

Who do you believe?

A study into which brands Australians believe are leading the sustainability revolution, and why.



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business is stepping up >

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You may have noticed, we're in a sustainability revolution.

Everywhere you look, there's a brand or business championing its credentials.

But do people believe what they are seeing and hearing? And if so, why?

Helping brands and businesses make doing good, good for business is what Republic of Everyone, The Bravery and Mobium Group have been doing for over a decade.

So with impact and purpose now well and truly on the agenda for both brands and consumers, we set out to learn more about what makes a leader – and what you can do to be one of them.

What did we find?

In simple terms, while some businesses are definitely doing better than others, the opportunity to become a leader in this revolution is still wide open. And when it comes to being believed, action must come before talk.



We asked:

2,040 PEOPLE
from all across Australia



A MIX
of urban, regional and rural



ACROSS
four generations



To tell us:

WHICH BRANDS
they believe are acting to
improve society and the planet.

**HOW THAT
IMPACTS**
what they buy, and who
they want to work for.

**WHAT CONVINCES
THEM**
a company is walking
the talk when it comes
to sustainability.

When we say, 'acting to improve society and the planet' we mean issues like:

ENVIRONMENTAL

Toxic chemicals

Plastic waste

Climate change

Loss of habitat

Ocean health

Drought

Air pollution

SOCIAL

Indigenous equality

Mental health

Domestic violence

Fair pay and working conditions

Refugee rights

Poverty and homelessness

Inequality and discrimination

Access to nature





The good news:

people want brands
to act.



88%

LOCAL
GOVERNMENT

84%

INDIVIDUALS
&
HOUSEHOLDS

75%

NON-PROFITS
& CHARITIES

81%

of people say business has
a responsibility to improve social
and environmental issues.

BUSINESS

88%

FEDERAL
GOVERNMENT

91%

STATE
GOVERNMENT

On which issues, exactly?

All of them.

AGGREGATED % BELIEVING BRANDS/BUSINESS HAS SOME LEVEL OF RESPONSIBILITY FOR ISSUE



**People reward
the brands they
believe are acting.**

78%

consider a brand's social
and environmental actions
when making a purchase.

56%

consider a brand's social
and environmental
actions when choosing
their next place of work.



The younger the generation, the more likely they are to reward brands that act on social and environmental issues.

% that consider a brand's actions when choosing:



Everyday purchases



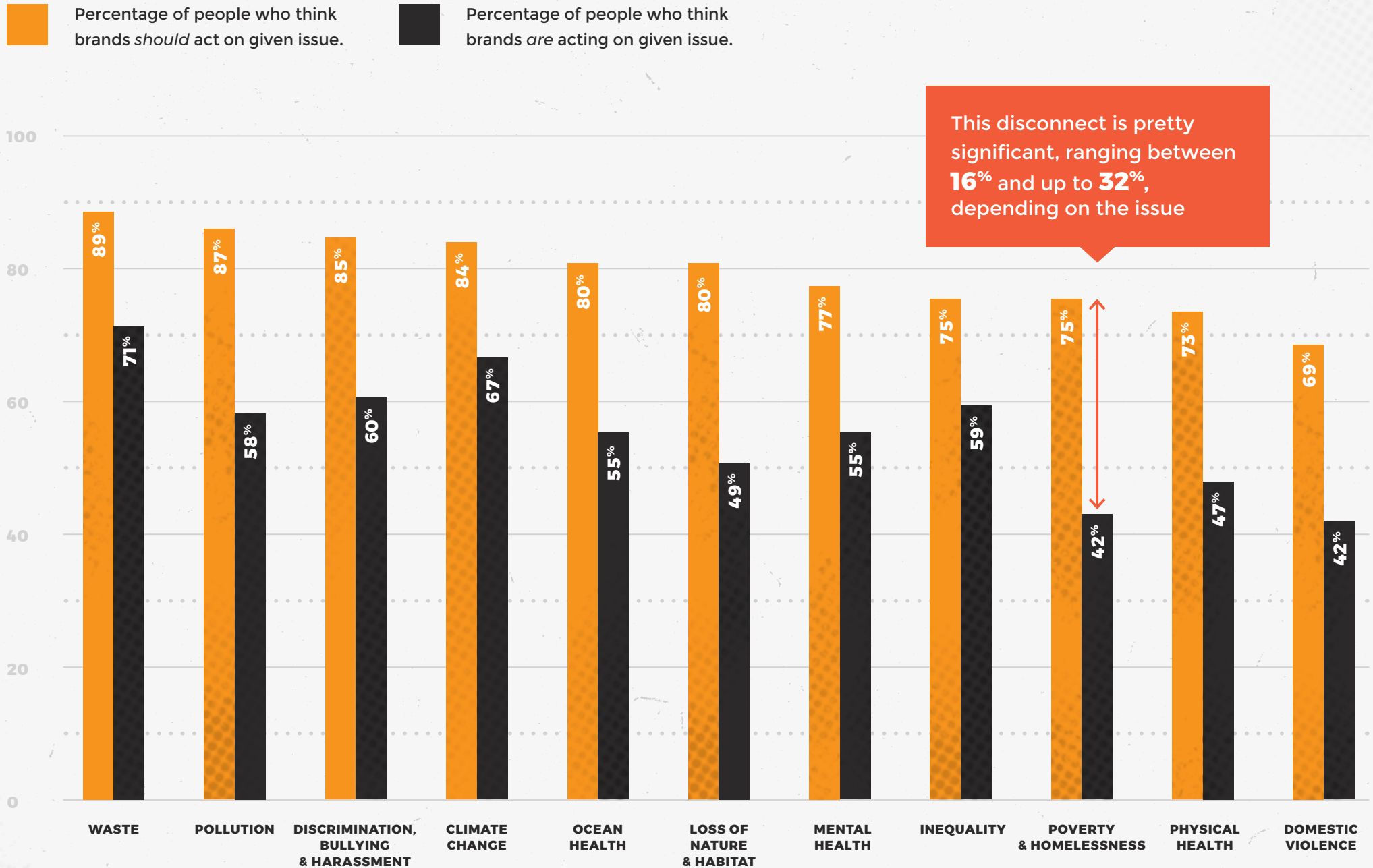
Next place of work



Now for the bad news:

**brands and businesses are failing
to meet Australians' expectations.**







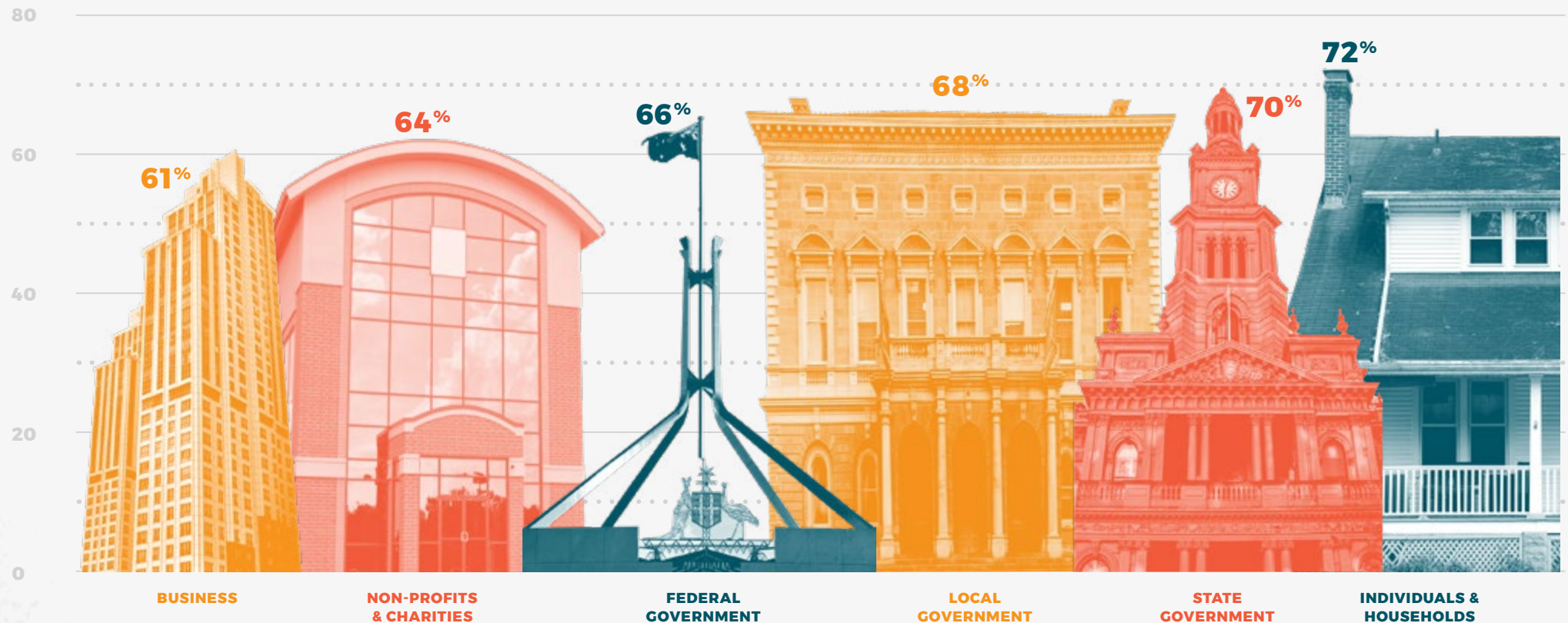
86%

**of Australians
are sceptical**

about the social or
environmental claims brands
and businesses make.



Of all sectors in society,
business is the least believed to act
with long term social and environmental
interests at heart.





In fact, almost

3 in 4
**can't name a single
brand or business**

they believe is helping improve social
or environmental issues in Australia.

**But some brands
are cutting through.**

**Of those who can
name a brand...**



Around

1 in 5

name

Woolworths



Around

1 in 10

name

Coles



Around

1 in 20

name

Cotton On

These responses were entirely
unprompted – no brands were mentioned in the
research survey to elicit answers to this question.

Here's the top ten.

These are the brands and businesses that Australians believe are doing the most to improve social or environmental issues in Australia. The size of the bubble is relative to the number of people who mentioned the brand.



188 brands made the list.

**Want to know if your
brand was one of them?**

Drop us a line

hello@republicofeveryone.com

We also asked people **why** they named those brands.

For **Woolworths**, being first to remove plastics bags was the most mentioned reason.

First to remove free plastic bags

Banned single use plastic bags

For **Coles**, people talked most about the business' renewable energy commitments.

Looking to be 100% carbon neutral

Converting all stores to solar power

For **Cotton On**, people called out the brand's in-store charity drives.

Cotton On supports a lot of things when I go into the store

They have tote bags, tissues etc that you buy to support charities

But for all brands, it's a mix of factors.

Supporting farmers

Donating food to help feed the needy

Using fruit and veg that would usually be put in the bin

They are installing solar on all stores

They switched quite a few things to recyclable products

Soft plastic recycling

No plastic bags

Green electricity and responsible packaging

Sustainable clothing

Their commitment to going carbon neutral

They've done water bottles for charity for years

Donate money for good causes



If you want to be believed, **rethinking your product and packaging** is a great place to begin.



Communications are important, but strong actions and commitments need to come first.

WHICH OF THESE ACTIONS MAKES YOU BELIEVE A BRAND OR BUSINESS IS HELPING TO IMPROVE SOCIAL OR ENVIRONMENTAL ISSUES?

HAVING SOCIALLY OR ENVIRONMENTALLY-FRIENDLY PRODUCTS OR PACKAGING

57%

HAVING A SOCIAL OR ENVIRONMENTAL STRATEGY WITH MEASURABLE GOALS

45%

PUBLIC PLEDGES OF ACTION (e.g. use 100% renewable energy)

44%

DONATING TO OR PARTNERING WITH CAUSES, CHARITIES OR NGOS

43%

TAKING A PUBLIC STAND ON ISSUE(S) TO ENCOURAGE ACTION

43%

REGULAR AND TRANSPARENT REPORTING

38%

FINANCIAL COMMITMENTS AND BUDGETS IN PLACE TO DELIVER ON PLEDGES

35%

REGULAR COMMUNICATION ON ISSUE(S) (e.g. social media posts, website)

33%

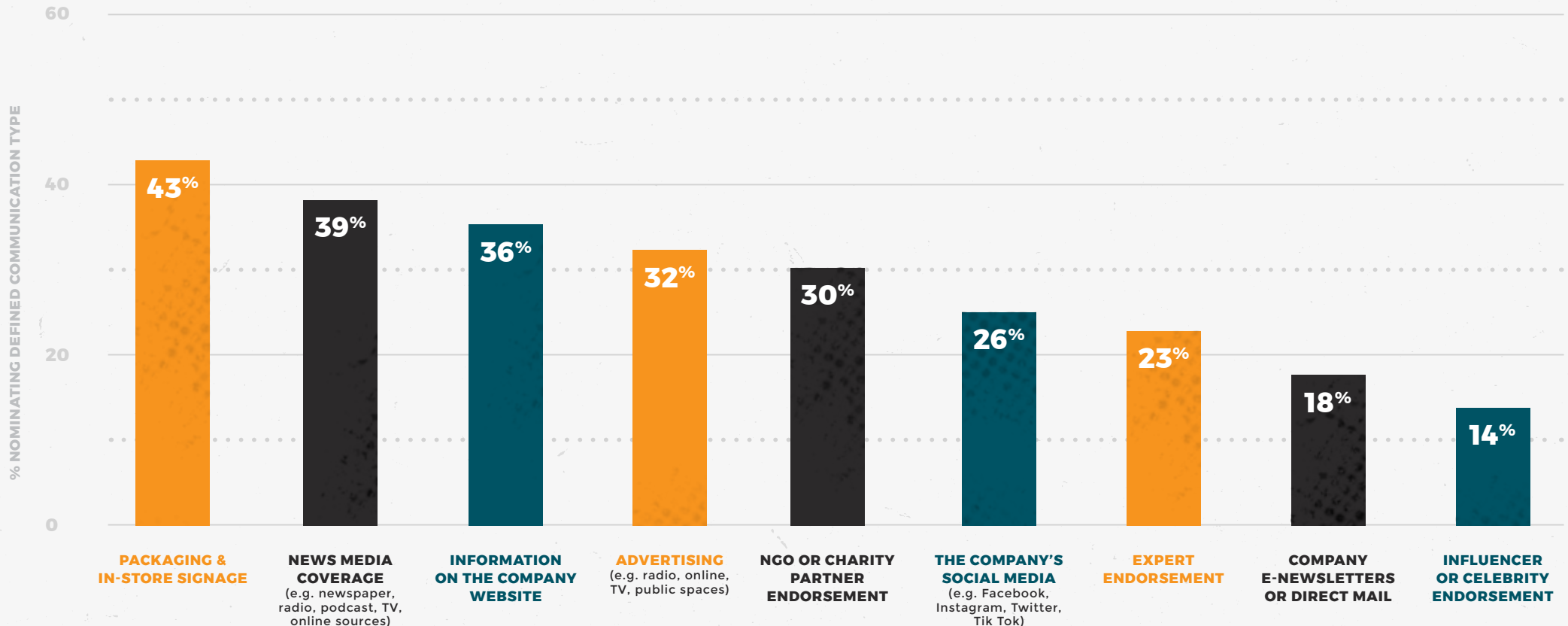
MEMBERSHIPS OR INDEPENDENT CERTIFICATION (e.g. B Corp, FairTrade, Planet Ark)

28%

When it comes to **communications**, people believe what they see on product and in-store above all else.

Doing something that earns you PR is a **strong #2**.

WHICH OF THESE COMMUNICATIONS MAKES YOU BELIEVE A BRAND OR BUSINESS IS HELPING TO IMPROVE SOCIAL OR ENVIRONMENTAL ISSUES?



So that's the big picture.
Now let's look at four sectors
in more detail.



When thinking about the **alcohol** sector **only 9%** of Australians

can think of a brand that's doing good by people and/or planet.



The brand with the most mentions was **Dan Murphy's**.

For **Lion**, people talked about their commitment to clean energy.

They collaborate with their suppliers to minimise the use of water and energy

They have gone carbon neutral

For **CUB**, it is their switch to solar-powered beer production.

Beer production is 100% solar offset

Solar powered production of VB

For **Dan Murphy's**, people called out their use of recyclable packaging.

Reducing use of plastics in their packaging

Most packaging has gone cardboard

When it comes to the **apparel** sector only 16%

can name a brand.

Nike was mentioned the most,
closely followed by **Cotton On**.



For **Kmart**, it's their approach
to labour and materials.

Using sustainable
cotton

No products
sourced from
sweatshops

For **H&M**, it's their in-store cash
for clothes recycling program.

They accept clothes
for recycling in
return for cash. This
encourages me to
use the brand more
than most others

Recycled
fashion and uses
environmentally
friendly textiles

For **Nike**, circular economy efforts
haven't gone unnoticed.

NIKE are recycling
shoes and use
recycled materials

They show how to
recycle correctly

For the **food** sector

22%

can name a business they think are doing well.



For **McDonalds**, it is their ditching of single-use plastics.

I go there a lot and have noticed the change in straws and cutlery - they are no longer plastic!

McDonalds have moved away from harmful packaging and utensils to 100% recyclable products

For **OzHarvest**, it's the combo of addressing food insecurity while reducing food waste to landfill.

Fighting hunger. Everyone deserves access to food

Reducing and repurposing food waste and helping to feed those people who go without food, especially fresh food

For **Food Bank**, it's supporting those in the community who need it most.

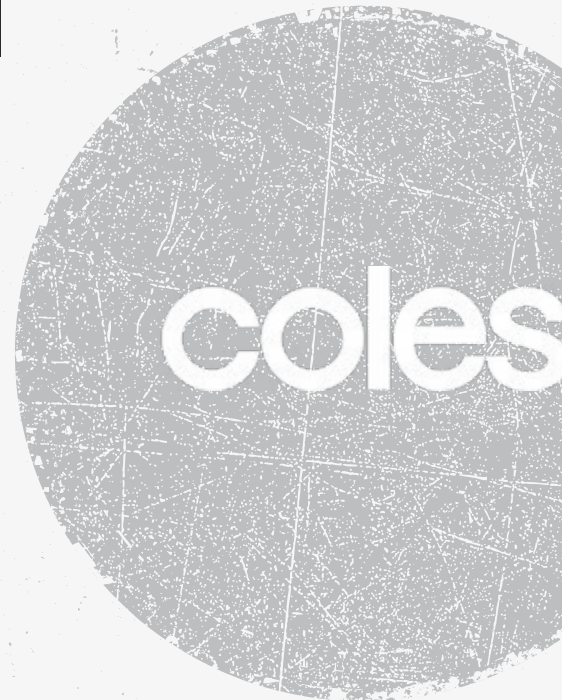
They help people that can't afford food

They get food to the people who need it most so no one has to go hungry

Grocery is by far the easiest sector for Australians to recall a brand they think is doing good.

47%

mention a brand.



For **ALDI**, it's their solar-powered stores and offices.

They're powering all their stores and offices on solar

They are 100% carbon neutral using solar power



For **IGA**, it's their support of the community.

Raises funds to support the locals and charities

Their whole business model is to stock local produce, support local farmers and suppliers



For **Drakes**, thoughtful customer service in-store strikes a chord.

Signage that directs people to in-stock items that other stores no longer had during lockdown

Treats customers with greater respect than any other supermarket, and with depth to that respect

So how can you become a leader?

We've seen which companies Australians believe are taking real action on the world's big issues. So how can your brand become one of them?

**There are three golden rules
a brand should follow.**



**GOLDEN RULE #1**

Acts first, ads later.

Everyone has heard the term greenwash.

Greenwash is when your talk gets ahead of your action - by talking up things that have no to little impact, or simply ignoring major issues while trying to hero more minor ones.

Focusing on making meaningful change before you move to marketing is the best way you can avoid greenwash. As they say, actions speak louder than words and seeing is believing.

Do something impactful and significant - and dare we say, *daring* - and it will get noticed. People will talk.

And why stop at one thing? You are what you do repeatedly. So get busy doing.

BRANDS TAKING ACTION

Telstra payphones are now free phones

Telstra payphones have been a consistent feature in the Australian streetscape since 1880. But in the smartphone age you may wonder, why do we need payphones at all?

Payphones are still a critical mode of communication for many Aussies – and often, for those in crisis. For example: small town residents calling their loved ones after a bushfire; a family

fleeing domestic violence; or those experiencing homelessness, trying to access essential services.

Which is why, in August 2021, Telstra made the decision to make every one of their 15,000 payphones across Australia free.

“

Telstra's purpose is to build a connected future so everyone can thrive. To deliver on this ambition we want to contribute to a better, more caring and more inclusive Australia, an Australia where people can reach out for help if and when they need to, or just connect if they feel like it.

ANDREW PENN, TELSTRA CEO



BRANDS TAKING ACTION

Google helps cities turn climate data into climate action

Cities represent a huge opportunity to slash humanity's environmental footprint. But for cities to meaningfully reduce carbon emissions, they need to first know what they're dealing with.

Enter Google. As part of their third decade of climate action, they've committed to helping 500 cities and

local governments reduce a gigaton (one billion tons) of carbon emissions per year by 2030, and beyond.

They're doing this by combining their mapping data with greenhouse gas emission factors, and then working with experts to support local climate action plans accordingly.

“

We were the first major company to match our energy use with 100 percent renewable energy in 2017. We operate the cleanest global cloud in the industry, and we're the world's largest corporate purchaser of renewable energy.

In our third decade of climate action, we are going even further to help build a carbon-free future for everyone.

SUNDAR PICHAI, CEO OF GOOGLE & ALPHABET



BRANDS TAKING ACTION

Smarties switches to paper packaging globally

In 2021, Nestlé Oceania announced they were switching the packaging of their much-loved Smarties chocolates from plastic to responsibly-sourced paper. The shift is just one step in their larger 'SMART Initiatives' program, which supports sustainability across Nestlé brands.

The switch is estimated to remove around **250 million** plastic packs

from waste streams every year, and makes Smarties the first global confectionery brand to be entirely sold in recyclable paper packaging.

And while it might seem simple to swap packaging materials, there's a lot that goes on behind the scenes to make it work.

“

Developing safe and convenient paper-based solutions for Smarties has required the pioneering of new materials and testing by Nestlé packaging experts at our R&D Center for confectionery in York, UK and the Swiss-based Institute of Packaging Sciences. We adapted our existing manufacturing lines to allow for the careful handling that is required for paper, while also ensuring recyclability across all new formats.

LOUISE BARRETT, HEAD OF THE NESTLÉ CONFECTIONERY PRODUCT TECHNOLOGY CENTRE



BRANDS TAKING ACTION

Nike breaks down barriers to level the playing field for all

When Nike chose American football player and civil rights activist Colin Kaepernick – most known for kneeling during the US national anthem to protest police brutality and racial inequality – as the face of their new global campaign in 2017, it was a bold but deliberate decision to put substance behind their stated brand purpose around equality.

“At Nike, we are committed to fostering an inclusive culture and breaking down

barriers for athletes around the world. We celebrate diversity and strive to create equal playing fields for all.”

The campaign was a success, and the Kaepernick decision paid off – Nike’s stocks hit an all-time high in the wake of the announcement.

Since 2017 Nike haven’t taken their foot off the pedal, backing their commitment to equality with more action – and importantly,

significant amounts of funding. Between FY20 and FY21 alone, they invested \$60 million to unite and inspire communities to create a better and more equitable future for all – funds which have been used to support organisations that focus on education, leadership development, coaching, city league sport programs, mentorship and other community initiatives.

“

NIKE is a brand of hope and inspiration. We believe in the power of sport to bring out the best in people, and the potential of people to bring out the best in our world.

Ultimately, everything we do is grounded in a greater purpose: to redefine human potential – in the game and around the globe.

JOHN DONAHOE, PRESIDENT & CEO



BRANDS TAKING ACTION



koala

BUY ONE, ADOPT ONE

This Aussie and furniture retailer has been a runaway success since first opening their digital doors in 2017. And it's not just their easy-to-buy, easy-to-try and easy-to-return policy that customers love. Since day one, Koala have committed to adopting a real koala for each mattress purchased in partnership with Port Macquarie's Koala Hospital.



CLIMATE FRIENDLY MILK

When Nestlé decided to launch carbon neutral plant milk brand Wunda, they could have simply offset the products' carbon emissions and called it a day. Instead, they used it as an opportunity to not only innovate a climate-friendly product, but explore what a meaningfully decarbonised supply chain can look like, too – from manufacturing, packaging, transporting and recycling.

**GOLDEN RULE #2**

Think big.

Small acts have small impact and lead to small talk. On the other hand, big acts set benchmarks, establish leaders and make genuine impact.

While setting goals and targets is a critical first step, big promises need to be followed up by big action.

As the data shows, earned media is a powerful way to communicate your impact. And the bigger your action, the more media is likely to help tell your story.

And while new news grabs attention, reporting on your progress keeps the conversation rolling – and provokes the rest of your sector to get a move on, too.

BRANDS THINKING BIG

Woolworths bans the bag

In 2017, Australia's two most populated states – NSW and VIC – were still deciding exactly how and when to phase out single-use plastic bags. It was in the middle of that year that Woolworths took decisive action themselves, announcing that they would no longer be providing free single-use plastic bags at check-outs.

The move was a bold one – not only did it make a strong statement about the future of single-use plastics (the move was estimated to remove 3.2 billion single-use plastics bags from circulation annually), it forced consumers to significantly

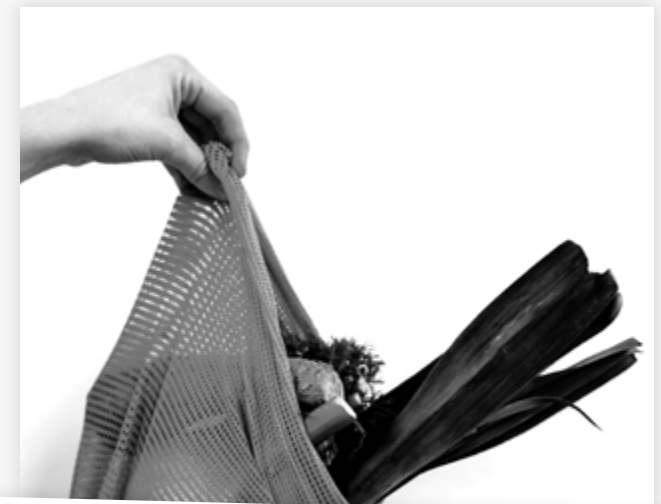
change their behaviour. Now, before heading off to do the groceries, they would need to check for their wallet, their keys AND their reusable bags.

While the supermarket giant faced initial frustration online and in-store from a minority of disgruntled customers when the bag ban rolled around mid-2018, the move was overwhelmingly supported by 71% of customers. Coles implemented their own bag ban soon after, and the NSW and VIC Governments finally caught up in 2021 and 2019 respectively, announcing official plastic bag bans would be passed into law.

The Sydney Morning Herald



news.com.au



Woolworths announces all stores will ban single-use plastic bags within 12 months

Supermarket ban sees 80pc drop in plastic bag consumption nationwide, retail association says

Plastic bag ban wins overwhelming support

THE plastic bag ban has won strong support from shoppers, with just one-fifth saying they disagree with the move.

BRANDS THINKING BIG

Modibodi's period underwear tackle period stigma

In 2020, Facebook banned Modibodi's video ad, "The new way to period". The 'offending' element? The use of the colour red to represent menstrual blood.

As Modibodi's CEO Kristy Chong explains, the video wasn't meant to be controversial.

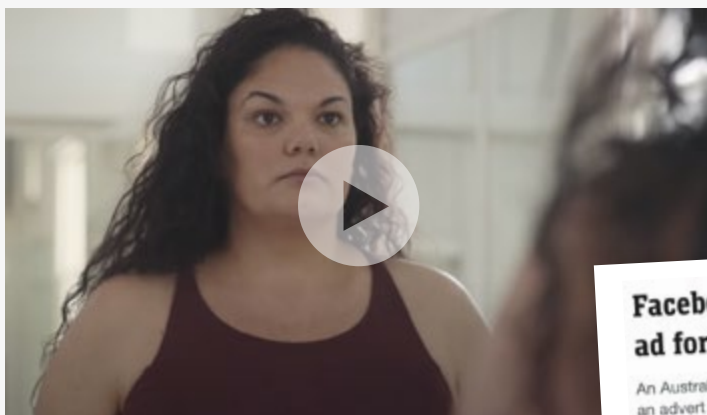
"Our aim for this film was to open people's minds by taking the stigma out of what is a perfectly natural bodily

function for women. It was not made to be deliberately sensational or provocative, but to show the very real and natural side of periods," Chong said.

The campaign was created to promote Modibodi's reusable, leak-proof underwear, an environmentally-friendly alternative to single-use period products like pads, liners and tampons. What it ended up doing was

provoking a much-needed industry-wide conversation about period stigma and creating safe, open and honest spaces to talk about women's bodies.

While Facebook backtracked soon after and allowed the ad to play, the headlines it sparked proved one thing: if you want your ad seen by as many people as possible – stand by your cause proudly and fearlessly, even if it gets you banned.



**"It's the twenty-first century":
Modibodi slams Facebook for
decision to ban realistic ad for
period products**

**Facebook bans Modibodi period underwear
ad for violating guidelines**

An Australian underwear brand has spoken out against Facebook after it banned an advert for the \$24 item, labelling it "shocking" and "sensational".

**Facebook bans Modibodi's 'The new
way to period' ad for depictions of
red 'menstrual blood'**

 Mumbrella

 SmartCompany

 news.com.au

BRANDS THINKING BIG

From pre-loved to re-loved: IKEA's own second hand marketplace

Your otherwise-perfect Billy bookshelf doesn't match your new curtains? Don't chuck it – IKEA wants you to sell it back to them instead.

Launched in Australia in 2018, IKEA's Buy Back program is as brilliant as it is simple: as long as it's unmodified and completely assembled, IKEA will happily buy your second-hand IKEA furniture back off you.

You get an IKEA credit to spend in-store, and the piece is put up for sale in IKEA's As-is department, ready for a new home.

While the program is currently being trialled in different markets around the world, so far it looks like people are loving Buy Back. In 2019 alone, IKEA gave 38 million recovered products a second life worldwide through the program.

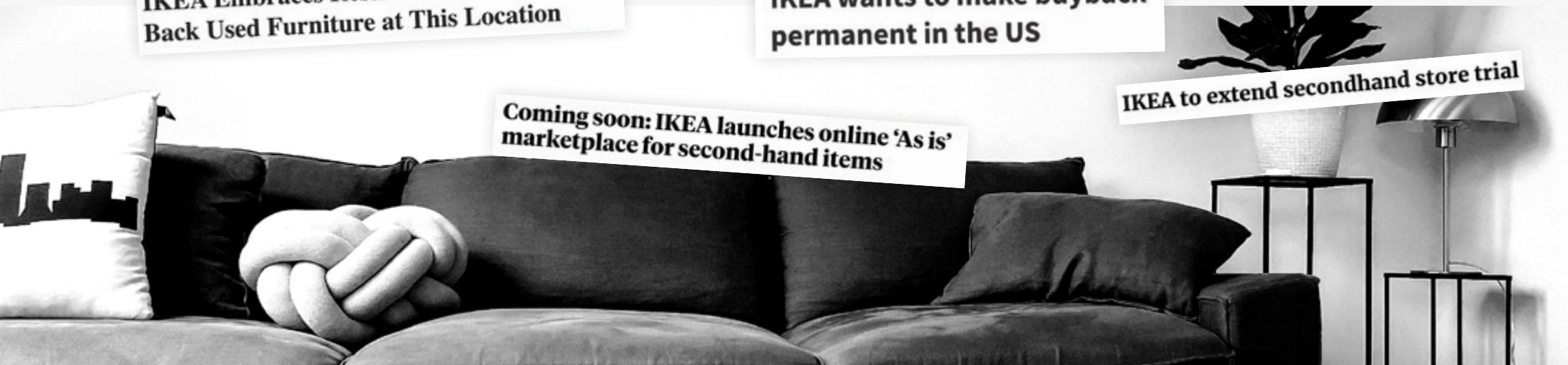
And why so popular? Well, it solves the customer dilemma of fielding enquiries on an online marketplace or organising a garage sale. On IKEA's side, it gives the brand the chance to give their products a second life and divert a huge amount of waste from landfill, while driving customers back to store to spend their credit. Wins all round.

IKEA Embraces Resale: You Can Now Sell Back Used Furniture at This Location

IKEA wants to make buyback permanent in the US

Coming soon: IKEA launches online 'As is' marketplace for second-hand items

IKEA to extend secondhand store trial



BRANDS THINKING BIG

Microsoft goes carbon negative

Type “Microsoft carbon negative” into Google, and you’ll be hit with 21.7 million results faster than you can ask, ‘What’s carbon negative?’ So what’s all the fuss about?

In 2020, Microsoft made the startling announcement that not only would they remove more carbon from the atmosphere than they produce by 2030, but also all the carbon they’ve emitted since founding in 1975, by 2050.

The announcement made quite the stir in the context of a growing wave of carbon neutrality announcements, as it set a new standard for climate ambition and opened the conversation around ‘what’s next after zero?’

Since then, it’s proved to be the story that just that keeps giving: as Microsoft drops progress updates, there’s still plenty of interest and speculation as to if, and how they will succeed in their mission.

And no wonder. In 2021 alone, Microsoft’s carbon footprint was 14 million tonnes. And while they’re tracking well – having already slashed Scope 1 and 2 emissions by 17% in just two years – there’s still a long way for the tech giant to go, and plenty of challenges to overcome along the way.

One thing we know for sure – people will be watching this journey for the decade to come.

“

Climate change presents environmental, social and economic crises on a whole new level. For nearly two millennia humans have been carbonizing our planet and we need to act together to decarbonize it.

BRAD SMITH, PRESIDENT & VICE CHAIR OF MICROSOFT

Inside Microsoft's Mission to Go Carbon Negative

Can the unproven technology Lucas Joppa is betting on arrest the climate crisis in time?

Microsoft bought a lot of clean energy in 2021, beaten only by Amazon

You know what's cooler than energy? Clean energy.

Microsoft Is Going Carbon Negative. What Does That Mean?

FAST COMPANY

Bloomberg
Green

Forbes



Windows Central

BRANDS THINKING BIG



POWERING A CLEANER FUTURE

While there's been some sustainability missteps along the way (remember when you could pay for Tesla products in emissions-intensive cryptocurrency?), it can't be denied that Tesla have played a critical role in accelerating the world's transition to sustainable energy. From helping individuals making the switch to electric cars and battery-powered houses, to building big batteries that power entire cities, Tesla has certainly been at the forefront of driving the clean energy revolution around the world.



THINKING OUTSIDE THE BOTTLE

When it comes to plastic-free, some products are easier to innovate than others. Liquids, for example, need some serious problem-solving.

Introducing Ethique, who have developed an ingenious solution to rid the world's bathrooms of plastic bottles. Over the past decade they've refined an ever-expanding line of solid (yes, solid) skin, hair and bodycare products that are plastic, palm oil and cruelty-free, vegan, and only contain ethically-sourced ingredients – saving 13 million plastic bottles from landfill (and counting!).

**GOLDEN RULE #3**

Repeat, repeat, repeat

Sustainability needs sustained commitment.

It's a long journey made of steps big and small.

When you look at Australian and global sustainability leaders, they've been doing what they do for a while now. Consistency of action, matched with consistency of communication is how they've cemented their position.

Of course, this is not always what marketing and communications people want to hear. Marketing tends to be a season to season endeavour, moving quickly from one campaign to another. But making a genuine impact on the issues that matter takes time.

IN IT FOR THE LONG HAUL

Patagonia: in business to save our home planet

In their 50 years of operation, Patagonia has never been scared to fight for what's right.

From supporting youth fighting against oil drilling to suing the president of the United States, this seasoned do-good brand has built a legacy on taking action on the most pressing environmental issues facing our world.

And while their activist activities are extensive, that's not the only way they make impact – their commitment to

protecting the environment is reflected across their entire product and service offering:

- ▶ Since 1996, Patagonia have exclusively used organic cotton in all of their cotton products
- ▶ Of this season's current range (as of February 2022) 94% of items use recycled materials and 85% is Fair Trade certified
- ▶ For years, they hosted pop-up repair and give-away events where they

helped customers fix damaged clothing. In 2018 they made it official with the launch of their 'Worn Wear' program, and have since launched a suite of free DIY repair guides online

- ▶ Since 1985, they've gifted over USD \$100 million to grassroots environmental organisations

With their impact growing year-on-year, this is one brand that will continue to be a go-to for do gooders everywhere for seasons to come.



**REPAIR IS A
RADICAL ACT**

IN IT FOR THE LONG HAUL

The Body Shop: against animal cruelty since 1989

When The Body Shop first opened their green-painted doors in 1976 in Brighton, England, it was with a revolutionary idea: that business could be a force for good.

In 1989 they put those words into action to be the first global cosmetics company to campaign for an end to animal testing in cosmetics. Since then, the brand has become inseparable from their catch-cry, “Against Animal Testing”.

In the decades that followed they achieved big, real-world wins in the UK and the EU where their efforts contributed to animal testing in cosmetics bans, in 1998 and 2009

respectively. Then in 2018, they collected and presented 8+ million signatures to the UN demanding animal testing be banned worldwide.

Along the way, they’ve amassed a loyal global following of sustainable skincare lovers with a conscience: 10 million on Facebook, 2.3 million on Instagram and 50K+ on YouTube on their global accounts alone.

But the fight isn’t over yet. 40 years on, The Body Shop continues to campaign on this issue, on a steadfast mission to ban animal testing everywhere, forever.



IN IT FOR THE LONG HAUL

VEJA sneakers: one foot in sustainable design, one in social responsibility

While VEJA sneakers are definitely having a moment right now in pop fashion, what today's die-hard fans may not realise is that VEJA has been a champion for sustainable kicks since their founding way back in 2004.

VEJA specialises in designing sneakers with positive impact: created with raw materials sourced from organic farming and ecological agriculture, and stitched by workers operating in dignified conditions. Back in 2004, this essentially

meant reinventing and innovating their entire supply chain from scratch.

When it comes to their popularity today, what's even more impressive is that their following has been gained organically – VEJA doesn't spend money on ads, marketing, brand ambassadors or billboards, opting to invest those funds in their supply chain instead. And it looks like that commitment is paying off: to date they've sold 3.5 million pairs across 60+ countries.



IN IT FOR THE LONG HAUL

Cotton On partnering with customers for global impact

If you've visited a Cotton On store in the past few years, you've also interacted with the Cotton On Foundation. From highly-visible in-store signage to the Foundation-created charity products at the check-out – Cotton On has been successfully engaging customers to support the Foundation's work for over a decade.

Established in 2007, the Foundation's model is simple: customers are invited to learn about the fundraising efforts and purchase a product in-store or online if they'd like to support those ongoing projects. 100% of proceeds raised from sales go towards funding developments in the areas of Holistic Education, Mental Health, and Environment in Australia, Uganda, South Africa and Thailand.

The Foundation's charity products – everyday essentials like tote bags, face masks and hand sanitiser – have proved to be a huge hit with customers keen to

play their part in the Cotton On Group's global impact. Since 2007, the Foundation has raised over \$140 million, including over \$20 million in face mask sales.

Funds raised through the Foundation in recent years have been used to:

- Supported 24 schools, 18,000 students and 439 teachers
- Serve 18.8 million meals
- Build 113 water tanks
- Deliver 5.4 million litres of fresh drinking water

And that's just the beginning. The Foundation has recently announced their new 5-year vision, with a goal to raise another \$150 million by 2026 in partnership with the Cotton On retail team and customers, doubling the Foundation's impact to date across the world.



“

Making a positive difference in people's lives – it sounds simple, but it's something we've always taken really seriously. It's been our purpose since day one, and 30 years later, it's still the reason we get out of bed in the morning. It's who we are and what we stand for.

PETER JOHNSON, CEO

IN IT FOR THE LONG HAUL



ACTIVIST ICECREAM

Ben & Jerry's is no stranger to the climate change fight. In fact, they've been advocating for climate action since 2007 – not just in their key markets, but globally. While climate change is a serious topic, they do a fantastic job of finding smart, fun ways to engage customers to take action, too. Our favourite was the release of a special, plant-based activist flavour, 'Unfudge Our Future', in 2020 (which we helped launch!) – complete with a cheeky campaign designed to compel meaningful political action.



BREW BETTER

While 4 Pines Brewing were only established in 2008, they've done more in those years than most brands do in a lifetime. In the past few years in particular, they've been consistently building on their impact to make sure every sip of their beer has a positive impact on the world. With purpose now embedded firmly at the centre of the business – a B Corp since 2017 and a 1% for the Planet member since 2022 – they're currently working towards a goal of carbon neutrality by 2030 through meaningful decarbonisation – no offset and forget here!



Ready to lead, or simply begin?

Sustainability is no longer new but

**the opportunity to be
a leader is still wide open.**



Between **Republic of Everyone** and **The Bravery**, our services provide everything you need to imagine, then deliver.

We help leaders lead and beginners begin. So wherever you are on your people and planet-improving journey, drop us a message if you'd like help moving along.

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, and 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
- Personal brand and business profiling
- Social media
- Events and activations
- Issues and crisis management
- Media and presentation training
- Influencers and ambassadors
- Partnerships

To find out how we can help,
get in touch



About the research

Republic of Everyone commissioned independent market researchers Mobium Group to undertake 'Who Do You Believe' community research. The project was fully funded by Republic of Everyone and The Bravery. No other brand, business or sponsor contributed in any way.

An online survey of 2,040 Australians aged 16-75 years was undertaken between December 3 - 16, 2021. Gender and geographic quotas were employed to provide balanced samples. Each of the four generational cohorts had a minimum sample size of 500 respondents.

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