



THE
POWER
AND THE
PASSION

SECTOR SNAPSHOT

Everyday household purchases

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?

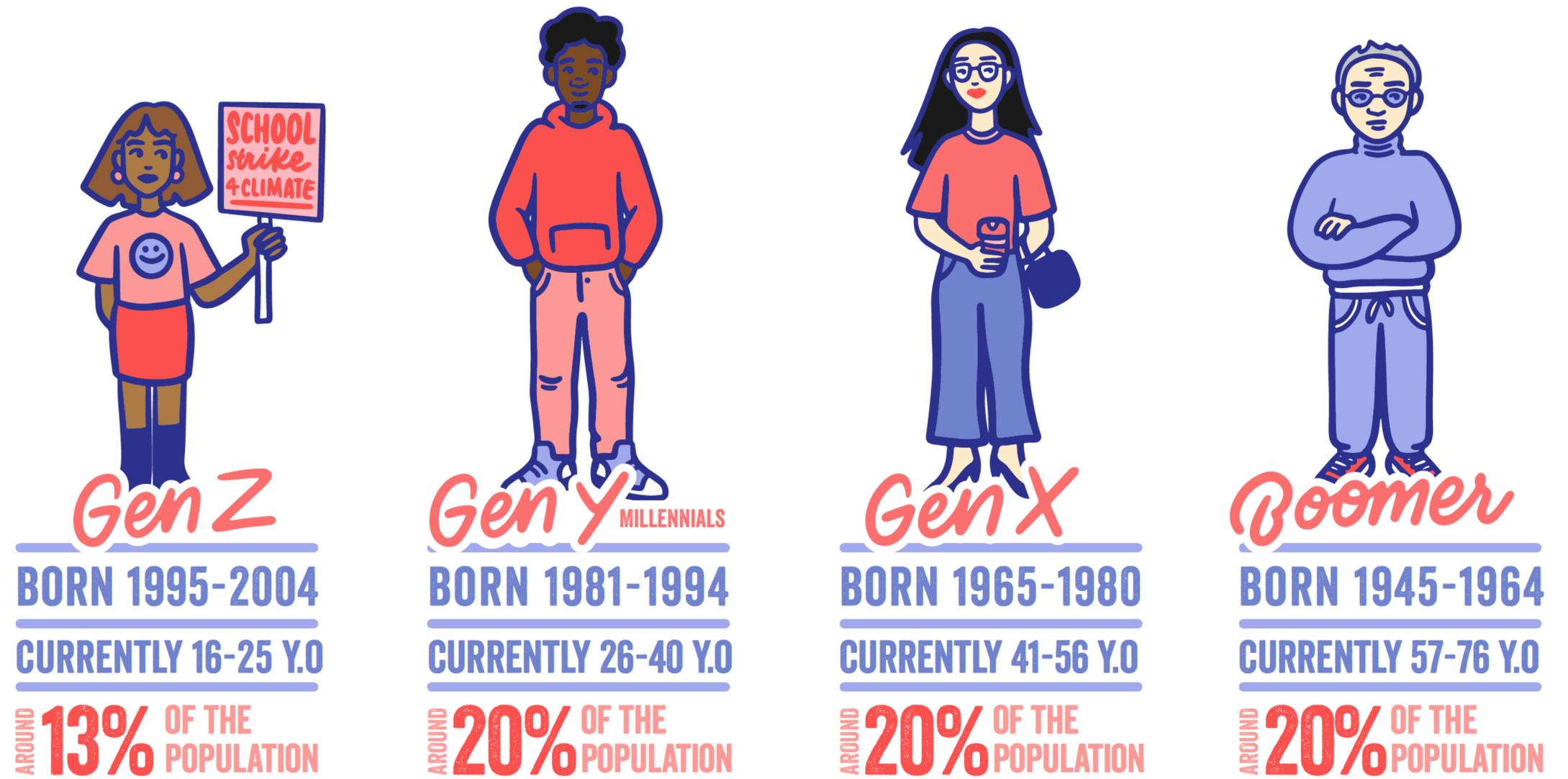
Download the complete Power and the Passion report at
powerandthepassion.com.au



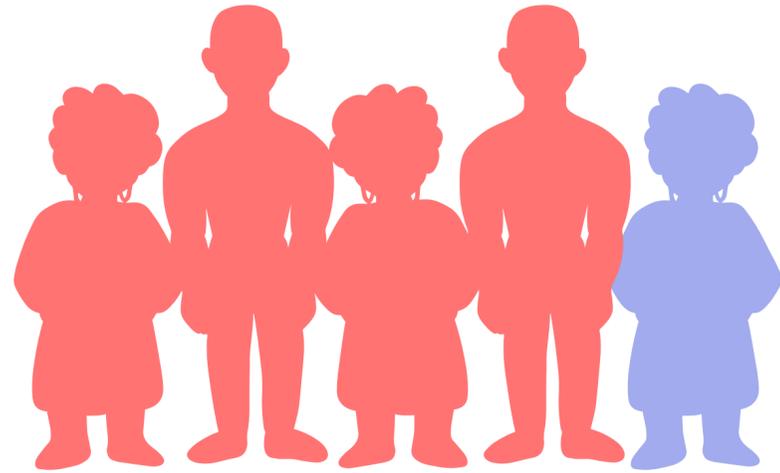
Who did we speak to?

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:



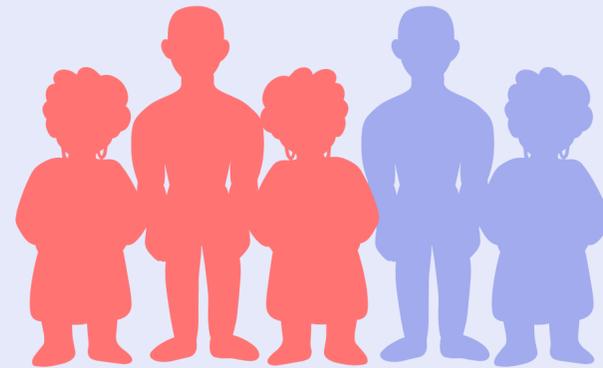
WHAT WE FOUND



ALMOST
4 in 5

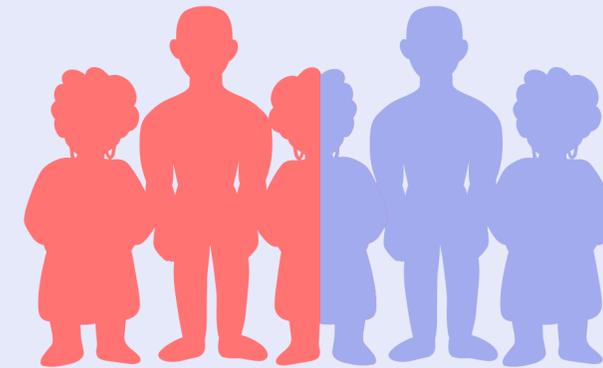
say brands and products should support causes or make changes to their products that address social and environmental issues

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



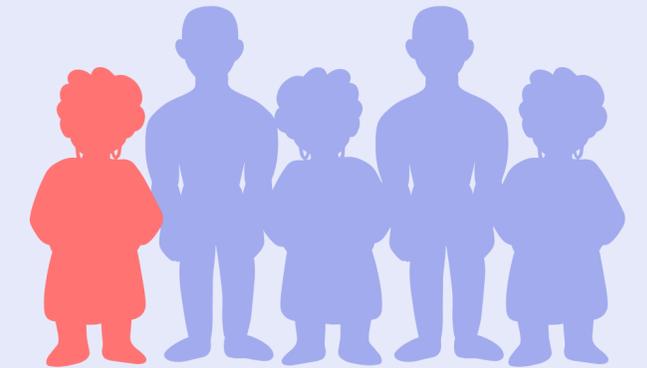
ALMOST
3 in 5

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

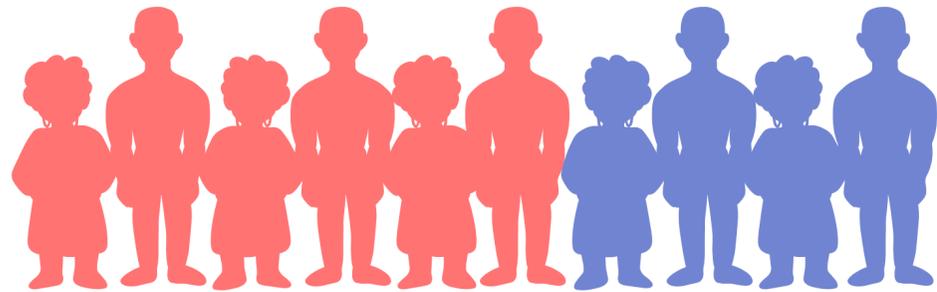


MORE THAN
1 in 5

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.

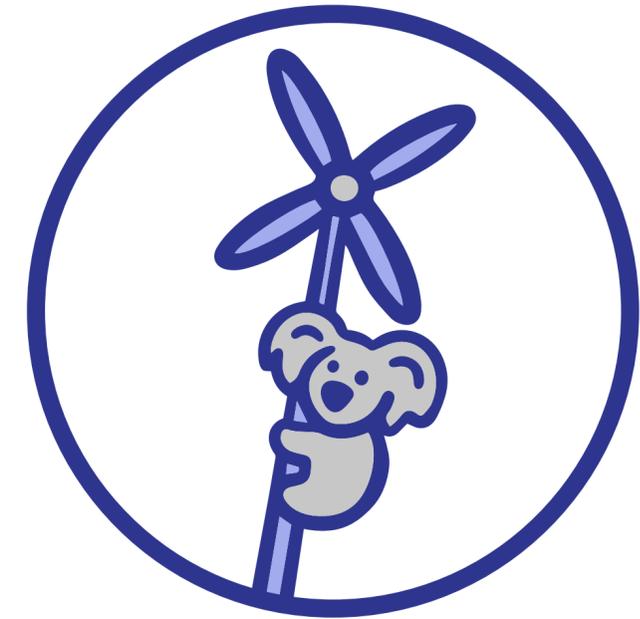
SO WHAT ISSUES AND CAUSES DO AUSTRALIANS WANT EVERYDAY HOUSEHOLD BRANDS TO ACT ON?



#1 IS MADE IN AUSTRALIA



#2 100% RECYCLED PACKAGING



#3 IS 100% MADE WITH RENEWABLES

And breaking it down by generations:

WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK EVERYDAY HOUSEHOLD BRANDS SHOULD BE ACTING ON?

Across all generations, Australians want to see priority given to products made with 100% recycled packaging, and products Made in Australia.



- #1 IS 100% RECYCLED PACKAGING
- #2 IS MADE IN AUSTRALIA
- #3 IS MADE WITH ALL NATURAL MATERIALS



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HOW DOES *location* CHANGE THINGS?

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

Urban Dwellers

#1 IS MADE IN AUSTRALIA

#2 IS 100% RECYCLED PACKAGING

#3 IS 100% MADE WITH RENEWABLES

Rural and Regional

#1 IS MADE IN AUSTRALIA

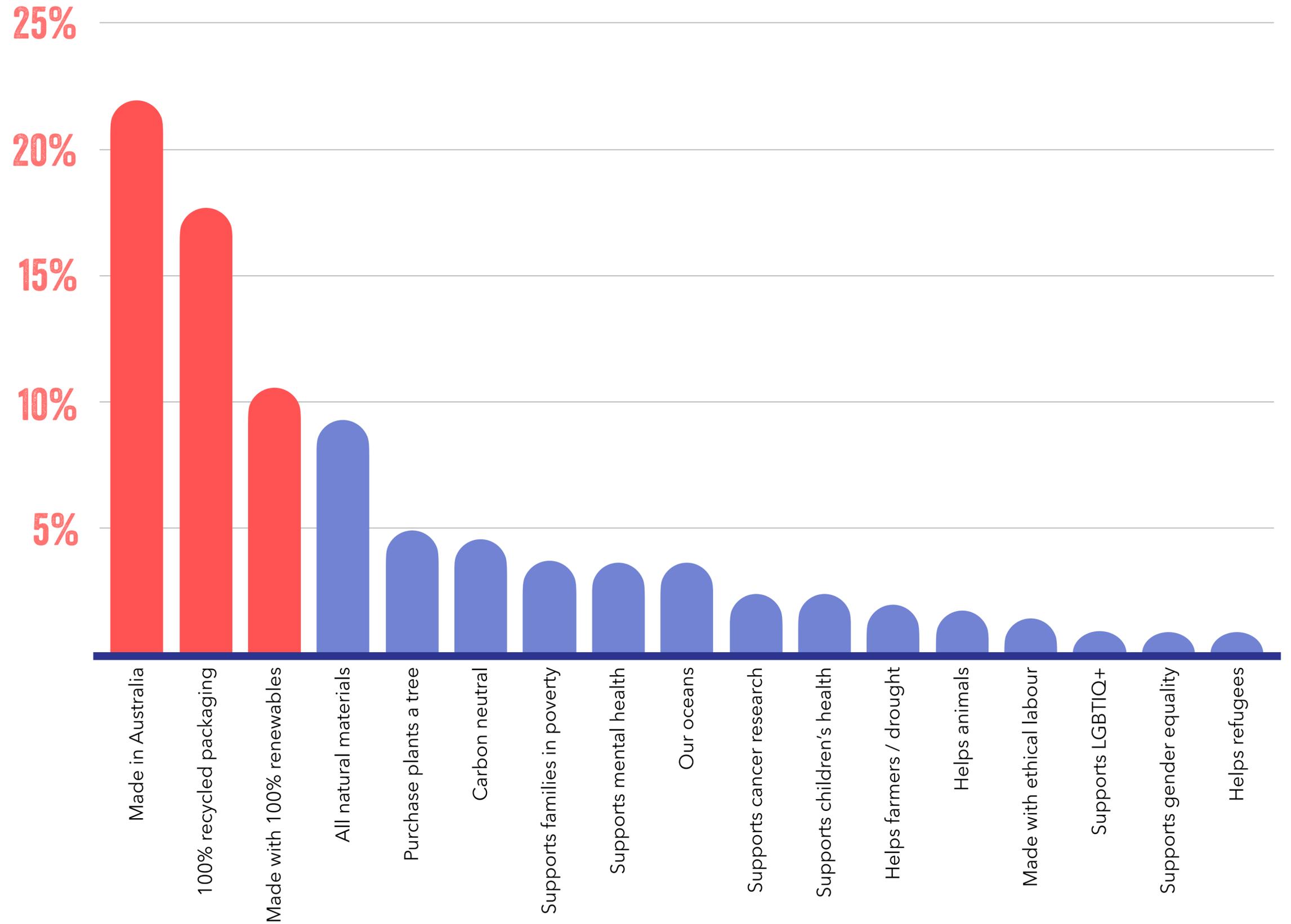
#2 IS 100% RECYCLED PACKAGING

#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 everyday household brands support. Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF
EVERYDAY HOUSEHOLD BRANDS
TAKING ACTION?**



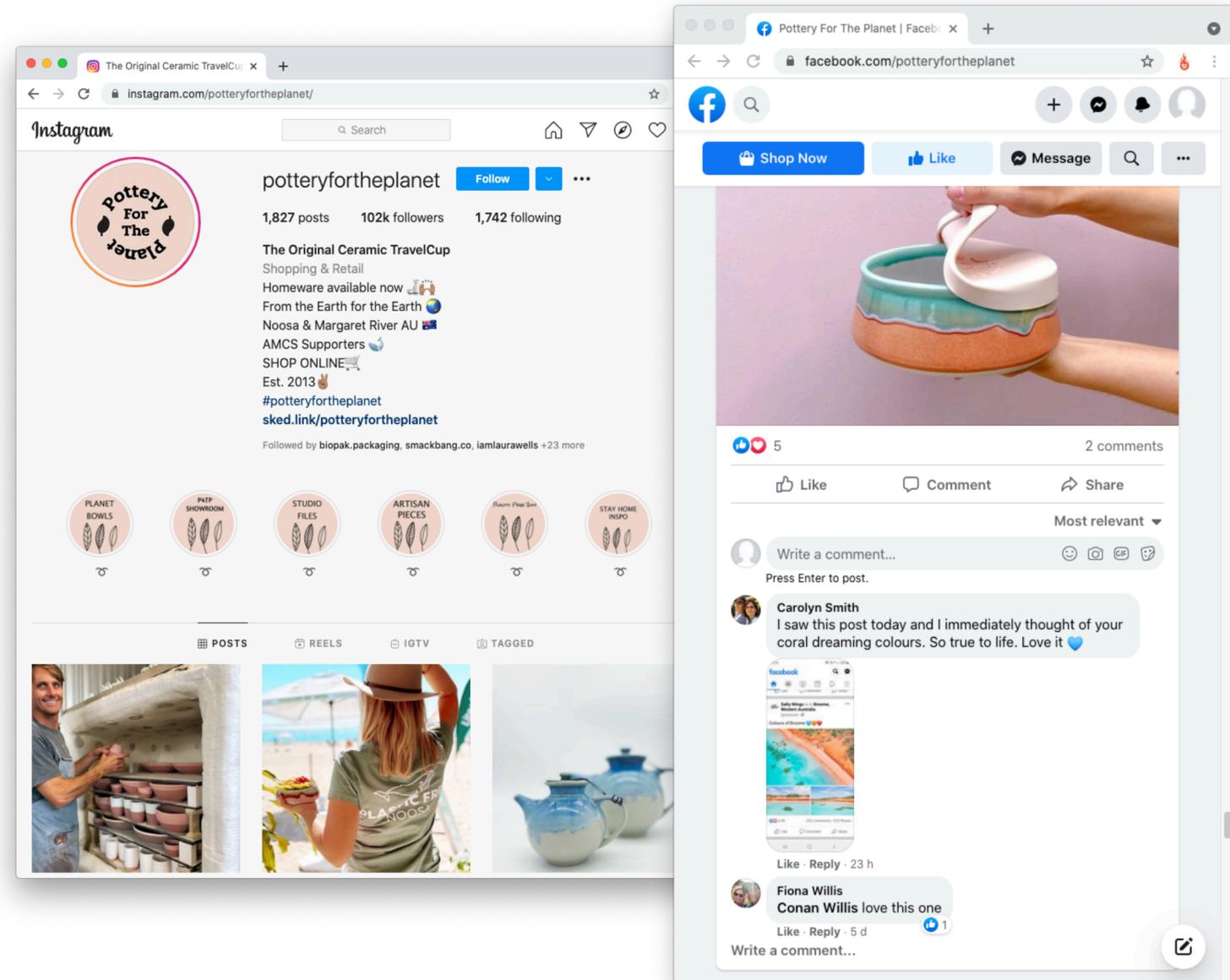
MADE IN AUSTRALIA

Handmade in Queensland by artist and artisan duo Renton Bishopric and Claire Botfield, Pottery for the Planet reusable ceramic coffee cups were first created for the iconic Australian music event, Woodford Folk Festival, in 2016.

In the last five years, Australians have fallen in love with the rustic vessels and the pair have become Queensland's largest employer in the pottery industry, distributing to

OVER 300 AUSTRALIAN STOCKISTS.

Not only is the product and the lifestyle it facilitates good for the planet, the business actively does good by partnering with local grassroots organisations that protect the environment.





RECYCLED PACKAGING

Relative newcomer on the everyday household product scene, Zero Co has certainly made a splash with its

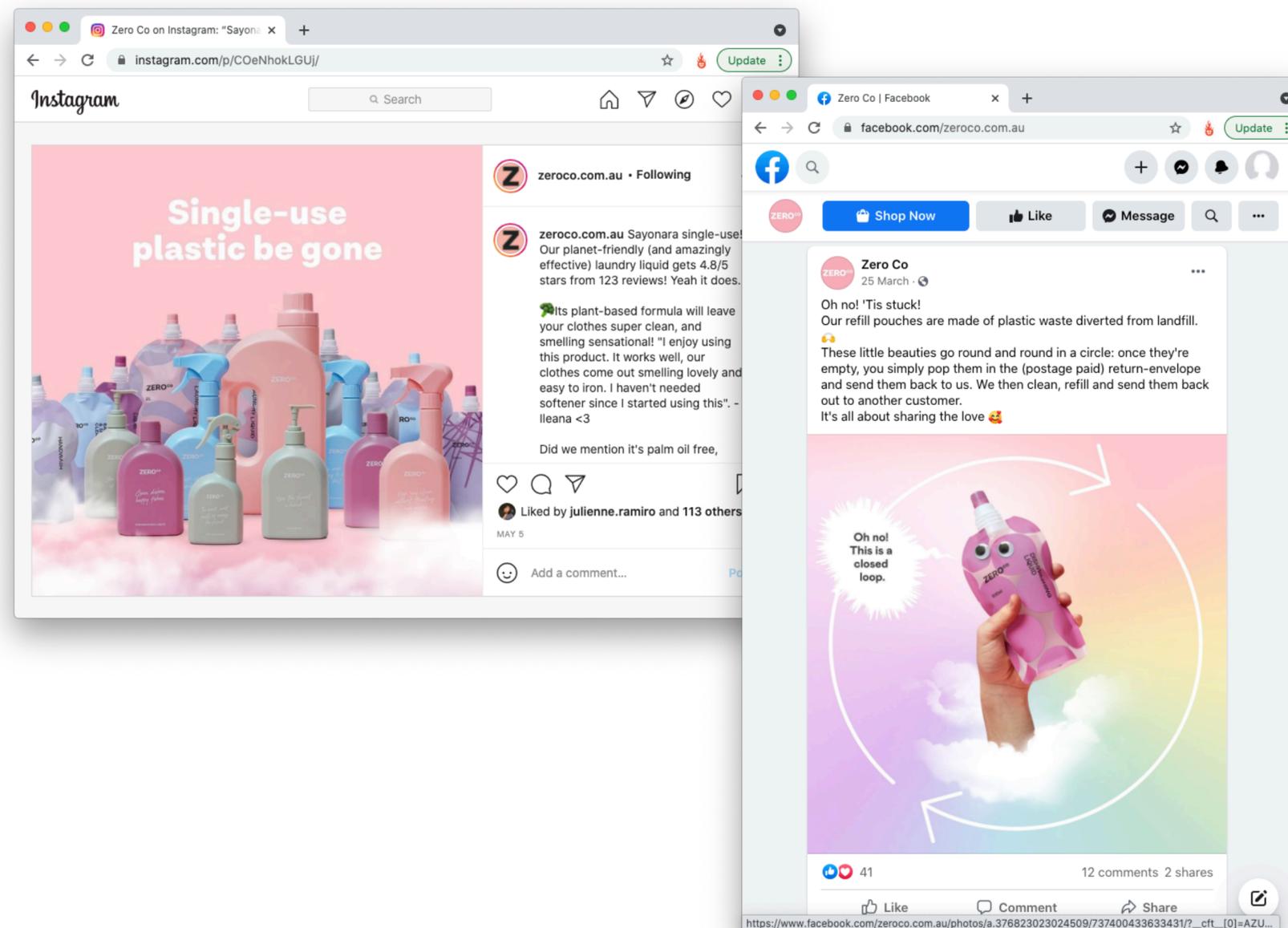
100% RECYCLED PLASTIC DISPENSERS

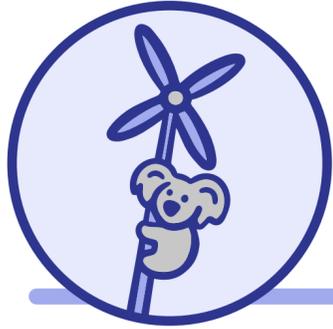
and

100% RECYCLED PLASTIC REFILL POUCHES.

The business model is pretty simple – you keep the dispenser, and simply return the used refill pouches and purchase replacements when they run out.

It's just like the milkman – only with body soap, dishwashing liquid and laundry detergent!



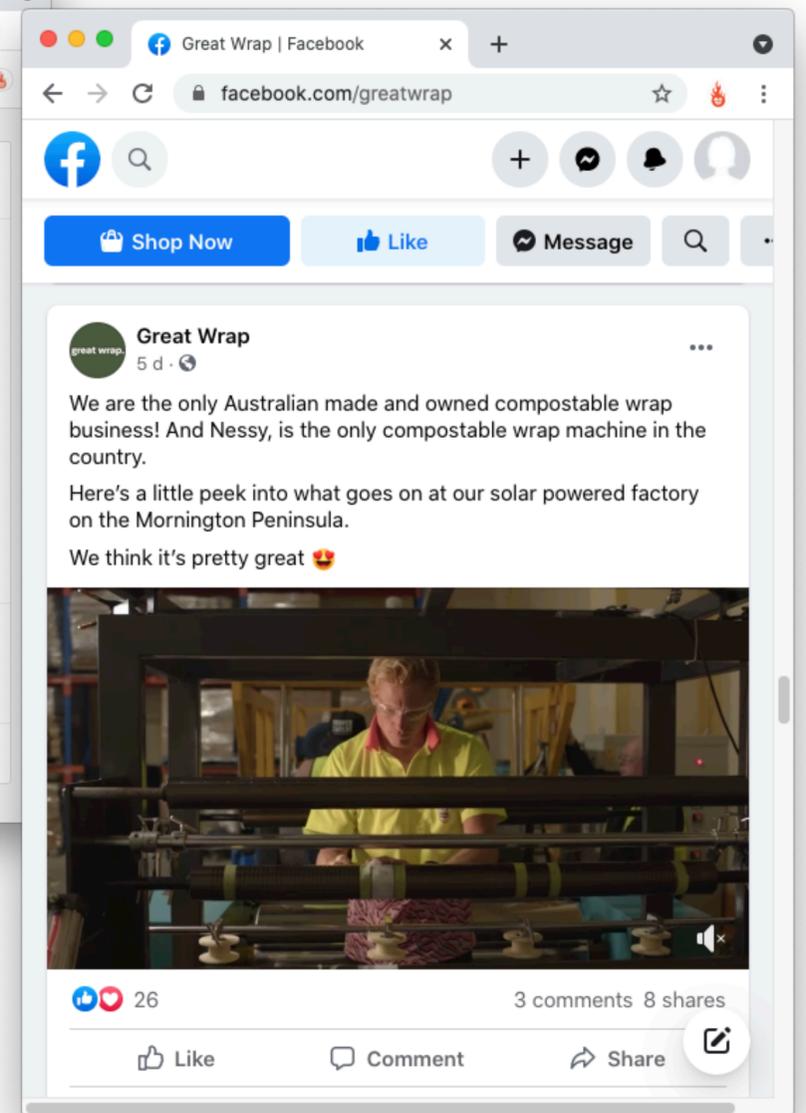
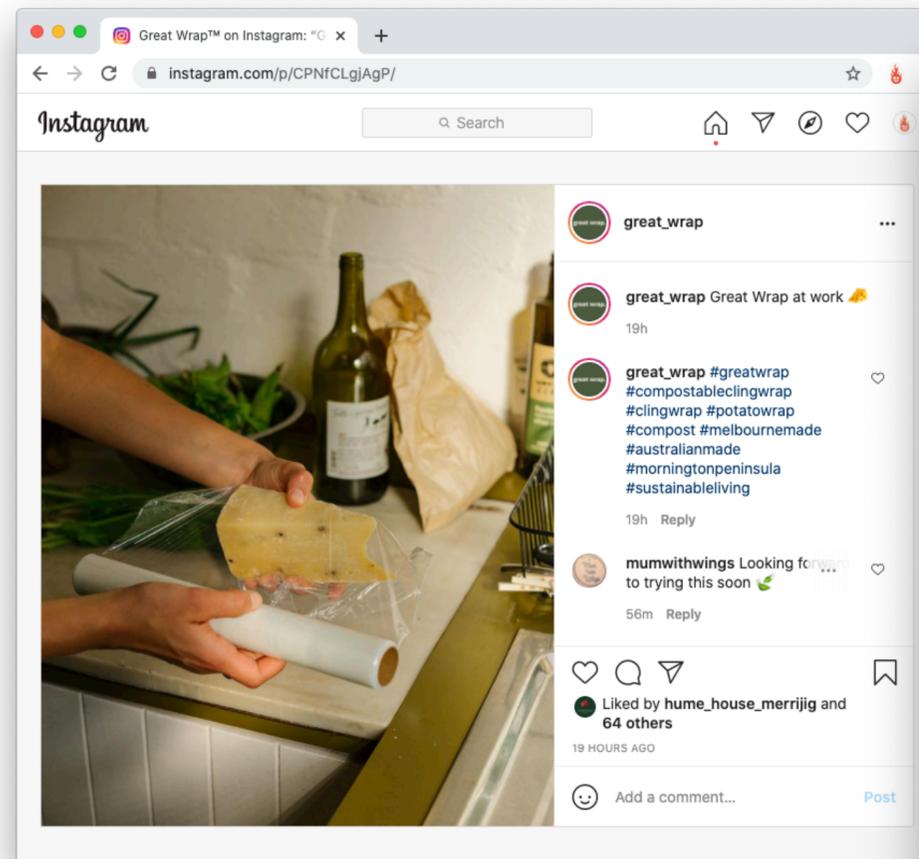


CLIMATE AND RENEWABLES

In Australia, food waste accounts for an estimated 5% of our total greenhouse gas emissions. Innovative household product, The Great Wrap, a compostable cling wrap, tackles the issue from a few angles.

Not only does the cling wrap extend the life of food in the fridge, it's fully home compostable (so gives the local landfill a miss completely after use), and is even produced at a factory that's **100% POWERED BY RENEWABLES.**

Now that's a smart climate solution if we ever saw one!





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
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GET IN TOUCH:



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