SUSTAINABILITY
AND HOW BRANDS CAN DRIVE CHANGE

NBCUniversal
WE’RE AT THE TIPPING POINT

As consumers continue to expect more from brands, NBCU can help tell your purpose-driven stories

90% of the global consumers feel brands have a duty to respond to current events with meaningful action¹

88% of executives know now more than ever, companies must lead with purpose²

WHY NOW?
THE LAST TWENTY MONTHS PEOPLE HAVE REALIZED HOW IMPORTANT THE FUTURE OF THE PLANET IS

“People in India can see the Himalayas for the first time in 'decades,' as the lockdown eases air pollution”
CNN

“The water in Venice, Italy’s canals is running clear amid the COVID-19 lockdown”
CNBC

“Bitcoin, NFTs and other crypto fads are destroying our planet”
MSNBC
96% of U.S. consumers report that they try to live a sustainable lifestyle at least some of the time¹

Nearly 80% of people said they would switch brands if a competitor offered a more sustainable version of that product, all other things being equal²

Source: 1: SB Brands For Good 2: Excellence in Evolution Series
Meeting today’s needs without compromising future generations
CORE PILLARS OF SUSTAINABILITY

Environmental
Protecting the Planet and Conserving Its Resources
Zero Waste Products and Packaging

Economic
Establishing Widespread Availability and Affordability of Products
Organic Foods Without a Price Premium

Social
Ensuring Equitable Treatment of Individuals and Communities
Racial and Gender Pay Equality
SUSTAINABILITY IS UNIVERSAL
We make decisions everyday impacting the core pillars of sustainability, both positive and negative.

Business Decisions
Supply chain, product cost, workforce, company organization

Individual Decisions
Recycling, buying used goods, deciding whom to buy from, what & where to donate, where to work
As Globalization leads to increased interdependence on economic, social and political issues, Sustainability requires Global Coordination & Solutions.

**Global – The Paris Agreement**

The Paris Agreement, a legally binding international treaty on climate change, was adopted by 196 parties in 2015.

**National**

The U.S. Infrastructure Bill has plans for investments in Public Transit, EV Infrastructure, & “Resiliency” (ecosystem restoration, weatherization, etc.)

**Local**

In 2020, Beijing-based Asian Infrastructure Investment Bank (AIIB) promised to end all coal financing

**Individual**

Hitting the global climate target by 2050 could create 8 million new clean energy jobs.
WHAT COMES TO MIND WHEN WE THINK OF SUSTAINABILITY?
Sustainability was only relevant to 20% of the U.S. Population¹ of the U.S. Population

93% engages in at least one sustainable practice (recycling, shopping locally, avoiding single-use disposable items, buying from brands w/ fair labor practices, etc.)²

SUSTAINABILITY TRANSCENDS AUDIENCES

Multicultural

46%
Will go out of their way to buy a product that is environmentally safe\(^1\)

Gen Z

54%
Are willing to pay over 10% more for a sustainably made product\(^2\)

Business Decision Makers

57%
Predict double-digit growth in ESG investments in 2022, prioritizing climate change and supply chain sustainability initiatives\(^3\)

As consumers become more sophisticated on sustainability, the sources of information & messaging have evolved.

Broader Awareness of Recycling, Climate Change, etc.

1960s/70s
Environmentalism Brought to Life through High Profile Books

1980s/90s
Green Shoots Appear

2000s
Brands Lean-in to Sustainability

2010s-Today
Cultivating Gardens

Source: Fast Company, Siegel & Gale Research, Company Annual Filings
AND WHILE TOPICAL, CULTURALLY RELEVANT SHOWS HAVE HIGHLIGHTED THE TOPIC, ITS PORTRAYAL HAS EVOLVED ALONG WITH THIS BROADER ADOPTION

SATIRICAL

South Park
“Smug Alert” satirized the smugness of people who drive hybrids

30 Rock
“Greenzo” made fun of corporate efforts to profit off sustainability programs

ACCEPTED

Portland sustainability chief admits ‘Portlandia’ isn’t really a parody but more biographical (walkable city, clean air and food)

Modern Family
“Green” characters are envied by others

Source: Grist.org, IMDB
65% of consumers want to buy purpose-driven brands that advocate sustainability…

"Americans Find Sustainable Products Difficult to Identify"
74% of Americans don’t know how to identify sustainable products

"Sustainability Perceived as Time-Consuming & Complicated"
88% of consumers want brands to help them be more environmentally friendly & ethical; however, only 28% said brands make it easier for them to do so

"Lack of Trust in Claims of Sustainability"
53% of consumers never or only sometimes believe claims of sustainability

"Affordability and Accessibility"
90% of people believe brands must do everything they can to protect the well-being and financial security of their employees and their suppliers

GIVEN THAT SUSTAINABILITY IS...

Global

SUSTAINABILITY

Multifaceted

Influential

BRANDS CAN HELP BY...

Find & Live Your Why

Unearth the relevant motivating emotions to move people from willingness to action in everyday decisions
WITH THIS IN MIND, UNIVERSAL CONSIDERATIONS for brands to create seamless integration into people’s daily decisions

HOW DO I KNOW?
Create Understanding
Make sustainability a core part of your communications; highlight sustainability proof points on your product / packaging.

HOW DO I DO THIS?
Make it Easy
Educate consumers so they can seamlessly contribute to a sustainable future through using your products / services or being involved in your organization.

IS THIS REAL?
Establish Trust
Combat potential greenwashing perceptions by highlighting sustainable practices and partnerships and validate with 3rd party approval when possible (e.g., B Corp).

CAN I ACCESS THIS?
Be Transparent
Highlight claims on performance or quality to justify a higher price. Showcase progress made towards sustainability goals even if you have a ways to go.

Facilitate a Dialogue
Understand and empathize with the concerns consumers have, and encourage them to share how your brand can be a solution to improve their lives and the world.
SUSTAINABILITY LOOKS DIFFERENT ACROSS INDUSTRIES

Auto
Launching alternative-fuel vehicles, reducing carbon emissions in manufacturing, and limiting production waste

37% of U.S. consumers are likely to consider an EV, up from 22% in 2020.¹

Finance
Adding sustainability targets to loans, providing investors with sustainable investing options, and encouraging sustainable purchases

Annual cash flow into sustainable funds more than doubled from 2019 to 2020 and has increased tenfold since 2018.²

Restaurant
Sustainable sourcing of ingredients, recyclable packaging, and reduction of food/water waste

~50% of consumers say that a restaurant’s efforts to recycle, donate food or reduce food waste can be factors in where they choose to dine.³

Sources: 1. WSJ; 2. Yahoo Finance; 3. Restaurant.org
BRANDS ‘LIVING THE WHY’ BEHIND THEIR SUSTAINABILITY EFFORTS

Auto
General Motors plans to exclusively offer electric vehicles by 2035 (and be carbon neutral by 2040) and is working with major charging networks to increase access.

Finance
The Aspiration Zero credit card lets users track their carbon footprint, rewards them for shopping at socially-conscious businesses, and plants a tree for each use.

Restaurant
Chipotle ties executive compensation to ESG metrics, which include increasing its use of organic/local/regeneratively grown food and maintaining racial and gender pay equity.

Sources: CNBC, Aspiration, Chipotle
Tell Your Story
Leverage the Global Storytelling Powers of the NBCU / Sky portfolio to showcase the “why” and “how” behind your sustainability efforts. Tap into or create cultural moments that galvanize people to act sustainably.

Right Audience, Right Message
Tailor your message to different audiences (e.g., younger generations, investors, multicultural consumers) based on their motivations and emotional drivers.

Build for the Future
Work with communities or other organizations to build toward and invest in a more sustainable world.
SUSTAINABILITY IMPACTS EVERY INDUSTRY
Let’s discuss ways to tell your story and drive adoption

**Auto**
Normalizing Alt-Fuel Vehicles & Sharing Your Changes in Production Practices

**CPG**
Highlighting Your Shift to Reusable or Compostable Packaging

**Finance**
Adding Sustainability Targets to Corporate Loans / Factor ESG into Investments

**Luxury**
Telling Your Supply Story, Encouraging Resale, & Sharing DEI Efforts

**Restaurant**
Sourcing Ingredients Sustainably / Supporting Local Farmers

**Retail**
Showcasing Your Support of the Circular Economy (reduce, reuse, refurbish, repair, and recycle)

**Tech**
Limiting Energy Use & Recycling E-Waste

**Travel**
Reducing Carbon Emissions / Supporting Local Communities
THANK YOU

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