

# THE SHIFT REPORT™

LEADING EDGE  
INTELLIGENCE ON  
CONSUMERS AND  
SUSTAINABILITY

## DEFINING AND TELLING YOUR BRAND'S SUSTAINABILITY STORY /SUMMARY



conscientious innovation

ARE YOU READY FOR  
THE CULTURAL SHIFT  
TO SUSTAINABILITY?

THIS IS NOT A TREND.

## TABLE OF CONTENTS

4	Overview
5	About Ci and The SHIFT Report
6	Methodology
7	Scope of the Report
11	What is Sustainability?
20	Sustainability: Culture shift or trend?
21	Consumer Motivation: What's behind people's desire to make socially responsible and sustainable lifestyle choices and purchase decisions?
25	Sustainability Signposts: Preferable sustainable brand characteristics
31	Sustainable Brand Characteristics by Category <ul style="list-style-type: none"><li>My Food</li><li>My Home Cleaning</li><li>My Home Energy</li><li>My Gardening/Yard Work</li><li>My Clothing</li></ul>
33	Sustainable Brand Storytelling: Understanding the storytelling channels
37	Rules of Telling Your Story: Authenticity & alignment & avoiding Knee Jerk Green
40	Conclusions
44	Get out of your head and into the world: Culture Shift Mindmap

## OVERVIEW

Welcome to The SHIFT Report™: Defining and Telling Your Brand's Sustainability Story. We've produced a special accessible report for those passionate about uncovering their opportunity in the cultural shift to sustainability: to innovate, lead and succeed in the current marketplace.

We believe research is a tool. At its best, it's a tool for uncovering insights that deliver on innovation, positive change and business success, all of them together and not one to the exclusion of the others. Delivering data points isn't enough.

Research needs to inspire and be a thought starter; be both kindling and a rudder.

There's one question a lot of people are asking these days. Given our initiatives in sustainability and social responsibility, what do we communicate, to whom and how?

This special issue of The SHIFT Report™ is being produced to help you answer those questions.

Dive in. Read on. Have fun.



## ABOUT CI AND THE SHIFT REPORT



Ci is a sustainability research & brand consultancy specializing in the cultural shift to sustainability and cutting edge & big picture research on the relationship between sustainability, people, culture and brands.

This strategic research, The SHIFT Report™ is the most cohesive set of research on people's attitudes/perceptions/behaviors around sustainability and social responsibility and the impact this has on lifestyle choices, brand relationships and purchase decisions. SHIFT is a continually updated market research tool with qualitative and quantitative research, cultural reporting and trend analysis

The SHIFT Report™ is fresh and broad, with a big picture approach to sustainability. It has been specifically designed as a tool for innovation, positive change and business success. The SHIFT Report™ insights and frameworks have been applied to local, national and global brands, from informing content and revenue for major media and entertainment networks, to speeches at Davos World Economic Forum and informing product strategy for a leading global sports brand.

*"MANY PEOPLE TRYING TO MARKET SUSTAINABILITY EFFORTS BARELY KNOW WHAT THE WORD MEANS, AND HAVE NO NEW IDEAS FOR HOW TO EXPLORE AND EXPLAIN IT -- THAT'S WHAT MAKES CI AND THEIR SHIFT REPORT SO REFRESHING.*

*THEY COMBINE DEEP, GROUNDED KNOWLEDGE OF THE SUSTAINABILITY LANDSCAPE WITH FRESH THINKING AND HOT INSIGHTS ABOUT HOW TO ACTUALLY GET THROUGH TO PEOPLE ABOUT WHAT YOUR BUSINESS IS DOING FOR THE PLANET AND HUMANITY. SHIFT IS ABOUT CHANGING YOUR THINKING, NOT JUST THE BUZZWORDS IN YOUR PAMPHLETS."*



- ALEX STEFFEN CEO AND EXECUTIVE EDITOR,  
WORLDCHANGING AUTHOR, WORLDCHANGING:  
A USER'S GUIDE FOR THE 21ST CENTURY

## METHODOLOGY

The SHIFT Report looks collectively at sustainability, brand, lifestyle, culture and media.

All of the inputs into The SHIFT Report's quantitative study are informed by preliminary qualitative research and are neither arbitrary nor assumed. This quantitative research is a validation of qualitative consumer and cultural insights and represents the most cohesive set of intelligence on people's attitudes and beliefs around environmental, social and spiritual issues and how these connect to lifestyle choices, brand relationships and purchase decisions.

The quantitative research in this report is based on data and insights from Ci's The SHIFT Report's online survey of 5,000 North American (US/ Canada) general population adults, fielded in November 2009 by Survey.com. The results are nationally representative of the North American adult population, tested for significance at a 95% confidence level (1.5% margin of error).

The ongoing study represents an up to date look at the general North American population but is structured to offer the chance to look at specific audience sectors – from trendsetters to local business owners to home renovators to CEOs – by age, gender, geographic region and other factors, to understand the sustainability, brand, media and lifestyle values preferences, and behaviors of these particular groups.

## ONE BIG TAKEAWAY?

While the majority of the marketing world defines sustainability as green, to consumers it's more than green, but a collection of issues, which include, but go far beyond 'environmental' concerns only. The SHIFT Report has uncovered this qualitatively, and then validated it quantitatively.

## SCOPE OF THIS REPORT

Pulling data from the latest injection to The SHIFT Report, a 5,000 person study, this special SHIFT Report for SLM Insights: Defining and Telling Your Sustainability Story, offers specific findings and strategic insight on the general North American population's views about the following:

- What is my brand's role and opportunity in the cultural shift to sustainability?
- How do consumers respond to fear as a proposed motivator vs. a call to aspiration or altruism?
- What specific brand characteristics do people look for and at when determining if a product or service they are considering is socially responsible or not?
- What does sustainability mean to consumers? What are the issues that define sustainability for consumers today?
- What motivates people to ultimately make socially responsible and sustainable lifestyle choices and purchase decisions?
- How do or can retailers impact consumer confidence in the trustworthiness and sustainability of a particular product?
- How do product design, packaging and labeling influence consumer choice?
- Which channels do consumers look to and trust most for information when they want to learn about a brand's sustainability commitments?
  - How does TV compare to mobile?
  - How does information via the actual product packaging compare to information on a brand's website?
  - How does the word on the street about employee treatment compare to print communications?
- What exact criteria do consumers want to see in marketing communications around a brand's sustainability and CSR initiatives, and how do these contribute to a brand's credibility.

**THIS REPORT CAN HELP YOU ANSWER THESE  
QUESTIONS FOR YOUR BRAND:**

What is the alignment between my brand's positioning and our sustainability story?

What can I authentically talk about and will that resonate with my audience and build my business?

What's my audience's relationship with sustainability, and where is there authentic alignment between consumer truths and brand truths?

How do I determine who the right audience is for a particular initiative?

What are the characteristics of a socially responsible brand for consumers today and what does this mean for the telling of my brand's sustainability story?

GIVEN OUR INITIATIVES  
IN SUSTAINABILITY  
AND SOCIAL  
RESPONSIBILITY, **WHAT  
DO WE COMMUNICATE?  
TO WHOM? AND HOW?**

*“THIS REPORT IS GREAT!*

*CSR/SUSTAINABILITY IS NOT AN  
OPTION IN TODAY’S WORLD.  
CONSUMERS EXPECT IT AND  
BASE THEIR DECISIONS AND  
LOYALTY AROUND IT.*

*THIS ISSUE OF THE SHIFT  
REPORT GIVES VALUABLE  
INSIGHTS INTO NAVIGATING  
THE OPPORTUNITIES AND  
PITFALLS THAT BRANDS FACE  
IN DEFINING THEIR OWNABLE  
POSITION. FRESH, BIG PICTURE  
AND ACTIONABLE.”*



JENIFER WILLIG,  
GLOBAL CMO (RED)

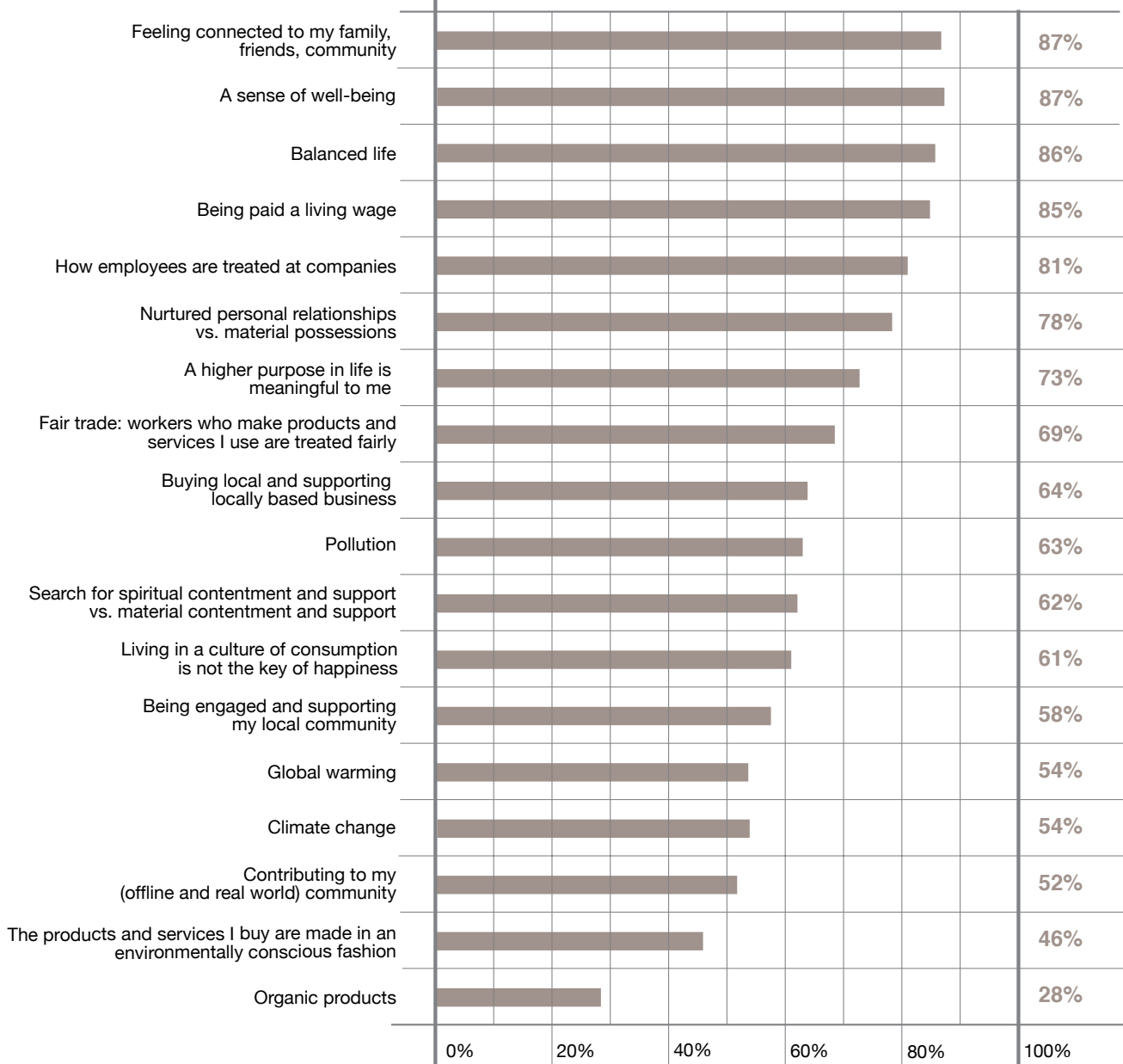
# WHAT'S THE COLOUR OF SUSTAINABILITY?

(HINT: IT'S NOT JUST GREEN).

**We asked:**

**Please rate the importance of each of the following issues associated with sustainability as they relate to you'**

**TOP SUSTAINABILITY ISSUES**



■ general population  
n=5000

\* Findings represent 'top two' box, meaning the sum total of participants who selected 4-important and 5-very important.

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