

BETTER FUTURES

2021



COLMAR BRUNTON

A Kantar Company

**Sustainable
Business Council** 

 wbcSD Global Network Partner

BETTER FUTURES

12 years

monitoring the issues
New Zealanders care
most deeply about

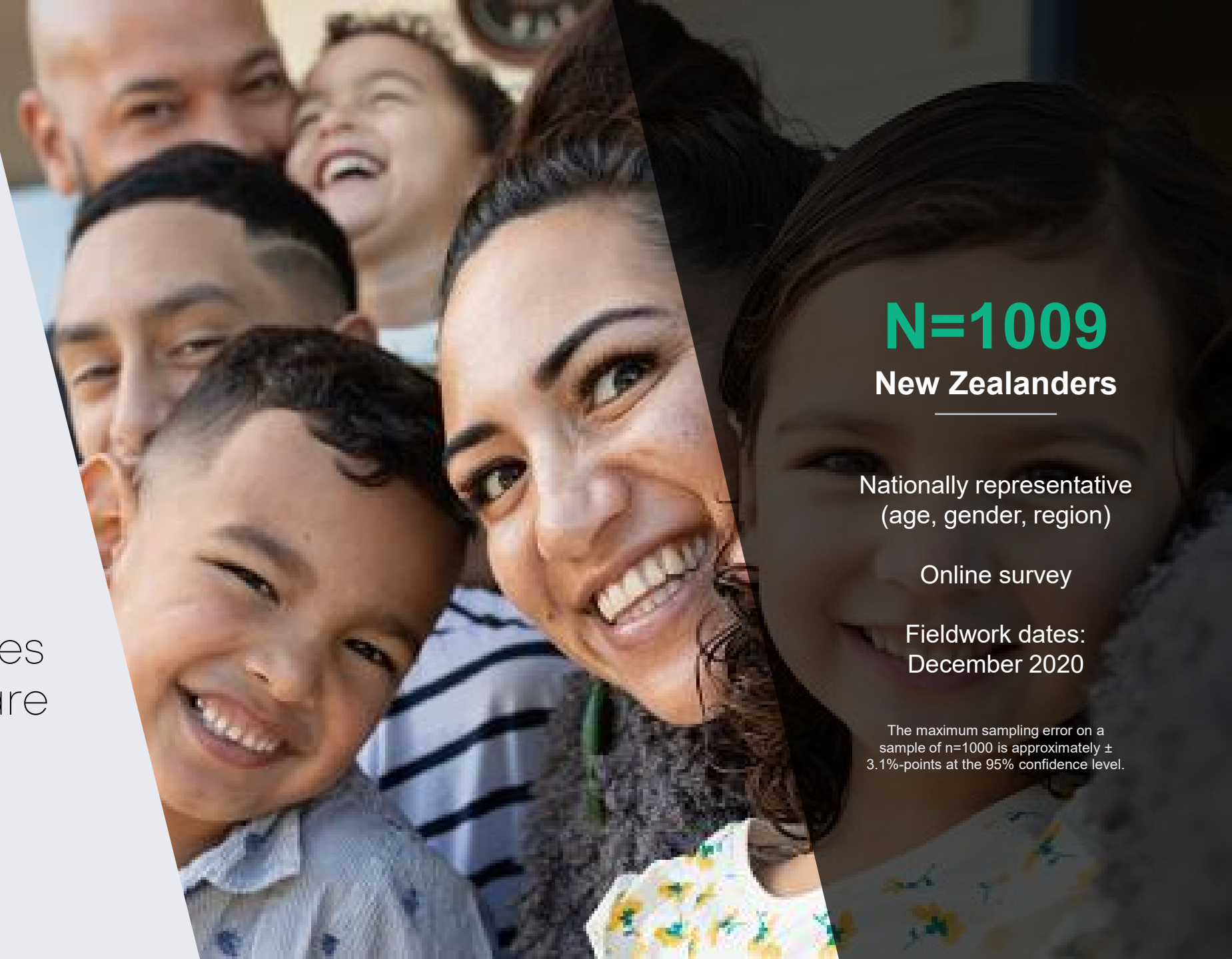
N=1009
New Zealanders

Nationally representative
(age, gender, region)

Online survey

Fieldwork dates:
December 2020

The maximum sampling error on a
sample of n=1000 is approximately \pm
3.1%-points at the 95% confidence level.



The sustainability transformation is underway globally

Waste free retailing



Mission zero®/carbon Negative goals



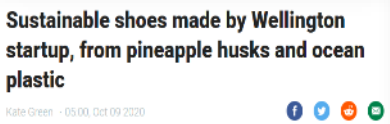
Inclusive brand building



Collaborative SDG goal setting



Many NZ businesses have responded with sustainable initiatives and a greater sense of purpose



ecostore



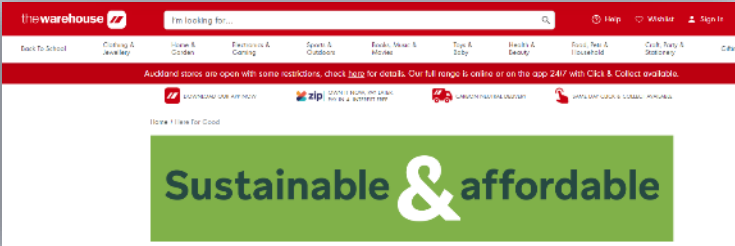
ORIGINAL CANVAS



ethique



YY NATION



Škoda to supply new Police cars

"With more than 2000 primary response vehicles currently in action, selecting a new supplier provides an important opportunity to reduce carbon emissions and ensure value for money across our fleet," says Commissioner Coster. "When compared to our current fleet, CO2 emissions per kilometre could be reduced by up to 38.6 per cent per vehicle, depending on what is being replaced," he says.



**We know
that brands
with **strong
brand
purpose**
grow brand
value at a
faster rate**

Brand purpose
(12 years of brand value growth)

WEAK

+70%

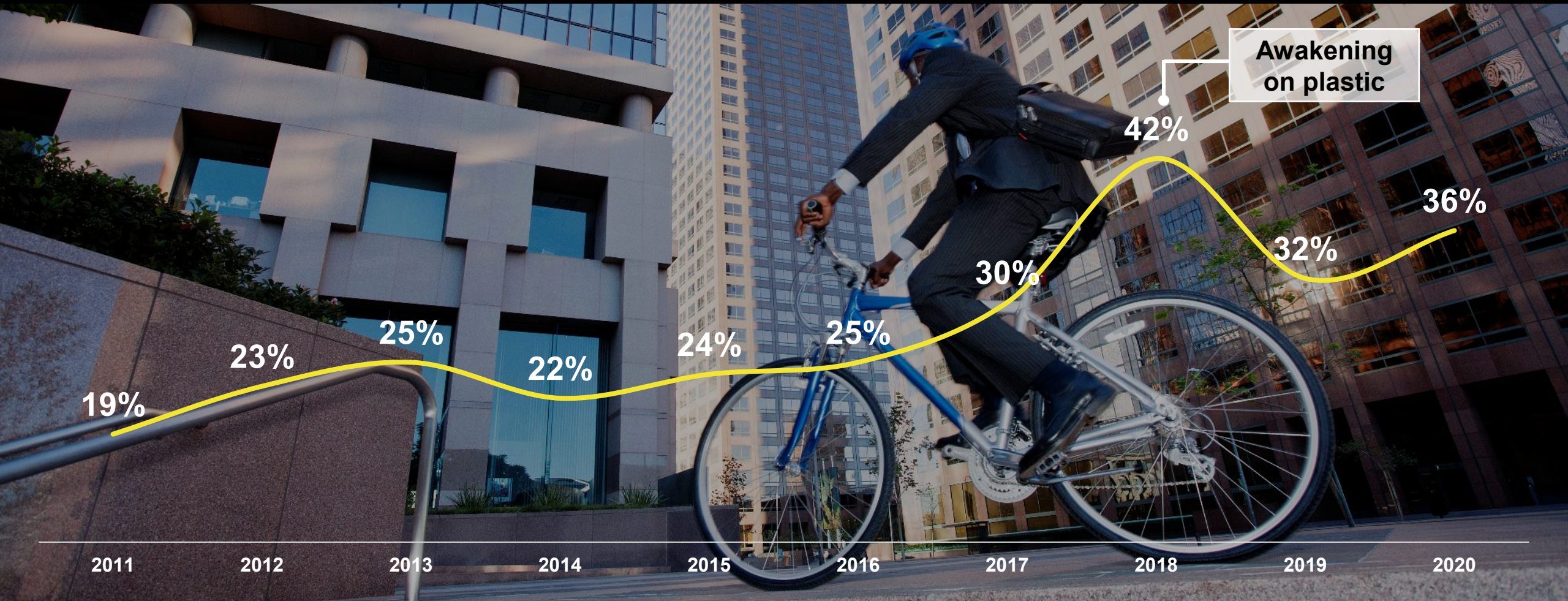
AVERAGE

+86%

STRONG

+175%

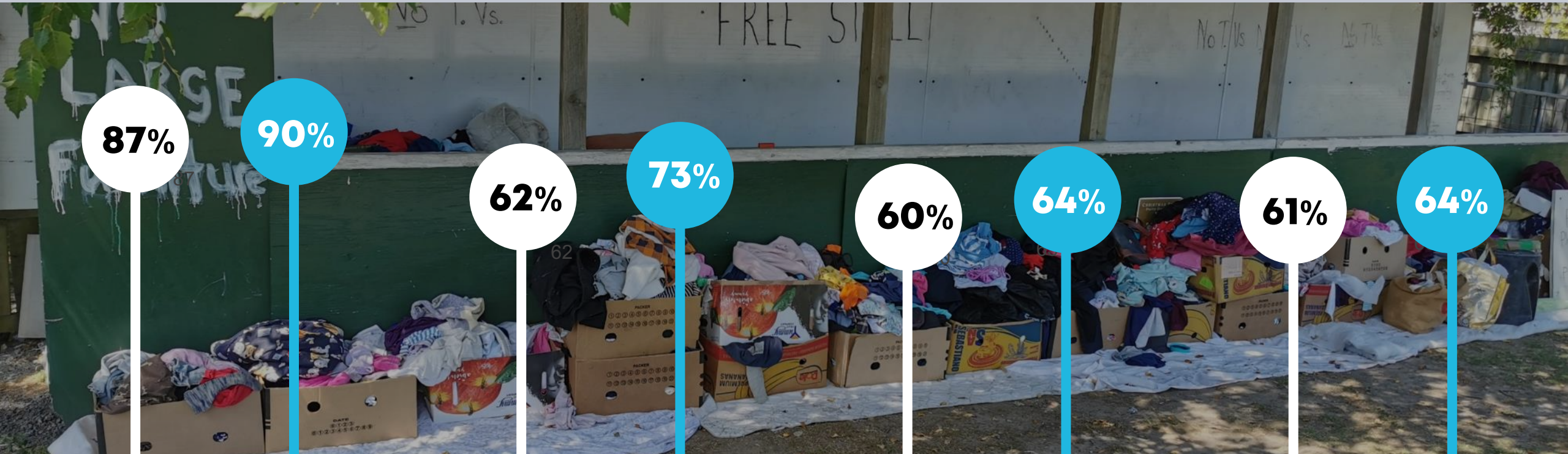
Despite a challenging 2020, New Zealander's commitment to living more sustainably **continues to build**



More of us are trying to do the right thing on an everyday basis – **recycling, reusing, reducing, repairing...**

% ALWAYS / MOSTLY DO THIS

● 2019 ● 2020



Recycle paper, plastics, glass, and tins

Dispose of clothing and household items through online community groups (e.g. Facebook, Neighbourly) rather than throwing items out

Buy locally produced and grown products rather than imported ones

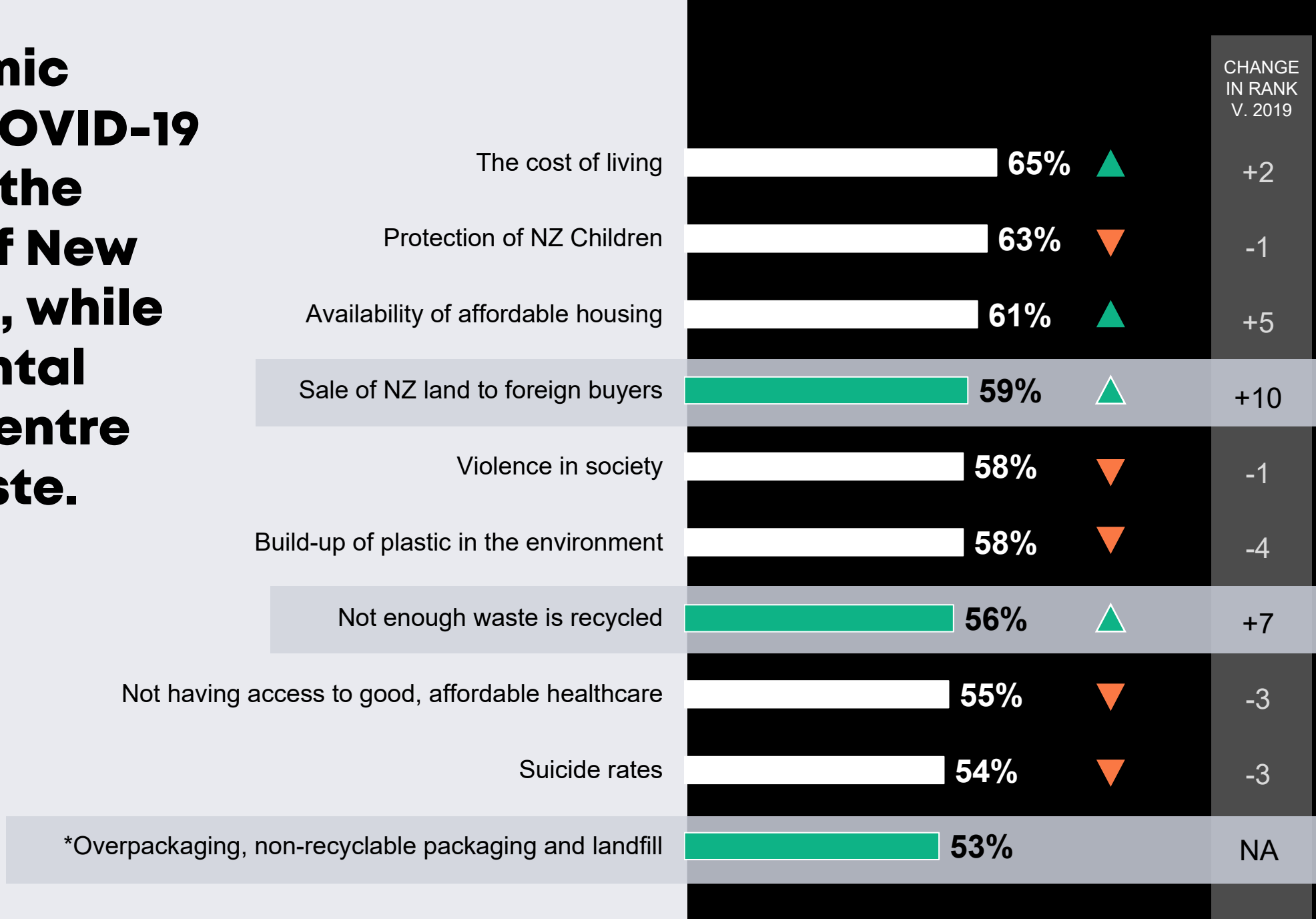
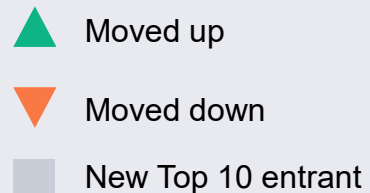
Repair or maintain an item to avoid buying new stuff



**So, what are
New Zealanders
thinking about
heading
into 2021?**



The economic fallout of COVID-19 dominates the concerns of New Zealanders, while environmental concerns centre around waste.



COVID-19 has had a profound effect on our mental wellbeing and sense of security



"I feel like I've got the world on my shoulders. Wondering where my job is going, how I am going to earn money."

MALE, 18-29, WAIKATO

"I'm due to find out the proposal to disestablish my job tomorrow, and in the COVID climate I'm worried about having to find a new job. I also wanted to start a family as I'm 35."

FEMALE, 30-39, CANTERBURY

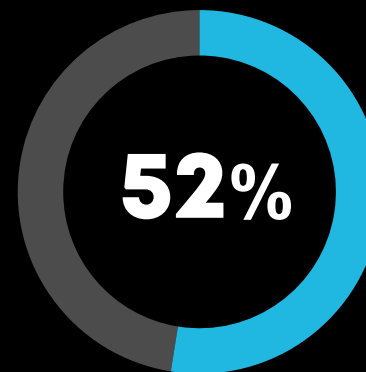
"Many of us are just managing to live week to week. However, I wonder at times what I am to expect for the rest of my life?!? Happy to be still working however like I said barely making ends meet."

MALE, 50-59, AUCKLAND

"I'm stuck in a slight rut that I'm having trouble getting out of."

FEMALE, 18-29, TARANAKI

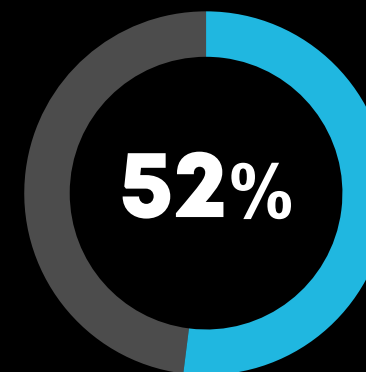
'Access to mental health services' n=278



#12=

CHANGE IN RANK V. 2019
(+4)

* 'Mental wellbeing of New Zealanders' n=279



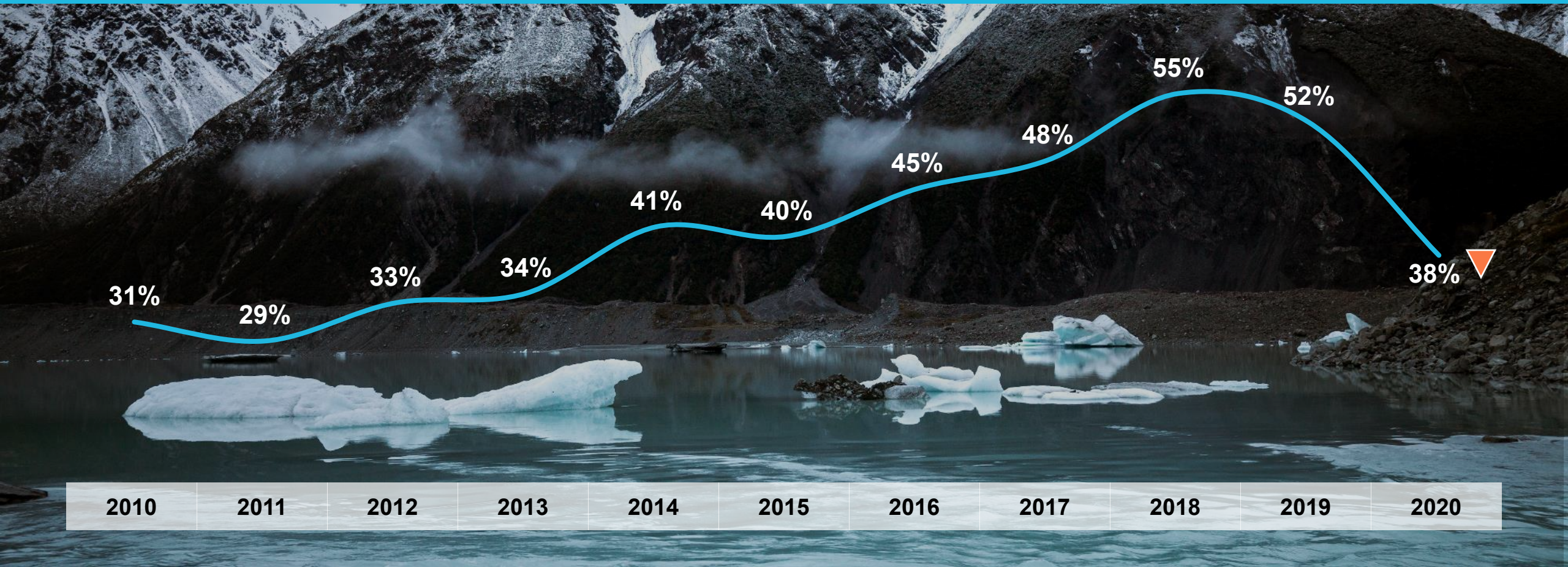
#12=

CHANGE IN RANK V. 2019
(New entrant)

Q: How concerned or not are you about the following issues in New Zealand?
NB. Each respondent was shown 20 out of 48 concerns at random
*New statement added in 2020

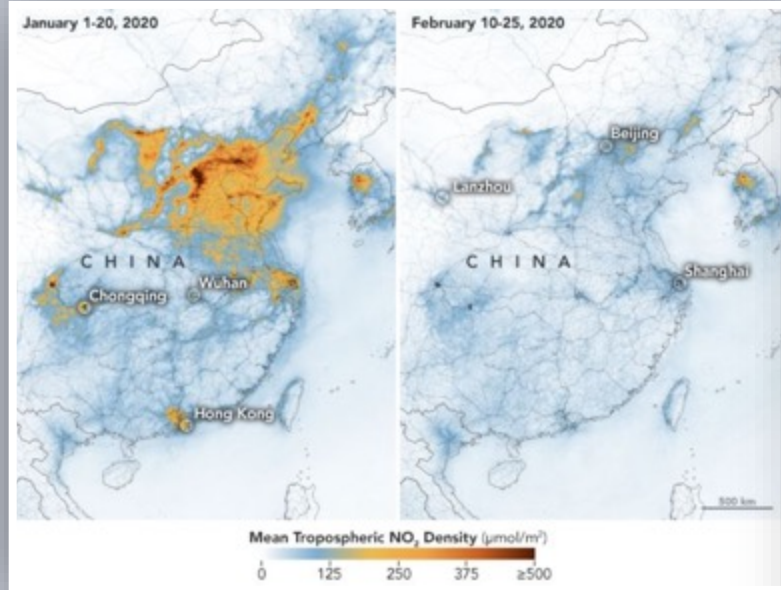
In contrast, stated concern around climate change has **dropped** significantly. There are a number of possible reasons for this.

LEVEL OF CONCERN ABOUT 'THE IMPACT OF CLIMATE CHANGE ON NZ'



Q: How concerned or not are you about the following issues in New Zealand? Base: n=308
NB. Each respondent was shown 20 out of 48 concerns at random

We've realised our actions can make a difference to the environment



SATELLITE IMAGES OVER CHINA FROM NASA.



THE HIMALAYAS WERE VISIBLE LONG DISTANCE FOR THE FIRST TIME IN 30 YEARS.



Although less dramatic than the global ‘optics’, New Zealanders have their own positive environmental experiences to share



*“It has highlighted the impact daily travel etc. have on the environment. **Working from home** has made me **more conscious** about the **amount of waste** I create on a **daily basis** and all the **packaging** food comes in etc.”*

FEMALE, 30-39, WELLINGTON

*“During the lockdown, **we could see the changes we had brought to the climate** around the world by just sitting in the house, the climate was healing, and once the lockdown was lifted, we could see the climate change.”*

MALE, 18-29, AUCKLAND

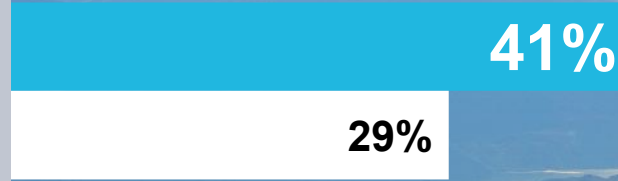
*“I found COVID lockdowns **eye opening** (across the world) in terms of the **reduction in emissions** as a result of businesses closing down, minimal commuter traffic etc., **something that I'd not previously given a heap of thought to.**”*

FEMALE, 30-39, WELLINGTON

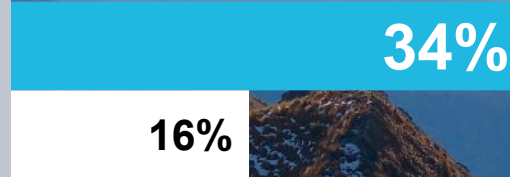
Q: How, if at all has COVID-19 changed your views on climate change? Base: n=1009, Why do you say that COVID-19 has made you feel [less concerned / more concerned] about climate change?

We've been compelled to change our ways

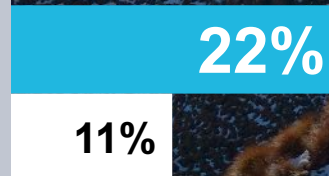
Choosing local destinations for leisure trips or shopping



Working from home



Reducing the number of flights you take



*Shopping / ordering online



2019 2020



*Time to stop and think, **back to basics** and realise the beauty in nature and how as a planet we are destroying it.*

– Male, 50-59, Canterbury

* New statement added in 2020

Q: Are you doing any of these below more than you did a year ago? Base: n= 701

Government and businesses are showing that they are tackling climate change

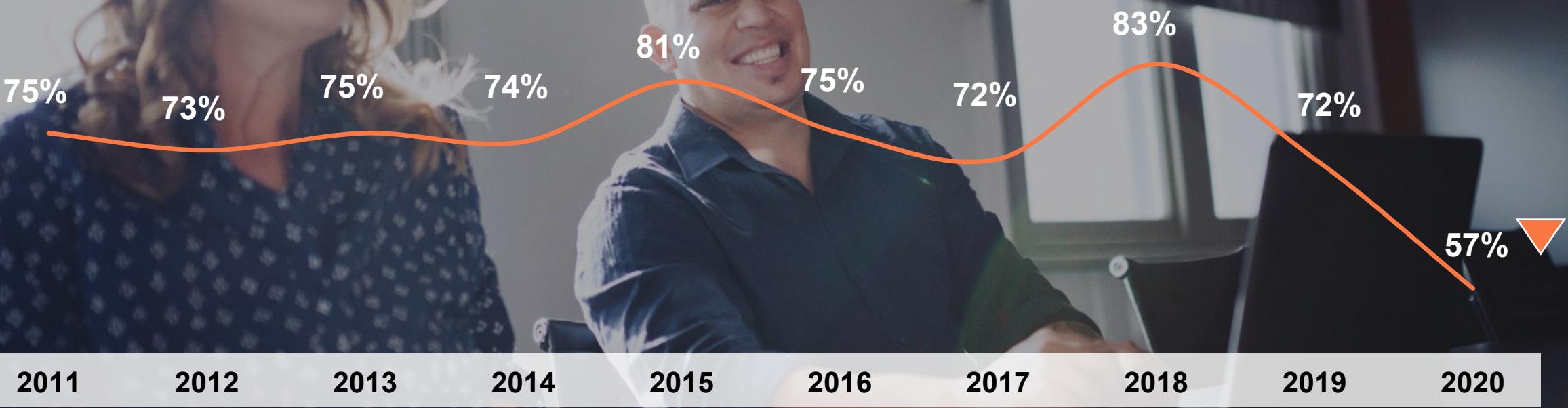


Source: Colmar Brunton Better Futures Report 2020



Businesses are communicating more clearly about their commitments to a more sustainable world

CONFUSION LEVELS



Q: How much do you agree or disagree with the following statements? ('the way businesses talk about their social and environmental commitment is confusing') Base: n=701

It is also clear that in the face of COVID-19, New Zealanders appear more preoccupied with their immediate needs than the perceived longer term challenge of climate change



*“Covid was a more **immediate** threat.”*

FEMALE, 40-49, HAWKES BAY

*“I’m more worried about the **economy and survival short term** than climate change that I view as a longer term issue.”*

MALE, 30-39, SOUTHLAND



People may care but...

49%

‘reckon climate change problems are so far in the future’



Q: To what extent do you agree with the following statements. People may care about these issues but...
Base: n=132

A key difference for NZ is that other markets have a greater sense of the potential catastrophe that awaits due to loss of biodiversity

In NZ, concern for biodiversity is ranked second to bottom

Source: Kantar Sustainable Transformation Practice Foundation Study AU 2020, Kantar Foundation Study UK 2020
NB: Better Futures question not directly comparable

* Extreme weather events not asked in NZ study



TOP 5 ISSUES



Poverty and hunger

1

Ocean plastics and microplastics pollution

Loss of biodiversity on land

2

Poverty and hunger

Lack of clean, safe water

3

Loss of biodiversity on land and in the oceans

Extreme weather events*

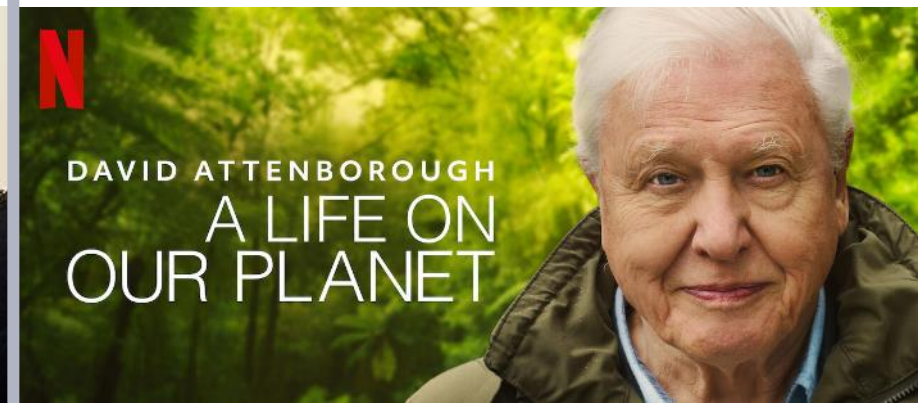
4

Extreme weather events*

Lack of access to healthcare and vaccinations

5

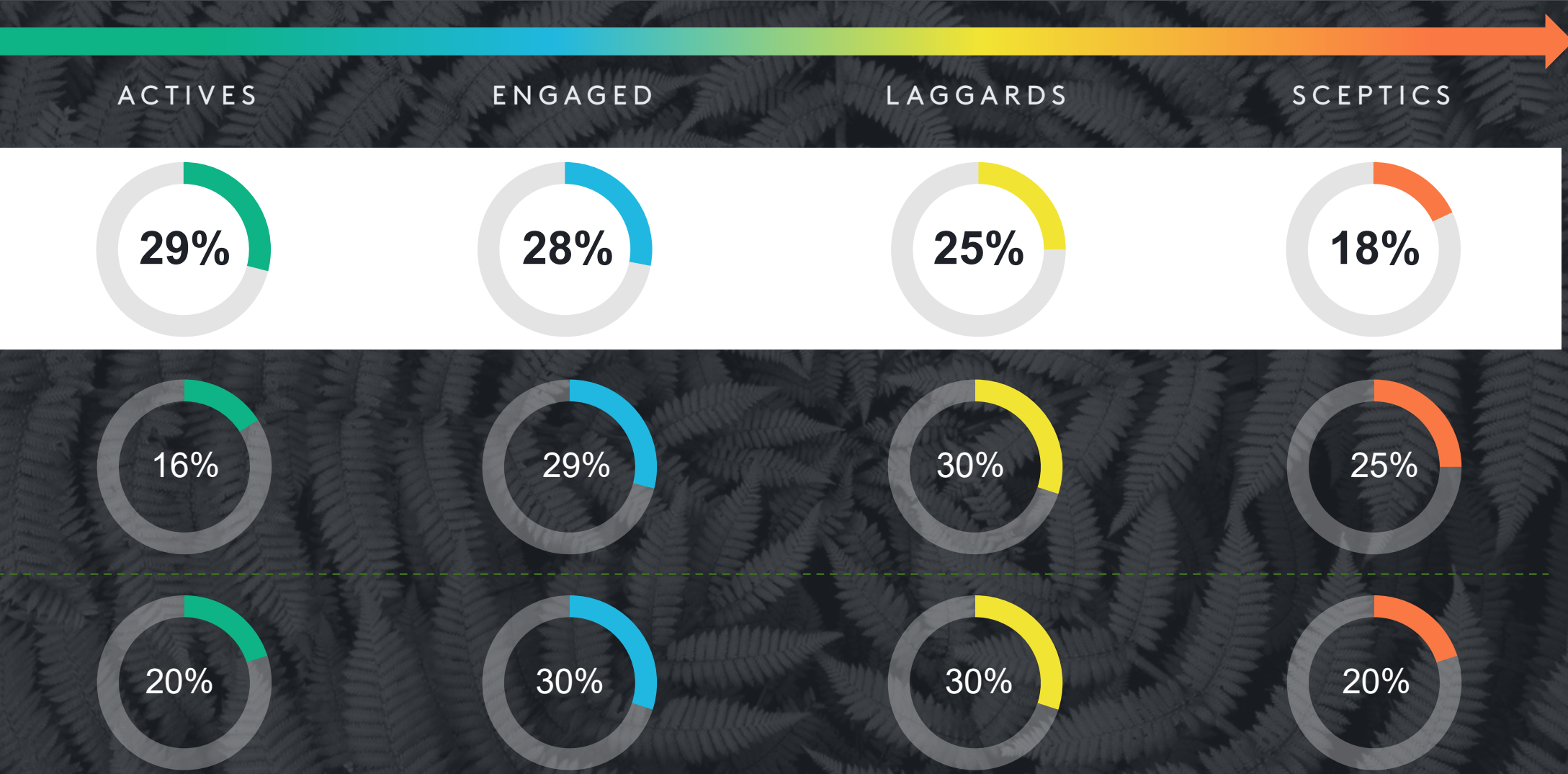
Carbon & Greenhouse gas emissions / global warming



**How do we
encourage
New Zealanders
to be more
engaged in
sustainability?**

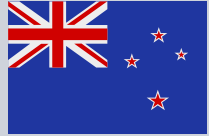


We can start by understanding different mindsets. The good news is that New Zealanders are more active and engaged in sustainability compared to other markets.



Source: Kantar Australia Sustainability Market Study Nov 2020, Kantar UK Sustainability Foundational Study May 2020
NB: Segmentation was created from Q: To what extent do you agree with the following statements? (using top 2 box scores from statements 1-7) base n=1009

Who are New Zealand's ...



New Zealand



Behaviour



Tension

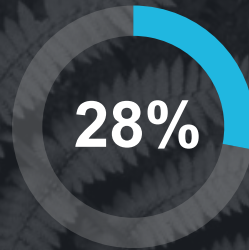
ACTIVES



Actively seek out do good brands and are prepared to invest their time for these companies

- They are more likely to notice sustainable/ethical products aren't in shops

ENGAGED



Need encouragement –want to do the right thing but attitude stops them.

- More likely to say:
 - They aren't making a difference as just one person
 - No one else buys sustainable so why should they?
 - Believing sustainable products are lower quality

LAGGARDS



Some rejection of unsustainable companies but majority have not changed their shopping habits

- Not sure how to engage
- Believe they are constrained by societal problems, like lack of access to education or a lack of equal opportunity

SCEPTICS



Unwilling to invest time and money for companies that are trying to become more sustainable.

- Do not believe that sustainability is a pressing issue.
- They do not feel personally affected by environmental problems

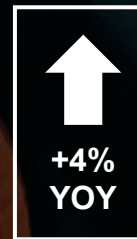
**There is
financial
reward in
targeting the
sustainable
mindset, as
demonstrated
in the UK
market**



Eco-Actives

20%

\$382 billion



(NB: UK figures only)

We also need to understand the **barriers** to action



Expense

When shopping, their mind is on saving money more than saving the planet

90%

81%

86%

The sustainable / ethical products are always more expensive

79%

79%

77%

Eco-products don't feel worth it because they're a bit expensive and sometimes lower quality

58%

67%

74%



Knowledge

It is really hard to tell which products are good or bad ethically or for sustainability

79%

71%

79%

These issues aren't on their radar when shopping

67%

69%

71%

They don't have enough information about how ethical/sustainable different products are

67%

71%

73%



Time/ Accountability

They are in such a rush when they are shopping that they don't think about it

71%

70%

81%

They don't feel like they are making much of a difference as just one person

69%

63%

65%

The companies don't seem to be trying hard enough why should they

50%

49%

59%



NZ



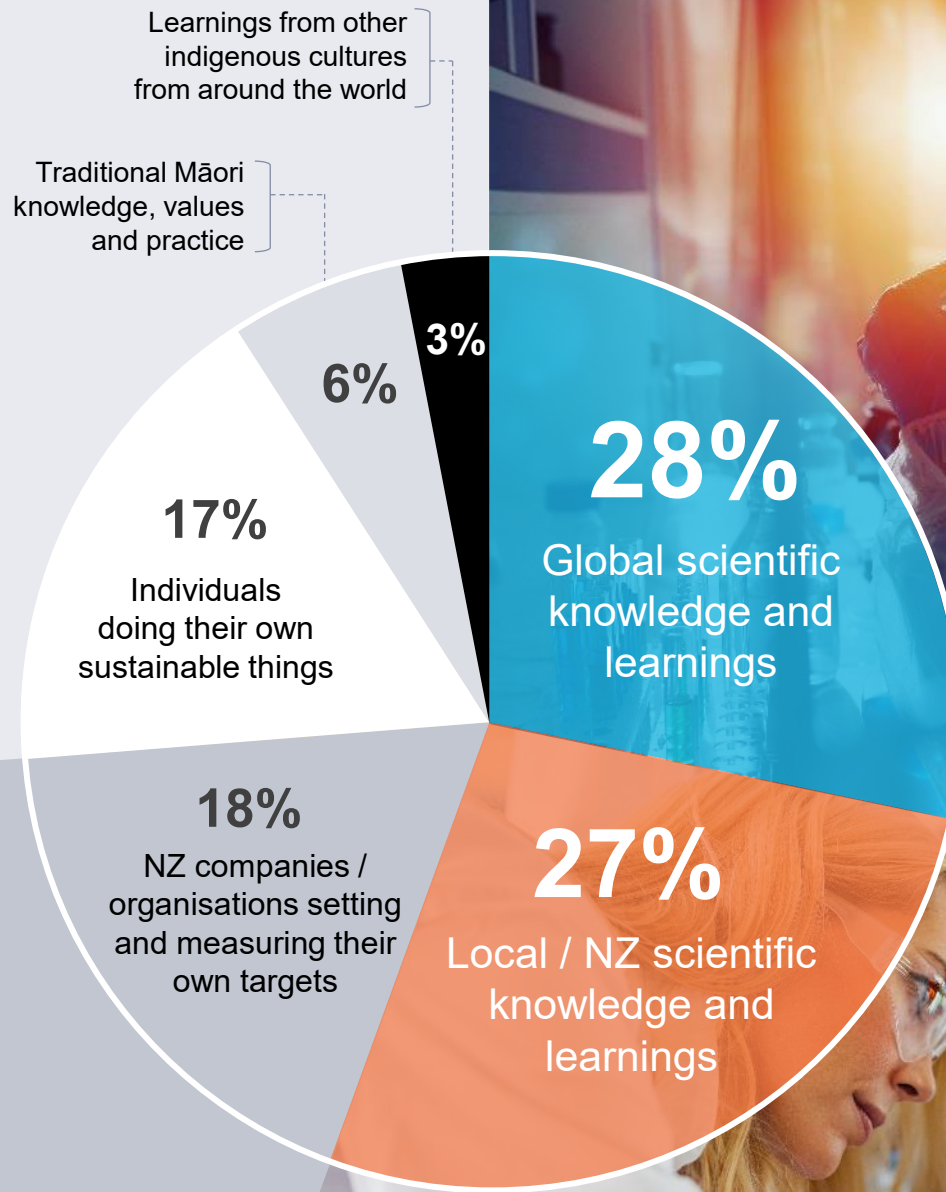
AU



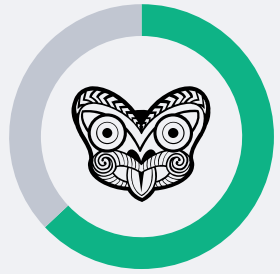
UK

Has New Zealand's response to Covid-19 restored our faith and confidence in the value of science?

Science could have a part to play in helping New Zealanders understand our unique sustainability challenges

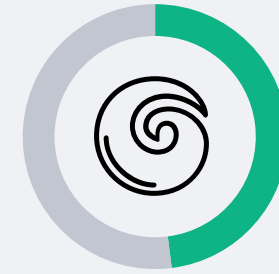


Other sources of knowledge and solutions may also be a way of engaging New Zealanders on issues of sustainability



63%
agree...

that there is something to be learned from Māori knowledge and traditions of guardianship (e.g. kaitiakitanga) when it comes to sustainability.



48%
think...

central and local government efforts to improve sustainability should make more use of Māori knowledge, values and ways of doing things.



Because we really need to start looking after our country, our land, our people before looking elsewhere and looking how our people used to survive/support themselves back in the day without the convenient things we have today.

FEMALE, 30-39, NZ MĀORI / PACIFIC ISLAND, AUCKLAND



"Sometimes the solutions sit in a sweet spot between the two. Sometimes te ao Māori had the solution but Western science has proven it.

There are plenty of examples where the oral tradition might seem far-fetched but it's got origins in truth."

BIOSECURITY CHAMPION TAME MALCOLM



**So what does
this **mean** for
businesses &
brands?**



Governments and brands around the world are committing to **'Build Back Better'** post COVID-19

KANTAR

Estimated annual size of the sustainable economic prize by 2030

Source: World Business Council For Sustainable Development

\$12
Trillion

Projected economic yield of shifting towards a circular economy in the next decade

Source: World Economic Forum (2019) & Circularity Gap (2020)

\$4.5
Trillion



- 155 CEOs sign the 'Uniting Business and Governments to recover better' statement
- EU's Green Deal at the heart of Europe's recovery plan
- 880+ companies commit to science-based recovery

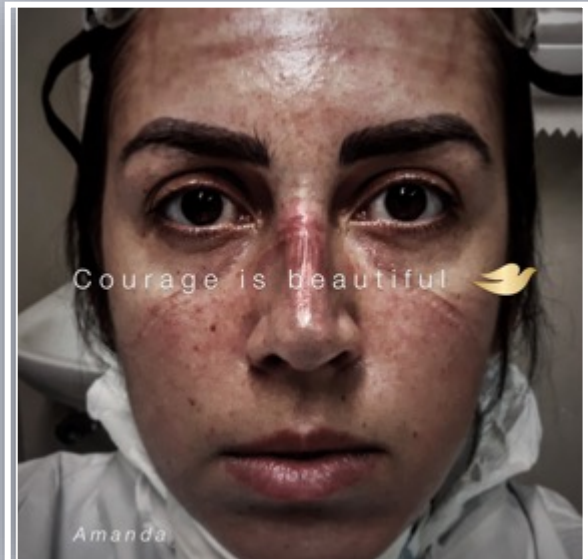


Government actions should prioritize climate change in the economic recovery after COVID19

- Across the world, citizens want their governments to prioritize sustainable economic stimulus packages

Brands have an important role to play

**Staying relevant
to their audiences**



**Building brand
equity through
leadership**



**Driving
commercial
success**



**Increasing
penetration by being
an enabler of action**





In New Zealand...

54%
agree

**‘The brands
they like don’t
do ethical /
sustainable
versions’**

Q To what extent do you agree with the following statements.
People may care about these issues but... Base: n=135

Some brands are doing well to build their sustainable credentials with New Zealanders

75%+ agree

ecostore

trade aid

earthwise
caring for your world

FAIRTRADE

65 - 74% agree

Meridian.

Kathmandu

Mercury

Whittaker's
SINCE 1896

TESLA

50 - 64% agree

genesis

Turners & Growers

bnz

FISHER & PAYKEL

AIR NEW ZEALAND

NW

PAK'nSAVE

Sanitarium
The Health Food Company

contact-

MITRE 10

Fonterra
Dairy for life

THE BODY SHOP

all good

countdown

TOYOTA

Watties

New Zealand Post



MOVER

Q How much do you agree that each of the following businesses are leaders in any area of sustainability?
NB. Each respondent was shown 14 out of 49 brands at random – effective reach n= 288



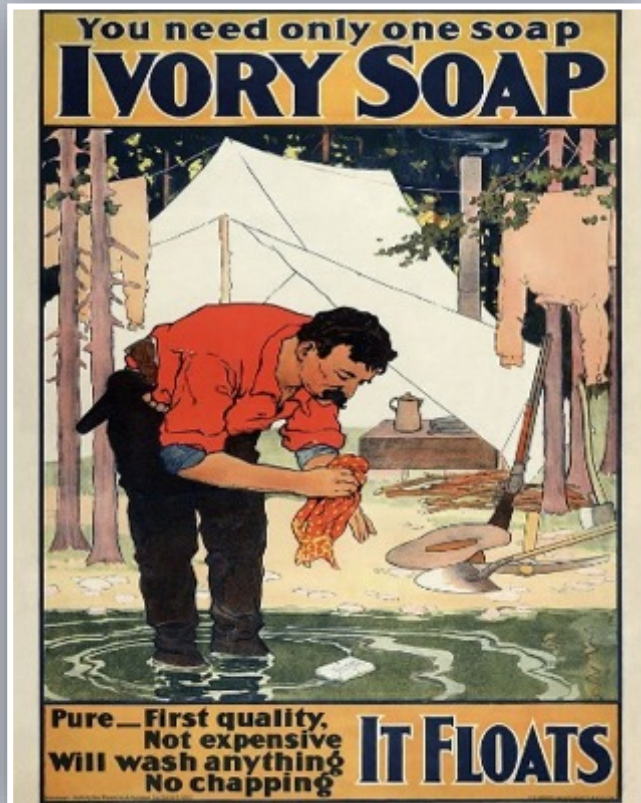
“Becoming a certified B Corporation is a reflection of Kathmandu’s commitment to sustainability over the past 30 years. It reflects the great commitment our team has had over many years to protecting workers rights in our supply chain, lowering our environmental footprint and our ongoing commitment to using sustainable materials in our products. Being a B Corp comes with a lot of responsibility, and if we don’t have that responsibility embedded right at the top, it can be easy to overlook. Embedding sustainability into senior leadership helps formalise our B Corp commitment and also sends a strong statement to our team and our customers that we are committed.”

REUBEN CASEY, CEO Kathmandu



As a new era of brand marketing emerges we see a need to be responsive to the market sentiment

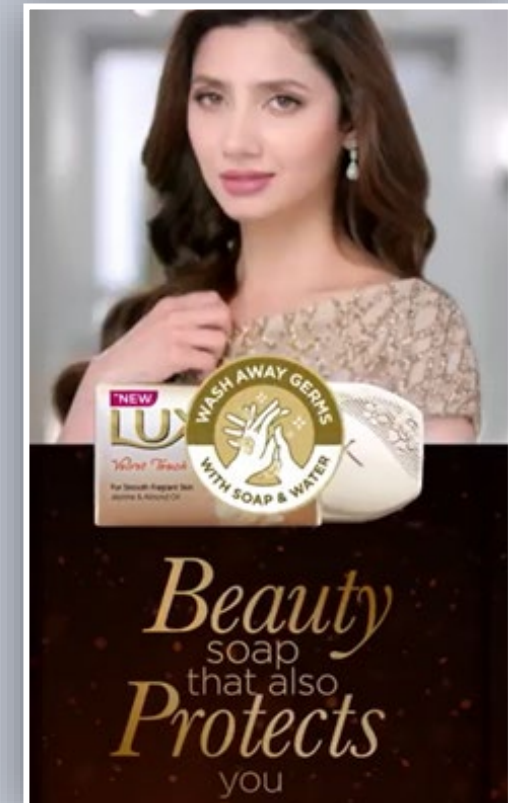
Product
(better stuff)




Person
(better self)



Public
(better society)





Key takeouts for 2021



With concern around climate change dropping, brands and businesses have to find **alternative and **engaging** ways to encourage people to take sustainable actions.**



**The good news
is 'Actives' are
growing in numbers
and represent
sizeable economic
opportunity as
they continue
to mainstream**



**For those who
have lower
engagement we need
to empower their
individual actions to
contribute to the
greater whole and we
need to make
sustainable options
affordable...**

**We are
learning to
trust the
experts.**



**New Zealand
has a unique
opportunity to
bring science +
Te ao Māori to
the forefront to
engage people
in sustainable
actions**

How we can help

Better Futures goes
beyond NZ – we
have a team of
experts and data
from around the
globe with the
**Kantar Sustainable
Transformation
Practice**



It's hard to tackle all issues at once, so a “shield and sword” consumer strategy can help



TIPS TO CONSIDER



1 The influence of your industry on your strategy



2 Your brand equity in sustainability



3 Your audiences to unlock commercial potential

We can answer a range of client questions by helping them to identify their 'where to play' in sustainability



Landscape

Which sustainability issues are the most relevant ones to consumers overall and in my sector?

Which new behaviours are emerging and where is the Value Action Gap?

Which issues does my company / brand have the right to align itself with?



Strategy

How do I activate sustainability in a strategic, consumer-relevant way that will create competitive advantage and drive growth?

How do I unpack and craft a coherent master and sub-brand strategy?

How do I create a future-proof sustainability strategy that sits at the heart of my business?



Activation

How do I create a roadmap for success for my business?

How do I land that roadmap so it resonates with my key stakeholders and my company's existing strategies?

How can I access thought leaders and experts to help me understand and act upon the urgent issues impacting the wider world, my sector and my business?

For more information

Please contact
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