

WEBINAR TO SHARE NEW GLOBAL STUDY

25 SEPTEMBER 2018





INTRODUCTIONS



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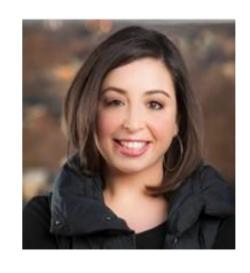
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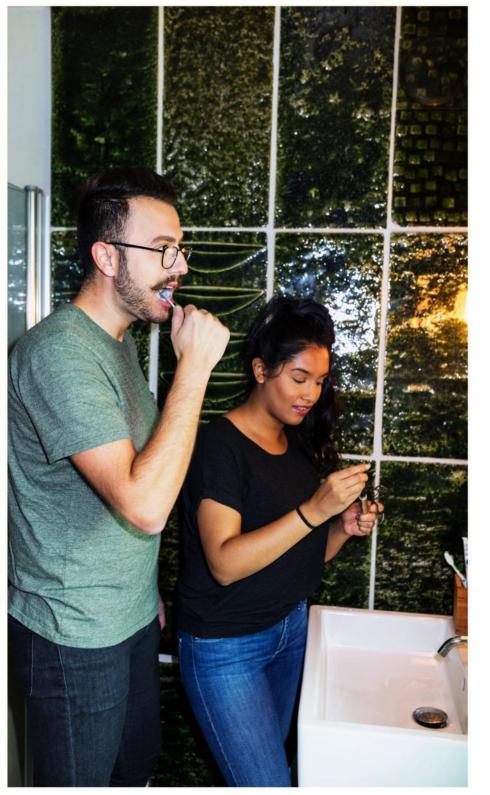
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Agenda

Our Research

- 1. ATTITUDES
- 2. ACTION
- 3. ACTIVATION
- 4. BRINGING IT ALL TOGETHER

Panel Discussion

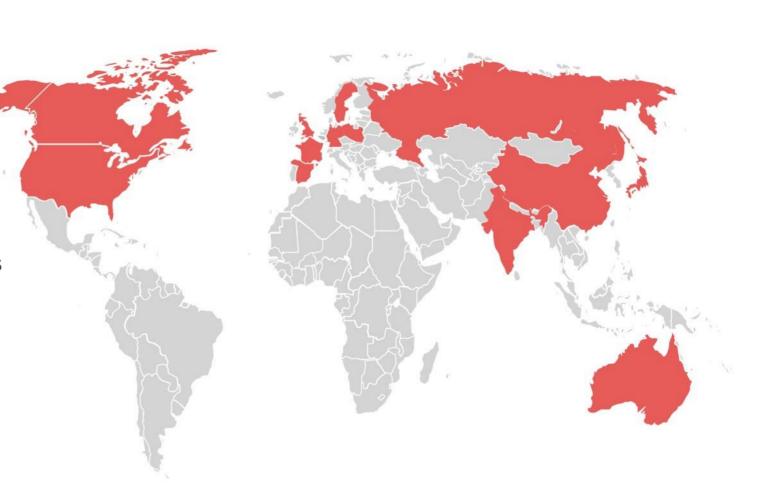
Q&A

The research

- 24 focus groups in 6 countries

- 18 employee groups in 5 countries

- Online survey of over 14,000 people in 14 countries

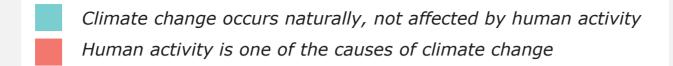




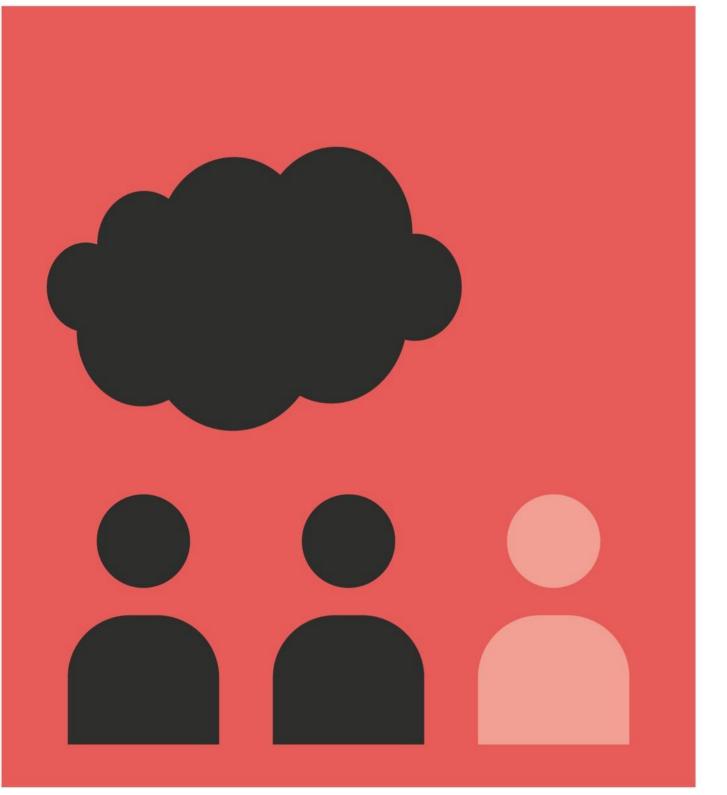


More than 8/10 people acknowledge humans contribute to climate change

Belief about the cause of climate change, by country

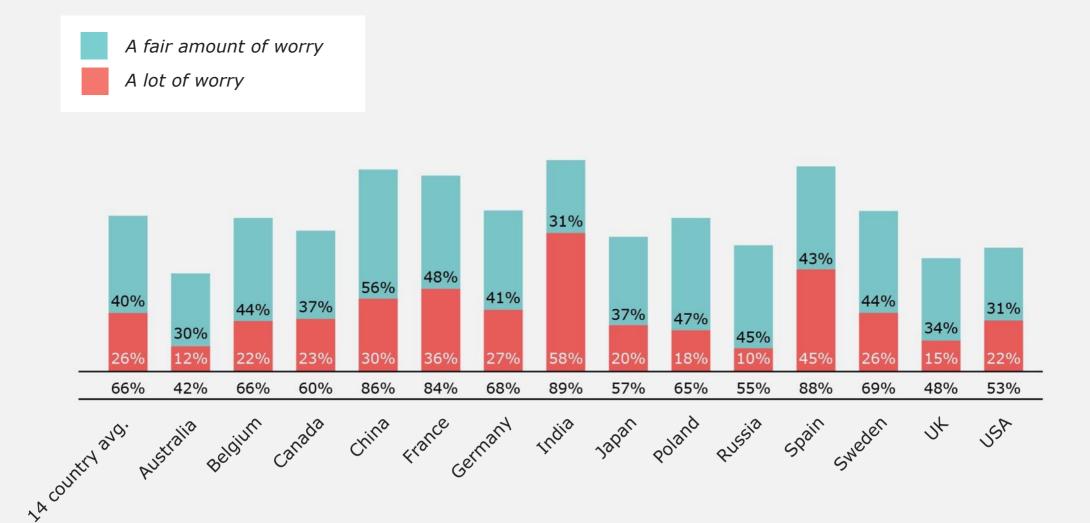






Two thirds worry about climate change especially 18-34s and those with young children

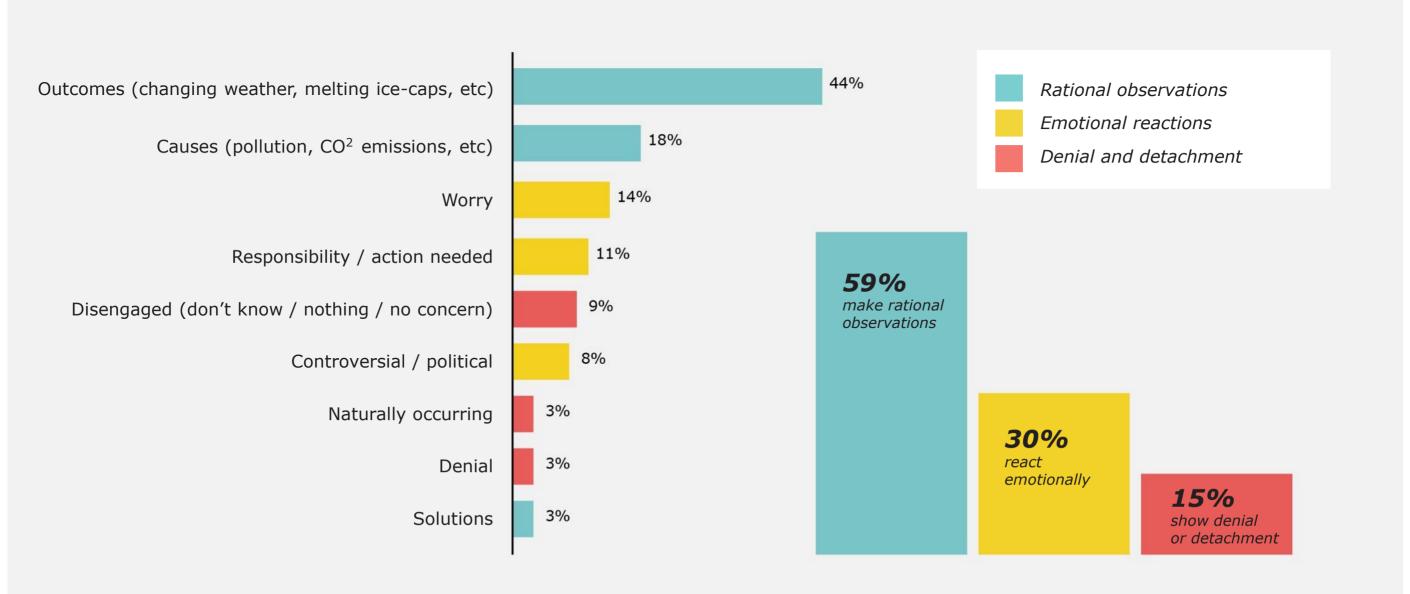
Level of worry about climate change, by country

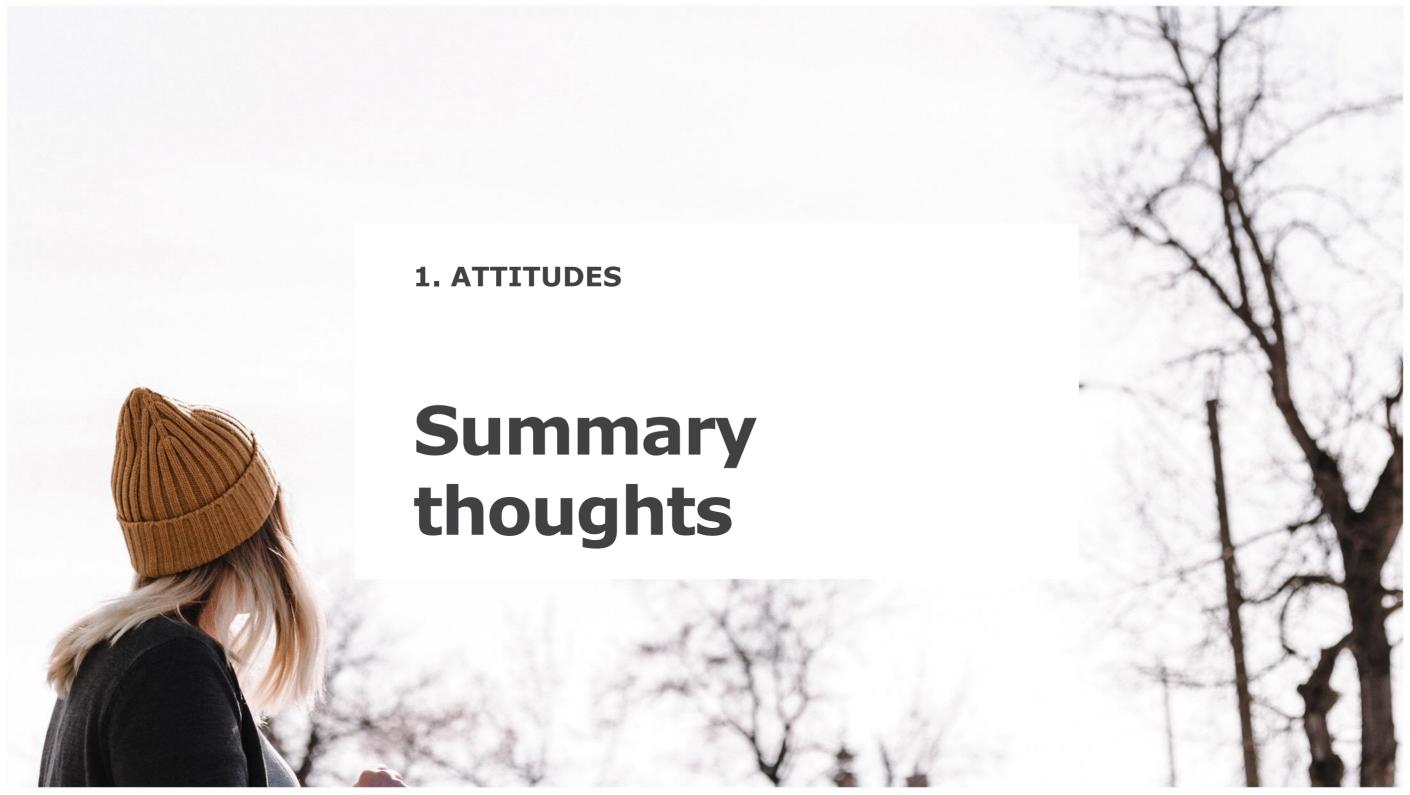




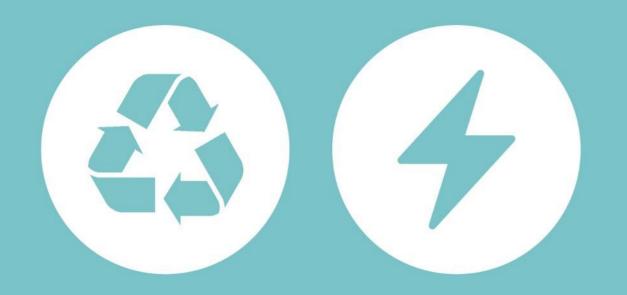
People cannot imagine what a positive future would look like

Spontaneous associations with "climate change and global warming"









Recycling and energy saving in the home are the top actions

Action on climate change, across ten pillars



Our Climate Change Behaviour Index shows variations in people's actions

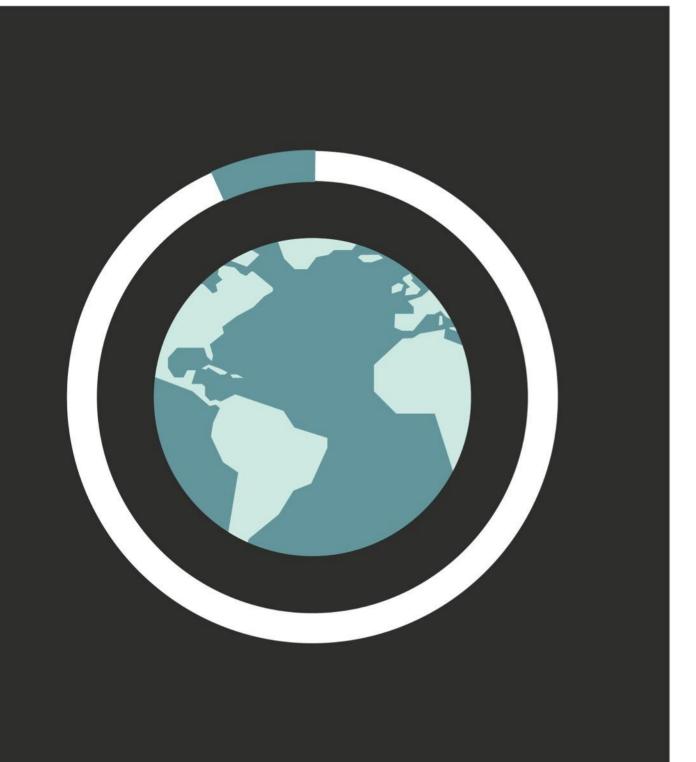
	,⊗	Recycling Home energy Holiday travel Food waste Shopping Daily travel						Pre-loved Advocacy Self-sufficiency INDEX				
	Recycling	Home	Holiday	e food maste	Shopping	Dailyttavel	oie ^t	Preiloyed	Advocacy	self-sur	INDEX	
India	6.5	6.9	6.2	5.8	6.1	6.0	6.4	2.2	5.3	3.8	55.2	Most climate
China	6.2	6.8	6.2	5.8	6.4	6.3	4.6	2.1	4.1	3.4	51.8	friendly behaviour
France	8.4	6.8	6.7	6.1	5.6	4.5	3.3	3.4	3.3	2.7	50.8	overall
Poland	7.7	6.8	6.8	4.6	5.5	5.1	3.0	4.1	3.5	3.5	50.7	
Spain	7.7	7.4	5.4	5.6	5.7	5.2	3.4	2.8	4.0	2.1	49.5	
Germany	8.7	6.8	6.1	5.4	5.4	4.8	3.3	2.8	3.0	2.9	49.4	
Canada	7.5	6.7	5.7	6.7	5.2	4.0	3.0	4.4	2.9	2.6	48.8	
Belgium	8.6	6.7	6.1	5.5	5.0	4.6	3.0	3.2	2.6	3.4	48.6	
Sweden	7.2	6.0	4.9	7.1	5.4	5.2	3.7	3.4	2.6	2.4	47.8	
UK	8.3	6.4	4.7	6.1	4.9	5.0	3.2	3.8	2.6	2.5	47.4	
Australia	6.9	6.6	4.9	6.8	5.0	3.9	3.0	3.9	2.4	3.2	46.7	
Japan	7.3	5.7	7.4	6.2	4.6	5.3	3.1	2.9	2.1	2.0	46.7	Least
Russia	5.0	6.5	6.5	6.1	5.0	5.8	2.5	2.1	2.6	4.0	46.0	climate friendly
USA	5.3	6.5	6.3	5.9	4.9	3.1	2.8	4.4	2.7	2.4	44.4	behaviour overall





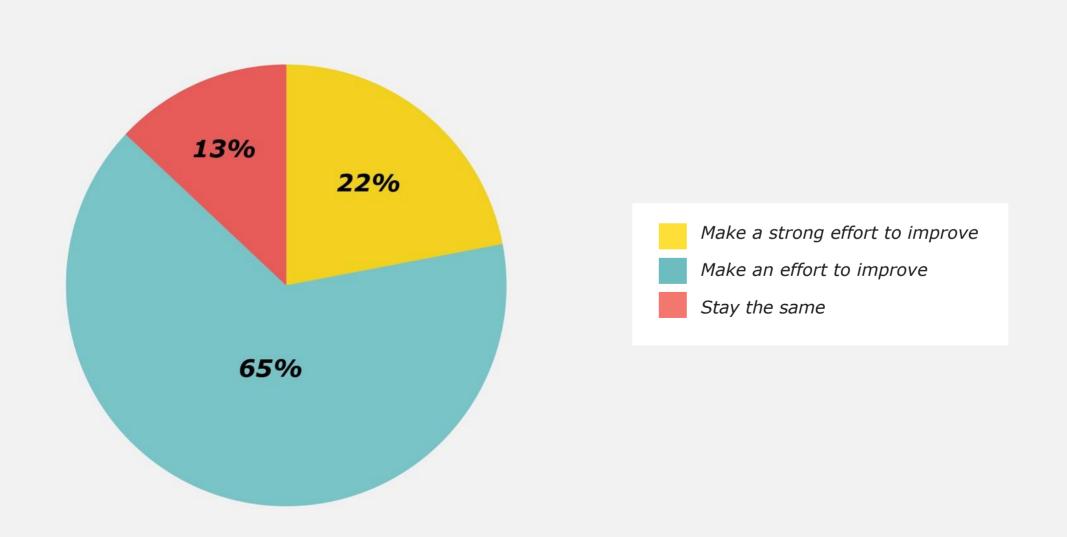
What encourages people to act on climate change?





Nearly 90% of people are willing to make a change for the climate

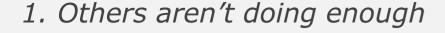
Willingness to make changes to behaviour





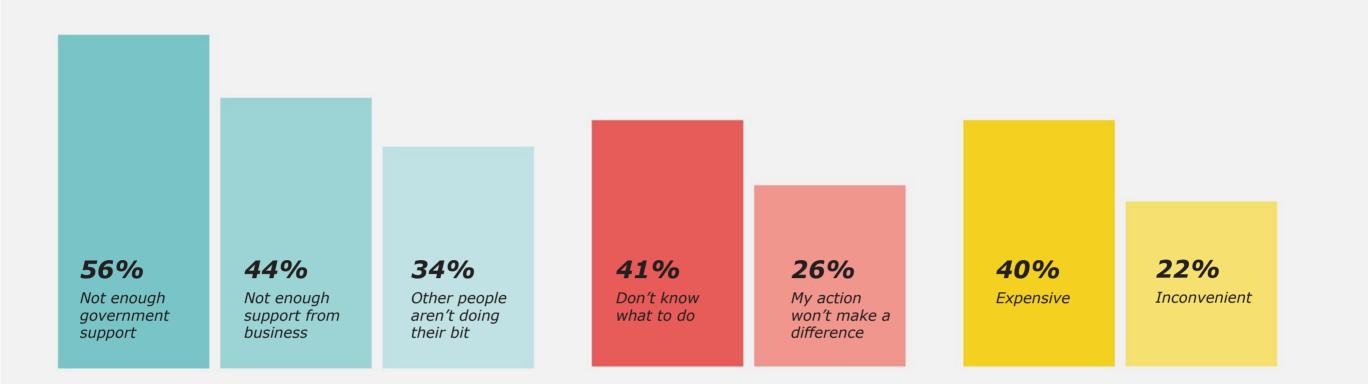
But there are three main barriers to action

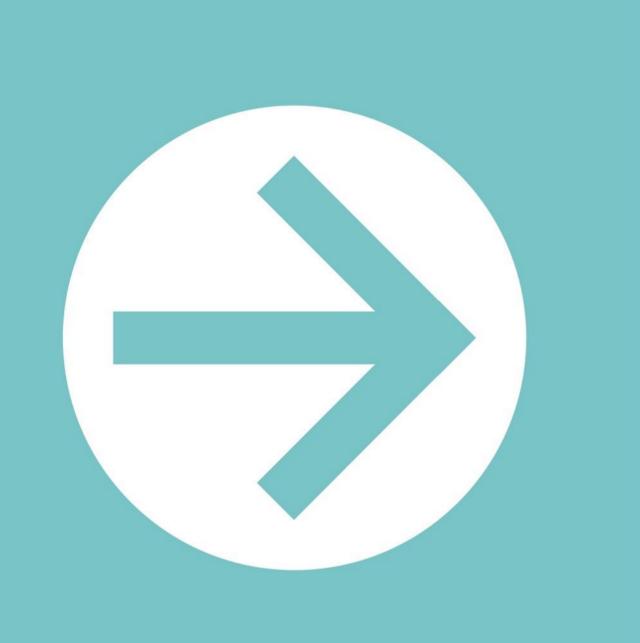
Barriers preventing individual action on climate change





3. Cost and inconvenience





And three main motivators to encourage people to take action

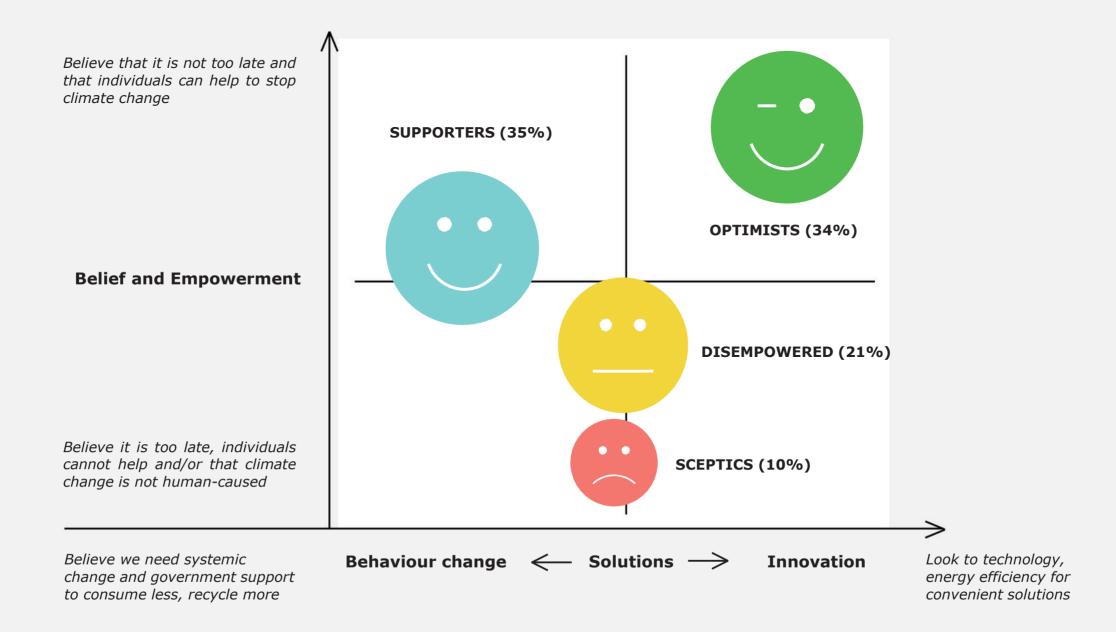
Motivators that would encourage more individual action on climate change

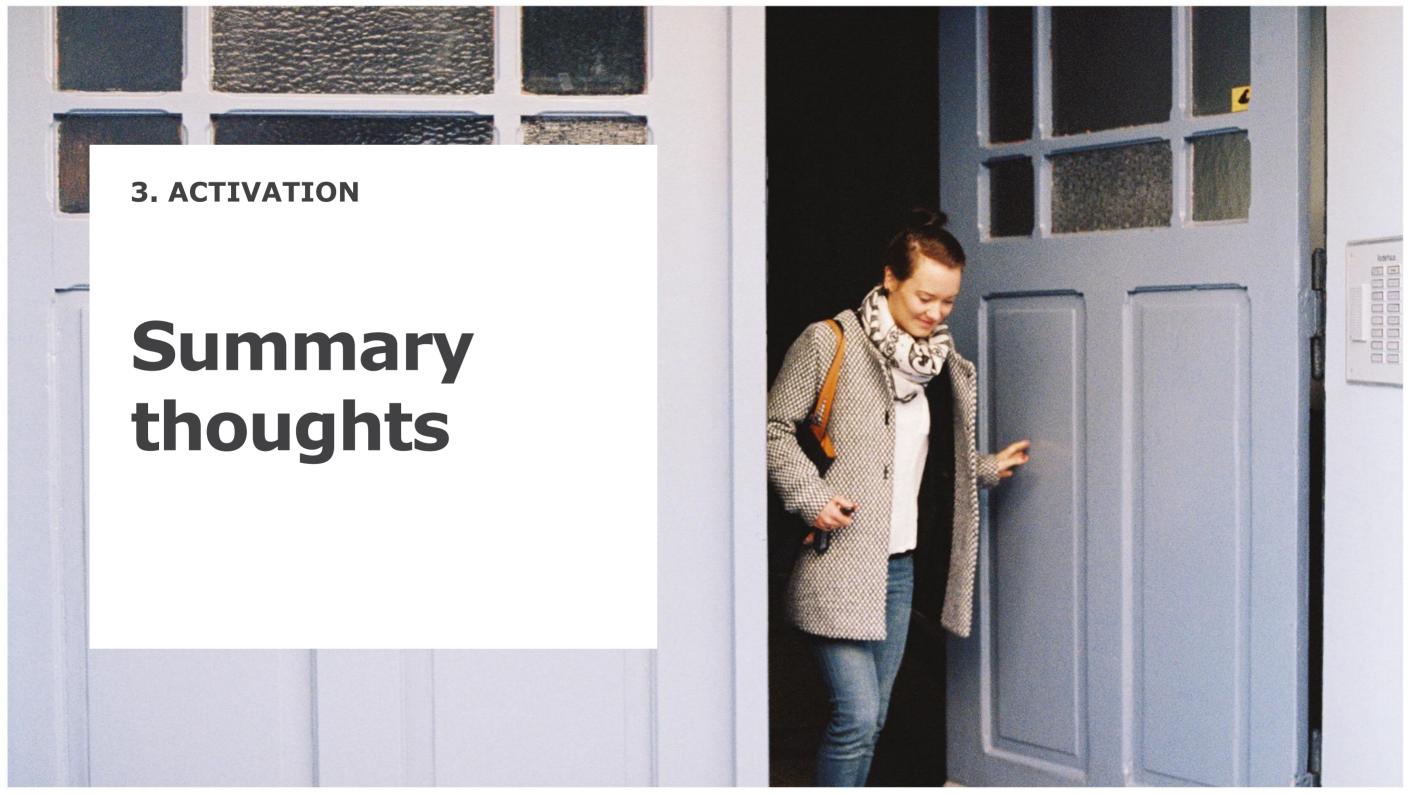




We identified four consumer segments based on attitudes and beliefs

Consumer segments based on attitudes and beliefs







Who are you talking to?

Define the audience, including country and consumer segments



Optimists need easy, convenient solutions



Disempowered need both of these, and a demonstration of the positive impacts they can have



Supporters need more information and advice on what to do



Sceptics are motivated by saving money

What content are you sharing?

Needs to include benefits, vision and enablers, tailored to the target segment



Paint a positive vision

The more people know about climate change, the more they act, but in order to empower people, we need to balance the negative facts about climate impact with a positive vision of a climate-friendly future.



Share solutions

Sharing tips and information about specific personal actions and support on offer from business and governments will give people confidence that they can make a meaningful impact.



Prove the personal benefits

As well as a positive vision for the planet and society, people need to see personal and emotional benefits for themselves as individuals.



Create a community

People need to feel part of a community or movement, seeing what other individuals, governments and businesses are doing, learning from each other and inspiring them to do their small part.

How can you talk to them?

Creating a sense of community and togetherness will help to inspire action



Climate Activation Framework











THE MANY PEOPLE

OPTIMISTS

SUPPORTERS

DISEMPOWERED

SCEPTICS



Educate on actions that tackle climate change and the difference they make

Share a positive vision of a climate-friendly future for planet and next generation Emphasise positive vision for next generation

Emphasise positive vision for the planet

Educate on the positive climate impact of specific actions

Educate on human cause of climate change



PROVE THE PERSONAL BENEFITS

Convey co-benefits:

Money saving

Health benefits

Convenience

Focus more on convenience

Communicate all three benefits

Focus on health

Focus on money and time saving



SHARE SOLUTIONS Enable action through or with:

Examples of government and business support available

Advice and provision of easy solutions and actions

Technology solutions

Focus on easy, technology solutions

Focus on government/ business support; provide clear advice on actions

Leverage all three of the enablers

Focus on easy, technology solutions



Emphasise community, participation, sharing

Use stories of real people and examples of what others are doing Locally tailor communications but with global stories and impact

Include trusted voices from community and partners

A feeling of community should help to engage three of the segments who all believe others are not doing enough

Difficult to mobilise on climate change



PANEL DISCUSSION



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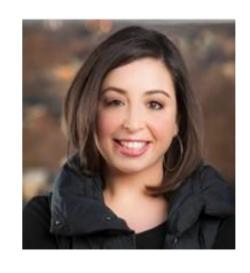
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Q & A



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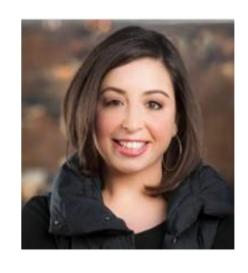
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