

**MINTEL**

# re-Connect Responsible ROI and how to soft sell sustainability

Findings from Mintel's  
*2023 Global Outlook on Sustainability*



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# Conserving resources for their true value

“The whaler was a kind of pirate-miner - an excavator of oceanic oil, stoking the furnace of the Industrial Revolution as much as any man digging coal out of the earth”

- Philip Hoare, *Leviathan*



# Conserving resources for their true value

**1986:** the International Whaling Commission's ban on commercial whaling offers populations a chance of recovery.

Obstacles remain due to “anthropogenic footprint” - human-induced challenges:

- Bycatch
- entanglement in fishing gear
- plastic pollution
- noise pollution
- chemical pollution
- ship strikes.



## Conserving resources for their true value

**\$2mn**

Price on the average “value” of a whale, based on their role in sequestering carbon.

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**\$1trn**

Value for the whole species.



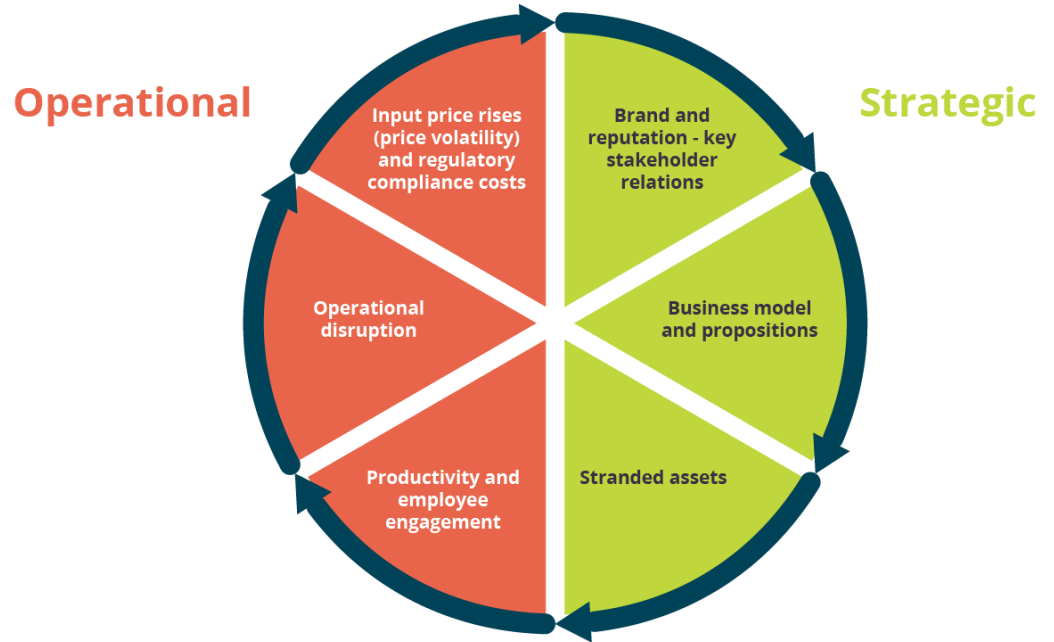
# The ROI on embracing sustainability

## Operational

- Be resilient to disruption to - and exhaustion of - commodities vital for operation.
- Avoid compliance costs (eg carbon and landfill taxes).
- Motivated employees raise productivity.

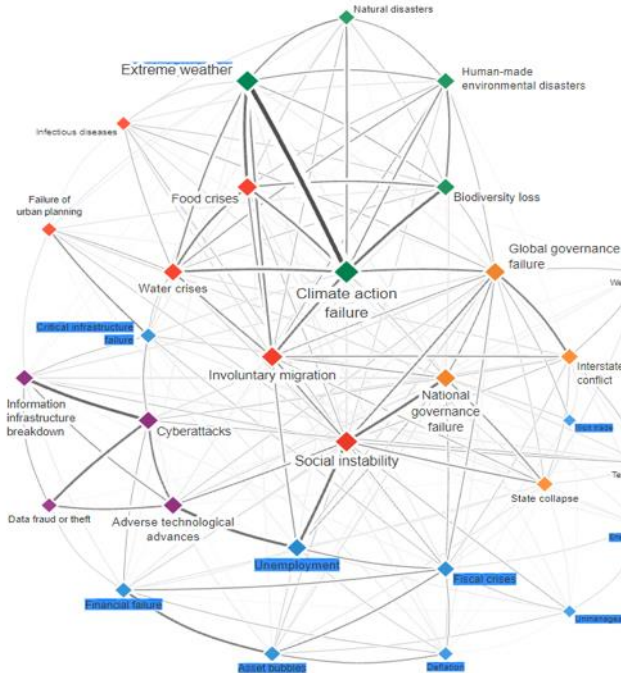
## Strategic

- Purpose elevates customer loyalty.
- Innovation can reduce costs (eg product re-formulation, closed loops, energy efficiency).
- Divesting of devalued or liable assets (fossil fuels, degraded soil, petrol/gas fleets) cuts costs early.



## The Global Risks Interconnections Map 2020

How are global risks interconnected?



# Consumers experience risk interconnections

*Inaction against climate change leaves governments and businesses exposed to myriad environmental, economic and political threats and challenges.*

Sustainability has gone from being a “premium nice to have” to an issue that is impacting on consumers’ health and wallets.

Source: [WEF](#)

# Consumers experience the threat of climate change

**March 2023:** the Catalan government announced the closure of the Sau Reservoir, since less than 6% of its water remained. The emergence of the entire church of San Romà de Sau (drowned by the creation of the reservoir in the 1960s) acted as a sharp symbol of the crisis.

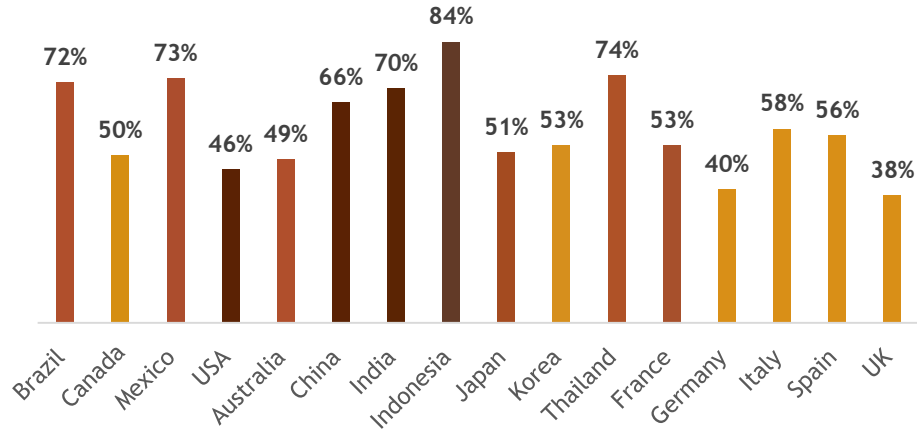
*“This is an anomaly that we had forecast for 2050. This is a preview of what will happen in Catalonia over the next few decades” - Sarai Sarroca, Director, Catalan meteorological agency*



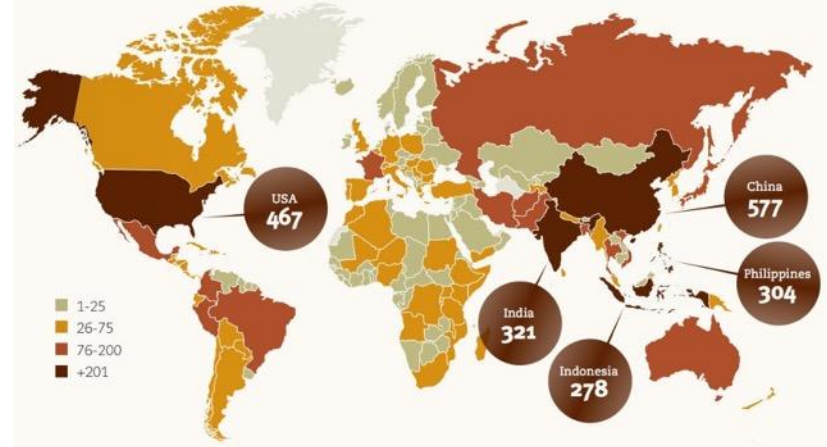
# Consumers experience the threat of climate change

Increasingly frequent extreme weather events are activating consumers to protect themselves.

“Extreme weather events in the country where I live (eg flooding, heatwaves) encourage me to personally do more activities to protect the environment”



Number of disasters reported per country/territory (2000-2019)



Source: 2023 Global Outlook on Sustainability A Consumer Study, May 2023, Mintel; United Nations Office for Disaster Risk Reduction; Yale Environment 360

# Consumers experience the threat of climate change

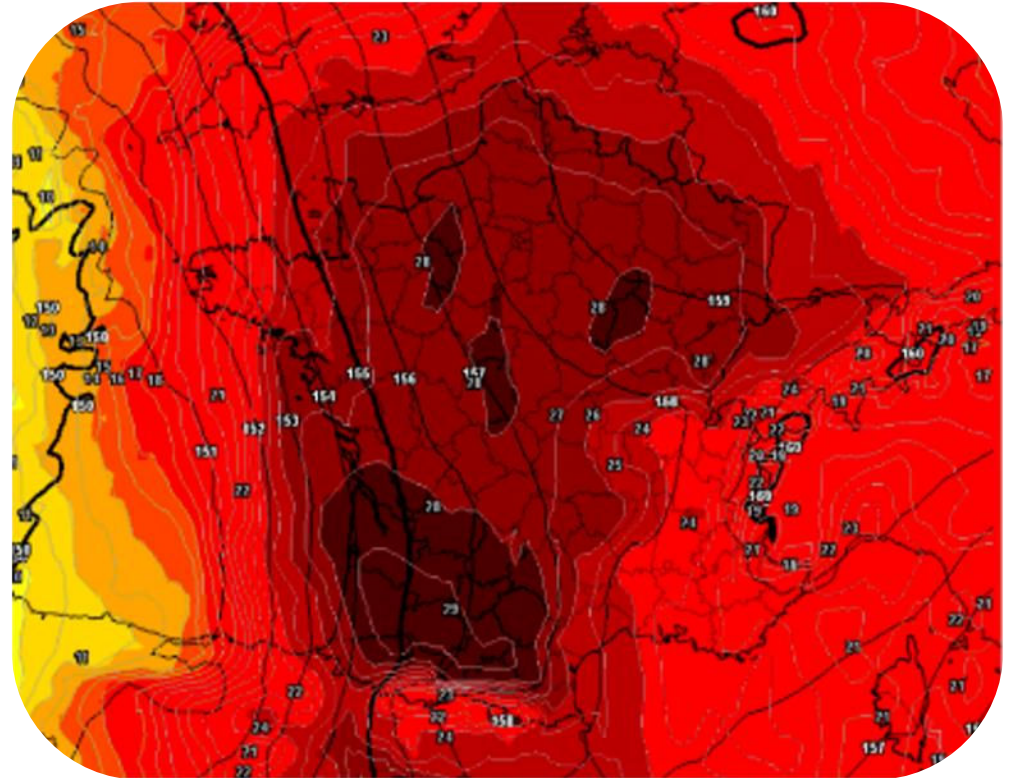
Increasingly frequent extreme weather events are activating consumers to protect themselves.

# 20,000

People died in France, Germany, Spain and Britain as a direct result from heatwaves in 2022.

# +4.1

Increased likelihood of extreme heat events every 10 years under a 1.5C warming scenario.



# Consumers experience resource price rises

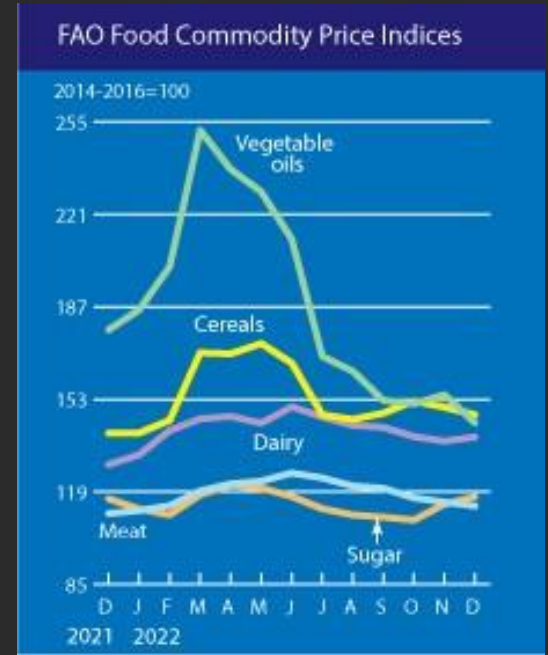
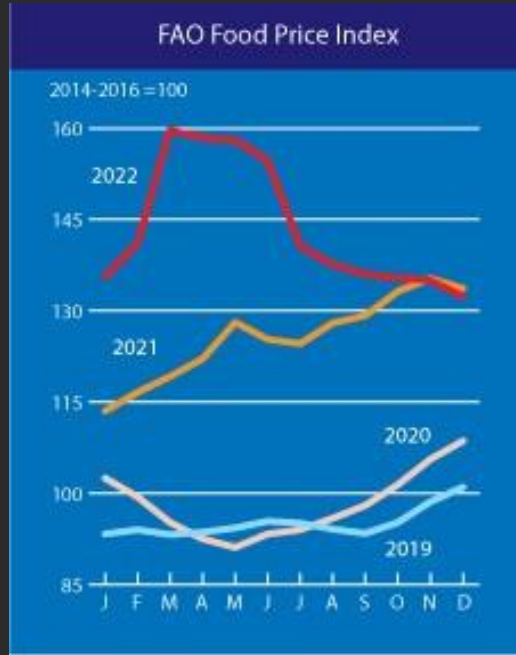
In 2022, the UN's FAO Food Price Index (FFPI) averaged 143.7 points, up from 2021 by as much as 18 points, or 14.3 %.

Record annual increases for world prices of:

- maize and wheat (+24.8% +15.6%)
- vegetable oils (+13.9% percent)

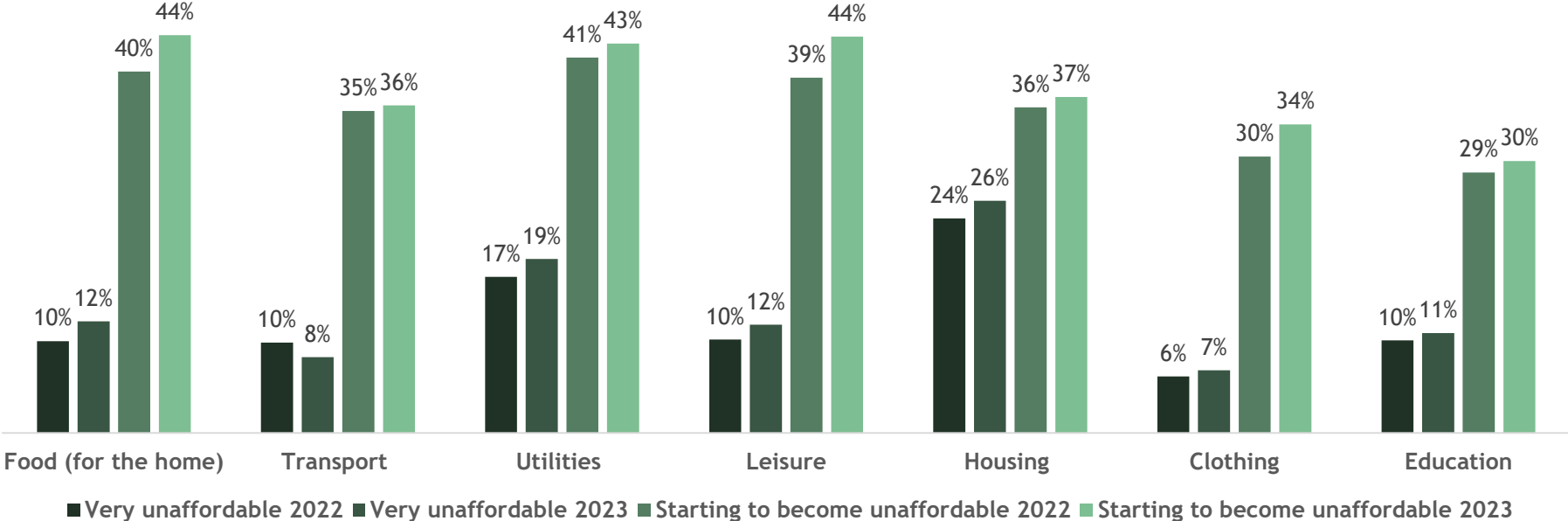
Highest annual increases since 1990:

- dairy (+19.6%)
- meat (+11.2%)



# Consumers experience resource price rises

How consumers feel about current prices



Source: 2023 Global Outlook on Sustainability A Consumer Study, May 2023, Mintel; Note: Leisure includes eating out, technology

# War footing: consumers seek resource resilience

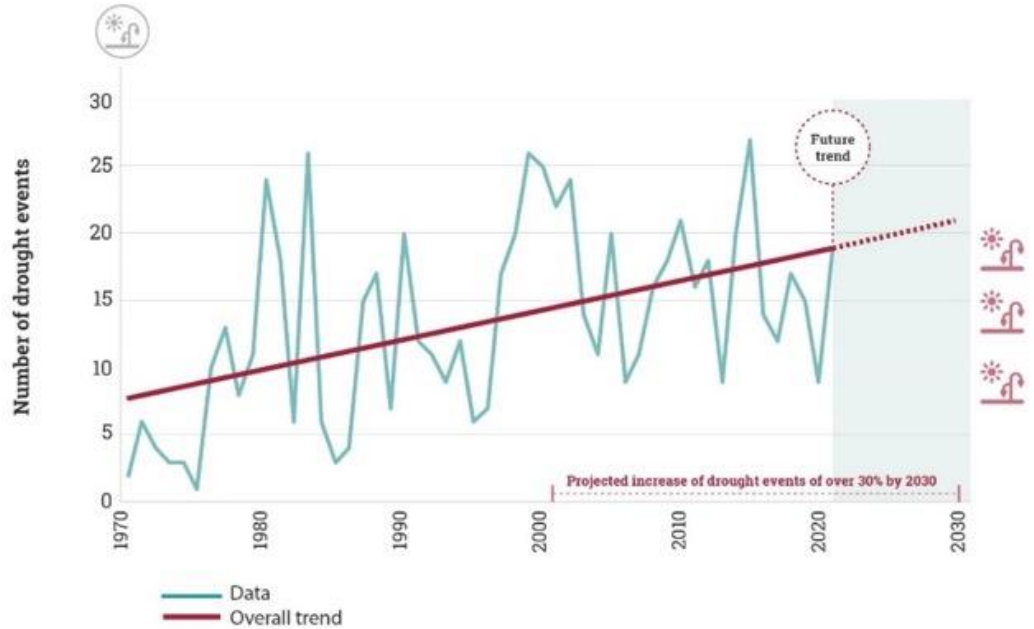
War in Ukraine is a conflict-induced preview of supply chain shortages to come due to climate change.

# x4.5

Higher probability of crop yield failures in world's breadbaskets predicted by 2030

# x25

In 2050

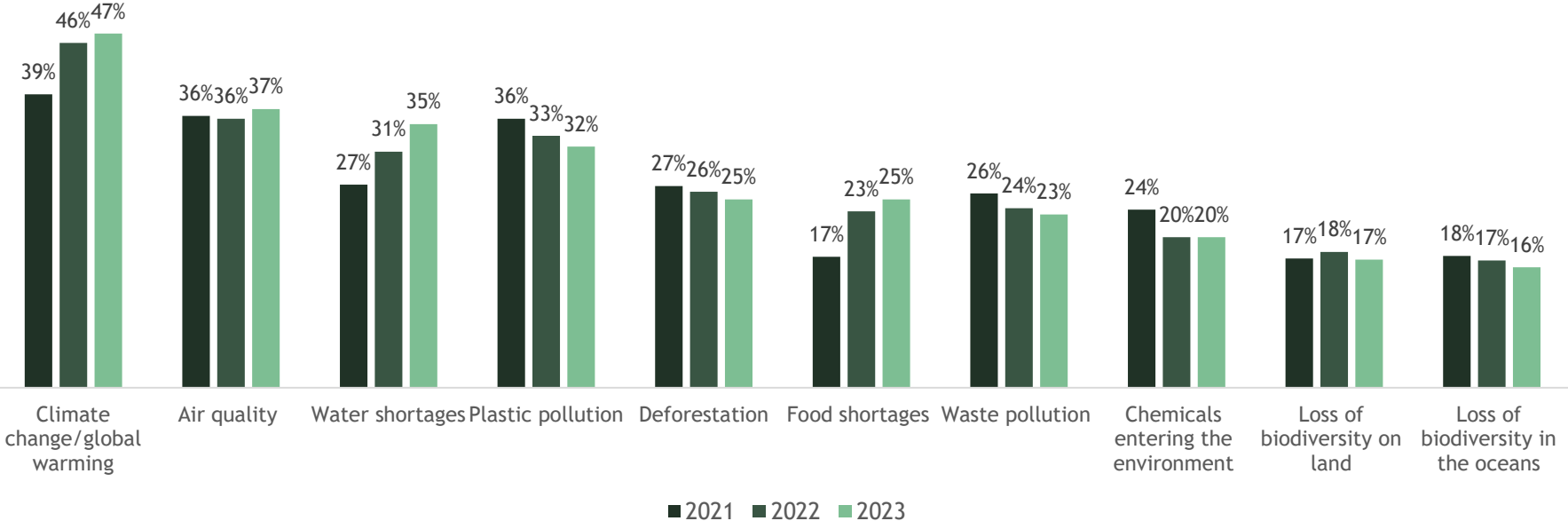


Source: [United Nations Office for Disaster Risk Reduction](#); [UN World Food Programme](#); [Increasing risks of crop failure and water scarcity in global breadbaskets by 2030; 2021, IOP Publishing Ltd](#)

# Reality check: Consumers focus on emissions and resources

Consumers priorities shift towards tangible public health threats (climate change, air quality) and resource shortages

### Consumers' Top 3 Environmental Concerns, 2021-23

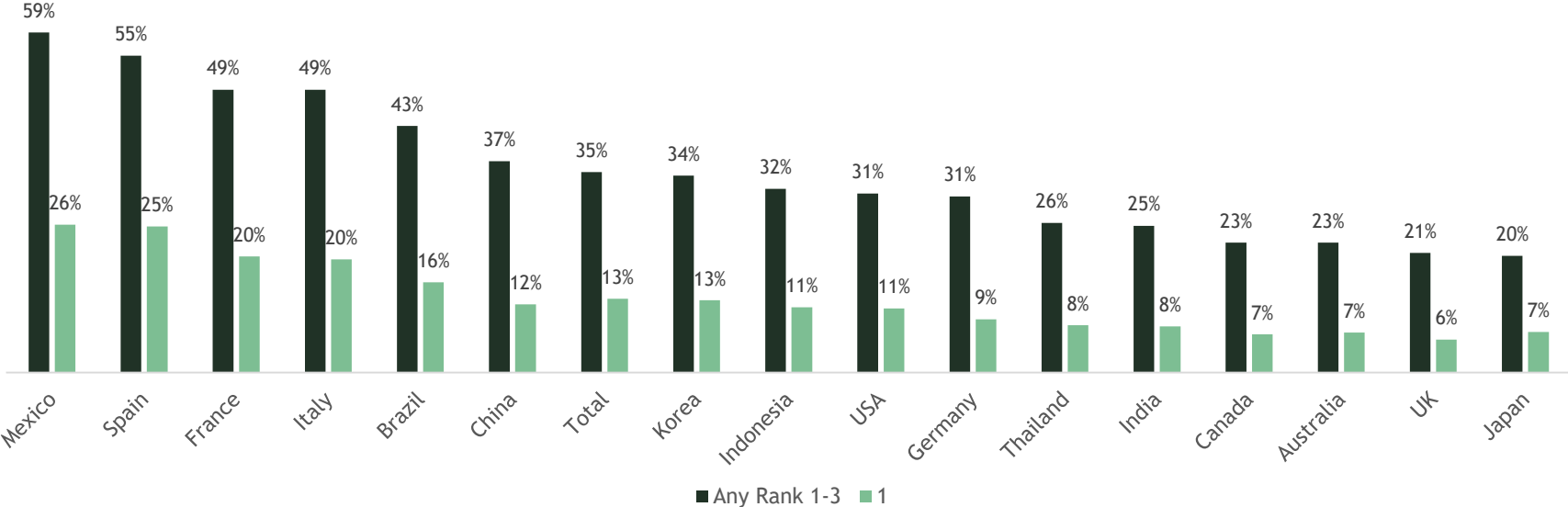


Source: 2023 Global Outlook on Sustainability A Consumer Study, May 2023, Mintel

# Water Shortages are the world's fastest-growing concern

2023: water shortages are the *number one* concern in Mexico Spain, France and are tied with climate in Italy.

Figure 1:9 Consumers citing water shortages as a top environmental concern, 2023

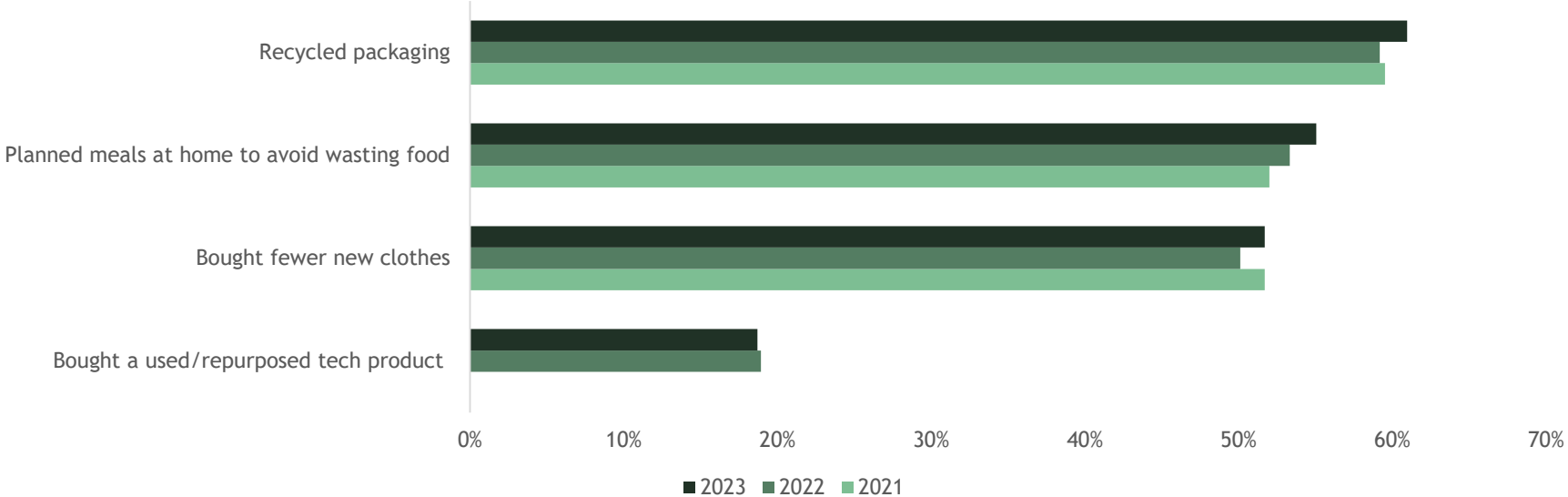


Source: 2023 Global Outlook on Sustainability A Consumer Study, May 2023, Mintel

# Behaviours: consumers act to conserve resources and money

Popular, simple (recycling) or frugal (reducing waste and consumption) actions will grow with inflationary pressures in Europe.

Global behaviours in past 12 months, 2021-23



Source: 2023 Global Outlook on Sustainability A Consumer Study, May 2023, Mintel

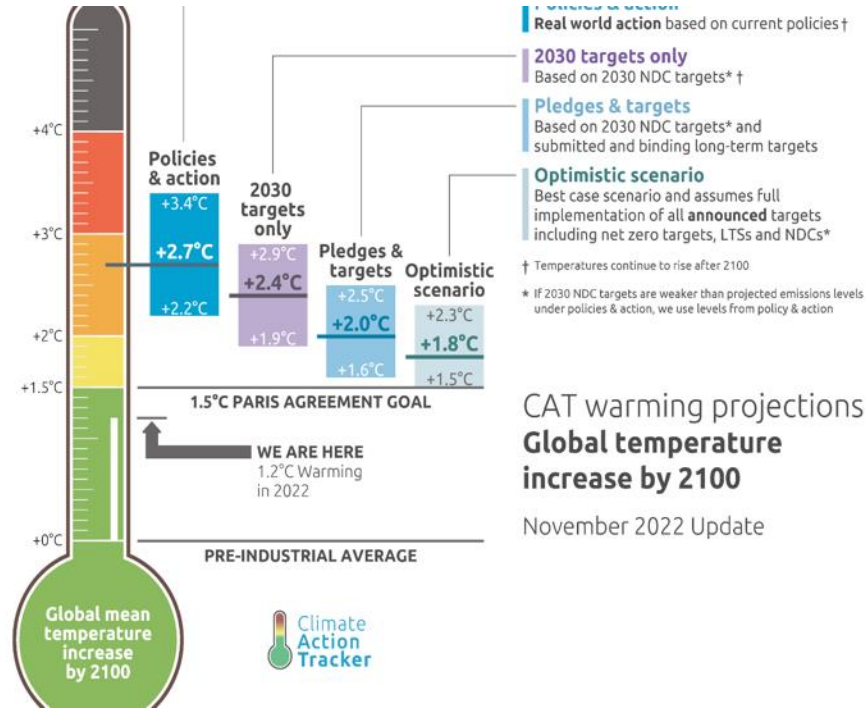
# Time is running out...

**COP27:** countries' nationally determined contributions (NDCs) for 2030 leave us course for 2.4C of warming by 2100.

1.8C, *if* all targets were fully implemented.

# 51%

Of global consumers agree "My behaviour can make a positive difference to the environment"



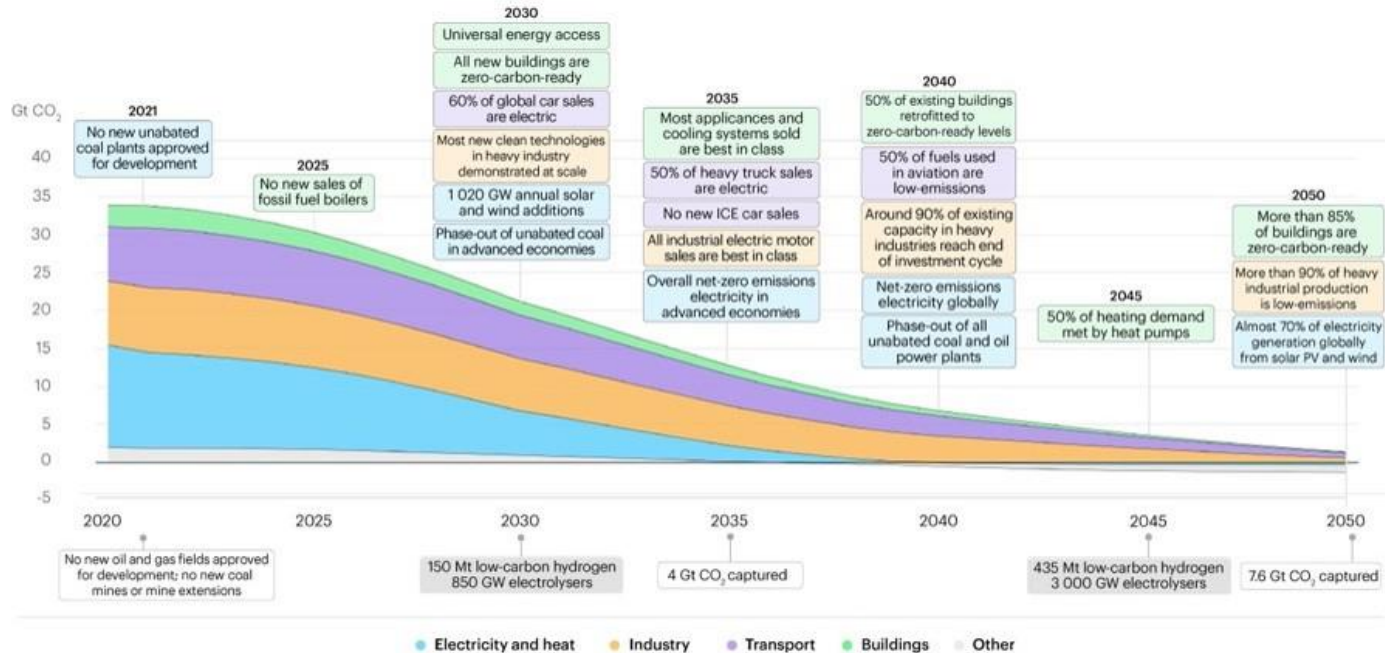
CAT warming projections  
**Global temperature increase by 2100**

November 2022 Update

Figure 1:8: CAT warming projections

# AND...they can!

59% Of the cumulative energy emissions reductions required to achieve net zero by 2050 are linked to consumer choices or behavioural changes.



Source: 2023 Global Outlook on Sustainability A Consumer Study, May 2023, Mintel

# Key Takeaways

1

## You still need to do this

The principle pro-sustainability business arguments remain intact: conserving resources to avoid challenges.

2

## Consumers are being impacted by threats, shortages and costs

They want to be protection and solutions from companies.

3

## Consumers still feel they can have a positive impact.

Opportunity to build trust and loyalty for the future, even if they can't pay premiums now.

**So, what  
should you do?**



# Build on optimism from the “Green Arms Race”

China’s spy balloons/ civilian craft used for “meteorological and other purposes” shot down over the US symbolise the growing level of green competition between America’s **Inflation Reduction Act** and China’s **Five Year Plan**.



*Source: US Department of Defense*

# Build on optimism: Spasiba, Vladimir

War in Ukraine and the energy crisis have accelerated the transition towards renewable energy.

## +30%

More renewable energy capacity will be added between 2022-27 than originally projected in the IEA's 2021 pre-war forecast.

## 5-10

Years the war has brought forward the transition to renewables, as investments grew 17% in 2022.



Source: [IEA Bloomberg NEF](#)

# Make consumers feel they are part of a wider momentum

The European Union's [Green Deal Industrial Plan](#) sees it competing with the US - "striving to be the first climate-neutral continent" - whilst seeking to boost energy investment and prevent it from moving westwards to America.



**55%**

2030 emissions reduction target vs. 1990 levels, with 40% of bloc's heat pumps and solar panels produced in EU.

**4.5mn**

Green EU jobs in 2019, up from 3.2million in 2000.

Source: [Green Deal Industrial Plan Recovery and Resilience Facility \(RFF\)](#)

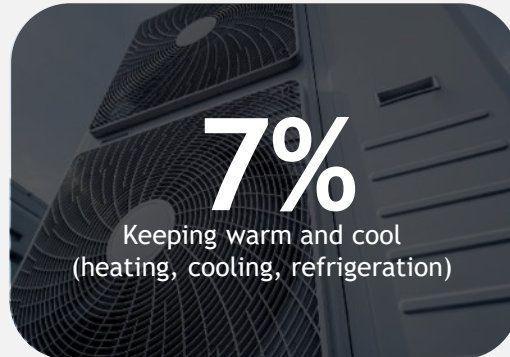
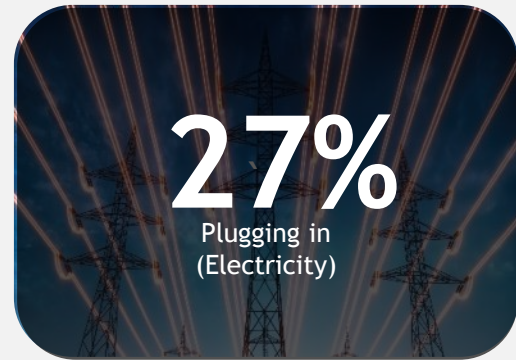
# Death to “Environmentally Friendly”

**UK:** Innocent’s *Little Drinks, Big Dreams* advert is banned by the ASA for falsely implying that “purchasing Innocent products was a choice which would have a positive environmental impact when that was not the case”. In the campaign, people drink Innocent’s smoothies, whilst they “fix up the planet”.



# Act where you actually need to

Activism, journalism and media will awaken consumers to different areas where companies and their products can reduce emissions.



Source: Bill Gates

# Innovate for efficiency or don't bother

**Efficiency:** Achieving more (or the same) with less resources.

- **Durability:** Preventing or reducing obsolescence
- **Longevity:** Increasing the lifespan of the product.
- **Dematerialisation:** Using less or no material to deliver the same level of functionality.
- **Effectiveness:** Solutions that add value in sustainability terms - eg solar panels on buildings.
- **Substitution:** Replacing harmful or depleted resources with alternatives.
- **Mitigation:** Preventing or lessening adverse impacts (eg scrubbers on exhausts).



Source: RSA

# Innovate for efficiency or don't bother

**Spain:** [Skip](#). [Unilever Spain](#) claims these fabric care capsules are tough on stains and reduce the need for hot water, which reduces energy costs by 60%, while the biodegradable package is recyclable and reduces the amount of plastic content compared with the previous pack.



# What the f\*\*k *is* a tonne of CO<sub>2</sub>?!

2009: United Nations Climate Change Conference  
Millennium ART installation depicting a tonne of CO<sub>2</sub>.  
We'll need a new lexicon instead.



# Convince and convert consumers through communications

Use clear lexicons, metrics, prove personal impact.

# 41%

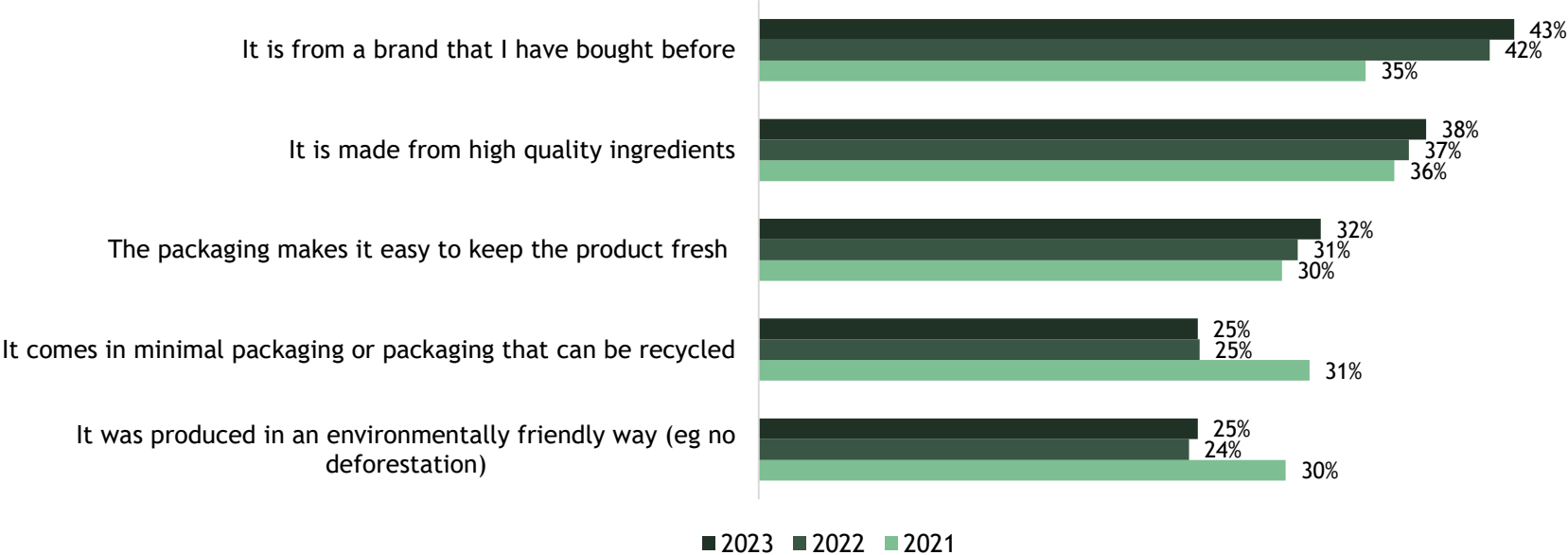
Of consumers say that labelling provides a score of how environmentally friendly it is (eg colour coded, 1-5 score) would convince them to consider a responsible product.



# Your challenge: Consumers don't prioritise sustainability

Brand familiarity, quality and practicality must be adhered to before sustainability features as a differentiator.

### Most important factors when choosing one home coffee product to buy over another, 2021-23



Source: 2023 Global Outlook on Sustainability A Consumer Study, May 2023, Mintel



So, sell sustainability like any other product

“We’re trying to sell peace, like a product, you know, and sell it like people sell soap or soft drinks.”

- John Lennon,  
14<sup>th</sup> June 1969

# How to soft sell sustainability

Tech reseller **Backmarket** valued at **\$5.7bn**. Its campaigns appeal to our sense of individuality and desire to save money: we avoid the herd in *Freedom* and receive Airdrop'd deals in *Hack Market*.



Backmarket.fr

**Buy different.**

iPhone X 64Gb refurbished **379€**  
From  
Original price: 599€

BackMarket  
backmarket.fr



global

**A single refurbished mobile saves 68,400 litres of water.\***

That is a lot of pints.

BackMarket  
Expertly refurbished tech.

Source: [Backmarket](#); [Contagious](#); [YouTube](#)

# Key Takeaways

1

Make consumers feel they're contributing to part of a wider, positive corporate, national, societal momentum.

2

Get real on:

- Emissions sources
- Claims
- Communication metrics

3

Sell in value, individuality, cool, with sustainability as a differentiator.

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# Thank You!



**Richard Cope**

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Author, *2023 Global  
Outlook on Sustainability  
A Consumer Study, May  
2023, Mintel*



A blurred office scene with people walking through glass partitions. The image is a long-exposure shot, creating a sense of motion and activity. The office has a modern aesthetic with glass walls and a carpeted floor. The text is centered in the lower half of the image.

Experts in what  
consumers want and why

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