

RADICALLY

The Next Gen
Reckoning for Brands



BBMG



BETTER

FUTURE

Hello!



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Today's Agenda

- Our Moment
- Radically Better Future Report Highlights
- The Age of Regenerative Brands
- General Mills – From Sustainability to Regeneration
- Dave's Killer Bread – Second Chance Employment
- Q&A + Discussion



Our Moment – In a Word?



NEXT



IS NOW

Radical Renewal

60%

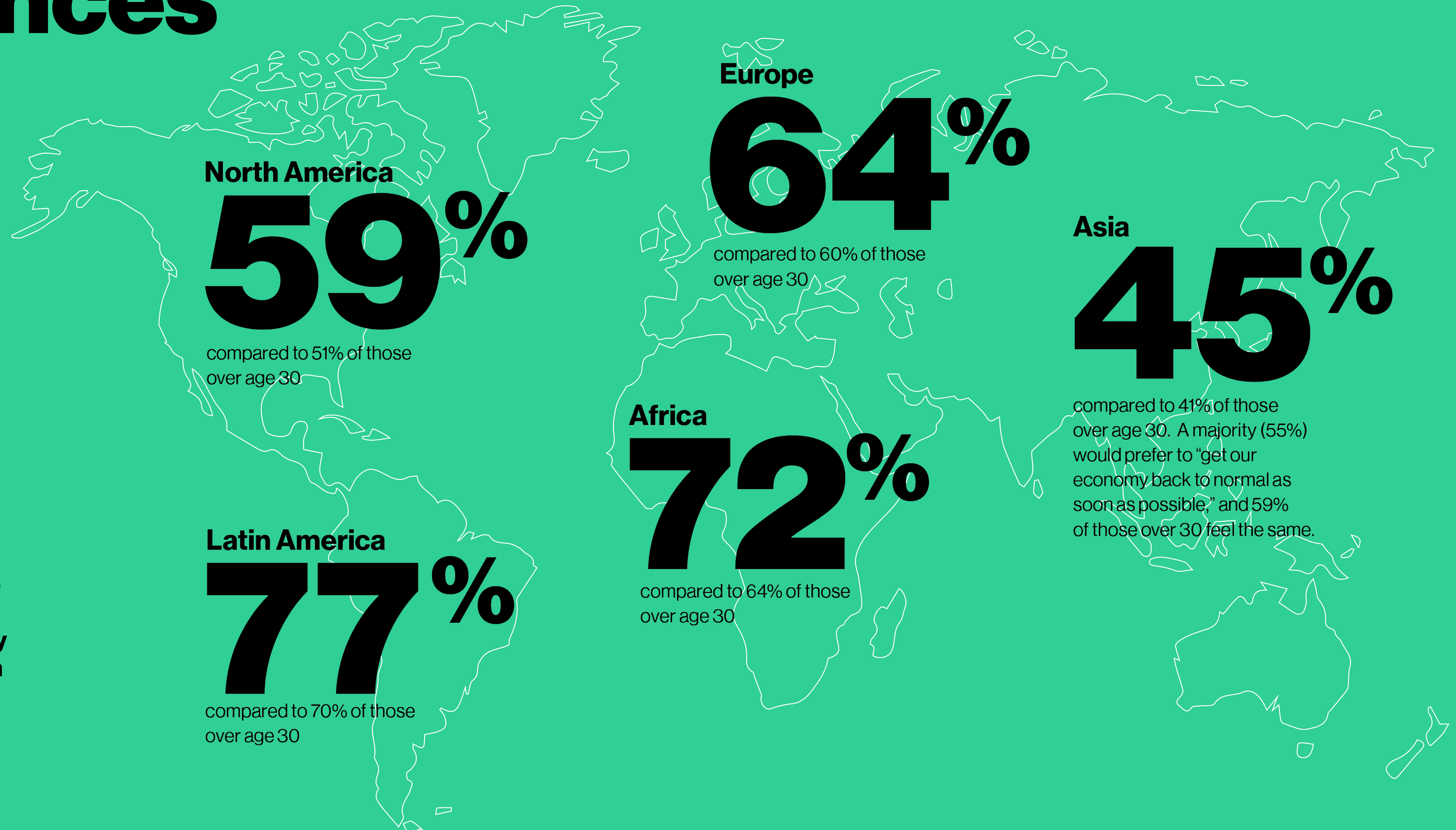
of young people under 30 want the post-COVID recovery to **prioritize restructuring our economy to deal with inequality and climate change** rather than just getting back to normal as soon as possible.

(compared to 53% of those over age 30)



Global Differences

The majority of people under 30 want the post-COVID recovery to prioritize **“restructuring our economy to deal with inequality and climate change,”** rather than just **“getting back to normal as soon as possible.”**



Power in Protest

73%

of young people support using **public protests to raise awareness** of an issue.

(compared to 65% of those over age 30)



1 in 5

young people in the USA **have protested publicly in the past year**

(compared to 1 in 10 of those over age 30)

Power in Protest

GIVING VOICE TO THE UNHEARD

“Public protests are a way to give voice to what the unheard have been feeling. Now more than ever, protests are showing that these issues are not going unheard and you will hear our voice.”

Peter, 23, Tallahassee, FL



EQUAL RIGHTS AND FREEDOMS

“I joined in a peaceful protest when our LGBTQ community members were being attacked. I protested to say, ‘Hey, we are here and we deserve all the rights and freedoms that anyone else does.’”

Lauren, 27, Orem, UT

OPTIMISM &



OUTRAGE

Belief in Better

64%

of young people in the USA believe
**our children and grandchildren
will have a higher quality of life
than we do today.**

(compared to 47% of those over age 30)



‘Very Serious’ Global Problems, Under 30 vs. Over 30 Comparison

While COVID-19 is the most serious global problem for all, **young people prioritize equality and mental health** more than older generations.

+12

Unequal treatment
of women

+10

Mental health
problems

+7

Air pollution

+7

Extreme poverty

+5

Unemployment

+4

Climate change

Personal Impact of Climate Change

68%

of young people in the USA say they have been **greatly or moderately affected by climate change.**

(compared to 47% of those over age 30)



Gen Z in the USA is nearly

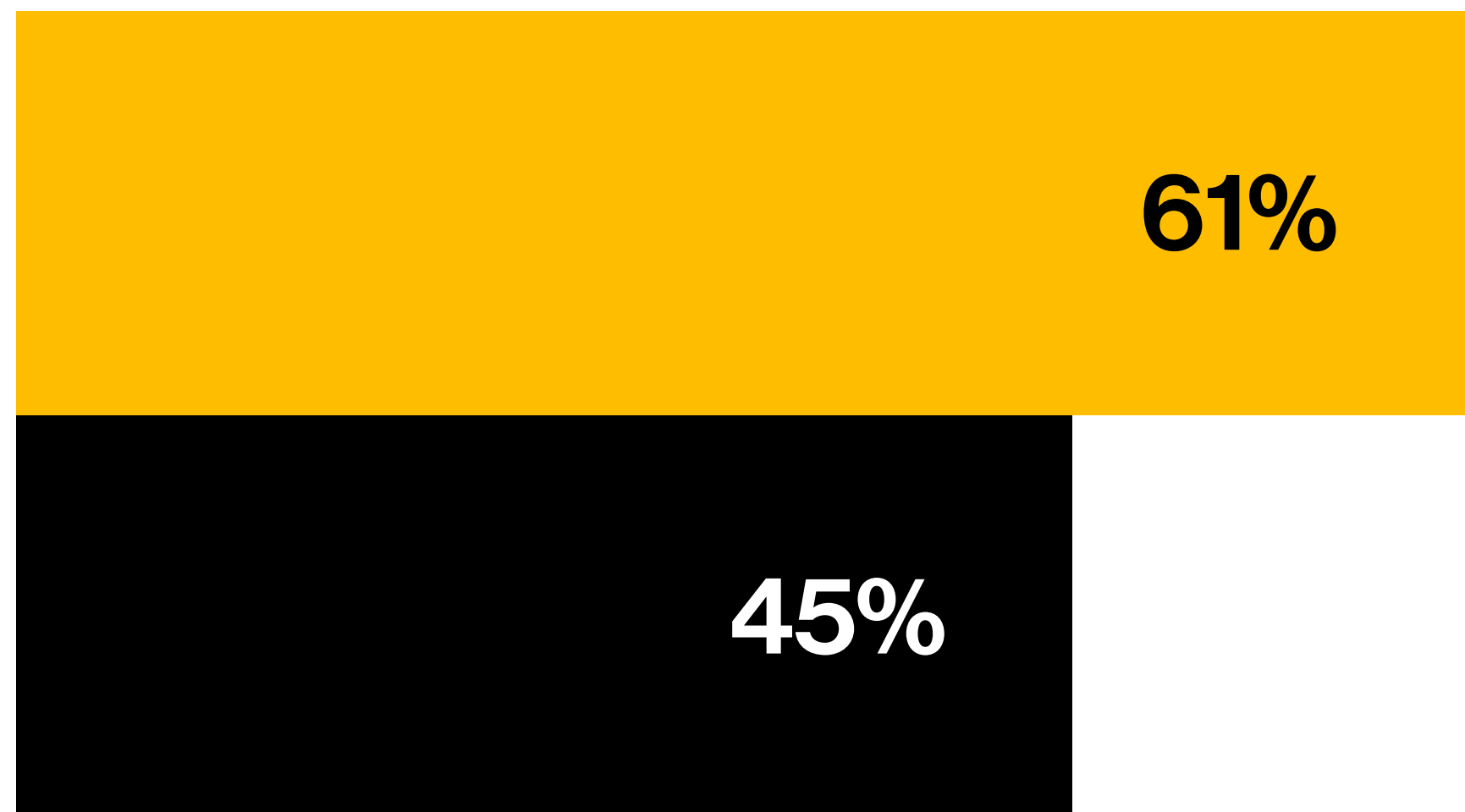
2X

more likely to say they personally have been greatly or moderately affected by climate change compared to Boomers.

(69% to 40%, respectively)

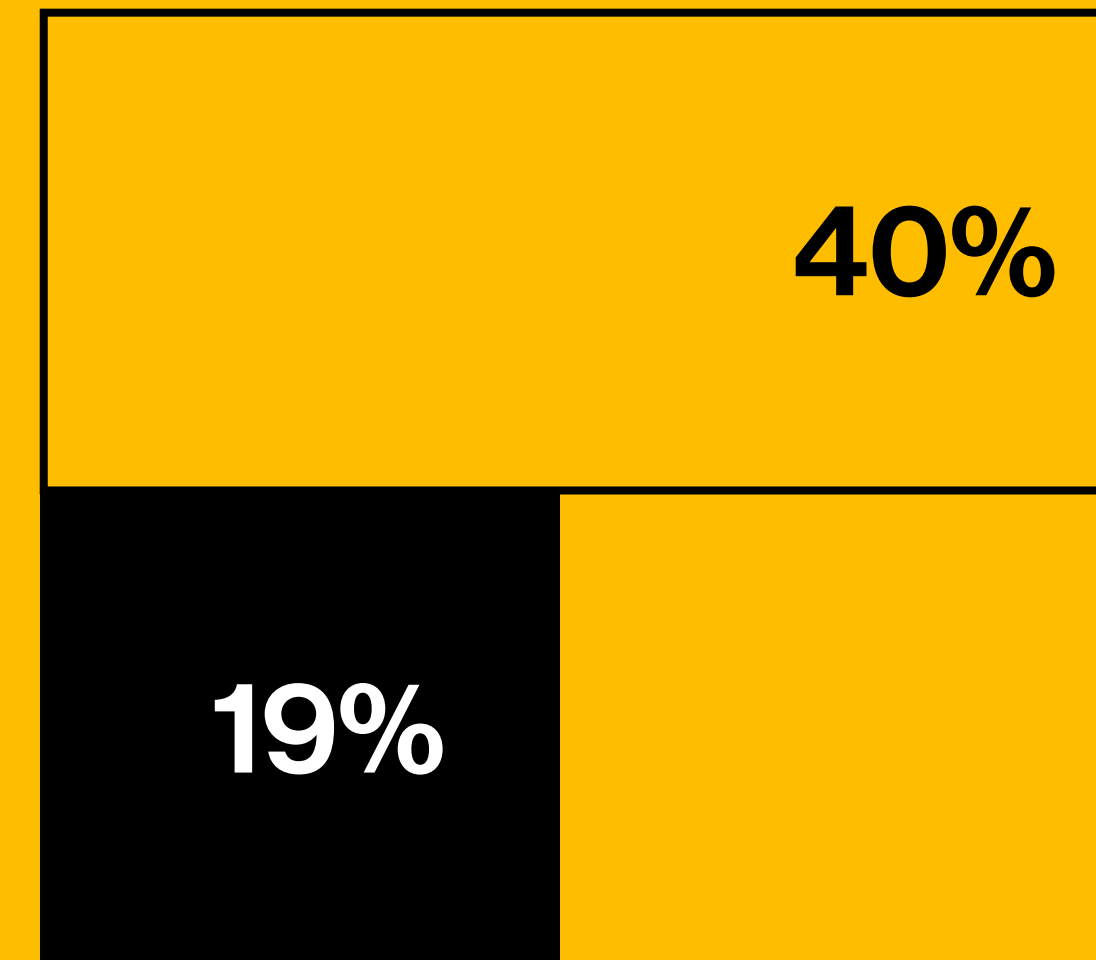
Climate Guilt & Shame

I feel guilty about my negative impact on the environment



■ USA under 30
■ USA over 30

I feel ashamed that my lifestyle is not environmentally-friendly



Climate Crisis

UNETHICAL TO HAVE KIDS?

“The climate crisis is one of the things that scares me most. When I think about the future, I wonder if it is unethical to have kids because of that?”

Kat, 25, Los Angeles, CA



A POINT OF NO RETURN

“If we don’t have a clean future for me, my family or any people on Earth, how are we going to deal with our other problems? I mean, if your house is on fire you’re not really concerned about which tablecloth you have out.”

Avery, 17, Salinas, CA

LEAD OR



BE LEFT BEHIND

High Expectations of Brands

81%

of young people believe **companies and their brands are an essential part of the solution** to humanity's challenges.

(79% of those over 30 agree, yet 32% of youth strongly agree, compared to only 26% of those over 30)

BBMG X GLOBESCAN

44%

of young people strongly agree they try to **support companies and brands that have a purpose** of making a positive difference in society through their products, services and operations.

(compared to 32% of those over age 30)



Co-Creating Solutions

85%

say they are interested in **sharing my ideas with companies to help them develop better solutions to social and environmental problems.**

(compared to 77 percent of those over age 30)



Employee Loyalty

59%

say they **strongly agree** that the **more socially and environmentally responsible my company becomes, the more motivated and loyal I become** (as an employee).

(compared to 53 percent of those over age 30)



Supporting Boycotts

Gen Zers in the USA are

2X

**more likely to strongly
support boycotts**
of brands they think are
irresponsible than Boomers

(38% to 21% respectively)



Lead or Be Left Behind



TAKING ACCOUNTABILITY

“Change only happens when we hold everybody accountable – brands, the government, the people. We have to do everything in our power to clean up the messes that have been made, and move forward responsibly.”

Jonathan, 23, New York, NY

WILLING TO SWITCH

“If I find out that brands may not share the same beliefs as me, or aren’t really doing much to make a change, I would totally stop using them. I’d have no problem changing my routine if I have to. While a lot of brands I use make my life more comfortable, I’m okay with losing them if I have to.”

Jakerya, 23, Baltimore, MD

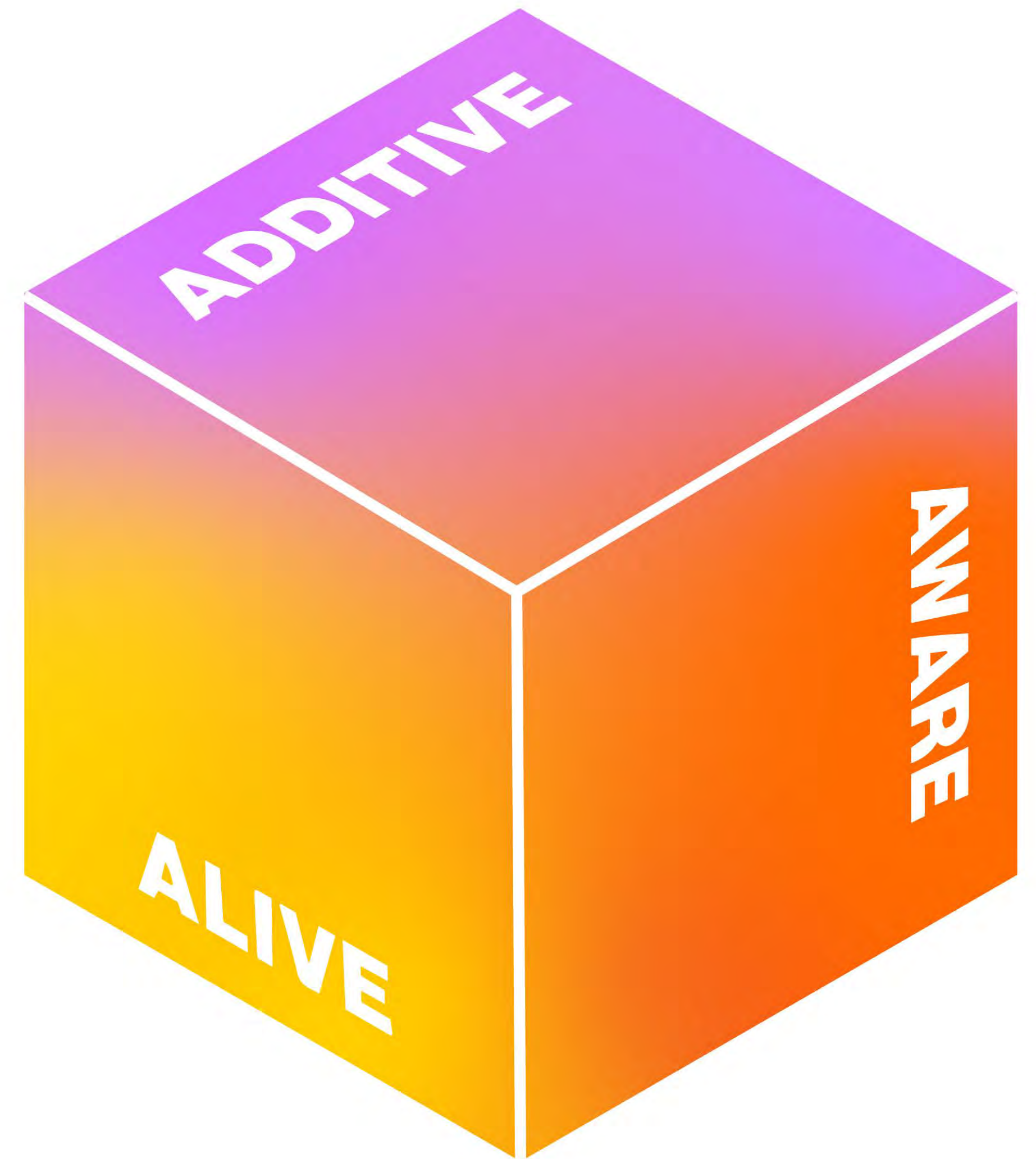


REGENERATIVE BRANDS



Welcome to the Age of Regenerative Brands

Leading in a time
of shifting paradigms,
not just shifting
preferences.



Aware: **Sense and Serve** **Our Deepest** **Human Needs**

Regenerative Brands
are aware of the tensions,
challenges and
aspirations in our lives.

KEY SHIFTS



Listening
to **Sensing**

Research
to **Reflection**

Perspective
Seeking to
Perspective
Taking

Additive: Give More Than You Take

Regenerative Brands recognize our fundamental interdependence as part of a living ecosystem.

KEY SHIFTS



Extract
to **Enrich**

Hoarding
Power
to **Sharing**
Power

Individualism to
Interconnection

Alive: Give More Than You Take

Regenerative Brands
adapt and evolve in
creative relationship with
the people and places
they serve.

KEY SHIFTS



Reactive
to **Adaptive**

Design For
to **Design With**

Perfection
to **Progress**

SUSTAINABILITY

FROM




General Mills

TO

REGENERATION

Regenerative agriculture

What we're DOING:



We are partnering with organic and conventional farmers, suppliers and trusted farm advisors in key growing regions to drive the adoption of regenerative farming principles. Starting with pilot programs on:



OATS



WHEAT



DAIRY

45 FARMS
50,000 ACRES IN NORTHERN PLAINS

SUPPORTED BY:

Cheerios



NATURE VALLEY

24 FARMS
17,000 ACRES IN SOUTHERN PLAINS

SUPPORTED BY:



3 FARMS
1,500 ACRES IN GREAT LAKES REGION

SUPPORTED BY:



- **UNDERSTAND CONTEXT** OF YOUR FARM OPERATION
- **KEEP THE SOIL COVERED**
- **MINIMIZE SOIL DISTURBANCE**
- **MAINTAIN LIVING ROOTS YEAR-ROUND**
- **MAXIMIZE CROP DIVERSITY**
- **INTEGRATE LIVESTOCK**

SECOND

CHANCE EMPLOYMENT



Q&A

THE FUTURE WE WANT



The Future We Want

“An **authentic**
life without judgment.”



Jakerya, 23 Baltimore, MD

The Future We Want

“A more **unified**
nation, less
corruption.”



Edward, 19 Waco, TX

The Future We Want

“A fulfilling,
financially
rewarding life.”



Lauren, 27 Orem, UT

The Future We Want

“Make **your
own** light.”



Avery, 17 Salinas, CA



<http://bbmg.com/radically-better-future>



THANKS!



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