BETTER FUTURES
2020

Sustainable Business Council

WBSCD Global Network Partner
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

<table>
<thead>
<tr>
<th>TOP CONCERN</th>
<th>% HIGHLY CONCERNED</th>
<th>Concerns of both adults and youth</th>
<th>Youth specific concern</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADULTS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Protection of NZ children</td>
<td>71%</td>
<td>69%</td>
<td>62%</td>
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<tr>
<td>Build-up of plastic in the</td>
<td>62%</td>
<td>62%</td>
<td>61%</td>
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<tr>
<td>environment</td>
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<tr>
<td>The cost of living</td>
<td>61%</td>
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<tr>
<td>Violence in society</td>
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<tr>
<td>Not having access to good,</td>
<td>61%</td>
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<tr>
<td>affordable healthcare</td>
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<tr>
<td>Suicide rates</td>
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<tr>
<td>The protection of my personal</td>
<td>60%</td>
<td></td>
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<tr>
<td>data online</td>
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<tr>
<td>Availability of affordable</td>
<td>59%</td>
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<td></td>
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<tr>
<td>housing</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Crime levels</td>
<td>59%</td>
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<tr>
<td>Caring for the ageing population</td>
<td>59%</td>
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<tr>
<td><strong>YOUTH</strong></td>
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<tr>
<td>Suicide rates</td>
<td>64%</td>
<td>61%</td>
<td>59%</td>
</tr>
<tr>
<td>Build-up of plastic in the</td>
<td>59%</td>
<td></td>
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<tr>
<td>environment</td>
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<tr>
<td>Pollution of lakes, rivers and</td>
<td>59%</td>
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<tr>
<td>seas</td>
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</tr>
<tr>
<td>The protection of my personal</td>
<td>57%</td>
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<tr>
<td>data online</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Mistreatment of animals</td>
<td>55%</td>
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<tr>
<td>Cost of education/study</td>
<td>55%</td>
<td></td>
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<tr>
<td>Too much waste/rubbish generated</td>
<td>54%</td>
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<td></td>
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<tr>
<td>The impact of climate change on</td>
<td>52%</td>
<td></td>
<td></td>
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<tr>
<td>NZ</td>
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<tr>
<td>Protection of animals and plants</td>
<td>52%</td>
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<tr>
<td>that are native to NZ</td>
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<tr>
<td>Child poverty</td>
<td>52%</td>
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</table>
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.

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

2015: 5%
2016: 6%
2017: 7%
2018: 10%
2019: 15%
New Zealanders are even becoming open to the idea of alternative food sources.
Additionally there has been an awakening on waste …

- Compost food or organic waste: 49% in 2018, 52% in 2019
- Use a re-usable coffee cup: 44% in 2018, 52% in 2019
- Use a re-usable lunch container at a café/food outlet: 37% in 2018, 41% in 2019
- Buy second-hand rather than new, to avoid buying new stuff: 25% in 2018, 32% in 2019
- Hire or borrow things to avoid buying new stuff: 27% in 2018, 30% in 2019
Plastic bags were the lightning rod… now attention has been turned to the ‘excess’ of everyday items

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.

<table>
<thead>
<tr>
<th>Worried</th>
<th>Emergency</th>
<th>Helpless</th>
<th>Guilty</th>
<th>Hopeful</th>
<th>Empowered</th>
<th>Unconcerned</th>
<th>Hoax</th>
</tr>
</thead>
<tbody>
<tr>
<td>74%</td>
<td>69%</td>
<td>62%</td>
<td>54%</td>
<td>71%</td>
<td>51%</td>
<td>40%</td>
<td>34%</td>
</tr>
</tbody>
</table>

- **Significantly more concerned (T2B)**
  - 18-29 y/o Female
  - 18-29 y/o
  - 18-29 y/o Major cities
  - 18-29 y/o Asian
  - 60+ y/o
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.
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**: 73% always/mostly do, 87% doing to be environmentally friendly.
- **Dry clothes on a clothes line/airer**: 53% always/mostly do, 83% doing to be environmentally friendly.
- **Use a re-usable water bottle**: 61% always/mostly do, 80% doing to be environmentally friendly.
For those sustainable behaviours that require more effort, communicating other benefits may help a broader audience get on board to benefit the environment.

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>Always/Mostly Do</th>
<th>Doing to Be Environmentally Friendly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repair or maintain an item to avoid buying new stuff</td>
<td>39%</td>
<td>66%</td>
</tr>
<tr>
<td>Using public transport instead of taking a car journey</td>
<td>37%</td>
<td>52%</td>
</tr>
<tr>
<td>Use a re-usable coffee cup</td>
<td>23%</td>
<td>41%</td>
</tr>
<tr>
<td>Use a re-usable lunch container at a café/food outlet</td>
<td>8%</td>
<td>14%</td>
</tr>
</tbody>
</table>
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”
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

- **46%**

- **24%**
  - Companies

- **21%**
  - Individuals

- **9%**
  - Don't know
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.

- **Companies**: 24%
- **Individuals**: 21%
- **Don't know**: 9%
- **Government**: 46%

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

Rich Lesser, President & CEO, BCG
People recognise that there are brands outside the eco universe that are working hard to be leaders in sustainability.

75%+ agree
- eco store
- Trade Aid
- earthwise
- FAIRTRADE

65 - 74% agree
- Meridian
- Whittaker's
- The Body Shop
- Tesla

50 - 64% agree
- Mercury
- contact
- Fisher & Paykel
- Air New Zealand
- NW
- PAK'nSAVE
- Sanitarium
- Farmers
- MITRE 10
- Vector
- TOYOTA
- All Good
- the warehouse
The way businesses talk about their social and environmental commitments is **still** confusing so **simplicity is key**
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?
For the sake of our nation’s wellbeing and for our youngest citizens, there is a need for leaders to override worry with a sense of optimism.
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
How wonderful it is that nobody need wait a single moment before starting to improve the world.

ANNE FRANK
JOINING A PANEL DISCUSSION
Facilitated by Jon Carapiet

Mike Burrell
Executive Director

David Benattar
Chef Sustainability Officer

Emma Appleton
Youth advocate, Client Executive
Better Futures goes global…
Introducing the Kantar Global Sustainable Practice
Kantar Sustainable Transformation Framework

WHERE TO PLAY

Learn
Consumer Change
Sustainability-led innovation
Purposeful Impact
Employee Inspiration
Measure
It is not ‘the’ environment, it is 'our' environment. We are not separate from it and never have been.

DAMON GAMEAU
THANK YOU

Presentation designed by the Colmar Brunton Creative and Multimedia Team