

## Sustainability in Australia Ambition to Action

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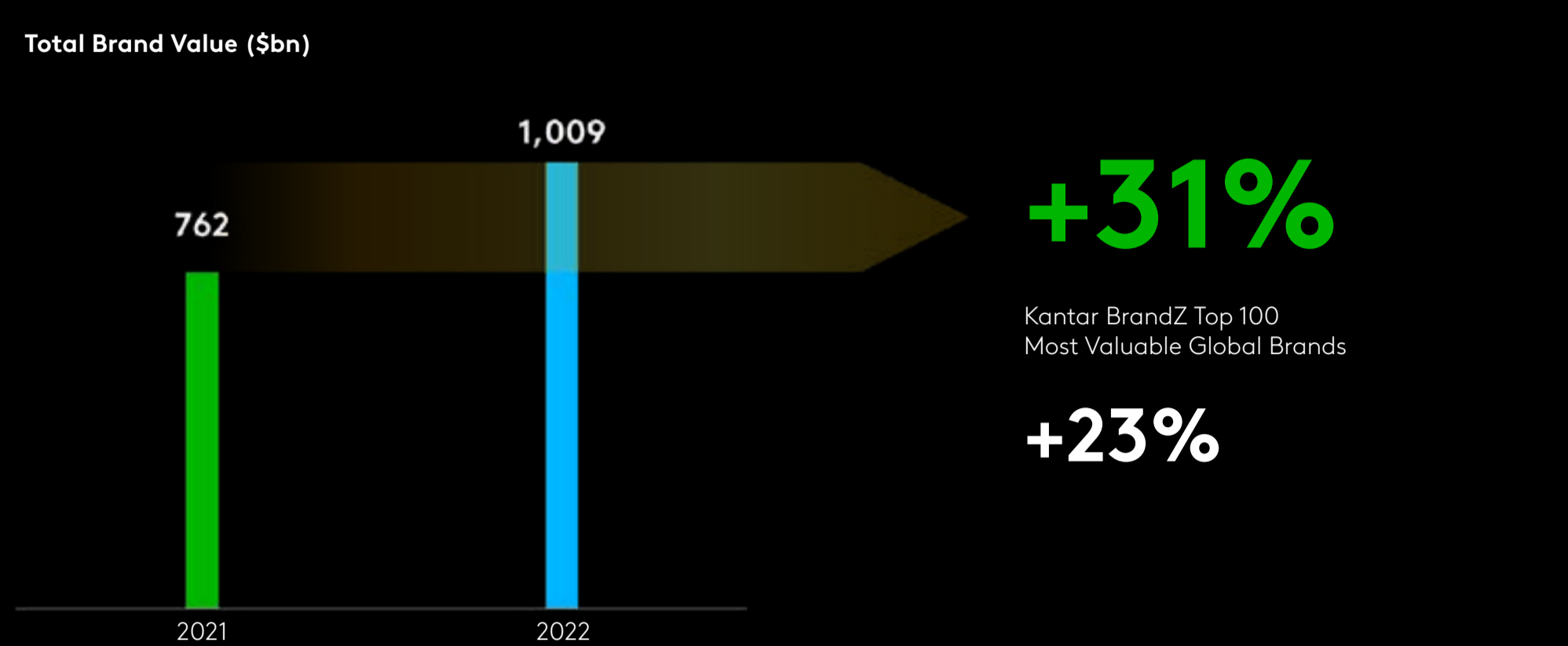
### The business case for sustainability is clear.

For the world's largest companies, "nearly **100%**" of **CEOs** believe **sustainability is critical** to their **companies' future success\***. The challenge for businesses today is in converting corporate sustainability strategies into **clear brand actions that connect with consumers**.

\*UNGC-ACCENTURE

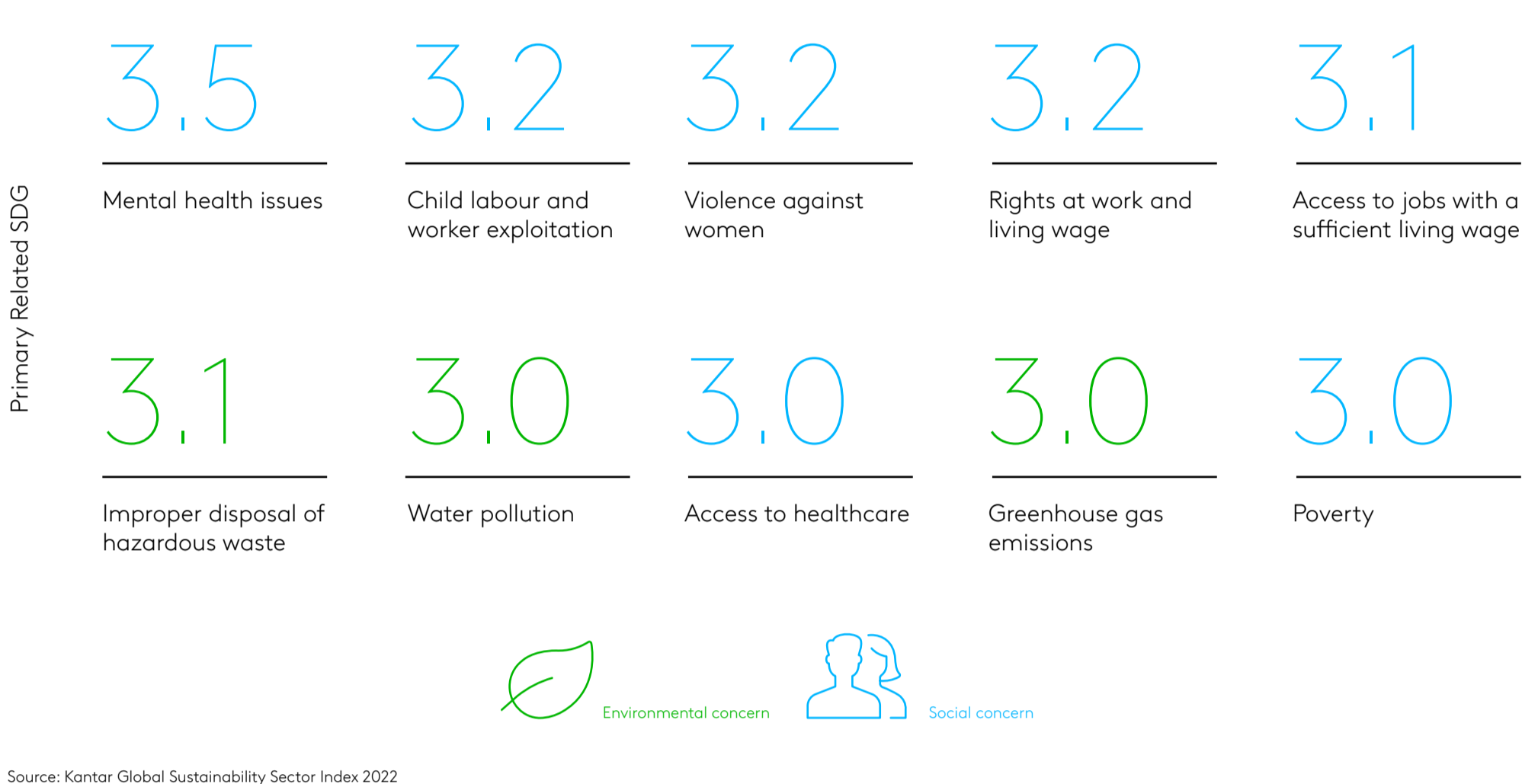
### Brands that are able to do this can expect to grow.

Our BrandZ Sustainability Index shows that the brands that consumers perceive to be more sustainable grew total brand value by 31% in 2022 vs. 2021. This is higher than the average of the Top 100 most valuable brands, which grew by 23%.



### In Australia, social issues are seen as most important for businesses to address with mental health, work and economic pressures ranking high.

Top 10 concerns on Sustainability (out of 43 topics - Max Diff mean score of importance)



Source: Kantar Global Sustainability Sector Index 2022

### Consumers see brands as having a right to play on issues if they are relevant to their sector.

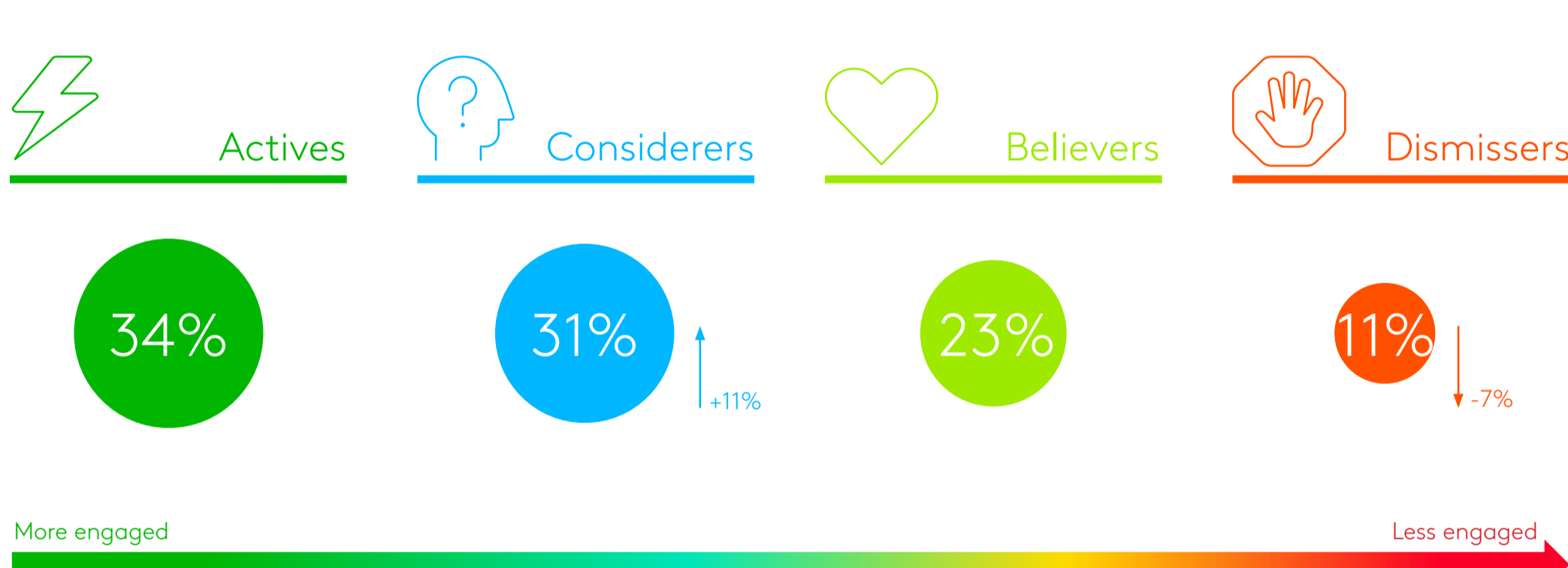
**55%** think that brands have an important part to play in the social conversation about issues like gender equality and race or immigrant relations

### Depending on your sector, those issues are going to be very different.



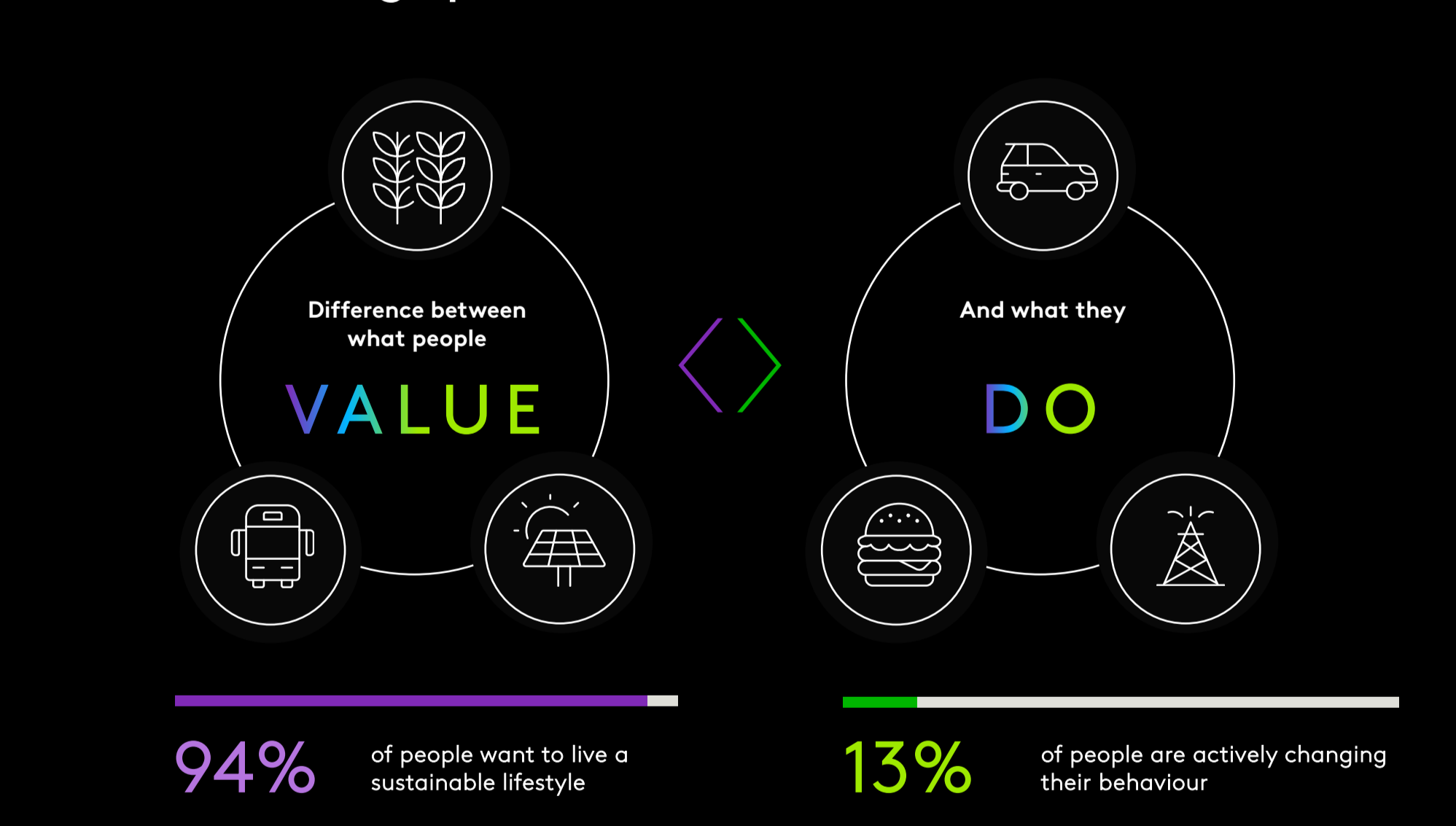
### Not all consumers are at the same stage of their sustainability journey.

Segment breakdown of Australia



Source: Kantar Australia Sustainability Market Study 2020 and 2022

### Brands have a role to play in supporting Australians to move towards sustainable living by closing the value-action gap.



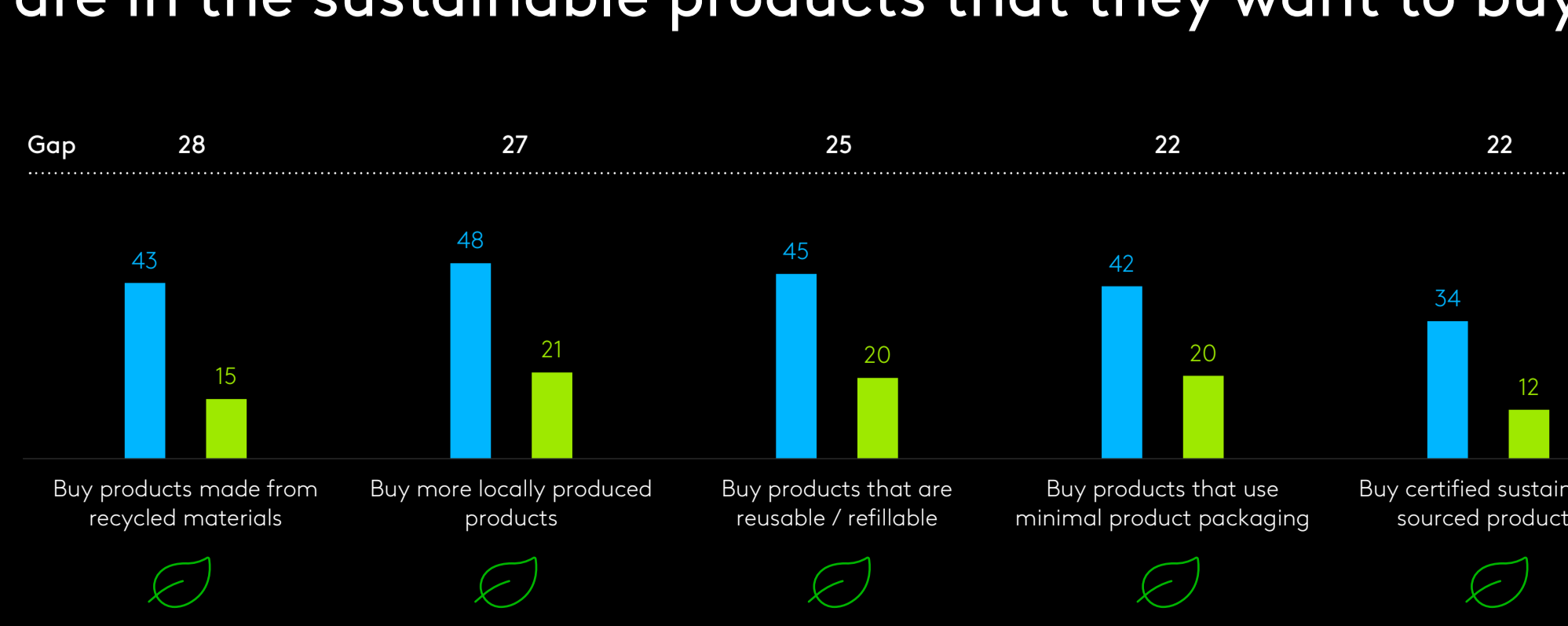
### There is a disconnect between the issues Australians say they care about and their behaviour.



### How can we facilitate change by unlocking unmet needs?

Source: Kantar Global Sustainability Sector Index 2022

### For Australians, some of the biggest value-action gaps are in the sustainable products that they want to buy.



Environmental behaviour

To find out how to move from sustainability ambition to action for your brand, contact [bethan.hockey@kantaraustralia.com](mailto:bethan.hockey@kantaraustralia.com) or visit <https://kantaraustralia.com/sustainability/>