

FUTERRA



WFA & Futerra
What are you scared of?
Sustainability Storytelling

13th Jan 2022

We make sustainability* so desirable,
it becomes normal



*...by sustainability, we mean brand purpose, social and environmental responsibility, citizenship, meaningful brands and any and all efforts to change the world for the better

20 YEARS OF RESEARCH AND ACTION ON BRANDS AND SUSTAINABILITY



2001

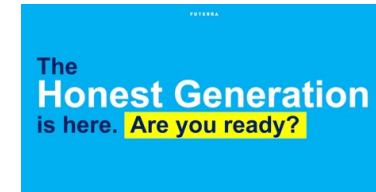
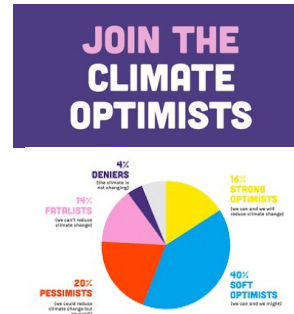
2012

2015

2017

2018

2019



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WE LOVE OUR CLIENTS

KAO



L'ORÉAL
PARIS

Mondelez
International

Google



NETFLIX



LANCÔME
PARIS

Calvin Klein



Colgate®



MARS

GAP

DIAGEO



LOGIC



MAGIC

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What a moment...

ENVIRONMENTAL ISSUES ARE *LITERALLY* A BURNING PLATFORM

Climate change ranks highest as vital issue of our time - Generation Z survey



2021 in review: Weather records aren't just broken, they're smashed

Record-shattering fires, freezes and rainfall around the world made it all too clear that extreme weather is fast becoming the new normal



Hurricane Dorian is joint strongest Atlantic storm ever to hit land



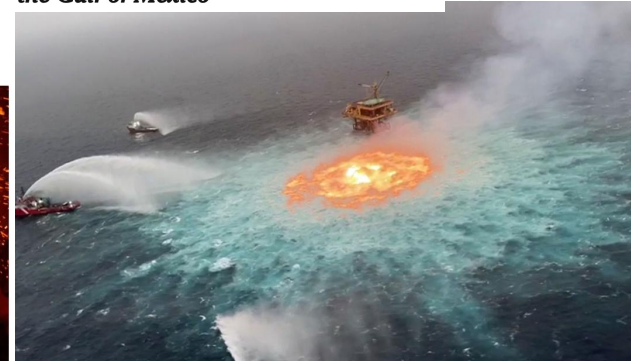
Generation Z Fears Climate Change More Than Anything Else

More than 400 weather stations beat heat records in 2021

Maximiliano Herrera, watcher of extreme weather, says last year likely to be in top five or six hottest in history



Leaky Gas Pipeline Sparks an Inferno in the Gulf of Mexico



SOCIAL JUSTICE IS *EVERYBODY'S* BUSINESS



'Boycott for Black Lives': People plan to stop spending in companies that don't support BLM



Marcus Rashford petition to end child food poverty signed by over 1m people



The mothers on the front line of Colombia's mass protests

Protests in Spain against suspected LGBT hate crime



INVESTORS HAVE WOKEN TO WOKE

FINANCIAL TIMES

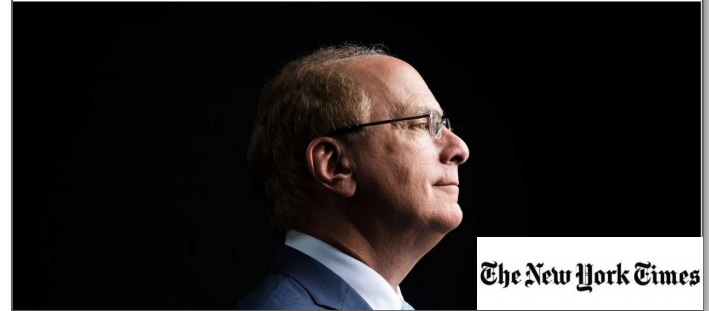
Sustainable investing boom and net zero pledges drive ESG talent war

Surging demand for expertise as companies across sectors pledge to reduce their carbon footprint



Exxon loses board seats to activist hedge fund in landmark climate vote

BlackRock's Message: Contribute to Society, or Risk Losing Our Support



Shareholders Are Pressing for Climate Risk Disclosures. That's Good for Everyone.

Harvard
Business
Review

THE PANDEMIC HAS *RAISED* CONCERN

Of those who said that 2020 made them think differently about their behavior,

1/3

agreed that the **urgency of protecting the planet** became clear last year.

*Source: Ipsos

55%

number of respondents that said as a result of their COVID-19 experiences, they were more likely to purchase environmentally friendly products

KEARNEY

4,550% increase in Google searches related to “How to live a sustainable lifestyle” since lockdowns began

Forbes

Near 80% Of People Would Personally Do As Much For Climate As They Have For Coronavirus.

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Myths

1. Myth - What consumers say and then do are different

Truth - Consumers make demands that big corporations rarely meet or deliver on



EXAMPLE

Oatly

Oatly listened to consumer demand for a tasty, ethical and environmentally friendly alternative to dairy milk and is now the world's biggest oat milk.

Proof Point:

Oatly sold **\$421.4 million** worth of products in 20 countries worldwide 2020, an **increase of 106% over sales in 2019** (Food Dive, 2021)

2. Myth - Sustainability is a cost center

Truth – It should be an
entrepreneurial driver



EXAMPLE

Ikea

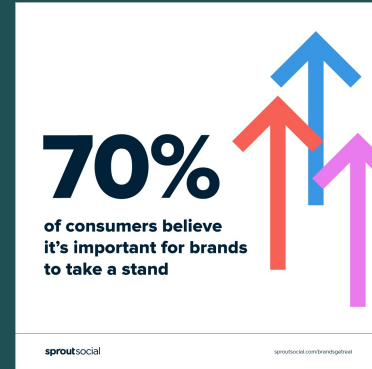
By enabling its consumers to live a healthier and more sustainable lifestyle, IKEA has fulfilled its customers wishes and has tremendously enhanced its revenue stream

Proof Point:

In FY20, **39 million** of its 62 million potential waste products **were saved through repackaging and reselling** and in 2019, IKEA recorded its first ever fall in absolute climate footprint and in the same period, its **sales grew by 6.5%**.

3. Myth - We are doing enough

Truth - We are still reacting rather than going above and beyond to solve issues linked to climate change and social injustice



EXAMPLE

Consumer Expectations Shifting Brand Action

A poll of 2,000 adults found 59% are 'disappointed' in those big names who still haven't got their sustainability initiatives right. (Independent, 2021)

Proof Point:

68% of consumers said **they expect brands to be clear about their values and take a stand on them**, to be able to feel comfortable buying from them (Kantar, 2020)

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Realities

MAINSTREAMING VEGANISM



MAINSTREAMING FEMINISM



MAINSTREAMING CONSERVATION



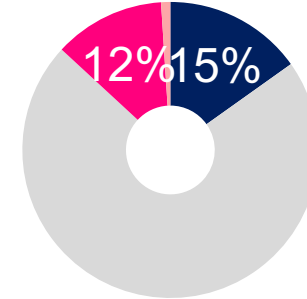
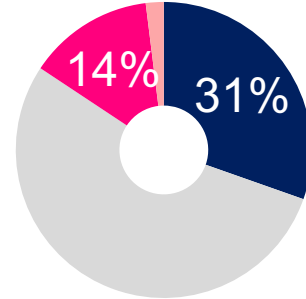
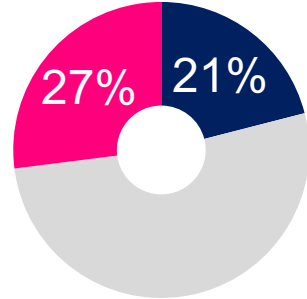
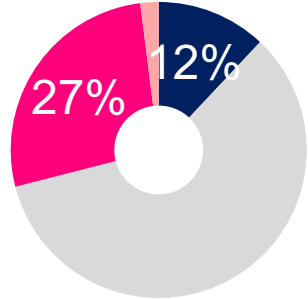
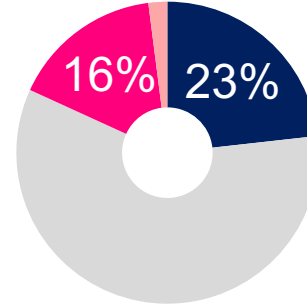
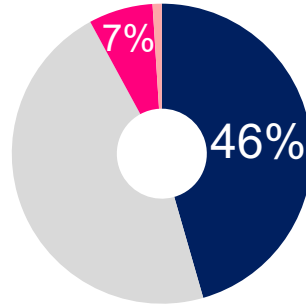
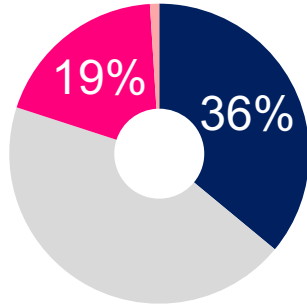
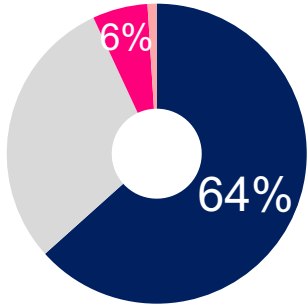
MAINSTREAMING GREEN DRIVING



ARE YOU SATISFIED WITH THE POSITIVE CHANGE BRANDS ARE CURRENTLY MAKING IN THE WORLD?



Millennials
Gen Z



USA

UK

India

South Africa

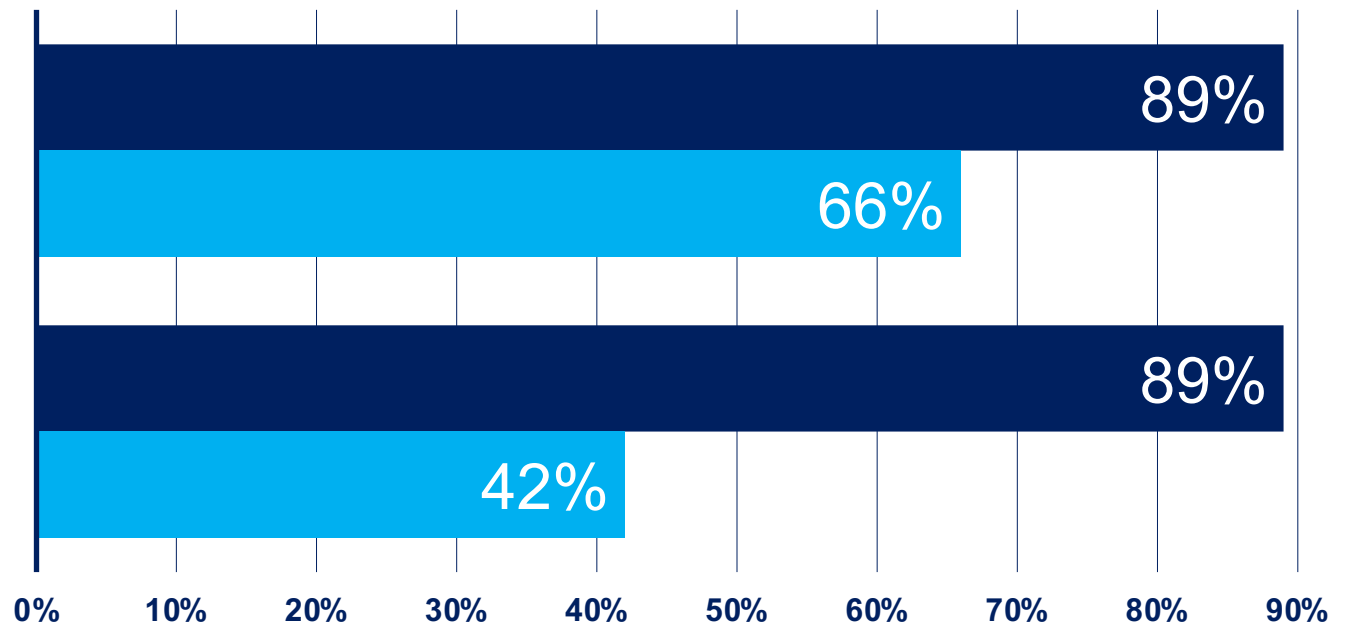
HOW MUCH DO YOU CARE, AND HOW MUCH DO YOU THINK BRANDS CARE, ABOUT HONESTY?

- How much do you care?
- How much do brands care?

Percentage of people ranking 7 or above on a scale of 1 (care the least) to 10 (care the most).

Millennials

GenZ



Source: Futerra consumer research, June 2019. Respondents: 2,400 consumers in UK, US, South Africa and India.

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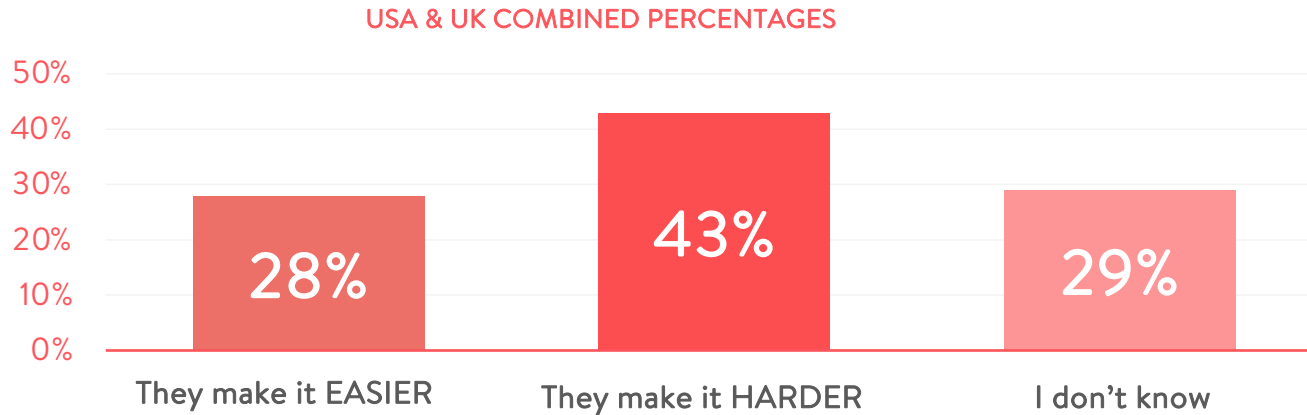
Six Fixes

MAKE HEROES
BE (VERY) HONEST
SAY SORRY
SELL THE BENEFITS
BECOME A SERVANT BRAND
INVENT

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BRANDS MAKE IT HARDER TO LEAD A SUSTAINABLE LIFESTYLE

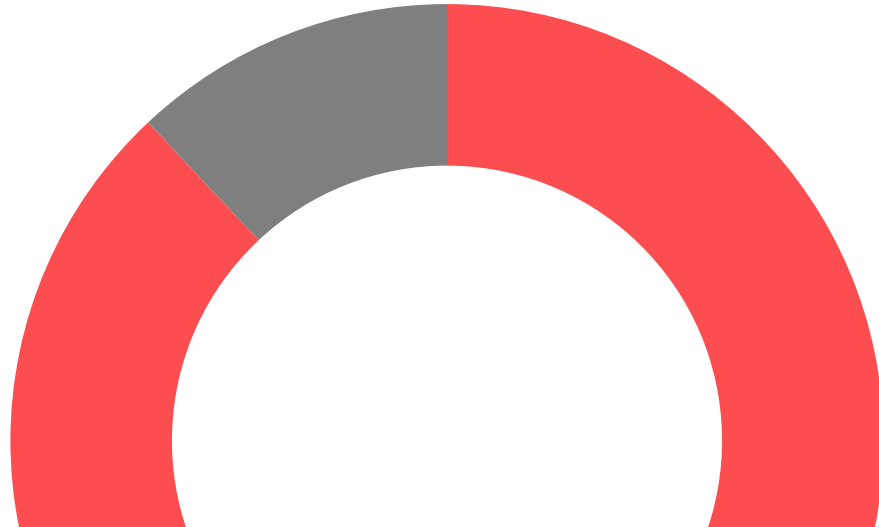
Do brands make it easier or harder for you to be environmentally friendly and ethical in your daily life?



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88%

OF PEOPLE WANT BRANDS TO HELP
THEM LEAD A SUSTAINABLE LIFESTYLE



Source: Survey of 1,004
respondents in the USA and UK.
November 2018 for Futerra by
OnePulse

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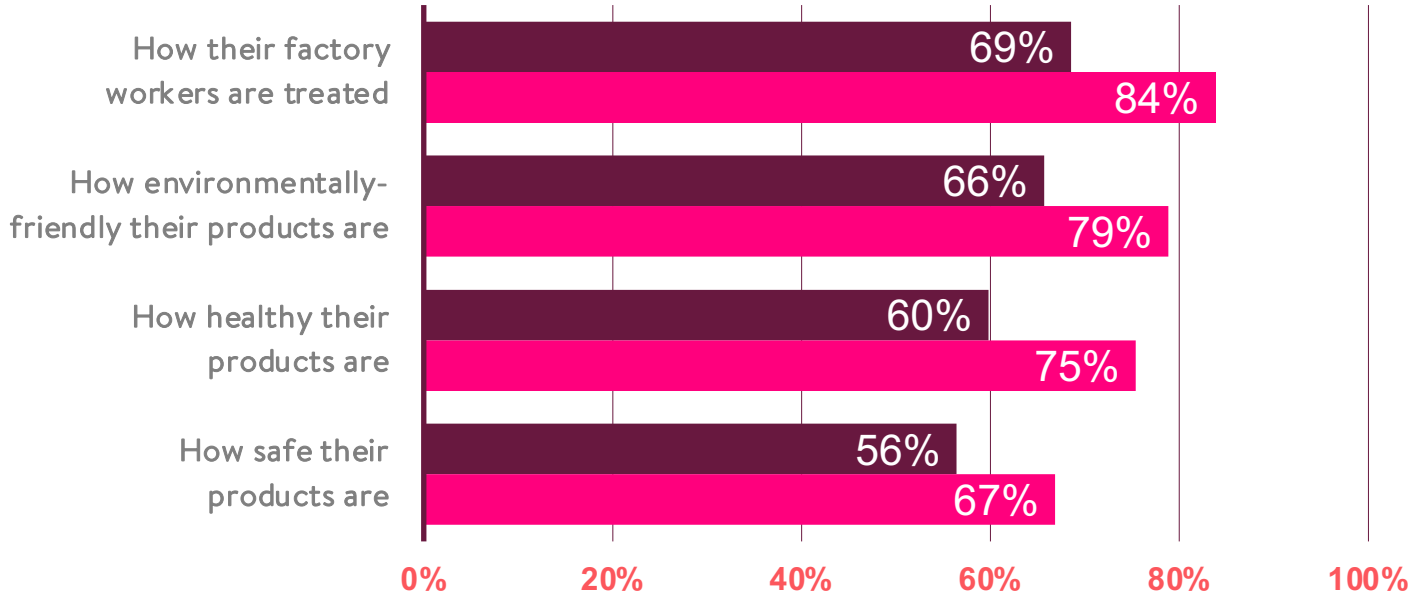


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ARE BRANDS HONEST?

Millennials Gen Z

Perception that brands are **never honest**, or **not honest enough**, about:



Global

RAPANUI

Fully traceable supply chains



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REFORMATION
RefScale methodology

Reformation

Jude Dress



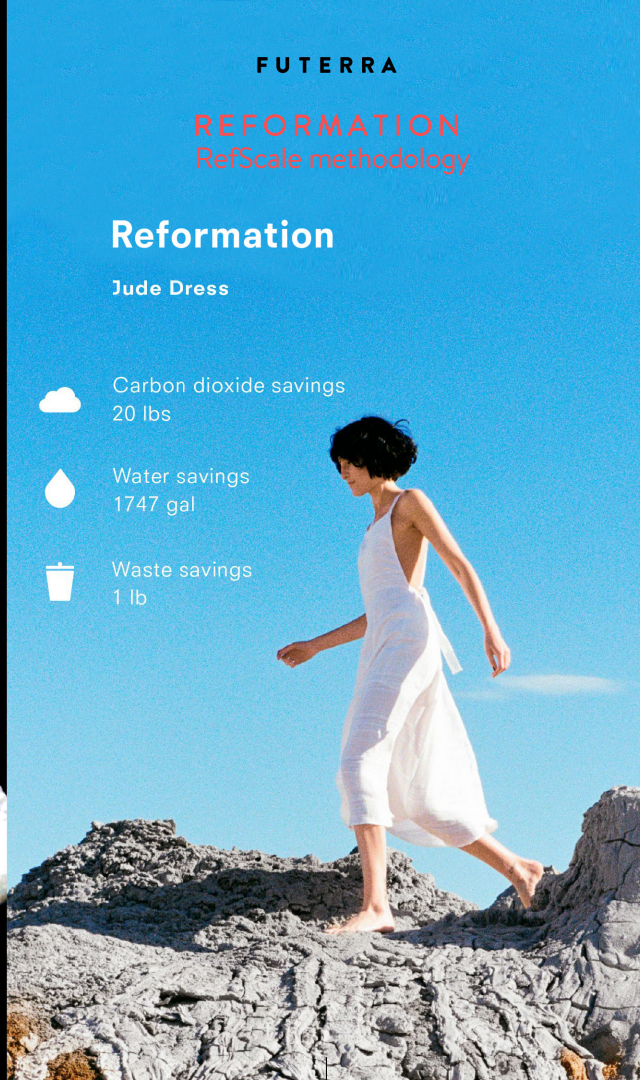
Carbon dioxide savings
20 lbs



Water savings
1747 gal

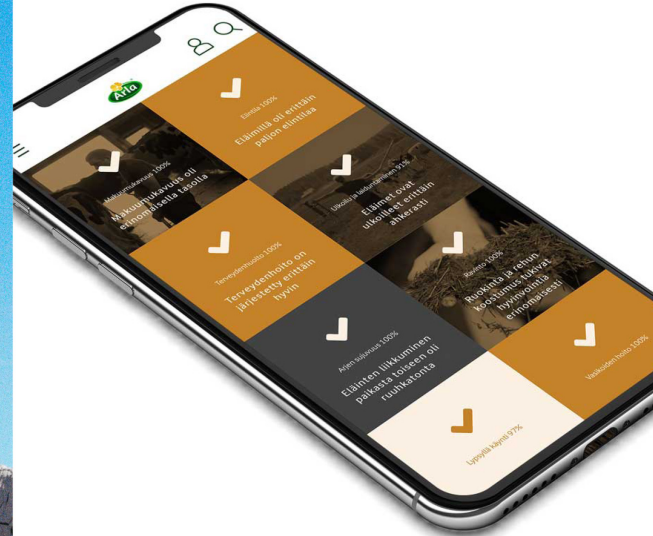


Waste savings
1 lb



ARLA

AI app for animal welfare



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INVENT

AIRBNB

Apology with a promise to action



Dear Airbnb community,

At the heart of our mission is the idea that people are fundamentally good and every community is a place where you can belong. We don't say this because it sounds nice. It's the goal that everyone at Airbnb works towards every day – because we've all seen how when we live together, we better understand each other.

Discrimination is the opposite of belonging, and its existence on our platform jeopardizes this core mission. Bias and discrimination have no place on Airbnb, and we have zero tolerance for them.

Unfortunately, we have been slow to address these problems, and for this I am sorry. I take responsibility for any pain or frustration this has caused members of our community. We will not only make this right; we will work to set an example that other companies can follow.

In June, we asked Laura Murphy, the former head of the American Civil Liberties Union's Washington D.C. Legislative Office, to review every aspect of the Airbnb platform, and to make sure that we're doing everything we can to fight bias and discrimination. Thanks to Laura's leadership, today we're releasing a report that outlines the results of that process. You can read the full report [here](#), but I'd like to highlight four changes that will impact the way our platform works:

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STARBUCKS

Employee sensitivity training

We're Sorry

We know we can do better. Starbucks® values all people of color and we are working on employee sensitivity training.

The best dialogue starts over a cup of coffee and we'd like to buy you one.



Valid: 04/18/2018 - 05/18/2018

LET'S TALK COUPON



Print this coupon or show it on your mobile device at a STARBUCKS near you!

Valid for one beverage per customer per visit only at participating locations. Limited to persons of African American heritage and/or identity at time of exchange. See website for details.

EVERLANE

Taking accountability and responsibility

EVERLANE

everlane

We started Everlane with a vision of empowering positive change for the planet and humanity. I am proud of how we have been able to change the retail industry. However, with the help of our community, I have come to realize how I have fallen short of addressing issues of institutional racism both inside the company and in how we present ourselves to the world.

I take full responsibility for these shortcomings and I apologize to current and former employees who have experienced harm while working at Everlane. Such experiences must end and I take accountability for the actions necessary to end them.

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© 2007 Nike, Inc.

FUNCTIONAL BENEFIT

Nike Flyknit sneakers



DEFY GRAVITY

FLYKNIT LUNAR 3
#FEELWEIGHTLESS



FLYKNIT REDUCES WASTE BY ABOUT 60%
ON AVERAGE COMPARED TO CUT & SEW FOOTWEAR.

SINCE 2012, FLYKNIT
HAS REDUCED NEARLY

3.5 MILLION POUNDS OF WASTE

THAT'S EQUIVALENT TO THE WEIGHT OF 2.5 MILLION REGULATION BASKETBALLS.
PUT END-TO-END THEY WOULD STRETCH ABOUT 400 MILES.
THAT'S ENOUGH TO COVER THE DISTANCE BETWEEN:

SAN FRANCISCO •  •  •  •  •  •  •  • LOS ANGELES



**MAKES HASTE,
CUTS WASTE**

REVOLUTIONARY FLYKNIT CONSTRUCTION
REDUCES OUR TYPICAL FOOTWEAR WASTE
BY AN AVERAGE OF 80%.

Nike Flyknit Lunar 3

EMOTIONAL
BENEFIT
Econyl

ECONYL®
ENDLESS POSSIBILITIES

ECONYL®

This product contains
regenerated nylon that can
be recycled infinitely.

No waste. No new resources.
Just endless possibilities.

WWW.ECONYL.COM



Design is infinite.
Style is infinite.
ECONYL® is infinite.

SOCIAL BENEFIT

Fashion Revolution

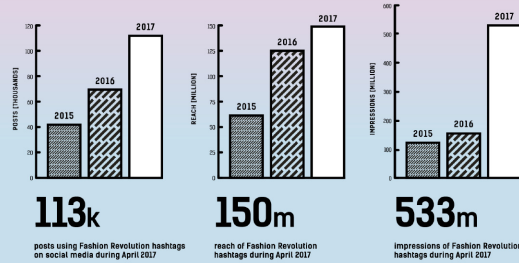
Who made your clothes?

FASHION
REVOLUTION

#1

TRENDING
TOPIC
GLOBALLY ON
TWITTER

more people want to know #whomademyclothes



MAKE HEROES
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INVENT

'Servant brands' emerged in the pandemic

The pandemic inspired brands to decide what they stand for

Long Live the Servant Brand (And Goodbye Brand Purpose)

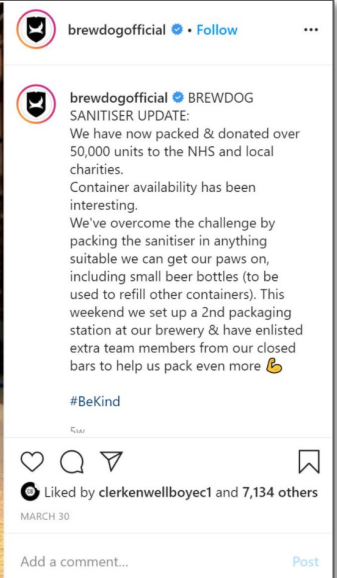


Fashion

Fashion industry answers the call for masks and personal protective equipment to fight Covid-19



Retailers shift production to make masks, gowns for health-care workers in coronavirus pandemic



But it goes far beyond pandemic response...

Millennials and Gen Z is no longer satisfied with what has been going and how brands are dealing with things

Demanding more
Transparency from brands

Decoding the enigma of Gen Z consumers: transparency, authenticity and honesty



The Drum.

Demanding fair and ethical
workplace practices

Gen Z in the workplace: How businesses can prepare for recruiting a new generation



 NCR

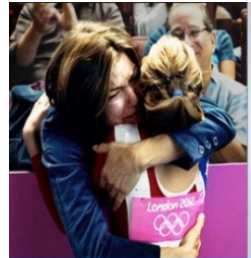
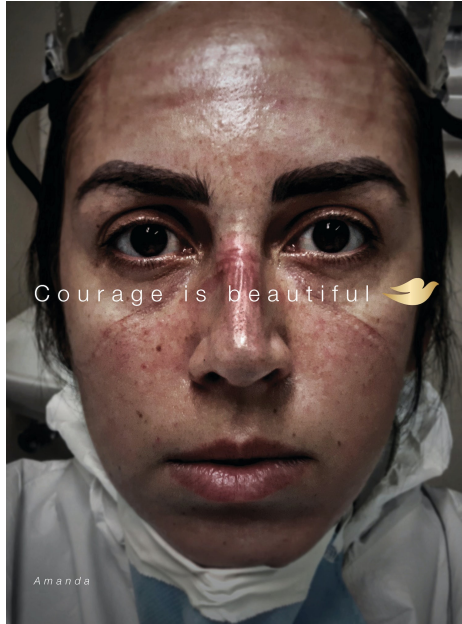
Demanding meaningful action
in communities

Gen Z's demand for ethical commitment has brands quaking



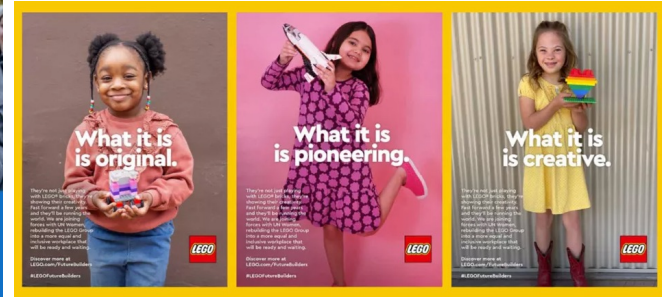
premium
BEAUTY
news

...remember you *serve* the heroes



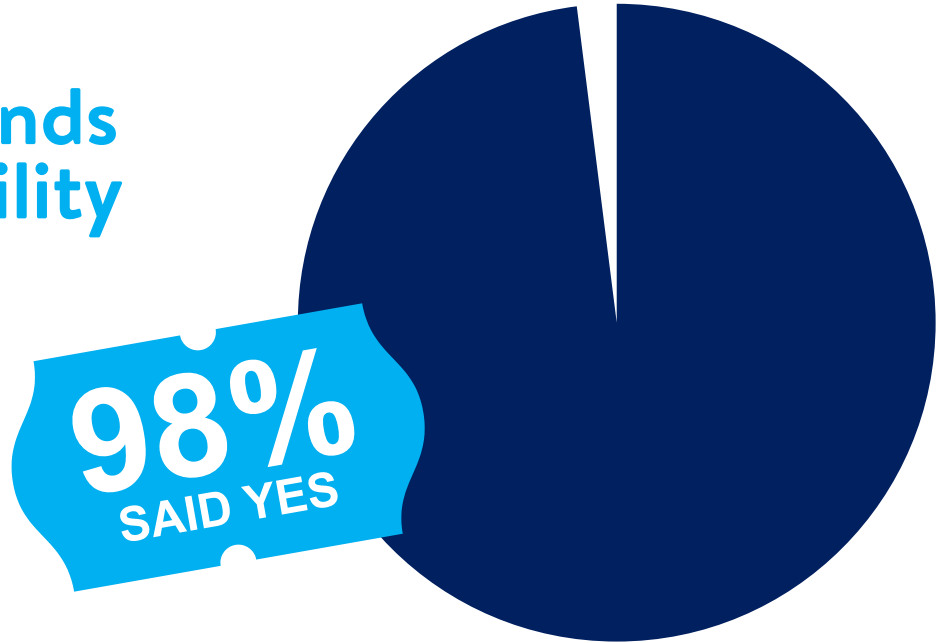
TOUCHING HEARTS ONE THANK YOU AT A TIME

P&G'S "THANK YOU, MOM" CAMPAIGN



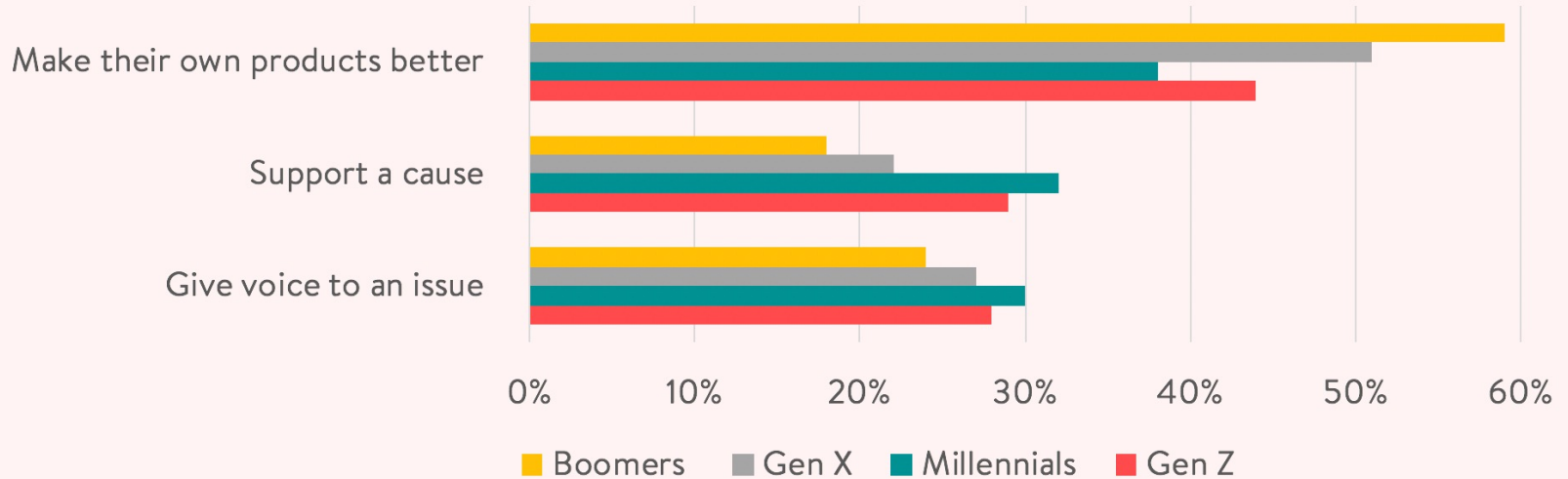
MAKE HEROES
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INVENT

Do you think brands
have a responsibility
to make positive
change in
the world.



...it's all about product

What is the number 1 priority for brands to focus on when making positive change?







Complete Dry Pet Food For All Cats
For The Love Of Cats & Planet

LOVEBUG!
Everything Your Cat Needs

Every loaf of Lovebug™ is packed with proteins, but contains no chicken, no beef and no fish! Instead, Lovebug™ is full of proteins from insects, which are just as nutritious as traditional sources of proteins while being kind to the planet too!

We tested dozens and dozens of recipes with the help of pet nutritionists. Until, finally, we found the perfect balance. It's easily digestible, nutritionally complete, and cats gobble it up.

- | | |
|-----------------------------------|-----------------------------|
| Yes | No |
| Complete Nutrition For Adult Cats | No Added Artificial Colours |
| Healthy Teeth & Gums | No Added Dairy |
| Developed With Pet Nutritionists | No Plastics In Our Pack |
| Easy To Digest | No Parabens |
| Fully Traceable Ingredients | No Palm Oil |
| Better For Planet | No Buff |
| 100% Recyclable Pack | No Stuff |
| (Uniquely) Increased Caloric | No Worries |

Why We Love Bugs

Land Per kilo of protein, we have 10x less land than beef.	Waste Our bugs reduce food waste, because they're fed on 100% vegetable scraps and plants.
Energy Our bugs are sourced from a farm powered by 100% renewable electricity.	

100% RECYCLABLE PACK
FOR THE LOVE OF CATS & PLANET

Insect-Based Cat Food

LOVEBUG!
For The Love Of Cats & Planet

- Nutritionally Complete & Balanced**
- Healthy Teeth And Gums
 - Developed With Pet Nutritionists
 - Easily Digestible

For The Love
Includes...
Ingredients
Net Weight
Best Before

FUTERRA



Thank You

UNITED KINGDOM

8–14 Vine Hill
London
EC1R 5DX

SWEDEN

Stora Nygatan 45, 1tr
11127 Stockholm
Sverige

NORTH AMERICA

524 Broadway
New York
NY 10012

MEXICO

Arbol 45, San Angel
Ciudad de México
México 01000

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