

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?

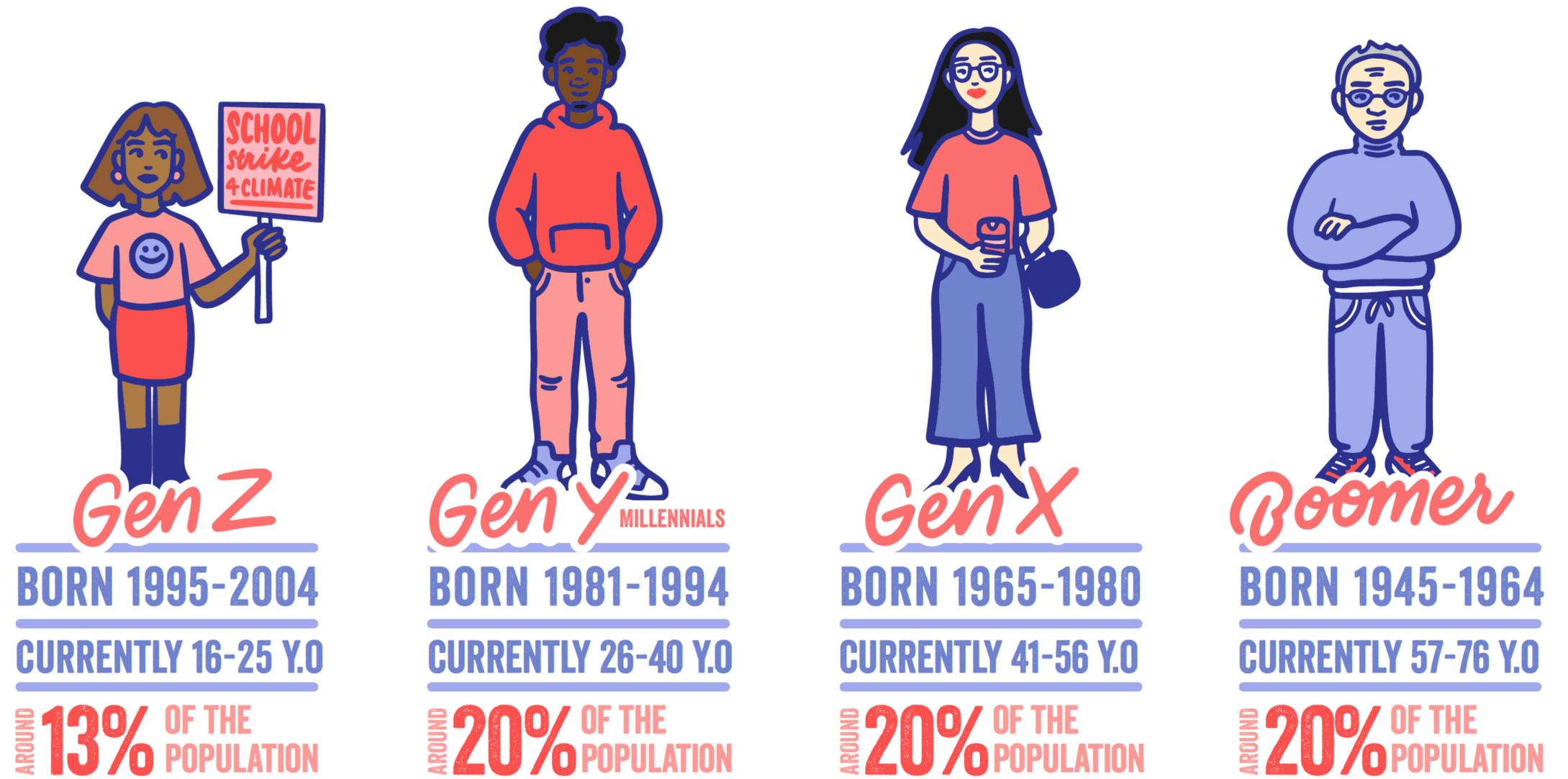
Download the complete Power and the Passion report at
powerandthepassion.com.au



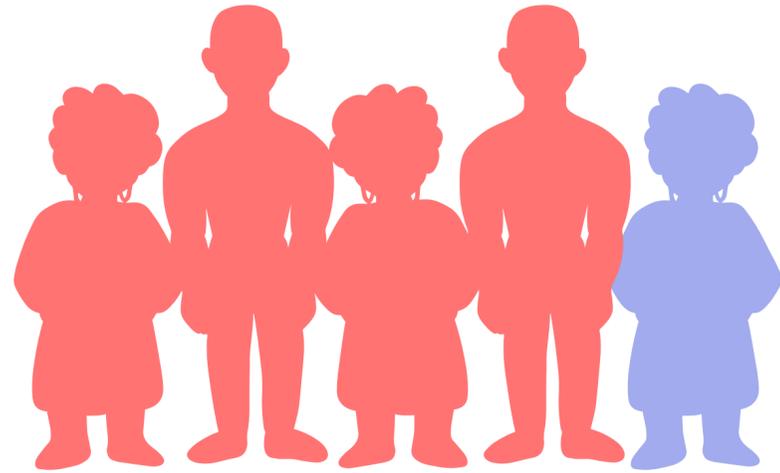
Who did we speak to?

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:



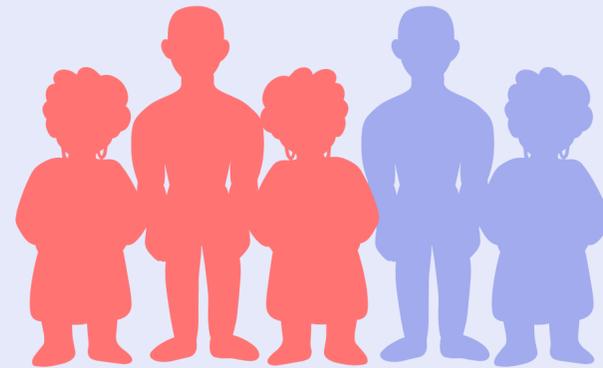
WHAT WE FOUND



ALMOST
4 in 5

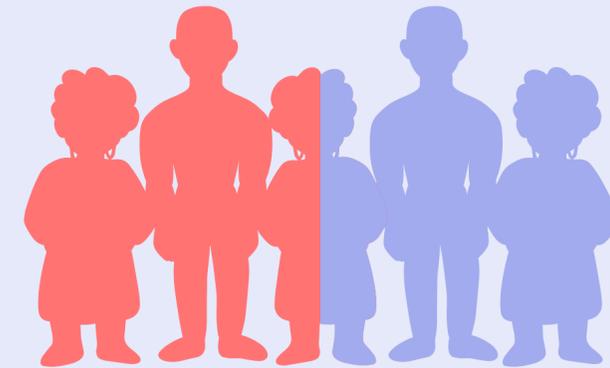
say brands and products should support causes or make changes to their products that address social and environmental issues

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



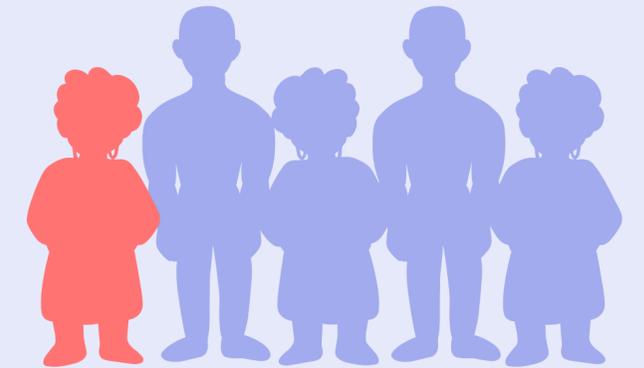
ALMOST
3 in 5

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

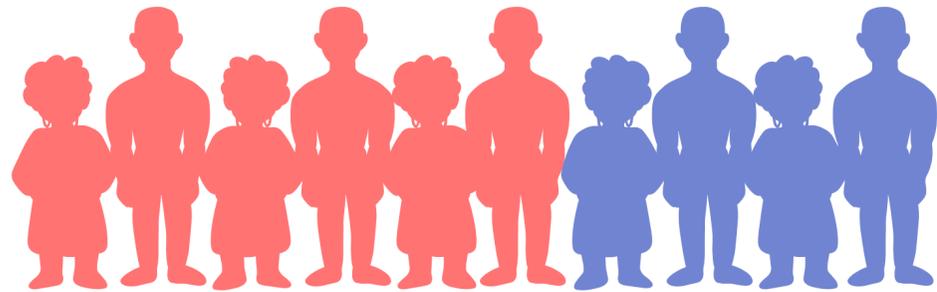


MORE THAN
1 in 5

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



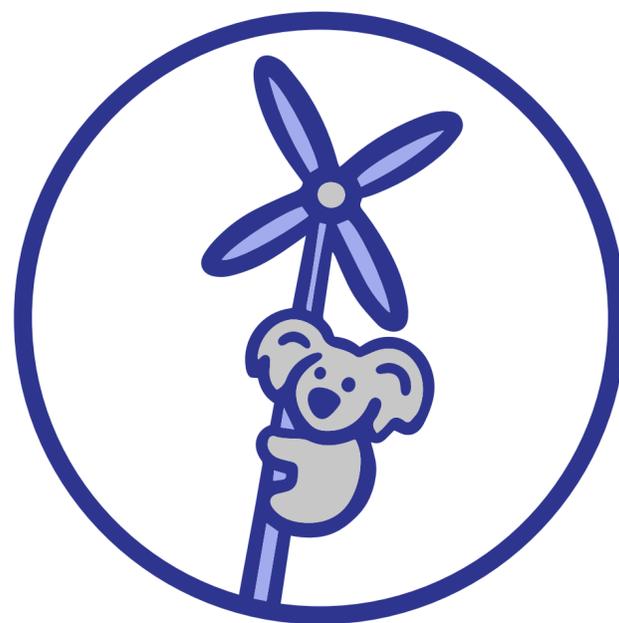
Authenticity is everything

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 HOMEMAKER BRANDS TO ACT ON?



#1 MADE IN
AUSTRALIA



#2 100% MADE WITH
RENEWABLES



#3 100% RECYCLED
PACKAGING

And breaking it down by generations:

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

All generations are in agreement: they want to see brands prioritising Australian Made, renewable energy and recycled packaging.



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



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



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



- #1 MADE IN AUSTRALIA
- #2 CARBON NEUTRAL
- #3 100% RECYCLED PACKAGING

HOW DOES *location* CHANGE THINGS?

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



Urban Dwellers

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



Rural and Regional

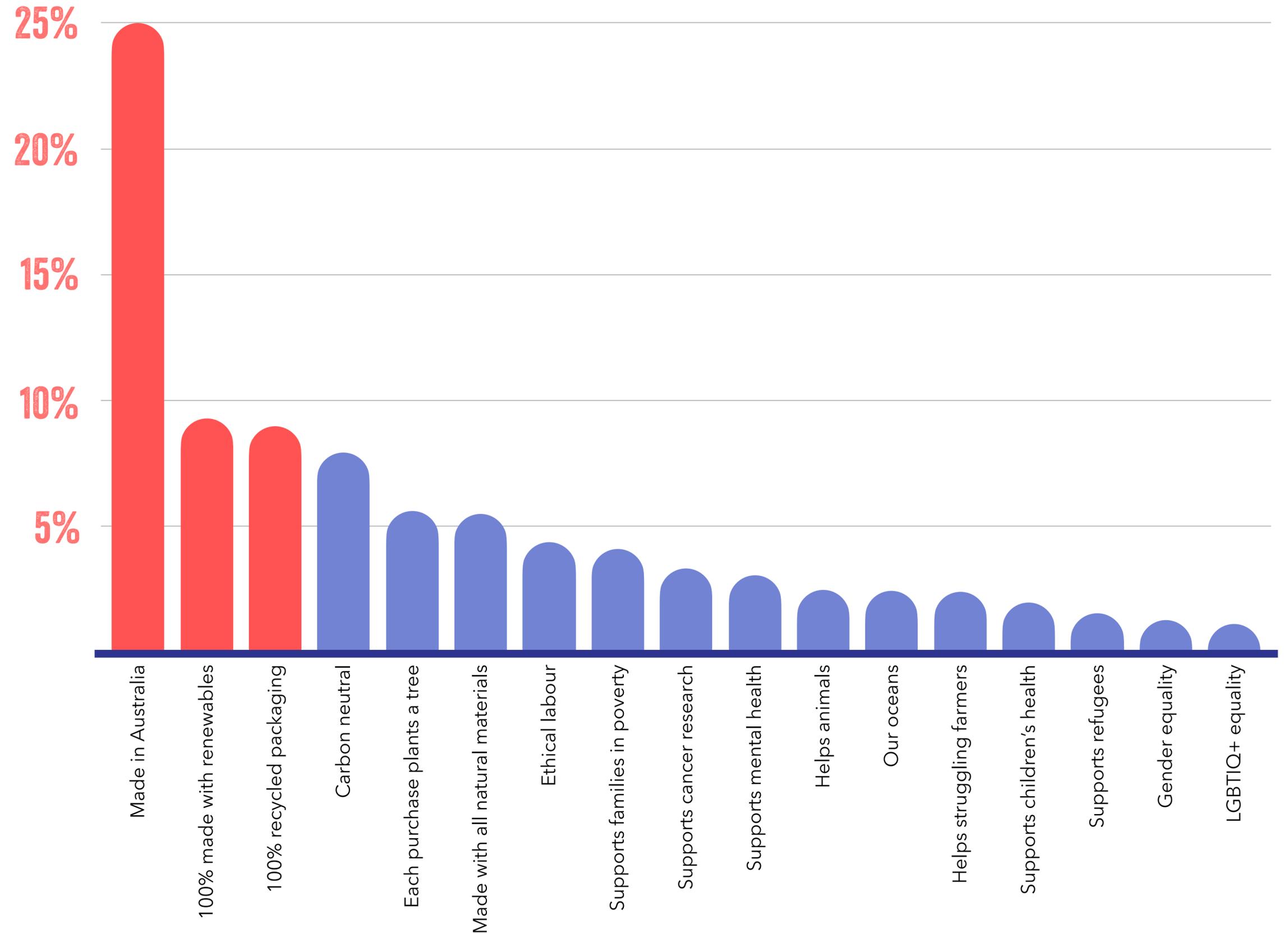
- #1 MADE IN AUSTRALIA
- #2 100% RECYCLED PACKAGING
- #3 100% MADE WITH RENEWABLES



AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their **single top issue** that they would like to see homemaker brands support.

Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF
HOMEMAKER BRANDS
TAKING ACTION?**



MADE IN AUSTRALIA

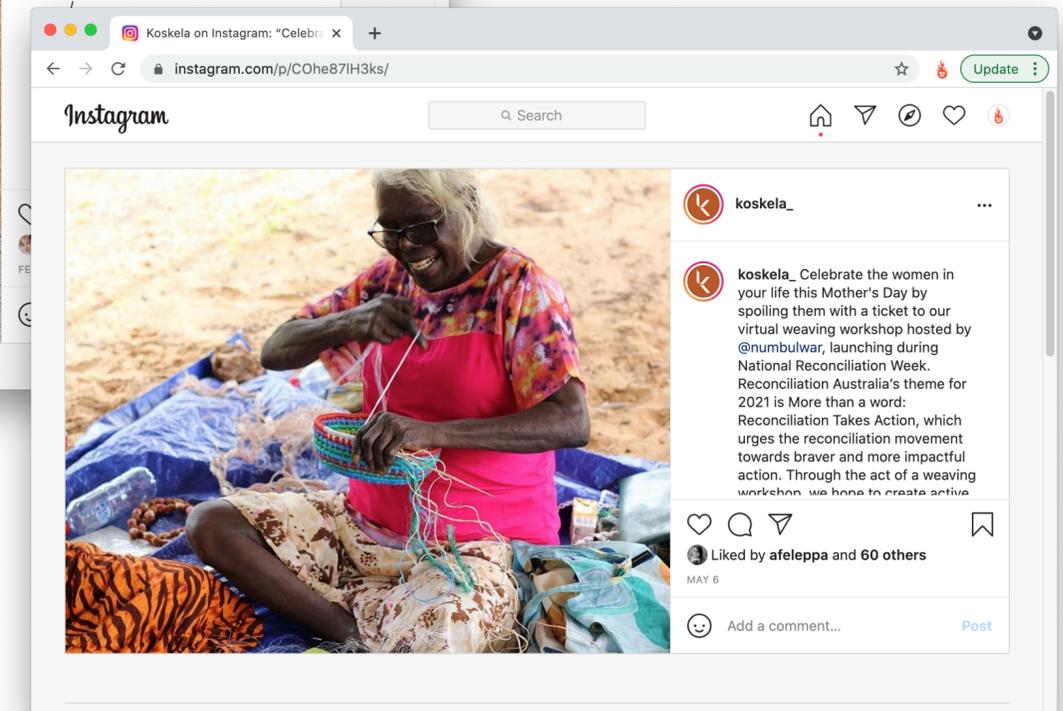
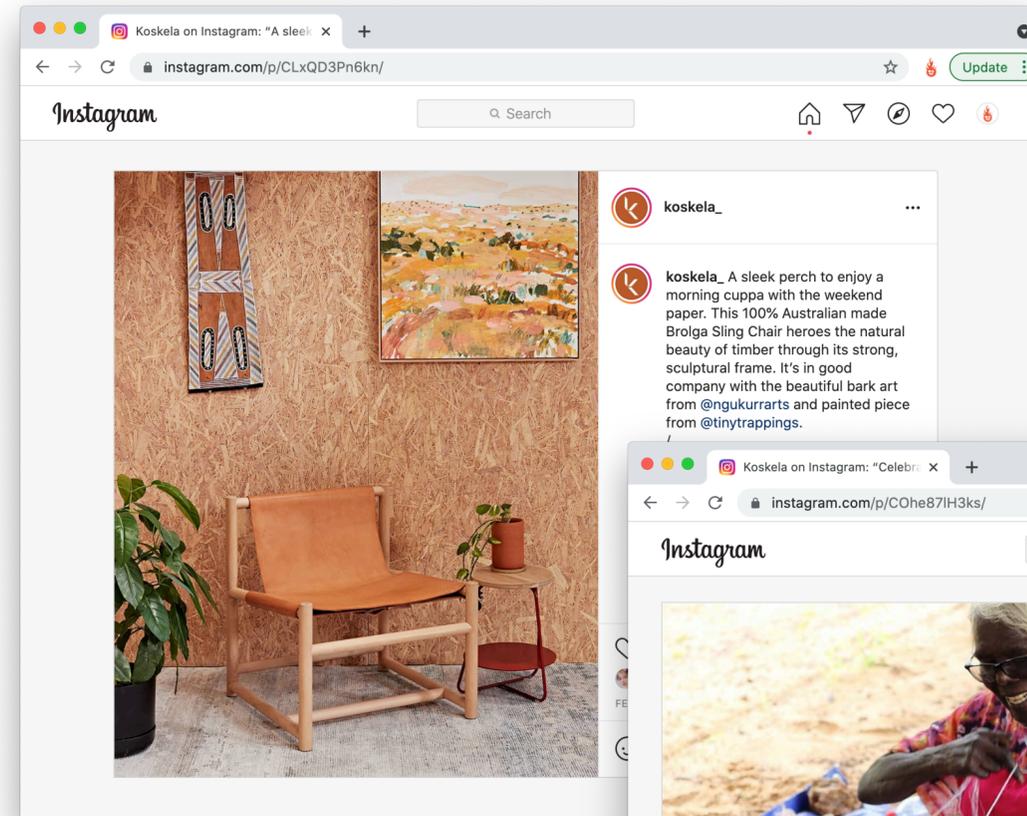
A proud B Corp, furniture and homewares designer Koskela has always manufactured its products in Australia – and always will. Sure, it would be cheaper to produce them overseas, but Koskela prefers it this way.

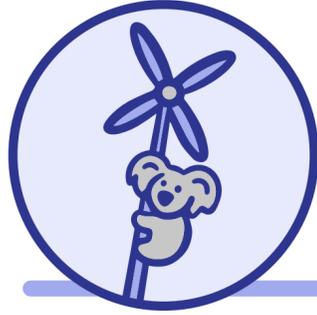
Locally made means Koskela can:

GUARANTEE WORKING CONDITIONS of their craftspeople;

procure from **VERIFIED INDIGENOUS BUSINESSES**;

and **SLASH TRANSPORT DISTANCES** and associated carbon emissions.

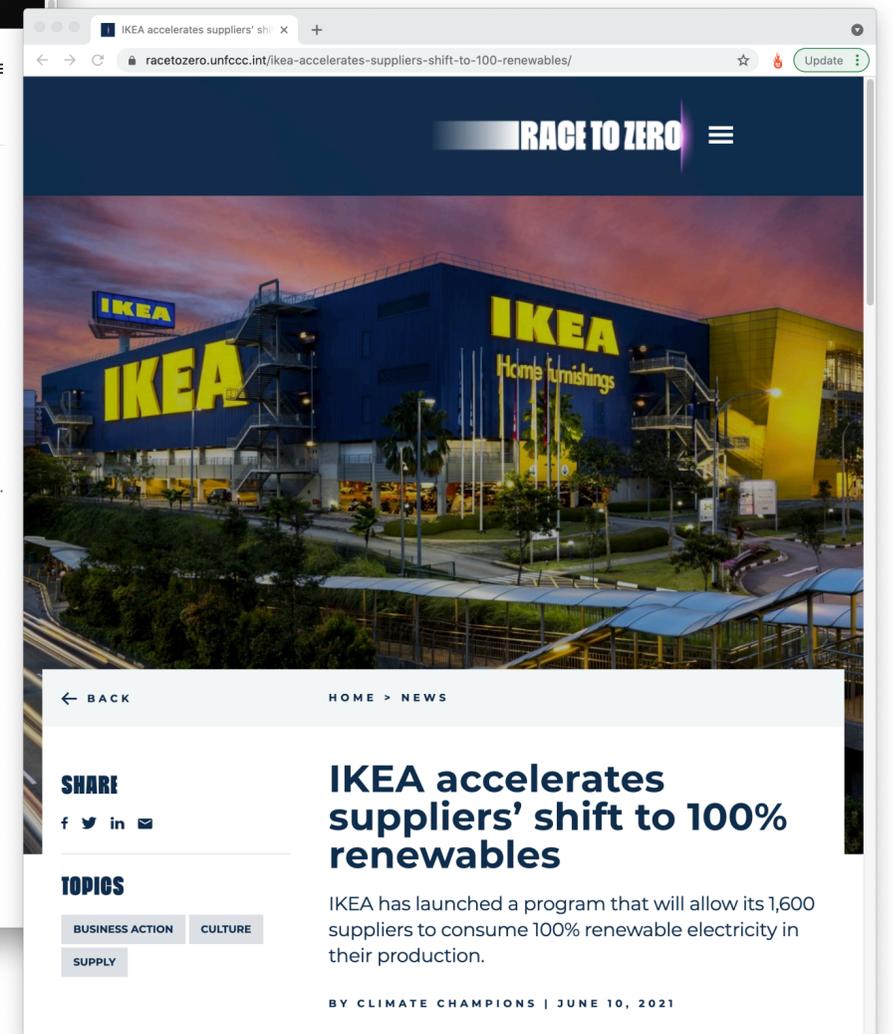
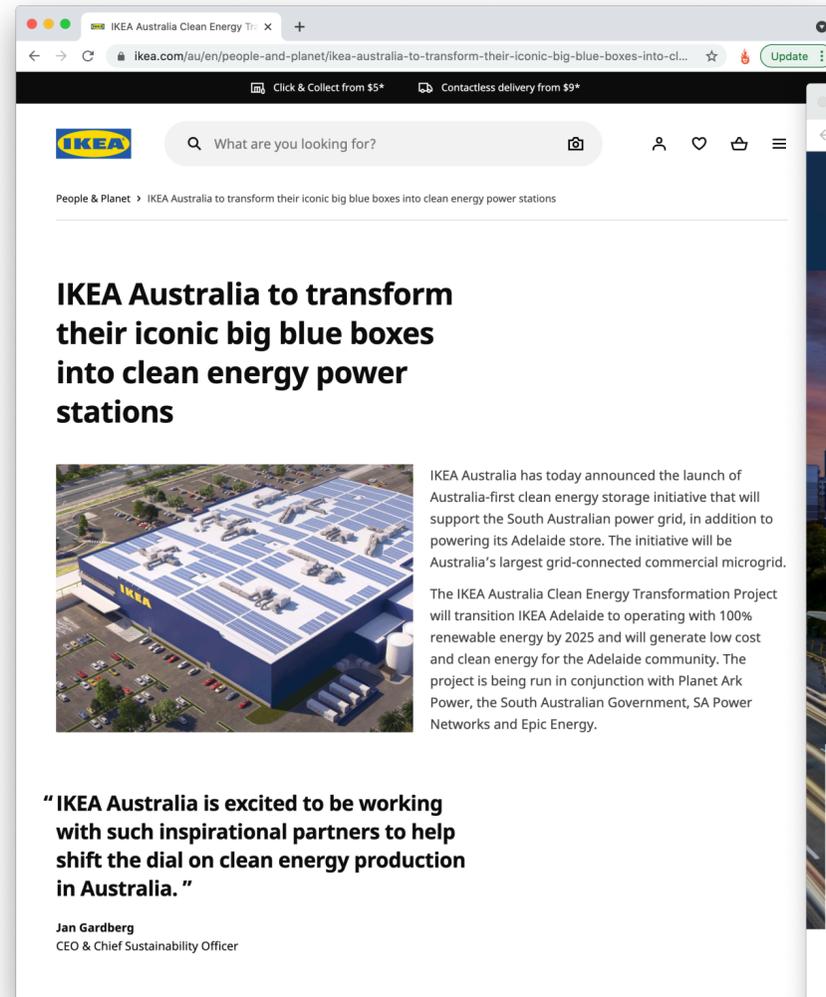




MADE WITH RENEWABLES

Homemaker powerhouse, IKEA, is on mission to be **CLIMATE POSITIVE BY 2030**: reducing greenhouse gas emissions in absolute terms by more than the IKEA value chain emits.

With two thirds of their climate footprint directly connected to their supply chain, a key step in this process will be moving the entire value chain to 100% renewable energy. They're aiming to get all of their suppliers to be there by 2025, by providing local solutions that make renewable energy both affordable and accessible.





RECYCLED PACKAGING

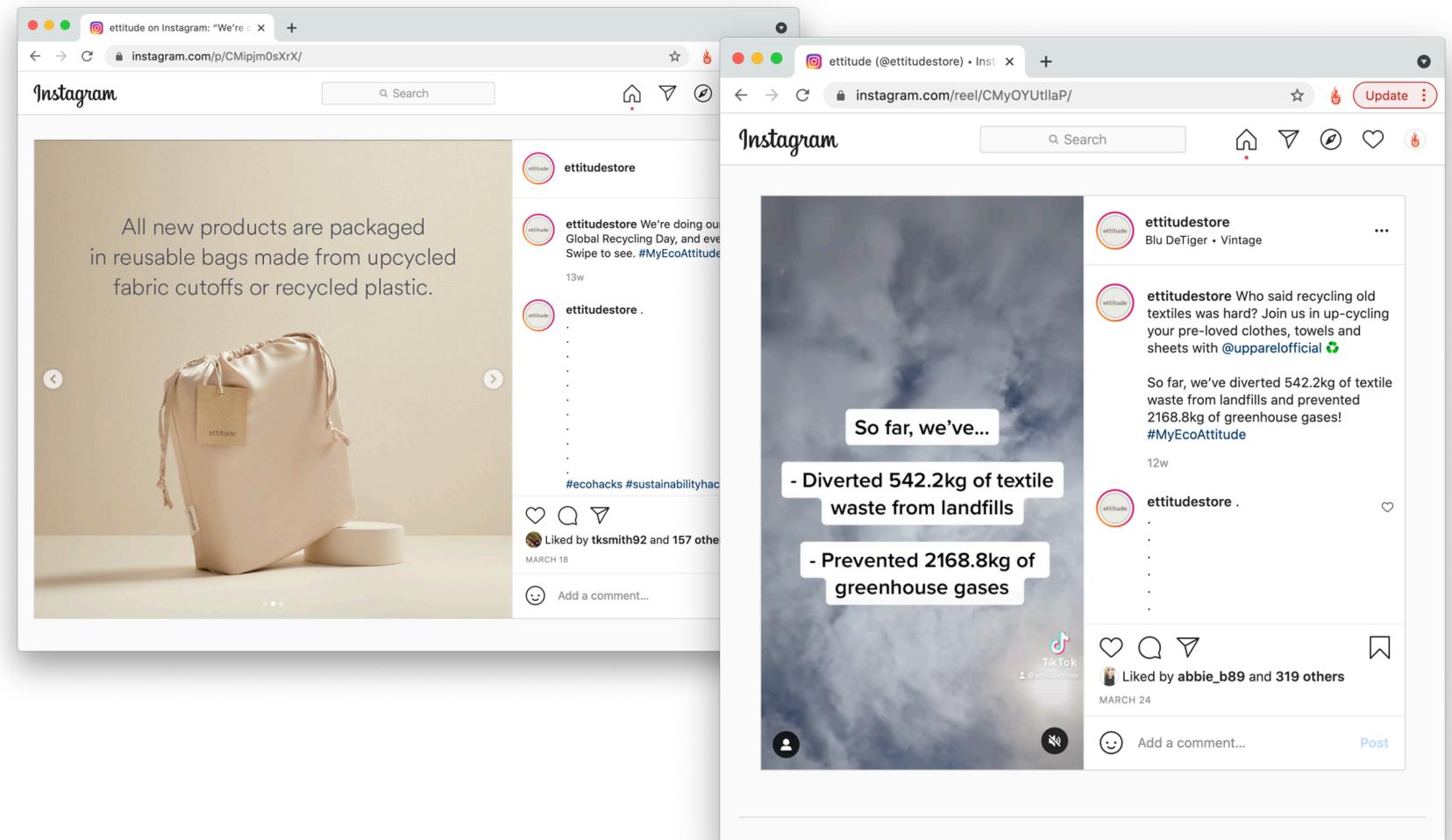
With an offering built around their signature organic bamboo sheets, sustainability has always been at the heart of bedding brand ettitude's identity as a business.

So it comes as no surprise that just as much consideration is given to their packaging. While they're still in the process of eliminating virgin plastics from the packaging process, they're well on the way – packing sheets into

REUSABLE DRAWSTRING BAGS

made from fabric offcuts; and pillow, duvet and bath product packaging made from

RECYCLED PLASTIC WATER BOTTLES.





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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