

THE  
POWER  
AND THE  
PASSION

**SECTOR SNAPSHOT**

*Food and non-alcoholic beverages*

# DO AUSTRALIANS WANT BRANDS AND BUSINESSES TO GET BEHIND SOCIAL AND ENVIRONMENTAL CAUSES?

*And if yes, which ones?*

For over ten years, **Republic of Everyone**, **The Bravery** and **Mobium Group** have worked with government, business and charities to help create positive change in the world.

Doing this work effectively, authentically and sustainably requires first knowing what kind of change people want to see in the world around them.

So, earlier this year, we completed a special project called **The Power and the Passion**. It all started with a simple question...

**What issues are Australians most passionate about?  
And how do brands and businesses have the power  
to create change?**

This report will give you a glimpse into what they said about your sector.

*Want the whole thing?*

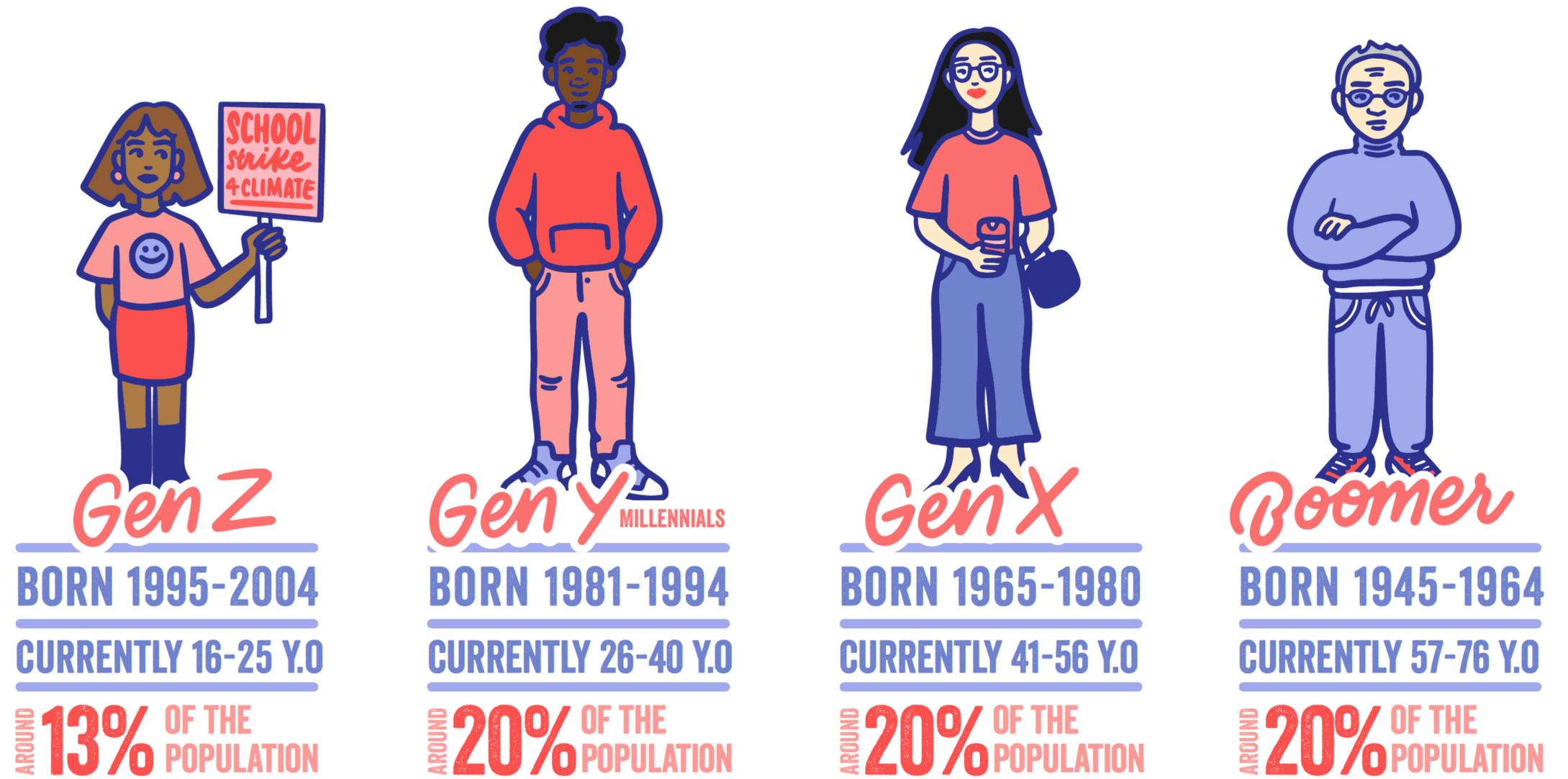
Download the complete Power and the Passion report at  
[powerandthepassion.com.au](http://powerandthepassion.com.au)



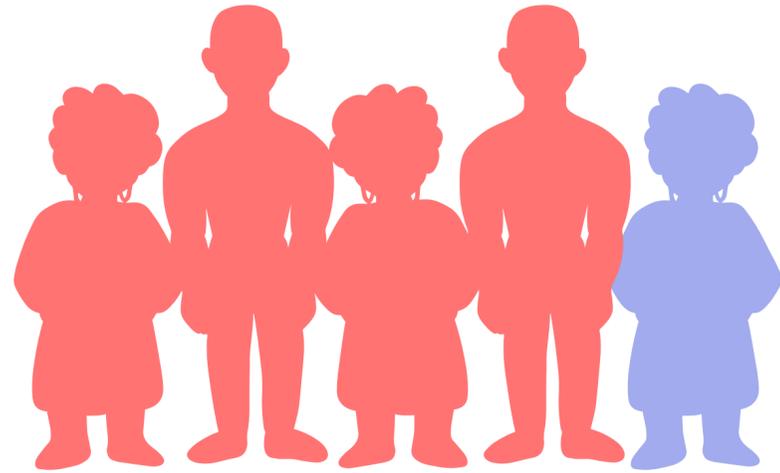
# Who did we speak to?

We spoke to 2,000 everyday Australians from all walks of life to understand which social and environmental issues are closest to their hearts – and the role they want brands and businesses to play in helping improve them.

THE POWER AND THE PASSION STUDY IS BUILT AROUND THE GENERATIONS. WE HAVE USED THE FOLLOWING DEFINITIONS:



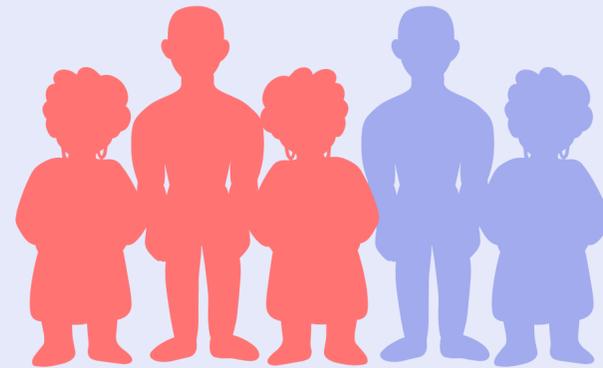
# WHAT WE FOUND



ALMOST  
**4 in 5**

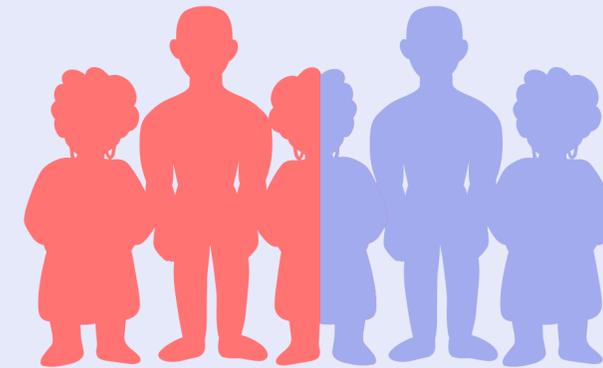
say brands and products should support causes or make changes to their products that address social and environmental issues

## ...AND THEY'RE READY TO REWARD THE BRANDS AND BUSINESSES THAT *do* ACT



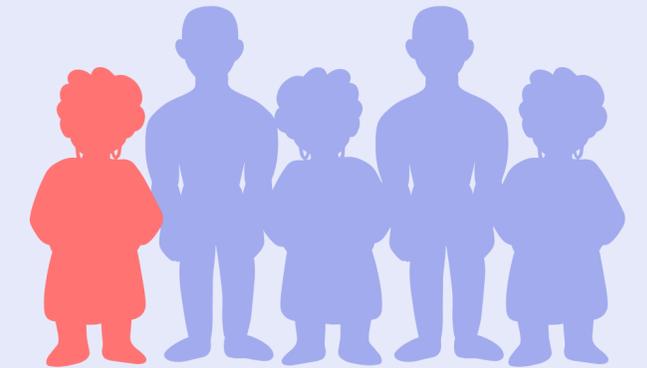
ALMOST  
**3 in 5**

say they actively look for products and brands that support causes or have environmentally friendly attributes – at least sometimes



ALMOST  
**50%**

of Australians say they purchased a product (at least in part) within the last month because they thought it would help support a social or environmental issue

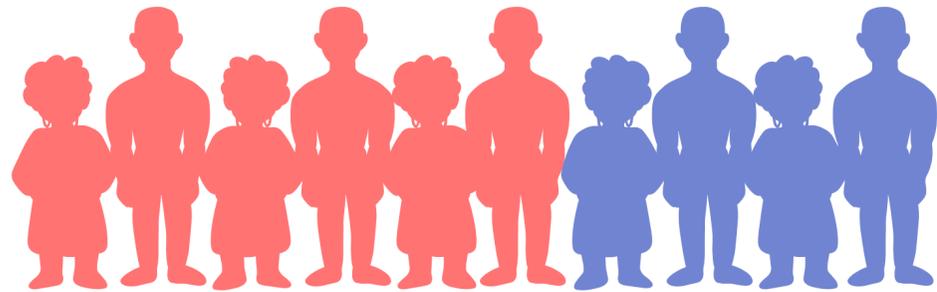


MORE THAN  
**1 in 5**

say they did so in the last week

# And yes,

PEOPLE WILL PAY MORE FOR PRODUCTS THAT SUPPORT CAUSES OR HAVE LOWER ENVIRONMENTAL IMPACTS



AROUND  
**6 in 10**

will pay more

HOW MUCH MORE WILL THEY PAY?

**1 in 3**

people say they will pay 'a little more' – up to 5% – for products that support a cause or have a lower environmental impact.



**14%**

SAY THEY WILL PAY  
UP TO 10% MORE

**5%**

SAY THEY WILL PAY  
UP TO 20% MORE

**5%**

SAY THEY WILL PAY  
UP TO 30% MORE

*A 'good' product*

is defined as one that makes a positive impact on social, community or environmental issues through how it is made or by giving a portion of sales to support a cause.

# IT'S IMPORTANT BRANDS GET INVOLVED AUTHENTICALLY



## *Authenticity is everything*

When you champion a cause or an issue that is aligned with your stakeholder's expectations, your target audience's sentiments, and your product or service offering, your action in that space is far more likely to be supported at all levels of the business and with your consumers - and as a result, have meaningful, long-term impact out in the real world.

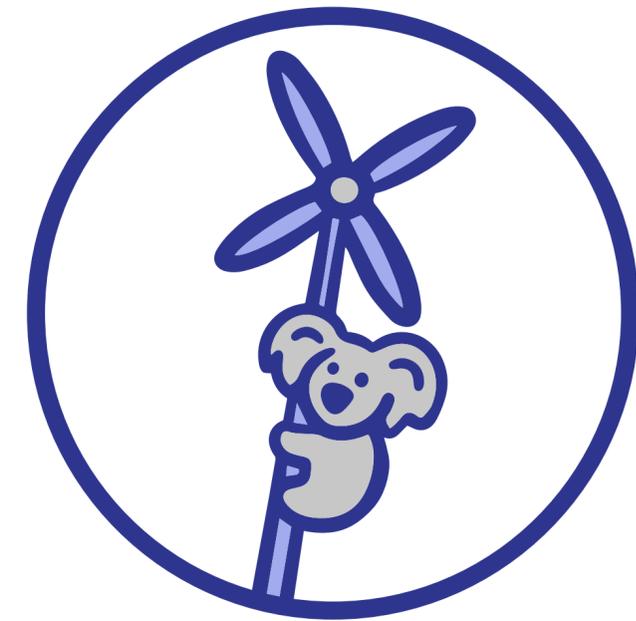
# SO WHAT ISSUES AND CAUSES DO AUSTRALIANS WANT FOOD AND NON-ALCOHOLIC BEVERAGE BRANDS TO ACT ON?



**#1** IS MADE IN AUSTRALIA



**#2** IS 100% RECYCLED PACKAGING



**#3** IS 100% MADE WITH RENEWABLES

# And breaking it down by generations:

## WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK THE FOOD AND NON-ALCOHOLIC BEVERAGE SECTOR SHOULD BE ACTING ON?

For food and non-alcoholic beverage brands, the issues are pretty similar across the generations.



- #1 IS 100% RECYCLED PACKAGING
- #2 IS MADE IN AUSTRALIA
- #3 SUPPORTS MENTAL HEALTH



- #1 IS 100% RECYCLED PACKAGING
- #2 IS MADE IN AUSTRALIA
- #3 IS 100% MADE WITH RENEWABLES



- #1 IS MADE IN AUSTRALIA
- #2 IS 100% RECYCLED PACKAGING
- #3 IS 100% MADE WITH RENEWABLES



- #1 IS MADE IN AUSTRALIA
- #2 IS 100% RECYCLED PACKAGING
- #3 SUPPORTS STRUGGLING FARMERS

# HOW DOES *location* CHANGE THINGS?

For food and non-alcoholic beverage brands, the issues are the same – just in a different order of priority.

## *Urban Dwellers*

- #1 IS 100% RECYCLED PACKAGING
- #2 IS MADE IN AUSTRALIA
- #3 IS 100% MADE WITH RENEWABLES

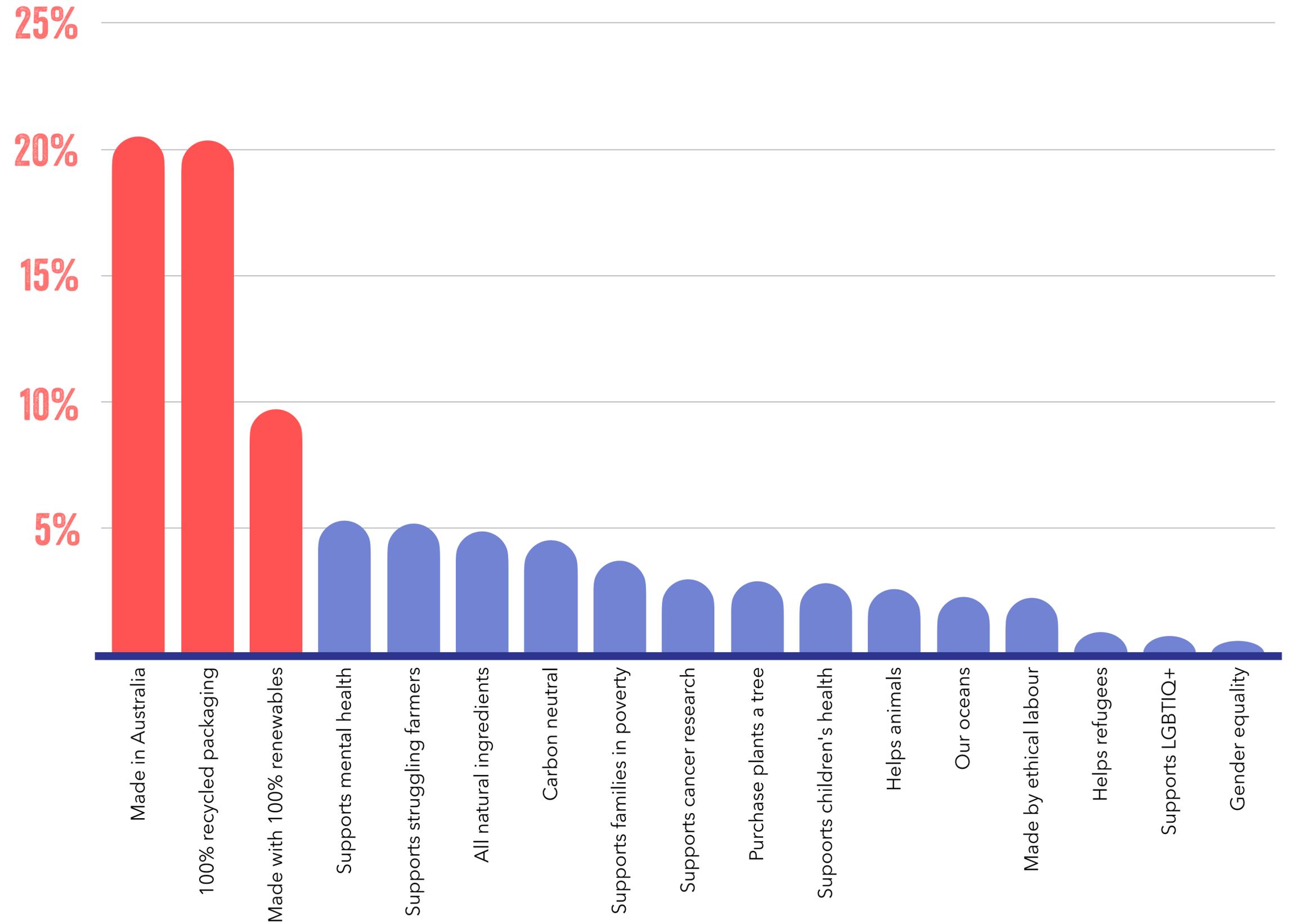
## *Rural and Regional*

- #1 IS MADE IN AUSTRALIA
- #2 IS 100% RECYCLED PACKAGING
- #3 IS 100% MADE WITH RENEWABLES



## AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their **single top issue** that they would like to see food and non-alcoholic brands support. Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF  
FOOD AND NON-ALCOHOLIC BEVERAGE BRANDS TAKING ACTION?**



# MADE IN AUSTRALIA

In 2020, Woolworths partnered with a local social enterprise, The Bread and Butter Project, to set up an on-site concession bakery within their Erskineville (NSW) Metro premises.

**IT'S THE FIRST TIME WOOLWORTHS HAS OUTSOURCED BAKING TO A 3RD PARTY.**

Facebook  
facebook.com/woolworths/videos/882602318924943

Woolworths  
18 May 2020

**Woolworths - We're here**  
We're here for the community - meet the team from The Bread and Butter Project.

Woolworths are supporting local businesses such as The Bread and Butter Project. The social enterprise company came on board as a Woolworths supplier after many of the restaurants and cafes they supply to have temporarily closed due to lockdown. From their Marrickville depot, the team at The Bread and Butter Project are working hard to supply 14 Woolworths Metro stores with fresh bread and pastries.

See less  
620 402 comments

Like Comment Share

Comments Hide

All comments

Pascale Hastings  
Great move Woolies! Really helpful, I miss them at Carriageworks farmers market & so pleased I can still get their yummy goods through you 🍞👍

Like Reply · 43 w · 5

Author  
Woolworths  
Gotta get that bread! 🍞 We're so thrilled to hear this, Pascale. Thanks for your support. ❤️

Write a comment...  
Press Enter to post.

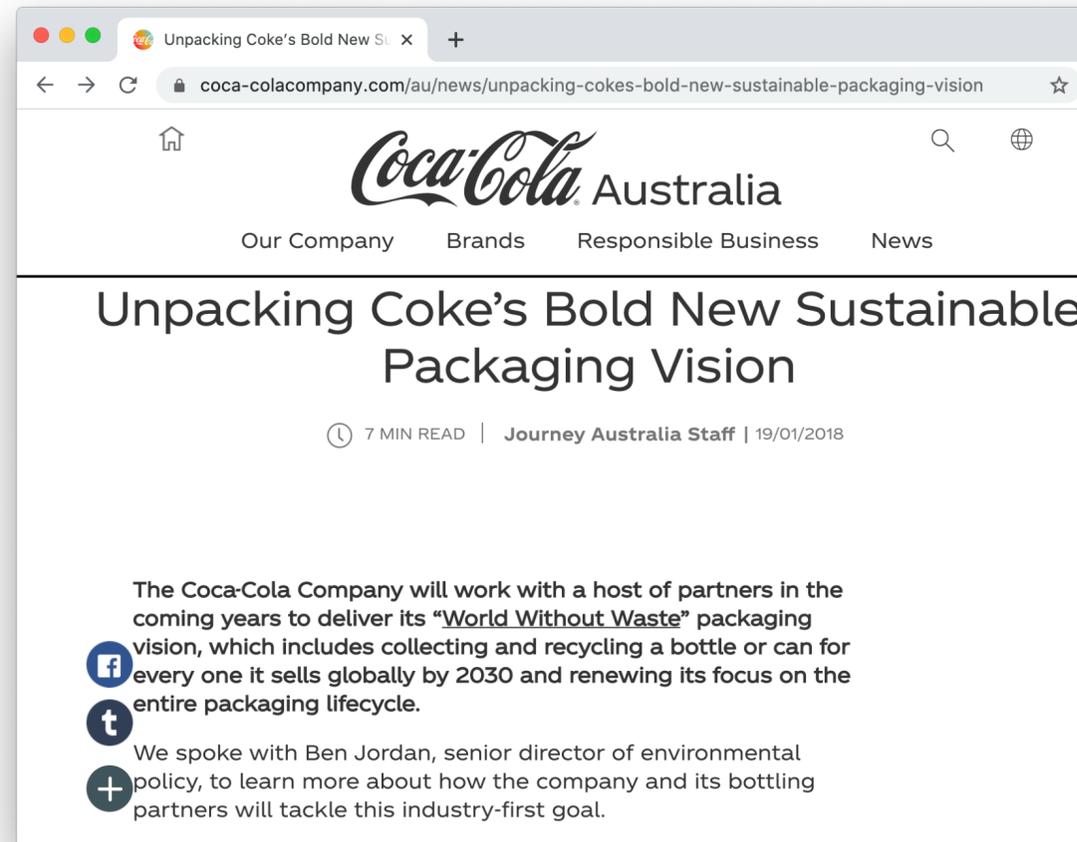
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# 100% RECYCLED PACKAGING

In 2018, Coke announced that it would **COLLECT AND RECYCLE ONE BOTTLE OR CAN PER DRINK SOLD**, globally, by 2030.

When you're selling close to **2 BILLION DRINKS** around the world daily, those figures add up pretty quickly!





# CLIMATE AND RENEWABLES

In 2020, Ben & Jerry's released **'UNFUDGE OUR FUTURE'**, a new non-dairy ice cream flavour that supports action on climate change.

As part of the campaign, they partnered with advocacy non-profit 350.org and called on federal politicians to **MAKE FOSSIL FUELS HISTORY.**

**Ben & Jerry's** 25 November 2020 · 🌐

Let us take you through the chunkiest moments of our Unfudge our Future campaign in our latest blog post! We've broken down all the fudgiest, euphoric achievements that we're so proud to have worked together with you all to achieve 🥰 Read all about it here: <https://www.benandjerry.com.au/.../unfudge-our-future...>

**Instagram**

**benandjerrysoz** • Following

**benandjerrysoz** We can work together to Unfudge our Future. Take action by clicking the link in bio to send a message to our Government to make fossil fuels history! 24w

**katherine\_sabbath** Yes to people power & Unfudging Our Future! 🌱🌍🌿 24w 1 like Reply

**reubenbaeli** stop selling in apartheid israel 24w 1 like Reply

Liked by biopak.packaging and 149 others

SEPTEMBER 30, 2020

Add a comment... Post

Send a message to our MP's TAKE ACTION NOW!



**DOES YOUR BUSINESS NEED HELP FINDING**  
*or communicating*  
**ITS IMPACT WORK?**

**BETWEEN REPUBLIC OF EVERYONE AND THE BRAVERY,  
OUR SERVICES PROVIDE EVERYTHING YOU NEED TO IMAGINE, THEN DELIVER.**

## *Consultancy*

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You can do anything,  
but you can't do everything.

We help brands and businesses simplify the complexity around sustainability, prioritise their impact, find the right partners, then make change happen.

- Sustainability strategies
  - Shared Value
  - Impact programs
  - Internal engagement
  - Reporting
  - Brand purpose
  - Behaviour change
- 

## *Creativity*

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Sustainability needs a special kind of creativity. We mix design, digital, innovation and real world events to make challenging issues compelling, and encourage everyday people to get involved.

After all, is creativity truly creative if it doesn't create a better world?

- Digital
  - Design
  - Experiential
  - Campaigns
  - Copy and content
- 

## *Storytelling*

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The power of storytelling can make the world a better place. We can help you tell your story to the right people, the right way, at the right time.

- PR and communications
  - Media relations
  - Social media
  - Events and activations
  - Issues and crisis management
  - Media and presentation training
  - Influencers and ambassadors
  - Partnerships
  - Speechwriting and presentations
  - Personal brand and business profiling
-

**GET IN TOUCH:**



[republicofeveryone.com/contact-us](https://republicofeveryone.com/contact-us)



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