



B E T T E R
F U T U R E S
R E P O R T
— 2 0 1 6 —



METHODOLOGY

A tracking study of 13,600 people & their attitudes & behaviour towards socially, environmentally & economically responsible brands 2009-2016

2016 **N= 1000** people
Nationally representative



83% of New Zealanders worry about the future and whether we're doing enough to keep New Zealand a safe and healthy place to live.

TOP 10 CONCERNS

% of kiwis 'very concerned'

2015

Violence in society	71	69	+2
Increasing cost of living	67	67	NC
Protection of New Zealand children	66	NEW ENTRANT IN 2016	
Lack of affordable housing	62	59	+3
Crime levels	62	56	+6
Not having access to good, affordable healthcare	61	58	+3
Pollution of lakes and seas	61	60	+1
Protection and management of conservation land and waters that are special to NZ	53	54	-1
Obesity and the impact on people's health	53	48	+5
Inequalities between rich and poor	53	NEW ENTRANT IN 2016	



DESPITE INCREASED ECONOMIC CONFIDENCE, NZ HOUSEHOLDS ARE UNDER INCREASING PRESSURE, WHICH IS REFLECTED IN THEIR CONCERNS.

Environmental concerns have continued to grow but in 2016, **social** issues are occupying NZers minds.

Base: All respondents, 2011 (n=3021), 2015 (n=1004), 2016 n= 1000. Source: Please indicate how concerned you are about these issues

FASTEST RISERS - SOCIAL

LACK OF AFFORDABLE HOUSING **22+**

VIOLENCE IN SOCIETY **9+**

PRIVATISATION OF SOME GOVERNMENT SERVICES **6+**

NOT HAVING ACCESS TO GOOD, AFFORDABLE HEALTHCARE **5+**

CRIME LEVELS **2+**

FASTEST RISERS - ENVIRONMENTAL

16+ THE IMPACT OF CLIMATE CHANGE ON NZ

14+ UNSUSTAINABLE USE OF NATURAL RESOURCES IN NZ

12+ PROTECTION AND MANAGEMENT OF CONSERVATION LAND AND WATERS THAT ARE SPECIAL TO NZ

10+ POLLUTION OF LAKES AND SEAS

8+ PROTECTION AND MANAGEMENT OF ANIMALS AND PLANTS THAT ARE NATIVE TO NZ

In 2015, New Zealand joined with the world in committing to create a better future for our planet

From the United Nations' 'Transforming our world: the 2030 Agenda for Sustainable Development



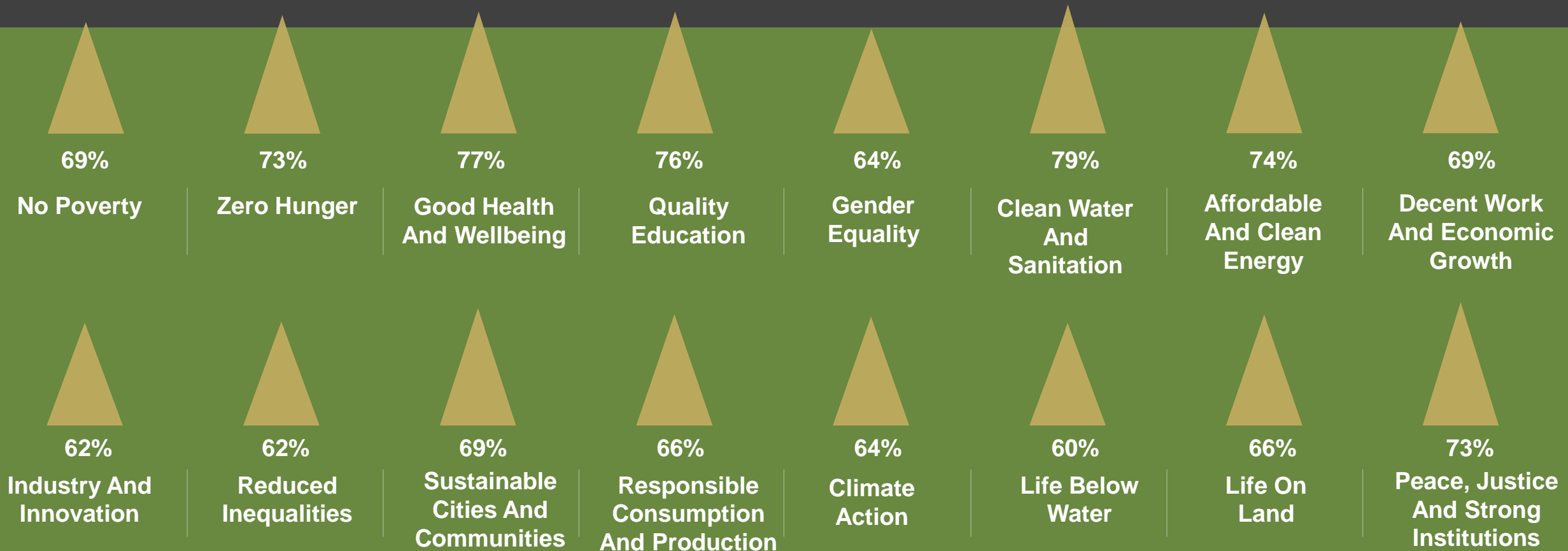
“There can be no plan B, because there is no planet B.”

Ban Ki-moon, United Nations Secretary General

THE GLOBAL GOALS For Sustainable Development

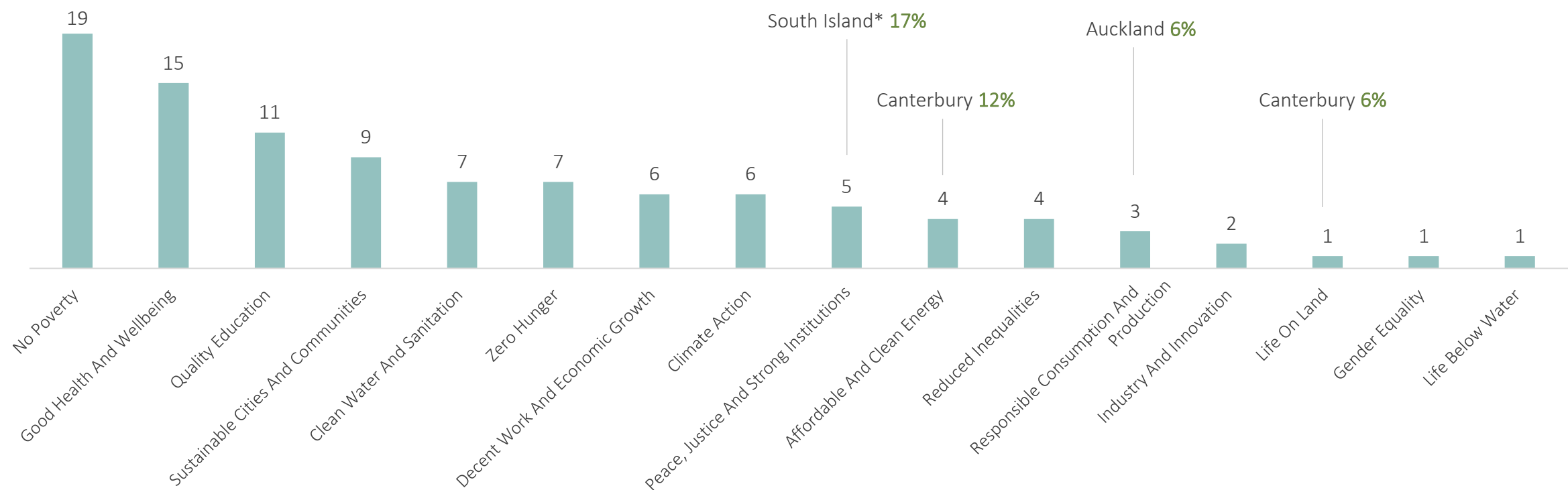


Between 60% and 80% of Kiwis rate each goal as being very important



The days of the Quarter Acre Pavlova Paradise are well over when NZers state that ‘No Poverty’ is the single most important goal for NZ to achieve.

Percent of those who think each goal is very important, who say it is the most important goal for New Zealand to be achieving



New Zealanders can clearly articulate why these goals are so important for a sustainable future

TOP 6 MOST IMPORTANT GOALS TO KIWIS

*Which goal do you think is the most important for New Zealand to be achieving?
Why do you think this is the most important goal for New Zealand to be achieving?*

1. NO POVERTY



"Because it greatly affects the future generations' resilience and ability to move forward, and achieve the other goals we've signed up to."

3. QUALITY EDUCATION



"I think that a quality education allows a person to have more opportunities, have a wider, more empathetic outlook, and enables them to engage with the world."

5. CLEAN WATER AND SANITATION



"Without clean water we're all in trouble - for drinking, irrigation, the environment. This also impacts on our tourism industry and the future well-being of our entire country."

2. GOOD HEALTH AND WELLBEING



"If people were well and healthy there would be less hospital admission and illness. People would feel happier."

4. SUSTAINABLE CITIES AND COMMUNITIES



"Because when the larger issue is broken down into smaller portions then as a community you are more likely to get involved versus it being on a national scale and trying to get everyone involved."

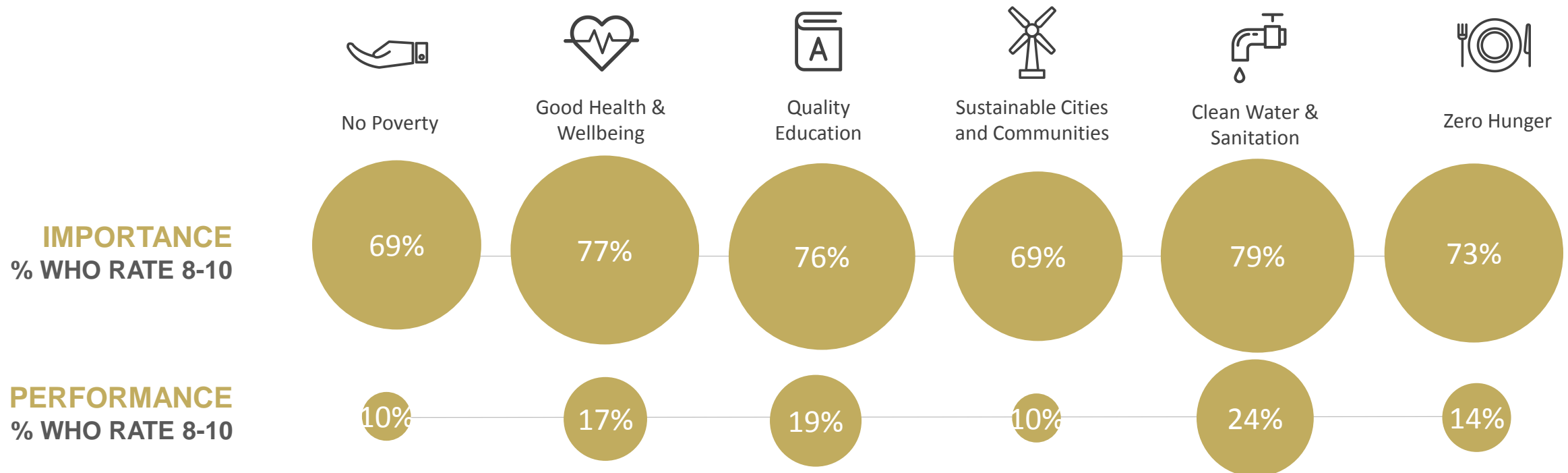
5. ZERO HUNGER



"It saddens me that some children go to school hungry or only eat junk food as this creates bad lifetime habits and can seriously hinder a child's development leading to lifelong health issues."

There is a **big gap** between how we are performing towards these sustainable goals relative to how important we think they are

TOP 6 MOST IMPORTANT GOALS TO KIWIS



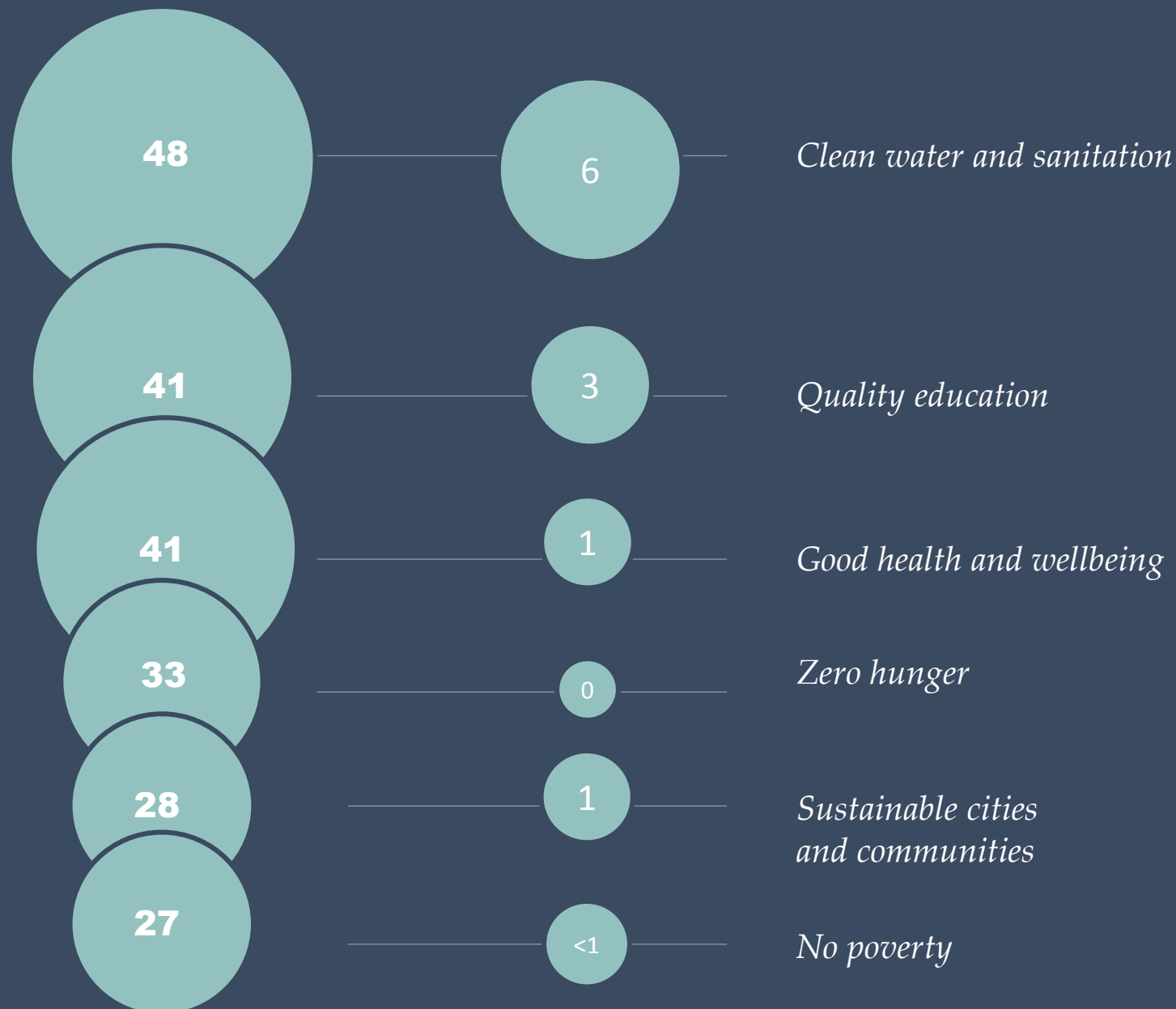
Given our natural advantages and the way brand 'NZ' is portrayed to the rest of the world there is recognition that we are far from being leaders in sustainable practices.

Base: Those who think each goal is important (n=299-383)
Source: How well do you think New Zealand is performing in the different areas of sustainability?

THE TOP 6

% WHO FEEL NZ IS BETTER THAN MOST OTHER COUNTRIES

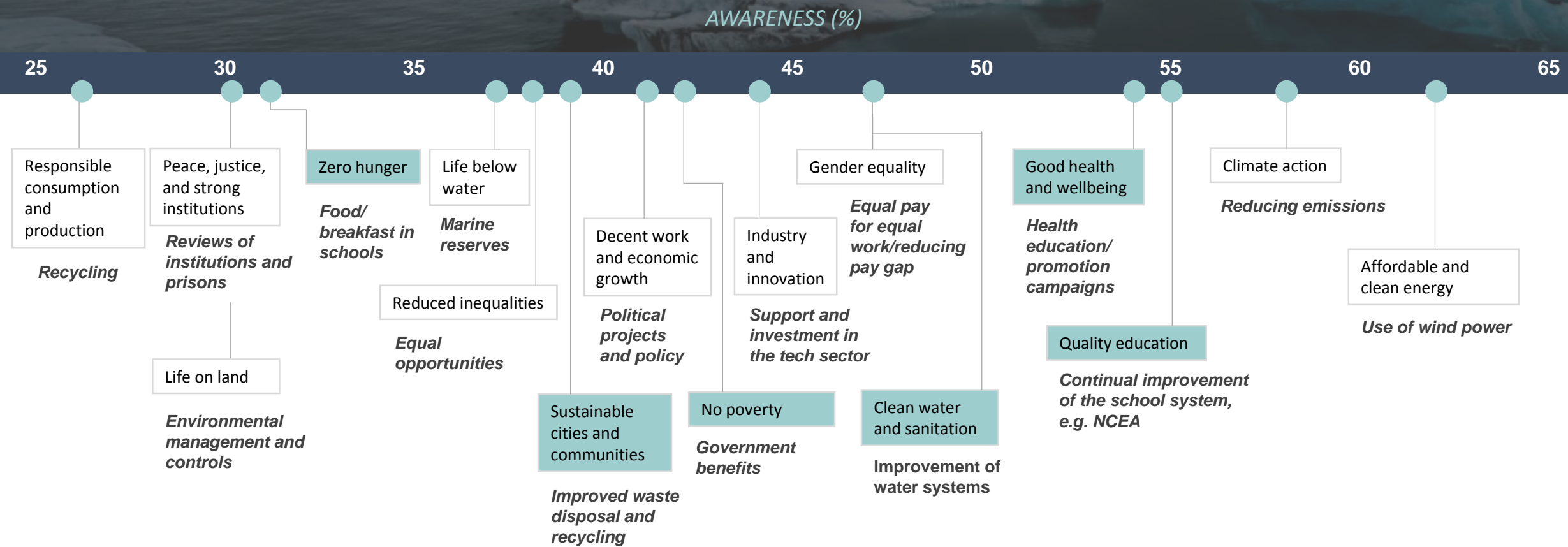
% WHO FEEL NZ IS THE LEADER IN THIS AREA



Awareness of any actions being taken towards achieving the goals is very low, even amongst those who think we are performing well on them.


Percentage of those who think NZ is performing well at each goal who are aware of steps being taken towards achieving that goal

Actions most people recall in achieving each goal



Base: Those who think NZ is performing well at achieving each goal (n=46-132) . Source: Have you heard of any steps being taken towards achieving [goal]?

Base: Those who are aware of steps being taken towards achieving each goal (n=18-64) . Source: What steps are you aware of that are being taken towards achieving [goal]?



22%

F E M A L E



WOMEN ARE LESS
LIKELY THAN MEN TO
SAY NZ IS PERFORMING
WELL AT ACHIEVING
GENDER EQUALITY.



31%

M A L E

Quality Education

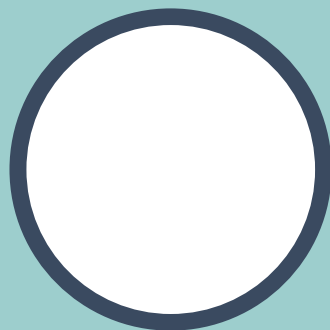


WOMEN ALSO THINK
WE NEED TO DO
MORE TOWARDS



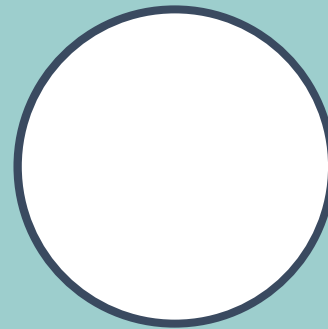
Sustainable Cities
and Communities

**Although many
don't know a lot
about it, New
Zealanders do
care about
sustainability**



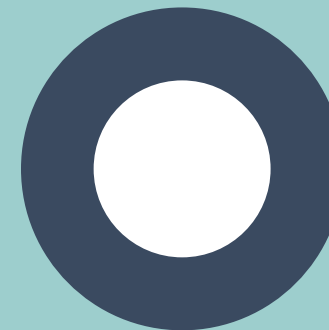
EIGHT IN TEN

*Kiwis have never heard of
the sustainable
development goals*



NINE IN TEN

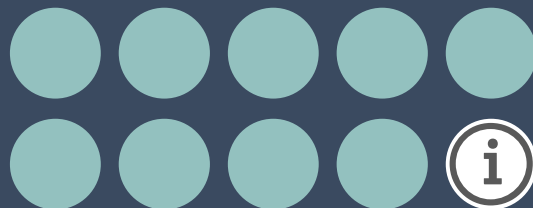
*Kiwis don't know NZ has
signed up to the goals*



THREE IN TEN

*Kiwis don't feel
well-informed about
sustainability*

B U T



NINE IN TEN

*Kiwis want to have all the facts and information
so they can make intelligent decisions about the
environment and sustainability*

Those with low commitment to living a sustainable lifestyle are realising they have to make some changes.

Base: All respondents (n= 1000).
Source: Where would you place yourself on our scale in terms of how committed you are to living a sustainable lifestyle?

COMMITMENT TO LIVING A SUSTAINABLE LIFESTYLE

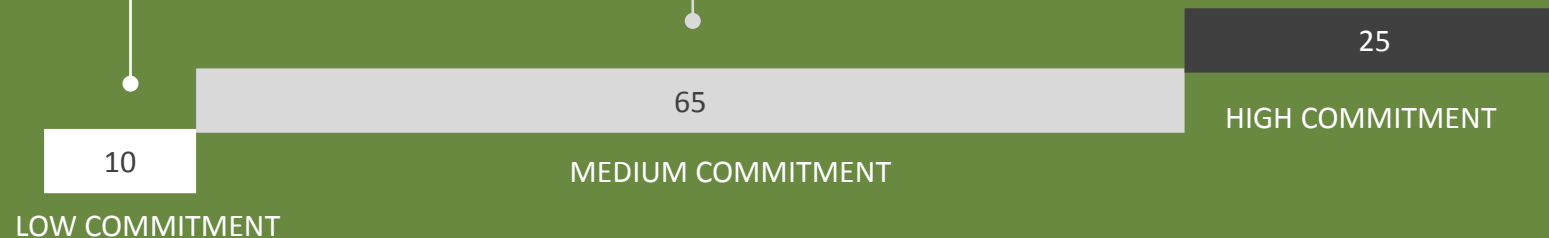
2015



-7

+7

2016



DRIVEN BY:



Women



Cantabrians




Households with kids



High income households (\$100k+ p.a.)



Gen Y and Gen X



More people are putting **value** in sustainable choices

I'm willing to pay a bit more to get the best organic, sustainable & ethically produced products available

2016

71%

2015 **64%** ↑

2016

83%

of Kiwis would stop buying a company's products if they heard about them being irresponsible or unethical

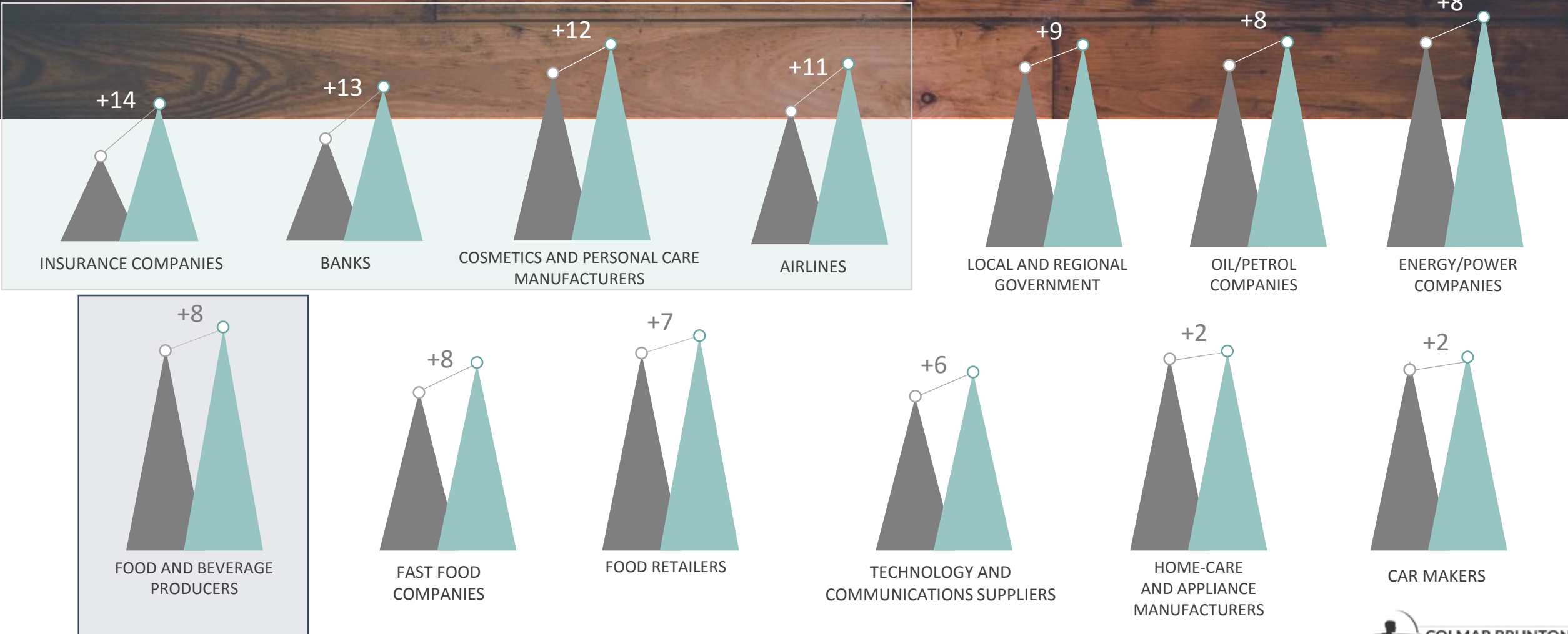
Base: All respondents (n= 1000)

Sustainability is increasingly influencing purchase behaviour across all categories

How much influence do issues of sustainability have on who you choose to buy or deal with?

(% Whose buying is influenced by sustainability)

2009/10 2015/16



Making sustainable choices is difficult when seven in ten New Zealanders cannot name a leading sustainable brand

Which brands within NZ and around the world would you say are leaders in the area of sustainability?

Base: All respondents (n= 1000). Source: And now thinking about all the brands you know of, both within New Zealand and around the world, which brands would you say are leaders in the area of sustainability?

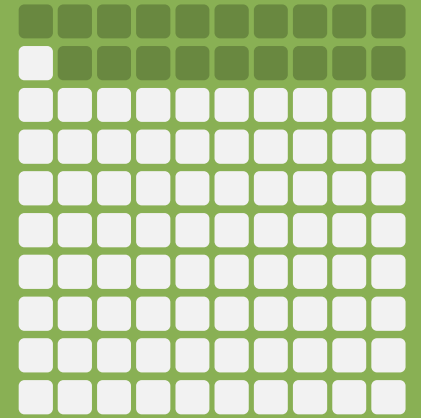
Eco Store and Fairtrade are top of mind as leading sustainable brands.



NZ's most loved brand

However businesses are getting better at communicating their sustainability stories.

81% agree
2015

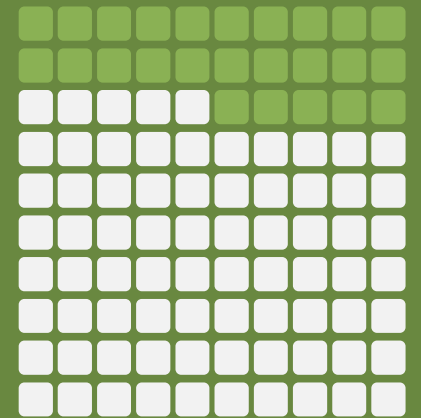


DOWN



6% IN THE PAST 12 MONTHS

75% agree
2016



Source: How much do you agree that the way businesses talk about their social and environmental commitments is confusing and hard to understand?

**Top 3 unprompted reasons
why brands are seen as
leaders in sustainability are
centred around
environmental and ethical
practices**



27%

THEY CARE ABOUT THE
ENVIRONMENT/
ENVIRONMENTALLY-FRIENDLY
PRACTICES

23%

COMMITTED/DEDICATED
TO USE OF RENEWABLE
RESOURCES

23%

THEY USE FAIR TRADE

Base: Those who mentioned a leading sustainable brand (n=281). Source: What is it about who they are and what they do that makes them a leader?

When prompted, the top 3 NZ businesses Kiwis view as leaders in sustainability position themselves as being environmentally-friendly, but other businesses are starting to be recognised for their good work

Percentage who agree that each business is a leader in sustainability



Base: All respondents (n= 151-152).
Source: How much do you agree that each of the following businesses are leaders in sustainability?

Media Release

17 November 2016

Air New Zealand supercharges its way to win New Zealand’s top sustainability award

A growing number of corporates are picking up on the importance of supporting social issues. It is clear that we are yet to adopt this into the language of “sustainability” - the end goal needs to be part of the message.

Eat My Lunch: creating a social movement through social media.



The New Zealand born social movement, Eat My Lunch, has received global attention in just eight weeks of operations through a simple business model: BUY ONE. GIVE ONE.

Eat My Lunch is a new start-up driven by a social conscience. The goal is to alleviate poverty in New Zealand by creating a social movement, starting with children's lunches. The concept is simple: for every lunch you buy, Eat My Lunch gives one to a Kiwi kid in need. By buying lunches, consumers can join the movement and create instant impact in their own communities.








Lunch is ordered through an online subscription service, costs \$10 and is delivered to your workplace and another lunch is given to local child in need. Lunches are nutritious, fresh and homemade.

With no marketing budget, Eat My Lunch created all content themselves. The team had three communication drivers and encompassed them in their designs: Lunches that Do Good, Wholesome and Nutritious Food, and Total Convenience.



The payback for organisations that have a clear sense of purpose and a positive influence on society (whether environmental or social) is evident in higher levels of trust which leads to a stronger reputation.

					
HAS A POSITIVE INFLUENCE ON SOCIETY	119	117	116	115	112
TRUST	125	111	110	115	112
ADVOCACY DIFFERENCE FROM CATEGORY AVERAGE	+48pts	+11pts	+23pts	+10pts	+42pts
ADVOCACY	82%	50%	52%	24%	80%

Employers also have an important role to play in the sustainability story – for the majority of employees, having a genuine purpose is just as important as profit

Base: All Employment Perspectives respondents (n=500). Source : Now, thinking your current place of employment, please indicate whether you agree or disagree with the following



72%

say it's important for them to work for a company that is socially and environmentally responsible

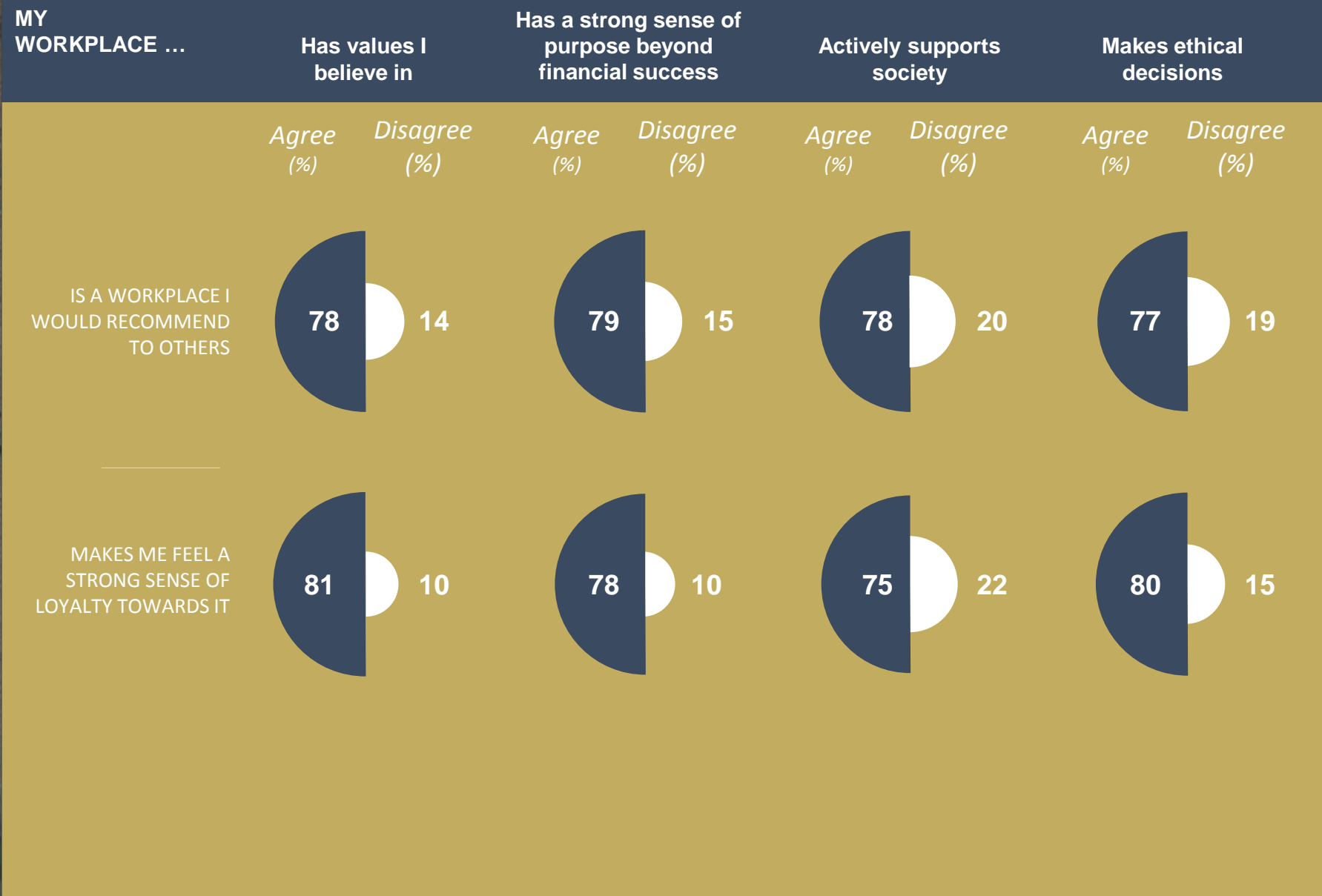


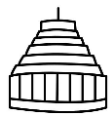
66%

of Kiwis would rather work for a company with strong values even if they are paid less

There are significant reputational and loyalty rewards for those organisations who are perceived to have a positive impact on society.

Their employees are more likely to remain loyal, and to act as advocates of the company.





SUSTAINABILITY AND THE PUBLIC SECTOR

Sustainability is a key component for the reputation of public sector organisations. The ability of organisations to make a positive difference, in terms of social responsibility, and for that to be visible to the public is a key factor in how we speak of them

HARD (SUCCESS)

REPUTATION (REPZ)

SOFT (SIGNIFICANCE)

LEADERSHIP/
SUCCESS

FAIRNESS

SOCIAL
RESPONSIBILITY

TRUST

NZ PUBLIC
SECTOR

22%

24%

27%

27%

NZ PRIVATE
SECTOR

26%

21%

14%

39%

GLOBAL
IMPACT ON
ADVOCACY

35%

32%

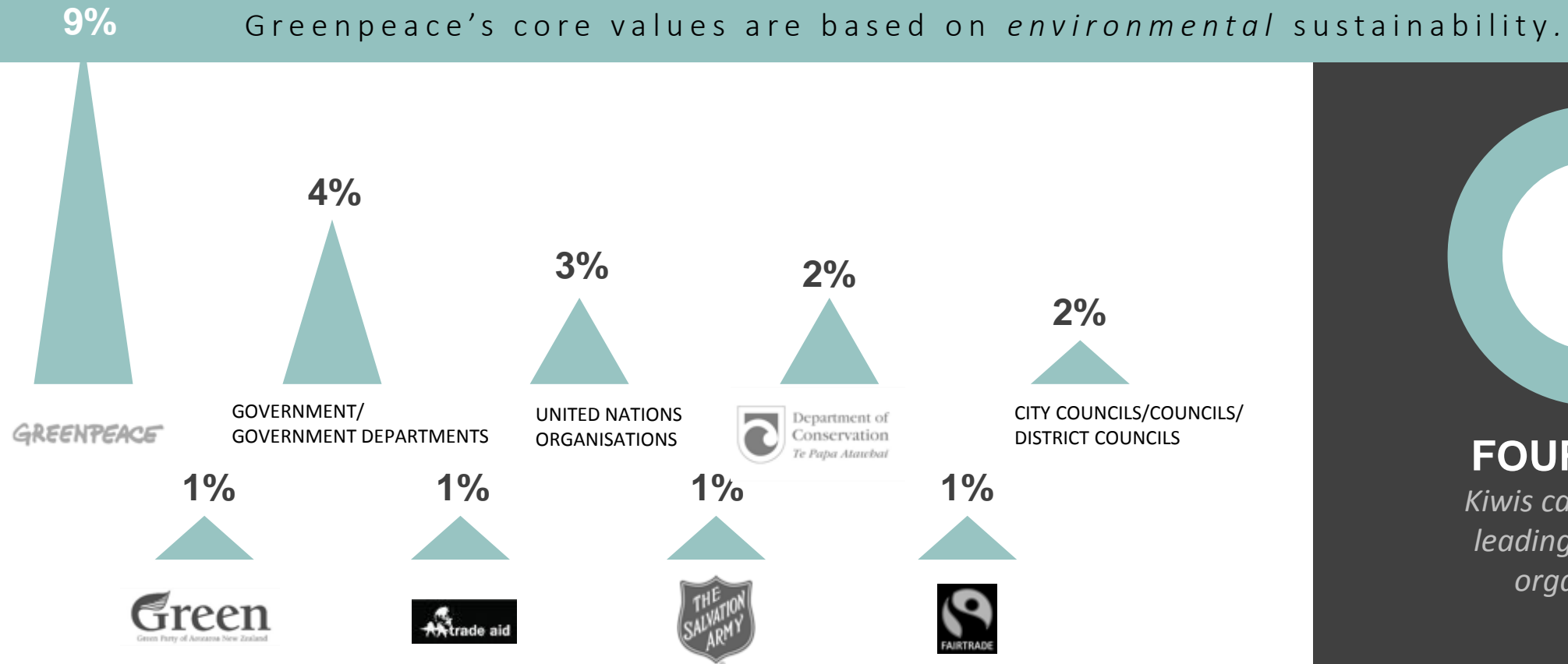
17%

16%

The most commonly recalled sustainable organisation by New Zealanders is Greenpeace.

Percentage who mention each organisation when recalling organisations (unprompted) that are leading the way in any area of sustainability, globally or locally

Base: All SDG respondents (n=500). Source: What organisations, globally or locally, do you think are leading the way in any area of sustainability? By organisations, we mean government bodies or non-profit or voluntary groups?

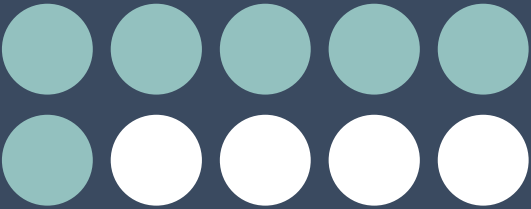
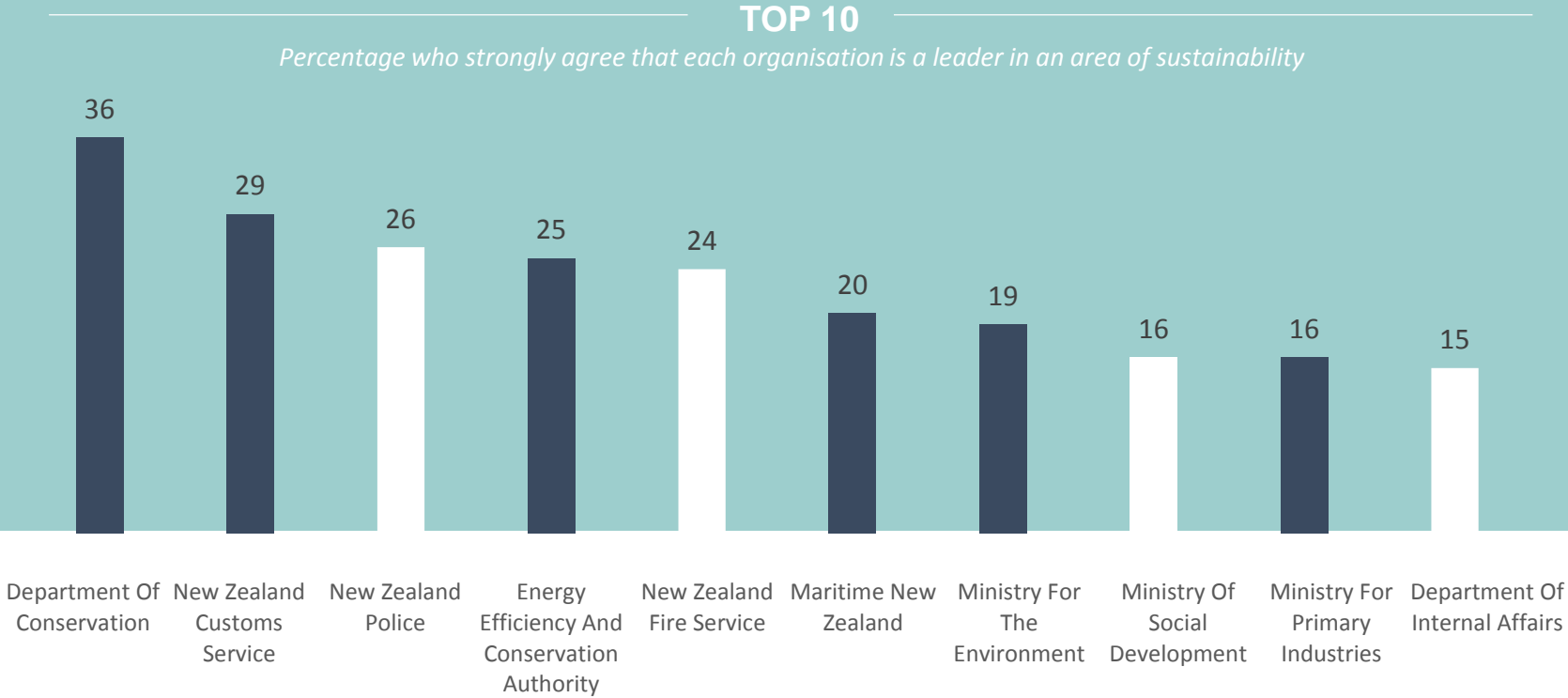


FOUR IN TEN

Kiwis cannot name a leading sustainable organisation.

There's a disconnect between which sustainable goals New Zealanders consider important versus the organisations that have the strongest sustainable presence.

Base: All SDG respondents (n=500).
Source: How much do you agree that each of the following organisations are leaders in any area of sustainability in New Zealand?



SIX OF THE TOP 10

organisations Kiwis view as leaders in an area of sustainability are tasked with environmental protection, maintenance, or improvement.

But sustainability means more than just caring for the natural environment. The UN's goals for sustainable development cover a broad spectrum of areas.

Many of the goals have an environmental focus, but those with a direct environmental focus are further down on the list of those most important to Kiwis.



1. No Poverty



2. Good Health And Wellbeing



3. Quality Education



4. Sustainable Cities And Communities



5. Clean Water And Sanitation



6. Zero Hunger



7. Climate Action



8. Decent Work And Economic Growth



9. Peace, Justice And Strong Institutions



10. Affordable And Clean Energy



11. Reduced Inequalities



12. Responsible Consumption And Production



13. Industry And Innovation



14. Gender Equality



15. Life Below Water



16. Life On Land



SO WHAT DOES THIS ALL MEAN?

1

T A K E O U T 1

New Zealanders have little awareness of the SDGs but are clear that a sustainable future requires an urgent improvement on social issues – particularly poverty. There is no shortage of desire to make a difference – people just need to know what to do.



Te Puea Marae inundated with support and donations for homeless

Since Te Kāea broke the story, the marae has also received calls from people wanting to support, from as far as New York, the Waitomo Caves in the Waikato, and Te Pā Harakeke Kōhanga Reo, just across the road from the marae.

T A K E O U T 2

NZ businesses are recognising the growing importance of communicating their impact on NZ communities – and those who are seen to be making a genuine positive contribution are rewarded with loyalty, advocacy and a workforce that believes in their purpose.



Airpoints™ for Schools

AIR NEW ZEALAND 

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3

T A K E O U T 3

2016 has seen strong anti-establishment movements rock the UK and US. How public sector organisations deal with the challenges of globalisation and creating a fairer society can help to ensure New Zealand doesn't fracture in the same way.





Corporate citizenship is the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve their quality of life

KING REPORT ON CORPORATE GOVERNANCE 2002 KING II.



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