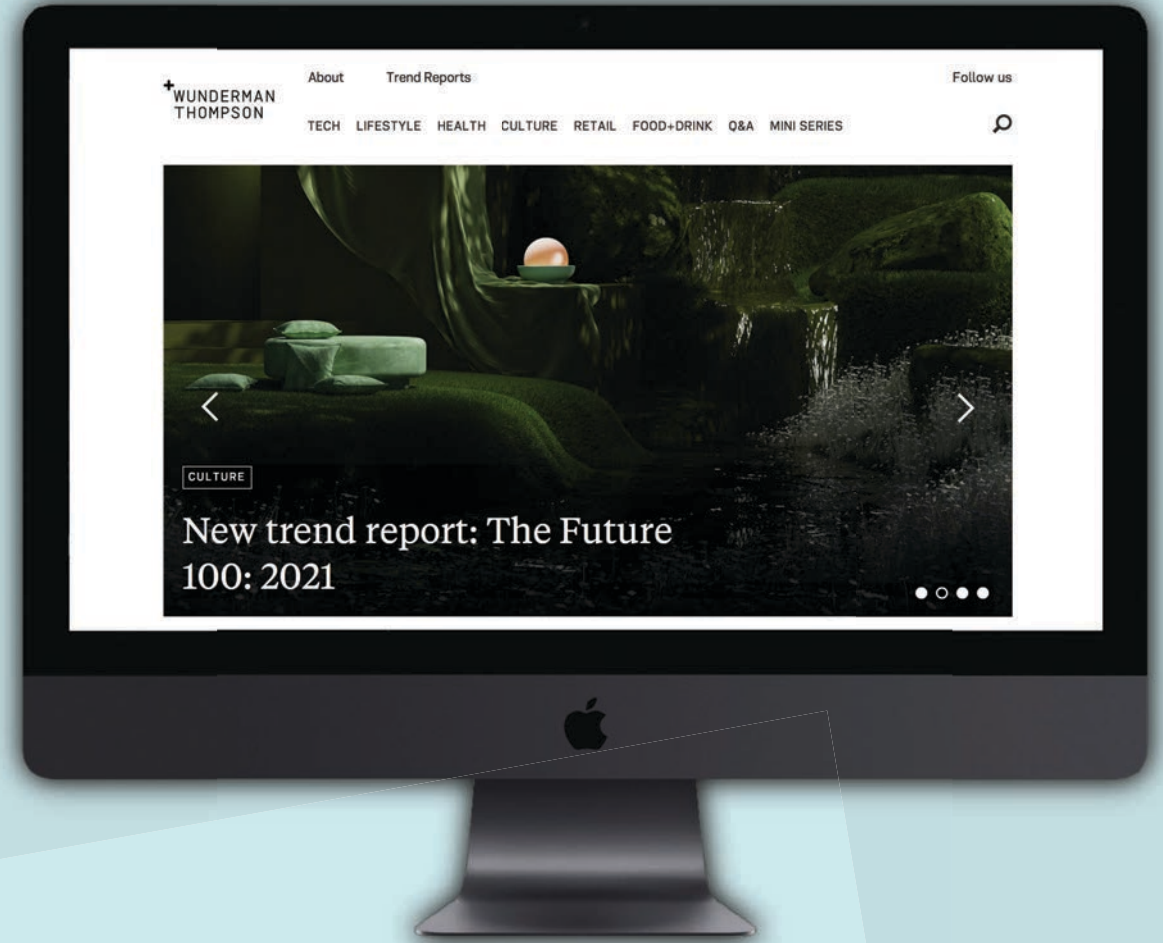


Mission: Regeneration

16 March 2021

Wunderman Thompson Intelligence is a futures and trends unit.

Our mission is to inspire brand strategy through foresight.

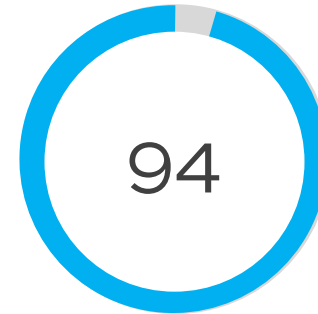


intelligence.wundermanthompson.com

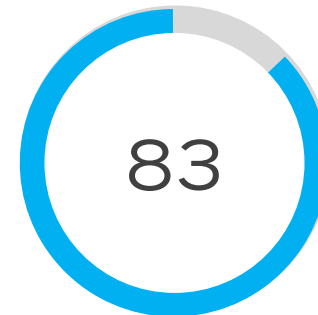
01

THE CONSUMER OUTLOOK

Living sustainably is desirable.

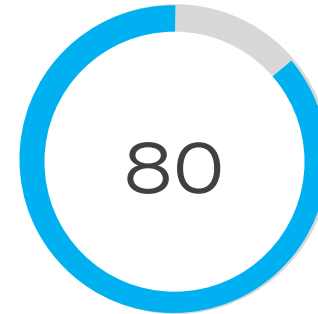


Of consumers say they are making at least some effort to live a more sustainable life.

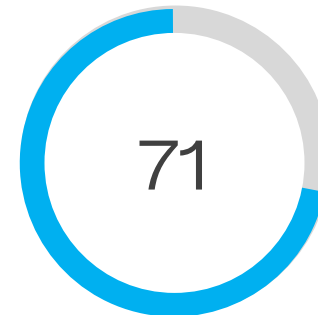


Of people believe a sustainable lifestyle promotes better wellbeing.

Sustainability has become all-encompassing.



Of people agree sustainability is linked to other issues like poverty, equality and social justice.



Of people say they are more likely to buy from a brand that has made strong commitments to equality and social justice.



02

THE LONG-TERM ROLE OF SUSTAINABILITY

**Cities are
reshaping.**





Little Island @Pier55 in Manhattan



Net City car-free neighborhood in Shenzhen, China (covers 200 million square meters)

Greening our interiors.



Companies are restructuring.



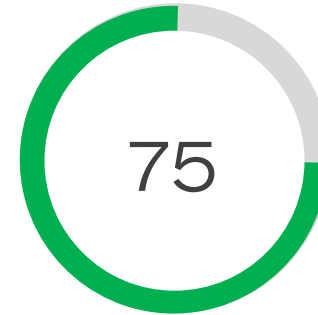
“True sustainability is when every individual understands their potential impact and acts accordingly to create a thriving and sustainable business, and world, for everyone.”

– Dane Parker, chief sustainability officer, General Motors

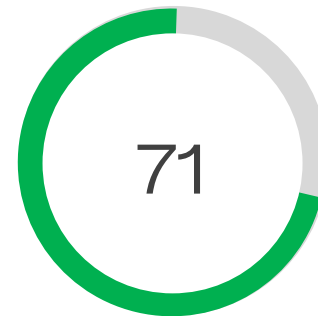
03

**LIFESTYLES ARE
EVOLVING, SO ARE
BRAND EXPECTATIONS.**

Being sustainable is good for business.



Of people say they are inspired by businesses that pledge to eliminate their carbon footprint and are more likely to buy from them.



Of consumers are influenced by companies that talk openly about sustainability in its communications.

The rise of climatarians.



CLIMATARIAN

ORDER

Hover over each item to view its nutritional information.



Spicy



Vegan



Gluten-Free



Contains Fish

Applies to dressings only

CARBON COUNTER

Our lowest impact options



TOKYO SUPERGREENS SALAD, TOFU

530 CAL

0.28kg CO₂e



BANH MI BOWL

440 CAL

0.4kg CO₂e



BEYOND TEX MEX SALAD

380 CAL

0.42kg CO₂e

11:36

REAL FOODPRINT

Your order makes a difference. See how Chipotle's real ingredients reduce the impact on the planet compared to conventional ingredients.

Less Carbon in the Atmosphere **182.6** GRAMS

Gallons of Water Saved **0.4** GALLONS

Antibiotics Avoided **149.4** MILLIGRAMS

Improved Soil Health **13.3** SQ. FEET

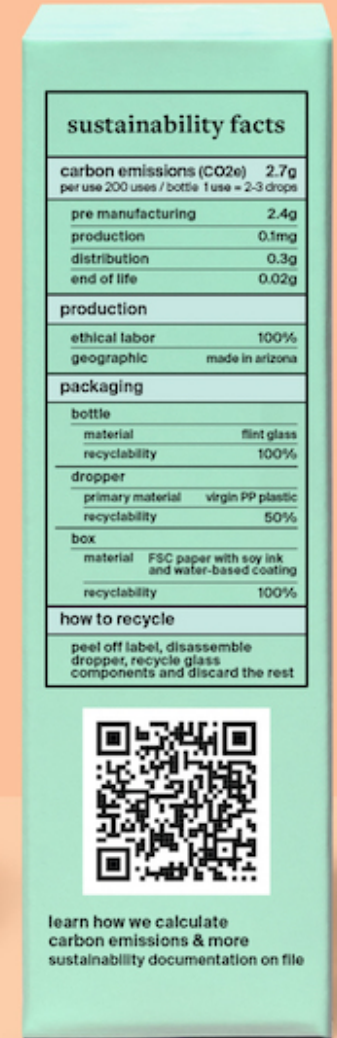
Supported Regenerative Land **0.9** SQ. FEET



Real FOODPRINT



Carbon labeling provides more transparency.



chicken breasts
5.9kg CO₂e/kg

bananas
0.9kg CO₂e/kg

Quorn Mince
1.2kg CO₂e/kg

leeks
0.5kg CO₂e/kg

tomatoes
2.1kg CO₂e/kg

beef mince
27kg CO₂e/kg

blueberries
1.5kg CO₂e/kg



New formats measuring carbon footprints.

DO. Everyday Climate Action™

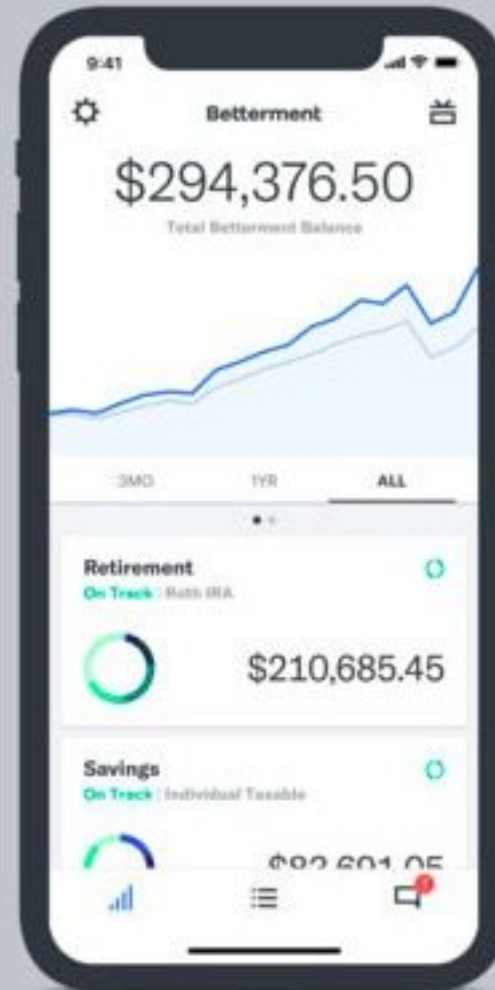


Global Climate (Action)
United Nations Climate Change

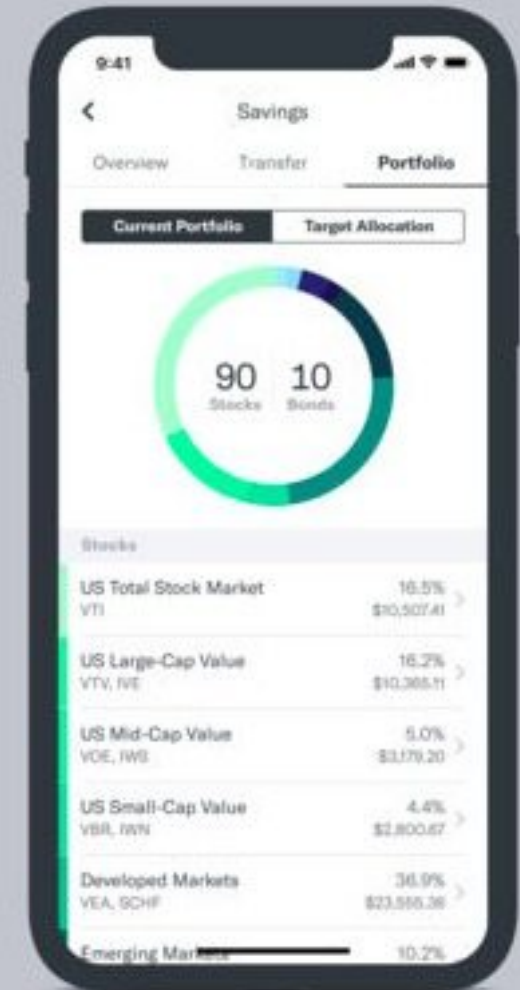


Impact investments on the rise.

THE SMART, MODERN WAY TO INVEST



INVEST IN A GLOBALLY DIVERSIFIED PORTFOLIO



**Big brands go
circular.**



\$64 billion

is the forecast growth for second-hand clothing market in 2024, which is currently valued at \$28 billion today.

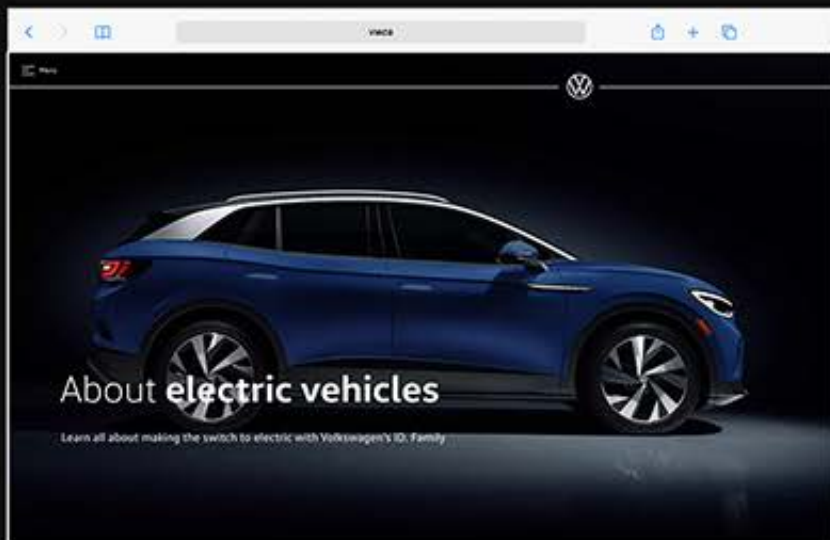
- ThredUp

04

LOOKING AHEAD...

Digital sustainability.





Get a closer look at **our family**

Click through to find out everything we know about EVs and the ID. Family from Volkswagen.

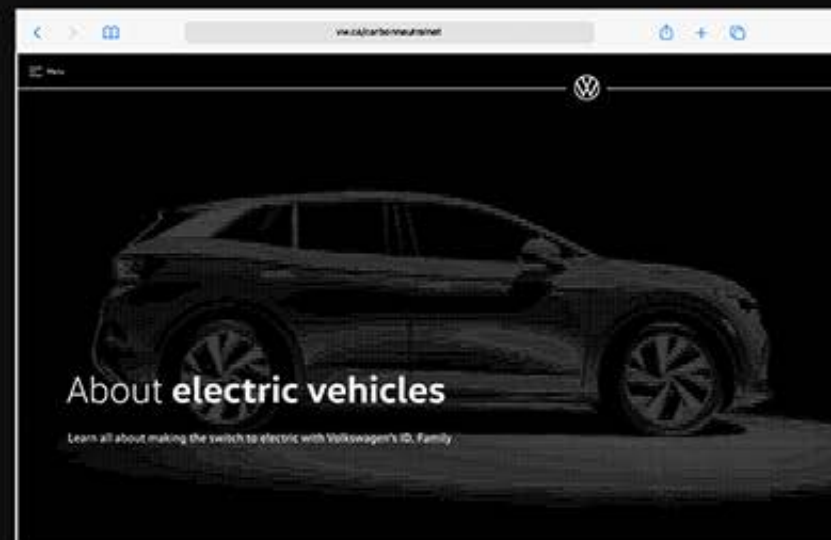


Switching to electric

Read about the advantages to driving an electric vehicle, and learn how to make the switch.

[Making the switch](#)

Sustainable Browsing Experience



Get a closer look at **our family**

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Switching to electric

Read about the advantages to driving an electric vehicle, and learn how to make the switch.

[Making the switch](#)



**Branding
together on
long-term
missions.**

Transform to Net Zero





THE Paris...
CLIMATE 10 years
PLEDGE 1 Early

The Regeneration Revolution report.

Available on 22 April 2021.

Intelligence.WundermanThompson.com

THANK YOU

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