UNEP
Finance Initiative
Innovative financing for sustainability

green is beautiful

September 2007

TBWA\VANCOUVER
Agenda

- The Greening Consumer
- In Green Company – what are others doing
- Vancity Green Work
- Green Strategy – getting green right
The Greening Consumer:
Greening the Consumer:

““Greenness” extends throughout the population - some greenies are reading Sierra Club Magazine, while others would rather curl up with the latest issue of Self. Still others are watching The Discovery Channel, while switching to E! on commercial breaks.”
The Greening Consumer:
The Greening Consumer

- 12% of pop. are ‘true greens’ – regularly seek out/buy green products… 2% buy green regardless of quality
- As many as 40% are ‘light greens’ – buy green sometimes (but only if product performs well)
- Greenness comes in many shades
The Greening Consumer

- Products with recycled content - 62%
- Energy-efficient home improvements - 56%
- Cleaning supplies - 48%
- Organic or other third-party certified foods/beverages - 24%
- Energy-efficient cars - 13%
- Green apparel - 10%

Cone Consumer Environmental Survey
The Greening Consumer – Unmet Needs

1. Better water utilization
2. Bigger shift to energy-efficient lighting
3. Making it easier/more economical to set up personal energy grids – solar and wind power
4. Knowing which products are actually better for the environment
5. Get kids more involved in creating solutions
The Greening Consumer – Unmet Needs

6. Make it simple – link new action to known action
7. Deeper information about what the company actually does to deliver on its promises
8. Effective ways to recycle – especially old technology
9. Attaining a better work/life balance
10. Help reduce consumption versus selling more stuff.
In Green Company
In Green Company

Meraki Outdoor – solar powered kit, provides high-speed Internet to entire neighborhoods.
In Green Company

Sony “odo”
- No AC adaptors/chargers (hand-cranked)
- Spin N’ Snap camera, Push Power Play viewer, Crank N’ Capture video camera
In Green Company

Sainsbury’s

- Anya Hindmarch bag
- Sold out within an hour

“Since this bag is an ethical way of carrying shopping home from the supermarket, could someone please explain why our local Sainsbury’s was placing them in an orange plastic, non environmentally friendly carrier bag after they were purchased this morning?”

Stella & Amelia, Harrogate
In Green Company

Dole Organic - lets consumers “travel to the origin of each organic product”. By typing in a fruit sticker's three-digit Farm Code on Dole Organic's website, customers can find the story behind their banana.
What Others Are Doing

*Ben & Jerry’s* — “One Sweet Whirled”

*Harry Potter* — most ever sustainable paper; some retailers donating $ to third world libraries

*Richard Branson* — $25million to the first person who finds a way to remove 1 billion tons of CO2 from the atmosphere annually
The Greening of Government

MOU on Climate Change
Arnold Schwarzenegger – Governor, California
Gordon Campbell – Premier, British Columbia
What Others Are Doing

China – eco-city Dongtan for 500,000 residents

Green roofs and solar panels are standard features

Full-grown trees from already-built nurseries, integrated wind turbines for electricity, low-rise compact buildings and water taxis connecting from Shanghai’s mainland
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Solar Powered Billboard
Solar Powered Billboard
Transparent Business Practises
Television – Climate Change Mortgage
Bike Share Experiment
Bike Share Experiment
Considerations

- Carefully define your target group
- Engage your employees
- Don’t sell on green alone
- Keep it simple
- Embrace a 360° view
- Don’t be afraid to take baby steps
- Be specific
- Be interactive
Thanks\n
Questions?