MORE IMPACT FOR LESS IMPACT

Rewatch the webinar :
https://thinkvia.be/en/more-impact-for-less-impact/

Agenda

11:00-11:05
1. **Welcome** – Thibaud De Meester

11:05-11:10
2. Setting the scene - Wim Vermeulen

11:10-11:40
3. The Demand Shift and strategies for shifting consumer demand -
Prof. Charlie Wilson and Dr. Sam Hampton

11:40-12:05
4. How advertising can drive sustainable demand – Veerle Hellemans

12:05-12:15
5. Conclusions
Thibaud De Meester and Wim Vermeulen

2.
Setting the scene

Wim Vermeulen
Director Strategy &
Sustainability
Bubka

How
advertising
can drive more
sustainable
consumption

The climate crisis business perspective

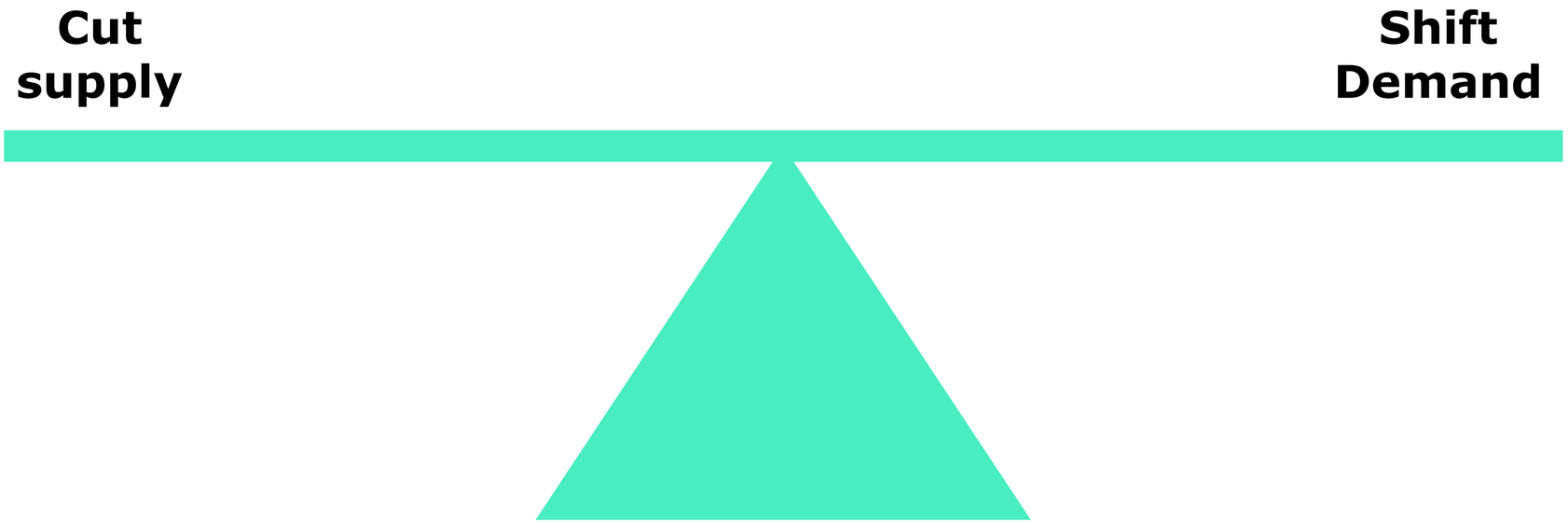
Regulation

Compliance

Legal risk

Value chain disruption

Nobody to sell to


Cut
supply
Shift
Demand

The **positive** business perspective

1.

The consumer is ready for the demand shift

2.

The demand shift brings short term and long term value

3.

Your credibility is your key to the short- and long-term value effect of the demand shift

Huh?

1.

The consumer is ready for the demand shift

2.

The demand shift brings short term and long term value

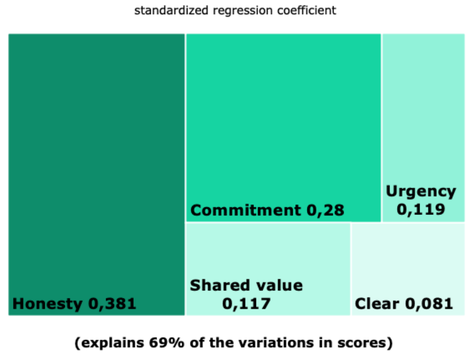
3.

Your credibility is your key to the short- and long-term value effect of the demand shift

A tool to model consumer demand and revenue stream transitions.

A tool to design the interventions necessary to implement the avoid, shift and improve model.

A model to increase your credibility and drive consumer motivation and brand consideration.



Bubka

3.

The Demand Shift and strategies for shifting consumer demand

Prof. Charlie Wilson
Professor of Energy and Climate Change
University of Oxford

Dr. Sam Hampton
Senior Researcher
University of Oxford

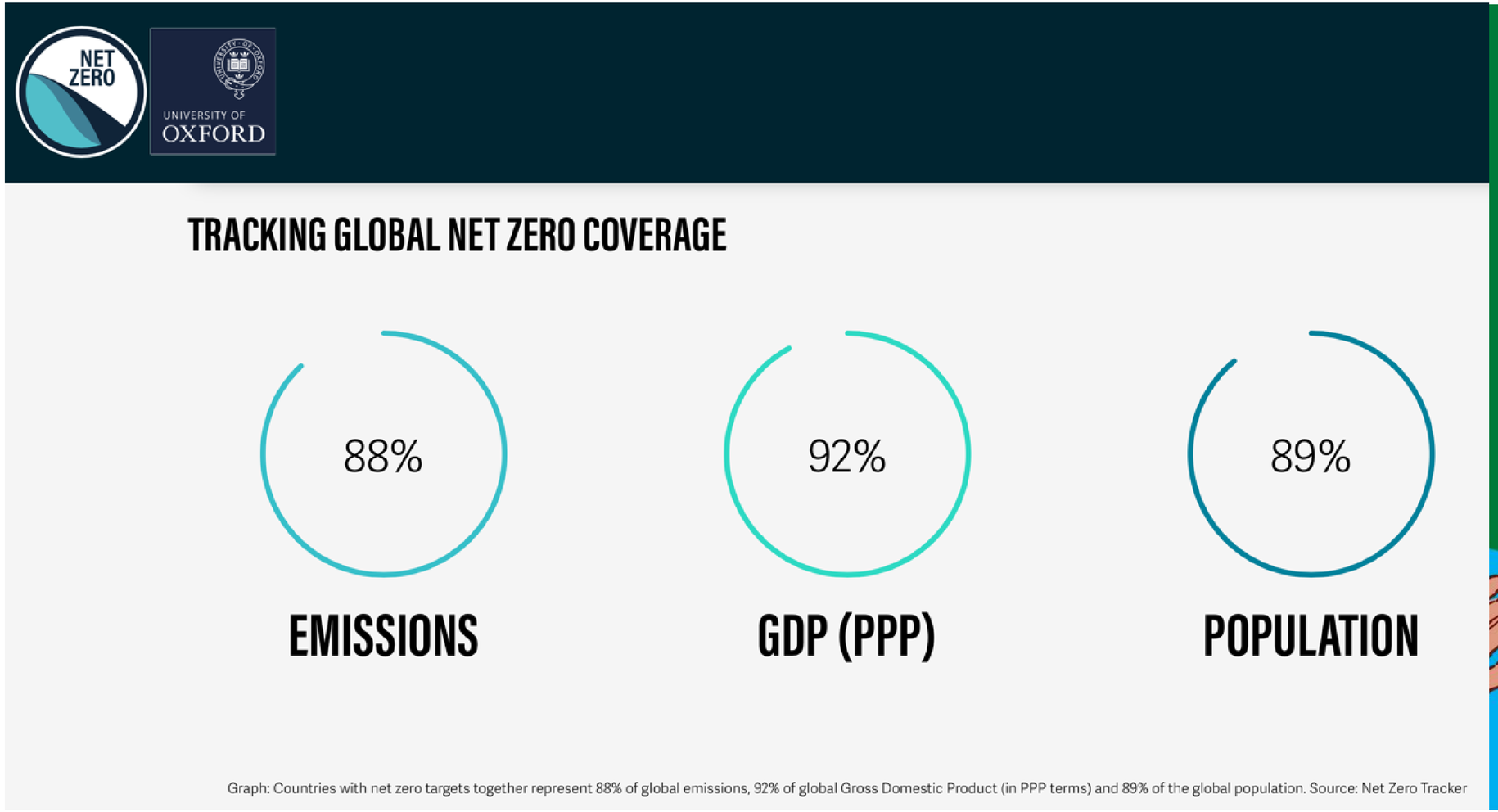
Co-Author Chapther 5 IPCC

Reducing our demand for energy & other resources is critical for tackling climate change

Interventions and strategies – *including marketing & communication* – that help **change how we consume and use resources** …

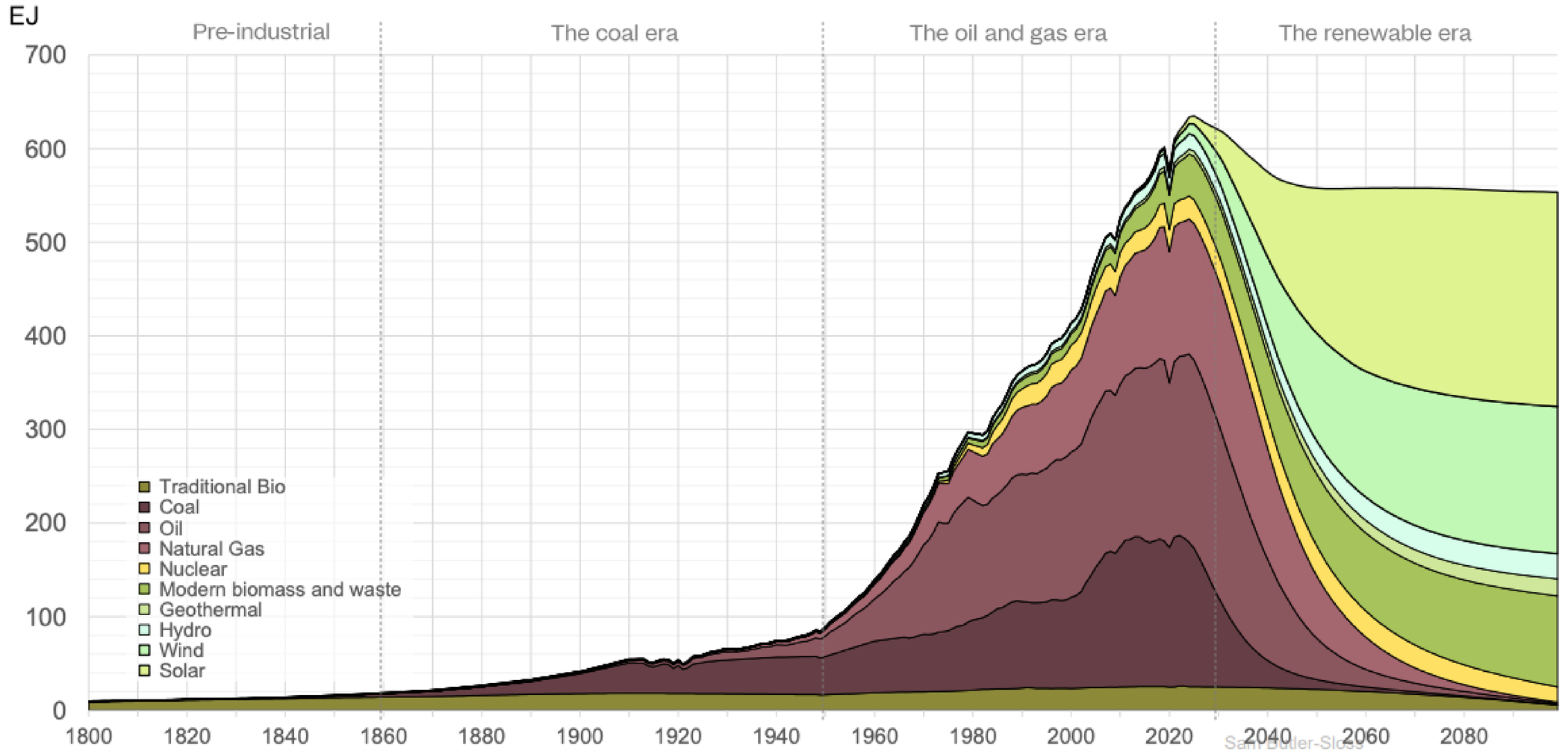
1 … are ESSENTIAL for tackling climate change
2 … have HUGE POTENTIAL to reduce emissions
3 … are WIDELY SUPPORTED by people around the world
4 … are DOABLE with abundant OPTIONS available
5 … are STRONGLY EVIDENCED by science & practice

Net-zero pledges (2035-2070) cover most of the world's carbon emissions



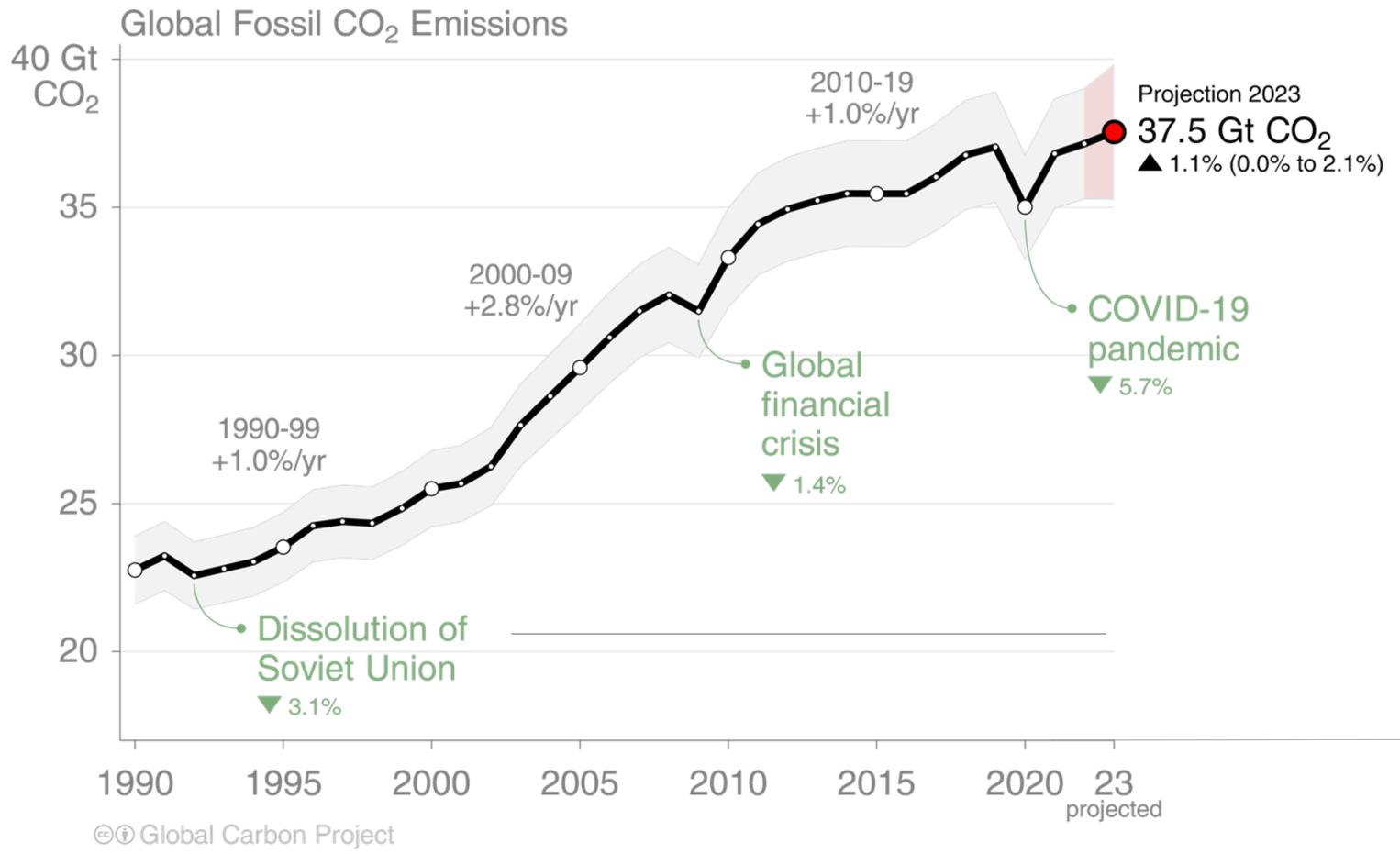
Source: voicesofyouth.org

‘Transitioning away from fossil fuels’ (changing the supply) hogs the headlines on how we get to net-zero



Source: Rystad Energy, Energy Scenario Cube – 1.6 DG. (With thanks to Kingsmill Bond, Rocky Mountain Institute).

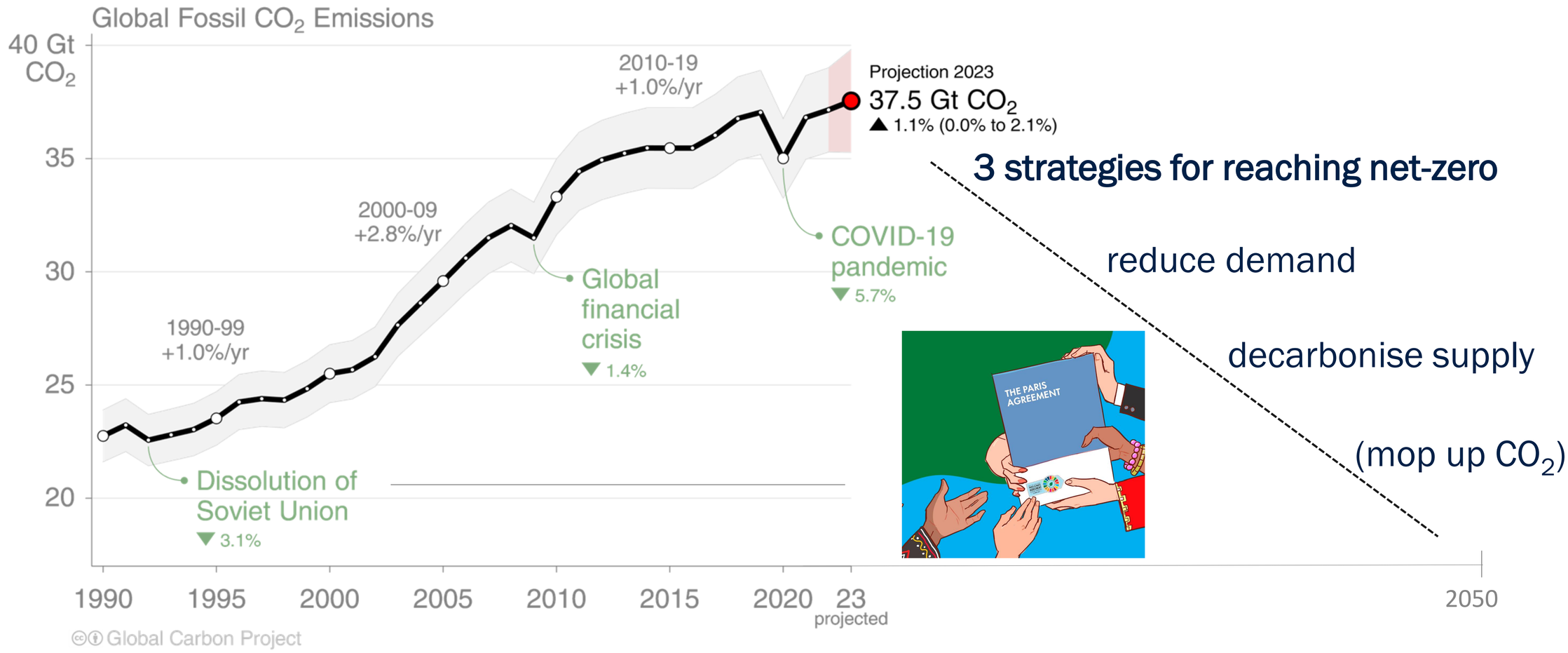
But despite growth in renewables, carbon emissions are still going UP ....



why?

demand for energy continues to grow so we're running to stand still

Changing how we consume and use resources is ESSENTIAL for tackling climate change



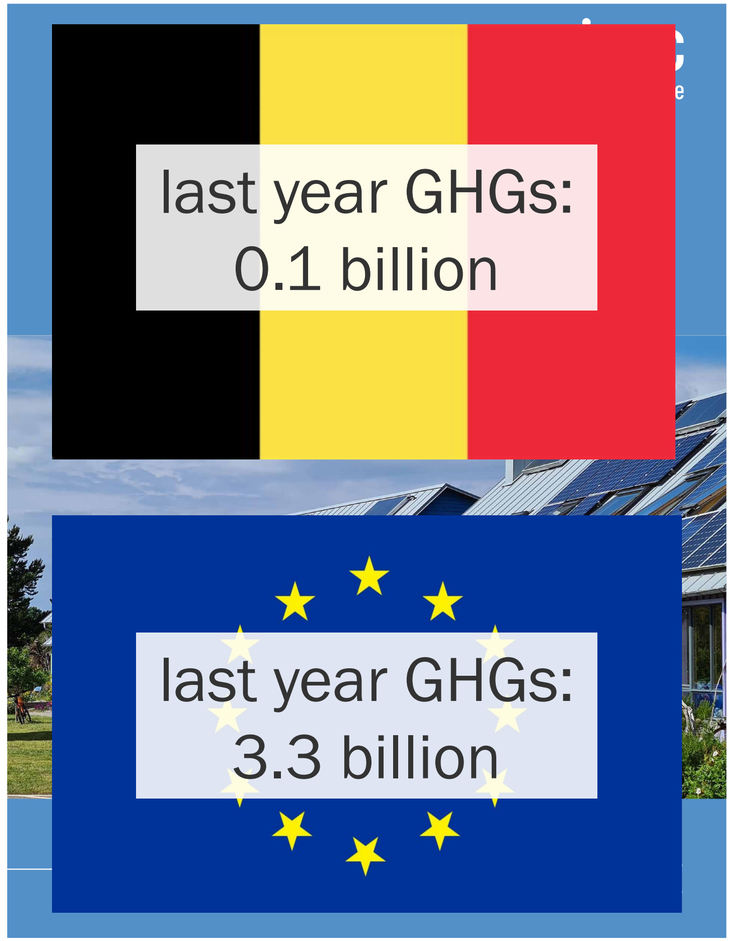
3 strategies for reaching net-zero

reduce demand

decarbonise supply

(mop up CO_2)

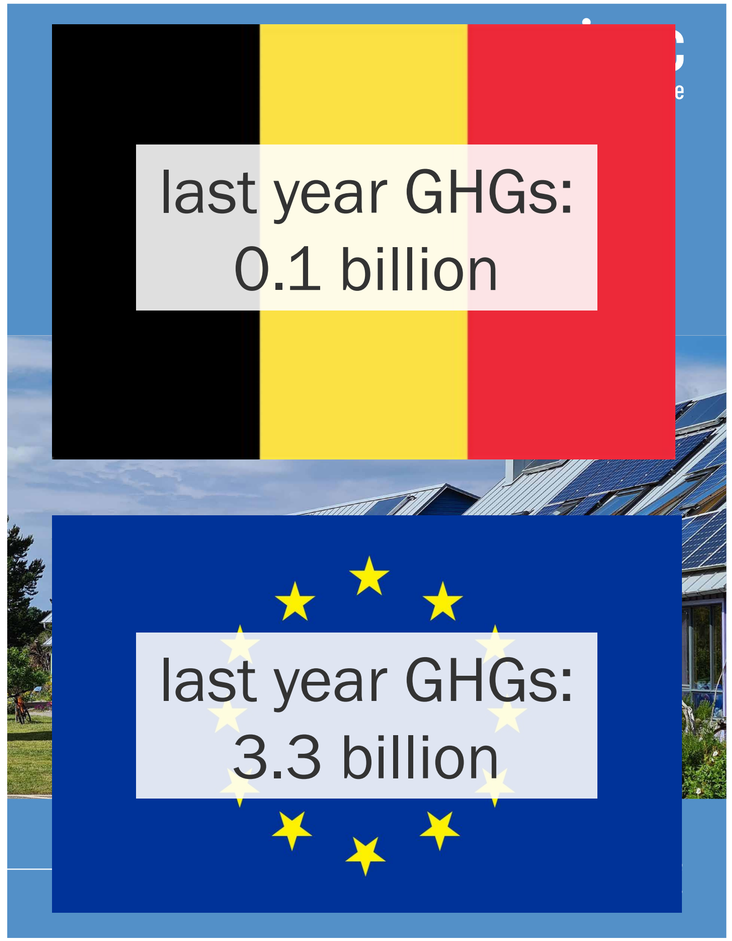
Changing how we consume and use resources has HUGE POTENTIAL to reduce emissions



demand sector	global emissions (tonnes GHGs)	reduction potential
buildings	6.8 billion	up to 78%
transport	5.8 billion	up to 62%
industry	7.3 billion	up to 41%
food & agriculture	6.3 billion	up to 41%
all sectors inc. energy	***54 billion***	

Creutzig et al. (2021). Demand-side solutions to climate change mitigation consistent with high levels of well-being. *Nature Climate Change*.

Changing how we consume and use resources has HUGE POTENTIAL to reduce emissions



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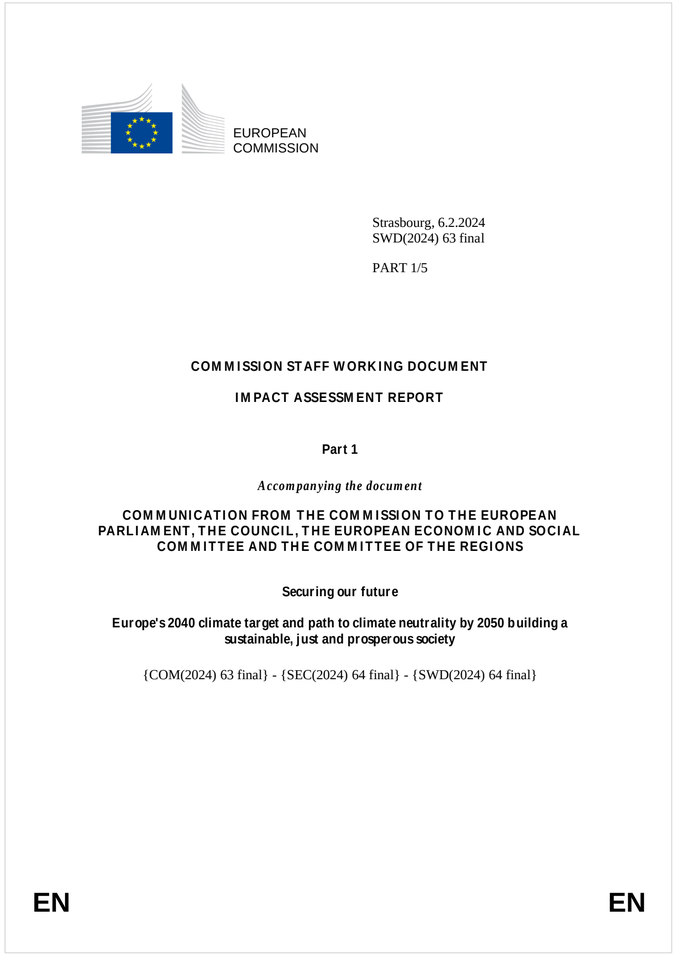
Creutzig et al. (2021). Demand-side solutions to climate change mitigation consistent with high levels of well-being. *Nature Climate Change*.

Changing how we consume and use resources is central to EU policy & planning on net-zero



EUROPEAN
COMMISSION

Strasbourg, 6.2.2024
SWD(2024) 63 final

PART 1/5

COMMISSION STAFF WORKING DOCUMENT

IMPACT ASSESSMENT REPORT

Part 1

Accompanying the document

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

Securing our future

Europe's 2040 climate target and path to climate neutrality by 2050 building a sustainable, just and prosperous society

{COM(2024) 63 final} - {SEC(2024) 64 final} - {SWD(2024) 64 final}

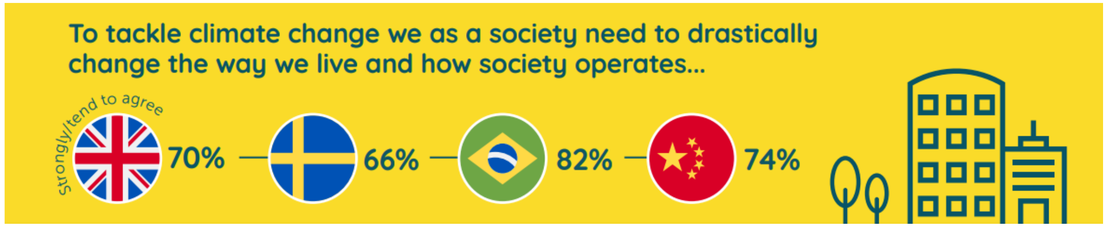
EN **EN**

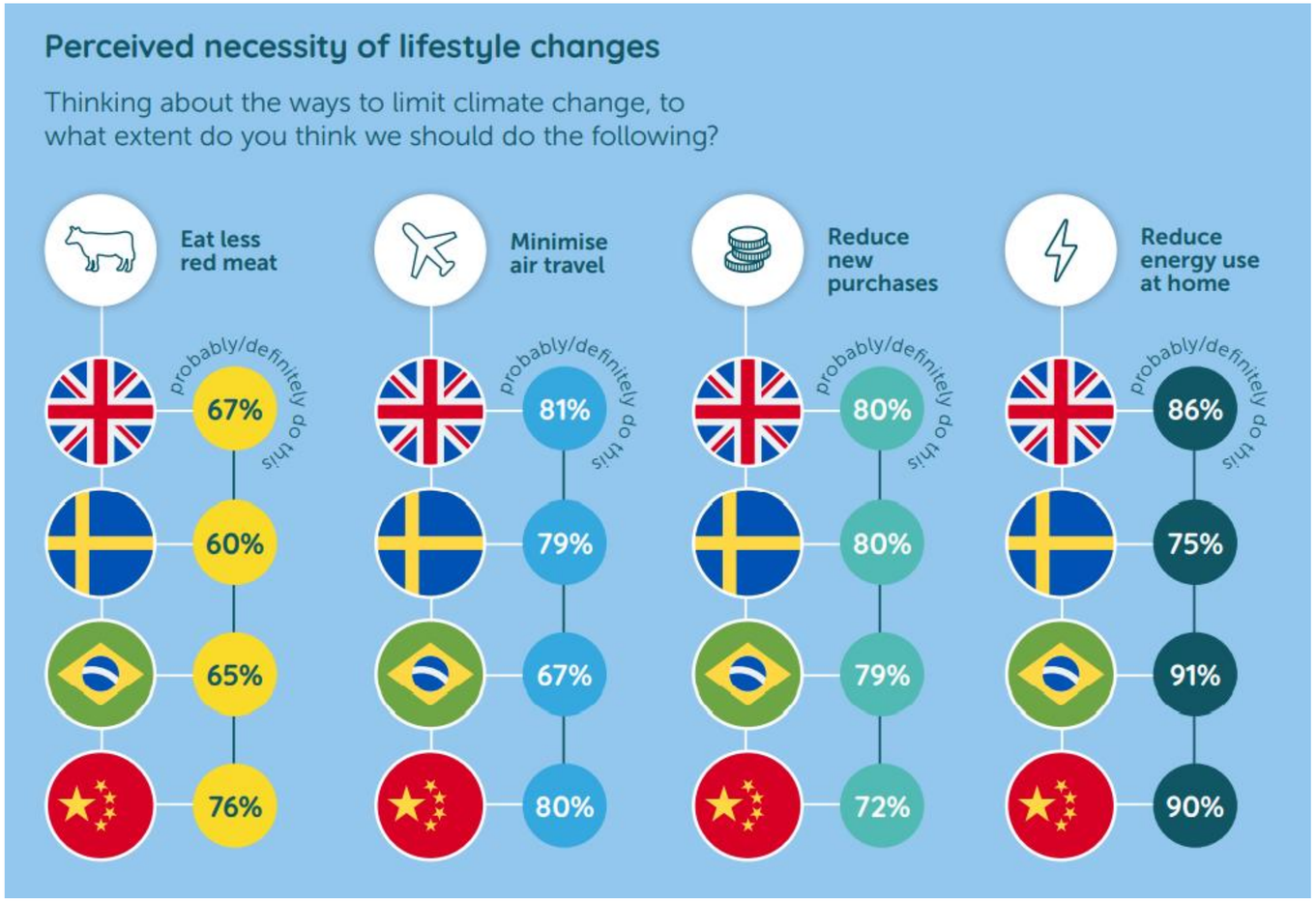
March 2024:
EU target to **reduce emissions by at least 90% by 2040**

based in part on analysis of sustainable lifestyle changes …

“ … in line with possible expected changes in individuals’ daily life and willingness for action in changing consumption patterns”.

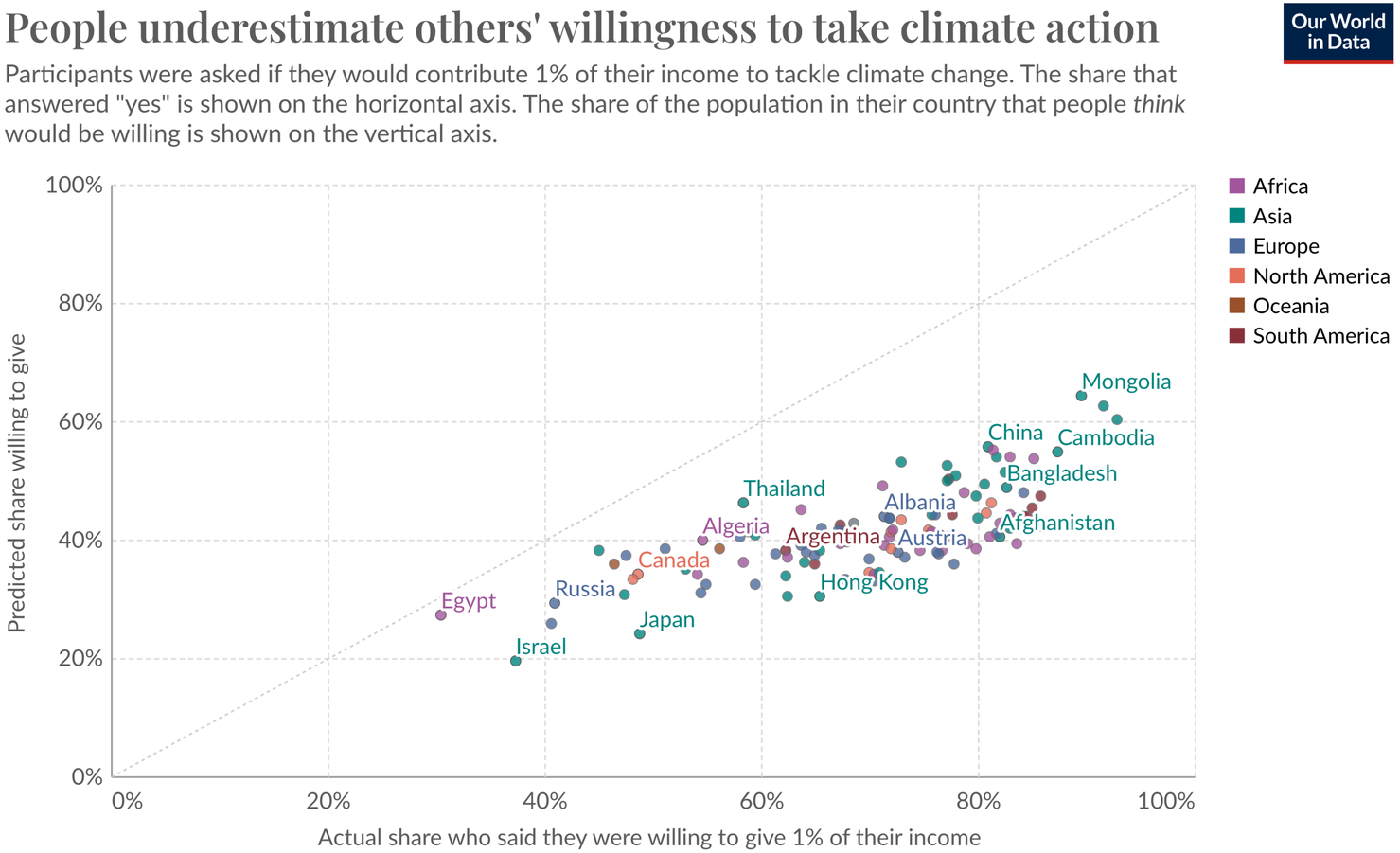
Changing how we consume and use resources is WIDELY SUPPORTED





Steentjes, K., Demski, C. & Poortinga, W. (2021). Public perceptions of climate change and policy action in the UK, China, Sweden and Brazil. CAST Briefing Paper 10.

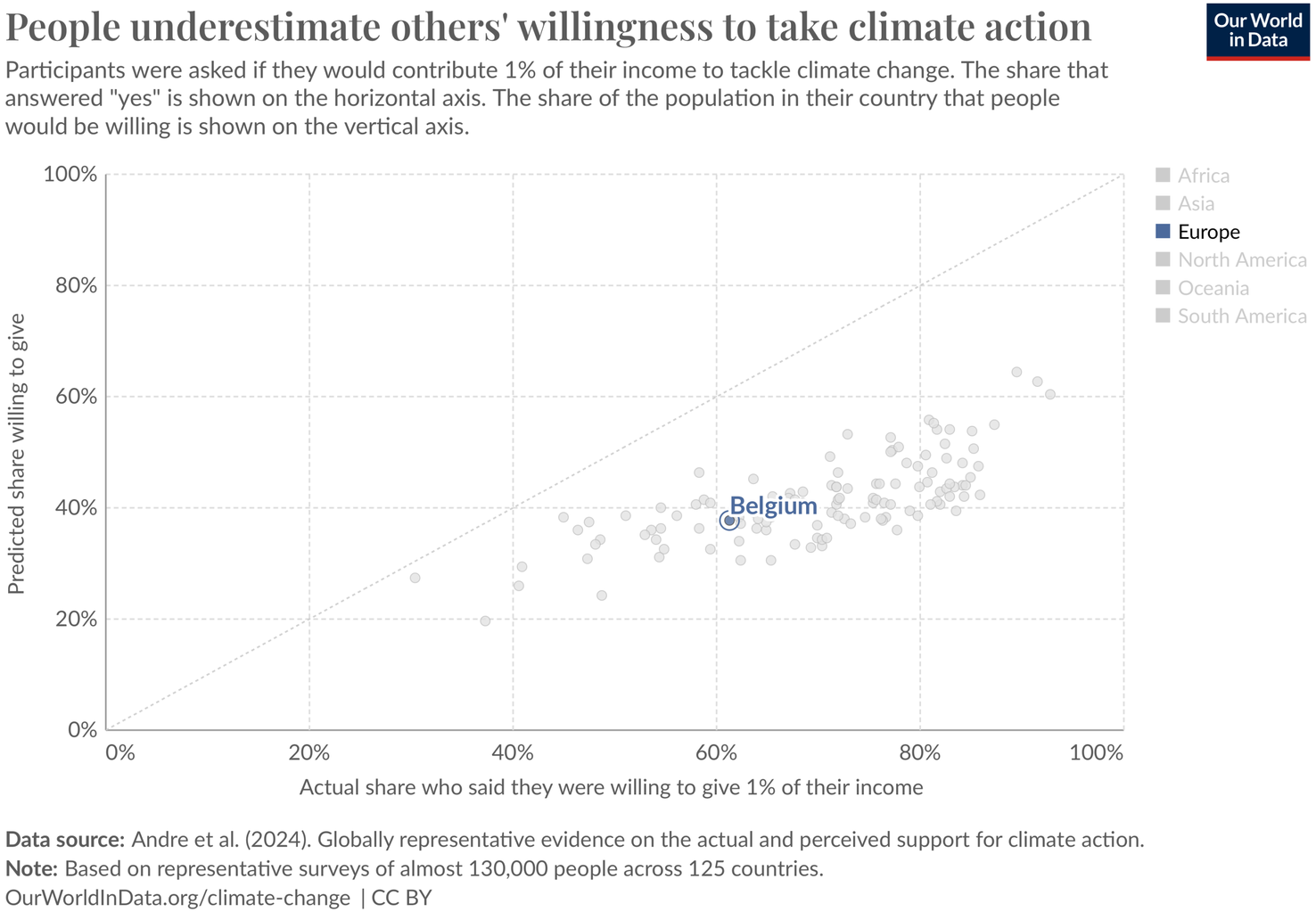
Changing how we consume and use resources is WIDELY SUPPORTED … but underestimated!



we are a LARGE majority in favour of climate action

we consistently underestimate the strength of this norm

Changing how we consume and use resources is WIDELY SUPPORTED … but underestimated!



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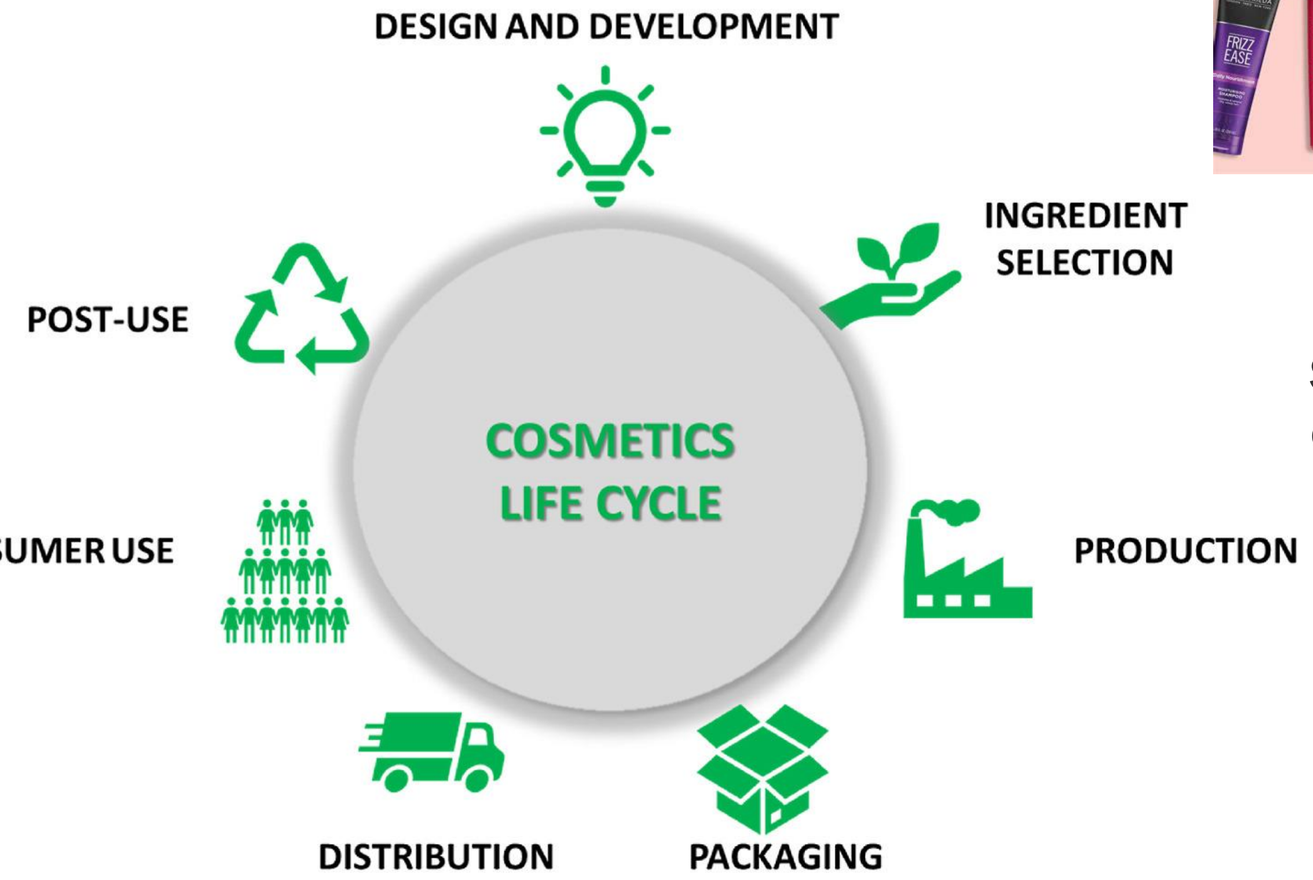
Changing how we consume and use resources means businesses need to think well beyond Scope 1+2 emissions

Scope 3 =
supply chains
including how products are used by consumers

90% of CO_2 emissions over product lifecycle



Scope 1+2 =
own operations

Source: Martins, A. M., & Marto, J. M. (2023). *Sustainable Chemistry and Pharmacy*. doi.org/https://doi.org/10.1016/j.scp.2023.101178

Changing how we consume and use resources is DOABLE with abundant OPTIONS available

AVOID
- do less -

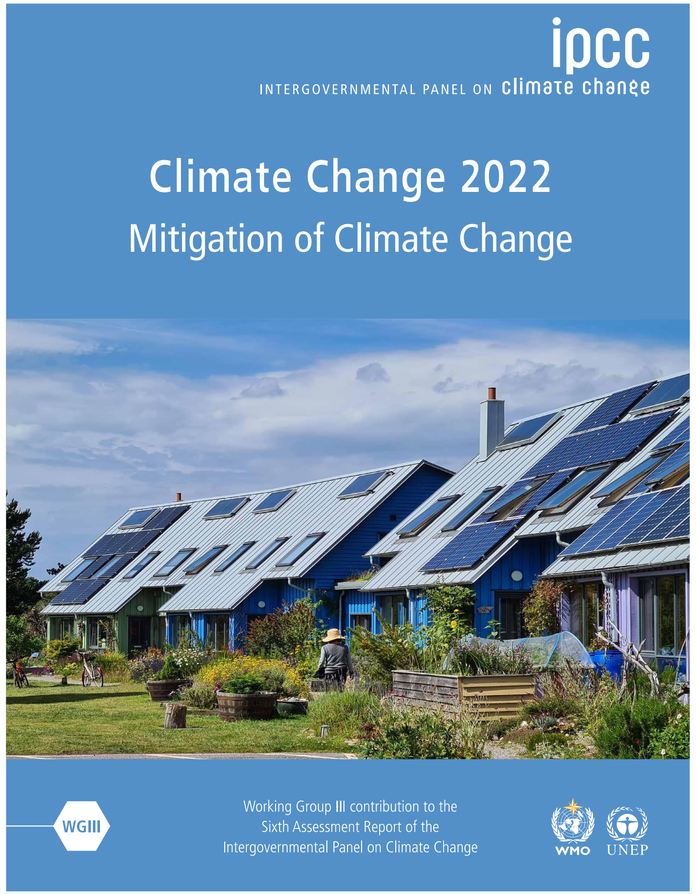
fewer high-carbon options
** change norms, culture **

SHIFT
- do different -

different types of option
** change behaviours, defaults **

IMPROVE
- do better -

more resource efficient options
** change choice sets **



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IMPROVE
- do better -

more resource efficient options
** change product choices **

applies to *activities* (what we do), *products* (what we buy), *services* (what we use)

Many AVOID – SHIFT – IMPROVE options can be supported by marketing & business strategies

AVOID
- do less -

fewer high-carbon options
** change norms, culture **

SHIFT
- do different -

different types of option
** change behaviours, defaults **

IMPROVE
- do better -

more resource efficient options
** change product choices **

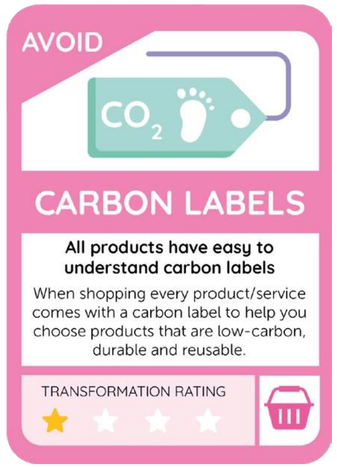
higher value
+ lower emission
products & services

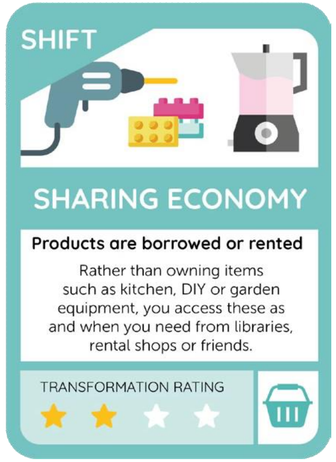
ALSO applies to a firm's product portfolio and value proposition to customers

Changing the food we eat: *one quarter* of our personal carbon footprint

Demski, C., Cherry, C., Verfuerth, C. (2022). The road to net zero: UK public preferences for low-carbon lifestyles. CAST Briefing Paper 14.

Changing the stuff we buy: an important part of our personal carbon footprint





Demski, C., Cherry, C., Verfuerth, C. (2022). The road to net zero: UK public preferences for low-carbon lifestyles. CAST Briefing Paper 14.

What works to change behaviour?

- ‘Hard levers’ are effective, but not always possible
- So what other options are available?

Want to change behaviour? Go EAST

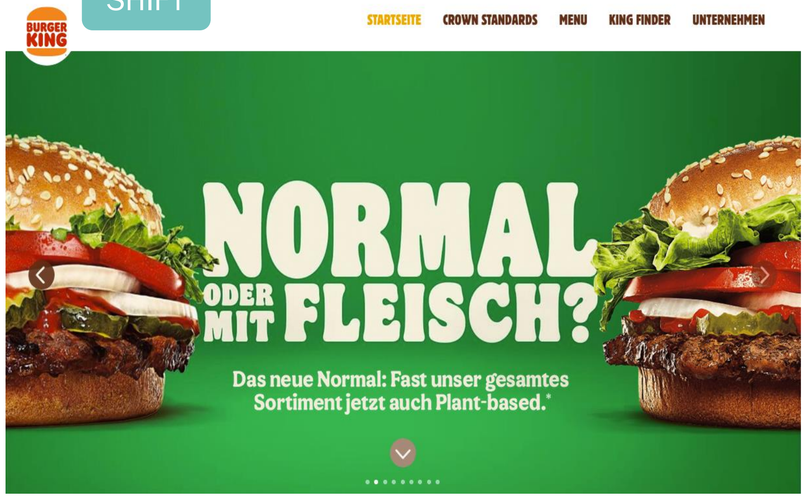
Behavioural Insights Team, 2014. East. Four Simple Ways to Apply Behavioural Insights. https://www.bi.team/publications/east-four-simple-ways-to-apply-behavioural-insights/

Change the default choice

SHIFT

SHIFT

SHIFT



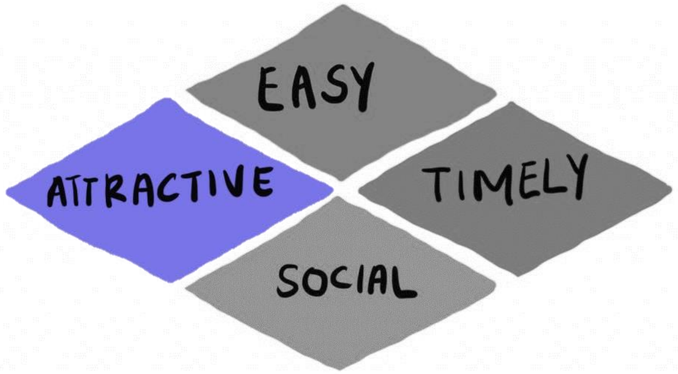
Meier, et al. 2022. Review: Do green defaults reduce meat consumption? Food Policy 110, 102298.

Remove the hassle, make green products clear

SHIFT

SHIFT

CERTIFIED HUMANE RAISED & HANDLED
cradletocradle
epeat
USDA ORGANIC
FSC
GREENGUARD Indoor Air Quality Certified
energy ENERGY STAR
RAINFOREST ALLIANCE CERTIFIED
FAIRTRADE
CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org
USDA CERTIFIED BIOBASED PRODUCT PRODUCT 100%
veriflora CERTIFIED SUSTAINABLY GROWN



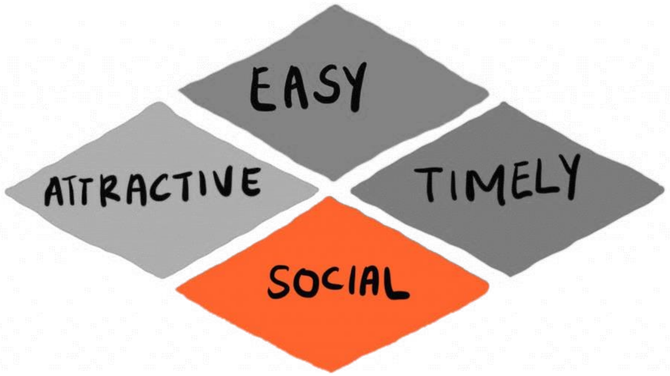
AVOID

IMPROVE

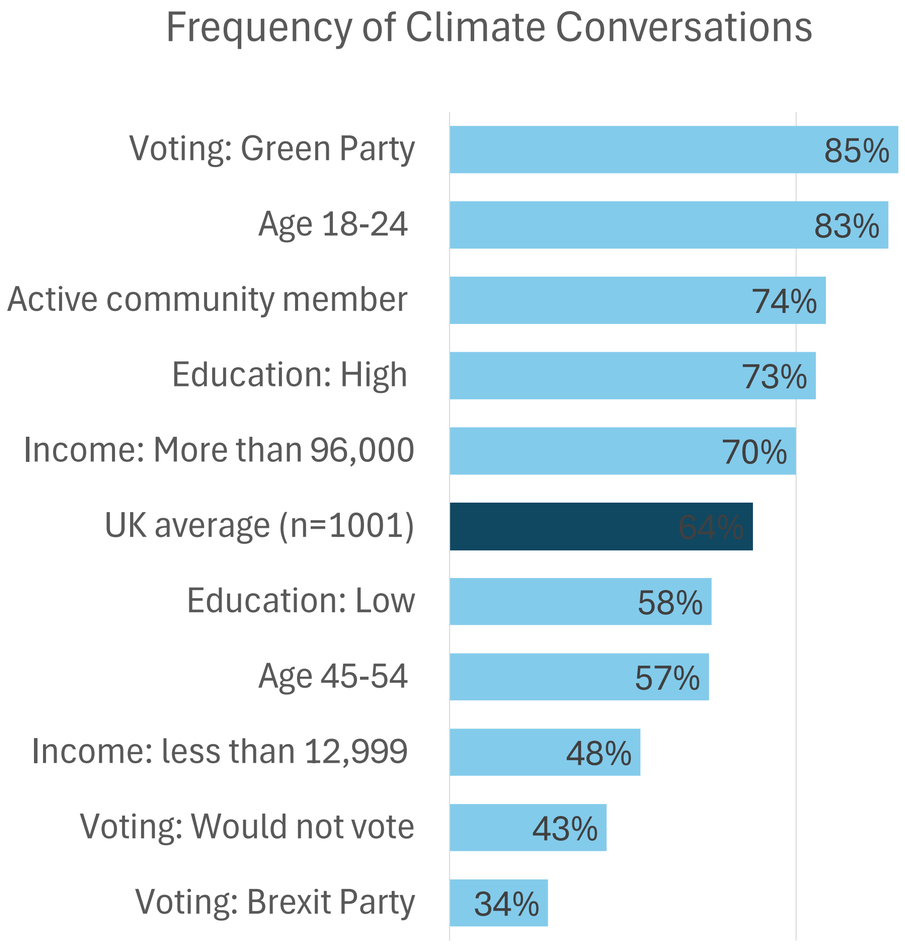
£3,500 subsidy

Or

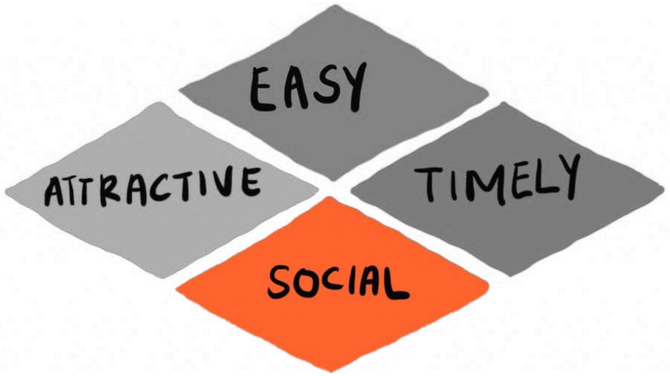
“Free charging for 100k miles”



Talk about climate change

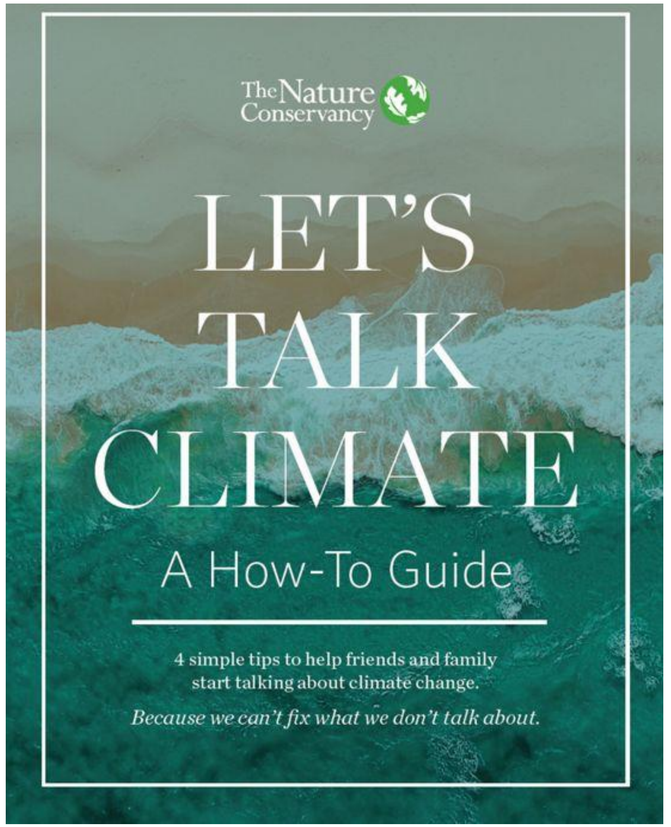


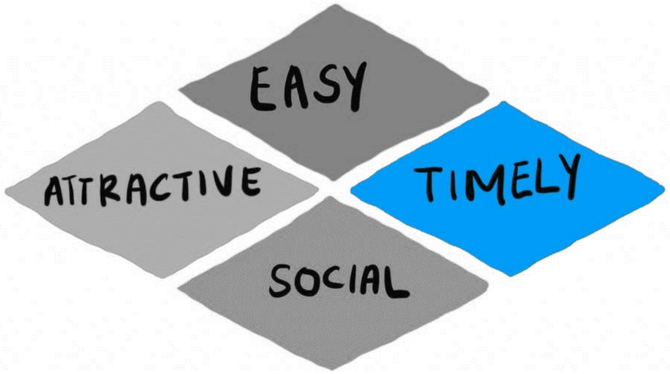
Hampton, S., Whitmarsh, L., 2024. [PREPRINT] Carbon Capability Revisited: Theoretical Developments and Empirical Evidence. Available at SSRN 4569479.



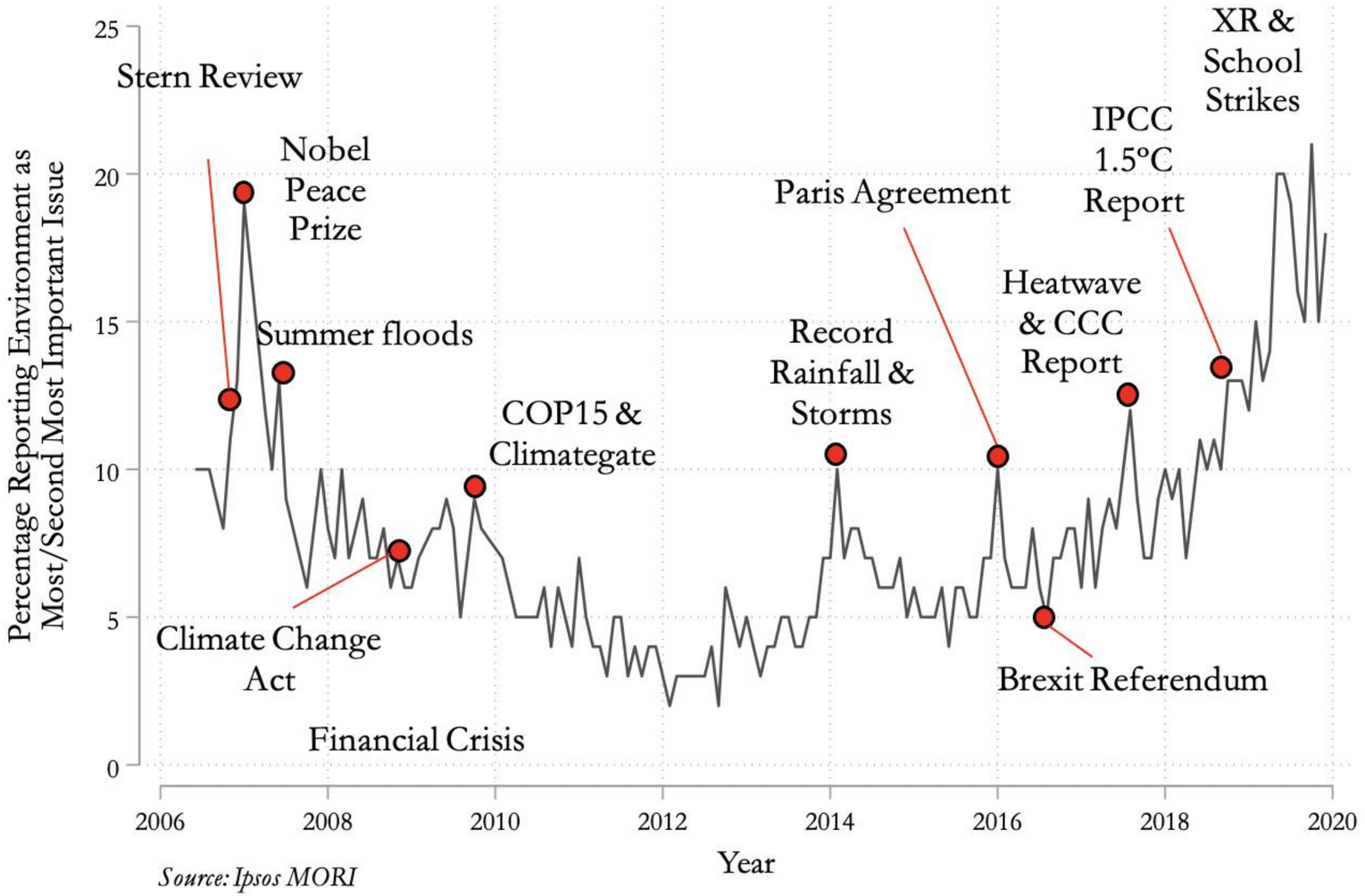
Talk about climate change

1. *Meet people where they are*
2. *Connection outweighs facts*
3. *Start with what is happening*
4. *Conversation not conquest*
5. *Focus on the person in front of you*



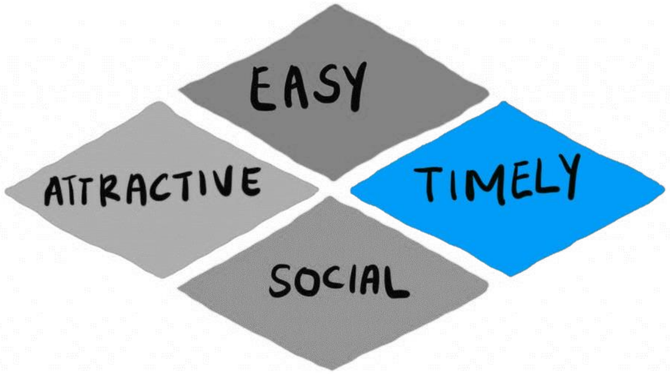


Elite cues and extreme weather drive climate concern



Carmichael & Brulle (2017) Elite cues, media coverage, and public concern: an integrated path analysis of public opinion on climate change, 2001–2013. Environ. Polit. 26, 232–252.

Kirby, M., 2023. Modelling the fall and rise in the importance of the environment to the British public: 2006–2019. The British Journal of Politics and International Relations 25, 199–218.



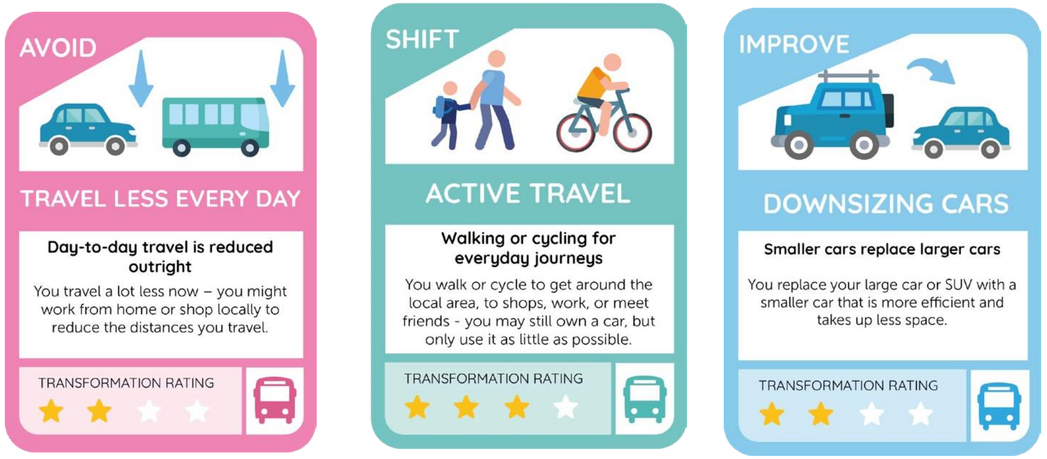
Moments of Change

Whittle, C., Whitmarsh, L., Nash, N., Poortinga, W., 2022. Life events and their association with changes in the frequency of transport use in a large UK sample. Travel Behaviour and Society 28, 273–287.

Conclusion

Changing how we consume and use resources…

1. …Is ESSENTIAL for meeting Paris goals
2. …Can deliver HUGE emissions savings
3. …Is SUPPORTED but UNDERESTIMATED
4. …Is DOABLE
5. …Is STRONGLY EVIDENCED by science
6. **…Depends on successful MARKETING**



4.

How advertising can drive sustainable demand

Veerle Hellemans
Head of Market Intelligence
Var

How advertising can drive more sustainable consumption

Two key take-aways

1. Most **sustainable communication campaigns** face a credibility issue.

2. We now know it’s a **languague** issue, so we can fix it

Credibility of corporate sustainability statements is rather low

6,4%

finds the statements companies make regarding their sustainable efforts credible

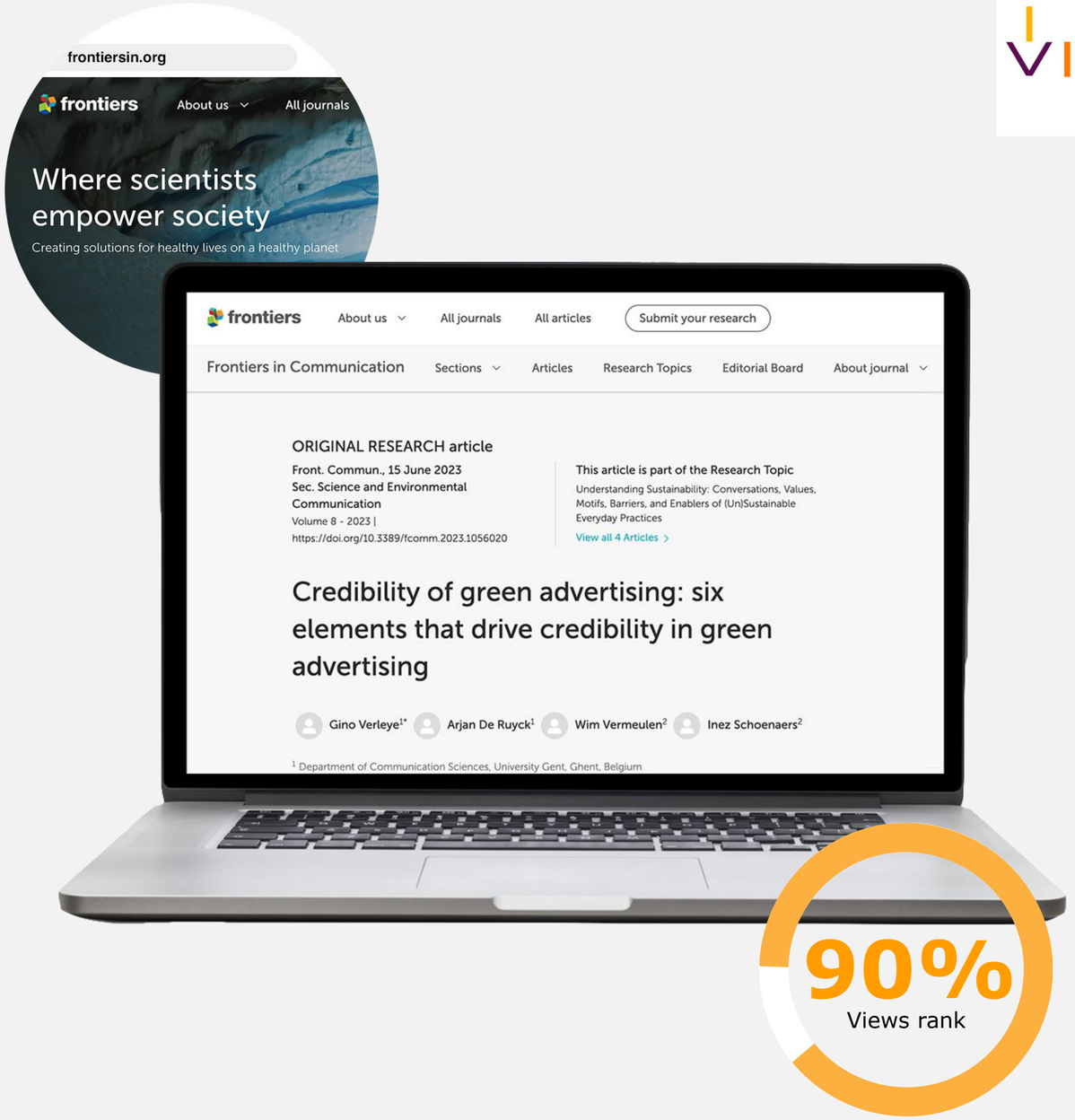
Source: De Duurzame Belg, 2020

Academic research

1. How **credible** is sustainable advertising?

2. How **important** is credibility for the impact of sustainable advertising?

3. What's **driving** credibility?



This article has **more views** than **90%** of all Frontiers articles.

Sustainable advertising is advertising that promotes a subject that is related to one or more of the 17 SDGs

It is generally accepted that commercial advertising exaggerates benefits

https://vimeo.com/946936637?share=copy

Working with broadcasters to confirm initial learnings

2021

Belgium TV & online video
95 campaigns

Bubka

December 2022

Dutch radio
100 campaigns

VRT

June 2023

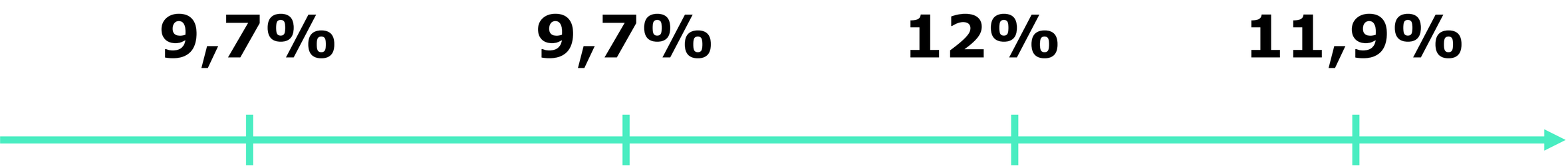
French radio
75 campaigns

RMB
move ahead

December 2023

Belgium TV
130 campaigns

1. How credible is sustainable advertising?



2021

Belgium TV & online video
95 campaigns

December 2022

Dutch radio
100 campaigns

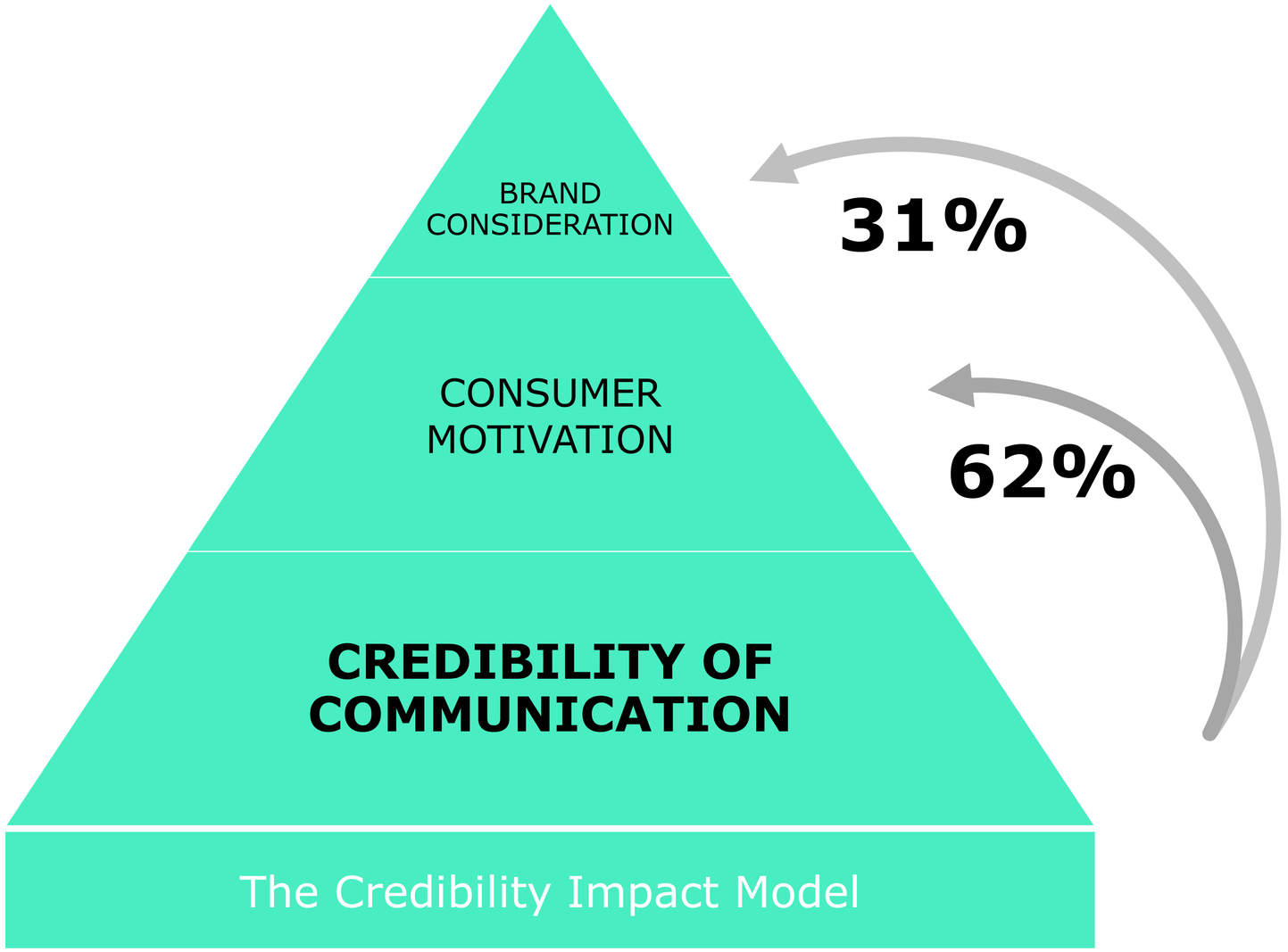
June 2023

French radio
75 campaigns

December 2023

Belgium TV
130 campaigns

2. How important is credibility for impact?

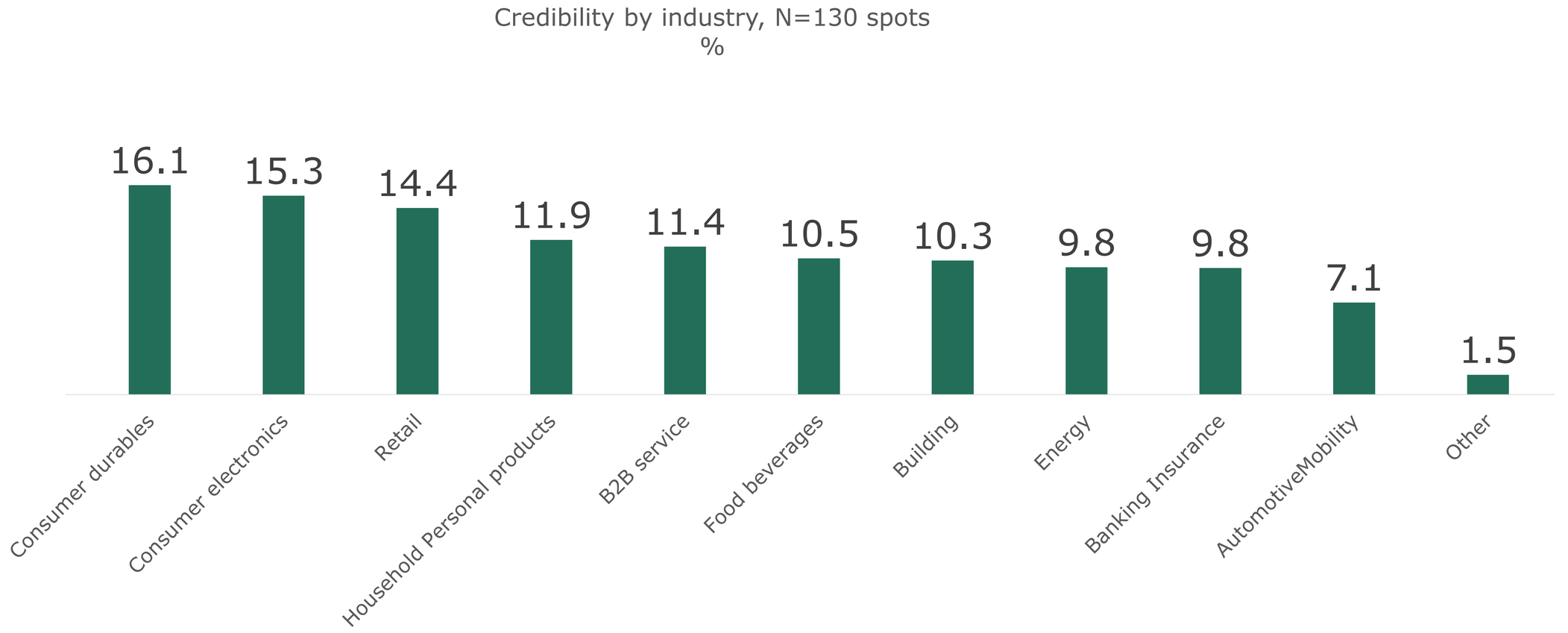


Two key take-aways

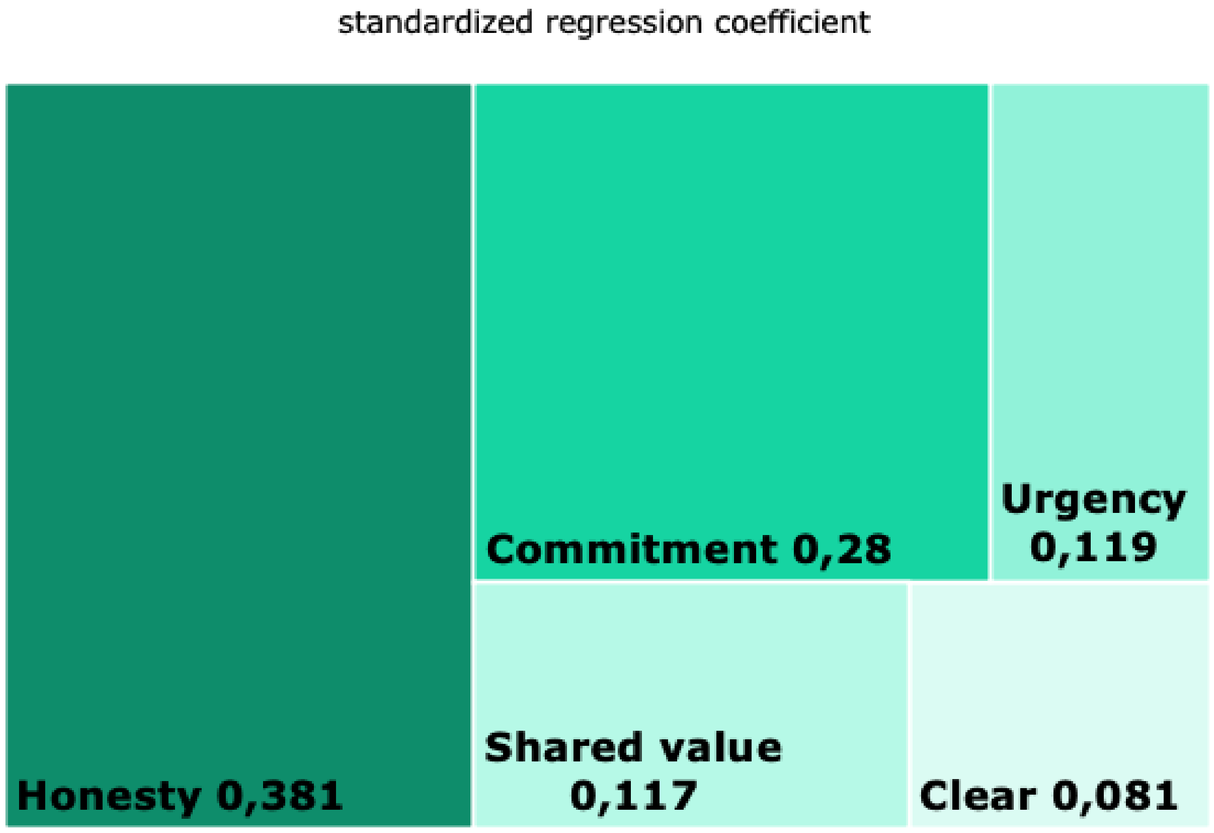
1. Most **sustainable communication campaigns** face a credibility issue.

2. We now know it’s a **languague** issue, so we can fix it

It’s a cross-industry corporate language issue



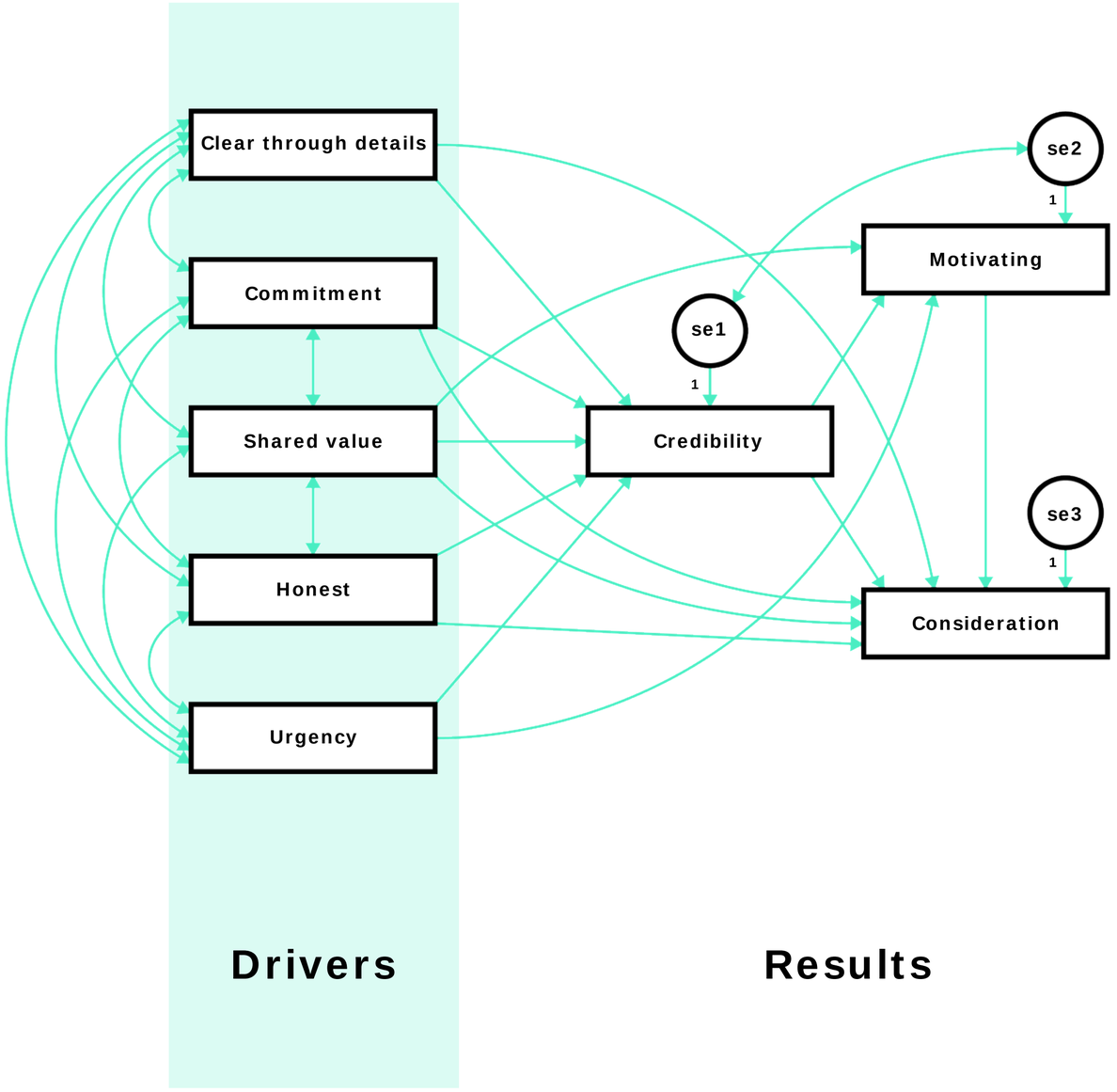
3. What is driving credibility?



(explains 69% of the variations in scores)

3. What is driving credibility?

5 drivers
all interconnected



Mother nature visiting Apple

https://youtu.be/QNv9PRDIhes

Apple Scorecard

3,3%
find this commercial credible

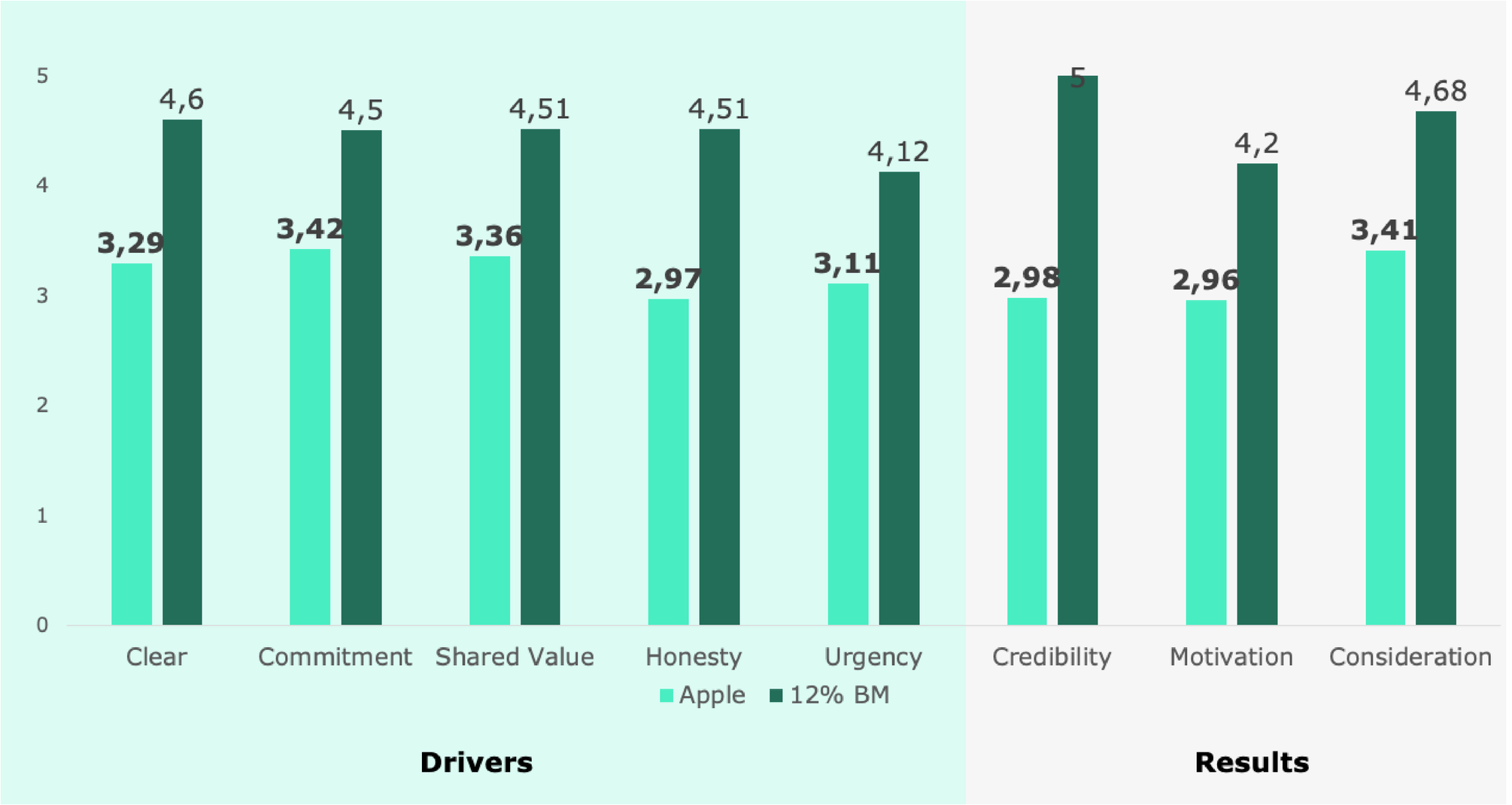
3,3%
think Apple is honest about their efforts

12,9%
find it reflecting a committed brand

16,7%
find it reflecting the urgency needed

10%
find it valuable

Apple Scorecard



AS ADVENTURE

https://vimeo.com/946936659?share=copy

A.S. Adventure Scorecard (based on 1 campaign)

76%
find A.S. Adventure credible

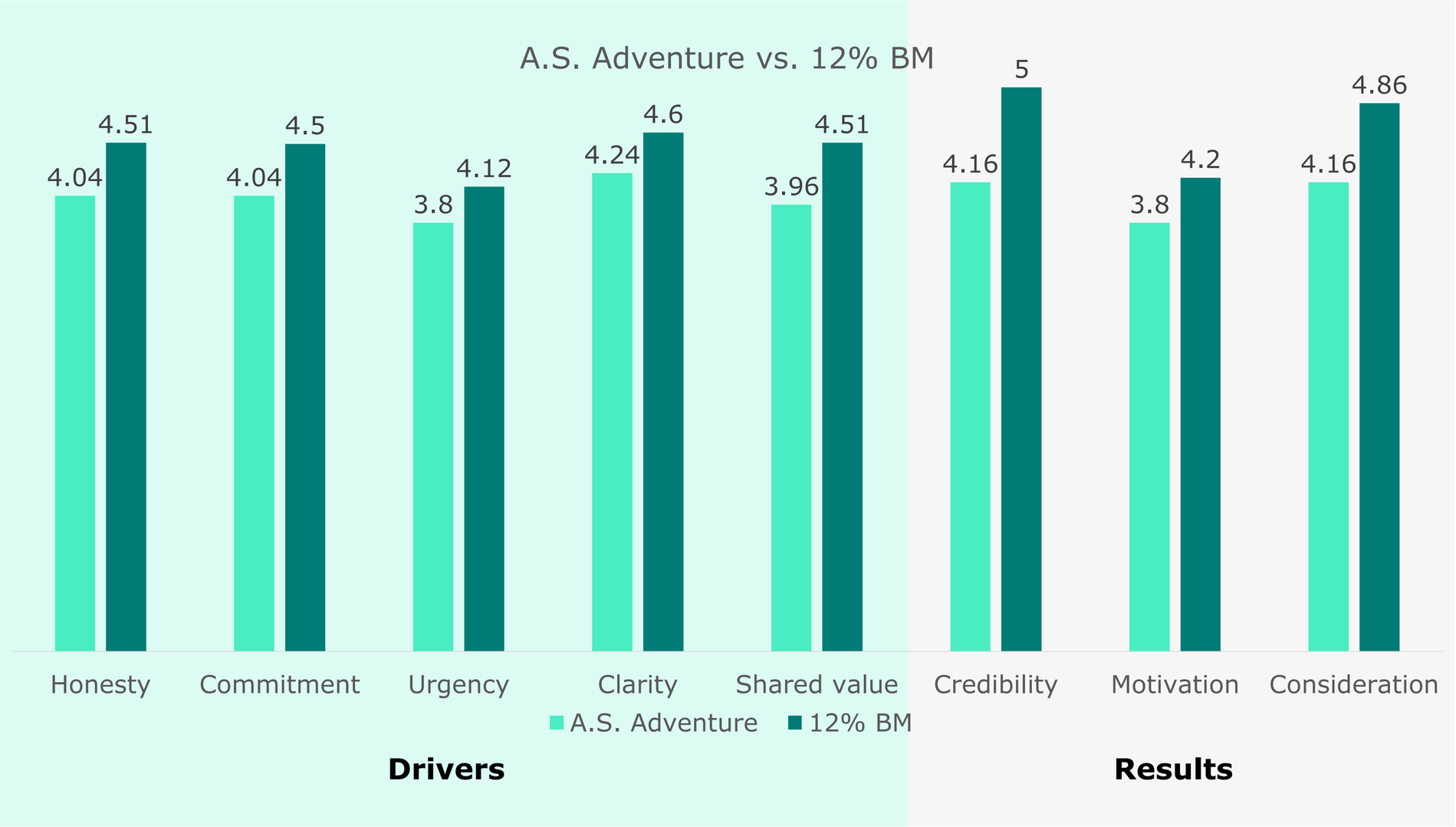
76%
think A.S. Adventure is honest about their efforts

80%
find it reflecting a committed brand

60%
find it reflecting the urgency needed

76%
find it valuable

A.S. Adventure Scorecard (based on 1 campaign)



Credibility is a competitive advantage

How do you know how your score?

1. Benchmark Reports for Broadcasters

VIA Webinar
April 18th 2023

2. Campaign Impact Reports for advertisers

Up to 20/year

3. Campaign Impact Award

Bimonthly 'best of'
in Pub magazine
OrbitbyPub Conference:
Best of 2024

Two key take-aways

1. Most **sustainable communication campaigns** face a credibility issue.

2. We now know it’s a **languague** issue, so we can fix it

THANK YOU

Rewatch the webinar
https://thinkvia.be/en/more-impact-for-less-impact/