



# Sustainability: The Australian Story

Exploring what sustainability means to consumers and how brands can navigate their journey

Sustainability matters to growing our global and local economy

\$12 trillion

Estimated annual size of the sustainable economic prize by 2030

\$4.5 trillion

Projected economic yield of shifting towards a circular economy in the next decade

Source: World Business Council For Sustainable Development; World Economic Forum (2019) and Circularity Gap (2020); McKinsey and Company, How a post-pandemic stimulus can both create jobs and help the climate

Sustainability is interwoven into the fabric of Australian society



48% believe buying sustainable products shows others who they are and what they believe in



45% Pay lot of attention to environmental and societal issues in the news



42% See friends and family actively change their behaviour in order to be more sustainable

Sustainability is a top of mind consideration

16% or 4 million Australians

Are concerned about sustainability when making purchasing decisions (unprompted)

Australians are seeking out sustainable options



But not every Australian is on the same journey...

People have different key concerns in mind and different understandings about what is causing the issues. And they might think of different kinds of solutions and will act with different degrees of intensity.

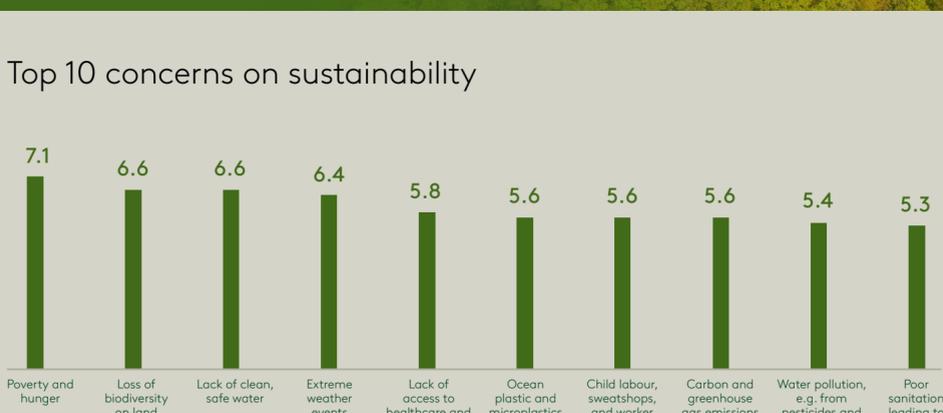


The value action gap

Despite the good intentions, we know that Australians can struggle to translate their values into action.

Helping consumers resolve tensions here is where brands can play a huge role.

Top 10 concerns on sustainability



Kantar Australia Sustainability Foundational Study - Fieldwork run 8-14 Oct 2020. Q7a. Which of these issues are you most concerned about and which are you least concerned about? N=822

BrandZ™ top 100 most valuable global brands live with purpose

Over a 12-year period, brands with a strong commitment to purpose grew their brand value at least twice as much as other brands.



Source: Kantar BrandZ™ Global Database

Authenticity is key



With 'purpose' but weak fit with Brand



Without 'purpose'



With 'purpose' and fits with brand

Source: Kantar Whitepaper - The Emotional Power of Advertising

Where to start

Kantar's framework for your sustainable transformation journey



Unless otherwise stated, all data is from Kantar Australia Sustainability Market Study 2020

Connect with our sustainable transformation team at [kantaraustralia.com](http://kantaraustralia.com)