



a project of



*Commit. Act. Impact.*

# Communicating Climate Action to Consumers Amid COVID-19

April 30, 2020

# LEAD on Climate

Join businesses May 12 & 13 2020 to call for comprehensive climate action.



[www.leadoncarbonpricing.com](http://www.leadoncarbonpricing.com)

# How many companies have committed?

Justin's



gaia  
HERBS

600+

Companies  
Committing to Action

2300+

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

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Lundberg Family Farms

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Nature's Path Foods

New Hope Network

New Morning Market

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Sambazon

Stonyfield

Strategic Rise Partners

Straus Family  
Creamery

Studio Fab

Sweet Additions

Tiger Cool Express

Traditional Medicinals

UNFI

Whole Foods Market



**Ed Maibach**

Director,  
George Mason University,  
Center for Climate Change Communication

**GURU**



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**SERIES Vol. 1**

CLIMATE ACTION AND  
YOUR CONSUMERS

BUILD A LASTING LEGACY


# PLAYBOOK **FOR** PURPOSE

Catalyzing your consumers  
in climate action

**CHECKLIST FOR CHANGE**  
Find your authentic way into  
the climate conversation

**TOP 10 TIPS**  
Effectively engage your  
consumers in climate action

**WE'RE STRONGER TOGETHER**  
Join hundreds of companies  
leading on climate change

A young woman with long brown hair, wearing a dark purple jacket, is holding a large white sign. She has a serious expression. The background is a blurred outdoor setting with stone steps.

CLIMATE

DOESN'T WAIT FOR

COVID



# **WE WANT TO HEAR FROM YOU!**

**Interact with our  
presentation today.**

[meet.ps/climatecollab](https://meet.ps/climatecollab)



Climate change is both the greatest threat our planet has ever faced and also the greatest opportunity we've ever had to make positive change through innovation and leadership.

Companies can commit to one or all of a set of innovative and practical climate initiatives. Commit. Act. Impact.

The image displays nine climate initiatives arranged in two rows. Each initiative is represented by a white card with a stylized 'C' icon and a descriptive text below it.

- AGRICULTURE:** Integrate carbon farming into the agricultural supply chain.
- ENERGY EFFICIENCY:** Increase energy efficiency.
- FOOD-WASTE:** Reduce food waste in the supply chain.
- FORESTS:** Remove commodity-driven deforestation from supply chains.
- PACKAGING:** Reduce the climate impact of packaging.
- POLICY:** Responsible engagement in climate policy.
- RENEWABLE ENERGY:** Commit to 100% renewable power.
- SHORT-LIVED CLIMATE POLLUTANTS:** Reduce short-lived climate pollutant emissions.
- TRANSPORTATION:** Reduce the climate impact of transportation.

# In-Meeting Poll:

**Do you have existing plans to engage consumers on specific climate issues this year?**

Yes, absolutely we will be



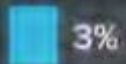
Yes, but they may have changed because of COVID-19 or other factors



We hope to, but don't have specific plans yet



We probably won't be



## CHECKLIST FOR CHANGE

Before you—or your consumers—take action, you must be ready to contribute effectively to the conversation. Think about the following:



✓ How can (or does) your business authentically affect climate change right now (consider sourcing, packaging, manufacturing and more)?



✓ What are your goals moving forward?



✓ How can (or do) you share the ways that your business is affecting change and inspire your consumers to take action with you?



✓ What tools do you need to move your consumers to action?



✓ How do you collaborate with and support like-minded brands for a greater collective impact?

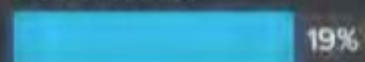


✓ How can you measure the impact of your efforts?

# In-Meeting Poll:

**What is your biggest priority area around climate action work?**

Food-Waste



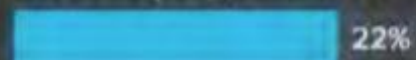
Forests



Packaging



Advocacy Opportunities for Consumers coming out of COVID-19



Regenerative Agriculture



patagonia



**There's no business to be done on a dead planet.**

YVON CHOUINARD  
FOUNDER  
PATAGONIA

Regenerative Organic Certified

About Atlas Board Members Resources Pilot Program News Events

**Farm like the World Depends on it.**

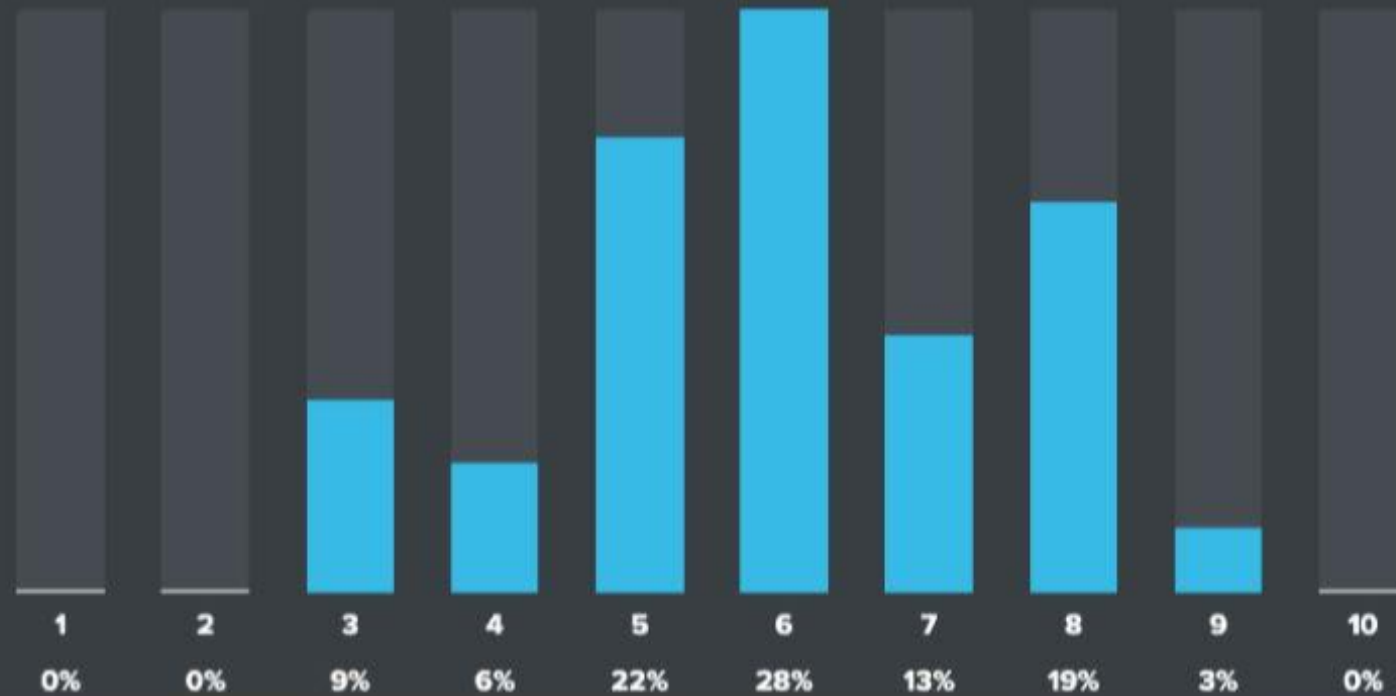
Regenerative Organic Certification is a holistic agriculture certification encompassing pasture-based animal welfare, fairness for farmers and workers, and robust requirements for soil health and label management. The Regenerative Organic Alliance will oversee the Regenerative Organic Certification framework and guidelines.

The Alliance is excited to announce the launch of the Regenerative Organic Certification Pilot Program. Click the buttons below to learn more.

ROC Framework    Participant Handbook    Pilot Program

# In-Meeting Poll:

Rate how effectively you are engaging your key stakeholders (employees, consumers) in your climate action strategy.



# **Top 10 Tips**

**To Successfully Engage Your Consumers  
Around Climate Action**

#1

**Invite your consumers into an authentic long-term path toward action.**



## Top 10 Tips

### What are you doing as a result of the pandemic that could become a long-term shift to positively impact climate change?

We titled our latest Ebook THRIVAL GUIDE instead of “survival” because we consider remote work an ethical imperative that helps our employees and company thrive.

*I would suggest you think of the COVID-19 imperative as not only a mandate from above. Not only a way to slow the spread. And not only a way to keep your business moving and ideally profitable.*

*But also as a humane way of helping your employees handle their own personal crises...*



[CHECK OUT THE THRIVAL GUIDE](#)

#2

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





**#3**

**Make it easy: equip your consumers with tools and steps to take action.**

## Top 10 Tips



**Love is at the heart of Clover—and they've always believed in giving back.**

Clover understands in this critical time, it is crucial for us to come together to flatten the curve of this pandemic. Clover Cares and realizes how much #communitycounts. When we see what we have in common rather than focusing on our differences—when we champion generosity and give thanks for the caregivers amongst us—for the common good, we will come together even when physically separated.



#4

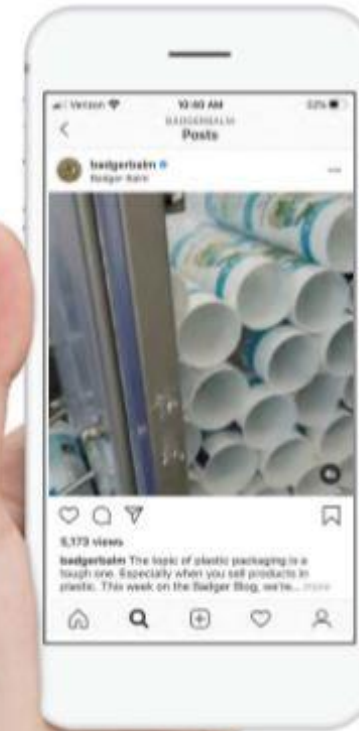
**Demonstrate progress  
(even incremental) to  
sustain motivation.**

PASSION LED US HERE

## Top 10 Tips

**As consumers awaken to the need to stop creating plastic and to find ways to effectively reuse the plastic that already exists on Earth, they are also demanding that the brands they love commit to the same.**

Badger Balm, like so many other CPG brands, uses plastic in its packaging. However, after publicly stating a goal to eliminate excess waste, Badger Balm makes sure to keep its consumers informed of progress against that goal through its social media feeds and blog.



#5

## Create the ability for consumers to measure and share personal impact.

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It could be a UGC-aggregator, a ticker on your website or a way for your consumers to report their impact through social media. Whatever you do, make sure to celebrate and tout your consumers personal efforts and progress as you demonstrate your own.

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## Top 10 Tips



UNLEASH THE POWER OF A  
PURPOSE-DRIVEN WORKFORCE

**MAHA's digital platform enables your enterprise to gain clarity, get commitment and take action on what your people deeply care about.**

Uncover the needs of your workforce at the individual and aggregate level so you can quickly and easily take action to:

- ▶ Drive awareness of purpose
- ▶ Increase engagement
- ▶ Improve alignment
- ▶ Target resources
- ▶ Unlock desire to take action
- ▶ Remove barriers
- ▶ Prove authenticity



[LEARN MORE ABOUT MAHA GLOBAL](#)

LOVE YOUR  
NEIGHBOUR

#6

**Be inclusive and considerate of socioeconomic and geographical factors.**

Remember that climate change affects different consumers in different ways. Don't assume a one size fits all approach in reaching out to your consumers in different parts of the world or who come from diverse backgrounds.

# Top 10 Tips



## Community has always been at the heart of what we do.

Communities are struggling to keep their restaurants, deli's, grocery stores, etc. afloat and employees safe while COVID-19 sweeps across the globe. At the same time, many are also searching for ways to help within their communities and beyond. Clover realizes how much community counts and are encouraging the community to share stories of gratitude, of the good, of the heroes, of the small but mighty gestures during these times.



**MASKS FOR MEDICAL STAFF.**  
Our talented friend Steffen and his team at Tek Tailor are using their expertise and facility to make masks for local Bay Area hospitals, care facilities, nursing homes and other vulnerable parts of the population.  
For every \$10, they will make and donate 5 high quality, washable & reusable surgical style face masks.

[LEARN MORE](#)



## Top 10 Tips



### **Remember that climate change is emotionally charged and meet people where they are.**

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As with socioeconomic and geographical factors, remember that there still remain various levels of understanding (and acceptance) as to what climate change is, how it is affecting our planet and what we can do about it. Be sure to listen first, cover the basics and go farther with the consumers who are ready to engage on another level with you.

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## Top 10 Tips

#8

**Be focused, aligned and repetitive in your messaging, and patient with consumer pick up and action.**

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Let us say that again: be focused, aligned and repetitive in your messaging.

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#9

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

## Top 10 Tips



For two years in a row, Sambazon invited its consumers to go “Purple for the Planet” on Earth Day.

That is, dye their heads purple with a 100% vegan and cruelty-free pigmented conditioner brand and share the results on social media to demonstrate solidarity with the company’s commitment to save 30 species in 30 days. For every person who participated, Sambazon purchased five acres of rainforest through Rainforest Trust’s Conservation Action Fund to protect the Brazilian Amazon’s rich biodiversity.





#10

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

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Let us tell you about three organizations Guru is partnering with to help our clients and their consumers to act now: the Climate Collaborative, the B Corps Climate Collective and 1% for the Planet.

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We are concerned businesses from the natural products industry working collaboratively to catalyze bold action, amplify the voice of business and promote sound policy to reverse climate change.

**The Climate Collaborative was born from a belief shared by natural food leaders that our industry has great potential to do much more to reverse climate change by working together.**

The idea grew from a phone call between Jessica Rolph and Lara Dickinson - both in different parts of the country and both personally and professionally feeling the effects of climate change. Lara committed to making this the next OSC2 Collaborative Project and along with Jessica, Nancy Hirshberg and Katherine DiMatteo of SFTA, the team developed a plan. From the start, New Hope Network partnered with the Collaborative and committed their resources and enthusiasm to driving climate action in the industry. The Climate Collaborative launched on Climate Day at Expo West on March 8, 2017.

The Climate Collaborative was approved by the OSC2 and SFTA boards as a joint project in September 2016. In April 2017 the Sustainable Food Lab, a 501 (c) 3 non-profit, became the Climate Collaborative's partner and fiscal sponsor.

► To learn more or to join, visit [climatecollaborative.com](https://climatecollaborative.com)





## As a certified B Corp, Guru has joined the Climate Collective Communications Working Group to support and elevate the efforts of our peers.

The B Corp Climate Collective is a group of B Corps dedicated to a set of bold commitments to respond to the climate emergency.

**“We demonstrate the collective power of our businesses to transform commerce and to create an inclusive society and environmental regeneration. We commit to taking bold steps towards climate resiliency by using advocacy, cross-sector collaboration, corporate action, and the capital markets to stop emissions and drawdown carbon, and improve global well-being.”**

The B Corp Climate Collective commitments include a policy and advocacy strategy for the global B Corp community to support meaningful climate action as well as the integration of the SDG Action Manager that will launch in 2020 to help businesses track their progress on the Sustainable Development Goals adopted by U.N. member states in 2015.

▶ To learn more, visit [bcorporation.net](https://bcorporation.net)

### The Collective includes six Action Groups:

- B Corp Climate Collective Communications Action Group
- B Corp Climate Advocacy Action Group
- B Corp Measure What Matters CO2 Reduction Action Group
- B Corp Climate Employee Engagement Action Group
- B Corp Pilot for Sustainable Packaging
- B Corp Climate Action Collective Governance Creation Group





**FOR THE  
PLANET.**

As a former client, Guru worked with 1% for the Planet on its “Blue Needs You” campaign to reach consumers and encourage businesses to pledge 1% of their profits toward the planet. In 2002, Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, created 1% for the Planet and started a global movement.

**1% for the Planet’s network is global and diverse, comprising both individual members and businesses, to prove that anyone can make a difference. Everyone has a 1%.**

1% for the Planet connects its members with high-impact nonprofit partners that align with their values and add to their brand story. In doing so, they take the time to get to know what’s really important to their members. Today, 1% for the Planet has more than 2,000 members in more than 45 countries, coming together to protect the future of our planet.

► To learn more, visit [onepercentfortheplanet.org](https://onepercentfortheplanet.org)



# BLUE NEEDS YOU

1%



Jack Black delivers the message of environmental responsibility through his iconic, over-the-top performance style. He is the only actor to have won an Oscar, a Grammy, and a Best Actor nomination. He is also a passionate environmentalist and has been named one of the most powerful people in the world by Time magazine.

1% FOR THE PLANET | GIVE BACK TO BLUE



FOR THE PLANET.





“

**We are living on this planet  
as if we had another one to go to.**

TERRI SWEARINGEN

# In-Meeting Poll:

How are you willing to commit to this collective action?



# Open Q&A / Discussion

Don't be shy, we're here to help!

If you have immediate questions, please email [connect@weareguru.com](mailto:connect@weareguru.com).



**GU  
RU**



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