

OCTOBER 2021

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**

Sources: 1. *Global Web Index, Allyship and Accountability Study*, July 2020. 2. *Porter Novelli's Executive Purpose Study*, Sept 2020.

← THE ISSUES → *Not an exhaustive list*

Sustainability

Fair &
Equal Pay

Diversity
& Inclusion

Racial Inequality

Social Justice

Health &
Wellness

Education

Women's Rights

The Caregiving
Economy

Clean Water
& Sanitation

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”



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



“Bitcoin, NFTs and other crypto fads are destroying our planet”





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

A black and white photograph of a long, arched tunnel with a clock on the right wall. The tunnel is composed of a series of concentric arches that recede into the distance, creating a strong sense of perspective. The walls are made of a light-colored material, possibly concrete or stone, and the floor is dark. On the right wall, a round clock is visible, showing the time as approximately 10:10. The overall atmosphere is one of depth and time.

TODAY

TOMORROW

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

SUSTAINABILITY IS UNIVERSAL

EXAMPLE

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**

EMISSIONS

REUSABLE

SECURITY

WHAT COMES TO MIND WHEN WE THINK OF SUSTAINABILITY?

PEOPLE

RECYCLED

SOURCING

→ 2002 →

→ TODAY →

Sustainability was
only relevant to

20%

of the U.S. Population¹



93%

of the U.S. Population

**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 safe¹

Gen Z

54%

**Are willing to pay
over 10% more**
for a sustainably made product²

Business Decision Makers

57%

**Predict double-digit growth
in ESG investments in 2022,**
prioritizing climate change and supply
chain sustainability initiatives³

Source: 1. 2021 MRI-Simmons Spring Doublebase USA, Adults 18+, Any Agree. Multicultural Consumer defined as Race: Black/African American or Race: Asian or Spanish, Hispanic or Latino Origin or Descent; 2. First Insight, *The State of Consumer Spending: Gen Z Shoppers Demand Sustainable Retail*, 2020; 3. Verdantix, *Global Corporate Survey: ESG and Sustainability Governance, Strategies and Priorities*.

AS CONSUMERS BECOME MORE SOPHISTICATED ON SUSTAINABILITY, THE SOURCES OF INFORMATION & MESSAGING HAVE EVOLVED

*Broader Awareness of Recycling,
Climate Change, Etc.*



Doing the Groundwork

→ **1960s/70s** →



*Environmentalism
Brought to Life through
High Profile Books*

→ **1980s/90s** →

Green Shoots Appear

Flowers Start to Bloom

→ **2000s** →



Brands Lean-in to Sustainability

*Brands and Consumers
Focused on Sustainability*



→ **2010s-TODAY**

Cultivating Gardens

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

BRANDS CAN HELP NORMALIZE SUSTAINABLE ACTIONS

Consumers are willing, yet challenges to engagement remain

Source: 1. Harvard Business Review, *The Elusive Green Consumer*, July 2019; 2. BusinessWire, *GreenPrint Survey Finds Consumers Want to Buy Eco-Friendly Products, but Don't Know How to Identify Them*, March 2021; 3. WARC, *The Sustainable Marketer: Transforming Marketing Sustainability*, Transforming the World, July 2021; 4. Fast Company, *Why honing your company's culture should be a top priority in 2021*, December 2020

65%

of consumers want to buy purpose-driven brands that advocate sustainability...



...yet only about

26%

of consumers actually do¹

HOW DO I KNOW?

Americans Find Sustainable Products Difficult to Identify

74% of Americans don't know how to identify sustainable products²

HOW DO I DO THIS?

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 so³

IS THIS REAL?

Lack of Trust in Claims of Sustainability

53% of consumers never or only sometimes believe claims of sustainability²

CAN I ACCESS THIS?

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 suppliers⁴



Global

GIVEN THAT
SUSTAINABILITY
IS ...

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

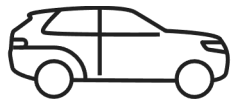
Highlight claims on performance or quality to justify a higher price. Showcase
progress made towards sustainability goals even if you have a ways to go.



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

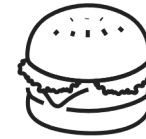
37% of U.S. consumers are likely to **consider an EV**, up from 22% in 2020.¹



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

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.



Aspiration
Do Well. Do Good.



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.

Aspiration

One Card.
Zero Footprint.



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.



LEANING INTO SUSTAINABILITY

WITH NBCU

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 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

FOR MORE INFORMATION, PLEASE CONTACT:

Gina Reduto @ Gina.Reduto@nbcuni.com

Adam Daniele, Megan Ryan, Rosie Nisanyan, Meghan Valeriani