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**Conscious Consumerism:
What You Need to Know About New Buying Behaviors**

Liz Haesler, Holly Brown, Mary Furto

Conscious Consumerism

What You Need to Know About New Buying Behaviors



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Today's Presenters



Liz Haesler
PCNA
Chief Merchandising Officer



Holly Brown
PCNA
Chief Revenue Officer

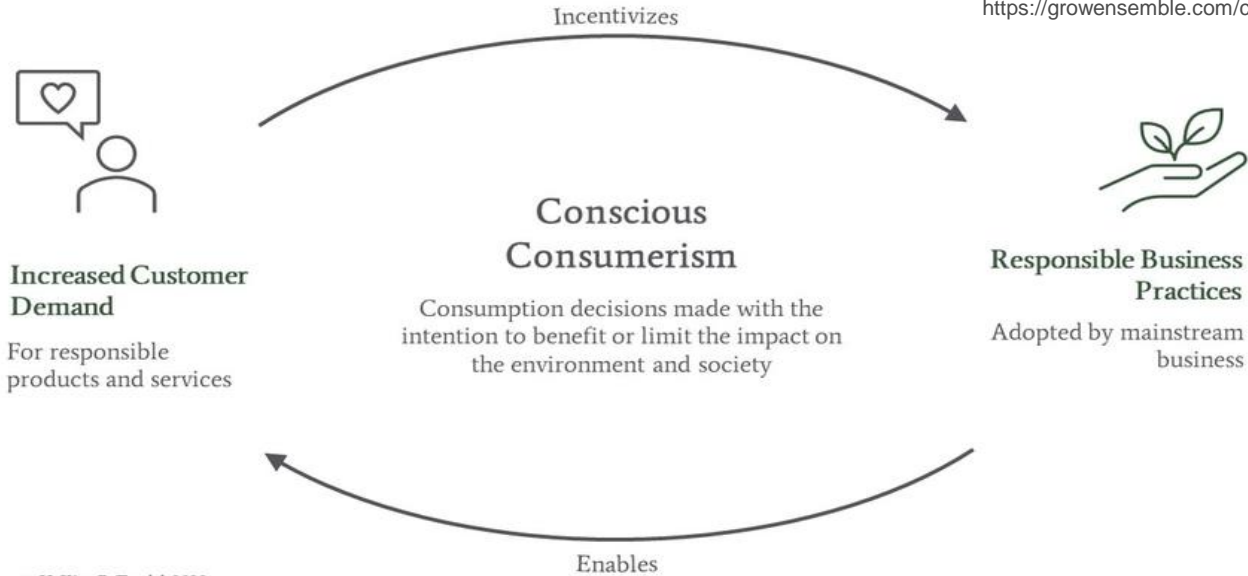


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What is Conscious Consumerism?

<https://growensemble.com/conscious-consumerism/>



Source: H. Kim, R. Trudel, 2022.

Graphic: Abby Litchfield



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The Shift to Social Responsibility



81%

of millennials expect companies to make a public commitment to good corporate citizenship

*Georgetown University
Center for Societal Impact Communication¹*



58%

of consumers choose a brand based on its values and beliefs

Societal leadership is now a core business function

Edelman Trust Barometer 2022 Global Report²



72%

of consumers expect brands to be positive contributors to society

64% expect brands to use their resources and power to help people

sproutsocial #BrandsGetReal Report³

The Rise of Conscious Consumerism



Millennial Generation:

- By 2025, they will make up 75% of the workforce.
- They represent \$1 Trillion in consumer spending.
- 81% of Millennials expect companies to make a public commitment to CSR.
- 47% actively look for diversity in the workplace.

Evolving Corporate Expectations:

- 73% of investors state that efforts to improve the environment & society contribute to their investment decisions. (HBS)
- Ethnically diverse companies outperform less diverse companies by 35%. (Forbes)



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Social Responsibility

Action is expected

- DEI is on consumer's minds – and action is expected
- Consumers have high expectations of brands when it comes to taking a stance on social and environmental issues
- The 2022 Higher Impact report says over 50% of U.S. respondents stated that factors related to DEI have become more important over the past 3 years



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Brands That Give Back

75%
of consumers today demand that
companies give back

Linked In – Paul Rodney Turner

The graphic features a dark red header with the text 'Brands That Give Back' and a circular logo of two hands. Below the header is a photograph of outdoor gear: a black backpack, a white and yellow water bottle, a can of Redwood climbing oil, and a red hoodie. The bottom section is a teal gradient with the statistic '75% of consumers today demand that companies give back' and a citation 'Linked In – Paul Rodney Turner'.

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Selling Strategies



93%

of employees believe companies must lead with purpose

40%

of millennials have taken a job due to a company's sustainability initiatives



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Selling Strategies

80%

of all Fortune 500 and
S&P 500 companies
now issue a CSR
report



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Selling Strategies

Many corporations have responsibility initiatives

Visit your end users' websites:

- Companies are making sure their commitment to sustainability and social responsibility is front and center
- Many companies are investing heavily into their efforts and are proud to market their progress



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Sustainability



Environmental Achievements

Founded in 1986, Shaklee is the first company in the world to attain a zero-waste certification and to fully offset its carbon footprint, resulting in zero net environmental impact on the environment.

LEARN MORE



Climate Change

Climate change affects us all, our health, our food, and our future. That's why we have taken concrete steps to reduce our climate impacts and help find solutions to the climate crisis. It's one of the ways we walk toward a better future.

LEARN MORE



Million Trees

At Shaklee, we're part of a movement to make people and the planet healthier.

LEARN MORE



Sustainability and Corporate Responsibility

Making agriculture a force for good, to nourish people and protect our planet.



Our Renewable Energy Journey



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Selling Strategies



Define What CSR Means for the End User

What stage of the journey is your end user currently engaged? Understanding what's important to them will determine your approach:

- Do they have a complete sustainability initiative?
- Do they have a target % of promotional product spend they're aiming to achieve?
- Does the broader group of end users have interest in cause marketing vs sustainability?



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Case Study – Health System

Background

Distributor wanted to offer sustainable products to a local hospital during sales pitch

Problem





Couldn't find information about eco initiatives at the hospital


Solution

Found a parent company site online for the full health system and a many causes they supported. This gave a lot of great info and ideas to pitch from brands that give back, minority owned businesses, and sustainable products.

Building a sustainable future starts with all of us. As we focus on four key areas (carbon, waste, water, and sustainable procurement), we are building programs to address top priorities across our value chain. Some of these include expanding integrated waste management, streamlining methods for electronic waste disposal, the conversion and use of LED lighting and partnerships to increase the sustainability of our supply chain.

Read more about how we are building a sustainable future.

 Waste Reduction Programs focused on prevention of CO2 emissions, recycling and regulated waste.	 Resource Consumption Energy efficiency initiatives to reduce consumption at the facility level.	 Partnerships Implementing healthcare sustainability efforts together with like-minded organizations.	 Engagement Raising awareness of sustainable business practices with our teams and our partners.
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Environmental, Social & Governance (ESG)
2022 Progress Report



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With so many retail brands and products, there are all kinds of ways to create gifts people will love and make an impact. Looking for something specific? ProudPath™ retail partners and products can be found in these five categories:

Purpose Partners

Brands That Give Back

Owner Diversity

Responsible Sourcing

Eco-Friendly & Sustainable Products



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Purpose Partners



Certified



This company meets the highest standards of social and environmental impact

Corporation



TERRA THREAD

tentree



HILANA
UPCYCLED COTTON



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Brands That Give Back



Brands making a difference through charitable foundations, nonprofit partnerships and volunteer efforts.

THULE[®]
SWEDEN

CAMELBAK[®]

Skullcandy



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Brands That Give Back



By 2025, all CamelBak products will be designed to reduce our climate impact and continue to be made with the safest materials.



Thule Group and the Science Based Targets initiative



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- Scope 1** 46% reduction in absolute numbers of greenhouse gases from our production sites, compared with the base year 2019.
- Scope 2** 100% renewable electricity at our own manufacturing sites and offices.
- Scope 3** An absolute reduction of greenhouse gases by 28% related to purchased materials and upstream and downstream logistics, compared with the base year 2019.

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Owner Diversity



moop
CANVAS BAGS

SEVENTH AVENUE
APOTHECARY

HILANA
UPCYCLED COTTON

MADE * HERE
NEW YORK

WOMEN
OWNED



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Responsible Sourcing



3rd Party Certifications

- BLUESIGN
- Forest Stewardship Council^(R)
- GRS
- RDS
- BSCI
- GOTS
- B Corp
- WRAP
- ACCORD
- FLA
- SEPEX
- SA8000



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Eco-Friendly And Sustainable Products



- Over 20 different sustainable or recycled materials
- Across all categories
- All contributing to 1% For The Planet



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Making An Impact



wellaware

27,500

People Provided With Clean Drinking Water



\$940K

Total Certified Giving(USD)



20M

Plastic Bottle Upcycled



6,089,290

Trees Planted



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Case Study – Automotive Company

Background

End user looking for a wearable for conference in Vegas

- Eco friendly items would be a huge plus due to sustainability initiatives

Solution

An eco-friendly polo that not only looked sharp but met the sustainability needs through recycled content

Bonus

The conversation with the end user turned to how they can utilize this polo in different areas and the distributor was **awarded a 2-year program**



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Case Study – Finance / Banking

Background

The end user was looking to gift inexpensive items to their store owners. Their deep commitment to sustainability presented an opportunity to gift a sustainable product.

Solution

- An Eco-friendly notebook
- Value priced item with deep inventory and environmentally friendly story
- **Eco conscious items don't always have to be the most expensive!**



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Case Study – Entertainment/Artist

Background

Well-known musician needed a solution for their outdoor concert series.

Was looking to support their passion for sustainability by reducing plastic water bottle waste at the concert.

Solution

- Reusable Water Bottle
- Eco-friendly Picnic Blanket



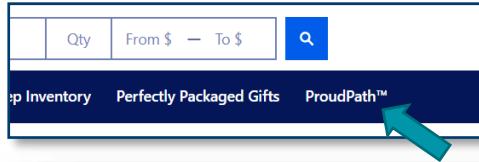
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PCNA Tools and Resources

- Digital Hub and Landing Page
- Customizable Digital Flipbook
- Sales Flyers
- Photo Library
- Blog Content

www.pcna.com/proudpath



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We Want To Hear From You!



Mary Furto
PCNA
Vice President of Marketing



Liz Haesler
PCNA
Chief Merchandising Officer



Holly Brown
PCNA
Chief Revenue Officer



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