TELLING YOUR SUSTAINABILITY STORY

GUEST HOST: Carolyn Parris
Mind Over Markets
of Americans think that the average person should be taking concrete steps to reduce his or her environmental impact
78% of Americans feel some sense of personal responsibility to change daily purchase habits and practices to positively impact the environment.
44% of consumers report looking for sustainability claims and information on the packaging BEFORE they purchase.
When Millennials trust a brand’s environmental and social/business practices ...

- 90% buy from that brand
- 95% recommend their products to other people (friends, family, social media followers)
GEN Z PRIORITIES

<table>
<thead>
<tr>
<th>Year</th>
<th>Environment</th>
<th>Poverty &amp; Hunger</th>
<th>Human Rights</th>
<th>Economic Development</th>
<th>Health &amp; Disease</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>26%</td>
<td>19%</td>
<td>19%</td>
<td>14%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>2017</td>
<td>20%</td>
<td>28%</td>
<td>17%</td>
<td>16%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
SUSTAINABILITY IS NOW FIRMLY ON THE AGENDA OF GLOBAL CEOs

99% of CEOs from large companies agree that “sustainability issues are important to the future success of their businesses”

“There is no difference between our business strategy and our sustainability strategy...they are totally integrated.”
Alan Jope, CEO, Unilever

2019 U.N. GLOBAL GOALS CEO STUDY
Global Market: $2.65 Trillion with +$1 Trillion market opportunity

Unilever reports that the market for sustainable goods currently is $2.65 trillion. This creates just over $1 trillion in opportunities for brands that can “effectively communicate their products’ sustainable attributes”.

Sustainable Products
BUSINESS PRIORITIES IN A PANDEMIC WORLD

Vision
What’s our long-term vision & mission?

Growth
How do we sustain profitability & thrive in this new era?

Recover
How do we pivot operations & revenue channels?

Survival
How do we stay financially solvent for next 6+ months?

Crisis Response
What’s most urgent in next 1 to 14 days?
Reframe your sustainability message

STRATEGY 1
MOVE YOUR MARKET
CHANGE THE WORLD

LEARN HOW
GET CLEAR. GET HEARD. GROW YOUR BUSINESS.

We help sustainable businesses create clear messaging and strategies that work

Schedule a Call
Download our FREE PDF:
7 Ways to Grow Your Sustainable Business in a Post-pandemic World

FIRST NAME

EMAIL

DOWNLOAD PDF

MIND OVER MARKETS
Lead with what’s important to your customer and let the planet play the supporting role
RUN HARD, TREAD LIGHT
BIOSHIELD HEALTHY LIVING PAINTS
BEAUTY WITHOUT THE BEAST

Fall Catalog
Increase the clarity of your sustainability efforts
TREAD LIGHTER TOGETHER

Over the next year, we’re committing to combining our talents and resources to create the lowest carbon footprint performance shoe ever, with the ultimate goal of a net-zero product.

OUR SUSTAINABILITY APPROACH
Connect the dots

STRATEGY 4
CONSUMER PRIORITIES IN A PANDEMIC WORLD

Should we respond to climate change with the same urgency as we have responded to coronavirus?

Yes: 69.31%
No: 30.69%

101 Responses

Yes: 57.69%
No: 42.31%

104 Responses
Climate Change and Biodiversity Loss are Seen as Most Urgent Challenges

Environmental issues such as climate change, biodiversity loss, water scarcity, water pollution and waste dominate the list of perceived most urgent sustainability challenges facing the global community. Poverty and economic inequality are seen as the most urgent social challenges facing society among the issues put forward.

<table>
<thead>
<tr>
<th>Issue</th>
<th>% of Experts, “Very urgent” [4-5], 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate change</td>
<td>92</td>
</tr>
<tr>
<td>Biodiversity loss</td>
<td>82</td>
</tr>
<tr>
<td>Water scarcity</td>
<td>80</td>
</tr>
<tr>
<td>Water pollution</td>
<td>78</td>
</tr>
<tr>
<td>Plastic waste</td>
<td>77</td>
</tr>
<tr>
<td>Waste</td>
<td>74</td>
</tr>
<tr>
<td>Poverty</td>
<td>73</td>
</tr>
<tr>
<td>Economic inequality</td>
<td>73</td>
</tr>
<tr>
<td>Access to quality education</td>
<td>71</td>
</tr>
<tr>
<td>Air pollution</td>
<td>71</td>
</tr>
<tr>
<td>Food security</td>
<td>69</td>
</tr>
<tr>
<td>Access to medicines/healthcare</td>
<td>64</td>
</tr>
<tr>
<td>Bribery/Corruption</td>
<td>62</td>
</tr>
<tr>
<td>Supply chain labor conditions</td>
<td>58</td>
</tr>
<tr>
<td>Diversity/discrimination</td>
<td>52</td>
</tr>
<tr>
<td>Access to energy</td>
<td>51</td>
</tr>
<tr>
<td>Infectious disease</td>
<td>49</td>
</tr>
<tr>
<td>Online data and information security</td>
<td>43</td>
</tr>
<tr>
<td>Non-communicable diseases</td>
<td>41</td>
</tr>
<tr>
<td>Too much meat in people's diets</td>
<td>33</td>
</tr>
</tbody>
</table>

Question

Considering society’s numerous sustainable development challenges, please rate the urgency of each of the following: Please use a scale of 1 to 5 where 1 means “not urgent at all” and 5 means “very urgent.”
KEY TAKEAWAYS

• Reframe your message
• Let the planet play the supporting role
• Increase the clarity of your sustainability efforts
• Connect the dots
Your sustainable business is more important than ever
50% OFF
VIP Messaging Day
Your message is too important to be lost in the crowd

- Do your customers understand the true value of your sustainable product?
- Is your sustainable message confusing to your customers?
- Can you communicate your message in 7 words or less?
- Are you being heard above the noise?
- Is your online presence attracting the right customers?
- Have you spent a small fortune on marketing that doesn't work?

When you get clear on your messaging and create a strategy that works, your sustainable business will grow, even in a downturn economy.

Schedule a Call

cparrs@mindovermarkets.com
Create Messaging that Creates Sales

GET CLEAR
We distill your communications down to simple, clear messages that customers respond to.

GET HEARD
We create marketing strategies that work for the times we live in now.

GROW YOUR BUSINESS
You make money. You make an impact. You change the world.

Schedule a Call

cparrs@mindovermarkets.com
Sustainability is in our DNA

1000s of sustainable businesses

In 25+ industries

For more than 17 years

Schedule a Call

cparrs@mindovermarkets.com
Carolyn Parrs, CEO

cparrs@mindovermarkets.com

mindovermarkets.com