Communicating Sustainability

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Understanding the Market
Market Size

• $355 billion *market* segment in the United States – growing at 10% per annum

• 23% of the population in United States
• 29% of the population in Japan
• 25% of population European
• 32% of New Zealand population (about 1 million)

• 800,000 New Zealand consumers switched services in the last 12 months
Understanding the Customer
LOHAS Consumer Segmentation Overview

Source: Mobium Group Pty Ltd, Living LOHAS© Report, Copyright Mobium Group 2007-2011
Who is the Audience?

- Does not conform to many of the traditional demographics
- Above average income and qualifications
- Skew to younger and female
- Large consumer of media, particularly electronic
- Evangelical and loyal
- GFC has led to more social rather than environmental
Implications for Communications
Eight Principles for Communicating Sustainability

• Paint a positive
• Use new words that inspire action
• Talk to people not at them
• Be open, honest and transparent
• Stress the business case
• Put your money where your mouth is
• Prioritise storytelling
• Make sustainability desirable