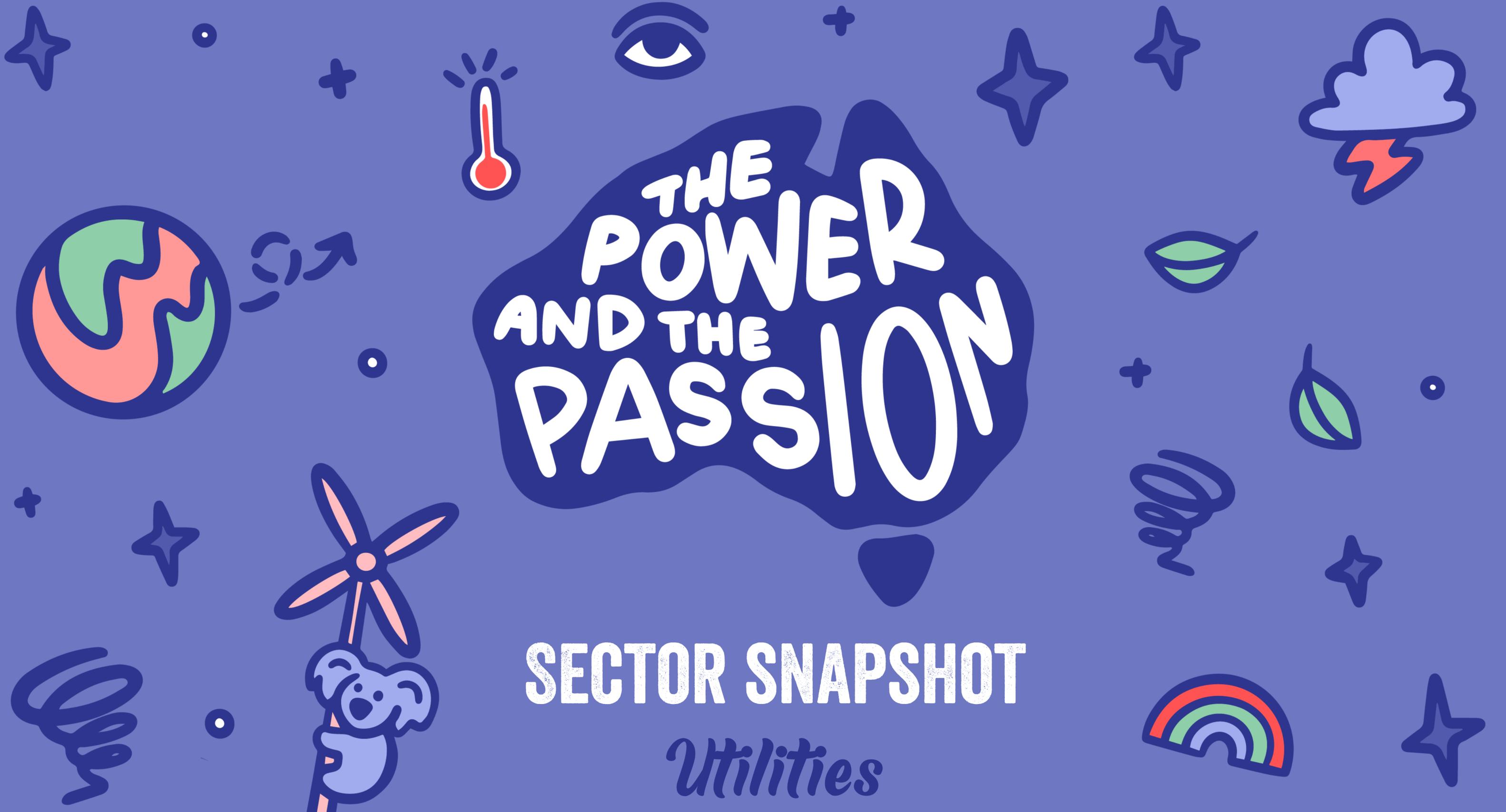


# THE POWER AND THE PASSION

## SECTOR SNAPSHOT

*Utilities*



# 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?*

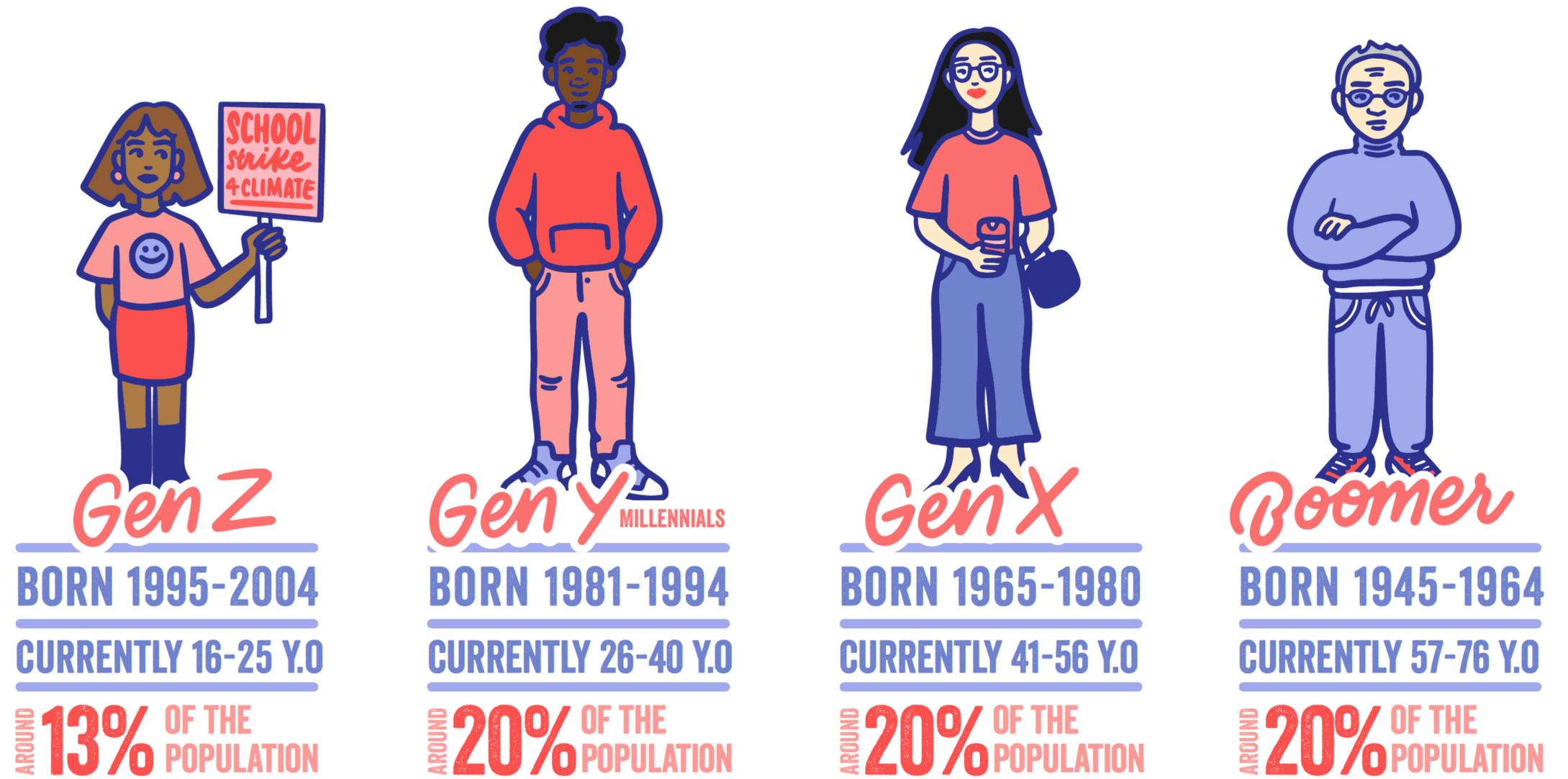
Download the complete Power and the Passion report at  
[powerandthepassion.com.au](http://powerandthepassion.com.au)



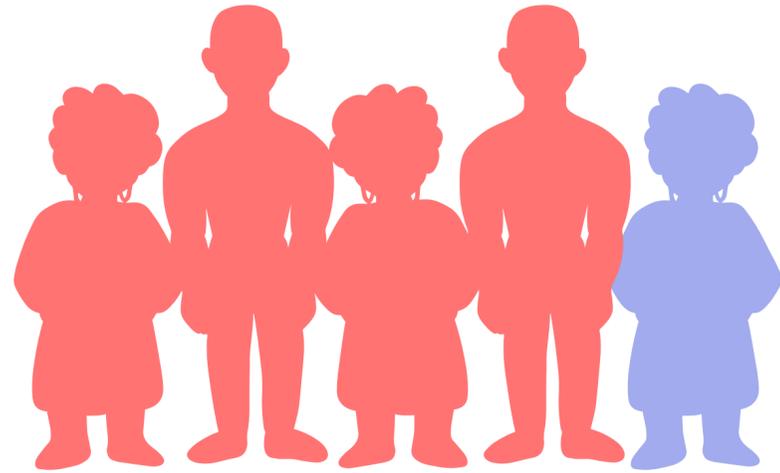
# Who did we speak to?

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:



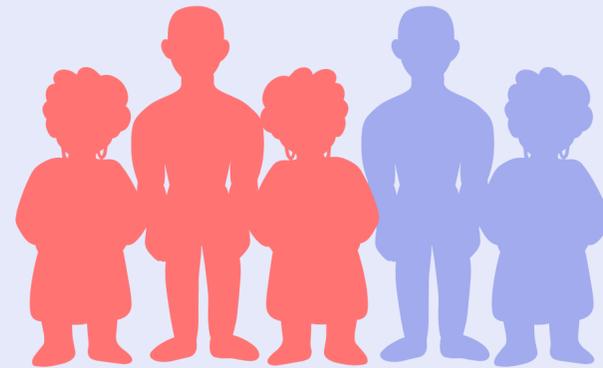
# WHAT WE FOUND



ALMOST  
**4 in 5**

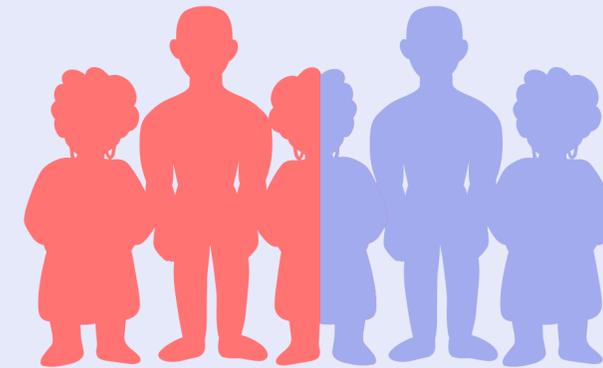
say brands and products should support causes or make changes to their products that address social and environmental issues

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



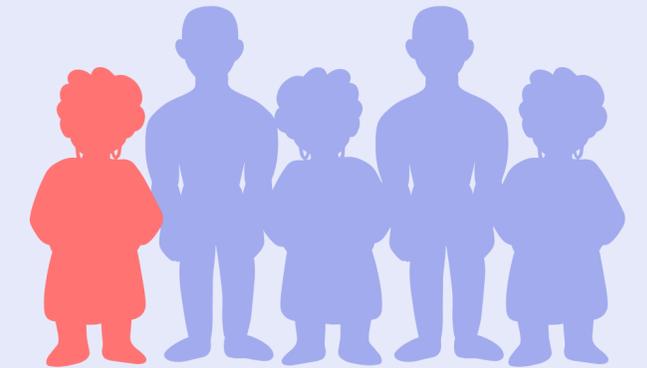
ALMOST  
**3 in 5**

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

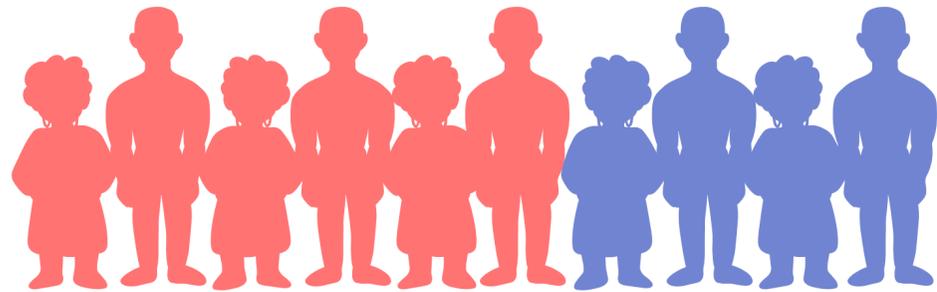


MORE THAN  
**1 in 5**

say they did so in the last week

# And yes,

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



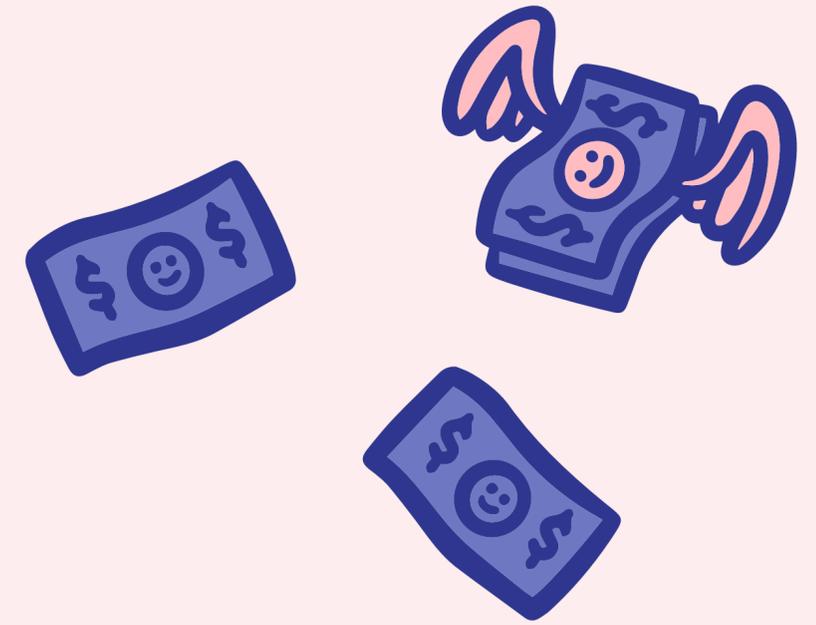
AROUND  
**6 in 10**

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.

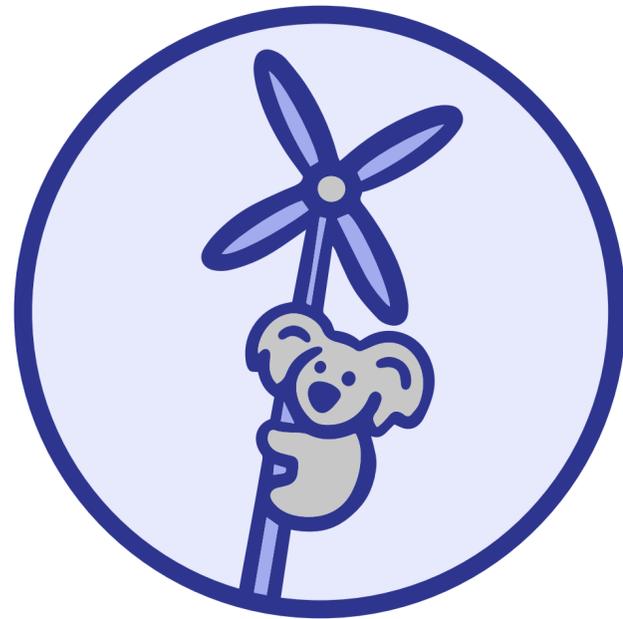
# IT'S IMPORTANT BRANDS GET INVOLVED AUTHENTICALLY



## *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 UTILITIES TO ACT ON?



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



**#2** IS MADE IN AUSTRALIA



**#3** CARBON NEUTRAL

# And breaking it down by generations:

## WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK UTILITIES SHOULD BE ACTING ON?

For utilities, it's actually very similar across all generations.



- #1 IS 100% MADE WITH RENEWABLES
- #2 IS CARBON NEUTRAL
- #3 IS MADE IN AUSTRALIA



- #1 IS 100% MADE WITH RENEWABLES
- #2 IS MADE IN AUSTRALIA
- #3 IS CARBON NEUTRAL



- #1 IS 100% MADE WITH RENEWABLES
- #2 IS MADE IN AUSTRALIA
- #3 IS CARBON NEUTRAL



- #1 IS 100% MADE WITH RENEWABLES
- #2 IS MADE IN AUSTRALIA
- #3 IS CARBON NEUTRAL

# HOW DOES *location* CHANGE THINGS?

For utilities, it doesn't – both urban and regional Australians think the sector should be acting on the same issues.

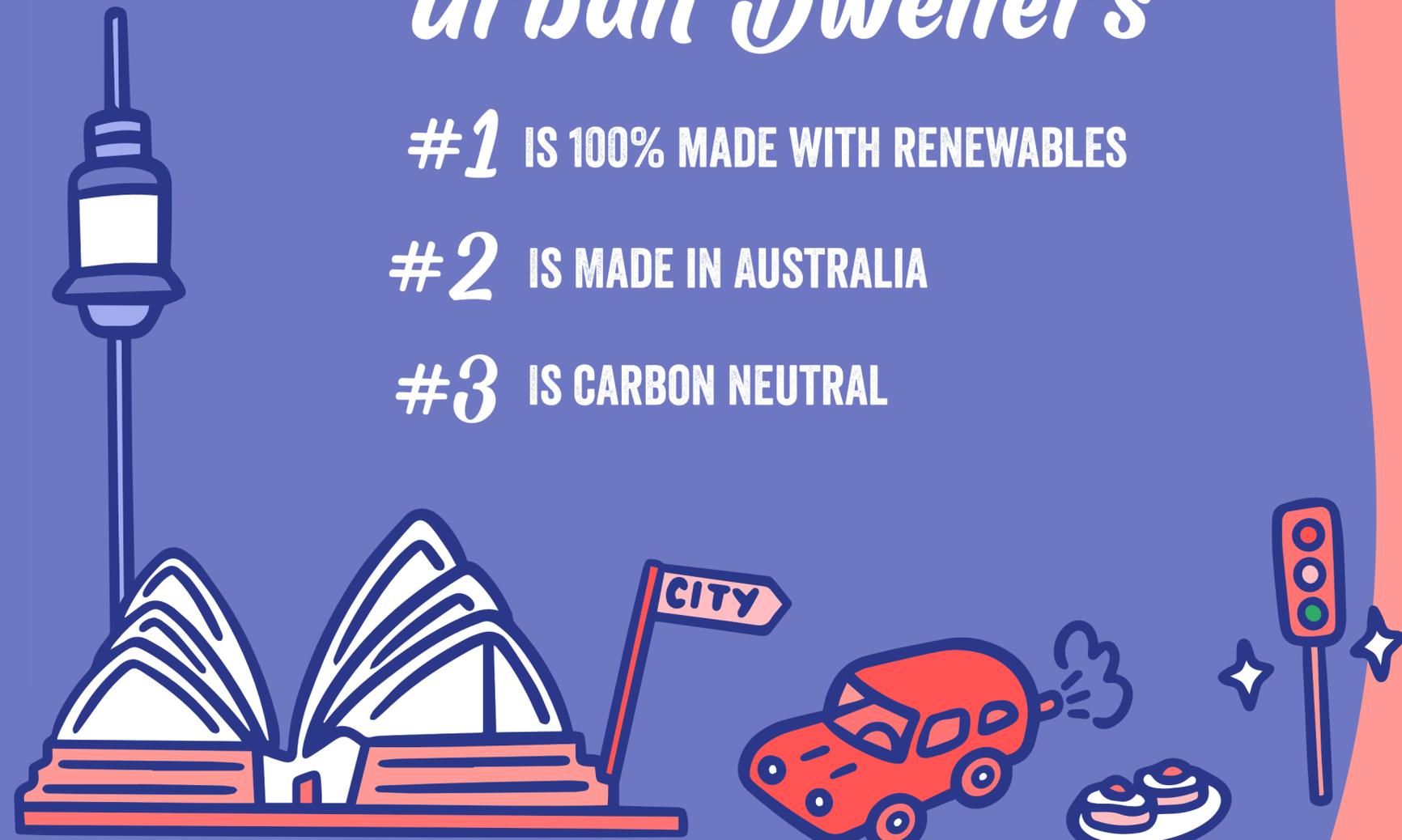


## *Urban Dwellers*

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

**#2** IS MADE IN AUSTRALIA

**#3** IS CARBON NEUTRAL



## *Rural and Regional*

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

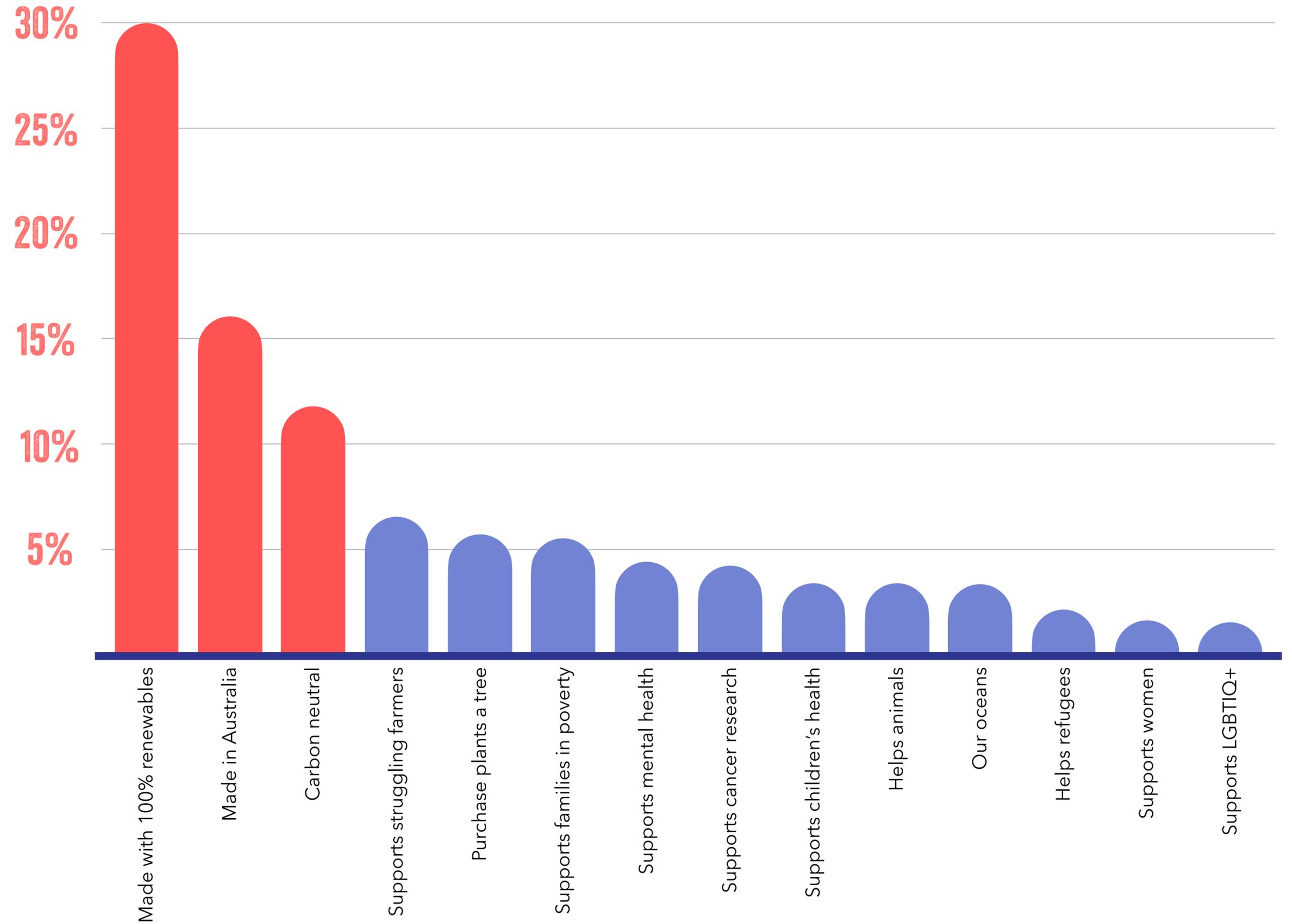
**#2** IS MADE IN AUSTRALIA

**#3** IS CARBON NEUTRAL



## AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their **single top issue** that they would like to see utilities support. Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF  
UTILITIES TAKING ACTION?**



# CLIMATE AND RENEWABLES

Since 2018, waste management specialists Veolia have been rethinking energy in the Illawarra Shoalhaven Local Health District.

By finding green energy solutions, such as solar power and energy efficient lighting and cooling, they've been able to cut carbon emissions by **4,000** tonnes per year – the equivalent of taking **1,100** cars off the road.

**THE SHIFT WILL SAVE NSW HEALTH \$6 MILLION OVER 8 YEARS.**

**USING GREEN SOLUTIONS SUCH AS SOLAR POWER**

NSW Health Illawarra Shoalhaven Local Health District Energy Performance Contract

Rethinking Energy  
991 views · Oct 2, 2018

**Veolia Australia & New Zealand**  
645 subscribers

Veolia is Rethinking Sustainability and helping to create a world where resources are not wasted, but instead conserved and reused for the benefit of our communities and environment.

Specifically in the energy sector, Veolia rethinks sustainability to address our client's challenges and deliver tailored solutions to meet their needs now and into the future.

Learn about how we are rethinking sustainability for the University of the Sunshine Coast (QLD) and NSW Health Illawarra Shoalhaven Local Health District (NSW).

SHOW LESS

**WE'RE RETHINKING ENERGY TO SAVE NSW HOSPITALS MILLIONS OF DOLLARS. FIND OUT HOW.**

RETHINKING SUSTAINABILITY



# MADE IN AUSTRALIA

Owned by Snowy Hydro, not only are Red Energy **100% AUSTRALIAN-OWNED**, their head office in Melbourne and **100%** of their Customer Solutions Team are here in Australia, too.

This clearly resonates with Australian consumers, as they're the only energy retailer to have won the Canstar Blue Award for **MOST SATISFIED CUSTOMERS 10 YEARS IN A ROW.**

**Red Energy**  
14 January · 🌐

Our CEO, Iain Graham talks about the importance of supporting Australian products and services. He believes that by supporting local "we can all do a little bit to ensure the future health of our economy and community".

At Red we are proud to be 100% Australian owned and the only energy company certified to carry the [Australian Made Campaign](#) logo.

Find out more <https://www.redenergy.com.au/campaign/australian-made/>

**AUSTRALIAN MAKERS**

0:42 / 2:50

👍❤️👍 84      4 comments 30 shares

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**We're here if you need us**

Monday to Friday 8.00am to 8:30pm  
Saturday 9.00am to 5:30pm (AEST/AEDT)

#RealAussieEnergy    red energy    AUSTRALIAN MADE AND OWNED

redenergyau Please contact our Australian based Customer Solutions team if you are a Red Energy residential or small business customer experiencing financial difficulty.

52w

mxcnblender 100% Australian owned and operational. So proud team. 🇺🇸🇺🇸🇺🇸

51w 1 like Reply

👍💬🗑️🔖

Liked by valeriybarladyan and 45 others

MARCH 24, 2020

😊 Add a comment...    Post



# CARBON NEUTRAL

Energy Australia offers an opt-in program for their customers called Go Neutral, where they calculate and offset a household's electricity or gas emissions  
**AT ZERO EXTRA COST TO THE CUSTOMER.**

To date, more than a **QUARTER OF A MILLION AUSTRALIANS** have taken Energy Australia up on the offer.

EnergyAustralia 12 March at 08:00 · 🌐

Thanks to our customers we're the largest carbon offsetter of any energy retailer in Australia and have offset more than 1.6 million tonnes of CO2.

**Thank you to the 250,000 EnergyAustralia customers who have gone carbon neutral.**

Climate Active Carbon Neutral Product

31 reactions · 27 comments · 1 share

Like Comment Share

EnergyAustralia 6 March at 09:26 · 🌐

Since launching Go Neutral in 2016, nearly 250,000 residential customer accounts have opted in, for no extra cost (that's about the same number of households in Tasmania!\*)

Go Neutral is certified by [Climate Active](#) - the most rigorous and credible carbon neutral certification available in Australia - and we're very proud that with the help of our customers, Go Neutral is now the largest carbon offset program in the Australian energy sector.

Opting in to Go Neutral for your home electricity and gas is simple and you can do it for no extra cost - you can now do it via My Account: <https://bit.ly/3hQRDn3>

ENERGYAUSTRALIA.COM.AU

**Helping fight climate change with carbon neutral**

Today, we're all aware of climate change and the impacts of hum...

11 reactions · 1 comments · 1 share

Like Comment Share



**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*

---

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*

---

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*

---

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)



[thebraveryishere.com/contact](https://thebraveryishere.com/contact)