

Want to save the human race?

Stop talking to customers
about sustainability.

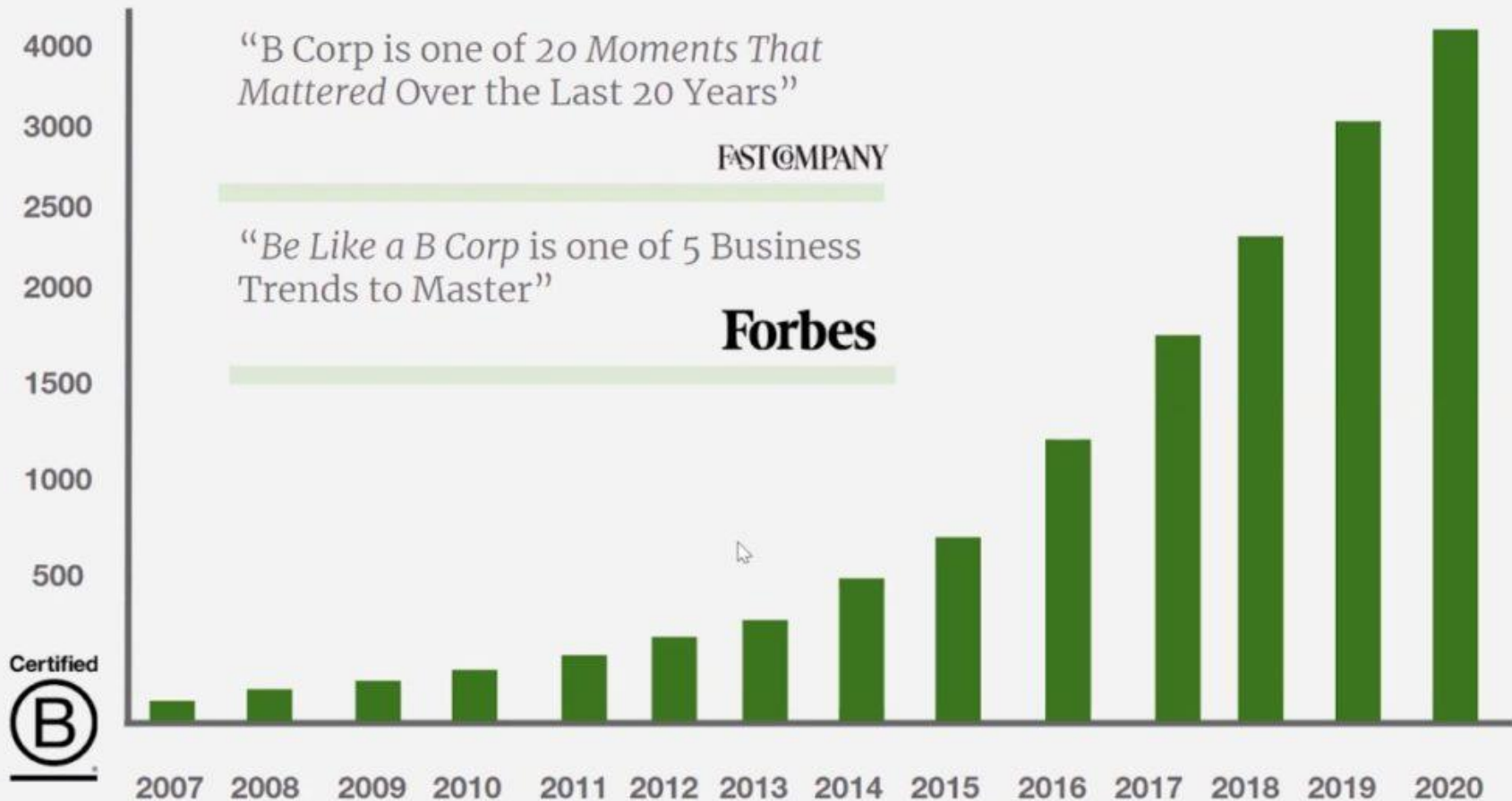
Denise Hicks
Global Climate Lead
for Quirk's
May 4th 2023

c space



Live

UN IPCC climate report



Questions
Questions
Questions

What do people care about?

What should we talk about?

What's considered 'hygiene' in this sector?

How do we get around the say/do gap?

What does the future hold in this space?

“The only
person that
likes change is
a wet baby”

Mark Twain



Consumer
insight
creates
meaning
from climate
activities





The future's
doomed



The future's
clinical



The future's
boring

GOODLIFE
2030

UNDERSTANDING UK CITIZENS' VISIONS OF A GOOD LIFE

UNIVERSAL REPORT



Insight
Climate
Collective.

Britain Talks Climate

A toolkit for engaging the British
public on climate change



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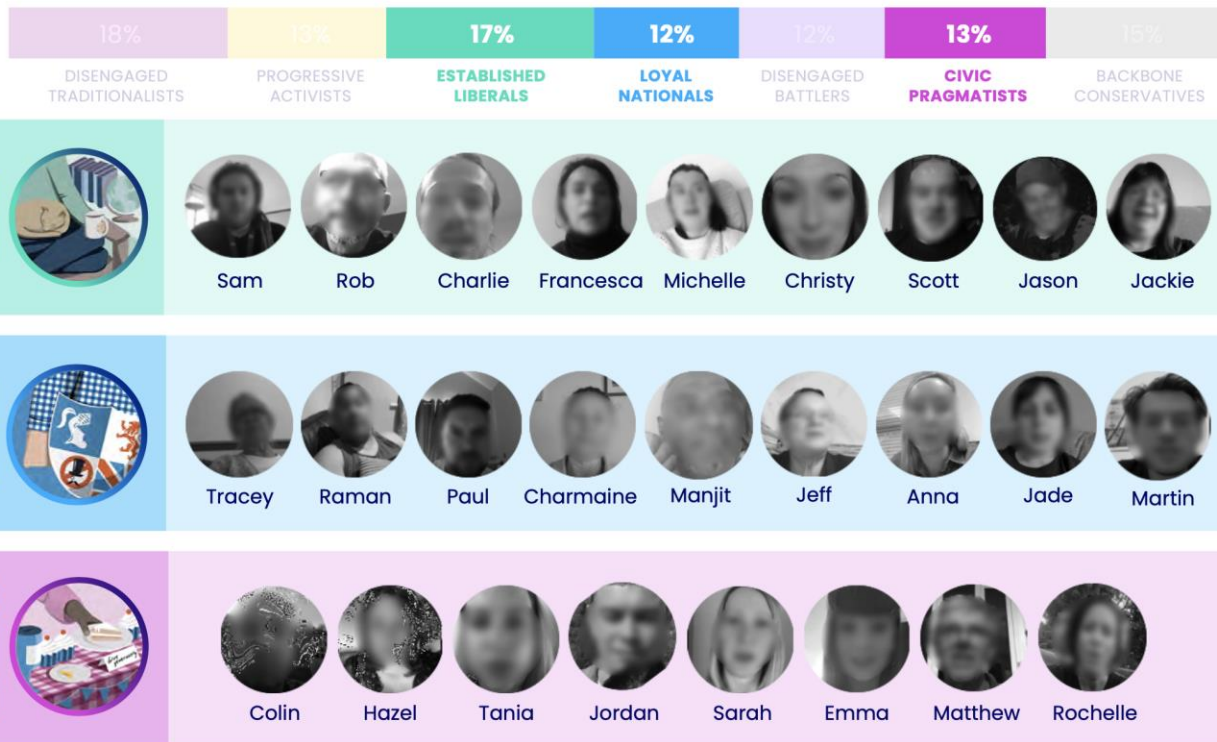


YouGov

INTRODUCING THE CITIZENS

Insight Climate Collective recruited **26 citizens** in total, representing our **three priority segments**.

Citizens were recruited using Britain Talks Climate's Golden Questions Calculator.



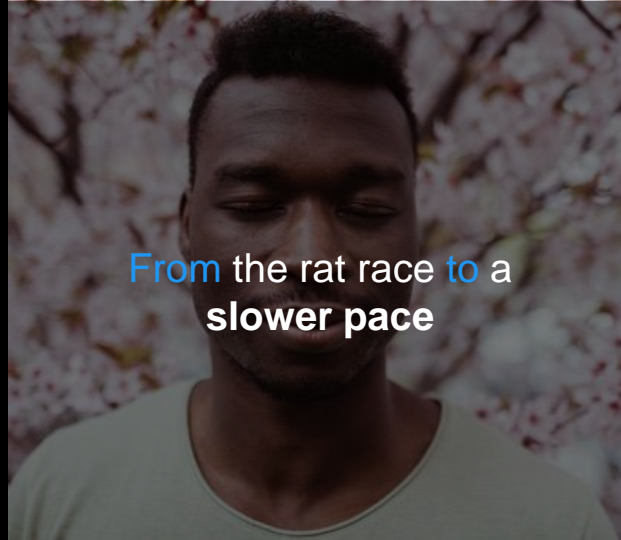


Goodlife2030.earth

More of what
we love...

And less of
what we don't

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From the rat race to a
slower pace



From solitude
To quality time together



From materialism to
meaningful memories



From digital prison to
feeling part of nature

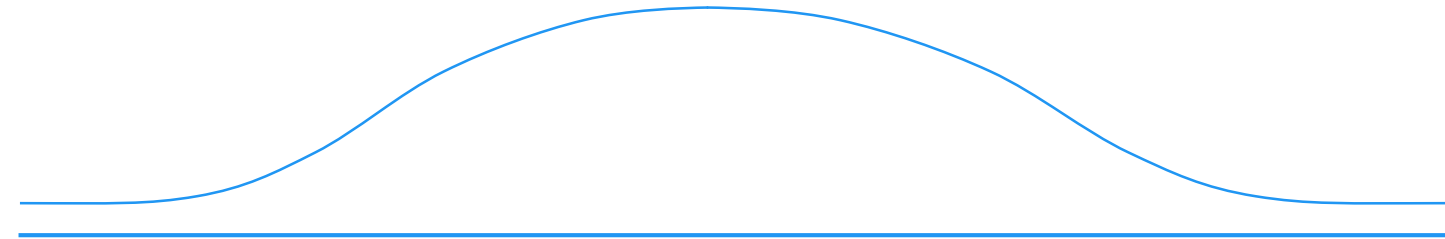


A woman with short, wavy grey hair, wearing a dark blue long-sleeved top and a necklace, stands outdoors in front of a stone building. She has her hands clasped in front of her. The background shows a stone wall with windows and a door, and a green lawn.

Most, if not all, measures to address climate change actually improve quality of life.”

– **Christiana Figueres**

Do you want to be compliant or lead?



COMPLIANCE

Box ticking

TIPPING POINT:
Sustainability
requires wholesale,
systemic shifts

360° business
transformation

LEADERSHIP

Differentiation, leadership, purpose

NOT BAD

REACTIVE

NET GOOD

PROACTIVE

If nothing
else,
remember
these

5

things:

1

Consumer insight helps **consolidate and create meaning** from your climate activities

2

Value growth will be found in **connecting emission reduction to brand fit** and playing a role in **customers' own climate journeys**

3

How can the future feel **positive and 'more than'**

4

Broaden the conversation: How do you deliver against The Good Life for **your audience?**

5

Where do you want to sit on the spectrum of **compliance versus leadership?**

Thank you!

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