

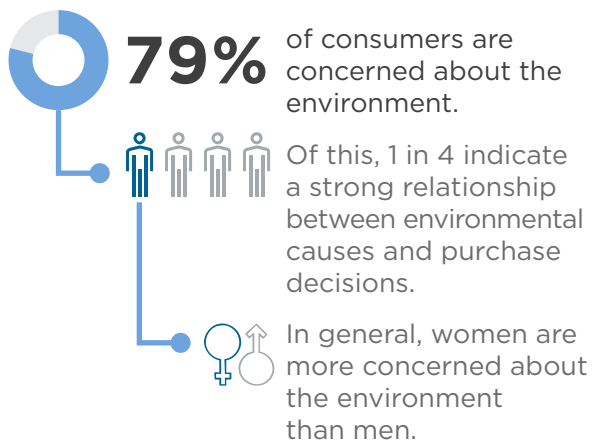


## The Carbon Footprint Opportunity

The challenge of aligning your brand's and organization's environmental messaging with customer expectations.

- Understanding how you are addressing customers' environmental concerns.
- Explaining how your company's efforts lead to carbon footprint reductions, while educating them on the science of carbon measurement.
- Detailing your company's efforts to positively impact the environment.
- Capitalizing on the opportunity to own a more carbon friendly position and differentiate yourself from the competition.

### Environmental efforts are impacting buying decisions



### Education

Although customers want companies to reduce their carbon footprint, 3 in 4 were unable to describe its meaning somewhat accurately.



Some consumers don't believe companies are authentic in their environmental concern.

*"Almost every brand now claims to reduce their carbon footprint - I find most of it hype and unbelievable."*

### Business Impact

A brand's environmental impact has become part of their brand identity. What a customer thinks of your environmental impact is now as important as ever and it's critical for brands to properly message your efforts and positioning.



### Brand and category leaders in addressing climate change

Although some brands are mentioned for their commitment to combating climate change, no one brand is universally recognized by consumers.



What do customers expect from your brand and your category?

How do your brand environmental efforts align with the needs of your customers?



**Where can you play?**

Source: MarketVision Research, May 2021, n=401

