

# The cultural shift to sustainability and the importance of local

**The SHIFT Report: consumers + brands + sustainability**



BC LoCo Launch  
October 5th, 2009  
Vancouver, BC



## League of Gentlemen: Play Video

<http://www.youtube.com/watch?v=Q4UuvWxrZtw>



**THANK YOU FOR HAVING ME**

**FEEL FREE TO MAKE USE OF ANY OF THE THINKING OR  
RESEARCH FINDINGS I'M GOING TO SHARE WITH YOU**



Ci is a sustainability brand consultancy  
& think tank established in 2003.

We're based in Vancouver, BC with a network of strategic and  
creative collaborators across North America.

We work with the leadership teams at brands committed to  
innovation and thought leadership



What: We look through the lens of sustainability to uncover opportunities that deliver on business priorities: positioning, product development, partnerships and communications.



How: Our lens is The SHIFT Report – the most cohesive set of intelligence on people’s attitudes/perceptions/behaviors around sustainability and social responsibility and the impact this has on lifestyle choices, brand relationships and purchase decisions.



Cohesive: SHIFT looks at sustainability + culture + brands + media  
...in one hand.

Built to leverage: Looking at all components of sustainability - of  
which green is only one - we partner with the leadership brands to  
help define and tell their sustainability stories through the right  
channels.



## Consumers and Sustainability:

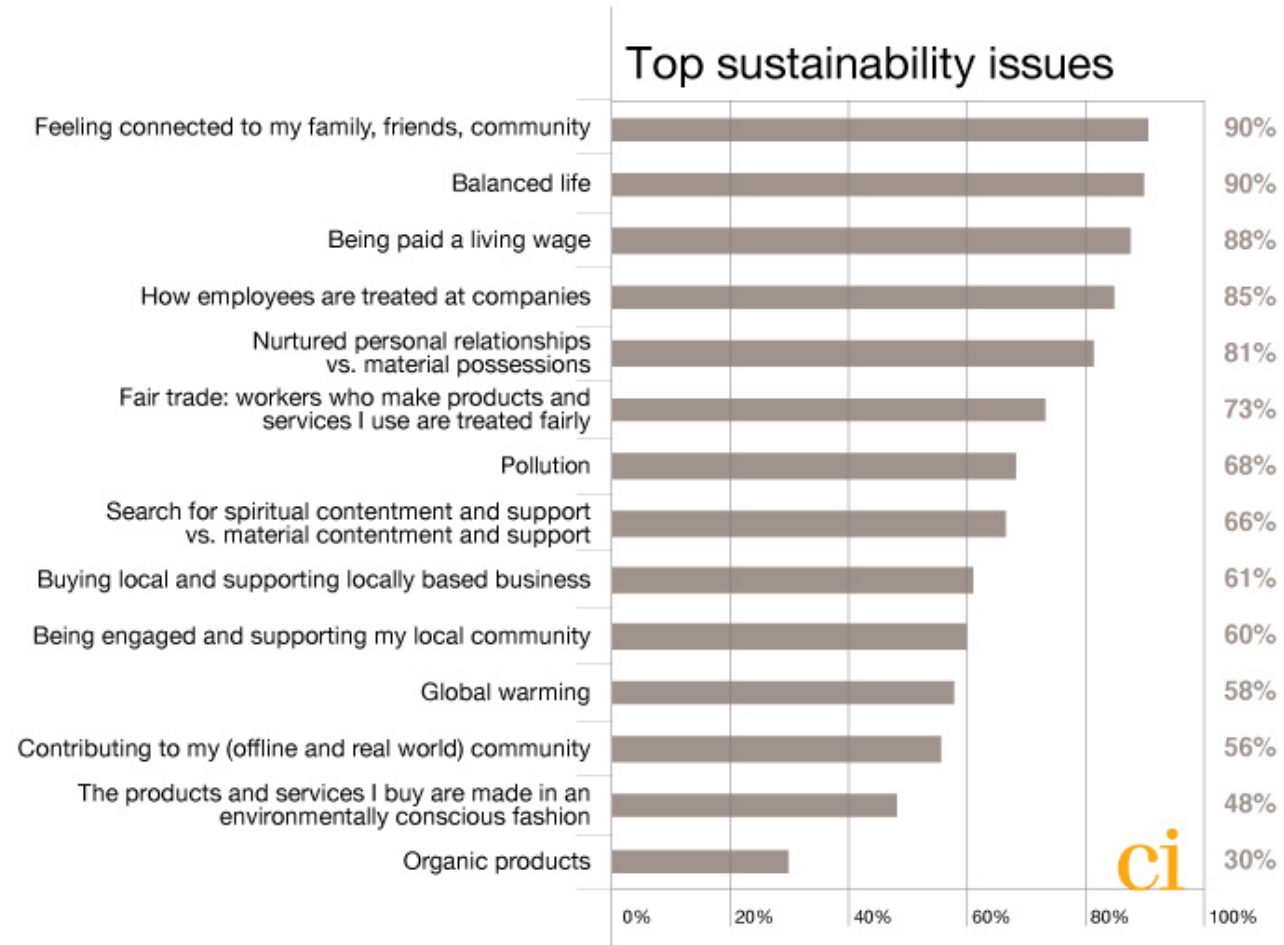
# What's the colour of sustainability?



## (Hint: it's not just green).



# The Importance of Context: While the green rush is all around us, green is NOT the most pressing sustainability issue for people

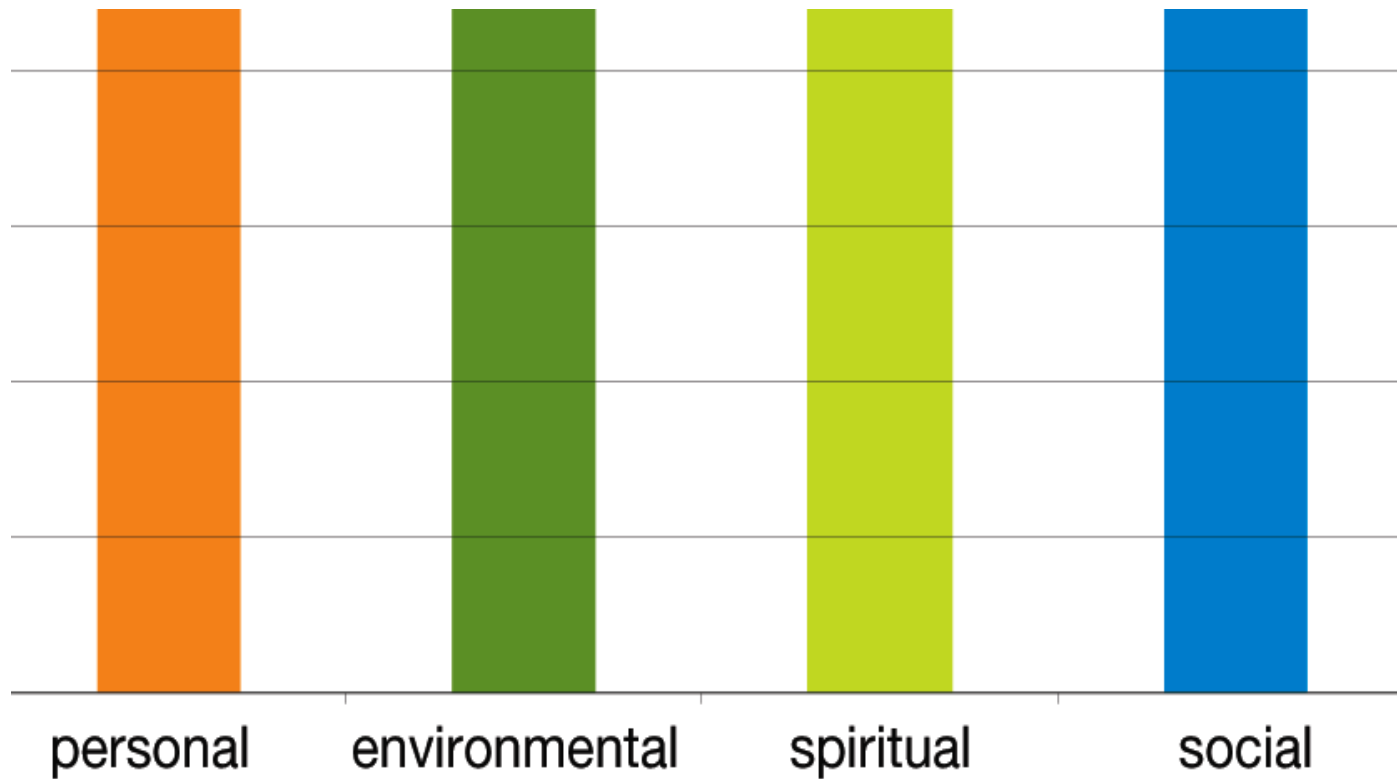


[www.ci-shift.com](http://www.ci-shift.com)

Source: The SHIFT Report's online study of 5,000 North Americans, Spring 2008



# Beyond the boardroom and into the streets: Consumers' Four Pillars of Sustainability™



Source: The SHIFT Report



## So what exactly is “local”?



## **Local = Pebble in the Pond**

*“BC first, because I’m west coast and I grew up here  
and then greater Canada”*

*- SHIFT Report*



**Local = Buy Local Support Yourself  
(AKA Self-Serving Generosity)**

*“If you put it back into BC you are supporting the economy  
and contributing in that way makes me feel good”*

*“Because the money goes back to me in a sense”*

*- SHIFT Report*

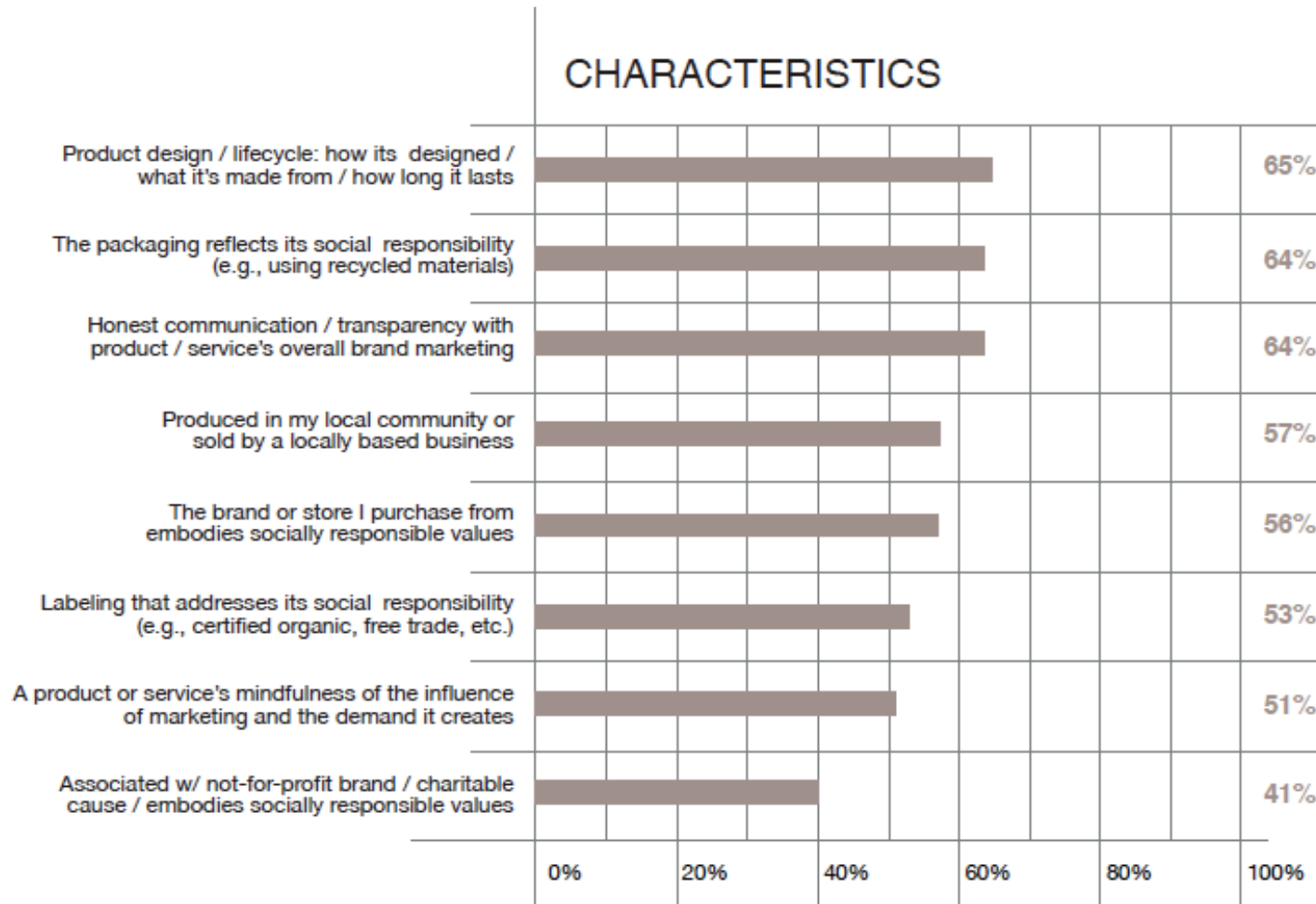


## **Local = Top Sustainability Issue for North Americans**

*For 61% of North Americans 'Buying Local and Supporting Locally Based Business' is an important sustainability issue*  
*The SHIFT Report*



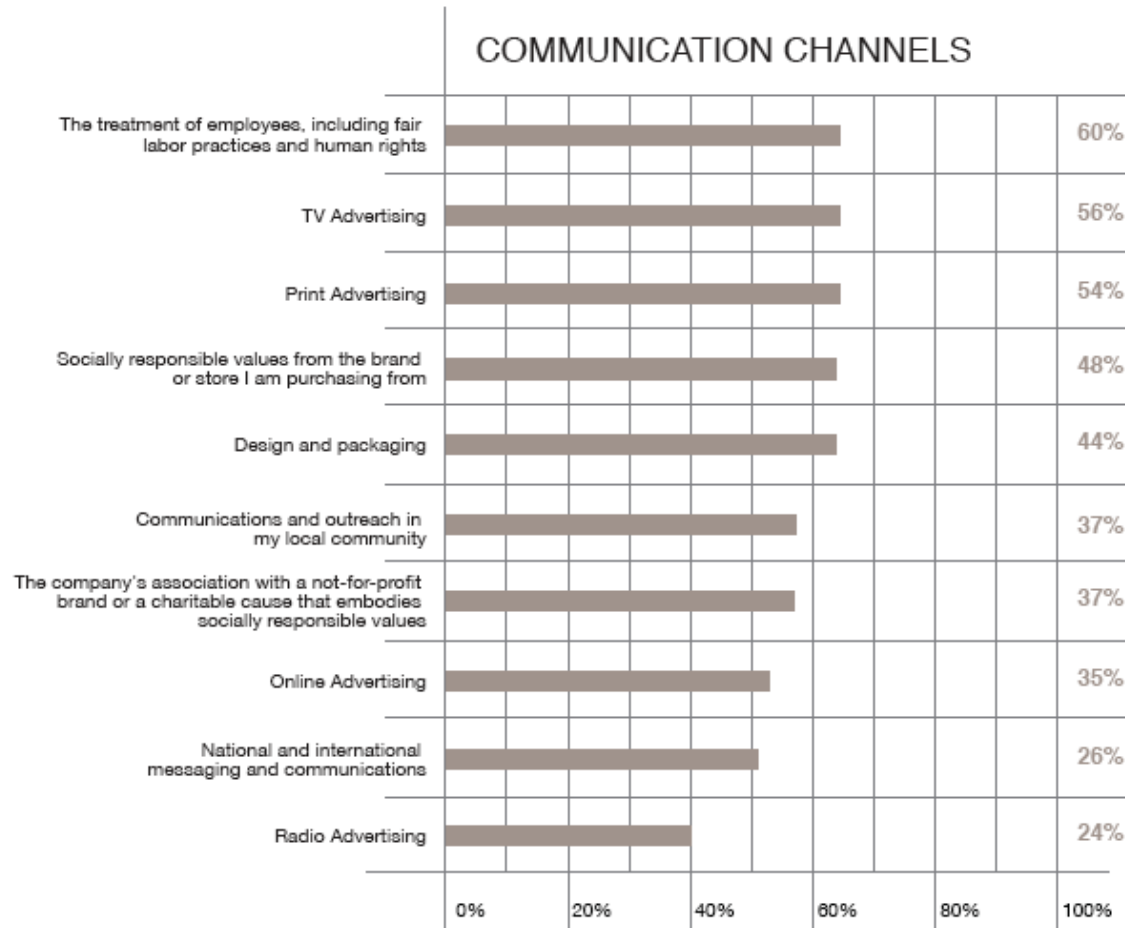
# Local = A top characteristics people look for when determining whether a brand is socially responsible...or not



Source: The SHIFT Report's online study of 5,000 North Americans Spring 2008



# Local = A top portal people look to for information about a brand's sustainability credibility



Source: The SHIFT Report's online study of 5,000 North Americans Spring 2008



**Local = Fulfillment of Our Yearning to be Connected to Community**

*“I talked to a real person who is invested in me and my business. It makes me feel connected to my neighborhood”*

*- SHIFT Report*



**Local = A Relationship, A Connection With The Producer  
(which amounts to a higher level of trust)**

*“It’s about relationships, you local vendor knows you, you know her, you don’t have that barrier versus a 1-800 number...so many beeps and you’re left with a hollow feeling”*

*“My baker asks about my daughter”*

*- SHIFT Report*



## **Local = Shopping Re-Defined (or re-discovered)**

**More than just a transaction; for consumers local is an infusion of heart, mind, community and commerce  
(but no significant sacrifice thanks)**

*“It’s an enriched buying experience and more fun and interesting, it’s more than just a transaction”*

*“Convenience and cost. I can’t afford the little bit more for local and when you are pressed for time you go to Safeway because it’s one-stop-shop”*

*- SHIFT Report*



## **Shopping the machine versus shopping the human:**

**People feel the sacrifices of efficiency when shopping multi-nationals-but aren't yet ready to give it up**

*“I went to Home Depot the other day and there is automated tellers, it is efficient but you don't get a warm smile”*

*“It's more of a human feeling rather than the money going to a giant account”*

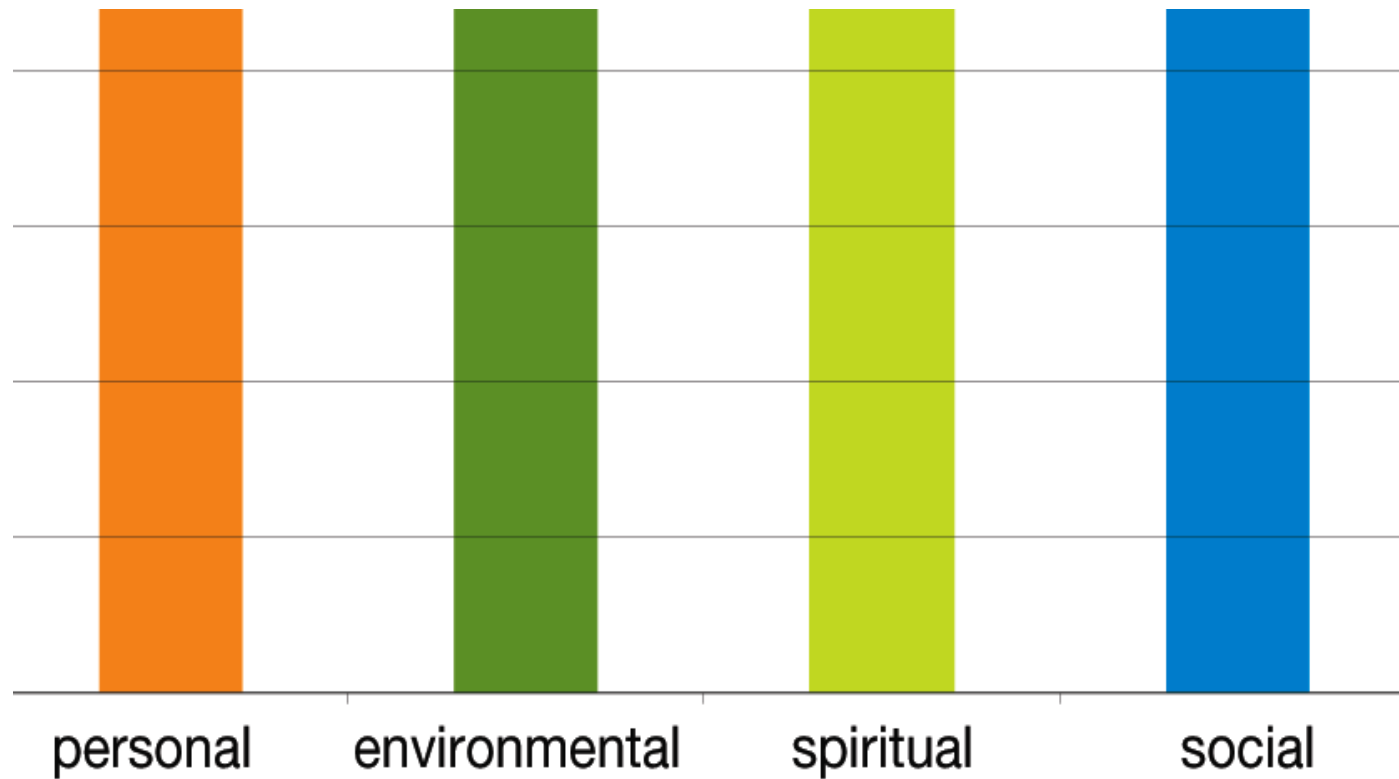
*- SHIFT Report*



**So what's the big deal about local?  
Why is it important to people?  
And why is this crucial for brands to understand?**



# Uniquely, Local Connects to ALL Four Pillars of Sustainability™



Source: The SHIFT Report



**Brands (large and small) capitalize on local**

**Q:  
People want global and local, so what are the rules  
of engagement?**

**A:  
Authenticity**



# Brands capitalize on local Authentic?



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# Brands capitalize on local Authentic?

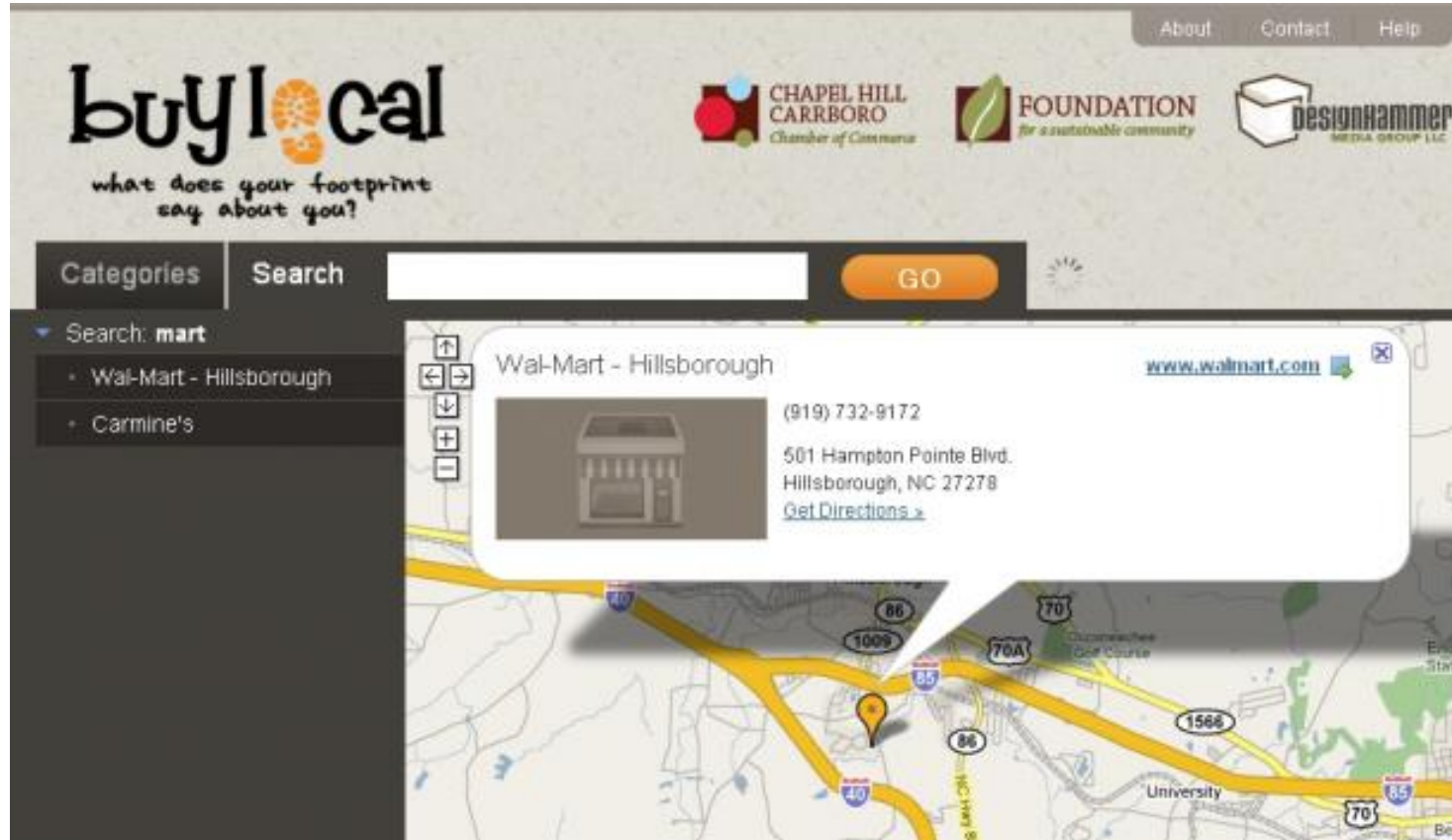
WHOLE  
FOODS  
MARKET



Walmart   
Save money. Live better.



# Brands capitalize on local Authentic?



# Brands capitalize on local Authentic?



Source: nondesigner59 on Flickr



**People don't expect brands to be perfect  
Mother Teresa's**

**The Rules of Sustainability Marketing Engagement:**

- 1) Have the credibility to make such sustainability claims**
- 2) Have the specific details to back it up**



And now?

# What's the colour of sustainability?

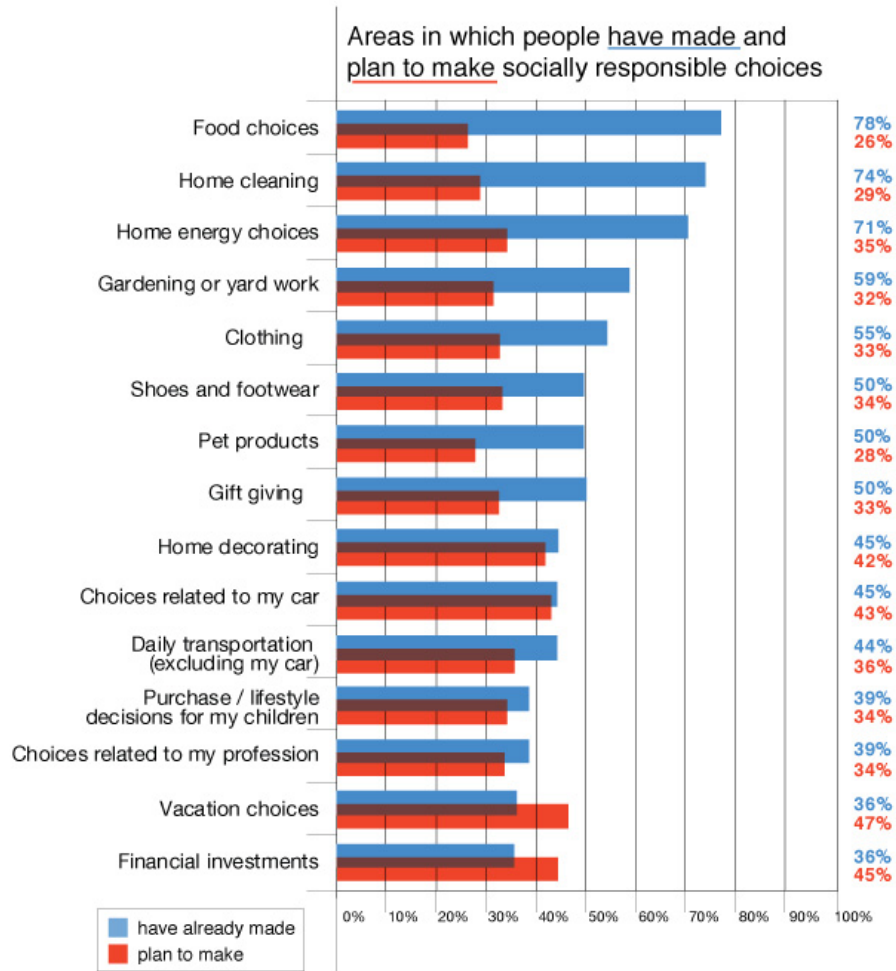


**But...the cultural and marketplace conversation is not totally reflective of how people define and interact with “sustainability”.**



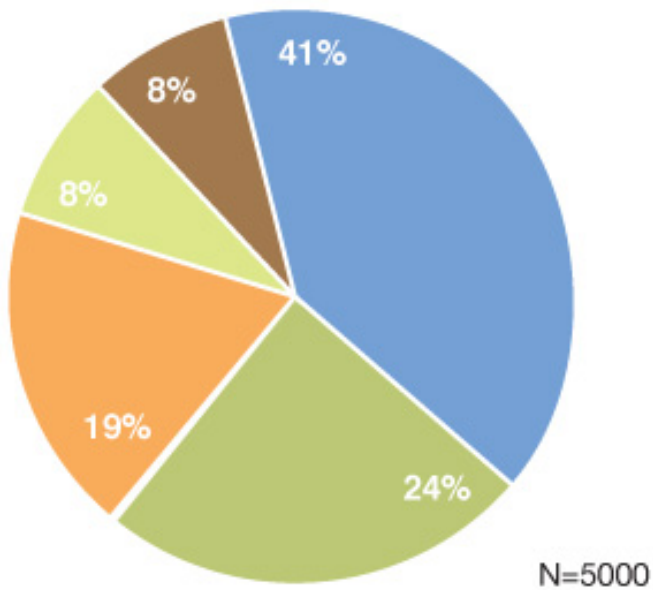


# Opportunities for Local Business



Source: The SHIFT Report's online study of 5,000 North Americans Spring 2008





## Sustainability Passion Index (SPI) General Population

- THE VOCAL GLOBALIST 41%
- THE CASUAL SPECTATOR 24%
- THE HYPER LOCAL 19%
- THE PRAGMATIC BELIEVER 8%
- THE SELF SERVING NON BELIEVER 8%



## THE HYPER LOCAL (19%)

They are passionate about local. Supporting local businesses is important to them. Buying local is important to them. They are active in their neighbourhoods and engaged with what is going on. Family, friends and community are central to their lives, but they are also very realistic about the choices they make. They shop at mega brand stores like Wal-Mart, and are generous in giving credit to brands that are trying to make a difference.



*“How can we take care of the environment,  
if we can’t take care of ourselves?”*

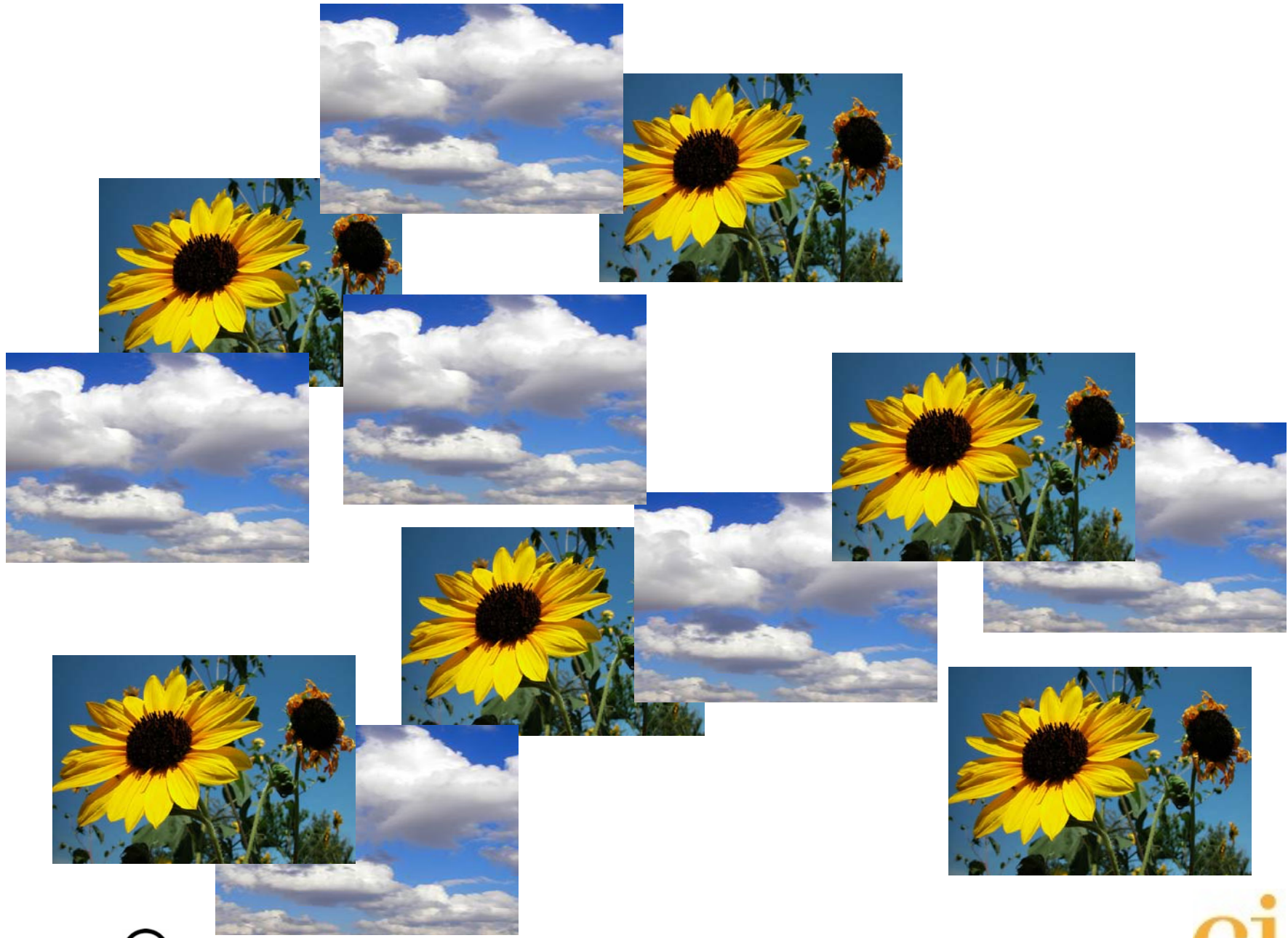
*- The SHIFT Report*

In spite of fact that people rank personal, spiritual and social sustainability issues higher than environmental issues...

The marketplace is heavily weighted to the “green” pillar of the sustainability conversation.

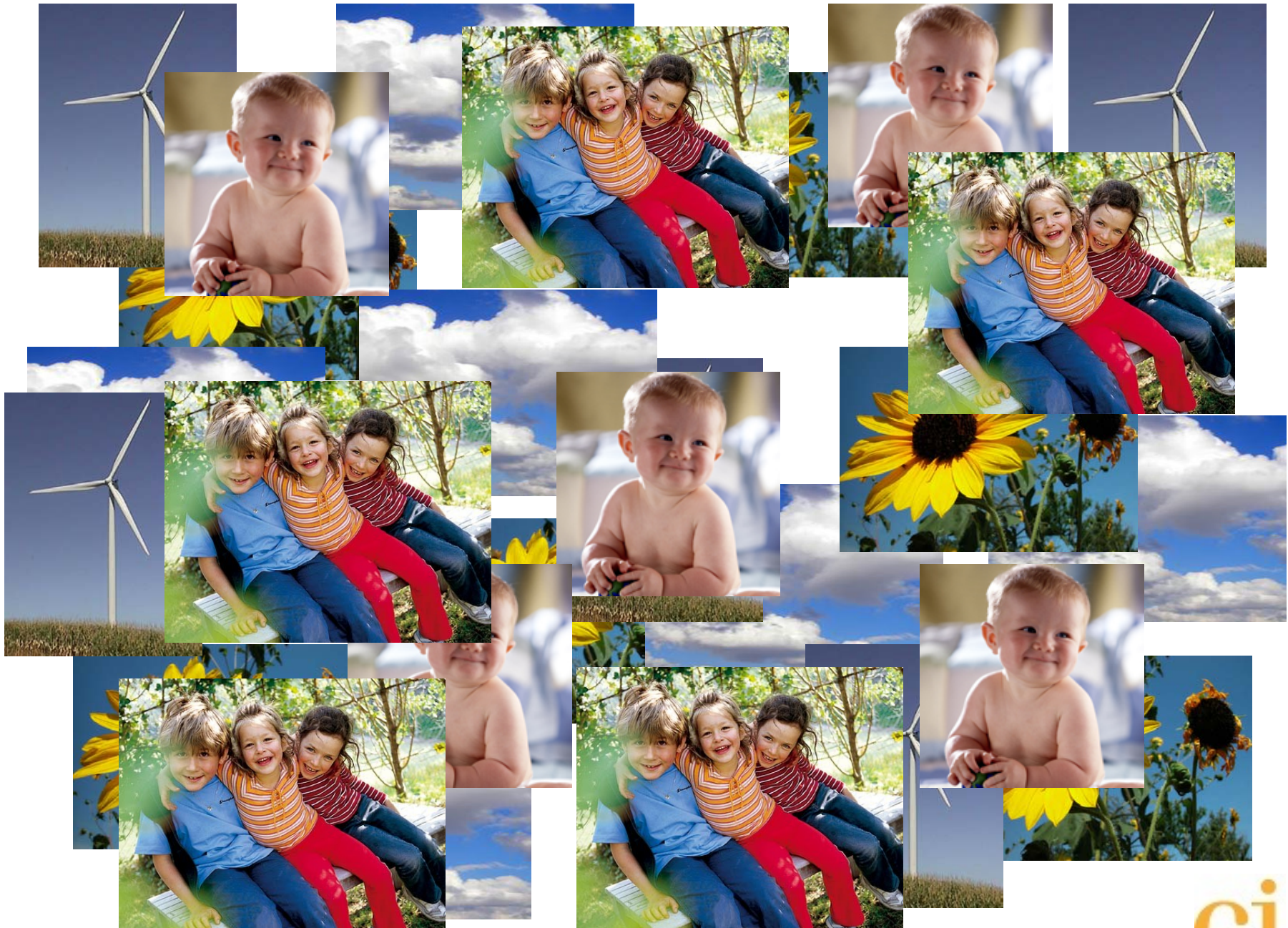








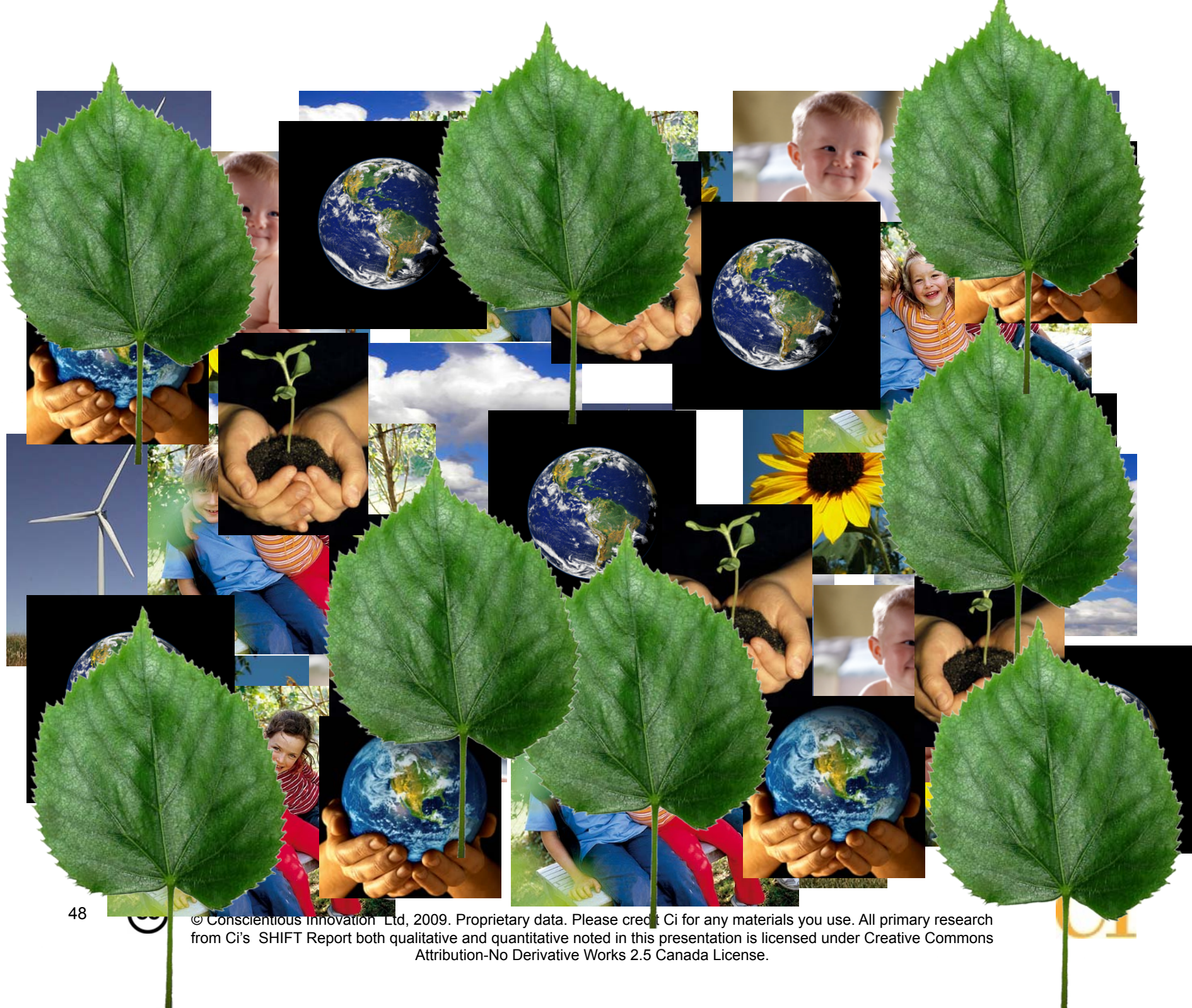


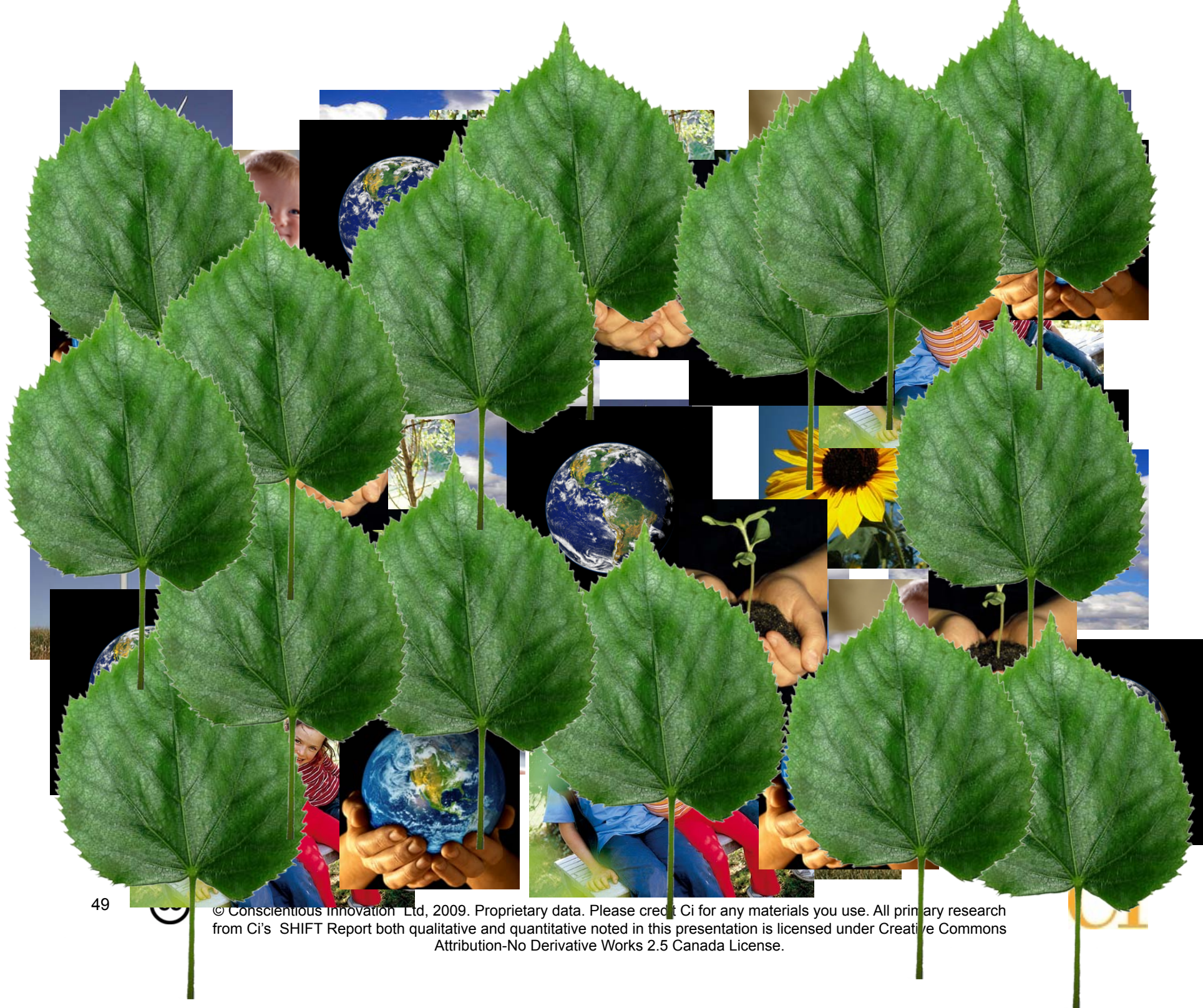


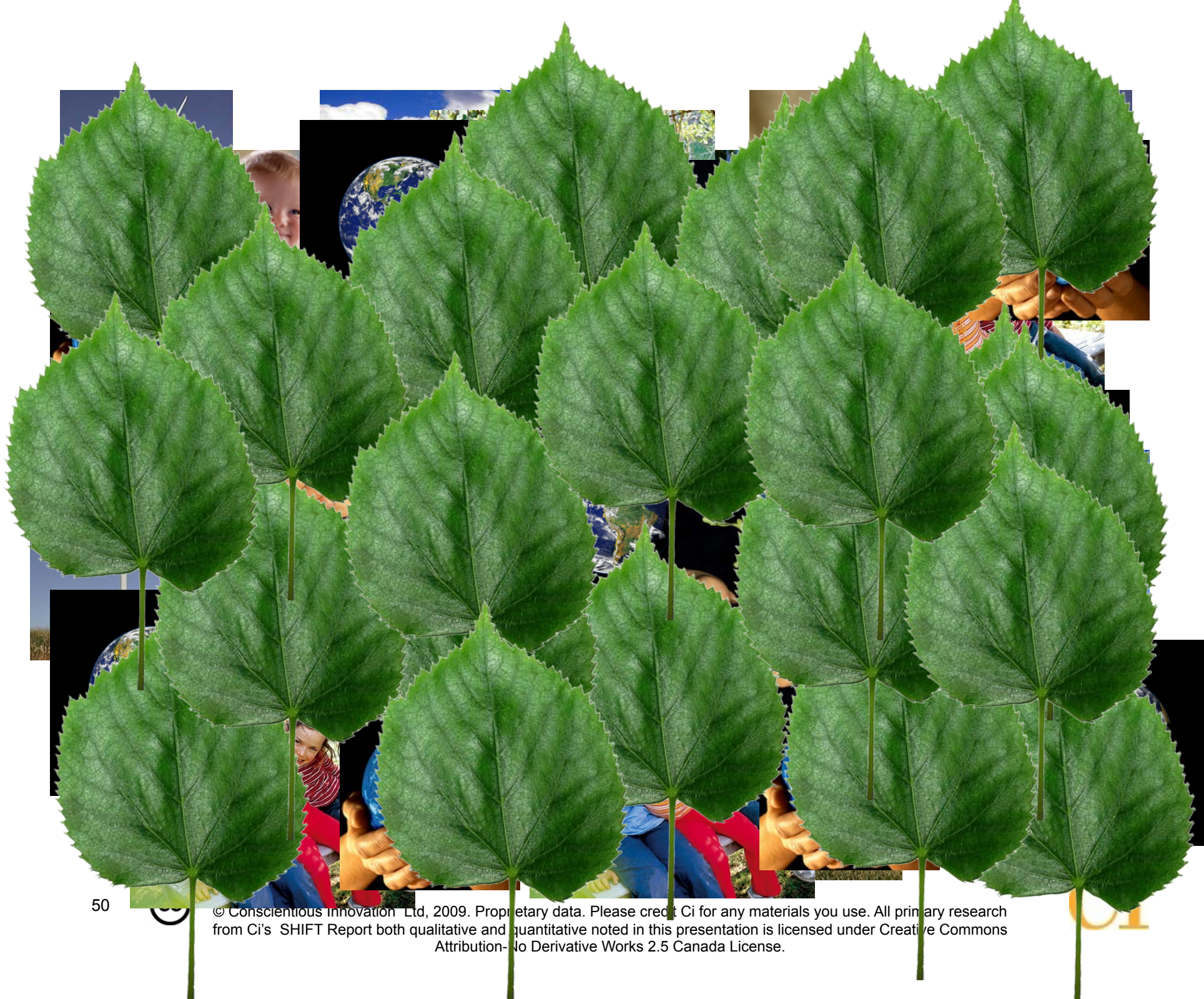














## **Ci: conscientious innovation**

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