




**COLMAR BRUNTON**  
A Kantar Company

# BETTER FUTURES

2020

**Sustainable  
Business Council**

 wbcscd Global Network Partner





# BETTER FUTURES REPORT



**Sarah Bolger**

Head of Colmar Brunton



# BETTER FUTURES

11 YEARS MONITORING THE ISSUES  
NZERS CARE MOST DEEPLY ABOUT



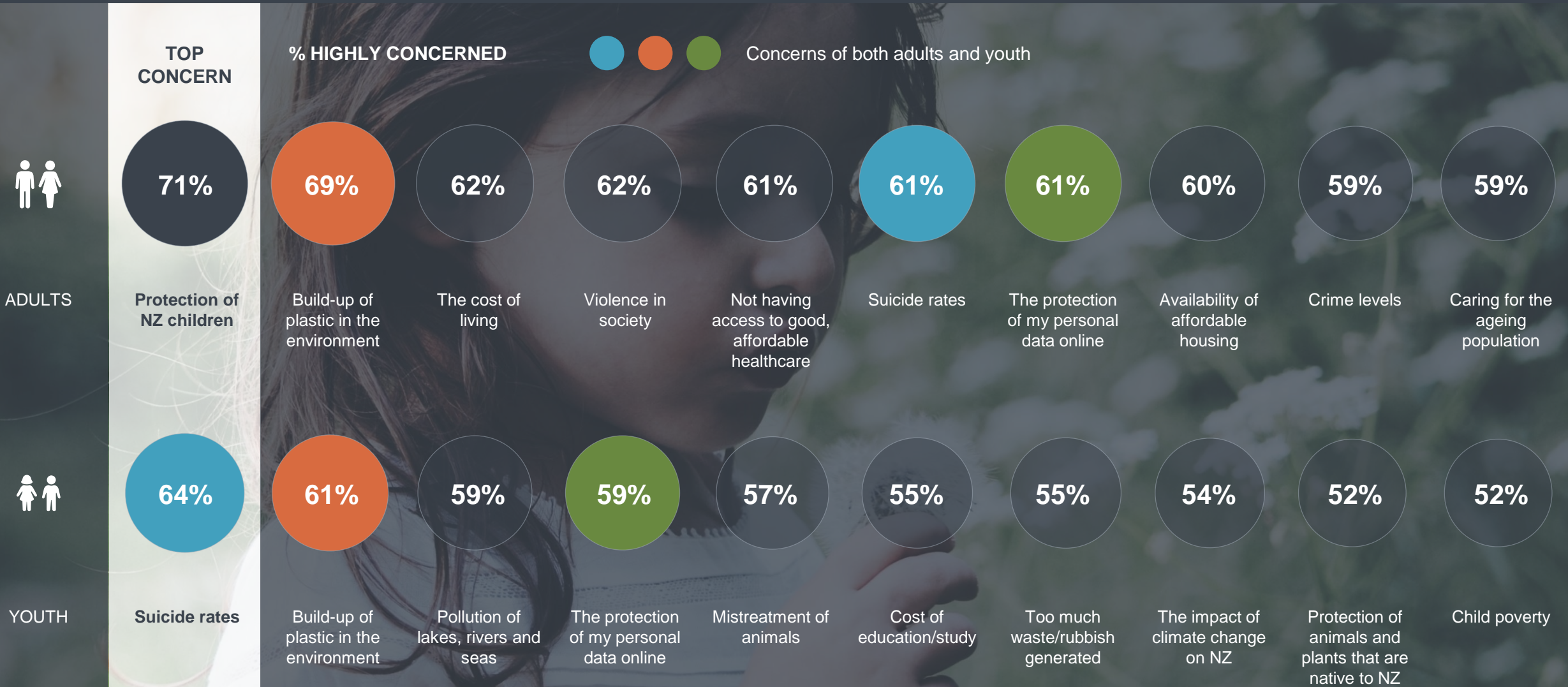


# What's at the front of NZers' minds as we enter a new decade?



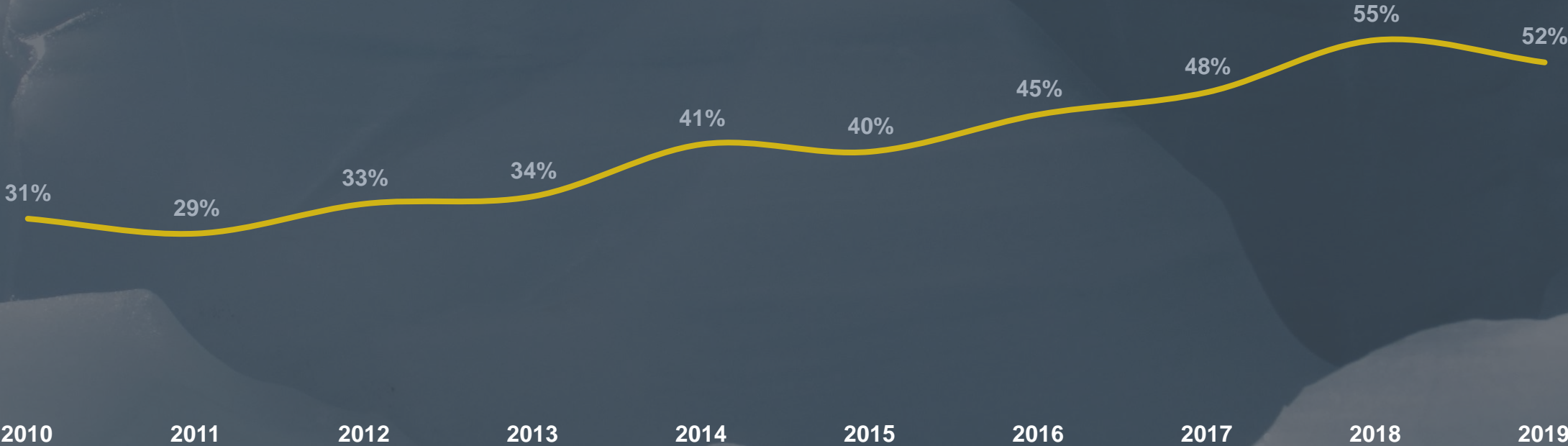


# NZ adults and youth are dealing with many social, economic and environmental issues

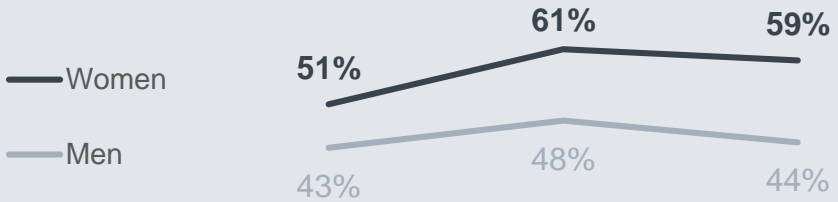




# Climate change remains a real concern for at least half the population, particularly women



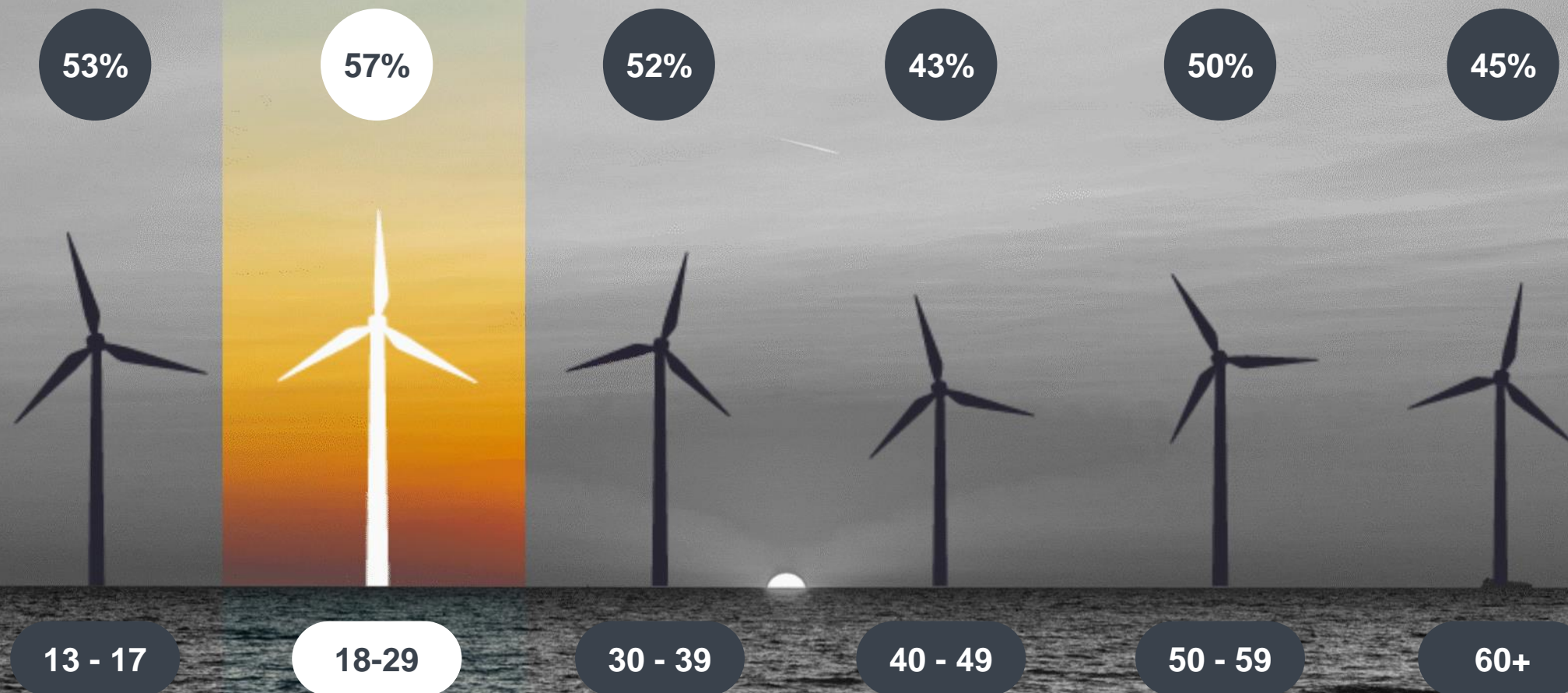
Concern has grown more amongst **women** than men in the last two years





# 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...

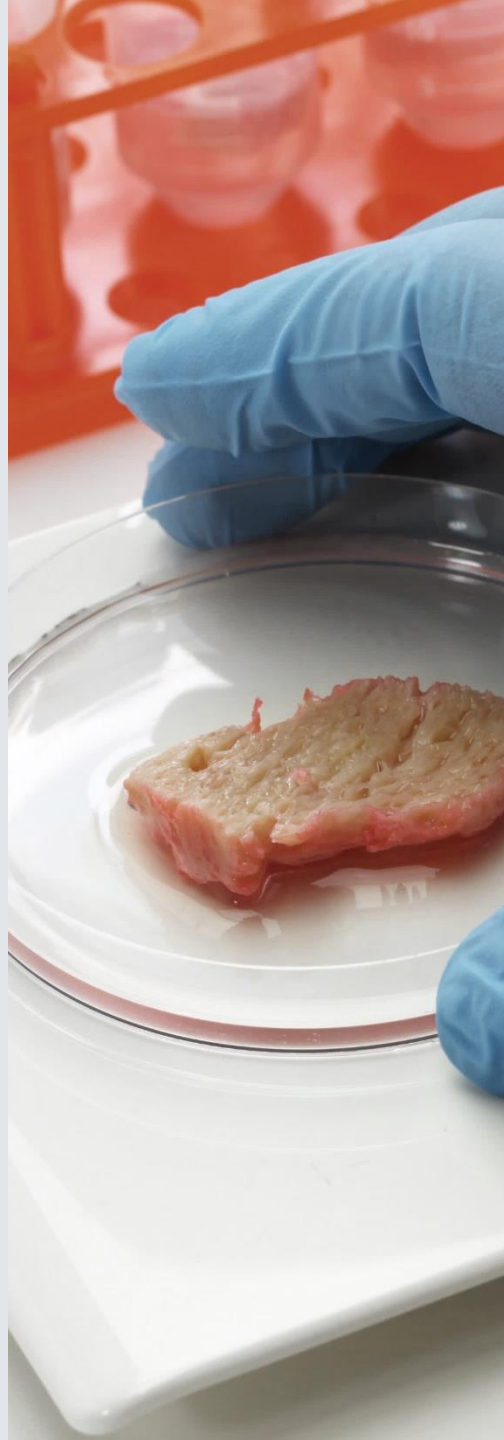
% 18+ who always / mostly go meat-free





**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**

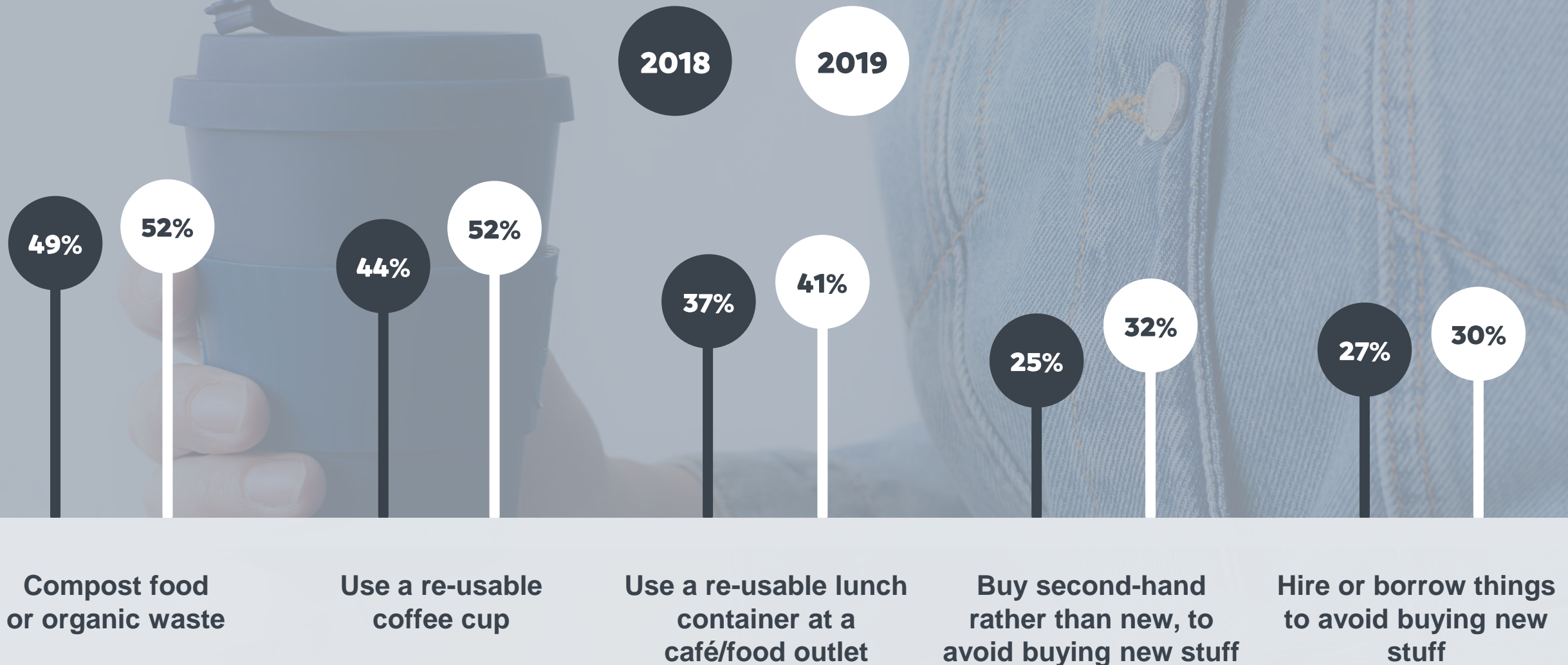


**24%**



# 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

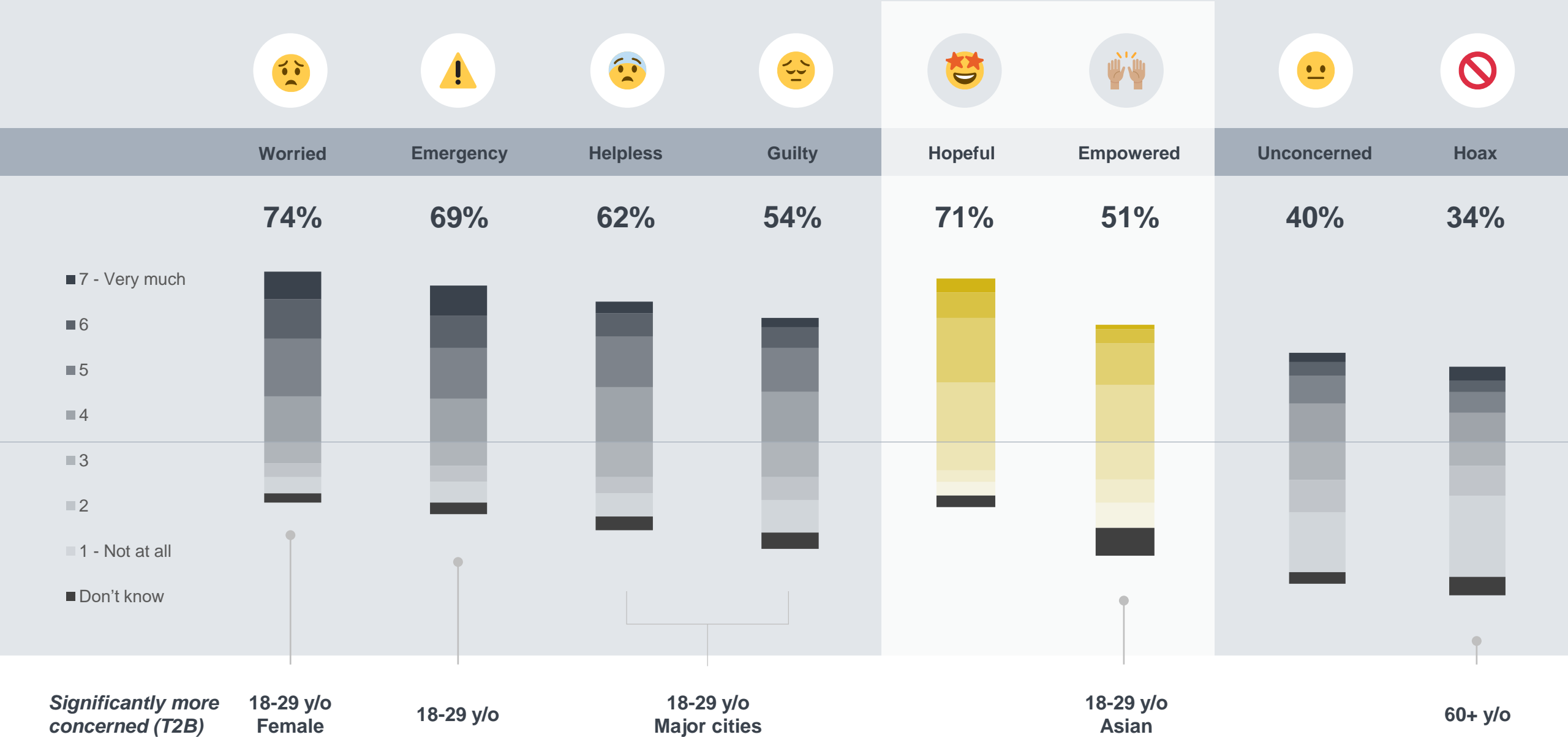
48%

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+

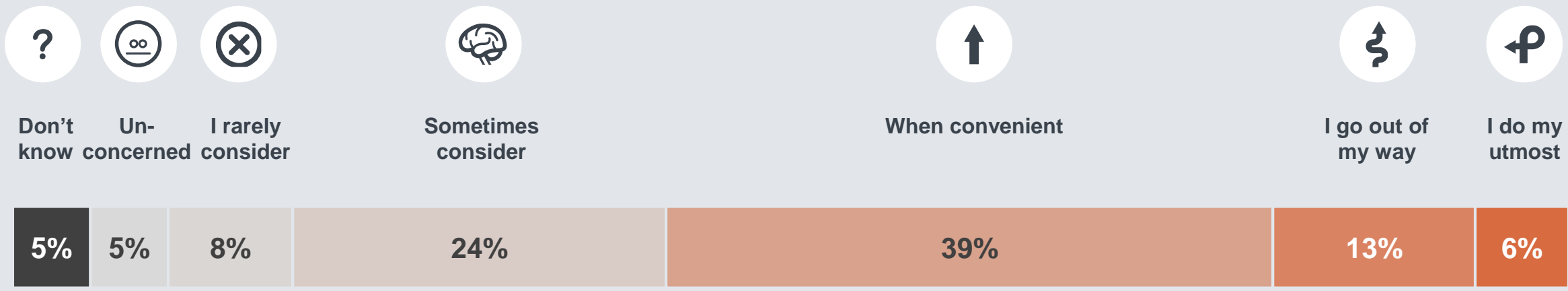


**“OK, Boomer”**



# 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



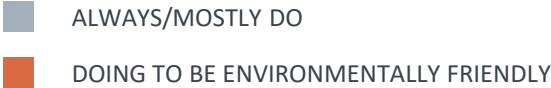
Total including youth

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

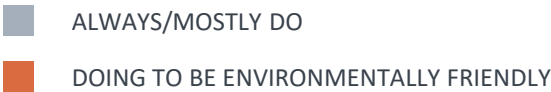


Use a re-usable water bottle



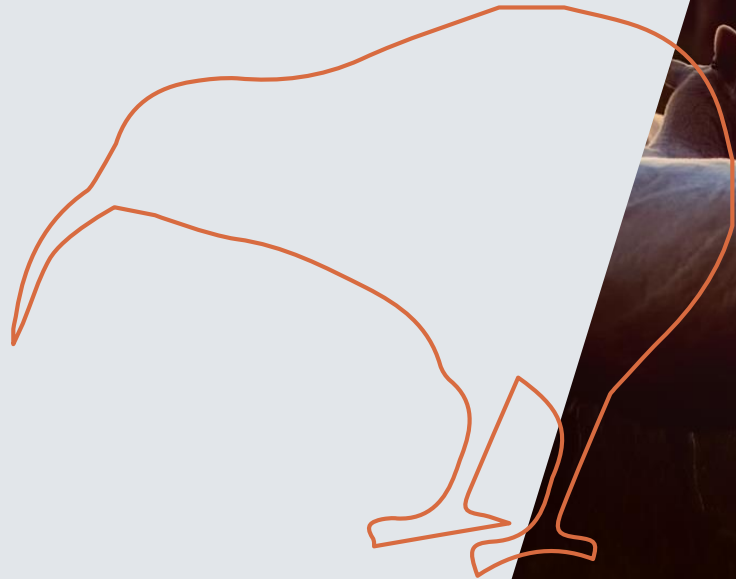


# For those sustainable behaviours that require more effort, communicating other benefits may help a broader audience get on board to benefit the environment



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  
FOR  
KLIMATET

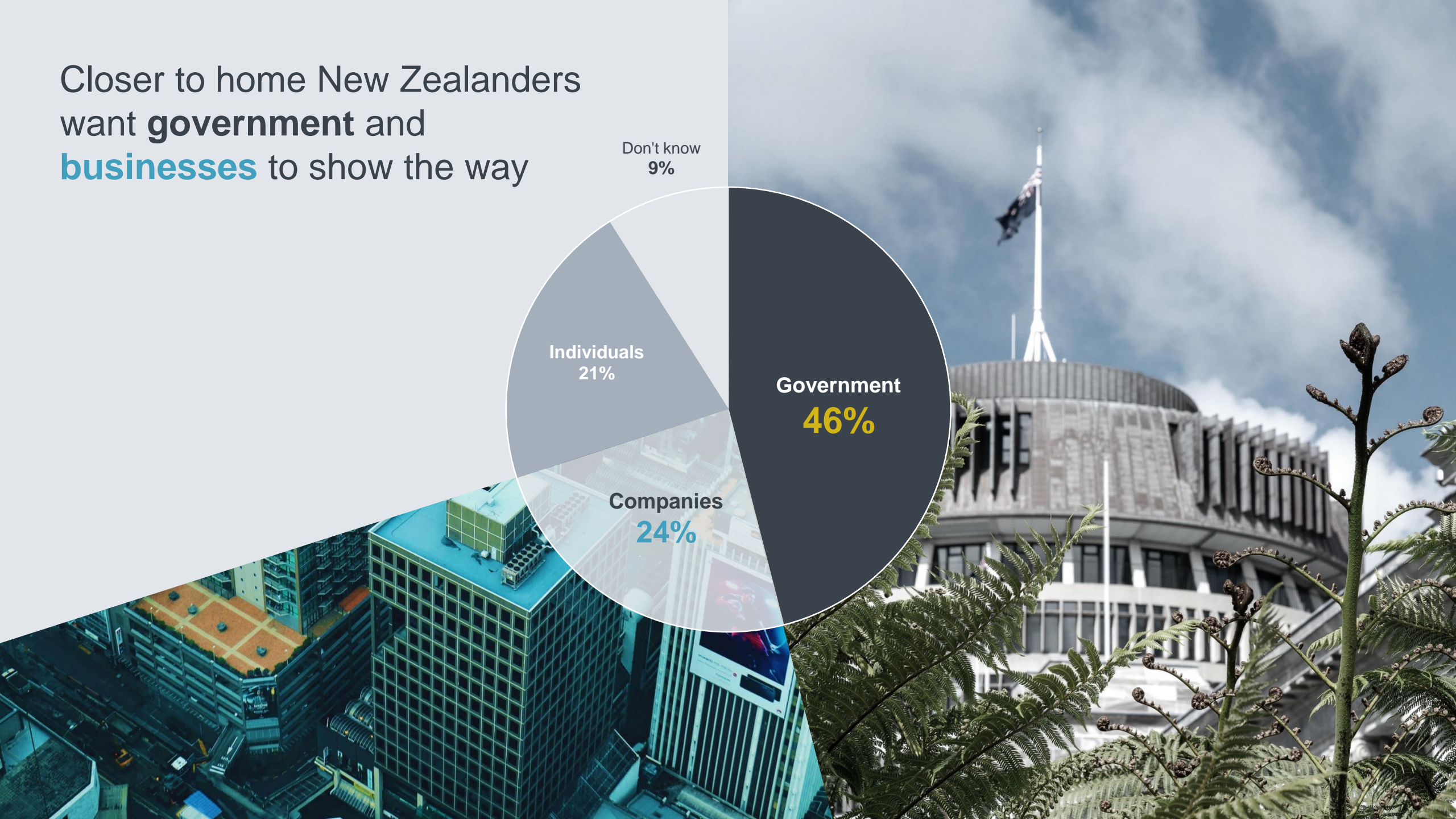
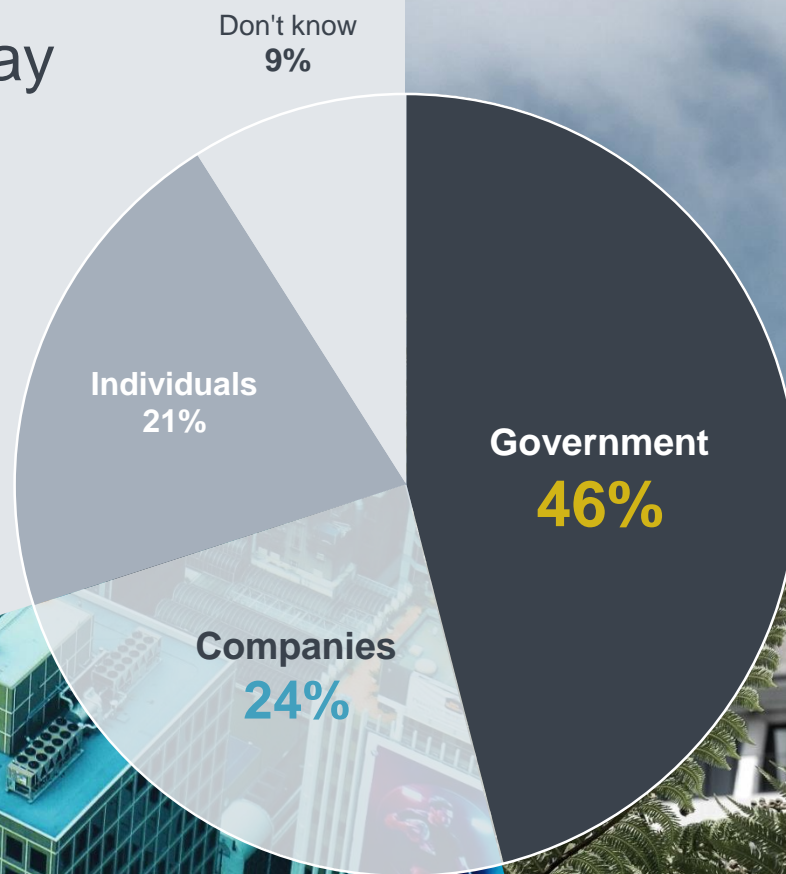


*The moment we decide to fulfil something, we can do anything.*

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

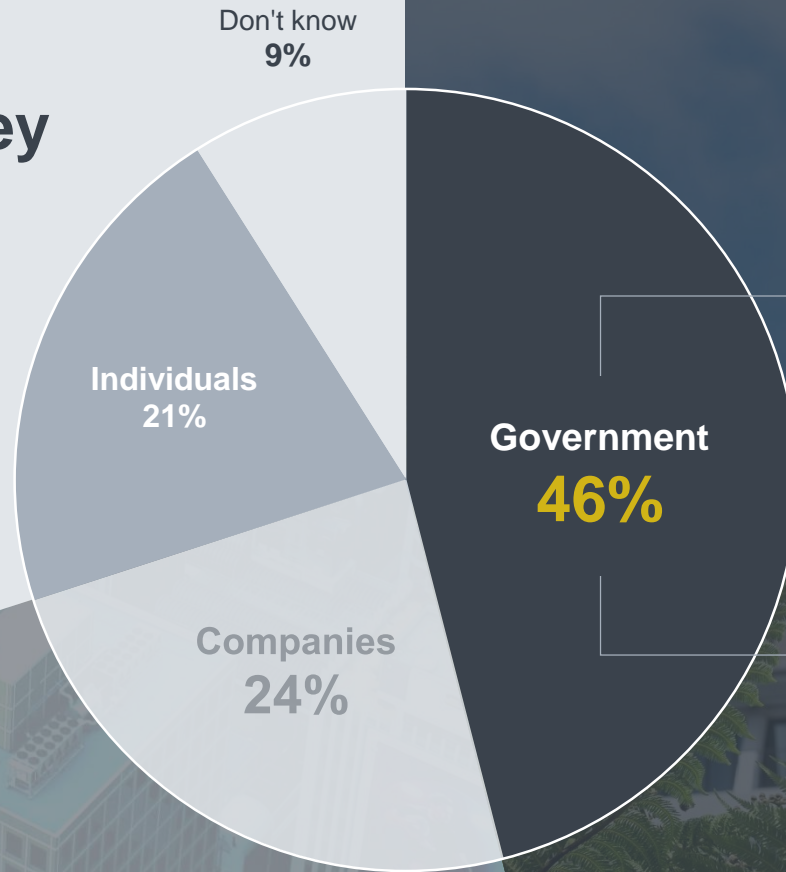


Closer to home New Zealanders want **government** and **businesses** to show the way





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



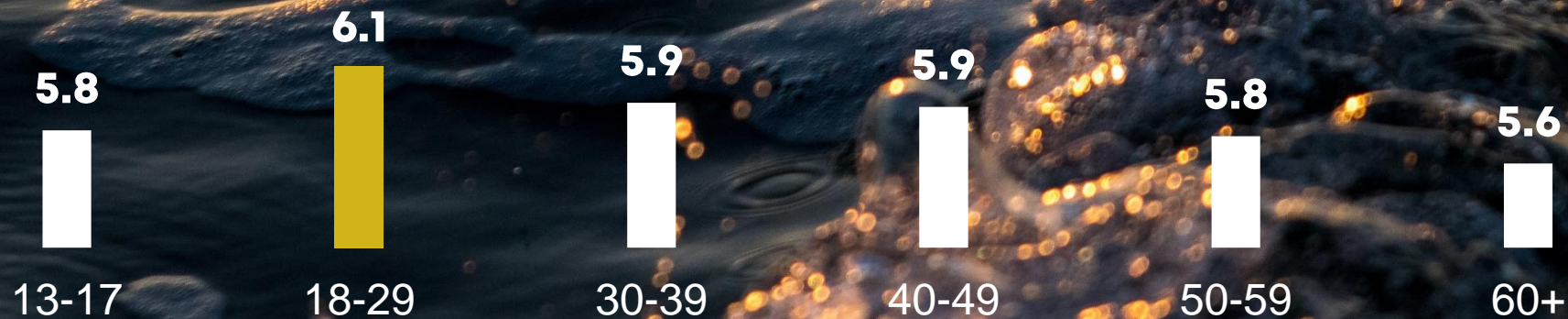
**74%**

*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*

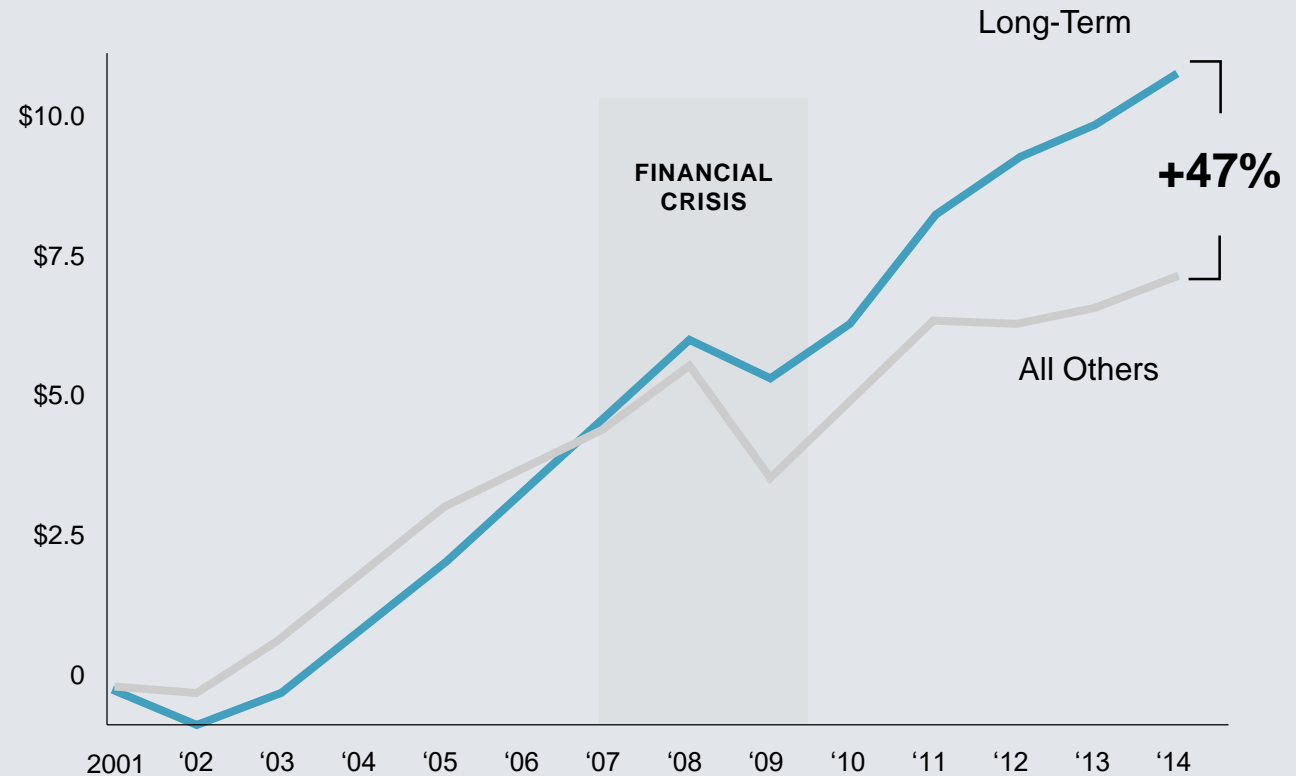




# The business case for sustainability is clear

“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



65 - 74% agree

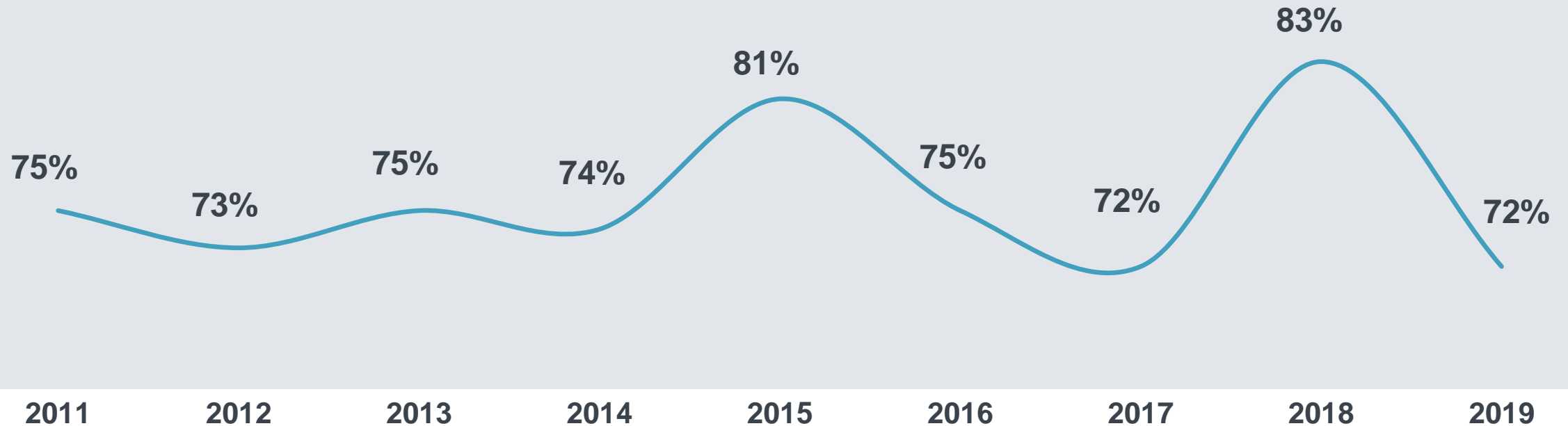


50 - 64% agree



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?







---

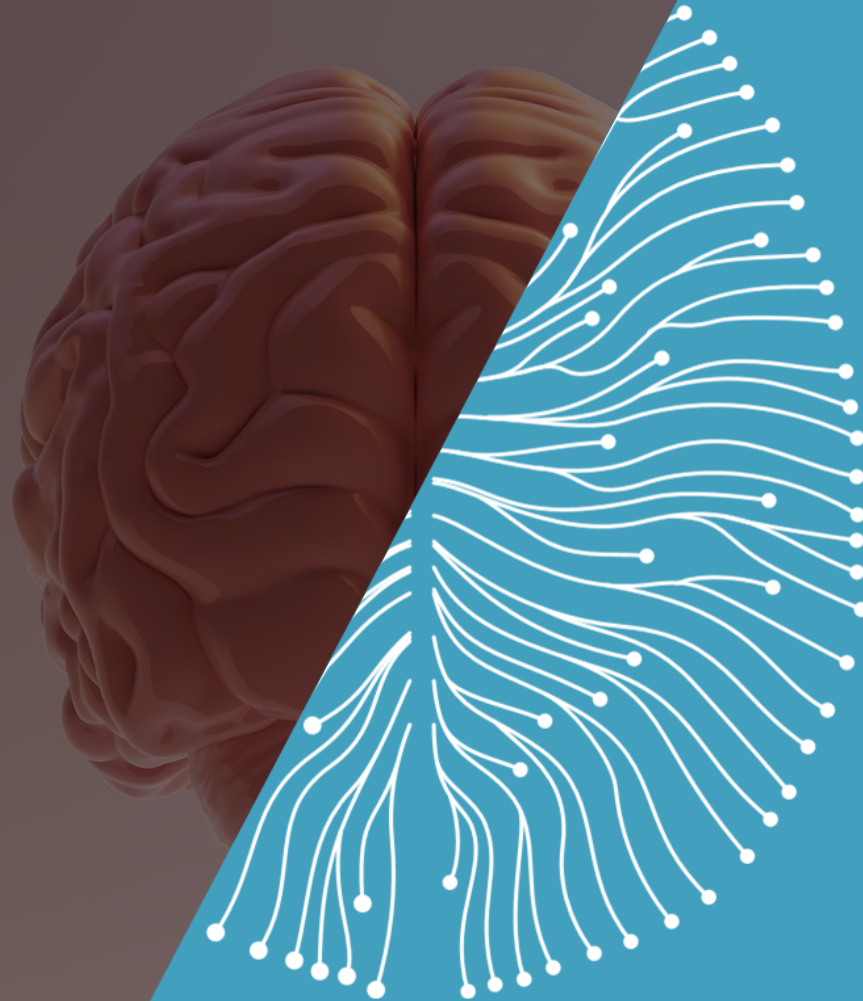
The global narrative around climate change has spurred **consumer action** on a number of fronts...



**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 ...**



**COLMAR BRUNTON**

A Kantar Company



---

**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**



wbcscd 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



wbcscd Global Network Partner

**THE WAREHOUSE GROUP**





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

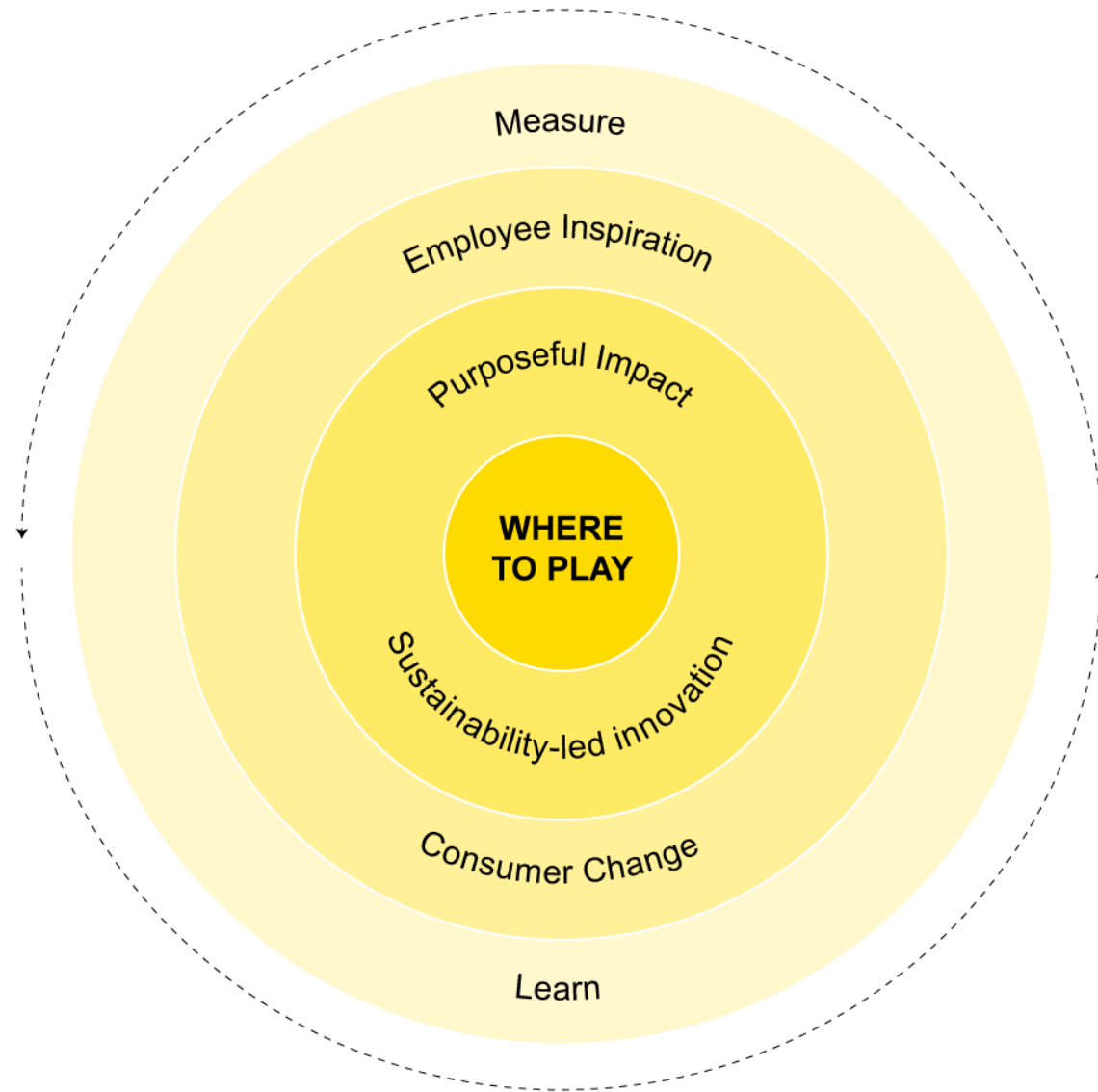
---





# 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**



**COLMAR BRUNTON**

A Kantar Company

**Sustainable  
Business Council**

 wbcsd Global Network Partner



# THANK YOU

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

