



# Catalyzing Your Consumers On Climate

20 November 2019

## 73 Percent of Millennials are Willing to Spend More Money on This 1 Type of Product

It's not even close to avocado toast.

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By Melanie Curtin *Writer, activist* @melaniecurtin



**SUPPORT REGENERATIVE ORGANIC AGRICULTURE! HEAL THE SOIL!**  
**HEAL EARTH!**  
 REGENERATE SOIL-FARMS-COMMUNITIES-CLIMATE-PLANET-LIFE!

FAMILY SOAPMAKERS SINCE 1858  
**DR. BRONNER'S**  
**18-IN-1 HEMP PEPPERMINT PURE-CASTILE SOAP**  
 MADE WITH ORGANIC OILS

**CERTIFIED FAIR TRADE**  
 MADE WITH ORGANIC OILS  
 INGREDIENTS: Water, Organic Coconut Oil\*, Potassium Hydroxide\*, Organic Palm Kernel Oil\*, Organic Olive Oil\*, Methyla Arvensis, Organic Hemp Oil, Organic Jojoba Oil, Methyla Figueria, Citric Acid, Tocopherol

**CERTIFIED FAIR TRADE INGREDIENTS**  
 \*None remains after saponifying oils into soap & glycerin

**100% POST-CONSUMER RECYCLED PLASTIC BOTTLE!**  
 2-3x more concentrated than many leading liquid soaps, cleanses & body washes. Dilute with water. Check label below for more information. Reuse at about 50%.

**WARNING!** Don't drink soap! Keep out of eyes. If soap clogs, poke it clear. Do not squeeze bottle and shoot out soap. Soap can sting and squirt with pure dispensers. Flush eyes well with water for 15 minutes. Consult a physician if irritation persists.

**ALL-ONE! MAGIC SOAPS**

**CLIMATE ACTION NOW!**  
 Conventional agriculture relies on fossil fuel intensive synthetic nitrogen fertilizer & aggressive tillage practices that release and carbon into air. Regenerative agriculture uses natural nitrogen fixing cover crops, compost & no-till or low-till methods to draw carbon into the soil—the largest land-based sink—where it nourishes plants & animals, and helps mitigate climate change!

**END FACTORY FARMING!**  
 More than 95% of animals used to produce U.S. meat, eggs & dairy are raised under horrific conditions on Confined Animal Feeding Operations (CAFOs) and consume most of the world's antibiotics and other medicines, hormones, and drugs. These monoculture deserts of feed are like a million barrens of weeds, destroying soil and generating massive greenhouse gas. Get out to eat! Buy local! Support regenerative agriculture!

**Three pillars of Regenerative Organic Agriculture:** **1. Increase soil organic matter** Sequester carbon in the soil (no/low-tillage—cover-crops and crop rotation—rotational grazing practices—no synthetic fertilizers or pesticides); **2. Improve animal welfare!** Five freedoms for farm animals: no hunger or thirst, no discomfort, no pain-injury-disease, freedom to express normal behaviors, no fear or distress (Only grass-fed and pasture-raised—suitable shelter & minimum transport distances—no Confined Animal Feeding Operations (no CAFOs)); **3. Be fair to farmers ranchers-workers!** Provide living wages and long-term commitments—fair pricing for all buyers—farmers—no child labor—no forced labor!

**WATCH AND READ KISS THE GROUND & EATING ANIMALS!**  
 Learn how your choices can support regenerative agriculture. "Heart to heart, but beyond our crops..."—John Thayer, The "Kiss the Ground" movement is a call to action for all of us to take responsibility for the food we eat and the planet we live on. "Our choice of food will make or break our planet."—John Thayer, Kiss the Ground "Our response to the food we eat is ultimately a lot of how we respond to the power lies for the most part."—John Thayer, Kiss the Ground "We need to eat local, have a farm-to-table mentality, and support local farmers who are committed to regenerative agriculture."—John Thayer, Kiss the Ground "We need to eat local, have a farm-to-table mentality, and support local farmers who are committed to regenerative agriculture."—John Thayer, Kiss the Ground

32 FL.OZ./946mL



a project of



**COMMIT. ACT. IMPACT.**

# Climate Collaborative Commitment Areas



Integrate carbon farming into the agricultural supply chains



Increase energy efficiency



Reduce food-waste in the supply chain



Remove commodity-driven deforestation from supply chains



Reduce the climate impact of packaging



Responsible engagement in climate policy



Commit to 100% renewable power



Reduce short-lived climate pollutant emissions



Reduce climate impacts of transportation

# There is momentum in the industry

**456**

Companies  
Committing to Action

**1753**

Commitments

# There is momentum in the industry

Justin's



gaia  
HERBS

456

Companies  
Committing to Action

1753

Commitments



Community  
FOOD CO OP



Veritable  
Vegetable



REBBL

seventh  
generation.



MegaFood  
Fresh From Farm To Tablet™

nutiva  
NURTURE VITALITY™



# THANK YOU TO OUR DONORS!

Alter Eco	Gaia Herbs	MOM's Organic	Plum Organics
Annie's	General Mills	Market	Pluot Consulting
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Danone North	Guayaki	New Morning Market	Stonyfield
America	Happy Family	Numi	Straus Family
Decker and Jessica	Harmless Harvest	Nutiva	Creamery
Rolph	INFRA	Oregon's Wild Harvest	Studio Fab
Dr. Bronner's	Justin's	Organic India	Sweet Additions
Eatsie.us	KeHE	Organic Valley	Tiger Cool Express
Foodstirs	Lotus Foods	Outpost Natural Foods	Traditional Medicinals
	MegaFood	Patagonia	Trayak

# Our Speakers



**Erin Callahan**  
*Director,*  
Climate Collaborative



**Danielle Vogel**  
*Owner,*  
Glen's Garden Market



**Brianna Graves**  
*Director of Marketing and  
Development,*  
Guru



**Rafi Loiederman**  
*Content Editor,*  
Dr. Bronner's



**Gagan**  
*Founder,*  
Guru

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**WE ARE**

**GURU**

**On spaceship earth there are no passengers, we are all crew.**

*-Buckminster Fuller*



# Engaging Consumers Around Climate Action

Webinar Nov. 20, 2019

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Agenda for Today's  
Webinar

- 1 Guru + Climate Collaborative  
Consumer Engagement Group**
- 2 Best Practices for  
Engaging Consumers**
- 3 Introducing Dr. Bronner's and  
Glen's Garden Market**
- 4 Next Steps in 2020**
- 5 Group Discussion**



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# B2B2C

## Why This Matters?

**81%** of global respondents feel strongly that companies should help improve the environment. This passion for corporate social responsibility is shared across gender lines and generations.

Consumer engagement is crucial, and many companies struggle with how to start a dialogue with their consumers around climate action and their sustainability initiatives.

**54%** of Climate Collaborative companies identified in a survey this year that they would like resources and focus on consumer climate engagement in 2019.



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# Why Us? Why Now?

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The Natural Products Industry has and will  
always be innovators for good

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This is our chance to unify and collectively break  
through to a concerned consumer

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Guru has developed an e-book with guidance to successfully engage consumers and stakeholders around climate action and initiatives that includes:

**How** to identify your authentic brand alignment to one or more of the Climate Initiatives (your 'way in' to the conversation and to action)?

**What** is your climate action brand narrative and how do you tell it to consumers and customers?

**What** marketing tools do you need to move consumers to action?

**How** do you collaborate with and support like-minded brands for a greater collective impact? (*Spoiler alert: the answer is the Climate Collaborative*)





# TOP 10 TIPS

To Successfully Engage Your Consumers Around  
Climate Action

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To Successfully  
Engage Your  
Consumers Around  
Climate Action

# 2

**Build trust through  
positive reinforcement and  
transparent storytelling.**



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**Volkswagen**





# TOP 10 TIPS

To Successfully  
Engage Your  
Consumers Around  
Climate Action

#4

**Demonstrate your brand's  
progress (even incremental)  
to sustain consumer  
motivation.**



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# BADGERBLOG

Healing Products • Healthy Business • Make a Difference  
Blog Home About Badger Shop Badger

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- Recent Posts
- Global Climate Strike
  - Solving the Problem of Plastic Packaging: An Imperfect Path to Lessening Waste
  - Planting Seeds of Change
  - How to Choose the Best Mineral Sunscreen
  - 2018 Annual Impact Report
  - Sunscreen Safety in the News
  - New Badger Beeswax Candle
  - DIY: Make discontinued Badger products at home
  - Heal the World: An Earth Day Story
  - How to Use Cleansing Milk and Balancing Mist



Home » Business » Solving the Problem of Plastic Packaging: An Imperfect Path to Lessening Waste

## SOLVING THE PROBLEM OF PLASTIC PACKAGING: AN IMPERFECT PATH TO LESSENING WASTE

Posted on August 20, 2019 by Badger Balm — 7 Comments

The topic of plastic packaging is a tough one. Especially when you sell products in plastic packaging. Because we believe in transparency, we want to share exactly where we are in our journey. We're committed to significantly lessening our impact and realize that we have a long road ahead of us to do so. We hope you'll join us in taking up the challenge of reducing plastic waste.

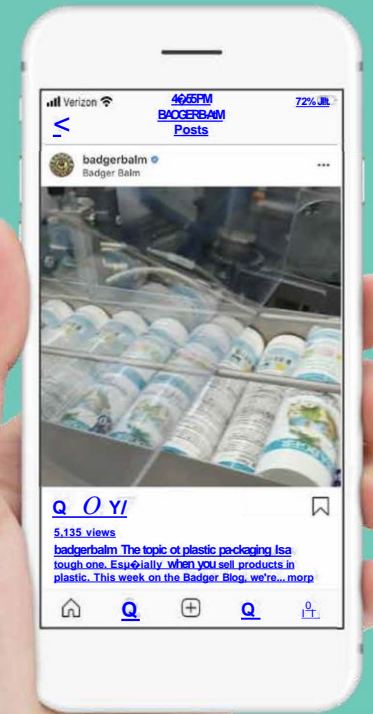
### So how did we get here?

You can't talk about plastic packaging without talking about recycling. By now, you've probably learned that in 2018, China decided to restrict the import of recycling to protect environmental and human health, and this decision included materials produced by the United States. Over the last year, this policy has changed the world of recycling drastically. While many businesses and individuals continue to collect and sort their recyclables, the market to purchase and transform them into new materials is shrinking which means much of it can end up incinerated, landfilled, or in our oceans. In fact, before this global shift, less than 9% of plastic was recycled each year before 2015. Today, the market for that plastic is even more limited.



Research estimates that up to 87,000 tons of plastic are currently floating in our oceans.

The single-use packaging system is broken. Recycling alone is not good enough. Businesses and individuals must find innovative ways to eliminate, reduce, and reuse packaging. At Badger, we're on a



Verizon 4:06 PM 72%  
BADGERBAM Posts  
badgerbalm @ Badger Balm  
[Video of factory production line]  
Q O Y I  
5,135 views  
badgerbalm The topic of plastic packaging is a tough one. Especially when you sell products in plastic. This week on the Badger Blog, we're... more



# TOP 10 TIPS

To Successfully  
Engage Your  
Consumers Around  
Climate Action

#9

**Be as bold as is comfortable.  
Then, be bolder.**



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**SAMBAZON<sup>®</sup>**



**SAMBAZON**  
PRESENTS  
**PURPLE FOR THE PLANET**

A MOVEMENT TO SAVE  
**30 ENDANGERED SPECIES IN 30 DAYS**  
ONE PURPLE HEAD AT A TIME.

The poster features a central illustration of a globe with a purple head of hair, surrounded by various purple and green plants and leaves. The background is a textured green color, and the entire design is framed by a black and white geometric border.



**SAMBAZON**  
THANKS YOU FOR GOING

**#PURPLEFORTHEPLANET**

**126,270 ACRES PROTECTED**  
**216 SPECIES SAVED**  
**ALL IN 30 DAYS.**

The graphic has a dark purple background with various green and purple leaves and plants. A small globe with a purple head of hair is visible on the left side.



SAVE 30 ENDANGERED SPECIES IN 30 DAYS.

The hand is holding a smartphone that displays a video. The video shows a sloth with a purple head of hair, surrounded by green and purple plants. The text "SAVE 30 ENDANGERED SPECIES IN 30 DAYS." is overlaid on the video. The Sambazon logo is visible in the bottom right corner of the video player.

# TOP 10 TIPS

To Successfully  
Engage Your  
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# 10

## Partner with like-minded orgs in the climate space.

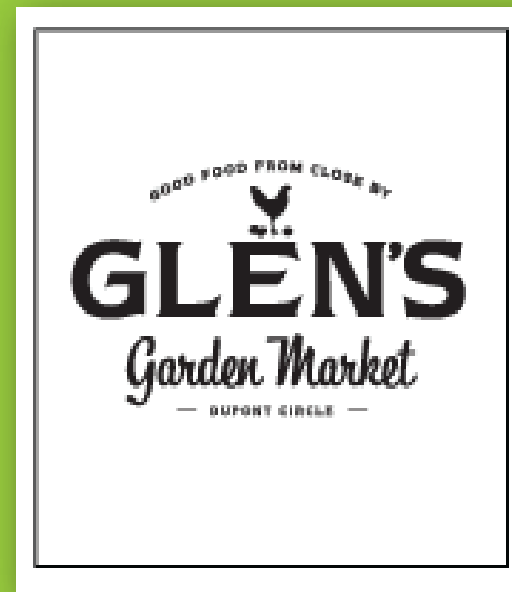
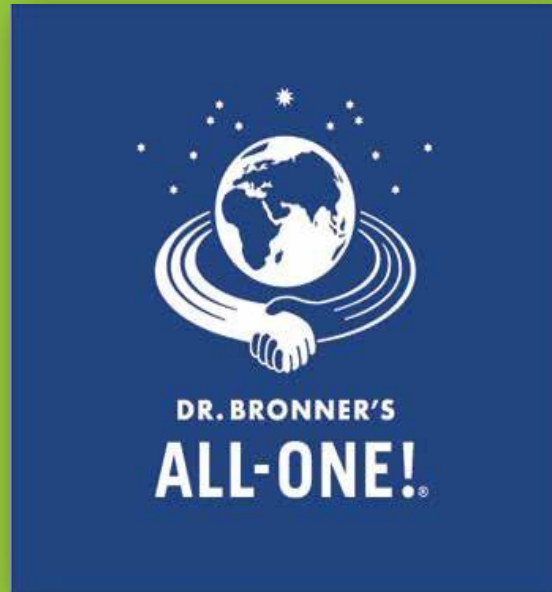


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**CLIMATE**  
**COLLABORATIVE™**  
*Commit. Act. Impact.*



What's Next?

**Leverage these insights and shared learnings to create:**

- 1 Partner Toolkit**
- 2 Consumer Facing Campaign**



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Elements of the  
Partner Toolkit

**Climate Action Playbook (Best practices and tips for engaging consumers)**

**Shared Narrative/Vernacular**

**Editorial calendar with quarterly content focus around one climate initiative for all participating (and prospective) brands**

**Climate Collaborative Badging System**

**Graphic Elements and Swag**



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# Consumer Facing Campaign

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The Time Is Now to Leverage The Collective For Greater Impact and  
Create a Powerful Ripple Effect Across  
Stakeholders & Industries

## Campaigning for Climate Action

### WHAT IS INVOLVED?

- **CONNECTIONS and COMMUNICATIONS PLANNING**

Deliver the right messages to the right audience at the right times to be most effective.

- **CAMPAIGN CONCEPTING and DEVELOPMENT**

Creative strategy rooted in a big idea that communicates your unique positioning to the market, brought to life across owned, earned and paid media tactics.

- **ONGOING STRATEGY, MARKETING & OPTIMIZATION**

Guru will launch the campaign into market and then remain engaged for 3-6 months to monitor and optimize the campaign tactics.



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## WHAT RESOURCES ARE NECESSARY?

- **Partner Toolkit & Training:**
  - Timing: 1-2 months
  - Budget: \$7500-20,000 (depending on contents)
- **Consumer Facing Campaign:**
  - Timing: Approximately 3-4 months to launch, plus 3-6 months of campaign optimization (6-10 months in total)
  - Budget (exclusive of production costs):  
\$75,000-150,000



# PROJECT SCHEDULE



## Get Smart

Onboarding  
Materials Review

Social Listening &  
Landscape Research

## Get Aligned

Creative & Connections  
Strategy Brief

Engagement Path

## Get Creative

Concept Development

Media / Connections  
Planning

## Get Ready

Creative Execution

Asset Creation

Media Planning & Buying

## Launch & Maintain

Launch Campaign Ongoing  
Monitoring Monthly

Reporting Ongoing  
Optimization Ongoing Build  
& Refresh



## Questions for Discussion

- 1 Can we sustain a ten-year plan toward 2030 goals?
- 2 Is it realistic/do-able to share a quarterly editorial calendar focus?
- 3 To campaign or not to campaign? To
- 4 badge or not to badge?
- 5 How can retailers help educate and highlight the work that brands are doing?
- 6 How do we leverage this work to recruit new brands, retailers and other stakeholders into climate action?  
  
→ *Showcase that consumers care and the value to brands in joining the collective.*
- 7 Do you want to add any other best practices into our evolving playbook?



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# 1% FOR THE PLANET

B2B2C Campaign  
Example

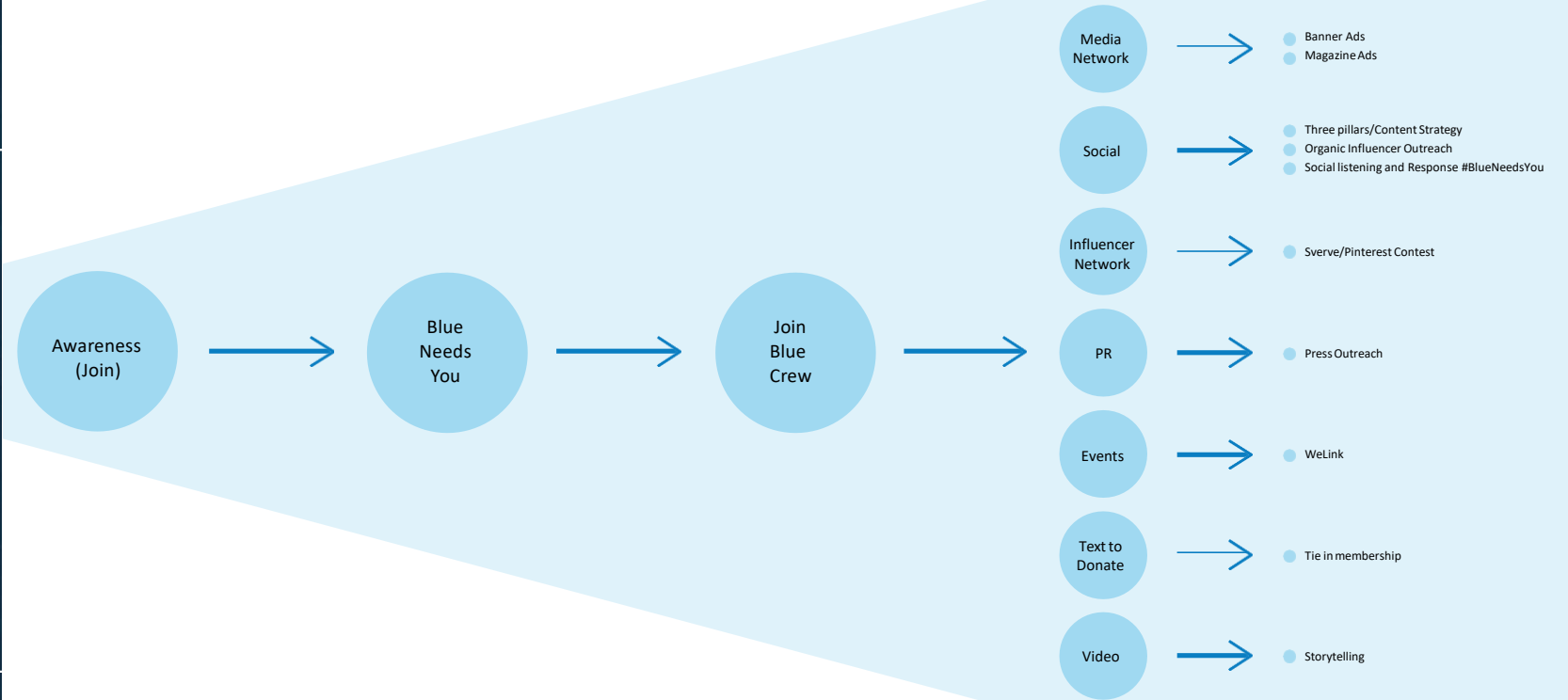


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# B2B2C Campaign Example

# 1% FOR THE PLANET

LAUNCH / CTAS

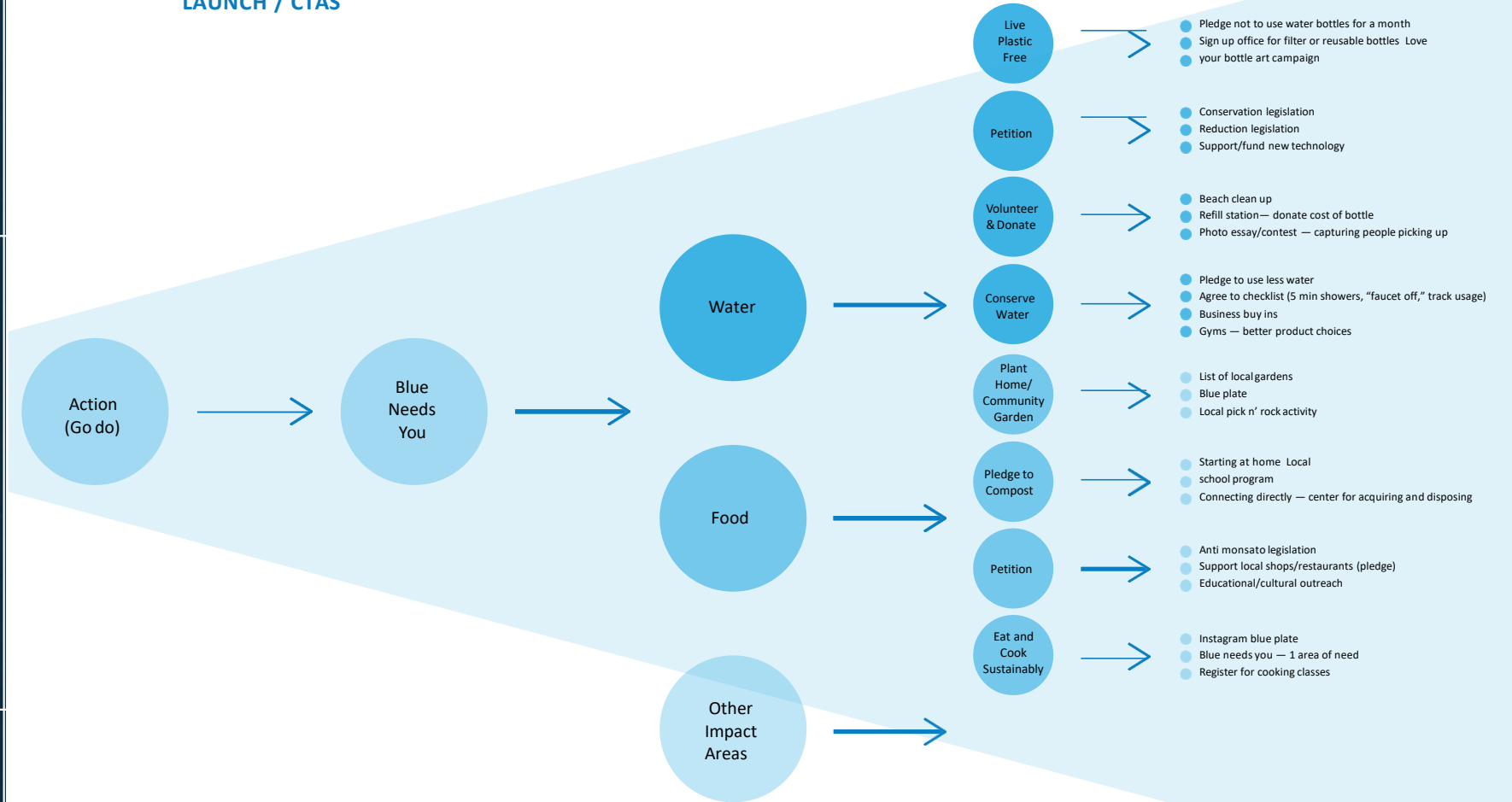


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# B2B2C Campaign Example

# 1% FOR THE PLANET

LAUNCH / CTAS



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# Discussion



**Erin Callahan**  
*Director,*  
Climate Collaborative



**Gagan**  
*Founder,*  
Guru



**Danielle Vogel**  
*Owner,*  
Glen's Garden Market



**Rafi Loiederman**  
*Content Editor,*  
Dr. Bronner's



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