaluate priorities away from environmentalism.

By **2015**, environmentalism was once again in discussion with the United Nation's Paris Climate Change Conference. The Paris Agreement is signed, aimed at mitigating climate change.

Evolving mindset

In this way we can see that current environmental attitudes are part of an evolution.



Taking personal responsibility



It's clear that we've developed a stronger sense of personal responsibility for our planet. Those are our straws and our plastic bags filling the oceans.

Unfortunately some of our brand consumption can destroy animal habitats too, palm oil being one example. We now expect brands to show greater environmental responsibility, through their packaging, ingredients and product design.

In this way we can take greater responsibility through our brand choices. Good brand environmental behaviour can increase a brand's appeal. Bad environmental behaviour is quickly exposed through Social Media.

Environmental action is only one brand choice away.



*Taking
responsibility
deeper*

CONSUMER NEEDS



NEEDSCOPE®

It cuts deeper than just our behaviour. Our behaviour is a manifestation of our social values and emotional need to feel connected to a greater good. Building a deeper connection with consumers through environmental values relies on getting to the emotive core.

BEHAVIOUR

Recyclable or reusable packaging, natural ingredients, chemical-free, energy efficient

SOCIAL NEEDS

Local, home-made, organic, free range

EMOTIVE NEEDS

Protect, reconnect, balance, share, support, respect

*At the heart of contemporary
environmental sustainability*

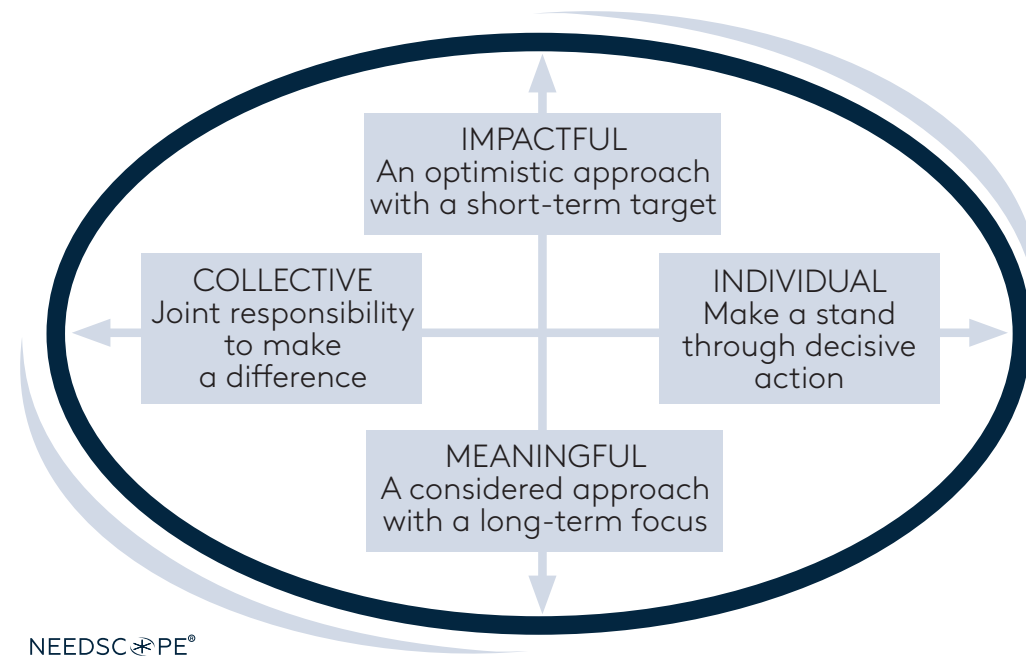
*is a sense of
personal responsibility
to make a change
to behave sustainably
and to be thoughtful
about our impact
on the Earth*



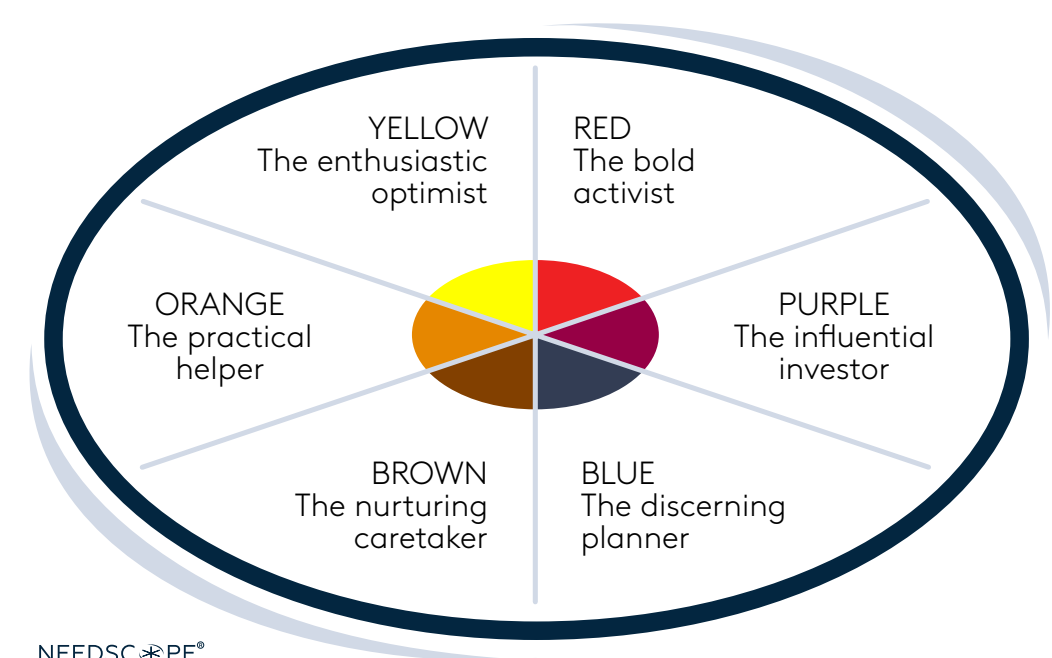


Different ways we can take action

Environmental action can be defined by these underlying dynamics.



These dynamics are expressed in a range of environmental approaches.



- A daring and loud statement with conviction, challenging an unsustainable norm

■ Leading the way with contemporary strategy, a sophisticated and modern lifestyle for others to admire

■ Considered choices and informed decisions, a practical approach to sustainability
- A cheerful and enjoyable celebration of sustainable progress, getting together to do good

■ A balance between the environment and everyday practicality, easy and natural choices for all to enjoy

■ Cherishing and appreciating the environment with a humble and sincere approach

BOLD ACTIVIST

CONFIDENT and **BOLD**,
environmental consciousness
is about being **IMPULSIVE** and
making a big **IMPACT**.

I take environmental action
to the **NEXT LEVEL**
and am not afraid to
PUSH the boundaries to
make a **STRONG** statement.

*Our planet's alarm is
going off and it is
time to wake up
and take action!*

Leonardo DiCaprio

Standing strong on the front line, protesting and donating time to causes



Staging rebellious events, defying the norm and going against convention



Next level minimalist lifestyle and living off the grid



Sustainable adventures requiring minimal waste, tough and durable products



On the forefront of new and exciting ideas, trying the latest environmentally friendly product and discovering niche brands

Redefines **green.**



The new Roadster Sport
Fast / Silent / 100% electric
www.teslamotors.com



TRASH
SHOULDN'T
DEFINE OUR
CULTURE.

GREENPEACE
greenpeace.org/africa/en



When your feet can't take another grounding against the pavement, add a little spice to your step with Lush's Volcano Foot Mask. A mixture of cinnamon oil, leeches and juniper will leave you with the softest soles this side of Mount St. Helens. Unearth your beauty with Lush.

BOLD ACTIVIST

For brands in this space
environmental sustainability
is all about
POWERFUL actions
and making a
DYNAMIC statement.



INFLUENTIAL INVESTOR

SUPERIOR and **INFLUENTIAL**,
I **LEAD THE WAY** by
making a statement with
my environmental sustainability.

SOPHISTICATED and **MODERN
LIVING** is sustainable and
gives me **PRESTIGE**,
a symbol of **ADMIRABLE**
environmental status.

*I think luxury should
automatically be about
sustainability and quality*

Jochen Zeitz

Purchasing premium organics, the finest quality produce from superb locations is sustainable decadence



Designer re-usable water bottles and cups, a symbol of environmentalist stature



Modern eco-living, homes designed with cutting-edge contemporary sustainability, a league above the rest



Donating money to esteemed environmental organisations and charities



Powerful electric vehicles, emission-free superior performance and ostentatious design



INFLUENTIAL INVESTOR

For brands in this space environmental sustainability is being a **LEADER** in sustainability, showing **STATUS** and **PRESTIGE** to **INFLUENCE** others.

KERING

Kering develops standards to improve animal welfare in luxury and fashion

...

Our approach

"Luxury and sustainability are one and the same." Reflecting this deeply held conviction of François-Henri Pinault, sustainability has always been at the heart of Kering's strategy. Far more than an ethical necessity, it is a driver of innovation and value creation for the Group, its Houses, and its stakeholders.

STELLA McCARTNEY

Women Bags Shoes adidas Kids Men Sale Stella's World

SUSTAINABILITY

Respect for nature



DISCERNING PLANNER

THOUGHTFUL and **KNOWLEDGEABLE**,
I make choices that are
INFORMED and **CALCULATED** in order to
be environmentally sustainable.

Information allows me to wisely
CONSIDER MY APPROACH
to being as **EFFICIENT** and
RESPONSIBLE as possible.



*The proper use of science
is not to conquer nature
but to live in it*

Barry Commoner

Utilising a science-based approach and researching available options



Considering and balancing affordability with environmental impact



Being an expert in energy efficiency, from smart cars to modern-urban living



Long-term planning to enhance efficient waste management



Classic and quality purchases, buy once and buy smart

BITE

OUR DEFINITION OF SUSTAINABILITY IS BUILT ON THE THREE TRADITIONAL PILLARS OF THE CONCEPT: SOCIAL, ECOLOGICAL AND ECONOMIC. THIS MEANS; THAT WE ENSURE THAT OUR MATERIAL SOURCING DOES NOT DAMAGE THE ECOSYSTEM, AND THAT WE HAVE A LONG-TERM PERSPECTIVE WHEN IT COMES TO DEVELOPING OUR BUSINESS MODEL. HOWEVER, WE HAVE ALSO ADDED A FOURTH COMPONENT TO OUR DEFINITION OF FASHION-RELATED SUSTAINABILITY: WE WORK TO ACTIVELY SLOW DOWN THE PACE OF CONSUMPTION, SELLING GARMENTS IN A MORE TIMELESS DESIGN THAT WILL HAVE A LONGER LIFESPAN THAN THE AVERAGE CLOTHING ITEM.

WE WANT PEOPLE TO CHERISH OUR GARMENTS AND TO WEAR THEM OVER AND OVER. OUR CLOTHES ARE NOT DESIGNED TO BE RELEVANT ONLY FOR A SEASON, BUT INSTEAD GARMENTS FROM DIFFERENT COLLECTIONS CAN BE USED TOGETHER, AS THE STYLE OF DESIGN IS CONSISTENT, YEAR AFTER YEAR. ALL OF OUR GARMENTS ARE MADE OF MATERIALS IN NATURAL FIBRES, 100% ECOLOGICALLY CERTIFIED, PRIMARILY USING THE GOTS – GLOBAL ORGANIC TEXTILE STANDARD – CERTIFICATION. THIS IS THE WORLD-LEADING TEXTILE PROCESSING STANDARD, AND THE CERTIFICATE ENCOMPASSES THE ENTIRE TEXTILE SUPPLY CHAIN. AS EVERYTHING IS BOTH DESIGNED AND MADE IN LONDON BITE STUDIOS IS OPERATING ON A TRULY LOCAL SCALE, WHICH MINIMIZES THE NEED FOR TRANSPORTS AND SHIPMENTS.

WORDS BY PHILIP WARKANDER



DISCERNING PLANNER

For brands in this space environmental sustainability is making **ASTUTE**, **INFORMED** and **CONSIDERED** choices.



antipodes



The World's First carboNZero Water

Antipodes became the world's first and is still the only mineral water to be carboNZero certified. From its source, to any dining table in the world our water leaves behind absolutely no carbon footprint.

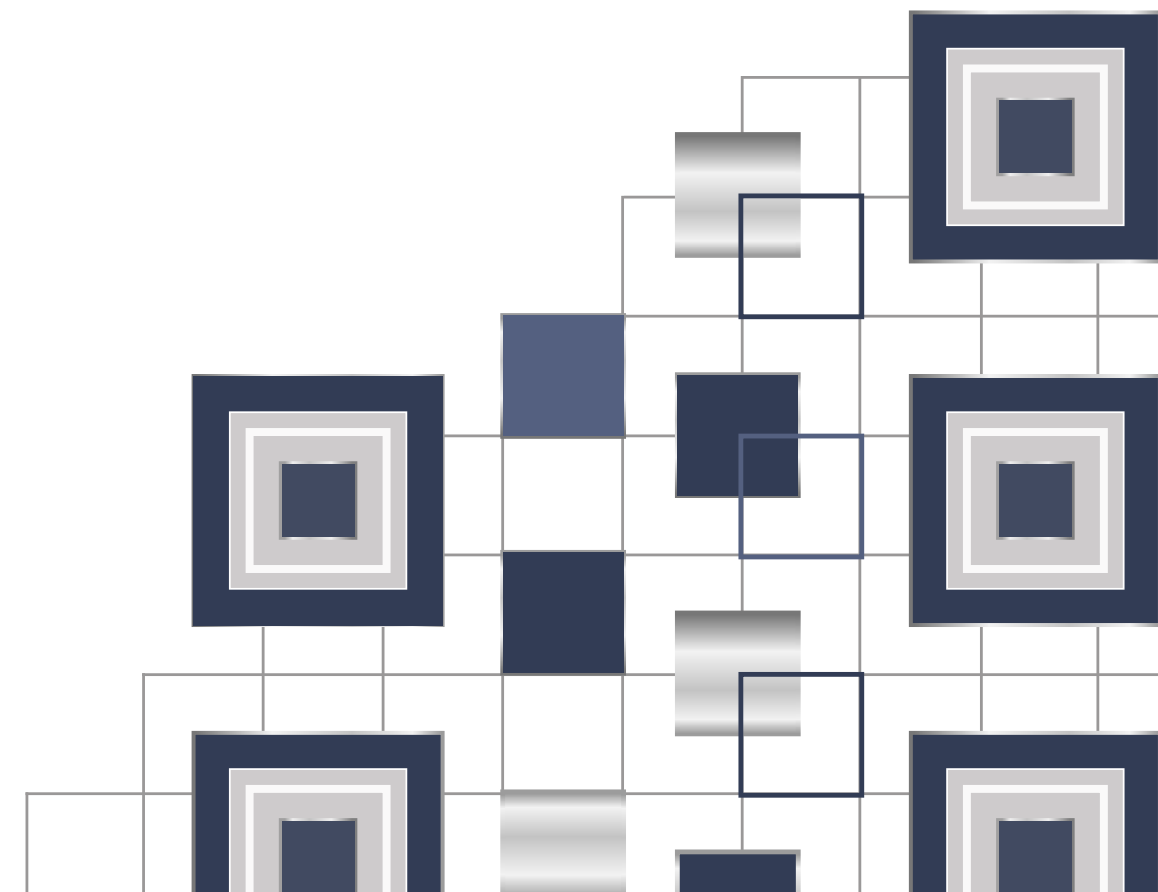
We achieve this by minimising and measuring all carbon emissions generated throughout our organisation and product distribution.



UNEP
Sustainability

Antipodes is committed to producing the world's best water in a way that is sustainable and ethical. The aquifer replenishes at a far greater rate than we could ever take the water. We only bottle to order so that we are utilising only what we need from this precious

All production energy is from 100% renewable sources: geothermal, wind and hydroelectric. Through the creation of wetland reserves around our source, we continuously enhance and preserve our natural environment.



Nurturing caretaker

HUMBLE and **NURTURING**,
environmental sustainability
is about making **MODEST CHANGES**
and doing things
in a **TRADITIONAL WAY**.

Getting **BACK TO BASICS**,
LIVING SUSTAINABLY and
CARING for our environment
in my everyday life.

The real work of planet-
saving will be small
humble and humbling...
Its jobs will be
too many to count
too many to report
too many to be publicly
noticed or rewarded
too small to make anyone rich
or famous!

Wendell Berry



Visiting farmer's markets, purchasing locally and seasonally



Mindfully managing waste, nurturing the Earth by composting and worm farming

Sustainable clothing, made with simple materials and gentle methods



Considerate travelling, riding a bicycle or walking



Using traditional methods, homegrown and homemade rustic-style



Nurturing caretaker

For brands in this space environmental sustainability is making **THOUGHTFUL** choices. Taking the time to **MAKE A DIFFERENCE**, starts at home.

www.earthwise.co.nz
Join us on Facebook
www.facebook.com/earthwise

ONE DROP ONE LEAF ONE TREE ONE EARTH

earthwise
caring for your world

A child was walking along the beach after a storm and found it covered in starfish. Upset at the sight, the child started putting them gently back into the sea one by one. A woman came up and said "What are you doing? There are thousands of starfish way too many for you to make a difference."

The child looked at the woman, picked one up, put it back in the ocean and said, "It made a difference to that one."

At Earthwise, we don't set out to change the world but we do believe that every little helps.

Make a sensitive choice that's gentler on your family – and the planet

Earthwise 'Combat contact allergies' pack \$30.00
Buy now at shopgreen.co.nz

SENSITIVE CHOICE

NEW
NUTRIGANICS™ SKINCARE
OUR CERTIFIED ORGANIC
ALTERNATIVE TO
ANTI-AGEING POTIONS

ECO-CERT
COSMETIQUE
BIOLOGIQUE
ORGANIC
COSMETIC

NUTRIGANICS
SMOOTHING DAY CREAM

With Community Fair Trade organic babassu oil

THE BODY SHOP



Practical helper

PRACTICAL and EASY-GOING,
environmental consciousness
is about keeping everything
UNCOMPLICATED and NATURAL
where possible.

I trust that my choices are
GOOD FOR EVERYONE
and the environment.

*The best friend on earth
of man is the tree
When we use the tree
respectfully and economically
we have one of the greatest
resources on the earth*

Frank Lloyd Wright

Eco-friendly family favourites or alternatives that everyone will love, sustainable and Fairtrade ingredients



Gardening delicious fruit and vegetables that the whole household will enjoy



Re-usable containers, a variety of shapes and sizes, something for everyone



Fuss-free, uncomplicated product packaging that is easy to re-use or recycle



Wholesome community fundraisers and friendly neighbourhood clean-ups

The Honest Company

from our family to yours

Jessica Alba
Founder

Practical helper

For brands in this space environmental sustainability is an holistic approach with **PRACTICAL** choices and **EASY** options that are **NATURALLY** feasible for **EVERYDAY** life.

Step forward with TOMS.

Shop TOMS.com.

TOMS

TOMS is the friendly solution to the environment and a step forward in improving the lives of children living in poverty. Wearing TOMS means you can feel good about your contribution to the planet and to the lives of children. When you make a difference with TOMS the Earth benefits and so does a child in need.

- * Recycled materials/eco friendly.
- * Saving the earth.
- * Raw materials.
- * TOMS donates a pair of shoes to a child in need for every pair that is purchased helping to minimize health risks (Podoconiosis).

PLANTS MAKE US HAPPY

They make foes reach out to become friends. They also make our bottles.

plantbottle

Coca-Cola



ENTHUSIASTIC OPTIMIST!

Environmental sustainability is **FUN** and **STYLISH**, something that I can **ENTHUSIASTICALLY SHOW-OFF** on social media.

I will be keeping up with the latest eco-friendly **CRAZE** and joining in on **EXCITING** group activities.

*In all things of nature
there is something
of the marvellous*

Aristotle

Cute and creative brightly coloured re-usable shopping bags



E-bikes and e-scooters for whizzing around town with a group of friends



Exciting group activities and events for environmental organisations



Jumping onto social media trends, hashtags and fun video challenges



Outgoing and optimistic campaign accessories, brightly coloured and attention grabbing supporter's shirts



ENTHUSIASTIC OPTIMIST!

For brands in this space
environmental sustainability
is getting everyone involved
through **ENERGY**,
FUN and **SPIRIT**.



Brands should take responsibility too



Consumers are taking a greater personal responsibility for the environment. As a result, the spotlight is being put on brands to play a role.

What can brands do? First, have a look at what you're doing – from sourcing, through to production and distribution. If anything stands out as a potential environmental warning bell change it now. This is about being a good 'corporate citizen'. Plus, it's about protecting your reputation. Failure to do so risks negative exposure in Social Media.

You might also bring environmental values into your marketing effort. If you do, be authentic. Actions should match words, otherwise it's greenwashing. And be credible, some activities are a more natural fit with your brand. A focus on sustainable production makes sense for a food brand. Likewise, a link with recycling is an obvious step for a brand with a high packaging component.

As we've seen there are also many environmental messages we can use. These all capture different emotions. And all have the potential to enrich your brand positioning. Consider: what emotion is your brand positioning anchored on? Would you like to operate in the 'bold activist' space? Or is your opportunity more as a 'practical helper'? How you talk about your environmental values should reflect this. You can only know this when you understand what your brand stands for at a deeper, emotive level.

Environmental partnerships offer good ways to build brand equity and appeal. They can also help consumers feel like they're taking responsibility. But choose the right assets that support your brand positioning and build a deeper connection.



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