

dentsu wisdom series.

climate change

like never before



contents

EXECUTIVE SUMMARY

POLICY SECTION

- Situation Analysis of Climate Change
- What are the United Nations SDGs?
- COP26 – Climate ambition meets reality: will it deliver?

CONSUMER SECTION

- Climate Change – Consumer attitudes and behaviour
- Climate Change – Major industry categories: dentsu clients in Finance, Food, Connectivity, Mobility and Available Technologies are interviewed
- Climate Change Legislations – Key market trends

BUSINESS SECTION

- Triple Bottom Line – Redefining value: a pathway to sustainable growth
- Media that Matters – The superpower of communications
- Green Washing vs Green Hushing
- Powerful Partnerships – Malaria No More interview
- Chasing Zero – Getting onto the world's to-do list
- Sustainable Consumption – How the advertising world is accelerating the growth of good brands
- Ambitious Initiatives across the African Continent
- ActNow Campaign – dentsu gets Involved
- Just a Small Piece – Trading Trash for Waves
- School for Women initiative
- Nurturing Curiosity – Your Climate Change resource library
- Economically Friendly Brands

AFRICA SECTION

- Nigeria's Climate is Changing
- Climate Change in the Mozambican Market

EXECUTIVE SUMMARY

Climate change like never before.

By Dawn Rowlands, CEO of dentsu SSA

Executive summary

dentsu's ambition is to be a beacon of constant innovation and a force for good. We help clients navigate and thrive in a world of change, and believe that the progressive, human-centric solutions we create can have powerful returns for both business and society. But, over the last 18 months, we have experienced an extraordinary period of disruption and change. It has forced us to re-imagine everything we know – from how we work, to how freely we travel, our food and waste, and even our attitudes towards each other.



FOR THE
WORLD

Executive summary

Essentially, dentsu is uniquely placed to change mindsets and behaviours. Our Social Impact strategy guides us. We call it Social Impact because we believe inspiring everyone to a new way of living encompasses all aspects of society: from sustainable growth (including the transition to a low-carbon world); to building a fair and open society; and enabling digital inclusion. Social Impact underpins our growth strategy. It has created a powerful culture and drive in our company to make positive change happen internally and externally. The past year has reinforced the value and relevance of our society and business-wide Social Impact approach.

Executive summary

Because we are uniquely placed, at dentsu, to change mindsets and behaviours, our Social Impact strategy continues to guide us. Without this integrated approach to creating value for our people, business and society, we will not sustain this growth. These are the foundations on which we've developed and embedded our 2030 targets into our business strategy. And 2021 will be a pivotal year for progress at dentsu, and in society. It's just nine years to the United Nations Sustainable Development Goals (SDGs) deadline. Thanks to the input of key stakeholders, we recognise the role and responsibility we have to inspire people everywhere towards a new way of living.



Executive summary

Our 2030 strategy will set a clear pathway for delivery encompassing three pillars: Sustainable World, Fair and Open Society, and Digital For Good:

1

SUSTAINABLE WORLD:

Climate change will take precedence, building towards COP26 in Glasgow and beyond. We will continue to deliver both our ambitious Net Zero strategy, and lead by example on the new initiatives we have identified to raise the profile promote sustainable consumption and production.

2

FAIR AND OPEN SOCIETY:

Equality, and specifically the need for action and change, will continue to be a key focus as we move forward. We are excited about the role we can play in challenging perceptions, and will ensure equality is prioritised within our operations, as well as championed within our work.

3

DIGITAL FOR GOOD:

With technology playing an even greater role in our lives, trust, skills and access to digital tools are critical to realising the opportunities technology can create for everyone. We are committed to ensuring the digital world fulfils its potential for good.

Executive summary

Our targets will stretch us, reshaping how we work and do business, while also enabling us to adapt – responding to change, learning from others. Over the coming year, engaging our business, brands and people in our targets and ambitions will be crucial. Supported by the commitment of our Board and senior team, this will drive our collective success. This opportunity excites us, and we look forward to what we can achieve together.



Please continue to watch this space as we strive
for change in the lead up to COP26, and beyond.

The dentsu team



CONTRIBUTORS

Our Expert Panel



Dawn Rowlands,
Chief Executive Officer,
dentsu SSA



Anne van Rensburg,
Head of Insights & Audience
Research, dentsu SA



Paul Stemmet,
Managing Director
dentsu Data Labs,
SSA



Kevin Dayton,
Developer,
Data Division,
dentsu SSA



Anna Lungley,
Chief Sustainability Officer,
dentsu International



Rowena Mearley,
Global Policy and Advocacy
Director, Social Impact
and Sustainability,
dentsu International



Roxanne Boyes,
Head of Strategy and
Regional Sustainability
Director, Kenya,
dentsu SSA



Megan Sayle,
Senior Strategist SA and SSA,
Carat SA



Justine Drake,
Content Director,
John Brown Media SA



Ashleigh Sayle,
Account Executive,
Carat SA



Jade Fischer,
Account Executive, ZAF
Vizeum SA



Chike Oupa,
General Manager,
Rapid Xtra, Nigeria



Joshua Kelvin,
Compliance Executive,
AmpliFi, Nigeria



Revina Acheampong,
PR and Communications
Specialist, Ghana,
dentsu SSA



Eliana Silva,
Client Director,
CREATE Mozambique



Nikho Rudah,
Account Executive, ZAF
Vizeum Cape Town



Ndumiso Mbele,
Business Unit director
Carat SA



Tash Allard,
Senior Manager, Global
Environment Strategy,
dentsu International



Birju.Sanghrajka,
Head of Corporate, Commercial
and International Banking, Kenya
and East Africa, Standard Chartered



Brett Thompson,
Co Founder and CEO,
Mzansi Meats



Andre Nel,
General Manager,
Sustainability,
Pick n Pay



Albin Wilson,
Head of Strategy and
Marketing, Opibus



Sandra Amachree,
Senior Manager – Media &
Brand PR, Nigerian
Breweries Plc



Thami Majola,
Executive Head,
Brand & Comms,
Vodacom SA



Jess Schulschenk,
Partnerships Director for
Africa & Middle East,
Embedding Project



Kate Wills,
Director: Global
Communications and
Partnerships,
Malaria No More



Tim Christopherson,
Head, Nature for
Climate Branch,
UNEP



Graham Deneys,
Group Strategic Director, ZAF
Carat SA



Samantha Kipury,
Managing Director,
dentsu Kenya

OUR EXPERT PANEL

POLICY SECTION

Situation Analysis of Climate Change

What are the United Nations SDGs?

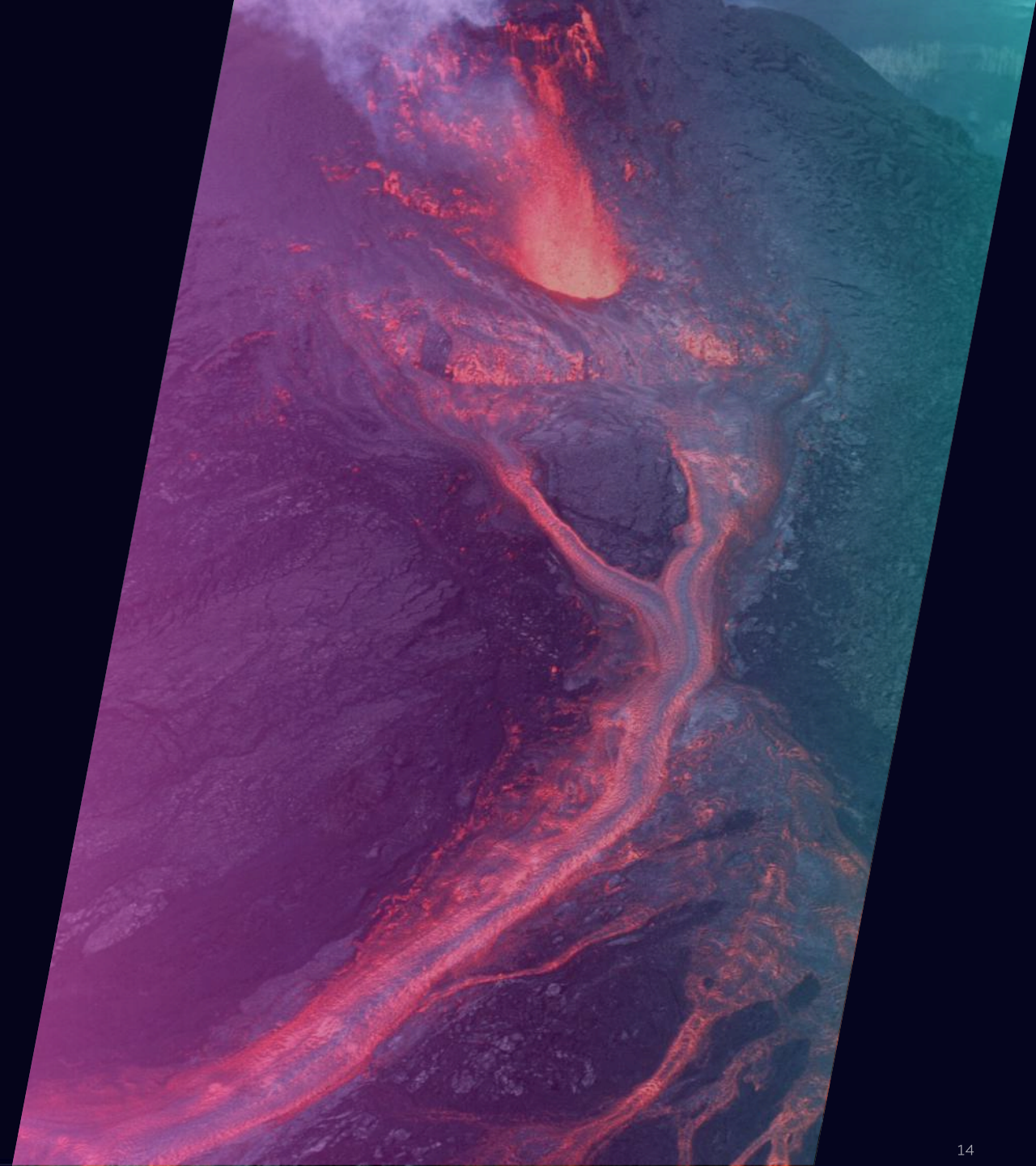
COP26 – Climate ambition meets reality: will it deliver?

SITUATION ANALYSIS OF CLIMATE CHANGE

By Paul Stemmet, chief data officer at dentsu SSA
and Kevin Dayton, public policy consultant

What is climate change?

Climate change is defined as the shift in climate patterns mainly caused by greenhouse gas emissions from natural systems and human activities (Fawzy et al. 2020). Our activities have resulted in global temperatures being one degree centigrade above pre-industrial levels. In 2018, the world encountered 315 cases of natural disasters which were mainly related to the climate. Approximately 68.5 million people were affected, and economic losses amounted to US\$131.7 billion, of which storms, floods, wildfires and droughts accounted for approximately 93 percent. In 2015, the Paris Agreement was introduced with the main objective of limiting global temperature increase to two degrees centigrade by 2100 and pursuing efforts to limit the increase to 1.5°C.



New approaches

It is evident that conventional mitigation efforts alone are not going to be sufficient to meet the targets stipulated by the Paris Agreement; therefore, the utilisation of alternative routes appears inevitable – namely conventional mitigation, negative emissions and radiative forcing geoengineering. Conventional mitigation technologies focus on reducing fossil-based CO₂ emissions. Negative emissions technologies are aiming to capture and sequester atmospheric carbon to reduce carbon dioxide levels. Finally, geoengineering techniques (i.e. radiative forcing) can alter the earth's radiative energy budget to stabilise or reduce global temperatures. While the various technologies presented may still be at an early stage of development, biogenic-based sequestration techniques are to a certain extent mature and can be deployed immediately.



Climate change conflicts

According to economic theory, the rate of crime is expected to increase when wages and employment decline because rational individuals, taking into account the relative returns, costs and risks, decide to prey rather than produce. In addition, adverse climatic conditions could lead to higher food prices by dramatically reducing crop yields and the subsequent supply of crops. Temporary food price increases are likely to amplify the opportunity cost of rebellion, since they further reduce the short-term opportunity/cost of fighting.

Climatic changes contribute to conflict and breed conflict in fertile grounds – especially in regions dependent on agriculture, and in combination and interaction with other socioeconomic and political factors, such as a low level of economic development and political marginalisation. The figure below clearly shows that drought and civil conflict are interrelated. A closer look, however, also reveals that drought and conflict coexist mainly in countries or regions that already suffer from adverse climatic changes, are highly dependent on agriculture for their income and food generation, have few capabilities to cope with climatic changes, and are characterised by preexisting tensions and conflicts (Ide et al. 2014).

Climate change conflicts

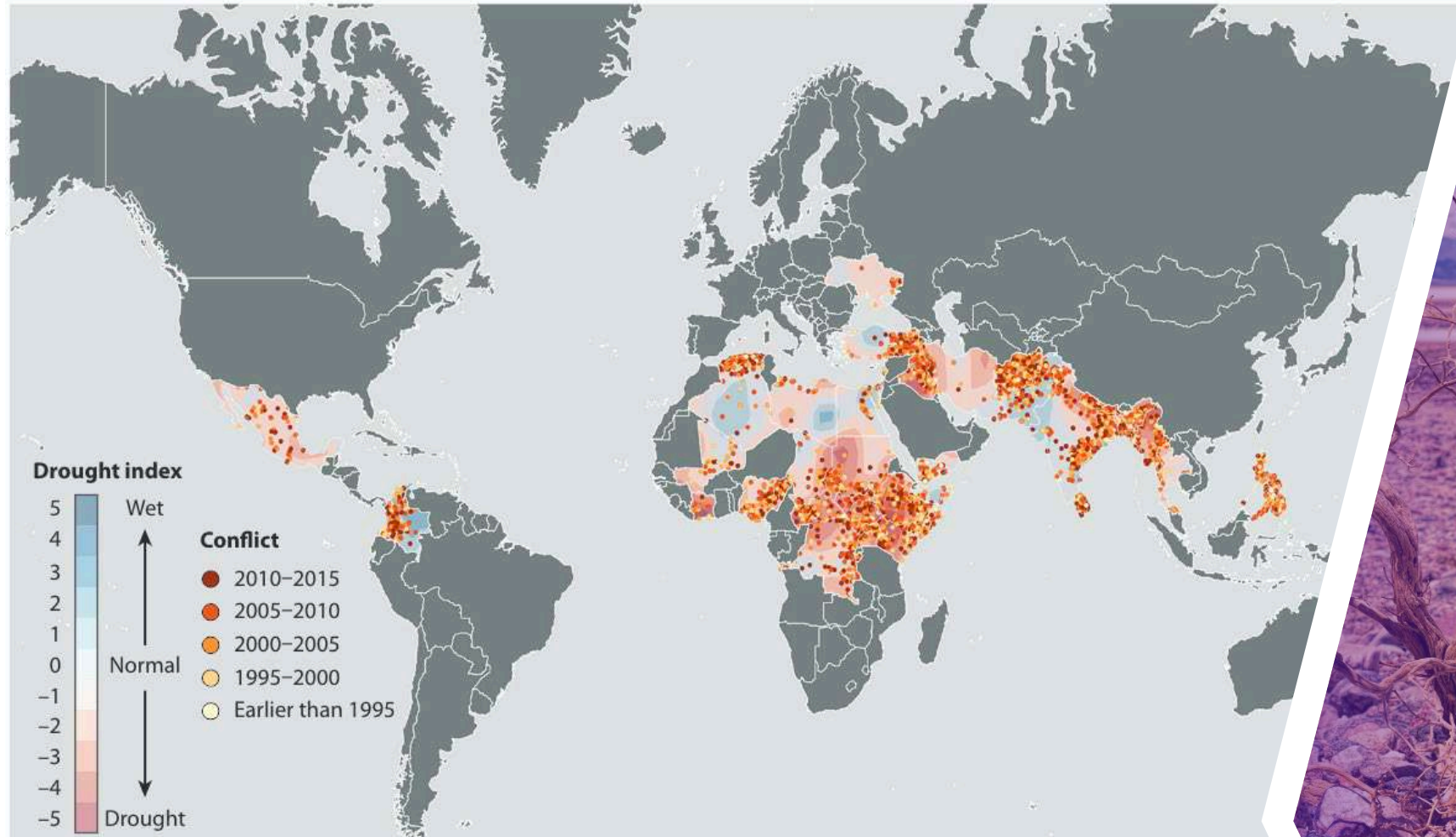


FIGURE 1: Palmer Drought Severity Index (2005–2014) and location of armed conflict events (1989–2014). Results are screened for countries with more than one recorded armed conflict event per year. Data has been taken from the National Oceanic and Atmospheric Administration (NOAA).

Africa

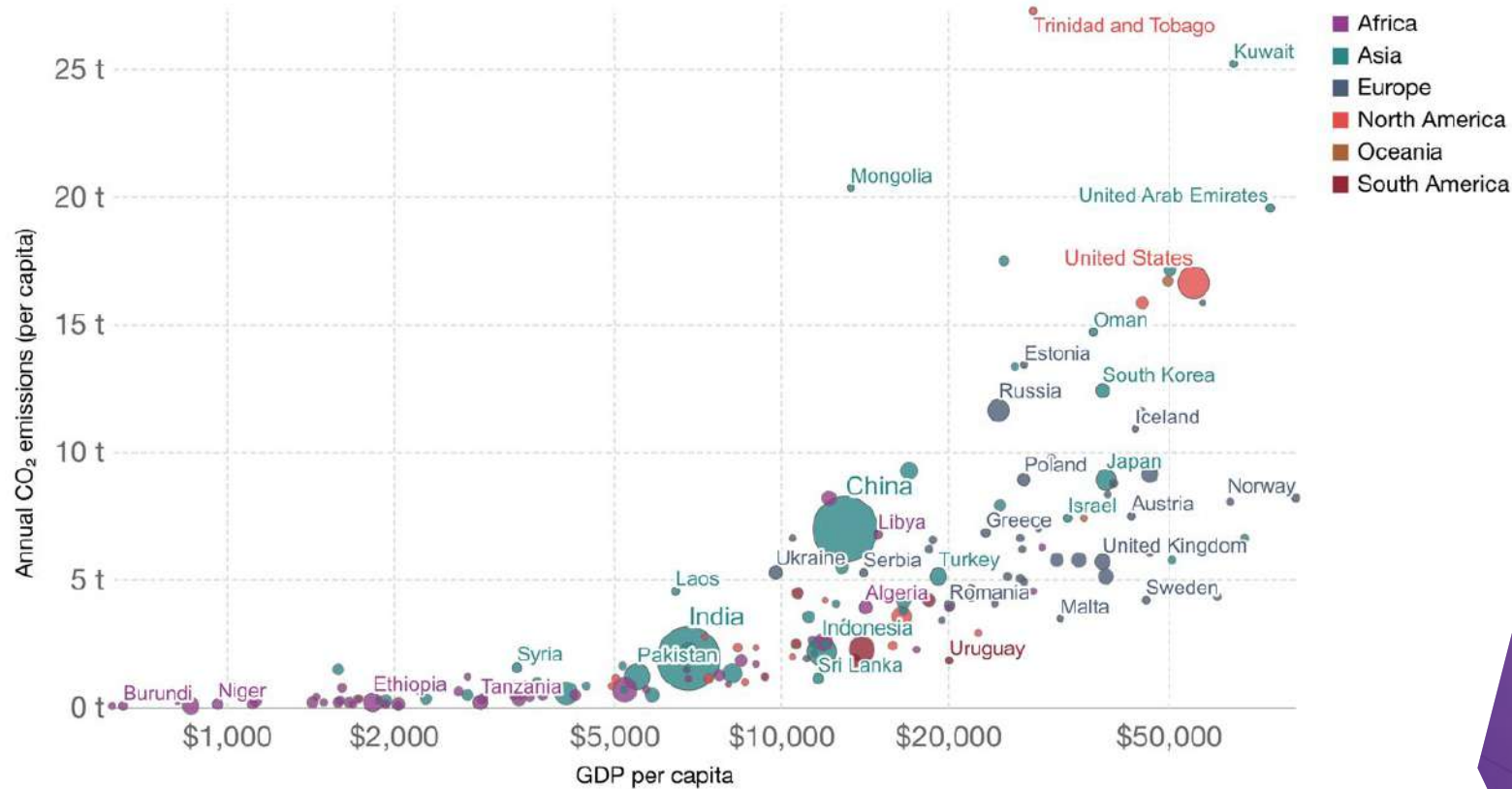
Although Africa is a low contributor to greenhouse gas emissions, with examples such as Heathrow Airport's third runway producing more emission than Kenya each year (Anon n.d.), it will be disproportionately affected by the impact of climate change. Although Africa's carbon footprint is extremely low, climate change will continue to have a tremendous impact on Africa – with mean temperatures increasing above natural variability. In general, the rate of temperature increase in Africa has been more rapid than the global average. In addition, sea levels surrounding the continent have increased to a higher degree than has been the global average.

Around two-thirds of global greenhouse gas emissions are directly and indirectly linked to household consumption. The carbon footprint per house in Europe and North Africa is three to six times that of the average home in Africa (Ivanova et al. 2020). This is also reflected in the GDP per country and CO₂ emissions report shown in Figure 2 (below), illustrating that GDP and consumption culture is directly connected to CO₂ production and greenhouse gas emissions.

Africa

CO₂ emissions per capita vs GDP per capita, 2018

This measures CO₂ emissions from fossil fuels and cement production only – land use change is not included. Gross domestic product (GDP) per capita is measured in international-\$ in 2011 prices to adjust for price differences between countries and adjust for inflation.



Source: Our World in Data based on the Global Carbon Project, Maddison Project Database 2020 (Bolt and van Zanden (2020))
OurWorldInData.org/co2-and-other-greenhouse-gas-emissions/ • CC BY

FIGURE 2: GDP vs CO₂ Emissions.



Africa

In Africa, access to electricity and CO₂ emissions are also connected, with Egypt, Algeria and South Africa producing the most electricity. [See Figure 3, below.](#)



FIGURE 3: Power Consumption in Africa.

Our carbon footprint and reduction – how can an individual help to reduce climate change

By reducing household consumption, households (and the individuals living in them) can have a direct impact on carbon emissions. This is because the mitigating factors with the largest impact are transport, food and household carbon production. The transport industry can shift to battery-driven or electric vehicles, and can reduce flying (especially long-haul return flights). With regards to the food industry, changing our eating habits and making dietary changes are important – even shifting to a vegan diet. Within households, shifting to renewable electricity sources and the refurbishment of existing products (upcycling) rather than buying new products are important changes to make. See below Figure 4, showing opinions on the CO₂ economy within sub-Saharan Africa. Individual opinions are stronger related to companies doing something to encourage climate change, rather than individuals having to change their daily lives.



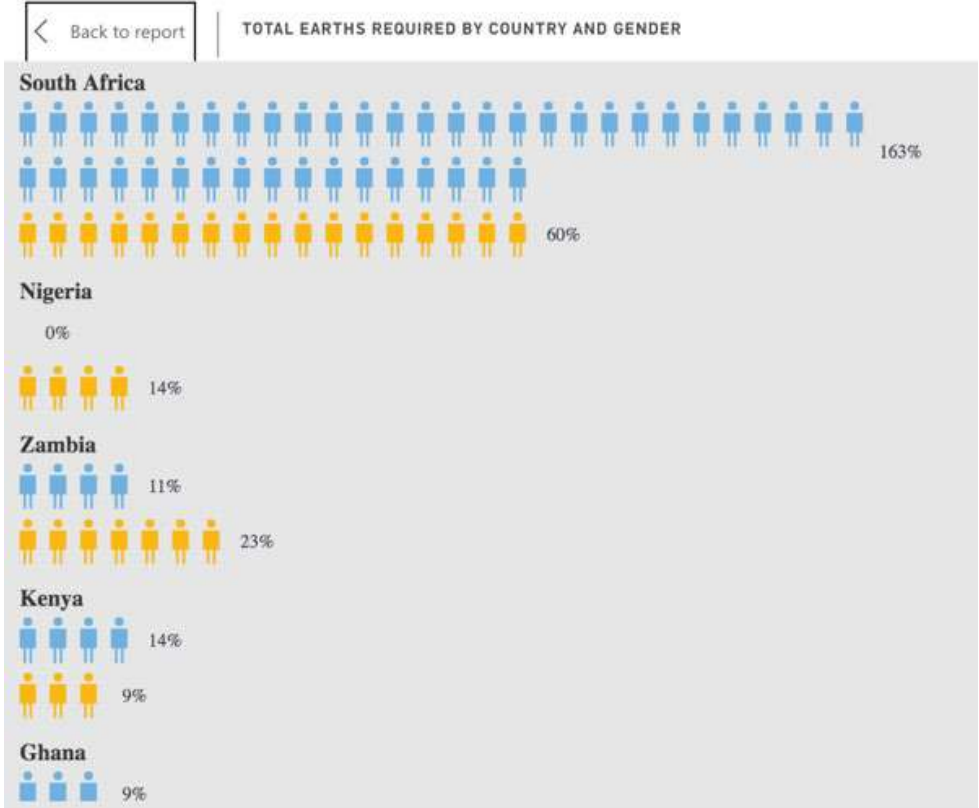
FIGURE 4: Opinions on the CO₂ economy.



For an interactive view of this report, click on the link:
<https://app.powerbi.com/view?r=eyJrJoiYzhmN2Q1NWItYjk5ZS00ZGVlWJkODMtNTY2MmEwMTlhNzk4IiwidCI6IjZlODk5MmVjLTc2ZDUtNGVhNS04ZWFiLWlwYzVlNTU0NzQ5YSIsImMiOiJh9>

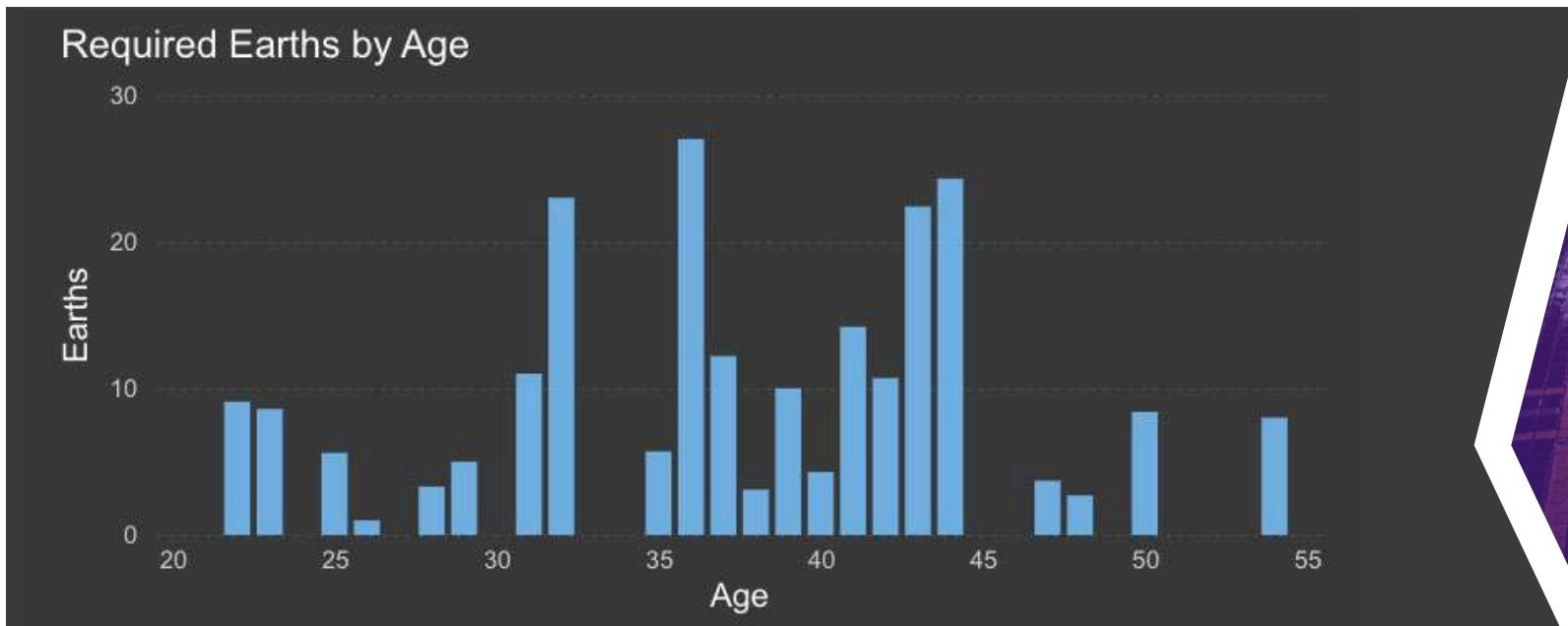
Our carbon footprint and reduction – how can an individual help to reduce climate change

Within the same survey, we asked people how they thought their transport, food and household behaviour would impact on the planet. Within the markets interviewed, South Africans had, by far, the greatest impact per person on the planet, followed by Zambia.



Summary

Due to its low level of industrialisation, limited access to electricity and low levels of infrastructure, Africa has a relatively low level of household greenhouse gas emissions. But, unfortunately, the continent won't be spared from climate change in the manner of increasing environmental impacts and natural disasters. Africa has the opportunity to leap-frog ahead in the CO₂ economy with its high levels of natural resources (extensive forested areas). The continent could serve to assist developed countries to reduce their CO₂ emissions through biogenic-based sequestration techniques, such as growing more forested areas. In addition, consumers worldwide should be made aware of how low Africa's CO₂ emissions really are and the way in which the continent is excelling in its low-consumption patterns.



A person stands in a vast, open field filled with numerous tree stumps, suggesting a deforested or post-fire landscape. In the background, there are rolling hills and mountains under a clear sky. The entire scene is overlaid with a semi-transparent teal color.

WHAT ARE THE UNITED NATIONS SDGs?

The [Sustainable Development Goals](#) (SDGs) are “the blueprint to achieving a better and more sustainable future for all by 2030”. The 17 goals address the global challenges we face – including those related to poverty, inequality, climate change, environmental degradation, peace and justice. They were adopted by all United Nations Member States in 2015, and each goal has a set of targets and indicators that are used to track progress against them.

To read more, go to: [THE 17 GOALS | Sustainable Development \(un.org\)](#)



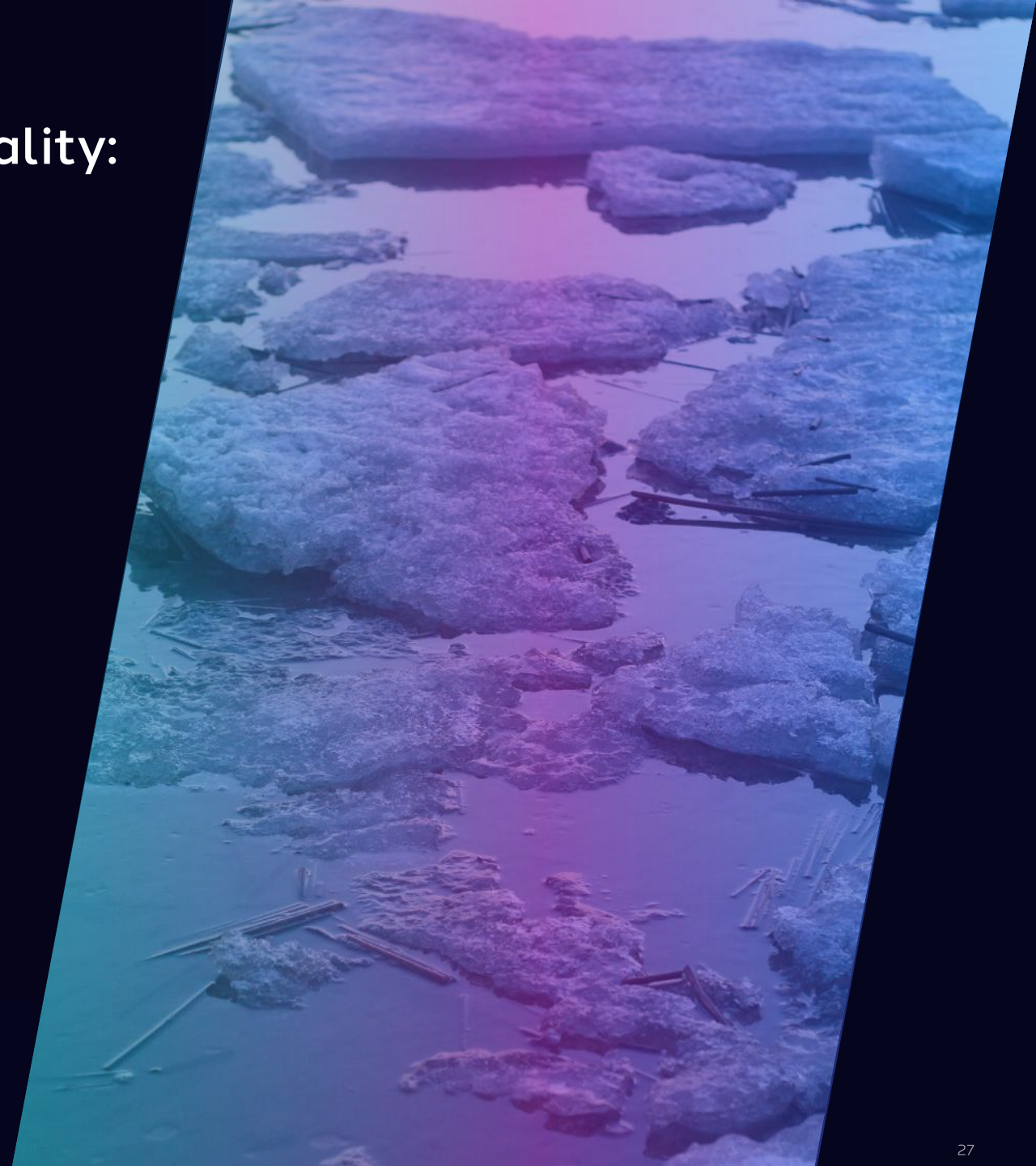
COP26 – CLIMATE AMBITION MEETS REALITY: WILL IT DELIVER?

By Rowena Mearley,
global policy and advocacy director, dentsu International

COP26 – Climate ambition meets reality: will it deliver?

In the predictable Glaswegian, Scotland, winter chill of November, an estimated 25 000 government, business and NGO reps, and thousands of citizens will gather for the 26th annual UN Climate Summit.

The Conference of the Parties – or COP26 – will bring together hundreds of world leaders, to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change. We look at the background, key issues at play and what to watch out for.



A milestone for climate action

COP26 will be a pivotal moment for public, business, policy and government engagement in climate action, with implications for everyone in the short, medium and long term. In the context of the COVID-19 pandemic, it's a reflection of a much larger economic reset. No matter where you live and work, nor what the profile of the summit or climate action is in your country, in a global supply-chain linked economy, decisions made and not made in Glasgow will have profound implications for us all over the decades to come.

As the first major milestone summit since the Paris 2015 Agreement, COP26 has been described as the 'theatre of ambition', where leaders need to turn market and 'moral momentum' into policy action thereby exposing which nations are leading and which are lagging behind on climate action.

The Paris Agreement sought to limit global warming to below two degrees centigrade by 2100 – linked to national plans for emissions reduction, and wider action on adaptation, resilience and finance for developing nations to support low-carbon economic development. So, in simple terms, COP26's negotiations and focus will seek to raise ambition and finance commitments, and will enable progress on adaptation and the reduction of emissions to limit global warming.

A milestone for climate action

There is still a hill to climb. Despite around 70 percent of the world's economy now being committed to reaching net zero emissions (up from 30 percent when the UK took over as incoming COP presidency), national commitments made to date do not add up to the commitment that is needed. Nigel Topping, UK High Level Champion for COP26, summarised in New York's Climate Week that "current nationally determined contributions (NDCs) lead to an emissions decrease of 16 percent, rather than the 50 percent reduction needed". Patricia Espinosa, Executive Secretary of the UN Framework Convention on Climate Change, has called for countries to submit higher and more ambitious NDCs so as to "send a positive signal that the world is transitioning to a low-carbon future".



A milestone for climate action

The UK Government – as presidents of this COP – have a key role in pushing nations to make stronger commitments in advance of the summit, saying “The decade out to 2030 will be crucial. Countries must go much further to keep alive the hope of holding temperature rises to 1.5 degrees.” [Analysis](#) last year showed that on carbon intensity alone, the level of GDP-linked emissions must be reduced by five times of that currently achieved each year.

However, wider momentum is building, particularly in the private sector and across regional and city leadership: 6 200 companies, investors, regions, cities and universities have signed up to the [Race to Zero](#) – almost twice the numbers of last year.



A word about the science

In August, global headlines were captured by the landmark Intergovernmental Panel on Climate Change (IPCC) report assessing climate change as widespread, rapid, and intensifying. While the findings reported are [unprecedented](#), the report shows there is still time to limit the damage.

And limit it, we must. In 2015, the Paris Agreement sought to limit global warming to below two degrees centigrade by 2100. The IPCC report shows that the world is likely to reach that level within 20 years, even in a best-case scenario and with deep cuts in emissions. The report projects that in the coming decades, climate changes will increase in all regions. With 1.5°C of global warming, there will be increased heat waves, longer warm seasons and shorter cold seasons. At two degrees centigrade of global warming, heat extremes would more often reach critical tolerance thresholds for agriculture and human health.

At Climate Week, Harry Bowcott of McKinsey presented stark analysis the firm had conducted for Race To Resilience on the reality of climate change. By 2030, almost half of the world's population could be exposed to climate hazards. In a two degrees centigrade warmer world, for 1.3 billion people, it could be too hot to work outside for 25 percent of the time. In 10 countries alone, 90 percent of their people will be exposed. Critically, he underlined that resilience to these new realities is not just an issue of coping with health and heat, but one that will begin to impact companies' valuation, investor relations, suppliers and their customers.

What's on the agenda?

As COP Presidents, the UK is responsible for pushing for greater ambition from nations to deliver on the Paris Agreement. This is encompassed in four [goals they have outlined for the summit](#). Notably, some are issues that have been unresolved year on year since the Paris Summit of 2015.

What's on the agenda?

1

Securing global Net Zero by mid-century to keep 1.5 degrees within reach: countries are being asked to come forward with ambitious 2030 emissions reduction targets (NDCs) that align with reaching net zero by the middle of the century. To deliver on these stretching targets, countries will need to accelerate the phase out of coal, encourage investment in renewables, curtail deforestation and speed up the switch to electric vehicles.

2

Adapt to protect communities and natural habitats: in an important signal, the wider COP summit is not just about energy and carbon emissions. This goal seeks to move forward on protection and restoration of ecosystems, and to enable infrastructure and agriculture to be more resilient to extreme weather events.

3

Mobilise finance: to enable net zero and improve resilience, finance from developed to developing countries is critical. For developing countries, it's a central issue of trust and estimates suggest the target is [US\\$20bn](#) short of the US\$100bn needed per annum. International financial institutions must play their part; we need to work towards unleashing the trillions in private and public sector finance required to secure global net zero.

Work together:

As Espinosa described it, the “technical issues won’t grab headlines but the details matter”. Finalising the Paris Rulebook – the detail that makes the agreement operational – will include, for example, a global carbon market, how to avoid double counting of emissions reduction, and information that countries will have to report on from their NDCs. Themes to watch out for:

What's on the agenda?

CALLING FOR LEADERS:

Pre-summit activity at the G20 will be crucial in setting the tone for the ambition and collaboration needed at COP26. Over 600 businesses – including dentsu international – have written an [open letter](#) to the G20 in a collective call to strengthen national climate targets. The G20 has the power to influence a harmonised policy environment enabling decarbonisation across supply chains in multiple countries, and related to products and services, while supporting shared climate and sustainable development goals.

SHOW ME THE MONEY:

The role of private sector financial services – the economic wiring of business and government – will have a big profile even though the action will come over time. The target of reducing emissions by 50 percent by 2050 will require “a wholesale rewiring of the financial and economic system”, as Mark Carney, UN Special Envoy on Climate Action & Finance warned in September when he spoke in New York. “The money for ambitious climate action is there. Ambitious climate action is not just possible; its profitable”

What's on the agenda?


IT'S ABOUT MORE THAN CLIMATE CHANGE:

“If there is not a just transition, there is no transition,” said Dr Ursula von der Leyen, President of the European Commission in Climate Week, underlining again how climate change is linked to a much wider spectrum of issues for citizens including those of health, education, skills, income, taxation, transport, resilient communities and cities, energy and food security. There will be a significant focus from the public and NGOs in these negotiations and on the side-lines to raise the profile and action of issues linked to a fair and just transition, to focus on equity between developed and developing nations, and to challenge issues related to waste, water and nature.

What's on the agenda?

50 SHADES OF GREEN

Moves by major developed markets – such as the US, China, Australia and the EU – will be critical in defining the regulatory and investment environment for this decade, and the related public expectations. But as recent analysis by the [Climate Action Tracker](#) demonstrates, ambition in Australia, Brazil and Russia, among others, reveal commitments that are now “the same or less ambitious than what was put forward in 2015.” Given past track records, expectations of a ‘big bang’ deal or resolution to the many outstanding issues on finance, adaptation, emissions reductions or technical issues governing reporting, carbon markets are relatively muted. Instead, expect what Mark Carney, the UN’s finance envoy for the Climate Summit describes as “[50 Shades of Green](#)” – a mix of local and international commitments, and progress that will vary according to the maturity of policy development in specific markets.

A photograph of an industrial facility, possibly a refinery or chemical plant, with several tall distillation columns and pipes. The scene is dimly lit, suggesting dusk or dawn. A vibrant rainbow is superimposed over the image, arching from the top left towards the bottom right. The text is centered over the image in a white, sans-serif font.

With an unprecedented level of interest and profile for global brands and business linked to the summit, public attention (and linked reputational challenges for business) are likely to shift quickly in 2022 and beyond towards the need for specific plans, investments and credible reporting on action.

Conclusion

As someone who has worked across climate and energy business and policy engagement for over a decade, I am encouraged at not just the rise, but the firm grip climate action now has on the business, investment, policy, media and citizen agenda. Business engagement in this COP is unprecedented, and the event itself will be transformed from its more technical focus 20 years ago, to a much more collaborative public–private environment.



Conclusion

While that grip – and the policy responses and incentives it creates – is somewhat inconsistent across nations and certain industry sectors, the reality is that the momentum through business-led Net Zero commitments between 2030 and 2050 could drive a pincer movement of policy, investment and consumer responses that have the effect of making change happen. As has often been the case in tackling global issues, multilateral action across business and finance may drive the innovation and policy responses faster than waiting for government regulation, investment and incentives. Although short- and long-term engagement is critical as experience with the SDGs shows, government buy-in needed to support an environment where private sector action can be prioritised, accelerated and sustained.

Against the backdrop of the pandemic, there is a heightened sense of the responsibilities and purpose of business in society within the public, policy and corporate conscience. There will be no turning back to ‘business as usual’ post-pandemic.

The cumulative effect of COP26, whether or not the results progress climate action at the speed and to the extent that is needed, will be to embed in the public’s mind the responsibility for business and society to act on climate change – and its impacts and potential opportunities for reshaping how we live, work and play. dentsu’s [research](#) of 30 000 consumers show long-term shifts are taking place: by 2030, consumers will consider brand inaction on climate change as verging on that of criminal negligence.



So, the world will be watching but, increasingly, citizens won't wait long for the specifics of plans and their results.

Sources

- The IPCC Report – an unprecedented call to action for us all ([Dentsu](#))
- COP26 – Explained ([UK Government](#))
- Background to the COP ([ECIU](#))
- National climate target updates are slowing as science demands action ([Carbon Tracker](#))
- How climate affects people and populations ([McKinsey](#))
- Navigating the [Paris Rule Book](#) (World Resources Institute)
- What a low-carbon trajectory looks like ([PwC](#))
- Consumer businesses action is vital for climate action ([Deloitte](#))

CONSUMER SECTION

Climate change – consumer attitudes and behaviour

Climate change – major industry categories

Climate change legislations – key market trends



CLIMATE CHANGE – CONSUMER ATTITUDES AND BEHAVIOUR

By Anne van Rensburg,
head of insights and audience research, dentsu SA

Contents



The shift towards sustainable behaviour



The role of Gen Z on climate change



Attitudes and behaviour in African markets



Sustainability trends to look out for

Consumer demands, expectations and buying behaviours when it comes to climate change

DATA SOURCES:

CCS
South Africa
2020

CCS
Ghana
2019

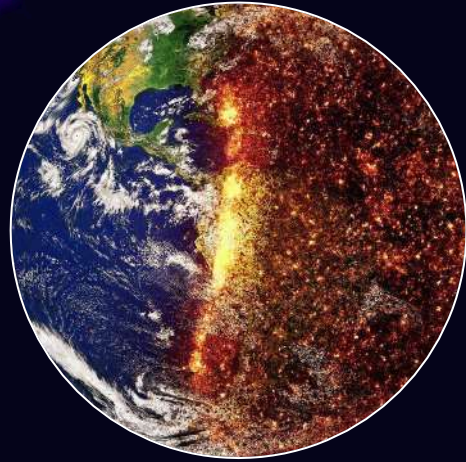
CCS
Nigeria
2018

CCS
Kenya
2017





Behaviour is shifting when it comes to personally playing a part in saving the planet



I do everything I can to protect the environment

61.1%



I recycle as much of my rubbish as possible

52.6%



I am prepared to pay more for eco-friendly products

46.6%

Consumers are no longer willing to pay more for eco-friendly products, believing these shouldn't be inflated

CCS 2020



CCS 2017

58.4%

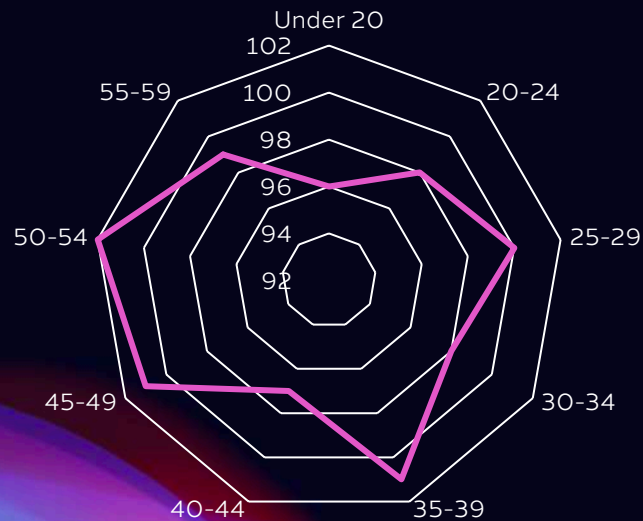
43.6%

52.8%



Companies are being held accountable when it comes to preventing climate change

— Companies should do more to prevent climate change



Most age bands and generations believe that companies have a responsibility to prevent climate change



Companies should do more to prevent climate change



73.2%

(up from 65.3% in 2017)



I am cynical about companies who say their products and services protect the environment

53.7%

58.4%



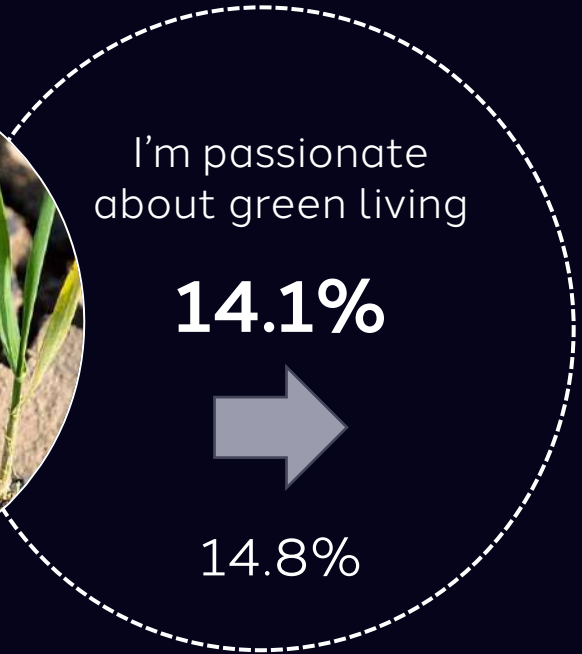
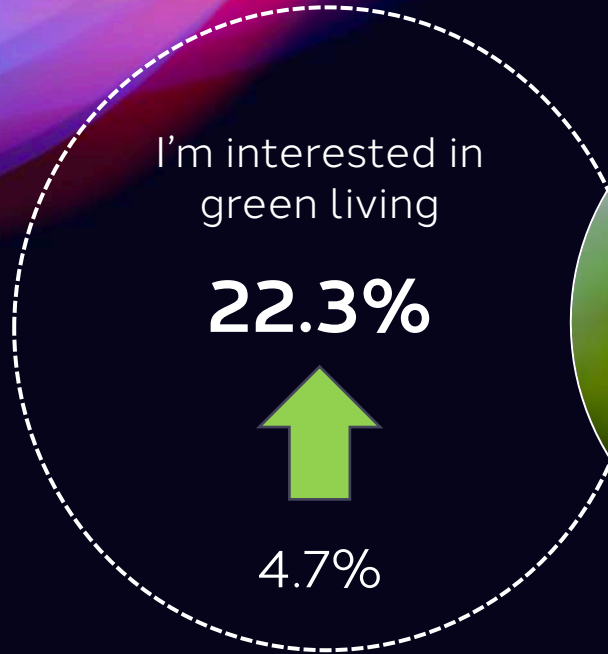
I like to buy products from brands that have made a social & environmental commitment



Going green

CCS 2020

CCS 2017

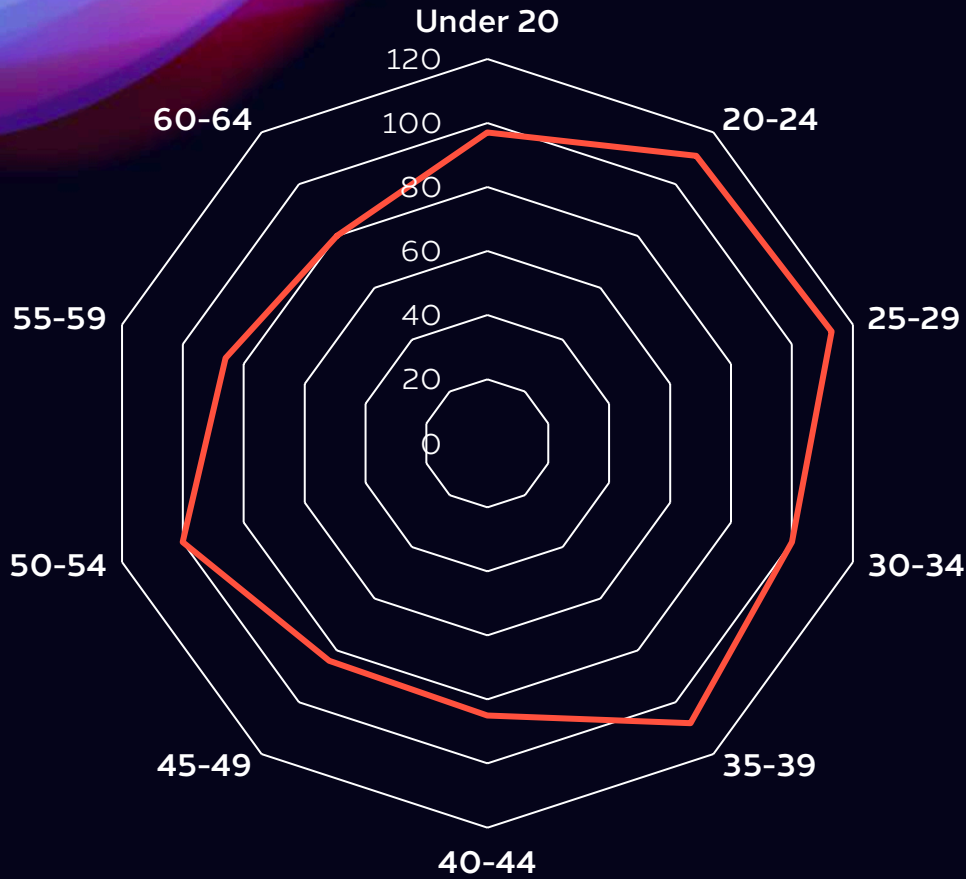


Green living has shown a huge spike in consciousness since 2017, with almost a quarter of the CCS 2020 universe indicating that they're interested in green living (up from only 4.7% in 2017).

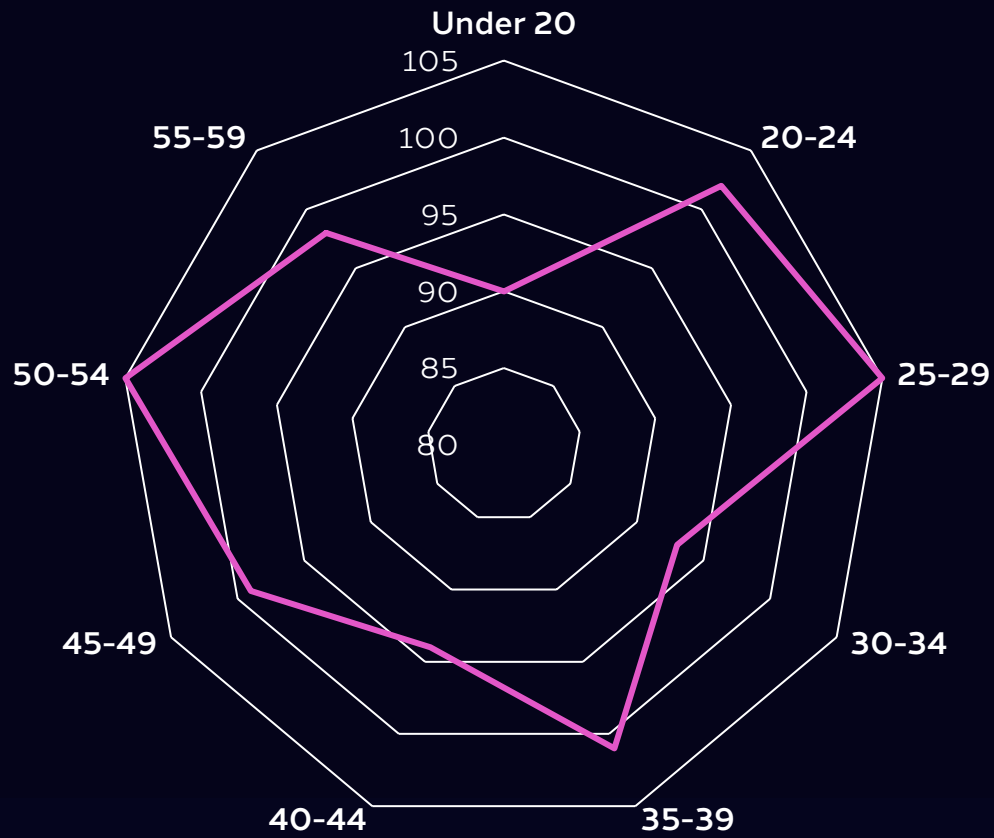


Gen Z has a huge role to play in creating awareness of climate change and sustainable living

I like to buy products from brands that have made a social and environmental commitment



I am cynical about companies that say that their products and services protect the environment



Generation Green

Gen Z has the highest stake in a sustainable future and stands to lose the most if the world doesn't get its act together.

Significant behaviours that businesses need to look out for, in attempting to get on the right side of Gen Z:

Higher
spending on
sustainable
brands

Increased
loyalty to
sustainable
businesses

A boycott of
brands that
don't pass
the test





Moon's opinion, age 20

Big fuel companies are trying to divert attention away from the damage they're doing to the environment, by shifting the responsibility to the consumer. The focus for me and for my friends is entirely on boycotting corporations and big brands.

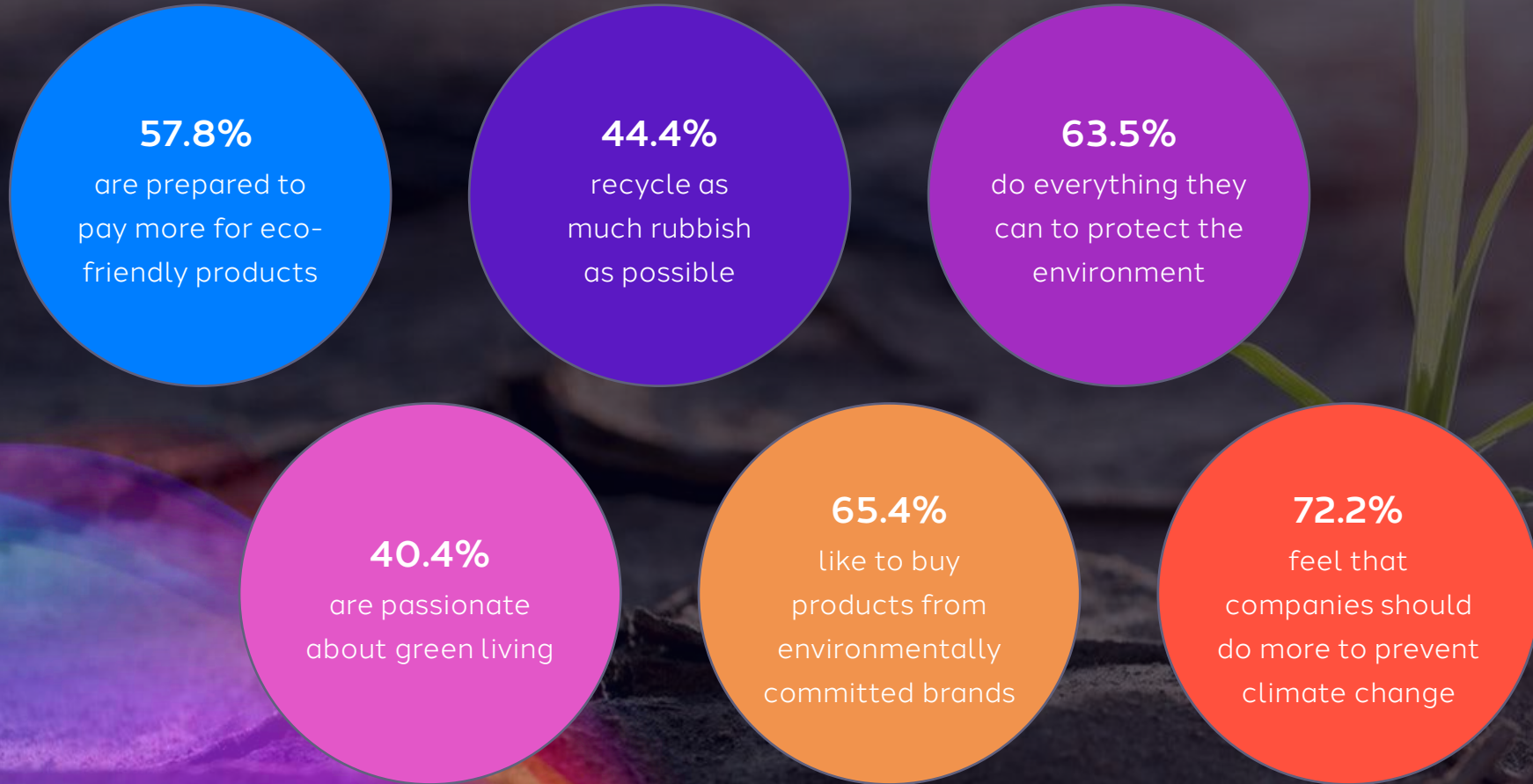
It's not just about recycling and not buying, but rather about the big issue. We know who is to blame – we won't be greenwashed.

We are people who are thinking about the future and planning their lives and people who are spending a lot of time on social media surrounded by other people with same mindset (which is becoming increasingly more radical as we see such a threat to our future well-being in the climate crisis).

People of my age don't even want kids at this point; we don't want to bring children into this crisis. We're in the age group where you're still the youth, but old enough to consider the consequences of poor decisions on the future.



How do Ghanaians feel about climate change?





Looking after the environment, caring for nature and saving life resources is important to Kenyans

57.1%

are prepared to pay more for eco-friendly products

43%

recycle as much rubbish as possible

62.3%

do everything they can to protect the environment

15.3%

are passionate about green living

60.2%

like to buy products from environmentally committed brands

68.1%

feel that companies should do more to prevent climate change



Nigerians are less inclined towards adopting green living, yet remain environmentally conscious overall

73.9%
do everything they can to protect the environment

60.7%
are prepared to pay more for eco friendly products

64.3%
like to buy products from environmentally committed brands

10.5%
are passionate about green living

Recycling does not form part of the Ghana CCS

dentsu's CCS 2022 will dig deeper into climate change attitudes & behaviour

I am prepared to **make lifestyle changes** to benefit the environment (e.g. composting, carpooling, reusable bags)

I have changed/I am **changing my diet** to eat fewer animal products/more plant-based foods

I am interested in or passionate about green living

I recycle as much of my rubbish as possible

I consider the **environmental impact when choosing a holiday**

I want to protect the environment, but I am unsure of **where to get impartial information** on this

Because I'm concerned about the environment, I **avoid products with too much packaging**





Sustainable trends to look out for

Companies will be forced by government regulations to disclose their climate risks to the public

“This will lead to big changes for companies in their share prices, financing options and the willingness of investors to invest, and it will promote more scrutiny and activism by shareholders. Consumers, especially the younger generation, will pay attention and it will affect their purchasing choices”.

Dr Deborah Brosnan,
President of Deborah Brosnan & Associates
& marine explorer



Clean air becomes a bigger issue

Car-based pollution in cities is becoming a key concern that's bringing health issues to the fore. As a result, clean air will become a huge topic moving forward.

By 2050, without new policies...

Global greenhouse gas (GHG) emissions are projected to increase by 50 percent, primarily due to a 70 percent increase in energy-related CO₂ emissions. As a result, the global average temperature is projected to be three to six degrees celsius above pre-industrial levels by the end of the century, exceeding the internationally agreed goal of limiting it to just a two degree celsius rise.

But if we act ...

OECD Outlook simulation shows that phasing out fossil fuels subsidies in developing countries could reduce by six percent global energy-related GHG emissions, provide incentives for increased energy efficiency and renewable energy, and also increase public finance for climate action.

<https://pebblemag.com/magazine/doing/sustainability-trends-that-will-change-2021-and-beyond>
<https://www.oecd.org/env/indicators-modelling-outlooks/oecdenvironmentaloutlookto2050theconsequencesofinaction-keyfactsandfigures.htm>



Electric cars could become a mainstream purchase

By the year 2030, the UK government plans to prohibit the sale of diesel- and petrol-powered cars. Various reasons – mostly environment – have lawmakers gunning for the end of the internal combustion engine (ICE). Still, at least plug-in hybrids will be available until 2035.

But what's the situation in South Africa?

Well, electric vehicles certainly don't enjoy the popularity that they do abroad – particularly in Europe and America. Part of the reason is cost. While numerous foreign governments incentivise the purchase of electric vehicles, the South African government currently does not.

ICE engines are levied with an 18 percent import duty. But their battery-powered companions? 25 percent. This makes them considerably more expensive to buy. Still, that hasn't stopped various car makers from punting their emission-free models to eco-conscious South Africans.

It will, however, require change on the part of vehicle manufacturers to bring more affordable options to market if electric cars are to become mainstream in SA.



Climate change has to go back on the agenda

“2021 will see a renewed focus on global efforts to fight climate change. The COP26 event in Glasgow will see governments and companies taking increased steps to reduce climate change emissions. The return of the US to the Paris Climate Commitment will build added momentum – reinforced by growing citizen concern.

The impact of COVID-19 has shown, quite tragically, what happens if you don't give serious attention to a known long-term risk and, as a result, progressive organisations have realised that they need to act urgently to reduce the global threat of climate change. This increased realisation, coupled with the falling costs of renewable energy and sustainable technologies, will hasten the transition to a low-carbon world.”

Trewin Restorick, CEO, [Hubbub](#)

On-demand apps can help the fight against waste

We could see a lot of technology meeting sustainability. Potentially, apps and services mimicking the UberEats, Bolt Food or Mr Delivery models with reusable containers for restaurants.

In the same way, reusable solutions could be made available – upon request – for groceries and other types of packaging with requirements to return them afterwards.

A huge opportunity also presents itself to utilise a subscription model, where pick-up of empty containers and delivery of refilled containers happen at the same time.



Consumers will embrace everyday sustainable options

Covid-19 has been a very wasteful year with masks being thrown away carelessly, the rise of single-use plastics because of Covid-19 and packaging waste from online deliveries. We'll need to minimise the repercussions of this and, to do so, business and governments are going to have to get involved.

"If consumers overall could embrace a 'climate-friendly' lifestyle through broad, mainstream acceptance that shifts how we eat, shop, travel, invest and vote, [this could] ladder up to massive impact on a societal level that allows us to collectively deal with the climate crisis."

Jennifer Hakim, founder,
[Dare PR](#) and [The Spill](#)

Consumers want real change and leadership


“In 2021 I think we're going to see much more political pressure when it comes to sustainability. The conversation has (finally) made its way into the political sphere in many countries, and played a big part in the US election. We've got COP26 coming up, and a huge groundswell of public awareness behind the movement now. Many consumers have done what they can to make more conscious choices, but [they] are starting to realise the power that corporations wield and that conscious consumerism alone isn't enough. Big business often won't change unless the legislation changes. In 2020, due to the pandemic, we've seen what can be achieved in a short space of time when the political will is there, and I think people are now less willing to tolerate weak climate policies and lengthy 2050 targets. It's time for change and citizens are ready to raise their voices and make it happen”.

Sian Conway,
founder of [Ethical Hour](#)

Cities are leading the way with bold ideas

Globally there will be an increased boldness in the ambition and the scale of what we allow ourselves to imagine. Take Barcelona, for example, which has turned one third of its city centre streets into forests and places of play; or the plans to convert Nottingham's Broadmarsh shopping centre into a mixture of wetlands, woodlands and wildflower meadows.

Cities will compete with each other to get to zero carbon first and to come up with the most imaginative strategies for doing so.



"It will be a time when big bold ideas for reimagining how cities feed and power themselves, create new jobs and engage and retrain people will become the norm."

The Fynbos in Cape Town will be an SA first



Plant-covered building set to take root on Cape Town city centre block

The design of The Fynbos, the first of its kind on the continent, is based on Table Mountain



Dave Chambers

Cape Town bureau chief



Reconnecting with nature will continue and drive a new passion for the environment

If the global pandemic showed us anything, it was how important nature is to our daily lives, our sense of well-being and to the long-term survivability of our species. **Connection to nature** is an emerging trend that will only continue to grow exponentially as we look for solace, serenity and answers to a better future.

As we move forward, there will be a greater awareness of the importance of nature in our daily lives. It will harken in a new era where we rediscover who we are through our experiences with nature and how we relate to each other.



Alternative protein is where it's at

The upcoming decade is expected to witness an unprecedented transition from traditional meat-based proteins to a wider range of alternatives.

Among the different alternatives, insects are among the most promising. They are incredibly sustainable and super high in protein. Whilst edible insects haven't yet taken off in SA, there is definitely a shift in thinking towards a 'small giant' food revolution.

Consumers are increasingly more aware of the health advantages and positive environmental impact of these alternatives and the demand for them is rising.



Are insects the new sushi?

Twenty years ago, it would have been almost unthinkable that millions would choose to dine on raw fish and seaweed, instead of on sandwiches for lunch.

Eating insects can add security and flavour to our meals.

It's quite possible that by 2050, the global population will have hit nine billion. If the food industry carries on as it is, our food production needs will grow by 70 percent. But many reports say we have enough food to feed everyone if managed more efficiently and if we drastically reconsider our global diet.

Insects are not the total solution, but they're an interesting segway into looking, from a cultural perspective, what is edible and what could be sustainable to produce. So: it comes down to diversity – the more diverse our diets, the more food security we will have. If we exclude insects, that's an important type of diversity we're losing out on.



Consider a living coffin

Bob Hendrixx, one of What Design Can Do's No Waste Challenge winners and founder of Loop, created the Living Coffin as a means to change the planet for the better.

The coffin is created using mycelium, the root-like structure from mushrooms, which decomposes and feeds the Earth – just as our bodies do. Compared to conventionally utilised wood coffins, which require deforestation to create and take many years to decompose, the Living Coffin is a highly sustainable solution.

Hendrixx was interested in how, as a society, we could leave a positive impact on the world or minimise any negative impacts. He found a way to make a fundamental change – i.e. to no longer work with dead materials and to rather collaborate with living organisms and look at ways to create a more mutualistic relationship with nature instead of degrading it.

How the pandemic helped this designer's business:

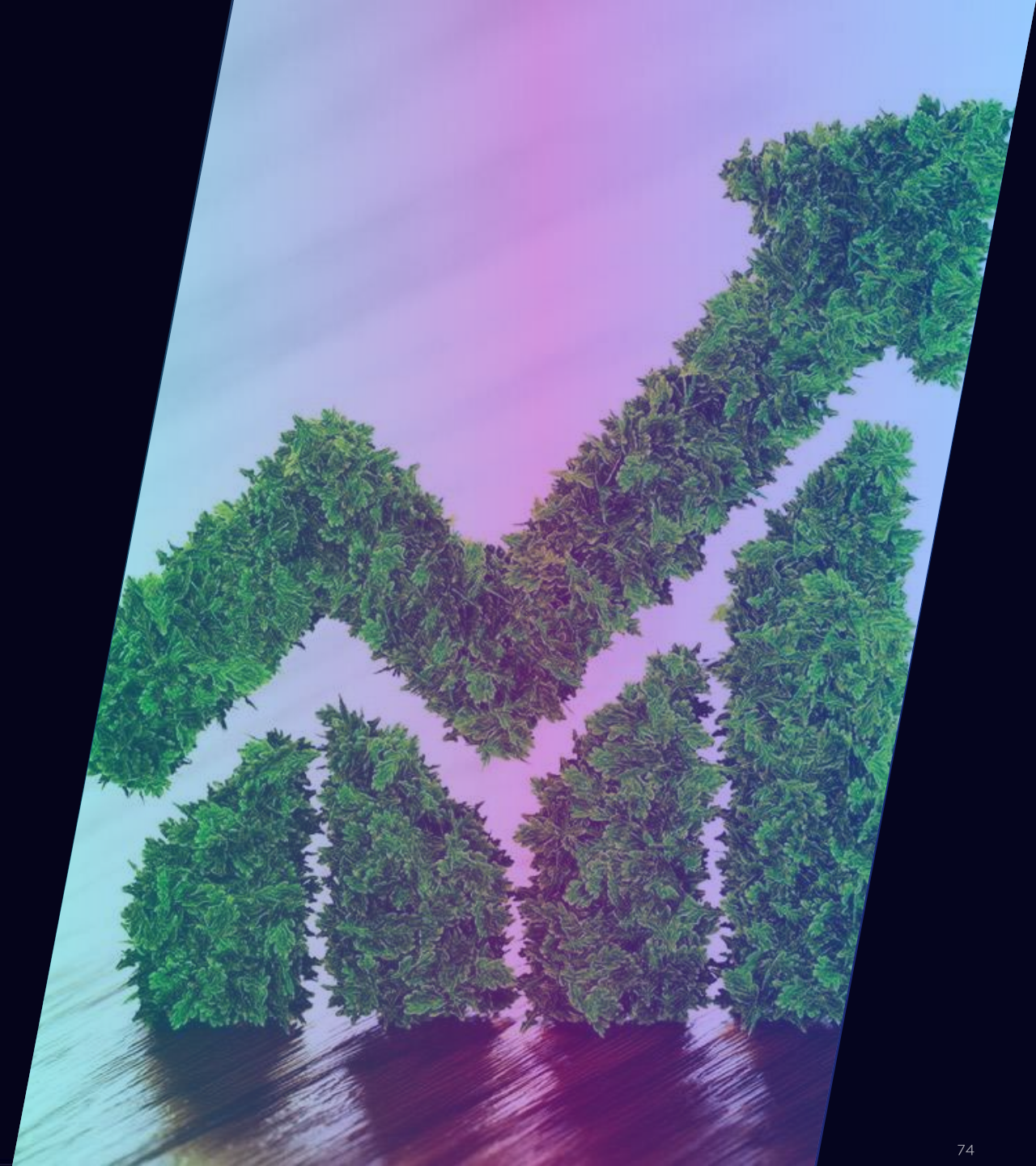
Because of COVID-19, death became a topic people spoke about more readily so there was a lot of consciousness around the product because it was very new and explorative. "The other positive is that the pandemic addressed the harmful relationships we have with our environment, and therefore created a new focus on sustainable solutions," he said.



Ethical investing is now a mainstream issue

Climate-friendly pensions are becoming more important. Individuals are going to want to know where their money is invested, as an ethical consciousness grows amongst consumers.

We know that much of our pension money will be invested in industries that are fuelling climate change and consumers are waking up to the fact. We expect to see a much bigger range of green pension options in the very near future.




Say hello to the bio-economy

The vision for South Africa's bio-economy is for it to become a significant contributor to the country's economy by 2030, in terms of gross domestic product (GDP).

This will be achieved through the creation and growth of novel industries, which generate and develop bio-based services, products and innovations.



CLIMATE CHANGE – MAJOR INDUSTRY CATEGORIES



There's no more business as usual. At dentsu, our work is all about partnering with brands to achieve meaningful progress as a force for growth and good. In the lead up to Cop26, otherwise known as the 2021 United Nations Climate Change Conference taking place between 31 October and 12 November in Glasgow, Scotland, we interviewed various of our most progressive clients, across a range of industries, where a strong force of change was underway.

Listen in to these interviews, across the Finance, Food, Connectivity, Mobility and Technology arenas, to see what *all* industries – and companies that reside in them – should be focusing on to turn climate change around.

FOOD IN AFRICA – PEOPLE N PLANET PUTS PICK N PAY AHEAD

Justine Drake, content director, John Brown Media, speaks to Andre Nel, general manager for Sustainability, Pick n Pay, about their stance on sustainability within the retail group and how they are communicating this to customers. Andre talks about the way in which they are changing their overall food system, using less (energy, packaging and waste) so they can give more, and providing support for communities and their employees. Due to the large numbers of people going to bed hungry every night, curtailing food waste, he says, at every stage of the food-supply chain from farm to table needs to be addressed.



https://youtu.be/myg_RP1mBew

FOOD – MZANSI MEAT CO INTERVIEW

Brett Thompson, co-founder and CEO of Mzansi Meat Co has been working in the food industry for the past decade – paying particular attention to alternative proteins which they can add to the equation (rather than taking traditional meat away). Cultivated meat, Brett explains, involves going to an animal and taking a tiny tissue sample from behind the shoulder. No harm is done to the animal, while the small tissue sample is placed in a medium which allows those cells to go and replicate. A few amino acids, nutrients, fats and salts are added along the way, and the cells begin to do what comes naturally to them – to replicate. Due to the controlled sterile conditions, they are able to avoid many of the antibiotics and hormones you would find in conventional type of meats.



<https://youtu.be/zA7ugjPHHFA>

MOBILITY IN AFRICA – OPIBUS INTERVIEW

Roxanne Boyes, sustainable business director, dentsu SSA chats to Albin Wilson, chief strategist and marketing officer, Opibus about the way in which this start-up is setting the standard for electrified motor vehicles in Africa. In the interview, before Albin jets off to contribute to a valuable COP26 discussion, he highlights how petrol and diesel emissions significantly reduce cognitive capacity and even kill up to 4.8 million people globally on an annual basis. This discussion tackles noise pollution, global emissions and local emissions, and what we can do about them by investing in locally-designed and manufactured electrified vehicles.



<https://youtu.be/XeLS3-Qifys>

CONNECTIVITY – VODACOM INTERVIEW

Ndumiso Mbele, Business Unit director, Carat asks Thamsanqa (Thami) Majola, executive head: Brand and Communication, Vodacom SA, about what they are doing as a business to prevent climate change. Thami elaborates on Vodacom's Planet Pillar, which focuses on important e-waste projects. These involve customers always recycling their old devices, such as through various trade-in deals – whereby they can bring in old devices and a discount will be given on the next device, product or data bundle that they purchase. In this way, electronics will be recycled in the proper manner to prevent increased carbon emissions.



<https://youtu.be/HvW7pyL4ZIU>

FINANCE – STANDARD CHARTERED INTERVIEW

Cheryl Steyn, SSA Partner project manager, dentsu chats to Birju Sanghrajka, head of Commercial and Institutional Banking: Kenya and East Africa, Standard Chartered on how this financial institution is making waves to drive change in its sustainability and climate change initiatives. Key to Standard Chartered's modus operandi is that commerce and prosperity can go hand in hand with supporting things like being a good corporate citizen, helping the planet and carrying out a just transition in which they take their clients along with them as they make important eco-conscious changes.



<https://youtu.be/sBkTqr8lv-Q>

SUSTAINABILITY LEADERS – THE SUSTAINABILITY INSTITUTE INTERVIEW

Jess Schulschenk, director, Sustainability Institute, who also heads up Partnerships for the Embedding Project in Africa, is passionate about the role that humans play in a rapidly changing world. Jess says many of the narratives from the global north refer to the climate crisis as a big environmental challenge; but enthuses that we must recognise the contribution we've made as humans, and the fact that many who have contributed least to the problem are most vulnerable to its fallout. She enthuses that companies need to have a well thought through and considered position on those issues that are most material to their core business, as well as those they have the potential to play a positive role in. Thereafter, her feeling is we need to see how we can move from a pattern of projects, to one of really seeing these commitments as being integrated into core strategy, decision-making and, ultimately, the products and services that any company delivers.



<https://youtu.be/96QnaskQ-Lg>



CLIMATE CHANGE LEGISLATIONS – KEY MARKET TRENDS

By Joshua Kelvin,
compliance executive at Dealswarehouse

Climate Change Legislations – key market trends

Climate change is a global problem – if it is not tackled everywhere, it will affect everyone. The modern world is also incredibly intertwined: products – and resultant emissions – made in one place are actually consumed in another. A common strategy and binding targets must therefore be defined on a planetary scale to effectively combat global warming. This has been the aim of many international climate-change initiatives, from the 1992 Earth Summit in Rio to the universal Paris Agreement adopted in December 2015 and the annual COPs.

Africa has contributed negligibly to the changing climate, with just about three to four percent of global emissions. Yet, it stands out disproportionately as the most vulnerable region in the world. This vulnerability is driven by the prevailing low levels of socioeconomic growth on the continent. While climate change is global, the poor are disproportionately vulnerable to its effects. Hence the need for a more robust climate response legislation. Until recently, climate change policy in Africa tended to focus on measures to ameliorate the impact of energy generation, rather than making it less polluting.

Climate Change Legislations – key market trends

Climate legislation in Africa is guided by principles set out in the Constitution, Bill of Rights, and Acts of relevant institutions – such as the National Environmental Management Act (NEMA), the National Climate Response Framework (NRF) and the National Climate Adaptation Plan (NAP). In consonance with the Paris Agreement, the Millennium Declaration and the United Nations Framework Convention on Climate Change, Africa remains an agrarian economy and, as such, agriculture will be a critical climate change driver for the continent.

Climate change policy legislation for selected African countries and their objectives can be viewed here:



<https://app.powerbi.com/view?r=eyJrljoiMWNjMGFLZTqtODFkOSOQYTY2LTkwODMtYzQwNGI4MmFmMWZjliwidCI6IjZLk5MmVjLTc2ZDUtNGVhNS04ZWFLWlwyZlNTU4NzQ5YSIsImMiOiJh9>



Key market trends

1

INCREASE IN THE USE OF RENEWABLE ENERGY

Global energy companies are working to diversify their global portfolios. As of September 2019, the world's major oil companies had made about 70 clean-energy deals, putting them on track to surpass the total for 2018. Shell, for instance, has invested in SolarNow, which sells high-quality solar solutions in Uganda and Kenya. Since its inception in 2011, SolarNow has supplanted 210 000 tons of greenhouse gas emissions. In 2020, Egypt completed the building of a new wave of gas-fired generating capacity, based largely on its own newly discovered gas reserves.

Senegal added more than 150MW to its generating capacity through the Parc Eolien Taiba N'Diaye wind project – the first power from which was fed into the grid in December 2019, just 10 months after the start of construction.

Morocco has built the world's largest concentrated solar facility to help achieve the country's goal of a 52 percent renewable energy mix by 2030. The advanced 2 428 114HA solar complex, Noor, serves as a clean-energy source for around two million Moroccans, and provides pivotal job opportunities as the country transitions away from the fossil fuel industry. The solar complex is also offering entrepreneurial and agricultural training programmes for women, and is recruiting them in decision-making roles to guide project activities.

Key market trends

2 TECHNOLOGY

The emergence of electronic vehicles (EVs) means considerably lower emissions over their lifetime than conventional (internal combustion engine) vehicles across Europe as a whole. By 2030, EVs may account for 28 percent of global passenger vehicle sales; this year, Tesla became the most valuable car manufacturer in the world, despite generating less than one-tenth of the revenues of the company second in line.



Key market trends

3

TAX INCENTIVES

In an attempt to lower environmental impacts, the US federal government has extended [investment tax credit](#) (ITC) to all companies choosing solar energy over fossil fuel-generated energy. Financial breaks like this one are making renewable business models not only accessible, but also widely expected from today's consumers.

South Africa remains overwhelmingly dependent on coal, but its pioneering independent solar power producer-driven projects continue to make headway. Most notably, South Africa's Carbon Tax Act places specific levies on greenhouse gases from fuel combustion, as well as industrial processes and emissions, and came into effect in June 2019. By 2035, the country's carbon tax could reduce emissions by 33 percent relative to the baseline. Furthermore, South Africa's recent renewable energy auctions have led to solar and wind prices that are lower than those of the national utility or from new coal plants.



Key market trends

4 BAN ON DISPOSABLE PLASTICS

Disposable plastic is a growing global threat. Anti-plastic legislation in Africa is struggling against strong push back from a polyethylene industry worth many millions. Added to this is the cost of actually enforcing the regulations. Talking about enforcements, courts are proving to be a powerful mechanism. In 2015, a court in the Hague ordered the Dutch government to cut its emissions by at least 25 percent within five years. The case, brought by *Urgenda*, was based on the legal obligations of the government to exercise a duty of care to all Dutch citizens.



Global brands and industries fine-tune their goals

Coca-Cola incentivises low-carbon decisions for sourcing ingredients and manufacturing products. The company provides an internally developed spreadsheet-based tracking tool – the Carbon Scenario Planner – to its Business Units, to help each of them better forecast carbon-reduction scenarios and form business planning strategies to meet emission targets.

To ensure emission-cutting targets could be successfully achieved rather than some fancy numbers on a business plan, Coca-Cola has aligned its targets with monetary rewards for top executives. The performance of its top management team (e.g., the chief sustainability officer and the chief technical officer) is linked with climate protection performance progress on a global level.

In addition, Coca-Cola keeps innovating on production technologies to minimise potential climate change impacts on its raw material costs. For example, Coca-Cola traditionally produced PET plastic bottles from petrochemicals, whose price was likely to fluctuate along with climate change. Now, the company has decided to implement PlantBottle technology – which produces one of two inputs for making PET plastic resin from renewable, plant-based feedstock rather than petrochemicals, so that the resulting plastic bottles are made of up to 30 percent plant-based material.



Global brands and industries fine-tune their goals



NIVEA's solid face-cleansing products come with plastic-free packaging: they are sold in a recycled cardboard box that minimises the product's environmental footprint. The solid formula saves precious freshwater in the manufacturing process, which is a further plus compared to face-cleansing products in liquid form. The formulas were made biodegradable in 2020. In parallel, the bottles were switched to recycled plastic, which achieved a significant reduction in its CO₂ footprint.



Heineken has partnered to build a wind farm in Finland that will inject renewable electricity into the European grid, thereby supplying 13 of its operating companies with renewable power. In Indonesia, the company utilises [sustainable biomass](#) made out of agricultural waste to heat its two breweries. In Nigeria, Heineken has recently inaugurated solar panels in its Ibadan brewery and, in Vietnam, the company sources rice husks from local farmers to heat its brewing boilers. Heineken is aiming for all of its production sites to become carbon neutral in 2030, by maximising energy efficiency and prioritising renewable energy use. In close partnership with suppliers, also by 2030, Heineken aims to cut emissions by 30 percent across its entire value chain.

Global brands and industries fine-tune their goals

MTN launched its Project Zero programme in 2021 to leverage the latest technologies and service partners to enable business sustainability via greater energy efficiencies, low carbon emissions, risk reduction and cost control. The programme prioritises renewable solutions, efficient emerging technologies and energy storage, the company reveals. “We believe ICT companies and mobile operators have the potential to significantly contribute to global decarbonisation efforts,” says MTN group chief technology and information systems officer, Charles Molapisi. “We are pleased that Project Zero is in full swing, and is actively driving energy efficiency and carbon-emission sustainability.”



MTN commits to
Net Zero emissions by 2040



Global brands and industries fine-tune their goals

Through its Farm Energy programme, FrieslandCampina stipulates that its member dairy farmers work with renewable energy. More than one thousand dairy farms are participating in one or more projects under this programme. The most important Farm Energy projects are Solar, Jumpstart and Wind. Under the Solar programme, solar panels are installed on the roofs of stables. In 2019, solar panels were installed on two hundred roofs at member dairy farms. This increased the total number of solar roofs to 250. In addition, an estimated three hundred member dairy farmers have now installed a solar roof on their own initiative. These roofs together supply sufficient electricity to equate to the electricity consumed by approximately 40 000 households.

FrieslandCampina developed the Foqus planet programme to create clarity for its entire cooperative on the expectations of statutory laws, or the market, with respect to food quality and sustainability. This programme offers members insight into their scores on various components. It safeguards a basic level of quality and sustainability, stimulates dairy farmers to make their dairy farm even more sustainable, and makes the performance of member dairy farmers visible in the area of quality and sustainability.

FrieslandCampina put a clear target in place that by 2050 all packaging must be recyclable.

It developed the *Respackt software tool*, which can be used during the development of new or modified packaging to quickly analyse the environmental burden and recyclability of packaging to facilitate choosing the most sustainable option. FrieslandCampina also encouraged member dairy farmers to make use of the Biodiversity Monitor, which forms the basis for retaining and restoring biodiversity – since dairy farmers affect biodiversity on their farms and in the nature conservation areas around them.

Global brands and industries fine-tune their goals



Consumers these days are passionate about the environment. A 2020 Deloitte research paper on climate change revealed that 64 percent of consumers list recycling and reusing among their top three concerns. Another 64 percent of respondents listed reducing single-use plastics in the top three, and 62 percent felt strongly about tackling air pollution. When Deloitte compared responses across countries, reducing carbon emissions was a near-universal priority.

Indeed, certain environmental issues are growing in importance. For example, 64 percent of consumers said they care more about extreme weather patterns than they did the previous year. Meanwhile, 74 percent of consumers said tackling extreme weather patterns would become even more important in the future.

The research further revealed the impact of brand activism and brand loyalty – 23 percent of consumers said they would switch to buying products from an organisation that shares their values on environmental issues; 42 percent have changed consumption habits themselves because of their stance on the environment; and 21 percent have encouraged others to switch to a company whose values align with their opinion on an issue.

Consumers aged 18 to 24 years old were found to be three times more likely than those 65 years old and above to make these changes, which indicates the propensity of the younger generations to switch brands based on their inherent values.

Opportunities

Besides the health and environmental benefits of being climate resilient, there is also an opportunity to create new sustainable business products. For example, in the UUS, the green economy is already worth [US\\$1.3 trillion](#), and it is growing at over 20 percent per annum. [Fifty percent](#) of recent growth in consumer packaged goods has come from sustainable product lines, while sales of plant-based foods – which generally have a significantly lower carbon footprint – have increased dramatically.

But not only does climate resilience offer businesses *new* opportunities, it also offers them a chance to do things *better*. The study of a [dairy supply chain in Mexico](#) showed that innovations improving climate resilience – such as heat-resistant building material, drought-resistant seeds, water-harvesting services, low-drip irrigation and new insurance schemes – can also generate business opportunities, including new market niches, and new local technologies, products and services, often at a lower price.

Opportunities

Chemical recycling also presents an exciting opportunity for brands to innovate as can be seen with Coca-Cola's PlantBottles and FrieslandCampina's Respackt software. Unilever introduced a new technology to recycle plastic sachet packaging – the Creasolve process technology that enables sachets to be recycled into another generation of sachets, and the residue used to create other products like plastic pallets.

The [International Council on Mining and Metals](#) (ICMM) also believes that by proactively managing climate risks, mining and metals companies can reduce costs (for example, by reducing water and energy use), while improving relationships with their stakeholders. Furthermore, South Africa's recent renewable energy auctions have led to solar and wind prices that are lower than those of the national utility or from new coal plants.



Summary

Despite steadily [growing climate action](#), we continue to fall short of the level of ambition required to curb this anomaly. The [UN estimates](#) that even if we meet all Paris Agreement climate commitments, temperatures can be expected to rise this century to 3.2°C above pre-industrial levels – far above the [1.5°C](#) threshold that would see us avoiding the most severe climate impacts.

Climate legislations are increasingly necessary, even though most global climate-change efforts have largely focused on actions by national, regional and local governments – all of which will be critical to closing the gap. But governments are not the only actors that can make a difference: corporations, citizens and nonprofits can make an important, and perhaps essential, contribution – even if they cannot solve the entire problem single-handedly.

Private actors – including corporations, civic and advocacy groups, private citizens, and even the church – will be crucial in successfully cutting billions of tons of carbon and tackling climate change head-on.

Summary

Corporations can make significant reductions in emissions by increasing energy efficiency, investing in research and development, and insisting on emission reductions from suppliers. For example, Walmart's recent joint initiative with the Environmental Defense Fund (ED) reduced the retail conglomerate's cumulative supply chain emissions over the last five years by 28 million metric tons of carbon dioxide. Walmart recently pledged to reduce its cumulative emissions between now and 2030 by one billion tons, which would be equivalent to the entire emissions of [the U.S. Iron and Steel Industry](#) over that period. [Walmart recently pledged](#) to reduce its cumulative emissions between now and 2030 by one billion tons, which would be equivalent to the entire emissions of [the U.S. Iron and Steel Industry](#) over that period.



Summary

Africa remains the most-exposed region to the adverse effects of climate change despite contributing the least to global warming. Climate change represents a major barrier for achieving the continent's Sustainable Development Goals (SDGs). The region is already disproportionately feeling the impacts related to a changing climate. Seven of the 10 countries that are most vulnerable to climate change are in Africa. In 2015, four African countries ranked among the 10 countries most affected: Mozambique (1st), Malawi (3rd), Ghana and Madagascar (in joint 8th position). Climate change intensifies many existing challenges in Africa. Refugee crises and high poverty rates are chief among them. Displacement due to environmental change has been on the rise across the continent. And Africa's urban poor are more likely to live in high-risk zones and are less likely to be able to move in the event of a natural disaster. Although environmental policies vary by country, the continent's general climate-plan trajectory is not on a sustainable platform – many of the climate-change legislations are based on climate drafts or plans that have been made in response to international agreements, whilst the majority of climate-change laws have yet to take a focused approach.

To combat the threat of climate change, Africa's most vulnerable regions need special support to break perpetuating cycles of underdevelopment, poverty, food insecurity, environmental degradation, and rapid population growth. There is growing recognition worldwide that environmental concerns need to be at the forefront of the global sustainable development agenda. This requires African voices to be present and represented throughout.

Sources

- <https://www.wilsoncenter.org/blog-post/social-and-economic-effects-climate-change-africa>
- http://assets.fsnforum.fao.org.s3-eu-west-1.amazonaws.com/public/discussions/contributions/AFRICA_CLIMATE_CHANGE_POLICY-CEI_3.pdf
- <https://www.afdb.org/en/cop25/climate-change-africa>
- <https://www.unicef.org/press-releases/investing-climate-resilient-water-and-sanitation-africa-cannot-wait>
- <https://www.climatelinks.org/resources/climate-change-and-water-resources-west-africa-assessment-groundwater-management>
- <https://climateactiontracker.org/publications/climate-governance-in-south-africa/>
- <https://www.greengrowthknowledge.org/sites/default/files/downloads/policy-database/SOUTH%20AFRICA%29%20National%20Climate%20Change%20Response%20-%20White%20Paper.pdf>
- <https://www.iea.org/policies/7888-south-africas-low-emission-development-strategy-sa-leds-2050>
- https://www.tips.org.za/images/WWF_PFU_Policy_brief.pdf
- https://www.un.org/esa/sustdev/sdissues/energy/op/parliamentarian_forum/glazewski_re_sa.pdf
- <https://digitalcommons.wcl.american.edu/cgi/viewcontent.cgi?article=1113&context=sdlp>
- https://disasterlaw.ifrc.org/sites/default/files/media/disaster_law/2020-09/1213900-IDRL_Analysis_South%20Africa-EN-LR.pdf
- <https://guardian.ng/opinion/agricultural-policies-and-climate-change/>
- <https://csdevnet.org/wp-content/uploads/NATIONAL-ADAPTATION-STRATEGY-AND-PLAN-OF-ACTION.pdf>
- <https://boris.unibe.ch/62564/1/Nigeria%27s%20Changing%20Climate.pdf>
- https://opendocs.ids.ac.uk/opendocs/bitstream/handle/20.500.12413/14761/675_Climate_Change_in_Nigeria.pdf?sequence=1&isAllowed=y
- <https://journals.openedition.org/factsreports/678>
- <https://www.unep.org/regions/africa/regional-initiatives/responding-climate-change>
- <https://www.brookings.edu/research/africa-can-play-a-leading-role-in-the-fight-against-climate-change/#footnote-9>
- <https://www.globalccsinstitute.com/archive/hub/publications/138168/Renewable-energy-auctions-developing-countries.pdf>
- <https://theconversation.com/small-businesses-in-africa-will-be-on-the-frontline-of-climate-change-107373>
- <https://unfccc.int/news/climate-change-is-an-increasing-threat-to-africa>
- <https://www.weforum.org/agenda/2020/01/climate-resilience-is-set-to-make-or-break-businesses/>

Sources

- <https://digital.hbs.edu/platform-rctom/submission/coca-cola-responses-to-threat-of-climate-change/>
- <https://african.business/2020/09/energy-resources/climate-change-policy-reflects-new-realities-in-africa/>
- <https://www.globenewswire.com/en/news-release/2021/04/15/2210468/0/en/HEINEKEN-aims-to-be-carbon-neutral-in-production-by-2030-and-full-value-chain-by-2040.html>
- <https://www.safaribookings.com/blog/ban-on-plastics-africa-story-smuggling-success>
- <https://www.bbc.com/future/article/20200706-the-law-that-could-make-climate-change-illegal>
- https://www.all-on.com/media/publications/simplified-guides-to-nigerias-energy-access-policies-and-regulations/_jcr_content/par/textimage.stream/1595008849973/dc8fea0b5aef03ead699def51ac37ec5be56b8e1/national-policy-on-climate-change-npcc.pdf
- <https://climatechange.gov.ng/wp-content/uploads/2020/09/national-climate-change-policy-1-1.pdf>
- [Kenya Climate Change and Agriculture Policy Review.pdf \(reliefweb.int\)](#)
- [Chapter 1: \(greengrowthknowledge.org\)](#)
- [National Climate Change Strategy_lowerres.pdf \(cgcmc.gov.mz\)](#)
- [GHANA\) Ghana National Climate Change Policy.pdf \(greengrowthknowledge.org\)](#)
- [A5 WHO REV. FINAL PAGE.cdr \(moh.gov.gh\)](#)
- [Mozambique CSPE TOR 11 Sept 2020 \(reliefweb.int\)](#)
- [CSA-in-Mozambique.pdf \(worldbank.org\)](#)
- [Title of the document \(agra.org\)](#)
- [PNISAmoz.pdf \(agricultura.gov.mz\)](#)
- [Microsoft Word - Mozambique Energy Sector Policy Note.docx \(worldbank.org\)](#)
- [National Climate Change Strategy_lowerres.pdf \(cgcmc.gov.mz\)](#)
- [World Bank Document](#)
- [mozambique_spcr_final_november_0.pdf \(climateinvestmentfunds.org\)](#)
- [FrieslandCampina-Annual-Report-2019.pdf](#)
- http://business.edf.org/files/2016/02/EDF-Walmart-10-Year-Journey-Case-Study.FINAL_.pdf
- <http://news.walmart.com/2017/04/19/walmart-launches-project-gigaton-to-reduce-emissions-in-companys-supply-chain>

BUSINESS SECTION

Triple Bottom Line – Redefining value: A pathway to sustainable growth

Media that Matters – the superpower of communications

Green Washing vs Green Hushing

Powerful Partnerships – Malaria No More interview

Chasing Zero – Getting onto the world's to-do list

Sustainable Consumption – How the advertising world is accelerating the growth of good brands

Ambitious Initiatives across the African continent

Just a Small Piece – Trading Trash for Waves

School for Women initiative

Nurturing Curiosity

Economically Friendly Brands



TRIPLE BOTTOM LINE – REDEFINING VALUE: A PATHWAY TO SUSTAINABLE GROWTH

By Anna Lungley,
chief sustainability officer, dentsu International



“The study of the allocation of scarce resources”.

Anyone who has ever sat through an introductory class will recognise this as the basic textbook definition of economics.

Redefining value: a pathway to sustainable growth

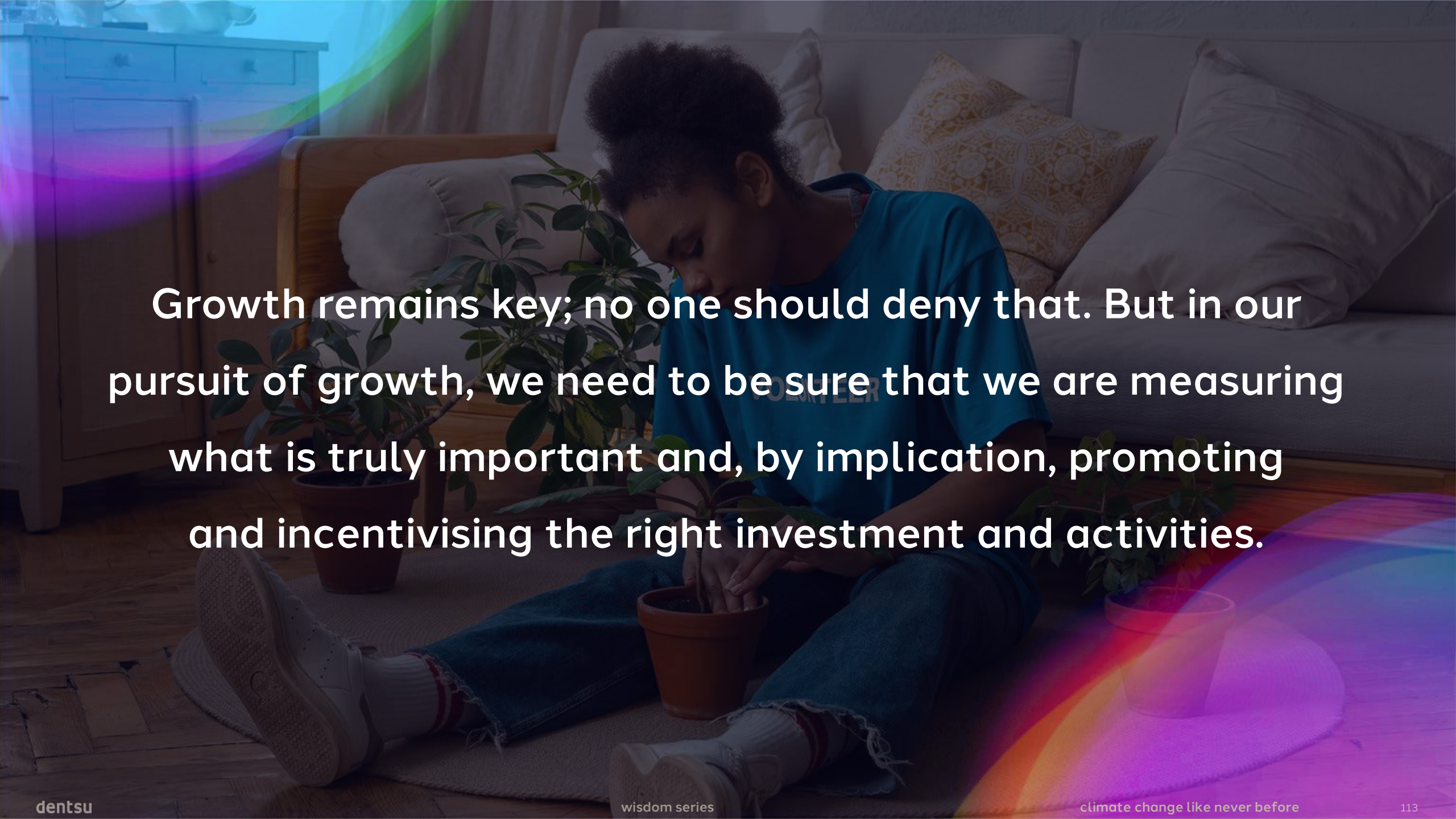
Ben Bernanke, former chair of the US Federal Reserve, called it a good description of the ‘what’ of economics, but not the ‘why’.

“The ultimate purpose of economics”, he went on to say, “is to understand and promote the enhancement of well-being. Economic measurement, accordingly, must encompass measures of well-being and its determinants.”

Yet, for the first 200 years or so of its existence, the study of economics had very little to say about the absolute scarcity of resources – and even less to say how we measure well-being.

At a macroeconomic level, we became blinkered by an obsession with growth that was viewed through a single lens of Gross Domestic Product (GDP); our ‘go-to’ measure for policy success and any discussion of national economic performance. Asked to forecast the impact of COVID-19, economists, bankers, politicians and journalists all turned to GDP. And, at a company level, we focused on the ‘bottom-line’. Literally, the final line of a statement of accounts: what profit or loss has the enterprise generated?

The global climate challenge is forcing us to think again, and post-pandemic recovery further amplifies this need and its challenge.



Growth remains key; no one should deny that. But in our pursuit of growth, we need to be sure that we are measuring what is truly important and, by implication, promoting and incentivising the right investment and activities.

Redefining value: a pathway to sustainable growth

The triple bottom line (TBL) provides one alternative approach. Rather than solely focusing on profit or loss, TBL accounting expands the traditional reporting framework to consider social and environmental performance in addition to financial performance. It's a concept created in 1994 by John Elkington, the 'godfather of sustainability'.

A company looking at a triple bottom line recognises that its responsibilities lie with a broad group of stakeholders – best thought of as anyone who is influenced, either directly or indirectly, by the actions of the firm – and not just a narrow group of financial shareholders. These stakeholders will typically include employees, customers, suppliers, local communities and government agencies; and the role of the company will be to work to the best of its ability to manage the interest of all these groups – not just to maximise shareholder returns. An enterprise dedicated to the triple bottom line seeks to provide benefit to many constituencies, and not to exploit or endanger any group of them.

This might manifest itself as better terms for suppliers, commitments around pay and working conditions for employees, or science-based targets for environmental emissions. A company might seek to 'give back' to its local community, by making contributions to healthcare, education and other services.

But if we are not careful, could the triple bottom line actually limit our thinking and ambition? Is there a danger we could assume that environmental and social good only comes at a cost to profit? In other words, are we still assuming that if we didn't have to worry about people or the planet, then the economy and the companies contributing to it would all be able to grow faster?

Redefining value: a pathway to sustainable growth


That may once have been the case, but we are fast entering a new phase in which natural resources are not unlimited and democratic nation states will not tolerate the exploitation of their citizens. Returning to that most basic definition of economics, we will need – without a doubt – to focus on the allocation of scarce resources going forward.



Redefining value: a pathway to sustainable growth

However, this does not mean that growth must end. In fact, as we come out of the global pandemic, the world needs economic growth as much as it ever has and, for low- and middle-income countries, the need is even more heightened. Talk of non-growth or post-growth economies is a dead end that also misunderstands our human nature, which is to constantly innovate and grow.





What is true, however, is that sustainable growth is now the *only* growth agenda available.

Redefining value: a pathway to sustainable growth

The good news is that the sustainable growth agenda also presents a huge and fundamental business opportunity. Reducing waste, increasing productivity, getting more for less, product innovation: these concepts lie at the heart of sustainable growth, but they are essentially the same drivers that have underpinned economic and social progress over the past 250 years or more.



Redefining value: a pathway to sustainable growth

One way of thinking about this challenge is with Doughnut Economics, a visual framework for [sustainable development](#) that was conceptualised by the Oxford economist Kate Raworth and combines the concept of [planetary boundaries](#) with the complementary concept of social boundaries. Think of a ring doughnut – that’s the one with a hole in the middle. That hole represents the “social foundation”: a situation in which everyone on the planet has sufficient food and social security. It is the very least we should be aiming for.

The ‘crust’ of the doughnut represents the “ecological ceiling”: this marks the planet's environmental limits. Beyond this boundary, excess consumption damages the environment and planet beyond repair. By and large, people in developed countries are currently living above the ecological ceiling, whilst those in poorer countries often fall below the social foundation.

The objective is clear. We should aim to ‘thrive’ within the doughnut itself – this, as Raworth calls it, is “the doughnut’s safe and just space”.

A photograph of a dirt path winding through a dense forest of tall, thin trees. The path is illuminated by sunlight filtering through the canopy, creating a dappled light effect. A vibrant rainbow is superimposed on the right side of the image, arching over the path. The overall mood is serene and natural.

Within that doughnut, however, we are free to experiment, innovate, invest and grow. Indeed, growth is imperative.

Redefining value: a pathway to sustainable growth

The doughnut is a simple visual framework; you may like it, you may not. What is important is that it recognises that the economy, society and the environment are not separate issues, and that neither can be tackled in isolation from the other two. Modern economics and modern business thinking need to recognise that environmental concerns and human well-being are central to the challenge of growth.

For Africa, the concept of donut economics has never been more relevant. The future of the continent depends upon its ability to end poverty, inequality and social deprivation, whilst mitigating the worst impacts of the climate crisis and restoring our ecological systems. The safe and just space for humanity is narrower than elsewhere, but it is often in such margins where we see the greatest innovation.

And this is the opportunity with which we are confronted. Leaders who rapidly redefine value to reconcile how their company can grow, whilst delivering true value for society, will be the ones who win. And perhaps, for the first time in 200 years, we will be able to truly redefine economics.



MEDIA THAT MATTERS – THE SUPERPOWER OF COMMUNICATIONS

By Roxanne Boyes,
sustainable business strategy director, dentsu SSA

Campaign communications are a catalyst for creating climate shifts

The Climate Crisis is caused and continued by people, who are influenced by culture.

Brands are in constant communication with **people** and are constantly influencing **culture**. Companies can therefore create new considerations and cultural norms.

Communications agencies, like dentsu, are the connecting bridges between the two, being our clients and consumers. This presents us with a unique opportunity to enable synergy, shared value and shifts through a deep understanding of each.



Campaign communications are a catalyst for creating climate shifts

Together, what companies and communication agencies choose to create, communicate and disseminate to consumers is carved into peoples' minds, hearts, behaviors, cultures, communities, countries and continents.

Together, we are a catalyst for change on micro, macro and mega scales.

This is our superpower.

To date, the scientific community has been struggling to be and find a lever such as this, and while they understand the problems and realities incredibly well, we understand the change agents – the billions of people on planet earth who are the key solution.



Campaign communications are a catalyst for creating climate shifts

Given our positioning, we are tasked with activating *Media that Matters* and media that creates significant supporting shifts.

HOW? We need to sell the story of sustainability, supported by science, through a design that is social by nature.

WHY? A climate crisis that hints towards disaster and eventual species extinction does not encourage engagement or excitement. This strategy has already been tried and tested over the past decade, proving its inefficacy.

We need to stop focusing on the problem that paralyses the very people we need as pioneers for change and, instead, start being purposeful about promoting a positive and possible future.



THE BRIEF

Position a Positive Future in the minds of People while Promoting Reinforcing Social Behaviors

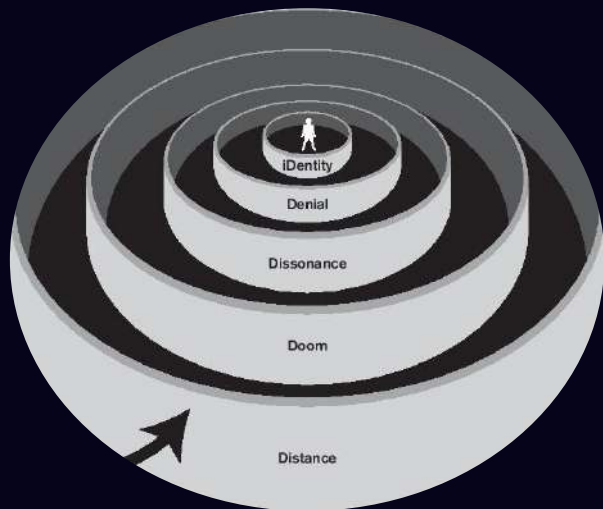
This pivot is powerful, but it is going to be a complex challenge because the very nature and characteristics of the climate crisis counteracts with our evolutionary emergency response triggers. A Norwegian scholar and author by the name of Per Espen Stoknes has written extensively about climate change communication, highlighting five psychological barriers to acting on climate change which he calls the five D's.



Campaign communications are a catalyst for creating climate shifts



Starting with **distance**, we cannot see climate change and it feels distant from our everyday concerns. It affects other people and it's up to other people to fix it. Next, the **doom** and gloom narrative and likely apocalyptic outcome makes us feel helpless, so to protect ourselves we then opt to disengage. **Dissonance** follows, whereby we feel guilty about our positioning and so we go on a path to justify our stance – which develops into a state of **denial**, our last defense against fear and doubt.



All the above mindsets, and how we choose to respond to them, is filtered through our personal **identities** and contexts, which are shaped by social and cultural cues. People do not want to accept or collaborate on ideas that challenge their existing values, so it's our job as companies and **communications** agencies to create a new narrative which is based on **positivity**, **participation** and the power of people as the updated socially acceptable **norm**. This is what will prime a new approach towards the planet and **problems** at large.

This is a plausible plan with a high potential for success,
but as companies and communication agencies,
we need to adapt our approach from solely marketing
goods and services that are tangible and accessible –
to marketing ‘the future’ through our goods and
services which requires a holistic approach.

Here are 8 communication considerations

1

COLLECTIVE SOCIAL ENGAGEMENT

People are more receptive to change within the context of a group, versus on their own, making group behavior a powerful lever and peer behavior a strong indicator.

When curating campaign engagement mechanics, consider the collective context as opposed to each consumer in isolation. People need to see how many others are acting versus how many people are not acting. This will result in positive mimicry which we actively seek out and enact for social belonging.

2

KEEP IT SIMPLE

Based on the past decade of climate communications, consumers pre-empt the content of climate-related campaigns and, in some cases, automatically avoid them. Brands have split seconds to get consumers on board, by communicating a renewed narrative that is immediately identified as unique, inspiring and inviting.

3

TELL STORIES THAT STICK

We need to deliver impact that is internalized and initiated by the viewer. Frequency and emotive cues are essential for driving top-of-mind awareness, while social cues are essential for driving long-term behavior change

(Refer to point 1).

4

PROMOTE A PERSONABLE NARRATIVE

We tend to think that climate consequences happen to 'other people' and that they are the responsibility of 'other people' to fix. We need to showcase the position of **participation** and **purpose** that each one of us can play as part of our personal community as a collective force.

Here are 8 communication considerations

5

KEEP IT INSPIRING, EXCITING AND CLOSE TO HOME

It's long been noted that communicating the notion of doom and gloom, over and over again, with increasingly worse visuals of tsunamis, fires, polar bears and devastation does not initiate action – in fact, it stifles it. We need to take the opposite approach of inspiring hope, excitement and inspiration through product and service creativity and connection.

6

REMOVE BARRIERS TO CHANGE

Our consumer journeys need to be optimised to remove all potential barriers to action, while making conscious choices the easier and default options. These journeys should also be circular and go beyond the immediate sale of a product or service to include the full life cycle from production to disposal and recycling.

7

SET BEHAVIOURAL BENCHMARKS

In addition to the standard objectives, being creative, media, marketing and business objectives, we should include an action-based objective linked to social behaviour benchmarks.

8

SUPPORT WITH SOCIAL SIGNALS


Strong social norms support the status quo. By showing people what other people are doing, we reconfirm what is, and what is not, socially acceptable. The same approaches used to make a brand a social status symbol can be used to make single-use plastics socially taboo. We are already seeing big shifts in this regard, linked towards outing racism and gender inequality.

**“With great
power comes
great responsibility”**

**dentsu has taken on the task
and we invite you to join us!**



UN INTERVIEW – DECADE OF ACTION FOR AFRICA



Roxanne Boyes, head of strategy Kenya and regional sustainability director, dentsu SSA, asks Tim Christopherson, head of Nature for Climate, UNEP, how we can meet the 2030 goals – over the "decade of action" – from an African perspective.

Tim advises, among other matters, that Africa has the fastest-growing population, the largest young population, and is also the place where almost half of all ecosystem-restoration commitments have been made. In combining all these mega-trends, we will need to create millions of jobs, for young people across Africa, in the Agriculture and Food Sector.



https://youtu.be/9_9WhpEG3LM

GREEN WASHING VS GREEN HUSHING

By Ashleigh Sayle,
account executive, Carat SA

Green washing vs green hushing

If we can find a potential silver lining in 2020 – a year plagued with devastating bushfires, floods, swarms of locusts, and the onset of a deadly pandemic – it is the impact that these events had on accelerating the shift towards conscious consumerism. People now demand that brands and corporates authentically align with their values around sustainability and the environment; none more so than the younger generations who stand to lose the most if the world does not get its act together. But as pressure on brands and corporates to become more sustainable increases so, too, does the prevalence of green washing, as well as the equally concerning but less commonly discussed trend of green hushing. Brands are currently facing a catch-22: do they communicate the positive sustainable changes they are making, even if they are not 100 perfect in all areas yet and face the backlash from those who do not believe they are doing enough? Or do they remain silent, stagnating the progress towards a greener future?



Green washing vs green hushing

While the pandemic did not start the sustainability revolution, it did put it into overdrive. When the world was forced into lockdown people stayed home, highways cleared, factories closed and, for the first time in decades, the sky over Beijing turned blue as air pollution cleared. Fossil CO² emissions declined by an estimated [2.4 billion tonnes](#) over 2020, and the collective sigh of relief from the universe was audible as we were faced with the true repercussions that our hyper-consumption has had on the environment.



Green washing vs green hushing

Post-COVID-19, a study by HighSnobiety found that 43 percent of shoppers are finding sustainability more attractive than ever before, and nearly three-quarters of consumers expect brands to minimise or use recyclable packaging. The majority of people are willing to pay more for sustainable brands, but are also beginning to question why they should have to do so. It is no surprise that Gen Z – the green generation with the highest stake in a sustainable future – is more loyal to sustainable businesses that align with their personal, social and environmental values, and that they are willing to boycott brands not meeting their standards.

Sustainability marketing has become increasingly popular as brands fight to appeal to a younger audience. So much so that it is virtually impossible to find a brand these days that is not building a storyline around sustainability, low waste, eco-friendly ingredients, or materials and plastering across their websites, social pages and packaging. Unfortunately, it is much easier to create a green marketing strategy than a truly green product. So, with nearly every brand now proclaiming their devotion to sustainability, the authenticity of these claims is often brought into question. Brands are adapting to meet the demands and desires of their impassioned consumers, but it is not always in the way they hoped. When brands spend more time and money marketing themselves or their products as 'green', rather than actually doing the hard work to ensure they are truly sustainable, this is called green washing.



According to the International Consumer Protection Enforcement Network's annual sweep of corporate websites, four in ten feature potentially misleading environmental information, and experts warn that the trend towards green washing will only increase as consumer and investor demand for sustainable products outpaces the action and capabilities of brands.

Green washing vs green hushing

The term green washing was originally coined in 1986 by environmentalist Jay Westerveld, who highlighted the hypocrisy of the hotel industry encouraging guests to reuse their towels to “save the environment”, when in reality the same institutions made little or no effort to reduce their energy waste; they simply reduced their laundry costs and increased their profits.

Green washing essentially involves conveying a false impression or providing misleading information about how sustainable or environmentally friendly a corporate truly is, and is done for the benefit of the company rather than for society or the planet. It is a company’s attempt to capitalise on the growing demand for environmentally-friendly products by investing more time in marketing themselves as sustainable than actually ensuring their environmental and social initiatives are truly sound.

As consumers, we are faced with green washing every single day: restaurants announce they are switching to ‘eco-friendly’ paper straws that are not actually recyclable, fast fashion brands launch ‘conscious collections’ while underpaying their workers, and corporates pledge their support for Black Lives Matter and Gender Equality while their executive boards are comprised exclusively of white males.

Green washing vs green hushing

Green washing takes on many forms, and is often difficult for a consumer to identify without doing some additional research. However, the commonly identified forms of green washing are referred to as its 'seven sins', which include:

1

HIDDEN TRADE-OFFS:

Claiming a product is green based on a single environmental attribute, while ignoring other negative environmental consequences. Highlighting that a product is sustainable because it is made with recyclable materials, but not mentioning how unsustainable its manufacturing process is.

2

LACK OF PROOF:

Claiming sustainable practises without providing any supporting evidence. Companies may claim their products are eco-friendly without providing real information on aspects such as the raw materials used, its manufacturing process or how its supply chain works.

3

VAGUENESS:

Claims so intentionally broad or poorly defined that the meaning is misunderstood by consumers. We may be more inclined to buy products labelled 'all natural', without being fully informed that natural ingredients such as palm oil and arsenic are harmful too.

4

WORSHIPPING

FALSE LABELS:

Using labels, phrases or symbols such as 'cruelty-free', which give consumers the impression that this claim has been verified by a third-party when in fact it has been created by the company themselves.

Green washing vs green hushing

Green washing takes on many forms, and is often difficult for a consumer to identify without doing some additional research. However, the commonly identified forms of green washing are referred to as its 'seven sins', which include:

5

IRRELEVANCE:

Emphasising unrelated environmental issues by making truthful claims that are not relevant to the sustainability of the brand or product. Claiming a product 'contains no CFCs' is irrelevant because CFCs have been illegal for 30 years, so this statement is true of all products and it does not help consumers make greener choices.

6

LESSER OF TWO EVILS:

A claim that may be true within the product category, but distracts consumers from the greater environmental impact of the category as a whole. Clothing brands may highlight their use of vegan dyes, while still mass-producing t-shirts made from unsustainably sourced inorganic cotton.

7

FIBBING:

Outright lying or making a claim that is simply not true.

Green washing vs green hushing

The Volkswagen Emissions Scandal is one of the most widely known examples of green washing, where this globally loved company admitted to committing the seventh sin of green washing – fibbing. In a major push to sell diesel cars in the US, backed by a huge marketing campaign boasting the cars' low emissions, VW actively suppressed the true readings of carbon dioxide emissions on tested vehicles – thereby granting themselves a 'sustainable' reputation. In reality, the engines were emitting nitrogen-dioxide pollutants at rates of up to 40 times more than what is allowed in the US. The scandal resulted in VW recalling millions of cars worldwide, launching an internal inquiry, and reporting their first quarterly loss in 15 years. On top of that, the matter did serious reputational damage and undermined consumer trust, setting the world back a couple of decades when it comes to getting consumers to believe brands when they say they are working towards a greener future.

Cases such as the Volkswagen Emissions Scandal have resulted in an increase in 'green scepticism', where consumers are becoming increasingly cynical of companies simply claiming their products and services are protecting the environment without backing these claims up with facts or evidence.




Green washing vs green hushing

While the consequences of green washing vary – from consumers being coerced into compromising on their values and unknowingly acting unsustainably, to extreme cases such as the Volkswagen Emissions Scandal which had an immediate and severe impact on the health of both consumers and the planet – it is important that green washing is called out no matter how ‘small’ the consequence is perceived to be.

Exposing malpractice and intentionally misleading messages forces companies to constantly readdress their sustainability initiatives, sets the precedent for other brands and ensures we all work together towards a greener future. The onus should not be on consumers to have to verify every claim made by companies and, as such, reporting and regulation are key to ensuring that consumers are always presented with the true facts and are able to make informed choices accordingly.





So, while green washing should always be called out many companies are becoming wary of communicating positive sustainability messages due to the fear of backlash or being accused of green washing because they know they may not be perfect in all possible areas. As a result, we have also observed an equally concerning but less commonly discussed growing trend towards green hushing.

Green washing vs green hushing

This survival strategy adopted by companies is essentially the opposite of green washing, and involves deliberately under-reporting on their green initiatives to avoid public scrutiny. There are a number of reasons why a company may choose to underreport their sustainability initiatives: firstly, the rigorous information and certification required to investigate, report and communicate accurately about the sustainability of every aspect of a company from the supply chain, to manufacturing and distribution can be costly to set up especially for smaller businesses and start-ups; And, secondly, communicating about sustainability initiatives can garner harsh criticism from environmentalists, as it is nearly impossible to be perfectly sustainable in every aspect of sustainability due to the nature of the capitalism society we live in. So the risk of criticism about what a company is doing badly discourages them from speaking up about the good they may be doing.

Green hushing may sound like a safer, more humble approach but it also has an adverse impact on the move towards a greener future. It is important that brands that are making real, sustainable changes – even if they might not be 100 percent perfect, *yet* – communicate this so that they can act as role models for others, inspiring change within and beyond their industry. Additionally, the more consumers are exposed to positive sustainability efforts, the more they gain a better understanding of what to look out for, what to expect and what to demand from brands in the future.

Green washing vs green hushing

Fear of being called out should not discourage brands from trying to make sustainable choices and of implementing sustainable initiatives.

There is a deeper discussion to be had on the relationship between the role of the public, the role of the media and the companies taking part in the global green transition. So, how can we strike a balance between raising the visibility of problems and raising the visibility of solutions?



Green washing vs green hushing

Brands need to communicate openly and transparently about their sustainability commitments. It is unlikely that all brands will suddenly become Greta Thunberg overnight. Successful sustainability marketing is about transparency – communicating both achievements and shortcomings, in order to ensure consumers are able to make informed decisions along the way. Brands can remain transparent by setting clear commitments with deadlines, allowing themselves to be held accountable along the way, managing expectations and highlighting how they are striving to do better.

In 2015, Lego announced that they were going green, committing to spend US\$150 million on sustainability over the coming 15 years and providing in-depth [details of their efforts and progression on their website](#). They endeavoured to make all Lego bricks from sustainable materials by 2030, while admitting that only two percent of their products currently meet their preferred sustainability criteria. Green washing is all about being dishonest, so being transparent about where your brand is and is not meeting sustainability goals is important for building and maintaining customer trust.

Brands must ensure that all sustainability claims are credible and substantiated. It is all well and good communicating what a brand is doing, but this needs to be backed with evidence and accreditation.

Green washing vs green hushing

Sustainability must be a business-wide initiative. Brands need to consider the environmental and social impact of the entire production cycle across all levels of a business, not just that of the final product itself. [Patagonia admits on their website](#) that even though their brand is part of one of the most harmful industries to the planet, they are making an effort to do their best to ensure sustainability is ingrained across all aspects of their organisation – from using recycled materials, carrying out organic agriculture and ensuring their workers are taken care of.

From a consumer standpoint, there is unfortunately no quick and easy way of fact checking every claim a brand makes, so it is important that we continue to raise a slightly sceptical eyebrow when brands say they are doing their part to save the planet. Progress and change will only result from challenging and holding brands accountable for their impact on the environment.

Whether intentional or not, using false claims in sustainable marketing harms brand reputation and silencing positive efforts sets us back in the fight for a greener future. Sustainability is no longer just a trend; it is an ongoing process – consumers are prioritising brands they view as environmentally friendly and boycotting those that don't live up to their standards. Open communication, transparency and including sustainability in core brand values will set some ahead of the rest, resulting in long-term rewards for organisations, human beings and the planet.

Sources

- <https://www.linkedin.com/pulse/greenwashing-versus-green-hushing-melda-simon-she-her-hers-/>
- <https://earth.org/greenwashing-companies-corporations/>
- <https://small99.co.uk/net-zero/greenhushing/>
- <https://mygreenbutler.com/fear-of-greenwashing-should-not-stop-your-sustainability/>
- <https://www.getsmarter.com/blog/career-advice/greenwashing-enemy-sustainability/>
- <https://www.waggledancers.co.uk/greenwashing-and-green-hushing/>
- <https://medium.com/copenhagen-institute-for-futures-studies/have-you-heard-of-greenhushing-e974612de984>
- [https://publicfibre.com/blogs/our-words/how-covid-accelerated-a-shift-of-conscious-consumerism#:~:text=A%20HighSnobility%20study%20found%20that,of%20packaging%20\(74%25\)2](https://publicfibre.com/blogs/our-words/how-covid-accelerated-a-shift-of-conscious-consumerism#:~:text=A%20HighSnobility%20study%20found%20that,of%20packaging%20(74%25)2)
- <https://earth.stanford.edu/news/covid-lockdown-causes-record-drop-carbon-emissions-2020#gs.cpdbqm>
- <https://www.ul.com/insights/sins-greenwashing>
- <https://latana.com/post/greenwashing-sustainable-brand/>
- <https://www.bbc.com/news/business-34324772>

POWERFUL PARTNERSHIPS – MALARIA NO MORE INTERVIEW

Megan Sayle, senior strategist SA and SSA, Carat,
chats to Kate Wills, director of Global Communications
and Partnerships, Malaria No More UK



Powerful partnerships – malaria no more interview

We chatted with Kate Wills, Director of Global Communications and Partnerships for Malaria No More UK about what makes a powerful partnership. This led to a fruitful discussion that unpacked not only dentsu's exciting partnership with the NGO, but other key topics which could assist other corporates, governments and organisations in forming partnerships that make an impact.

One of our key pillars from a dentsu perspective is being a force for good, and we pride ourselves on taking a vested interest in creating authentic and valuable partnerships with organisations that are making sustainable changes across key areas.

dentsu has been Malaria No More's media and creative partner since 2017 and, most recently, assisted in the ground-breaking Zero Malaria – Draw the Line campaign, launched in 2021. This campaign not only had significant influence on people and world leaders, but also won a number of awards at the recent World Media Awards.

In the interview, Kate unpacks why the dentsu partnership has been so valuable to the NGO, as well as what both NGOs and corporates can stand to learn from one another. NGOs can be amplified and take advantage of top-class marketing and communications skillsets, while corporates can authentically integrate themselves into the topical issues in which consumers expect them to be present and have a voice.



A key theme from the discussion centres around the idea that the world has shifted in terms of what the definition of a ‘world leader’ is – while it used to be that the key decision makers had a presidential title, we now find ourselves in a place where heads of global corporations across a number of industries have become powerful and influential decision makers. They shouldn’t stop there – people, united by technology, have also become powerful and influential decision makers and agents of change. This shifting power dynamic can be highly advantageous in a world of powerful partnerships and could aid in creating sustainable and productive partnerships across a number of industries, personalities and forces for good.

To hear the full interview, take a listen at the link below.



https://youtu.be/mWzRljpK_MI



CHASING ZERO – GETTING ONTO THE WORLD’S TO-DO LIST

By Anne van Rensburg, head of Insights and Audience Research, dentsu SA and
Tash Allard, senior manager, Global Environment Strategy, dentsu UK

Chasing zero – getting onto the world’s to-do list

As the consequences of climate change intensify, so too does our overall awareness of the earth catastrophe which quietly rages. Words orbit our minds, green phrases and images float about in the murky polluted ether, yet we’re not clear on what to make of this – worse still what to do about it?

So we promise ourselves we’ll eat less meat, we’ll try to get off the grid (if we can just earn enough to install full solar), and that our next car will definitely be a hybrid (well, maybe). But we’ll absolutely re-cycle. Yes, that we can do.

Truth is, we all know that there’s a gargantuan problem. But we just don’t know enough about the confusing terminology applied to it, or how we can possibly set the type of goals that may actually be able to do something real about it. While you’re next sorting organic yoghurt tubs and chardonnay bottles, ponder for a moment as to how you might influence the company you work for, what business can do to make a difference and the role you can play in driving this.

Chasing zero – getting onto the world's to-do list

You've heard of net zero, right? We're all chasing it, but what exactly is it? What's the difference between carbon neutral and net zero carbon? And (dare we ask) what on earth is the Paris Climate Agreement?

This paper will sift through the clutter of words washing up on our mental shorelines and sort them coherently so that, with this knowledge, we're able to take action about climate change and empower ourselves to play our role in changing the climate – one city at a time.

“The greatest gap in life
is the one between
knowing and doing” –
prolific author,
Richard Biggs.

Let's start in Paris

The Paris Agreement, often referred to as the Paris Accords or the Paris Climate Accords, is an international treaty on climate change that was adopted in Dec 2015 and entered into force on 4 Nov 2016. It covers climate change mitigation, adaptation and finance.

Its goal is to limit global warming to well below two, preferably to 1.5 degrees Celsius, compared to pre-industrial levels. To achieve this, greenhouse gas emissions must halve by 2030 – and drop to net zero by 2050. So close that we can almost reach out a sun-blocked hand and touch it.

The Paris Agreement is a landmark in the multilateral climate-change process because, for the first time, a binding agreement brings all nations into a common cause to undertake ambitious efforts to combat climate change and adapt to its effects. A lofty goal, but once we delve deeper and truly understand the path to commitment, its one which is entirely attainable.

How does the Paris Agreement work?

Implementation of the Paris Agreement requires **economic and social transformation**, based on the best available science. It works on a **five-year cycle** of increasingly ambitious climate action that is to be carried out by all the world's countries. By 2020, our countries will have submitted their plans for climate action – known as **nationally determined contributions (NDCs)**. And, in their NDCs, countries will communicate actions they plan to take to **reduce their Greenhouse Gas emissions** in order to reach the goals of the Paris Agreement. Countries also communicate in the NDCs actions they will take to **build resilience**, so that they are able to **adapt** to the impacts of rising temperatures.



This is all very well and noble, but how will they track progress?

By means of the Paris Agreement, countries have established an enhanced transparency framework (ETF). Under this ETF, starting in 2024, countries will report transparently on actions taken and progress in climate change mitigation, adaptation measures, and support provided or received. The ETF will also provide for international procedures in the way of review of the submitted reports. The information gathered through the ETF will feed into the **Global Stocktake**, which will then assess the collective progress towards these long-term climate goals. Next, this will lead to recommendations for countries to set more ambitious plans in the next round of goals. Just another reason to love Paris.



Climate change scrabble – what we need to know in order to do something?

Acronyms aside, it's really important to understand the terminology attached to climate change action lest we succumb to greenwashing. With terms like carbon neutral and net zero carbon bandied about, how do we know whether a company is as environmentally friendly as they say they are? The words matter, as does the need to understand them.



‘Carbon neutral’ and ‘net-zero carbon’: what’s the difference?

CARBON NEUTRAL

Carbon neutrality means balancing greenhouse gas (GHG) emissions by ‘offsetting’ – or removing from the atmosphere – an equivalent amount of carbon for the amount produced.

This can be achieved by buying ‘carbon credits’ – in essence, permission to emit carbon dioxide or other GHGs in exchange for offsetting the effects of those emissions – and/or by supporting GHG-reduction initiatives such as renewable-energy projects (more about carbon credits later).

However, a commitment to carbon neutrality does not require (or even necessarily imply) a commitment to *reduce* overall GHG emissions. A carbon-neutral business needs only to offset the GHG emissions it produces – even if those emissions are increasing. In essence, this company is not changing anything; it’s not making a difference. Rather, it’s simply not making it worse. That’s not good enough.

We should also recognise that companies may want to make a carbon-neutral claim and invest in nature-based solutions before we all reach net zero. This is certainly possible if we combine this initiative (i.e a carbon-neutral claim) on top of a net zero target. What it means is marrying up a science-based target with additional claims, where companies can take action and be rewarded.

‘Carbon neutral’ and ‘net-zero carbon’: what’s the difference?

NET-ZERO CARBON

In contrast, a commitment to net-zero carbon means *reducing* greenhouse gas emissions with the goal of balancing the emissions produced versus the emissions removed from the earth’s atmosphere.

But, unlike carbon neutral, it’s a scale of value-chain emission reductions consistent with the depth of reduction required to limit warming to 1.5 degrees.

Take, as a simplified example, the case of air travel: if, in total, people within dentsu take 10 flights per year, the organisation could achieve carbon neutrality for those 10 flights simply by buying enough carbon credits; or by supporting renewable-energy projects to offset the emissions (or a combination of the two).

To achieve net-zero carbon, dentsu would need to REDUCE the emissions from these flights by as much as possible (90-95% according to the Science Based Targets Initiative) and *also* invest in projects that remove the remaining emissions from the atmosphere.

‘Carbon neutral’ and ‘net-zero carbon’: what’s the difference?

Extrapolate a similar pattern across all the ways a business might produce emissions – such as heating its buildings or buying from suppliers who produce emissions – and the company would achieve net-zero by:

1

reducing its GHG emissions across all these activities by the depth required to limit warming to 1.5 degrees – taking rapid action to halve emissions before 2030 and deep emissions cuts of 90-95 percent before 2050.

2

supporting/funding the removal of any remaining emissions that are unfeasible to eliminate.

Why the words matter

Even respected news outlets and world leaders occasionally confuse carbon neutrality and net-zero carbon, or erroneously use them interchangeably. And businesses that seek carbon neutrality, rather than net-zero carbon, have sometimes been accused of ‘greenwashing’ (presenting their aims as more environmentally friendly than they actually are) – even when their efforts at addressing climate change are truly genuine.

ALL WE
HAVE
IS NOW

Carbon markets

Carbon credits exist in both the compliance and voluntary markets, but let's begin with the compliance market at work. A typical example could be a business that emits 120 units of greenhouse gas emissions each year, but has made a commitment to reduce these emissions to an allocated 100 units. To do so, they'd need to find a way to reduce these emissions *or* they'd need to buy carbon credits to bring the units down to the 100 unit (mandated) amount.

What could happen in this scenario is that a landowner in another business could agree to forgo aggressive timber harvesting on a certain tract of land – in perpetuity – and in return could receive an offset credit that it could sell the organisation needing to reduce greenhouse gas units. This, of course, would need to be compliant and adhere to regulations and carbon offset standards. The landowner would generate cash and the cement manufacturer would meet its regulatory mandate. But the planet would win because the timber wasn't harvested.

Voluntary markets

Voluntary markets function in a similar way to compliance markets, with a few notable exceptions. First, as the name implies, the institutions involved do so voluntarily, not as a means to comply with some regulatory mandate.

These are just as they sound – organisations who voluntarily agree to transition their organisations to some kind of carbon neutrality.



Voluntary markets

The Voluntary Carbon Markets Integrity Initiative (VCMI) is a global task force initiated to monitor the integrity of voluntary markets for the purchase and sale of carbon offset credits. The Initiative brings together businesses, governments, NGOs, indigenous peoples, companies and civil society to forge a shared vision and, alongside other organisations, there is a global effort to resolve the challenge. This grouping's mission is to bring stakeholders together to connect and align with other key actors.

Another important role that voluntary markets serve is to offer credit purchasers what is known as “co-benefits”. The case study below, courtesy of Forbes.com, neatly explains the co-benefit principle.



Voluntary market case study, Kenya

One of Bluesource's founders (an advisory company in carbon credits) helped start a venture named the [Paradigm Project](#) to subsidise highly efficient wood-burning stoves and easy-to-use water filtration units for [rural families](#) [in](#) Kenya. In this country, as is true for other less-developed rural areas, a great deal of deforestation occurs as a result of families chopping wood to boil water and cook their food. Through initiatives developed by the Paradigm Project, organisations are now able to invest in carbon credits generated by verified emission reductions from the reduced burning of wood for fuel in rural households.

Proceeds from the sale of those carbon credits are then ploughed into the operations of a company that employs local people to build stoves and filters, and distributes these products to their rural neighbours. The filters help cut the amount of firewood needed for boiling water, and the stoves are much more efficient than wood-burning fires at converting wood fuel into usable energy.





Voluntary market case study, Kenya

One co-benefit of this programme is that the purchasers of the carbon offsets end up improving both the health conditions and economic situations of rural Kenyans – through a reduction in indoor air pollution and freeing up time and / or money that would otherwise go towards collecting or purchasing firewood. As an additional co-benefit, the project helps support the empowerment of women, as they make up the bulk of the workforce that sells and distributes the cooking stoves.

Again, what company looking to expand its reputation and global reach would not jump at a project like this? Everyone in this voluntary-credit value chain is doing well by doing good. Further proof, if proof were needed, that the economic manifestation of the human species' wonderful adaptability – capitalism – offers a path to increased well-being at the local and the global level.



What can you do – two great ways to make a difference

Offsetting credits can raise finance at scale and speed to fund climate mitigation, forest protection and restoration - as well as technology-based removals. But companies should not use these credits to avoid or delay reducing their emissions.

All countries and companies need to put targets in place, and businesses must act by reducing their own emissions as a priority.



What can you do – two great ways to make a difference

Goal vs action (or science-based targets)

Much like a personal goal may be to lose weight while the action would involve buying and eating more plant-based food, the goals of climate change need to be realised through specific actions. For example, a climate-change goal could be to reduce greenhouse gas emissions but, in order to achieve this, a commitment would be required on the part of businesses and governments, via a formalised process, to adopt science-based action plans.

1. Set a science-based target

Urge your business to set a science-based target, place pressure on the company and play an active role in setting up a committee to make this happen. Science-based targets provide a clearly defined pathway for companies to reduce greenhouse gas (GHG) emissions, helping prevent the worst impacts of climate change and future-proofing business growth.

The SBTi aims to develop the Net-Zero Standard to encourage companies to follow the principles of the mitigation hierarchy. Effectively, this means that companies should set science-based targets to reduce their value chain emissions and implement strategies to achieve these targets before engaging in neutralisation and compensation activities.

dentsu has committed to becoming a net-zero business. Find out more here.



<https://www.dentsu.com/getting-to-net-zero-by-2030>

How can companies set a science-based target?

The private sector must play a fundamental role in reducing GHG emissions. Embedding science-based targets in sustainability management is crucial. To set a science-based target, a company needs to follow the following five steps:

Commit: submit a letter establishing your intent to set a science-based target

Develop: work on an emissions reduction target in line with the Science-Based Targets initiative (SBTi's) criteria

Submit: present your target to the SBTi for official validation

Communicate: announce your target and inform your stakeholders

Disclose: report company-wide emissions and track target progress annually

Set a science-based target for your company [here](#). Also, seek help in setting your science-based commitments [here](#), via the CDP website.




What can you do – two great ways to make a difference:

2. Join Race to Zero

Race To Zero is a global campaign to rally leadership and support from businesses, cities, regions and investors in aid of a healthy, resilient, zero-carbon recovery that prevents future threats, creates decent jobs, and unlocks inclusive and sustainable growth. It mobilises a coalition of leading net zero initiatives, representing **733 cities, 31 regions, 3 067 businesses, 173 of the biggest investors, and 622 higher education institutions.**

Its objective is to build momentum around the shift to a decarbonised economy ahead of COP26, where governments must strengthen their contributions towards the Paris Agreement. This will send governments a resounding signal that business, cities, regions and investors are united in meeting the Paris goals, and also in creating a more inclusive and resilient economy. Join Race To Zero, here <https://unfccc.int/climate-action/race-to-zero-campaign#eq-7>



It's hugely inspiring to note the energy and commitment of the big players in working towards the goals set by the Paris Agreement, yet we still have so very far to go. The earthly goal is audacious by all accounts, but education and understanding is key to establishing a future for the planet and the generations to come.

Climate change – the only area where negative is positive*.

**Carbon negative means the same as “climate positive”.*

Fun fact: Bhutan is the only carbon-negative country in the world.

How has it achieved this? Despite its appeal, not many people travel to Bhutan. This is because the government of Bhutan has put steps in place to prevent massive volumes of tourists from entering the country at any given time. And this is just one of the ways that Bhutan is making a commitment to conserving its environment. In fact, this country has emerged as a dark horse in both political and environmental progression. The government of Bhutan has a history of basing political decisions on a [Gross National Happiness](#) (GNH) index, and of abandoning economic growth as their compass. It’s also the only country in the world to make such a switch and the first to become carbon negative.

What is a zero-carbon building?

According to the World Green Building Council, a zero-carbon building is one that is highly energy efficient, and fully powered from on-site and/or off-site renewable energy sources. Their definition stems from a dissatisfaction with 'net zero energy' as a concept.

'Net zero energy' requires a building to be 100 percent self-sufficient, relying entirely on on-site energy supply. Carbon neutral means that such a building's net carbon emissions are zero, as the amount of carbon released is balanced by offsetting an equivalent amount. The World Green Building Council believes that measuring the carbon reading of a building and aiming to cover all energy needs through both on- and/or off-site renewable sources, is a more realistic and inclusive way to measure a building project's impact on the environment and to help achieve the requirements of the Paris Climate Agreement.



How popular is the movement?

Besides the World Green Building Council (**WorldGBC**), there are plenty more organisations galvanising action towards the zero carbon, sustainable building goal. There's the French Haute Qualité Environnementale (HQE) Alliance, Green Building Councils (GBCs) in Canada, Brazil and **South Africa**, the National Carbon Offset Standards (NCOS) for Buildings and Precincts run by the Australian government, and the US Green Building Council (GBC) – all of which are keen to help building owners and contractors progress from [LEED certification](#) to full zero-carbon accreditation.

One of the biggest bonuses of measuring total carbon using a net-zero carbon building certification is that it's easily applicable to brand-new builds, but also to renovations and the improvements done to older buildings. [Re-using existing structures](#) is clearly key to achieving green goals, rather than knocking down and starting over from scratch.

Where are such buildings heading?

For the World GBC, the goal is to have all new buildings reach net zero carbon by 2030, with the longer-term aim of *all* buildings (older or renovated) reaching net zero carbon by 2050. Their global network, which they are hoping to expand, currently employs over 900 staff and comprises 76 GBCs, with 32 000 member companies. Among the NGOs working to help achieve these goals are the International Union of Architects (UIA) with their Declaration 2050 Imperative. This declaration pledges to design cities and new buildings 'to be carbon neutral' and to 'plan and design sustainable, resilient, inclusive and low-carbon/zero-carbon built environments'.

The carbon impact of advertising

For advertising companies and the customers they serve, covering their whole footprint means calculating and decarbonising all their campaigns. The impact of advertising sits across all scopes and covers three areas: production, placement, and end use. The first step is calculating the impact.



Production

Starting with production, dentsu mcgarrybowen's head of Project Management sits on the Advisory Board of AdGreen, a UK advertising initiative. AdGreen launched a [Carbon Calculator](#) that allows you to work out the carbon footprint of motion, stills and audio projects within advertising campaigns so it is possible to assess the environmental impact of your production activities. Currently, this calculator is only operational for UK production activities; but AdGreen is discussing the best way to roll out its tools and resources in such a way that they can provide proper support to production communities in other territories.



Placement and end-use

Calculating the emissions post-production, including placement and end-use, is tremendously complex and many solutions are now coming to market to tackle this. Digital media has been dentsu's initial focus as it accounted for 48 percent of our ad spend in 2020, and this is only expected to grow.

In 2019, dentsu partnered with Bristol University's Department of Computer Science – along with some of the world's most innovative media companies – to launch [DIMPACT](#); a web-based tool that calculates the greenhouse gas (GHG) emissions associated with digital media content. The tool calculates the emissions at a company level. But recognising the demand from brands to calculate emissions from their individual media plans, we have also been working in tandem to pilot a dentsu Digital Media Carbon Calculator. We expect to release the results of the pilot at the end of 2021. Our collaboration with DIMPACT is part of this wider work and we are continuing to support this.



Placement and end-use

Calculating the impact is just the first challenge. Embedding it into the way advertising companies do business and advising clients on lower carbon solutions is where the biggest impact can be made.

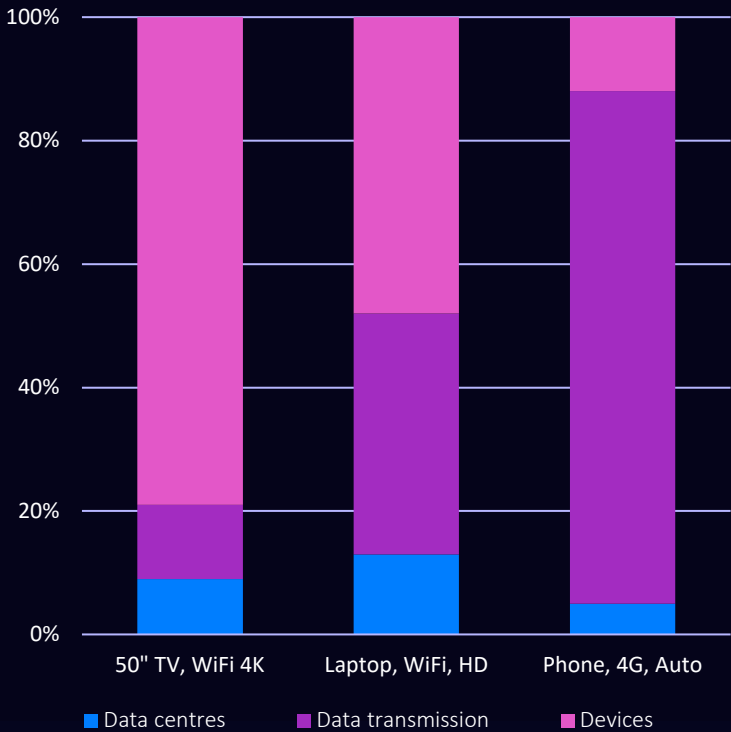


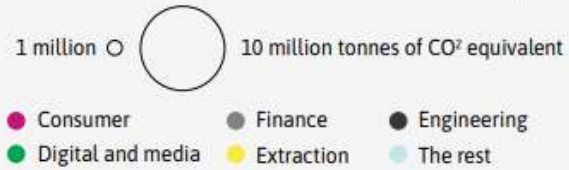
FIGURE: Share of streaming energy use from devices, data transmission and data centres (International Energy Agency, 2020)



Thinking outside your value chain

Arguably, a company's biggest impact isn't always inside their value chain.

The FTSE 100: Carbon Footprint



The FTSE 100

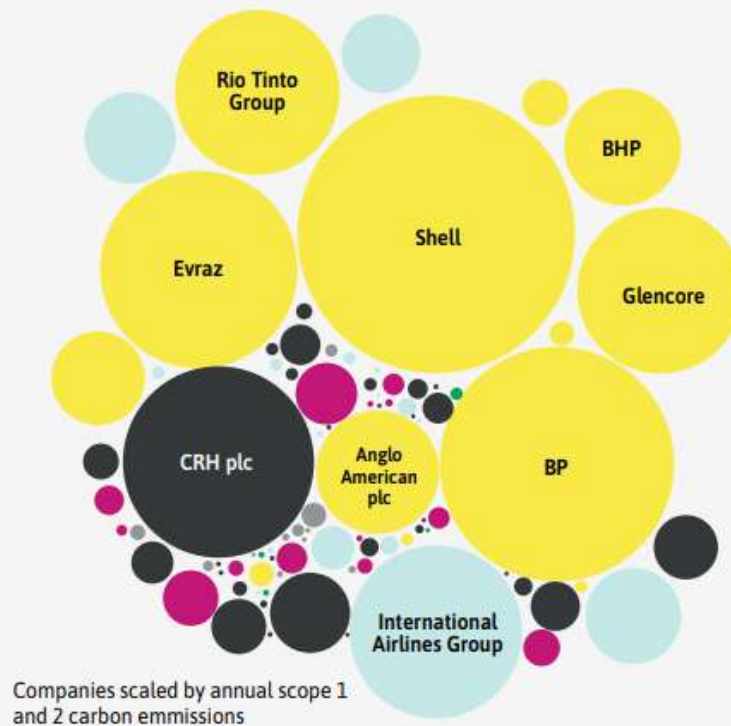


FIGURE: FTSE100 companies by direct environmental footprint – sourced from The Superpower of Media – Mirrors or Movers II_managing the societal impacts of content, Responsible Media Forum



Thinking outside your value chain

dentsu is a founding member of the Responsible Media Forum, a group of 25 leading media companies. In 2020, we helped launch ‘The Superpower of Media’ – [a report](#) that shows what media companies have done and can further do to utilise their unique influence to benefit society as well as shareholders.

The report looks at the carbon emissions of the FTSE100 and categorises these numbers by industry. The green dots, in the slide above, represent digital companies and media – which are clearly dwarfed by the other sectors. So, whilst it’s vital for companies to address value-chain emissions, including media companies, the impact in the case of media is arguably far outweighed by its ‘brain print’.



Thinking outside your value chain

dentsu has been creating campaigns and digital solutions for clients that drive sustainable behaviour change for many years. From apps that help people try plant-based diets or raise awareness about climate change, to campaigns aimed at driving responsible tourism or de-mystifying the messaging around renewable energy. Even creating beer brewed with the help of 100 percent renewable electricity. Our ongoing work with NGOs WWF and Greenpeace is testament to our drive towards this goal.

dentsu

**Social Impact:
2020 Highlights**



dentsu

wisdom series

climate change like never before

Sources

- <https://www.herbertsmithfreehills.com/carbon-neutral-and-net-zero-carbon-whats-the-difference-and-why-does-it-matter>
- <https://sciencebasedtargets.org/>
- <https://unfccc.int/climate-action/race-to-zero-campaign#eq-7>
- <https://ecosave.com.au/news-insights/coming-to-terms-with-sustainability-terms-net-zero-vs-carbon-neutral-vs-carbon-negative-vs-carbon-positive-what-do-they-mean-exactly/>
- <https://www.engelvoelkers.com/en/blog/property-insights/sustainable-house/what-is-a-zero-carbon-building/>
- <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>
- <https://unfccc.int/climate-action/race-to-zero-campaign#eq-1>
- <https://www.cdp.net/en/campaigns/commit-to-action/science-based-targets>

Know your Paris Accords acronyms:

- NDC – nationally determined contributions
- GGE – greenhouse gas emissions
- GHG – greenhouse gas
- ETF – enhanced transparency framework

Pictures captions:

- Net Zero building
- Bhutan monastery
- Kenyan wood fires

A woman with long dark hair is shown from the chest up, holding a small green plant with thin branches. She is looking down at the plant. The background is a solid purple color. The text is overlaid on this image.

SUSTAINABLE CONSUMPTION – HOW THE ADVERTISING WORLD IS ACCELERATING THE GROWTH OF GOOD BRANDS

By Anna Lungley,
chief sustainability officer, dentsu International

Sustainable consumption – how the advertising world is accelerating the growth of good brands

When you first think about it, consumption does not seem to have much in common with sustainability. In fact, it is easy to view them as conflicting forces. Consumption is, after all, the act of using our world's resources, whereas sustainability is generally seen as promoting a need to use less.

But consumption, growth and prosperity need not be trade-offs for sustainability if we are willing to change the way we think and what we value. It is possible for us to meet our collective needs and thrive, without compromising the needs of future generations. This, of course, is the very definition of sustainability and, with increasing recognition of the impact of human environmental damage on nature, our climate and the air we breathe, explains why sustainable consumption and production is one of the 17 United Nations Sustainable Development Goals (SDGs).

This is a call to action for the advertising industry and to brands; in particular consumer-facing brands with the power to inspire people everywhere to adopt more sustainable lifestyles. For these brands, this means creating new business models, product portfolios, supply chains and go-to market strategies that decouple growth from resource consumption, use less water and energy, and generate less waste.

The good news is that the planet's needs are increasingly becoming aligned with consumer needs. Increasingly, consumers are questioning the sustainability credentials of the products they are buying and, while price will always be a consideration, an increasing number of people are looking to strike a balance between the two. Brands prepared to embrace this challenge have a huge opportunity to capture and create new markets, build brand loyalty and deliver shared value for business and society alike.

The ingredients of sustainable consumption and production

What does a brand need to do to drive sustainable consumption and production? The '3Rs' of sustainable consumption are reduce, recycle and reuse, and they are at the heart of such a challenge. Any brand that enables packaging and even a core product to be recycled and reused is likely to make itself more sustainable. Brands that optimise their supply chains to eliminate excess and reduce their dependency on water and raw materials are reducing their environmental impacts. The number of products sold may stay the same, or even grow, but resource consumption should decline.

Such innovation does not begin and end with the physical product and the packaging it is provided in. It needs to consider the entire value chain, across suppliers, logistics, production, and the point of purchase, quantify it scientifically and examine – often to a radical degree – what alternatives there are.



The ingredients of sustainable consumption and production

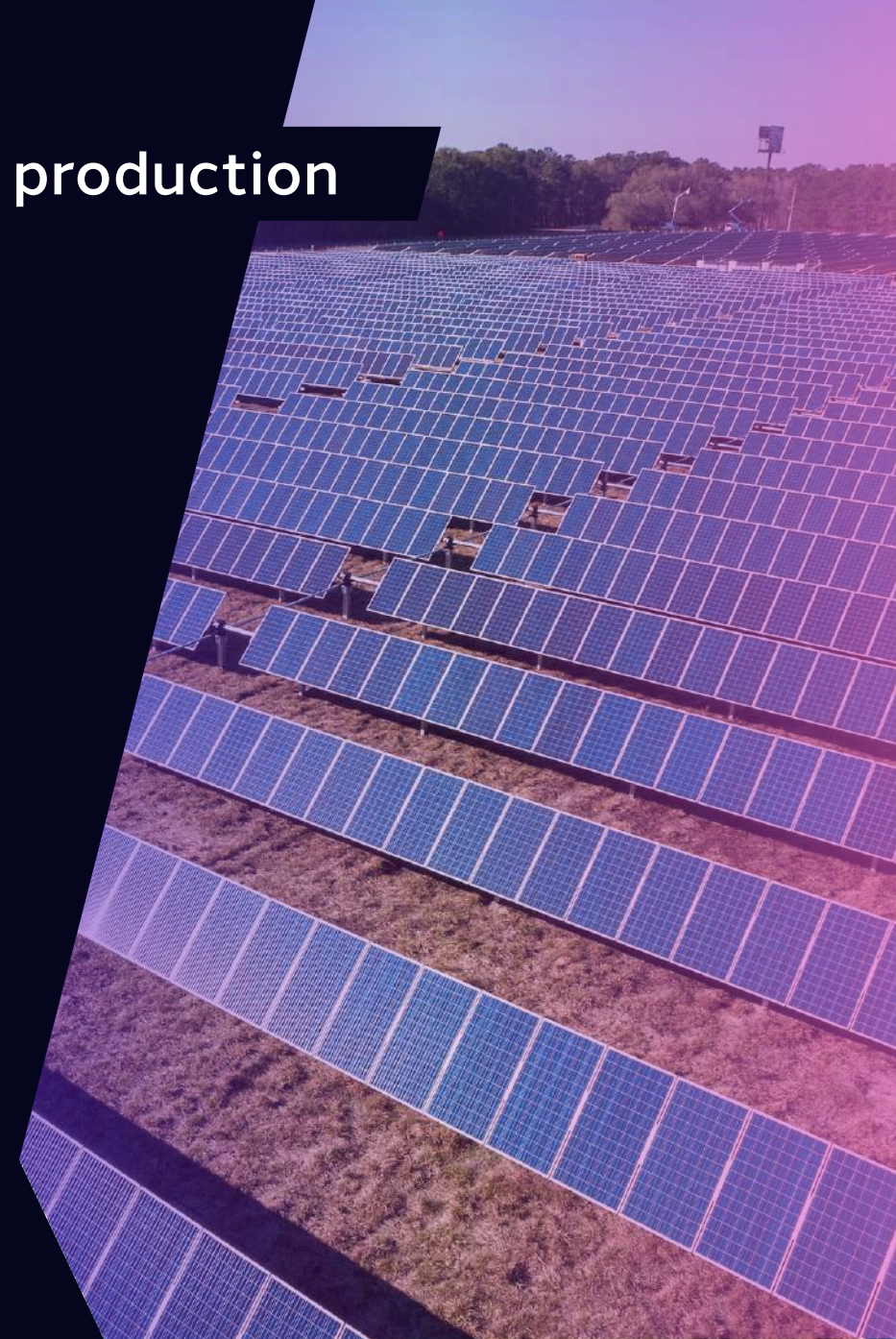
And therein lies the opportunity, and potentially a fourth 'R': rethink. The level of forensic detail required to look at a brand in detail and understand how to transform it into something sustainable is such a fundamental review, that it effectively provides the opportunity to start afresh. Far from being dilutive, where the brand is utterly transformed there will invariably be opportunities to drive new or additional growth. Dentsu is proud to be working with IKEA on its ambitious journey from a linear to a profitable circular business model by 2030. Rethinking the IKEA business model has included making changes to material sourcing and product manufacturing, reducing packaging, transforming product storage and retail display, opening second-hand pop-ups within existing stores, and even creating an app that enables customers to value the IKEA furniture they already own with a view to selling it or trading it in. The transformation is centred on four circular loops – reuse, refurbishment, remanufacturing and recycling – and a belief that material use must be decoupled from profitable growth. At every level, this is a radical programme of change.

For advertising strategists, rethinking a brand means adding a third aspect to how it shows up. While historically we've zoned in on the point where brand equity and consumer needs overlap, we now need to consider a third dimension: what the world really needs now. Doing that and being truly creative about how to engage consumers and change their behaviour, will surely drive innovation.

The ingredients of sustainable consumption and production

Rethinking a brand also means expanding its horizons.

Transforming supply chains means collaborating across sectors like never before. Take food waste, for example, which is the cause of 10 percent of global greenhouse gas emissions. One third of food is lost during the distribution process but the remainder occurs in the home. Tackling food waste will require collaboration across the entire supply chain, from farm to fork, but there has arguably also been no greater social need than currently. Eight hundred million people today do not have enough food and, if we reverse food waste trends, we could feed another two billion people. 'Food' for thought when you consider that we need to find a way for nine billion people to thrive on a healthy planet.



Accelerated brands and changing expectations

There is no time to waste. As the climate emergency has accelerated, so has the pace at which customer expectations are shifting and the rate at which brands need to evolve. In fact, the whole world is changing at such a phenomenal pace that brands are having constantly to reinvent themselves. Furthermore, opportunities for new entrants have never been greater as societal norms that would have been unthinkable just a few short years ago become generally accepted today.

Dealing with this breakneck pace in our world requires brand owners to be hyperalert. While the basic premise of consumer marketing and the link to consumption is now under the spotlight, many of the skills of our industry are in urgent demand. Our strength in generating data driven insights on consumers and their behaviours, creating empathy and forging emotional connections to challenge perceptions and change behaviour, and making ourselves relevant to people's daily lives give us a huge opportunity – and responsibility – to drive this change. This is the most exciting, world-changing brief we could possibly ask for.

Growth and innovation through sustainable demand

Far from restricting the horizons of brands, sustainable consumerism represents an enormous growth opportunity. Organisations that consider the world's needs, as well as those of their consumers, bring products to market that outperform in their categories. According to research by NYU Stern, 50 percent of growth in consumer-packaged goods from 2013 to 2018 came from sustainable products.

The list of commercially successful examples is growing. Take IKEA, for example, famous amongst other things for Swedish meatballs. In August 2020, the company introduced 'plant' balls to its restaurants to give customers a choice – the same taste and texture as the IKEA meatballs but with only four percent of the carbon footprint. As customers flock to buy plant balls, IKEA is growing sales whilst reducing resources. That is sustainable consumption – and it's what the world needs now more than anything.


Technology can also play a central part. Using visual artificial intelligence, Kroger Foods created Chefbot to reduce food waste by helping people in the US make the most of the food they have on hand – at a time when home cooking is gaining in popularity. For consumers, it's as easy as snapping a photo of the ingredients you have available, tweeting the photo to @KrogerChefbot on Twitter, and within seconds receiving a Chefbot response that provides you with a list of personalised recipe recommendations based on those ingredients. This capability has – to date – helped people to reduce food waste, save money and learn new recipes.

Growth and innovation through sustainable demand

In another case, a new brand has created an entirely new food product and, indeed, a food category that is far more sustainable than conventional dairy industry production. Singapore-based food manufacturer [OsomeFood](#) has developed a whole vegan hard-boiled egg, created from the increasingly popular fungi mycoprotein, which is produced through fermentation and has many of the essential amino acids present in animal products.



OsomeEgg Mayo Sandwich



All three of these examples show that far from sustainable consumption being used solely to offset the loss in sales of conventional consumer-branded products, instead rethinking what the brand offers and even the product itself can create completely new opportunities to build brand loyalty and power growth.

A world ready for bigger and bolder

In an ideal world, these innovations would have happened at an earlier point in history, helping us to thrive within planetary boundaries. But they're happening now because there has never been a better time. Post the latest COVID-19 peak, the advertising industry and world of consumer products is in flux. The accelerated adoption of technology and change in consumer attitudes has created a paradigm shift. People are open to new ways of living – they're more conscious of the borderless society in which we live and our dependency on natural resources.

The human tragedy of the pandemic has caused society to think differently about what it consumes. The trends we were seeing pre-pandemic – and appetite for more sustainable lifestyles – have accelerated.

The pandemic and climate emergency have given rise to a period of what we call 'universal activism', in which the term 'consumer' itself is too narrow and consumption is already being redefined by public pressure.

A world ready for bigger and bolder

Over the next few years, brands will need to reconceive their customers as ‘activists’ – driven in their decision-making by a new range of influences and causes, from climate change to data privacy and new definitions of identity. These are people who want to make the world a better place, so brands need to answer their call in how they reinvent themselves and the sustainable form of consumption they support.

A world ready for bigger and bolder

This all raises the question of what bigger, bolder brands will be like in the future. dentsu's *Consumer Vision 2030* report [link to this: <https://consumervision.dentsu.com/consumer-vision-2030/start>] predicts brands that can show a direct and holistic benefit to their consumers' desired way of living sustainably will take centre stage in those people's lives as main brand 'partners'. Bigger and bolder brands will have to embrace a world in which they are held up, constantly, to consumer scrutiny. Not just their reputations, but their functionality, sustainability, quality, price points and, indeed, anything that consumers feel happy to offer a public view on. Star ratings for products and brands will extend far beyond their current scope so that much of what a brand does and is can be ranked in a court of public opinion. Utter transparency, persistent engagement and a boldness will be demanded from brands that they've never had to tackle at this scale before. Our research reveals that seven out of 10 consumers believe that by 2030, a company's reputation will depend on its action to address climate change.



A world ready for bigger and bolder

Sustainable consumption is not a trend. It is not an alternative that is destined to coexist with conventional consumption for a period in our lives, and then to become 'part of the wallpaper' or indeed to evolve into something else. We are seeing the rise of a whole new – and necessary – way of living that people, and the planet sorely need. It will require a transition in the coming years to the point where it is the only form of consumerism.

For advertising, this represents an unprecedented upheaval but also an enormous opportunity. Think of it as the biggest creative challenge that those in this industry will ever face. We must make consumption sustainable by making brands sustainable, and by inspiring the people who use them to make better, more sustainable choices. We must help people to reduce, recycle and reuse, and to do that we must rethink what is possible. Pioneering brands have already begun the change, and in time all will follow.



AMBITIOUS INITIATIVES ACROSS THE AFRICAN CONTINENT

By Revina Acheampong, public relations and communications specialist, dentsu Ghana.

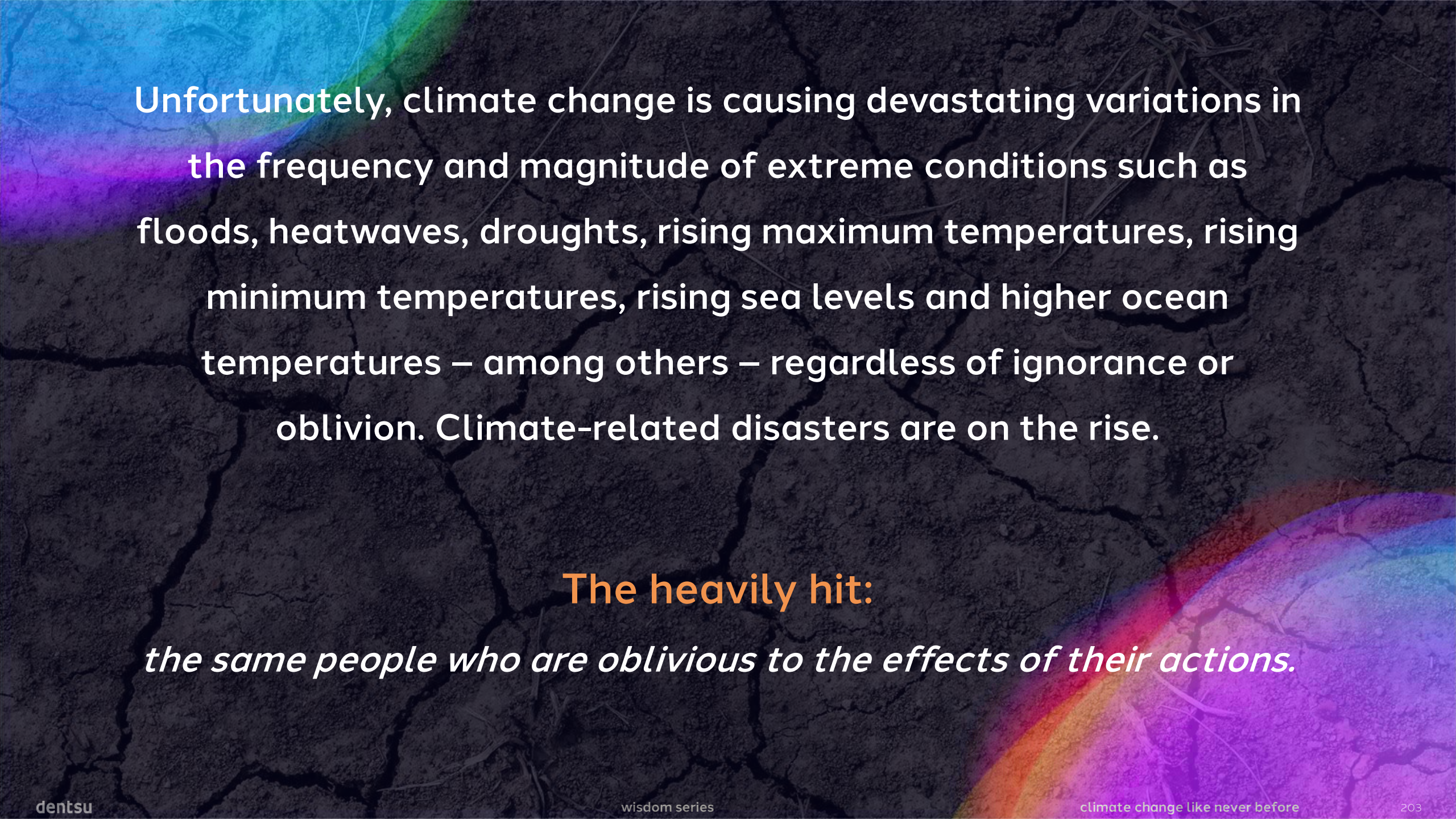
Ambitious initiatives across the African continent

Africa is the second-largest and second-most-populous continent on earth, with an estimated population of around 1,380 billion people.

Over the most recent decade, African economies have been projected to be growing at a rate of 4.7 percent, but the challenge of climate change threatens further economic growth and impedes progress towards achieving the United Nations General Assembly's 2030 Sustainable Development Goals (SDGs).

According to UNESCO (UIS) data, almost 60 percent of youth between the ages of about 15 and 17 are not in school – so it stands to reason that the majority of the population remain uneducated. That said, the issue of climate change, although dire, may be alien to the regular African individual – who is understandably more concerned about their daily livelihood and how to put immediate food on the table for their families.

Perhaps, this quest to become economically sound makes the individual African oblivious to the issue of climate change or even how their actions may affect the environment.



Unfortunately, climate change is causing devastating variations in the frequency and magnitude of extreme conditions such as floods, heatwaves, droughts, rising maximum temperatures, rising minimum temperatures, rising sea levels and higher ocean temperatures – among others – regardless of ignorance or oblivion. Climate-related disasters are on the rise.

The heavily hit:

the same people who are oblivious to the effects of their actions.

Ambitious initiatives across the African continent

Indeed, Africa is the most-exposed region to the adverse effects of climate change despite contributing the least towards global warming. Already, this region is feeling the pang of climate change; Mozambique, Malawi and Zimbabwe were hit by a devastating cyclone which affected about three million people in the spring of 2018. In Kenya alone, approximately 150 people died and more than 300 000 were displaced from their homes by floods.



Ambitious initiatives across the African continent

In Ghana, available data shows a sea-level rise of 2.1mm per year over the last 30 years, and projects 5.8cm, 16.5cm and 34.5cm by 2020, 2050 and 2080 respectively. Already, the East Coast areas of the country have been the most affected – with whole communities in Ada, Keta, Ningo and Prampram found to be at risk of losing their houses and other infrastructure. Although a sea-defense mechanism is in place, the wild waves are unlikely to prevent the wreaking of havoc in certain parts.



Ambitious initiatives across the African continent

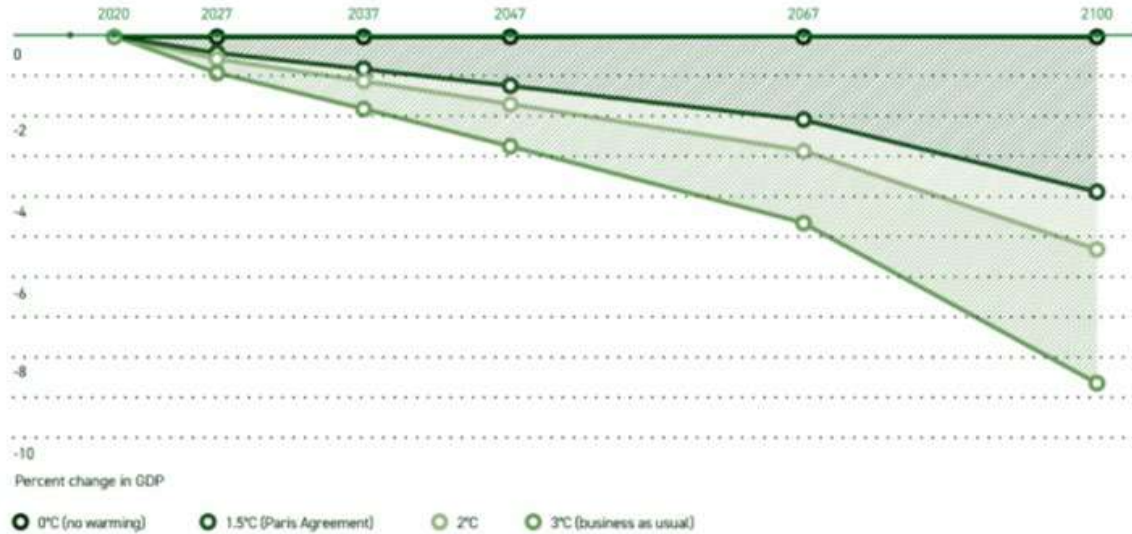
According to a United Nations Environment Programme (UNEP) report in 2014, based on the current trends in global emissions, Africa's adaptation costs could reach US \$100 billion annually by 2050.

Also, GDP exposure in African nations vulnerable to extreme climate patterns is projected to grow from US\$895 billion in 2018 to about US\$1.4 trillion in 2023 – the value of nearly half of the continent's GDP.

Ambitious initiatives across the African continent

The impact of climate change on sub-Saharan Africa's GDP

Climate change is predicted to significantly decrease Africa's GDP through mechanisms such as lowered crop yields, reduced agricultural and labor productivity, and damage to human health. Assuming no major changes in the world's social, economic, and technological trends, climate change resulting in a 3°C temperature increase will decrease Africa's GDP by as much as 8.6 percent per year after 2100. If climate change is limited to the 1.5°C agreed to in the Paris Agreement, the decrease in GDP will be significantly less—only 3.8 percent per year after 2100.



Source: Tom Kompas, Van Ha Pham, and Tuong Nhu Che, "The Effects of Climate Change on GDP by Country and the Global Economic Gains From Complying With the Paris Climate Accords," *Earth's Future* 6, no. 8 (2018): 1153-73.

B Africa Growth Initiative
IN RESILIENCE

The solution to this worrying development hinges on a deliberate commitment by leaders, the private sector and adequate education of the citizenry on the causes of climate change/global warming and its rippling and damaging effects on the community and world at large.




Ambitious initiatives across the African continent

Research from the New Climate Economy indicates that ambitious climate actions could deliver at least US\$26 trillion in global economic benefits between now and 2030. Over 65 million new low-carbon jobs would be generated; over 700 000 premature deaths from air pollution would be avoided; and an estimated US\$2.8 trillion in government revenues could be generated over the same period through subsidy reform and carbon pricing.

The call for reforms has not fallen on deaf ears because certain African countries have stepped up their game and taken the reins to ensure the necessary reforms are achieved:

Despite historically negligible carbon emissions and despite only accounting for two percent of world coal demand, many African countries are now making serious efforts to transition towards low-carbon technologies, low-carbon and resilient infrastructure, and low-carbon tax systems.



In April 2021, during a virtual Leaders' Dialogue organised by the African Development Bank, the Global Center on Adaptation and the Africa Adaptation Initiative, more than 30 heads of state and global leaders rallied behind the bold new Africa Adaptation Acceleration Programme to mobilise US\$25 billion to accelerate climate change adaptation actions across Africa.

Ambitious initiatives across the African continent

In an historic and united show of solidarity for the continent, more than 30 heads of state and global leaders committed to prioritising actions that help African countries adapt to the impacts of climate change and to “build forward better.”

Currently estimated at between US\$7 billion and US\$15 billion each year – and Covid-19, which has claimed 114 000 lives – the African Development Bank predicts that the impact of climate change on the continent could rise to US\$50 billion each year by 2040, with a further three percent GDP decline each year by 2050.

Ambitious initiatives across the African continent

The Africa Adaptation Acceleration Programme, as launched by the African Development Bank and the Global Centre on Adaptation, revolves around several transformative initiatives:

“Climate Smart Digital Technologies for Agriculture and Food Security aims to scale up access to climate-smart digital technologies for at least 30 million farmers in Africa. The African Infrastructure Resilience Accelerator will scale up investment for climate-resilient urban and rural infrastructure in key sectors. These include water, transport, energy and waste management for a circular economy. Empowering Youth for Entrepreneurship and Job Creation in Climate Resilience will provide one million youths with skills for climate adaptation, and will support 10 000 small and medium sized youth-led businesses to create green jobs. Innovative Financial Initiatives for Africa will help close adaptation finance gaps, enhance access to existing finance and mobilise new public and private sector investment.”

Ambitious initiatives across the African continent

This, however, will not be the only move Africa has made toward combatting climate change...



South Africa, regarded as the continent's clean-energy trailblazer, aims to limit emissions and adapt to climate change through measures included in its Intended Nationally Determined Contribution (INDC) to the Paris conference, such as: the successful implementation of the national Renewable Energy Independent Power Producer Procurement Programme (REI4P), aimed at producing decarbonised electricity by 2050.



Ambitious initiatives across the African continent



Also, in June 2019, South Africa's Carbon Tax Act came into effect. This placed levies on greenhouse gases from fuel combustion and industrial processes and emissions. It is expected that by 2035, this carbon tax could reduce the country's emissions by 33 percent relative to the baseline. Additionally, South Africa's recent renewable energy auctions have led to solar and wind prices that are lower than those of the national utility or those derived from new coal plants.



Ambitious initiatives across the African continent



Although struggling with electricity access for most of its population, **Nigeria** has set a renewable energy target of 30 percent by 2030. This goal underscores the potential for both grid-based and decentralised renewable energy investments to deliver energy access and climate change benefits simultaneously.




Ghana has remained a signatory to many international conventions and treaties, which address Climate Change, the Environment and its Sustainability.

June 2021 saw Ghana planting five million trees in a single day in the 'Green Ghana' project, aimed at preserving and protecting the country's depleting forest cover and the environment at large. The country's statistics estimate that Ghana's forestry areas have been depleted by 80 percent since 1900.

A current move by the Ghanaian government is an import waiver on all electric vehicles.

Ambitious initiatives across the African continent

 **Morocco** has built the world's largest concentrated solar facility to help achieve the country's goal of a 52 percent renewable energy mix by 2030. The advanced 2 428 114 hectare (6 000 acre) solar complex, Noor, serves as a clean-energy source for around two million Moroccans and provides job opportunities as the country transitions away from the fossil fuel industry. This solar complex is also offering entrepreneurial and agricultural training programmes for women, and has been recruiting women in decision-making roles to guide project activities.

 The Zagtouli solar power plant, located in the outskirts of Ougadougou, capital of **Burkina Faso**, supplies around five to six percent of the country's annual electricity demand.

Ambitious initiatives across the African continent

Many countries already use large hydropower plants, such as Ghana's Akosombo dam, and many new dams are in the planning. Solar and wind power plants are more recent additions.

Additionally, west African countries already collaborate on electricity exchanges, but mostly through bilateral contracts. The West African Power Pool, a regional agency, is planning to integrate the national power systems into a unified electricity market on a larger scale. Similar efforts have been adapted in other parts of the world, such as within the European Union.

The most fascinating and daring of all projects to date has been the Green Wall initiative, launched in 2007 by the African Union. This game-changing African-led initiative aims to restore Africa's degraded landscapes and to transform millions of lives in one of the world's poorest regions – the Sahel. Once complete, the Wall will be the largest living structure on the planet; an 8 000km natural wonder stretching across the entire width of the continent.

The Great Green Wall is now being implemented in more than 20 countries across Africa and more than US\$8 billion dollars have been mobilised and pledged for its support. By 2030, the ambition of the initiative is to restore 100 million ha of currently degraded land; sequester 250 million tons of carbon; and create 10 million green jobs.

Engaging the private sector

The private sector is a critical player in the climate action space. Since 1988, 100 coal and oil-producing companies are responsible for over 70 percent of global greenhouse gas emissions; accounting for one trillion tons of greenhouse gas emissions. Another 10 to 15 percent comes from the supply-demand of key forest risk commodities, such as timber, cattle, soy, mineral ores, coffee, palm oil and rubber – which are the biggest known global drivers of deforestation. Nevertheless, in 2018, private funding accounted for only 18.5 percent of climate finance, with an outsized focus on cutting energy sector emissions of middle-income countries.




Engaging the private sector

Business practice has been associated with environmental pollution and degradation, especially in countries where safeguard systems and environmental governance need strengthening. The private sector will therefore be a critical partner in delivering effective development co-operation on environmental issues: multinational companies can promote greener behaviour across the supply chains that they manage, investors and banks are potential sources of investment for clean infrastructure, and businesses and entrepreneurs can provide the skills and knowledge that lead to innovation in clean technologies and resource efficiency.

While most organisations have taken a climate stance, it is refreshing to note that the biggest energy companies are working to vary their global portfolios: as of September 2019, the world's major oil companies have made about 70 clean-energy deals, putting them on track to surpass the total for 2018.

Other multinationals are not left out: Coca-Cola is committed to “reducing our absolute greenhouse gas emissions by 25 percent by 2030, through our Science-Based Target. Our ambition is to achieve net-zero carbon emissions by 2050.”



And Standard Chartered Bank is committed to funding and facilitating US\$75 billion in sustainable infrastructure, clean tech and renewables between 2020 and 2025; providing financial services, only, to clients who are less than five per cent dependent on thermal coal by 2013; and reaching net zero carbon emissions from their operations by 2030, and from their financing by 2050.

A critical look at renewable energy

Expanding renewable energy and cross-border cooperation could allow developing countries to leapfrog, or at least minimise, the commitment to a climate-damaging future of fossil-fuel energy generation while powering sustainable development.

With an abundance of solar, wind and geothermal resources, African countries already have a comparative advantage in renewables.



A critical look at renewable energy

A mutually beneficial partnership with government will enable a system that puts in place the right conditions for the phaseout of coal and the rapid scale-up of renewables in the energy sector; that invests in shared electric and low-carbon transport in cities; that scales up sustainable food and land use systems, including forest landscape restoration; that targets investment in resilient water infrastructure; and that reduces emissions from key industrial value chains, such as plastics.



SDG7 initiative for Africa

The Economic Commission for Africa (ECA) conceived of the “SDG7 Initiative for Africa” to achieve all of the above. The initiative is a mechanism built on three pillars – sustainability, governance and finance – to bring together countries, financiers and developers of clean-energy projects to align interests and combine scale and speed to fast-track financing from the private sector for deployment of clean energy in Africa.

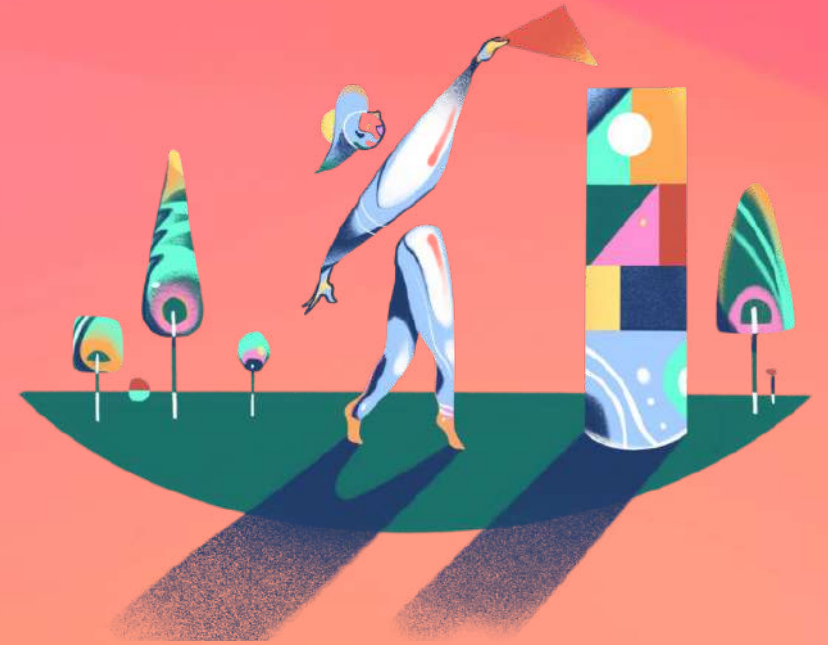
This initiative provides the mechanism through which the private sector can play a key role in supporting countries to close their energy-access deficits, meeting increasing energy demands and contributing towards climate action and ambition through enhanced nationally determined contributions to climate action (NDCs) in terms of the Paris Agreement.

It aims to crowd in financing from the private sector for over 10 000 megawatts (MW) of renewable electricity capacity in Africa by 2025. Let’s watch this space.

Sources

- <http://uis.unesco.org/en/topic/education-africa>
- https://www.adaptation-undp.org/sites/default/files/downloads/ghana_national_climate_change_adaptation_strategy_nccas.pdf
- <https://www.afdb.org/en/news-and-events/press-releases/new-african-development-bank-gca-initiative-will-galvanize-25-billion-scale-african-climate-adaptation-40567>
- <https://www.brookings.edu/research/africa-can-play-a-leading-role-in-the-fight-against-climate-change/>
- <https://www.aljazeera.com/news/2021/6/11/ghana-plants-5-million-trees-to-battle-forest-depletion>
- <https://www.africanews.com/2021/04/07/african-presidents-and-global-leaders-support-bold-action-on-climate-change-adaptation-for-africa//>
- <https://www.uneca.org/%E2%80%9Csdg7-initiative-africa%E2%80%9D-accelerating-clean-energy-investments-access-and-climate-ambition-africa-O>
- <https://www.climatelinks.org/blog/private-sector-must-step-against-climate-change>
- <https://climateanalytics.org/blog/2020/how-west-africa-can-expand-power-supply-and-meet-climate-goals/>
- <https://www.oecd.org/dac/peer-reviews/Policy-Brief-4-Private-Sector-Engagement-to-Address-Climate-Change-and-Promote-Green-Growth.pdf>
- <https://www.uneca.org/%E2%80%9Csdg7-initiative-africa%E2%80%9D-accelerating-clean-energy-investments-access-and-climate-ambition-africa-O>
- <https://www.sc.com/en/sustainability/climate-change/>

Will you take part in
our ActNow Challenge?



A look at the ActNow challenge

If climate change and environmental degradation is as much of a concern to you, as it is for the team at dentsu, you will love to hear about the existence of the ActNOW app.

Downloadable from your relevant app store, this United Nations campaign encourages individual action on climate change and sustainability by showing how each and every one of us can take better care of our planet – whether it means travelling more sustainably, saving energy, eating more plant-based meals, or all of the above.

Find out more at <https://www.un.org/en/actnow> or read on for dentsu's take on the campaign.

Context

On 5 June we celebrated World Environment Day. This is a United Nations initiative designed to engage the world in conversation around how we can better protect our planet and ecosystems and draw attention to the personal actions we need to take to address big problems around climate change, and biodiversity loss. The day focused on how individuals, community groups, businesses and governments can play their part in society – whether that’s on-the-ground action, making smarter and more sustainable purchasing decisions or adapting diets; there is something that everyone can do.



Context

As a business we have an ambitious decarbonisation strategy, but at the same time want to encourage our people all over the world to take personal responsibility for helping drive positive environmental change.

We're partnering with the UN to activate its ActNow initiative – an app to help people take personal responsibility for living better, more sustainable lifestyles. The app helps people track daily actions that contribute to “savings” of CO₂, water, waste, etc.

Every one of us can help limit global warming and take care of our planet. By changing our habits and making choices that have less harmful effects on the environment, we have the power to confront the climate challenge and build a more sustainable world.

We can all play our part by committing to small and simple actions that will make a big difference.



About the ActNow app

So far nearly 2.5 million climate actions have been taken around the world and logged via the ActNow app. The app incentivises users through immersive storytelling on sustainability topics, educational videos related to the SDGs, enabling behaviour change through action tracking, measuring your real-life impacts, earning points and badges through gamification, and creating a community through specific challenges.



About the ActNow app

The app encourages users to take action on a number of areas, such as:

ENERGY: eat plant-based meals, turn off your lights, turn down your heating or air conditioner

TRANSPORT: ride a bike, join a conference by video, switch to an electric car

WATER: take a five-minute shower, turn off the tap while brushing teeth

WASTE: bring your own bag and water bottle, recycle and reuse

NATURE: use eco friendly cleaning products, buy local produce, plant a tree

WELLNESS: walk, run or bike to stay fit, sit up straight, smile to a stranger

dentsu has invested in a unique dentsu team that our people can access to help foster a community, measure collective action, and understand uptake and usage of the app.



ActNow app

Tips

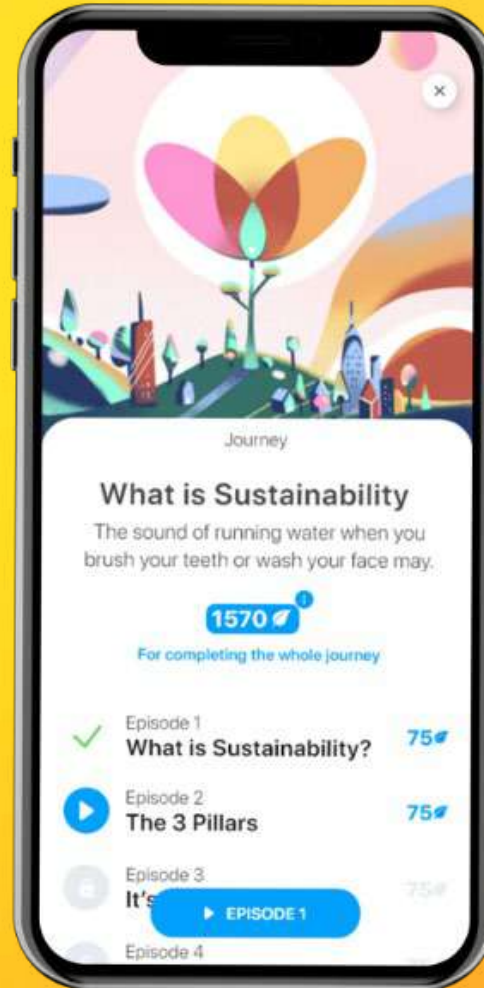
Easy daily tips to help live a sustainable lifestyle

Journeys

Storytelling & educational stories organised in episodes

Challenges

Tap into the power of community with challenges



Habits

Fun and engaging sustainable habits you can activate to track your improvements

Impact Tracker

Detailed metrics for every action. Measures CO₂, Water, Energy, Waste

Growth Points

Gain points for every action

SUSTAINABLE DEVELOPMENT GOALS

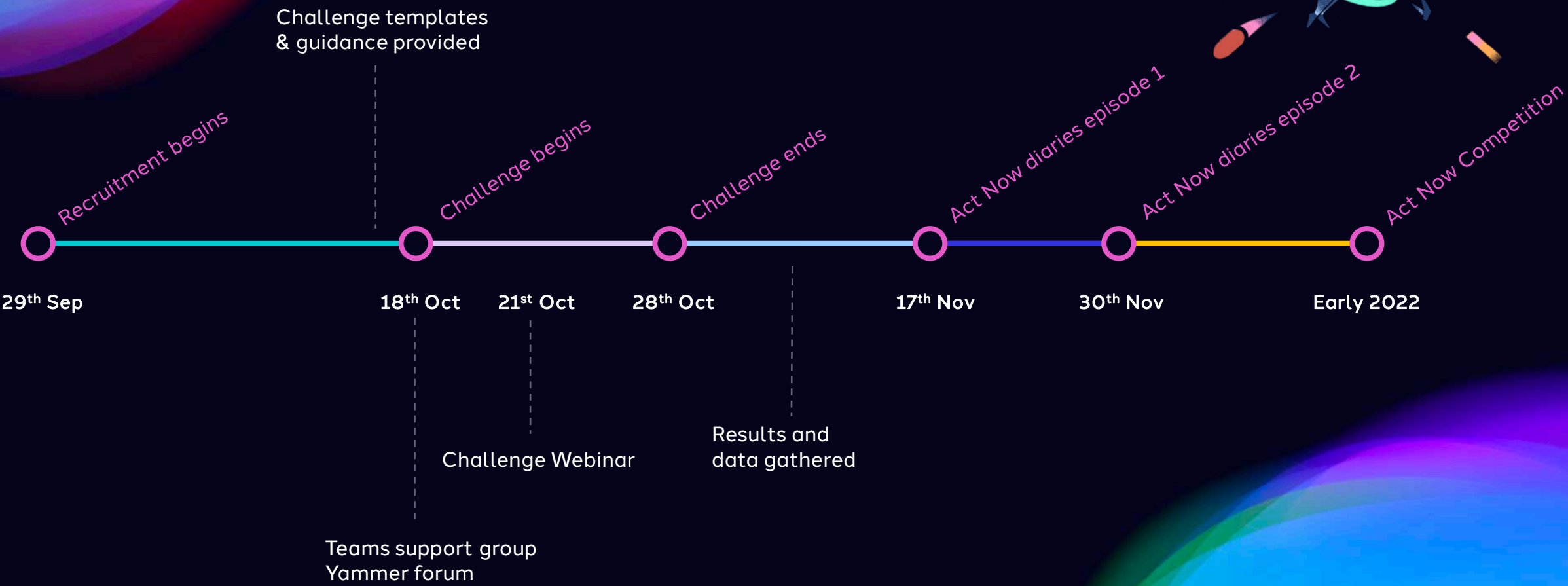


Can you use the app for a week and record your journey using vlogging, journal entries, photo diary, podcasting?

Templates and guidance will be provided



ActNow App – Activation phase





A WORLD
IN SUPPORT OF
ACT NOW

x **dentsu**



SCAN ME

<https://actnow.aworld.org/dentsu>



JUST A SMALL PIECE – TRADING TRASH FOR WAVES

By Graham Deneys,
group strategy director SA and SSA, Carat

Just a Small Piece – Trading Trash for Waves

I've been picking up litter for years. Occasionally, I come out of the surf with discarded sweet wrappers stuck up my wetsuit sleeves – all collected whilst sitting in the water waiting for waves.

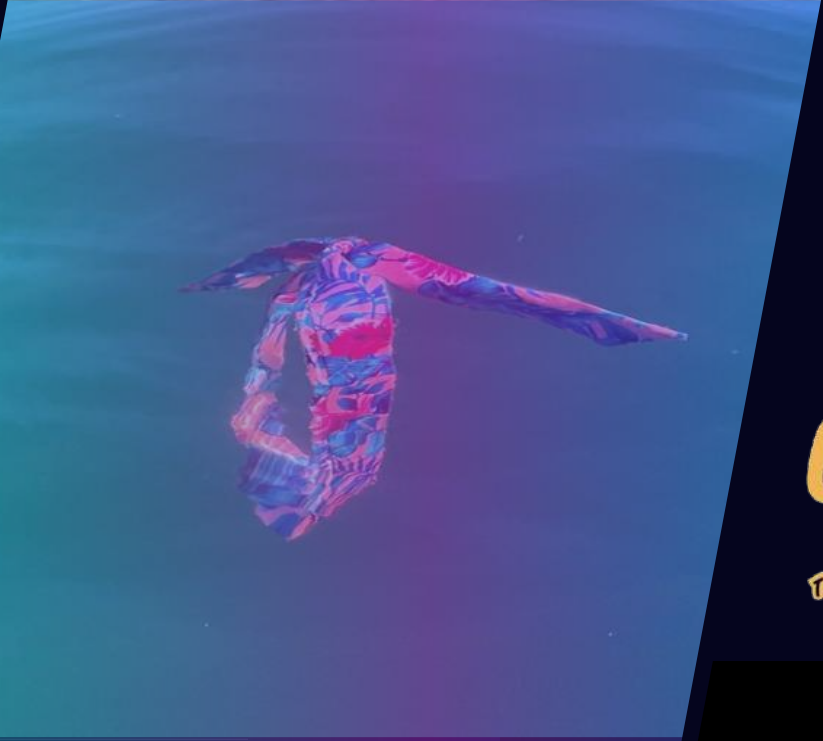
I've always had the mindset that every little bit helps, but never thought of trying to encourage everyone to do the same, en masse.

It was always a personal thing to me.



Just a Small Piece – Trading Trash for Waves

It was after another litter-strewn and rather crowded surf at Milnerton beachfront that an idea began to take shape. I had just emerged from the water with a friend of mine, Jamie O’ Brien, and we were discussing the idea of asking all the people who were in the water to collect just a small piece of rubbish from the beach when they did the same. There were about fifty people in the water at the time, so that would be fifty pieces of rubbish removed from the beach – and potentially each day after that. It was from this chat that we decided to start an awareness campaign around doing just that.



**JUST
A SMALL
PIECE.**
TRADING TRASH FOR WAVES

Just a Small Piece – Trading Trash for Waves

We launched Just a Small Piece on Instagram in 2020, with the aim of encouraging all humans to pick up a small piece of rubbish from the beach each time they used the ocean, as a way of saying thanks to Mother Nature.

We styled the concept on a trade exchange of sorts. If every ocean user picks up just a small piece of beach litter every time they leave the ocean, we would have relatively clean beaches in no time. It's not that hard to bend down and pick up a small earbud, sucker stick, chip packet or bottle cap and pop it into the nearest bin – yet most people don't even think about it. They leave the water with a massive smile on their face and then proceed to walk right over the rubbish that is literally choking the life out of the entity that just gave them that very smile.





With our initiative, we are aiming to instigate a small mindset change amongst ocean users so that, by picking up one piece of trash after you leave the ocean you make Mother Nature a lot happier and she may provide you with the perfect surfing, diving or swimming conditions in return the next time you dive in.

In fact, our official motto is “Trading Trash for Waves”.

Just a Small Piece – Trading Trash for Waves

We generally take a rather light-hearted approach to our communication. We've created a selection of characters, including Bobby Buoy our official mascot, whom we found washed up on the beach in Sea Point. The other characters in our portfolio are "Trash Monsters" – such as the Trash Cobra, the Toothpaste Snake, the Trash Fish and Trashper, the unfriendly ghost. All of them have proven rather deadly, except for Bobby Buoy, of course – he is here to do good.



Just a Small Piece – Trading Trash for Waves

Although budgets are extremely tight due to the entire initiative being self-funded, we have managed to pull off one or two awesome additional elements, such as adopting a baby turtle we named Kevin, who was recently released back into the ocean. While we have no idea of his exact location, we're pretty sure he's out there telling everyone about our initiative. We also recently partnered with the team at Imagined earth to create the first physical trash for waves trade exchange, by means of their reverse vending machine technology. When you insert trash into this machine, you get 30 percent off surfboard rentals at a local surf shop in Muizenberg, thereby literally trading trash for waves.





While this movement is still in its infancy, we are growing – the more we can spread the word the better. What does success look like? Well, if we can get just one person to pick up one piece of trash after they surf, it's already been worthwhile. But if we can get thousands of people to regularly pick up and share their trade exchange with the world through #justasmallpiece, then we'll be well on our way to a full trash revolution.



SCHOOL FOR WOMEN INITIATIVE

By Samantha Siyeyio Kipury,
group managing director, dentsu Kenya

School for women initiative

Imagination is one of the greatest capabilities of the human mind. As we learn, and educate ourselves, we expand our knowledge of things, places and people – but, most importantly, we begin to harness the world as it is and to re-form it to improve our lives and those of the people around us.

I believe that by working hand in hand with education, this will inspire young women to pursue their hopes and dreams, in a world that often works to limit their ability to imagine their potential. I see education as being one of the ways through which we are able to make the world a kinder and more equitable place, because education expands our collective ability to envision that world.

To bring this in line with my own life experience, I was born and raised in Kenya, from the Maa (correct term for Maasai) community. The Maa community in Kenya is one of the most known African communities in the world. Their instantly recognisable red cloth and intricate beadwork are often a visual representation of the African continent. As a proud member of this community, I have first-hand experience of how strongly our people hold on to our culture and pass it down to the younger generations – most famously through our community rituals that run across the different clans and form strong bonds not just within the family unit, but across age groups – which we call rikas.

School for women initiative

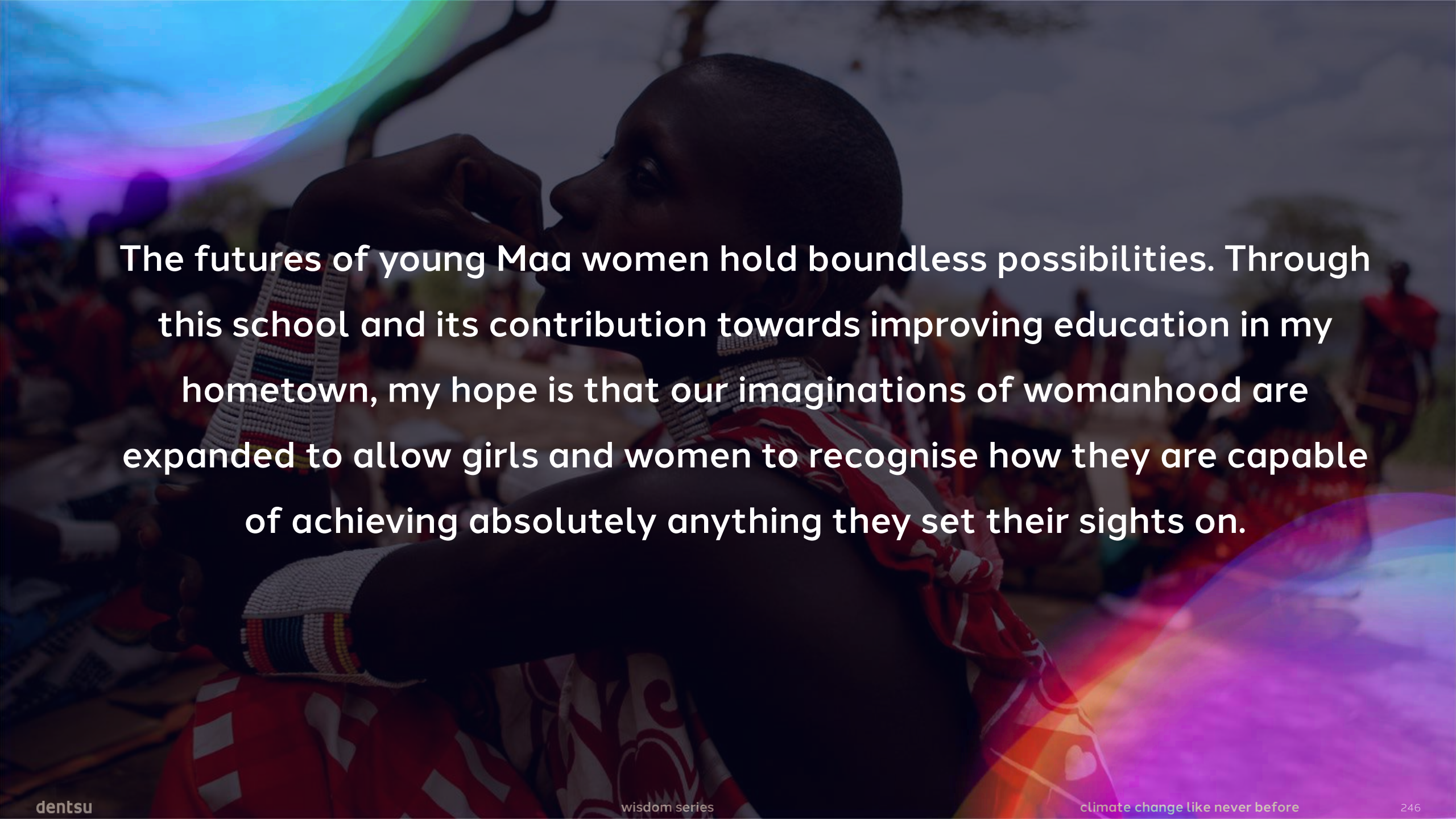
As with all cultures, there are problematic aspects to address – especially to do with women and their access to education given that men have “priority” when resources are limited. I remember witnessing my childhood playmates being taken out of school in order to accommodate their brothers. Left with nothing else to do, they had no choice but to submit to gendered societal expectations that too often determine the life course of women – they were married with children in their teenage years.



School for women initiative

I made the decision early in my career to do what I could in terms of giving these brilliant young women the chance to explore their interests and talents. I started small, by paying school fees for the ones closest to me, but always remaining mindful that a larger-scale solution would be necessary to deliver true impact within my community.

Over the past six years, I have experienced the joy (and fear) that comes from investing in an area in which my knowledge is, admittedly, pretty limited – building a school for young women. While it has been slow going (I wanted this school to be a purely local effort, with minimal outside/public relations interference), it has been a hugely rewarding process. And I hope it will live on through the years as an example of someone always doing what they can to nurture potential when it presents itself.



The futures of young Maa women hold boundless possibilities. Through this school and its contribution towards improving education in my hometown, my hope is that our imaginations of womanhood are expanded to allow girls and women to recognise how they are capable of achieving absolutely anything they set their sights on.

NURTURING CURIOSITY – YOUR CLIMATE CHANGE RESOURCE LIBRARY

By Jade Fisher,
account executive, dentsu SA

Nurturing curiosity



BOOK LIST

All books can be found on [amazon](#)



ADDITIONAL READING

- Schwartz, J (2020). *The Reindeer Chronicles*. Chelsea Green
- Heimans, J & Timms, H (2018). *New Power*. Doubleday
- Commonland Foundation (2021). "The 4 Returns Framework", United Nations Convention to Combat Desertification
- Klein, N (2019). *On Fire: The (Burning) Case for a Green New Deal*, Simon & Shuster
- Crutchfield, LR (2018). *How Change Happens: Why Some Social Movements Succeed While Others Don't*, John Wiley & Sons
- Maree Brown, A (2017). *Emergent Strategy: Shaping Change, Changing Worlds*, AK Press
- Massey, G (2016). *Ways of social change: making sense of modern times*, Sage
- Scharmer, CO (2009). *Theory U: Learning from the future as it emerges*, Berrett-Koehler
- Senge, PM (2010). *The necessary revolution: how individuals and organisations are working together to create a sustainable world*, Currency
- Stroh, DP (2015). *Systems thinking for social change: A practical guide to solving complex problems, avoiding unintended consequences and achieving lasting results*, Chelsea Green
- Hopkins, R (2019). *From What Is to What If: Unleashing the Power of Imagination to Create the Future We Want*, Chelsea Green

Nurturing curiosity



VIDEO/FILM NAMES

TED

[TED Talk: Donut Economics](#)
Kate Raworth

[TED Talk: Climate Action Tracker: The state of climate crisis in 2021](#)



[YOUTUBE: Climate Update 2021](#)

[YOUTUBE: UN 2021 Climate Change Report Highlights](#)

[UN: Youth Video Challenge to Showcase Climate Action](#)

N

Netflix: Breaking Boundaries
(Released June 2021)

Netflix: Our Planet

Netflix: An inconvenient truth



Amazon, Google Play,
Microsoft & iTunes Film: 2040

Amazon & Disney+ Film:
Before the Flood



SHOW NAMES

[The climate question](#)

[Drilled](#)

[How to save a planet](#)

[For what is Earth?](#)



[Spotify: Islands on Alert](#)

[Reversing Climate Change](#)

[Shaping the future - From Pandemic to Climate Change](#)

[Climate 2021](#)

[How to make a difference](#)

[Costing the Earth | BBC Radio](#)



ARTICLE LINKS

[The role of Business in transforming food systems](#)

[Bill Gates: What will it take to stop climate change](#)

[Aftermath Climate Change](#)

[NASA at Your Table: Climate Change and Its Environmental Impacts on Crop Growth](#)

[NASA Drought Research Shows Value of Both Climate Mitigation and Adaptation](#)

[Improving Food Security Through Capacity Building](#)

[Protecting the Ozone Layer Also Protects Earth's Ability to Sequester Carbon](#)

[The Science of Climate Change Explained: Facts, Evidence and Proof](#)

[Articles in 2021 on Climate Change \(Various\)](#)

[How COVID helped in reducing impacts on Climate Change](#)



COURSES OFFERED

[Cambridge \(CISL\)](#)

[Harvard](#)

SETA Accredited Course:
Climate Change Online Course

UCT: Online Course on
African Climate &
Development Institute

WITS University:
Climate Change

Coursera.Org: Top Climate
Change Courses

UNCCELEARN.ORG: 30
Multilateral Organizations work
as a collaborative initiative on
Climate Change Learnership

CPUT: The environment, climate
change and sustainability

[Learn Biomimicry](#)



CONFERENCES/INSTITUTES

2020 Dubai Expo - Terra

2021 United Nations
Climate Change Conference:
01-12 Nov 2021

IPCC 2022:
Climate Change Conference:
Calling for abstract

World Health Organization:
2021 Global Conference on
Health and Climate Change

[Multiple Conferences:
Using the link below:](#)

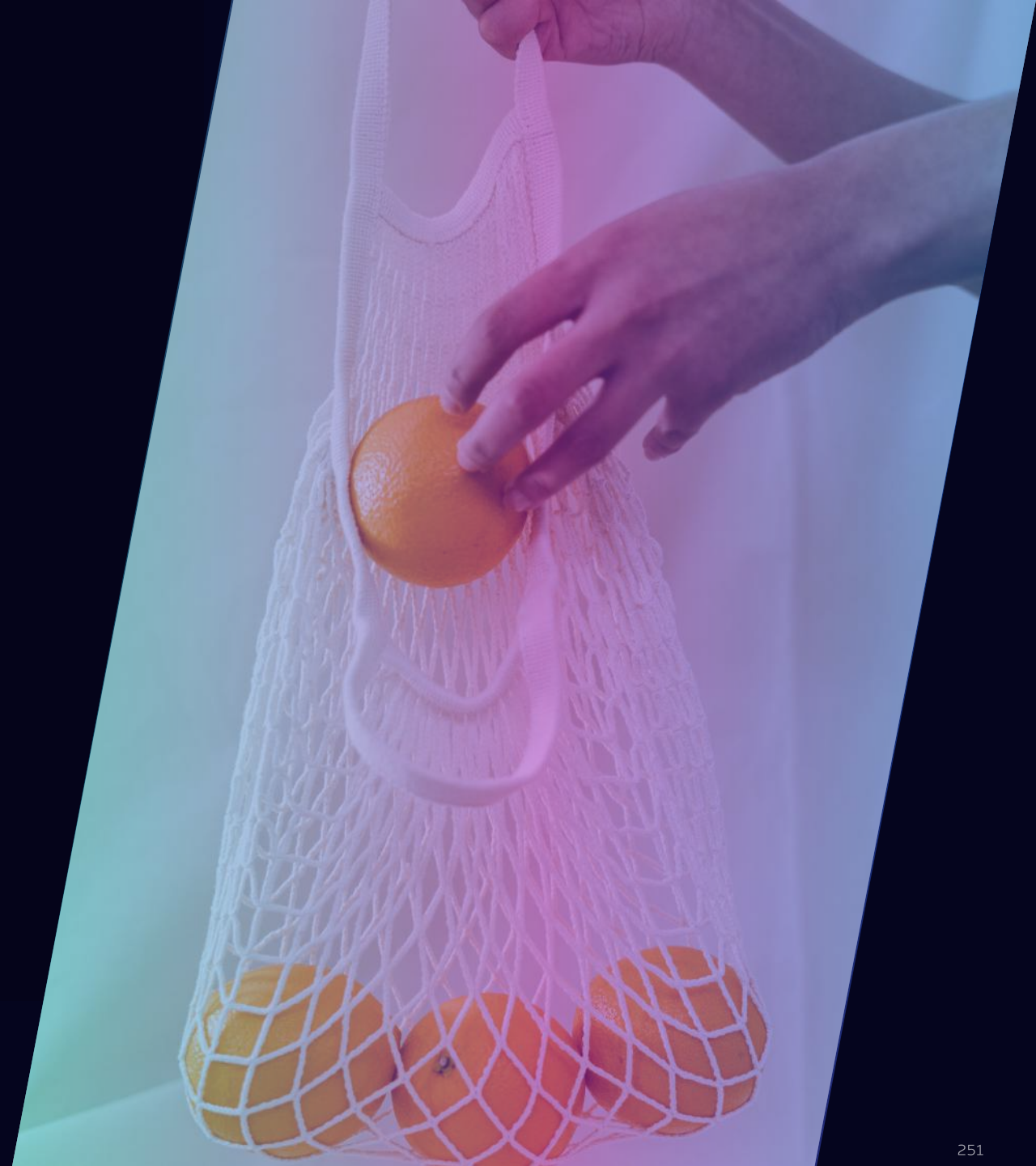
[Institute of Directors
in South Africa](#)

ECONOMICALLY FRIENDLY BRANDS

By Nikho Rudah,
account manager, Vizeum

Economically friendly brands

For a very long time, most businesses have acted with little regard or concern for the negative impact they have had on the environment. However, there is a growing number of companies that are committed to reducing their damaging impact and are even working towards having a positive public influence on environmental sustainability. In this report, we look at strategies used by a few industry leaders who are leading the way by bettering the planet while improving overall business performance – namely Patagonia, IKEA and adidas.



What Does it Mean to Be an Economically Friendly Brand?

A sustainable brand is one that has effectively incorporated economic, environmental, and social issues into its business practices. However, many companies that consider themselves to be sustainable only meet one-third of this definition, whilst still working on the others.

Over the past few years, multiple brands have joined the acknowledged 'eco-friendly' ideology. Powerful media efforts and reporting has brought new awareness to issues facing the environment and how those issues, in turn, affect human life and the planet.

This is a widely discussed topic at the present time, as we all begin to realise the full impact that businesses and individuals can have on the environment. It's imperative to understand that environmental sustainability is not simply about reducing the amount of waste produced or using less energy, but is concerned with developing processes that will lead to businesses becoming completely sustainable in the future.

Businesses are expected to lead in the area of environmental sustainability, as they are considered to be the biggest contributors and are also in a position where they can make a significant difference.

What Does it Mean to Be an Economically Friendly Brand?

Consumers have also had a very important role to play where environmental awareness and sustainability is concerned – now more than ever. Social media platforms coupled with environmental groups have empowered the public in a way that was unimaginable just a few short years ago. Socially conscious consumers are especially selective when it comes to their spending power.

As a result, consumer demand is directly shaping the social impact of business. It's essential that mission-driven brands are authentic in how they portray the environmental impact they have on communities.

The process of being an economically-friendly company can seem intimidating and unrealistic for businesses, however that does not have to be the case. Below are a few strategies that have been used by industry leaders who are leading the way by bettering the planet while improving overall business performance.



In 2019, Patagonia received the [UN Champion of the Earth](#) award in the category: Outstanding Entrepreneurial Vision. The award was established by the UN Environment Programme in 2005 to celebrate outstanding figures whose actions have had a transformative positive impact on the environment.





Patagonia exemplifies what it means to be purpose-driven. Having always been environmentally conscious, the company keeps leaning further into environmental activism. In 2018, Patagonia [changed their mission](#) from a product/purpose hybrid of: “Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis” to the clear, purpose-driven mission: “Patagonia is in business to save our home planet.” They have further realised multiple initiatives for the environment, some examples being:

- **THE WORN WEAR PROGRAMME:** An e-commerce shop where you can buy second-hand Patagonia products. That should encourage customers to purchase used clothes instead of always buying new ones.
- **1% FOR THE PLANET:** Patagonia’s founder Yvon Chouinard has donated one percent of the company’s annual sales to good causes. In 2002, Yvon co-founded the non-profit 1% for the Planet. By joining 1% for the Planet, companies also pledge to donate one percent of their sales. Renowned members include Honest Tea and Boxed Water.
- **ACTION WORKS:** A website that allows you to connect to local/regional environmental protection groups.



Patagonia also has ambitious goals for the future. They aim to be [carbon neutral](#) by 2025, source 100 percent of their energy from renewable energies, and increase their percentage of recycled materials. Their 2019 [sustainability report](#) allowed us to measure their progress, where we've split the main pillars into three sections namely: **Product, Activism, and Giving Back.**

PILLAR	ACTIVITY
PRODUCT	<ul style="list-style-type: none">For every apparel company, their products cause the biggest environmental harm. Thus, it is crucial to look at how Patagonia develops its products to reduce unnecessary harm. The Californian company has successfully transformed the worn-wear program into a valid business that resulted in a 40 percent growth over the last year.
ACTIVISM	<ul style="list-style-type: none">Over the last years, Patagonia has drastically increased its involvement in activism. It all started with the revolutionary New York Times cover. Over previous years, they have repeatedly hit the headlines with political campaigns such as Vote the a**holes out, or The President stole your land. Those marketing campaigns were often connected to petitions and secured global recognition for the promoted environmental causes.The outdoor company has also further improved its internal activism. They have launched a global Zero-Waste Week to raise awareness for the current pollution crisis.To accelerate the innovation process, Patagonia has partnered with 124 teams of university students. That signals a 15 percent growth rate over the previous year. Their sole goal for this project was to find solutions that help the company to reduce single-use plastic."
GIVING BACK	<ul style="list-style-type: none">Patagonia has a long history of donating to good causes. Between 2018 and 2019, the Californian brand donated an extra \$10 million in addition to its one percent.What sets Patagonia apart are its internal volunteer programs. Patagonia allows its employees to dedicate up to two months of their annual working time to support environmental conservation projects – all while being paid fully. Patagonia is also trying to cut down their internal carbon footprint by reducing the number of single-vehicle trips by their employers via their Drive-Less programme. The initiative appears to work well as they recorded a 16 percent decrease in those harmful trips.



patagonia[®]

Going the absolute furthest mile, Patagonia is working on becoming a true zero-waste company. In comparison to other companies, Patagonia is aiming for a more holistic approach when it comes to sustainability. Their efforts in donations and especially activism are unmatched around the world.



[IKEA](#), the world's top home furniture and decor retailer, encourages customers to live more sustainably. The retailer is constantly looking for ways to make its products greener, cheaper and simpler. By doing so, they hope to [promote a circular economy](#) in which waste is reduced and recycling flourishes.

Consumers are increasingly looking for companies that practice sustainability. Proof of that is IKEA's "sustainable life at home" product category, which has now [more than tripled](#) in sales. The home furniture and decor giant uses its resources and global footprint to position itself as a [corporate sustainability](#) leader. IKEA's sustainability efforts empower the firm's financial performance, customer acquisition, and impact in the world.





Circularity Puzzle to Reduce Overconsumption

IKEA has the goal of [promoting circularity](#) within its business model. Their idea of circularity means that every product being sold is being produced from the waste material of the previously sold products. Today, the company is allowing customers to return previously purchased items. In exchange for their returns, customers receive a voucher that they can use to buy other IKEA products. IKEA would then either resell, recycle, or donate the returned item to give it a second life. IKEA has recently [announced plans](#) to go fully circular by the year 2030 to curb its waste management further.





Sustainability Initiatives

IKEA is paving the road towards a sustainable future through multiple sustainability strategies. Yet, they are not sacrificing any product quality, as they are aware of how it never stops enchanting customers.

The following are just some of the ways the home-furniture giant is striving to create circularity within its products and services.





Sustainability Initiatives

INITIATIVE	ACTIVITY
ELIMINATING NON-RECHARGEABLE BATTERIES	<ul style="list-style-type: none"> The major furniture retailer has plans to eliminate all non-rechargeable alkaline batteries. Such a strategy is a significant step towards sustainable development, as non-rechargeable alkaline batteries have contributed immensely towards global waste. Alkaline batteries are hard to recycle and take thousands of years to decompose. IKEA calculates that eliminating the use of non-rechargeable batteries will reduce the global waste of batteries by 5 000 tons a year.
SECOND-HAND PRODUCTS	<ul style="list-style-type: none"> In 2020, IKEA came up with its first-ever second-hand IKEA store in Sweden. The store was opened with the purpose of it being an experience and was done in partnership with ReTuna Shopping Centre, a reprocessing shopping mall.
CIRCULAR ECONOMY APPROACH	<ul style="list-style-type: none"> In June of the same year, IKEA announced its partnership with the Ellen MacArthur Foundation. The new strategic partnership aims to accelerate the transition to closed-loop business models and services, and circular products. By aligning forces, IKEA hopes to propel its commitment to becoming fully circular by 2030. As part of the partnership, IKEA will recruit young furniture designers so as to attract young and conscious consumers.
SHIFTING TO LED BULBS	<ul style="list-style-type: none"> IKEA has recently announced that they'll be switching their lightning range from regular lightbulbs to LED. LEDs are energy-efficient bulbs that typically use 85 percent less energy. Implementing LED bulbs throughout their retail stores not only tackles energy efficiency; it's also one of those green strategies that help businesses reduce costs.
MAKING MORE FROM LESS	<ul style="list-style-type: none"> The two most significant sources of raw materials used by IKEA are cotton and wood. The home-furnishing giant is ensuring that its supply chains and manufacturing plants are sourcing and using them efficiently. IKEA has been using 100 percent sustainable cotton for all its products since 2015. This cotton is grown with fewer fertilisers, water and pesticides. Almost every IKEA product utilises wood. Wood is not only renewable, but it's also beautiful aesthetically and highly durable. IKEA has been sourcing 100% of its wood from sustainable sources.
EMPOWERING PEOPLE	<ul style="list-style-type: none"> IKEA is taking significant steps towards ensuring its operations are environmentally sustainable. Yet, the home-furnishing giant is also embracing social initiatives to boost its social impact. For its consumers, IKEA seeks to make simple and affordable products. For its employees, IKEA promotes safe work environments, diversity and inclusion, and equality through its company culture. For Mother Earth, IKEA is taking on all the circular initiatives mentioned above.



Leading By Example: Sustainability in Its Purest Form

IKEA, apart from being a home-furniture giant, is leading the path towards a sustainable future, while improving company revenue and overall business performance. The company is leveraging its resourcefulness and influence on a global scale to promote [sustainable business practices](#). Further, IKEA is living proof that implementing sustainable business practices pays off. It benefits organisations socially, environmentally and financially. By going green, businesses are not only creating better communities and bettering the ecosystems around them; they are also practicing enlightening self-interest.





Being in the business of sport for [over 70 years](#) has taught adidas many valuable lessons; lessons on winning, losing and adapting to athletes' needs, but most importantly to support all their athletes when the odds might be stacked against them.

When it comes to climate change however, the sporting goods giant has set itself ambitious goals. The company's own plan is characterised by the "[Three-Loop Strategy](#)", with which partner [Parley](#) also helps, together with the promotion of a sustainable lifestyle among customers.





Changing the industry

For over 20 years, adidas has been a change leader in sustainability. They were the first to [bring eco-innovations to the mass market](#), led the industry with the first sustainability report, and were listed in the [Dow Jones Sustainability Index \(DJSI\)](#) each year since their launch in 1999. adidas is also a founding member of game-changing initiatives such as [Better Cotton](#), [Leather Working Group](#), and [Fair Labor Association](#).

Making quality products is just as important as waste reduction, upholding decent labour, health and safety standards, refining production methods, innovating recycled materials and activating communities to raise awareness of plastic waste. It's about the whole sustainable picture, not only what you see on the shelves.

While adidas has raised the bar on environmental standards at their own sites, via their supply chain and with their products, they also acknowledge that the change is bigger than them. Sustainability is no longer a niche for specialised brands. It's becoming an expected standard for how every company should approach its business.



A responsible and accountable supply chain

The sustainable solutions adidas employs target the entire life cycle of sport; how apparel, footwear or equipment is made, sold, played and eventually retired. adidas manages their social and environmental impact specifically around water, chemicals, energy usage and workers' rights as per the below:


WATER: adidas sets strong targets for their suppliers to reduce water consumption in production. They also commit to water-conservation practices, sourcing 100 percent of their cotton sustainably.

CHEMICALS: Handling chemicals is often unavoidably part of creating high-performance products. That's why it's crucial that adidas does this responsibly across their entire supply chain. adidas therefore works together with chemical experts, environmental organisations and industry federations to upgrade their end-to-end approach to reducing chemicals.

ENERGY: Impressively, adidas has already achieved their energy-reduction target of 20 percent by 2020, one year ahead of schedule.

LABOUR: adidas has been a Fair Labour Association member since 1999, measures their factories with a rating system for social compliance (C-KPI), and all strategic suppliers are disclosed and updated on the company's website. adidas also achieved key rankings for fair working conditions in the Know the Chain and Corporate Human Rights Benchmark listings.





adidas Sustainable workplaces

Global targets are well-known, but changes on adidas' own doorstep are just as important. Sustainability is [a shared commitment](#) among colleagues in the adidas and Reebok offices, as well as in retail and distribution centres worldwide. At the [adidas HQ in Germany](#), the company has covered their roofs in PV modules to generate electricity from the sun's rays; and has also built running tracks from recycled product samples.



adidas[®] Innovate to create change

In order that the products made by adidas can either be recycled, remade, or returned to nature, adidas focuses their innovation on a [Three Loop Strategy](#). This strategy helps adidas to end their plastic waste, and has three building blocks to guarantee Product Sustainability in the future:

RECYCLED LOOP:

replace new plastic with recycled plastic

CIRCULAR LOOP:

products that can be directly recycled after being thrown away

REGENERATIVE LOOP:

products made from natural materials such as cells or proteins that can be returned to nature at the end of their life cycles.





Collaborate and raise a voice to create change

Being a leader means understanding that adidas' purpose is bigger than their own. To make a real difference in creating industry change and developing a new [future of fashion](#), adidas has gone beyond their own business and team up with creatives and innovators across the globe.

From established companies such as [Stella McCartney](#), thought leaders like the [Parley network](#), and [Fashion for Good](#) – which functions as a scientific [start-up focused on carbon](#) and open-source platforms – adidas' spectrum of partners reflects their approach to sustainability in general: an holistic approach.

[adidas X Parley](#) has already achieved a great deal and is the driving force behind the success of the Recycled Loop. On Earth Day in 2015, Parley first announced its partnership with adidas. In the seven years since, the brand has lived up to their promise of taking big, bold steps towards building a better future for the oceans – not only by phasing out single-use plastics and microbeads, but by launching entire product lines and new collaborations to build a better future for oceans and the planet. The two partners have also developed "[Primeblue](#)", a high-performance recycled material made partly from ocean plastic – this is their basis for the 2024 goal of using only recycled plastic.



Collaborate and raise a voice to create change

Another pilot programme from this collaboration is [Infinite Play](#), which is rooted in the idea that if adidas gear is in play, it's out of landfill and ocean waste. The concept is simple: operated through a partnership with [Stuffstr](#), the service lets UK-based consumers return any adidas-branded products purchased within the past five years to the brand in exchange for a gift card and loyalty club points. Your returned products are then either resold or recycled.





adidas understands that being a sustainable business is about striking the balance between shareholder expectations, the needs and concerns of employees, the workers in the supply chain, and the environment. Their holistic approach to sustainability responds to the challenges that endanger the planet and its people. Consequently, sustainability is an integral component of their strategy 'Own the Game', and they have a clear roadmap for 2025 and beyond. Their roadmap tackles the topics that are most material to their business and stakeholders, and translates their overall sustainability efforts into tangible goals.

Sources

- Patagonia: <https://www.forbes.com/sites/veronikasonsev/2019/11/27/patagonias-focus-on-its-brand-purpose-is-great-for-business/?sh=39cc5e9e54cb>
- IKEA: <https://ecowarriorprincess.net/2018/03/how-sustainable-is-ikea-really/>
- IKEA: <https://www.virgin.com/virgin-unite/latest/10-global-companies-that-are-environmentally-friendly>
- adidas: <https://www.gameplan-a.com/2020/06/the-adidas-sustainability-story-leading-the-change/>
- adidas: <https://www.dazeddigital.com/fashion/article/52447/1/adidas-end-plastic-waste-sustainability-future-marwin-hoffmann-parley-oceans>
- adidas: <https://www.outsideonline.com/outdoor-gear/clothing-apparel/most-eco-minded-toughest-gear-planet/>
- adidas: <https://goodonyou.eco/adidas-ethical/>
- adidas: <https://luxiders.com/adidas-sustainable-goals/>
- adidas: <https://www.adidas-group.com/en/sustainability/managing-sustainability/general-approach/>

AFRICA SECTION

Nigeria's Climate is Changing

Climate Change in the Mozambican Market



NIGERIA'S CLIMATE IS CHANGING

By Chike Oupta,
general manager, Mediafuse dentsu

Nigeria's climate is changing

Rising temperatures, irregular rainfall, rising sea levels and flooding, regular drought, accelerating desertification, increase in land degradation, more frequent extreme weather events and a loss of biodiversity are becoming our new normal.

The implications of these rapidly changing climate conditions are wide-ranging.



A) Socio-Economic Impact

According to the Nigerian GDP Computation, agriculture contributes over 20 percent to the country's GDP. This contribution is under threat owing to the changes in climate with the following impacts being experienced within the sector:

Nigeria's climate is changing

1 Low crop yield

Crop production depends on location and climatic conditions. Excessive rain and drought occasioned by climate change affects the natural distribution of crops in Nigeria and reduces their production in large quantities to meet the population's demand.



Kebbi State Rice Farm
Copyright:
Punch Newspaper

2 Food shortage and reduced livestock production

Food scarcity is a consequence of low crop yield, which is characterised by inferior quality and quantity of food crops because of harsh climatic conditions. Therefore, food crops are poorly distributed to other geopolitical zones, where such crops don't generally grow. For instance, tomatoes are produced in large quantities in the north of Nigeria and, if this declines due to unfavorable climatic conditions, other locations in the country will experience a reduced supply.



Copyright:
Aljazeera News

Nigeria's climate is changing

2 Food shortage and reduced livestock production

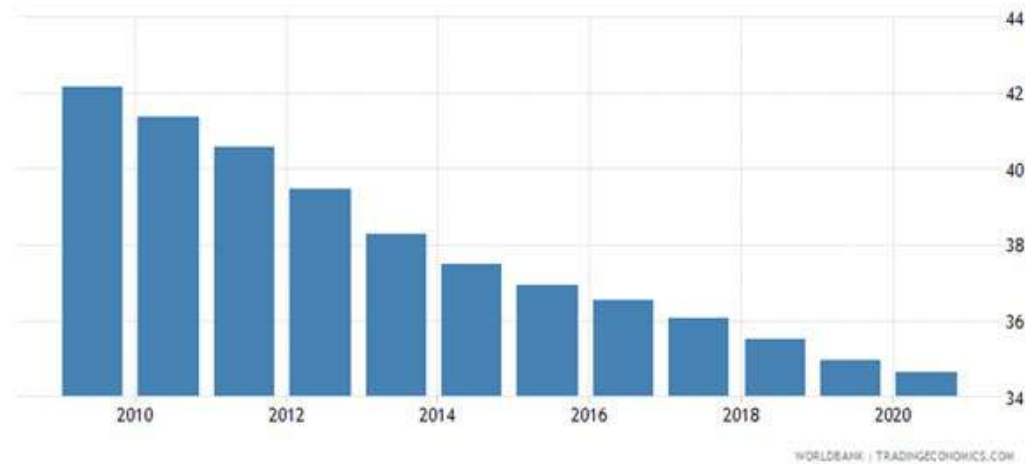
This situation also occurs in livestock farming. Animals such as goats and cows feed on grass, and their products (beef or milk) are affected when the animals don't feed well. Irregular climatic conditions destroy the farmlands which these animals graze on. Also, flooding promotes the growth of pests that attack these farm animals and depreciate their overall commercial value.



Nigeria's climate is changing

3 Loss of income and rising unemployment

Agriculture is a key contributor to the Nigerian economy and a major source of livelihood to the average Nigerian. Climate change destroys farmland, and hinders income generation from agriculture and livestock farming at both national and personal levels.



NIGERIA: Employment in Agriculture (Percentage of Total Employment)

Trading Economics Report, 2020

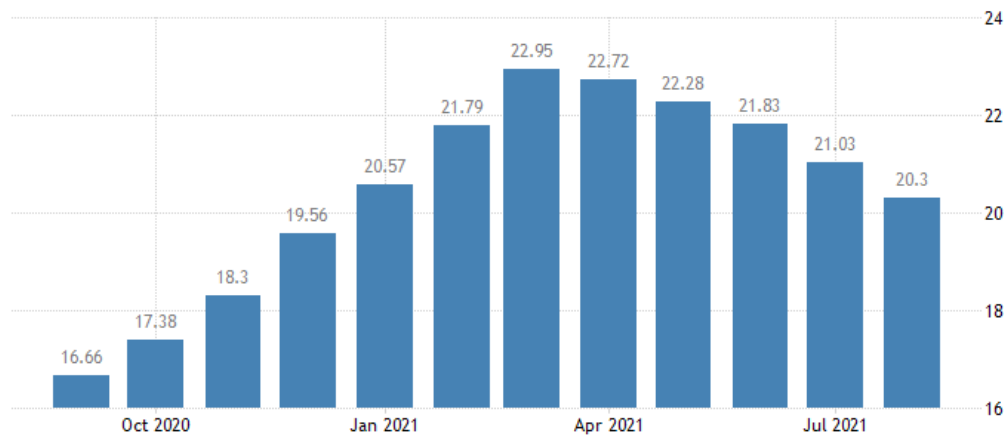
<https://tradingeconomics.com/nigeria/employment-in-agriculture-percent-of-total-employment-wb-data.html>



Nigeria's climate is changing

4 Rising inflation driven by rising cost of food items

Food inflation is presently 20.3 percent (August 2021) and this issue is a key component in the general rise in national inflation figure – presently at 17.01 percent (August 2021). Insecurity and climate change have been identified as the leading causes of high food inflation tallies.



SOURCE: TRADINGECONOMICS.COM | NATIONAL BUREAU OF STATISTICS, NIGERIA

NIGERIA FOOD INFLATION

Trading Economics Report, August 2021

<https://tradingeconomics.com/nigeria/food-inflation>



Nigeria's climate is changing

5 Raw material supply dislocation to manufacturers

Owing to decreasing yield, local manufacturers that depend on raw materials from agriculture are now unable to meet production quotas – resulting in under production and low-capacity utilisation.



B) Health

1 Public health crisis

Climate change increases the burden of disease, especially Malaria, within Nigeria. Mosquitoes breed in stagnant water, and they spread to cause malaria. Life-threatening malaria complications are common among the very young and elderly. This can put a strain on areas such as public health and nursing. Also, wildfires and dust storms occur during times of drought, and these environmental hazards cause respiratory illnesses in some individuals. Climate change increases the number of diseases and causes preventable deaths among Nigerians – if left unchecked.

For example, the strange black soot which has engulfed Nigeria's Port Harcourt City has contributed to the pollutants already arising from illegal oil refineries. These have led to the rise in respiratory health challenges among the residents of the city.

<https://guardian.ng/features/again-soot-spike-in-rivers-raises-fresh-health-concerns/>



C) Energy and Physical Infrastructure

1 Decreased hydroelectric power supply

Nigeria generates a significant amount of power from its hydroelectric dam, Kainji Dam. Climate change causes unpredictable rainfall and drought patterns that reduce the water level in Kainji Dam and, also, the water level in other smaller dams.

Consequently, the amount of hydroelectric power generated declines and affects power distribution nationwide. This affects industrial activities that depend on constant power supply to run their plants.



C) Energy and Physical Infrastructure

2 Loss of shelter and key infrastructure

Increased incidents of flooding are causing social dislocations. Entire communities have been forced to relocate to new communities, without proper resettlement programmes, thereby leading to rising tensions in host communities. Physical infrastructure such as roads, schools, health facilities and electrical grids have also suffered damage from flood water.



D) Insecurity and Political Instability

Increasingly, the security implications of changing weather patterns are visible in deadly land resource disputes, across the different states, between farmers and herders – leading to violent clashes. Various land resettlement proposals made by the federal government have been rejected by state governments. This has led to an impasse, while the clashes continue.



Copyright:
Reuters



E) Nigeria's Climate Change Policy

Against the backdrop of the myriad of challenges facing Nigeria owing to climate change, the federal government has developed a policy framework to tackle these. The primary goal of the [climate change policy](#) in the country is to address the human causes of climate change in a multifaceted way. The policy contains a set of rules, regulations and standards for agencies and individuals to abide by in order to achieve the policy goals.



The policies include:

NATIONAL ENVIRONMENTAL POLICY:

This policy aims to create an environment that has low levels of air pollutants, reduced deforestation and other human activities that worsen the effects of climate change.

NATIONAL DROUGHT AND DESERTIFICATION POLICY:

The major goal of this policy is to create solutions by collecting and analysing environmental data from drought- and desertification-prone areas.

NATIONAL FOREST POLICY:

The Nigerian government enacted this policy to encourage the growth of trees, so that they will provide a protective barrier against the sun's heat.

NATIONAL EROSION AND FLOOD CONTROL POLICY:

This policy addresses issues related to erosion and flooding, because they wash away nutrients in the soil and reduce its quality for crop-growing.

What does the future hold?

Nigeria has to [adapt to the effects of climate change](#) and mitigate its negative impact at the national and individual levels.

To [adapt to climate change](#), the federal government needs to go beyond policy formulation and begin policy implementation. The federal government should collaborate with stakeholders in the different ministries to ensure policies are revised and implemented based on relevant data, and current environmental needs and challenges. It also needs to wean itself off its dependence on fossil fuel as the primary source of revenue, while enforcing its pledge to reduce its greenhouse gas emissions by 20 percent before 2030, when compared to “business-as-usual” levels.

In addition, the organised private sector needs to understand that “sustainability” is smart business. Hence, there should be a conscious effort to implement strategies that reduce and measure carbon emissions, meet global environmental / social standards and ecosystem restoration targets. Environmental, Social and Governance (ESG) lending as part of the total loan portfolio of big lenders should be encouraged and rewarded.

Final thoughts

Climate change is an existential issue for Nigeria and Nigerians. It is affecting our economic growth, putting strain on our underequipped health and emergency services system, while threatening the internal security of Nigeria via the ongoing farmer/herder clashes in the country.

The federal government and its agencies should do more to ensure Nigeria meets its greenhouse gas emissions target, by working collaboratively with international agencies and the organised private sector.



Sources

- <https://www.futurelearn.com/info/futurelearn-international/impacts-climate-change-in-nigeria>
- <https://www.nigerianstat.gov.ng/>
- <https://www.statista.com/statistics/382311/nigeria-gdp-distribution-across-economic-sectors/>
- <https://tradingeconomics.com/nigeria/employment-in-agriculture-percent-of-total-employment-wb-data.html>
- <https://www.carbonbrief.org/the-carbon-brief-profile-nigeria>
- <https://nigeriaclimate.crisisgroup.org/>



CLIMATE CHANGE IN THE MOZAMBIKAN MARKET

By Eliana Silva,
client director, CREATE Mozambique

Climate change in the Mozambican market

Mozambique is one of the countries in Africa most vulnerable to climate change. Poverty, weak institutional development, and frequent extreme weather events make Mozambique especially exposed. Climate-related hazards such as droughts, floods and cyclones are occurring with increasing frequency, which is having a cumulative and devastating impact on a population that is insufficiently prepared.

Unfortunately, the country is not only exposed to climate change due to its physical situation, but also due to socio-economic factors that increase the negative impacts of climate change and decrease the population's capacity to adapt. Climate change is expected to cause a drop in GDP of four to 14 percent or to cost up to US\$7.6 billion dollars by 2050, seriously hampering economic development.

Mozambique's poor infrastructure (only six percent of highways are paved) limits people's mobility in case of extreme events. Population growth (2.5 percent per annum) further increases pressure on natural resources. The majority of the Mozambican population resides in the coastal regions – where floods, cyclones, soil erosion and a rising sea-level pose serious risks – increasing their vulnerability to climate change.

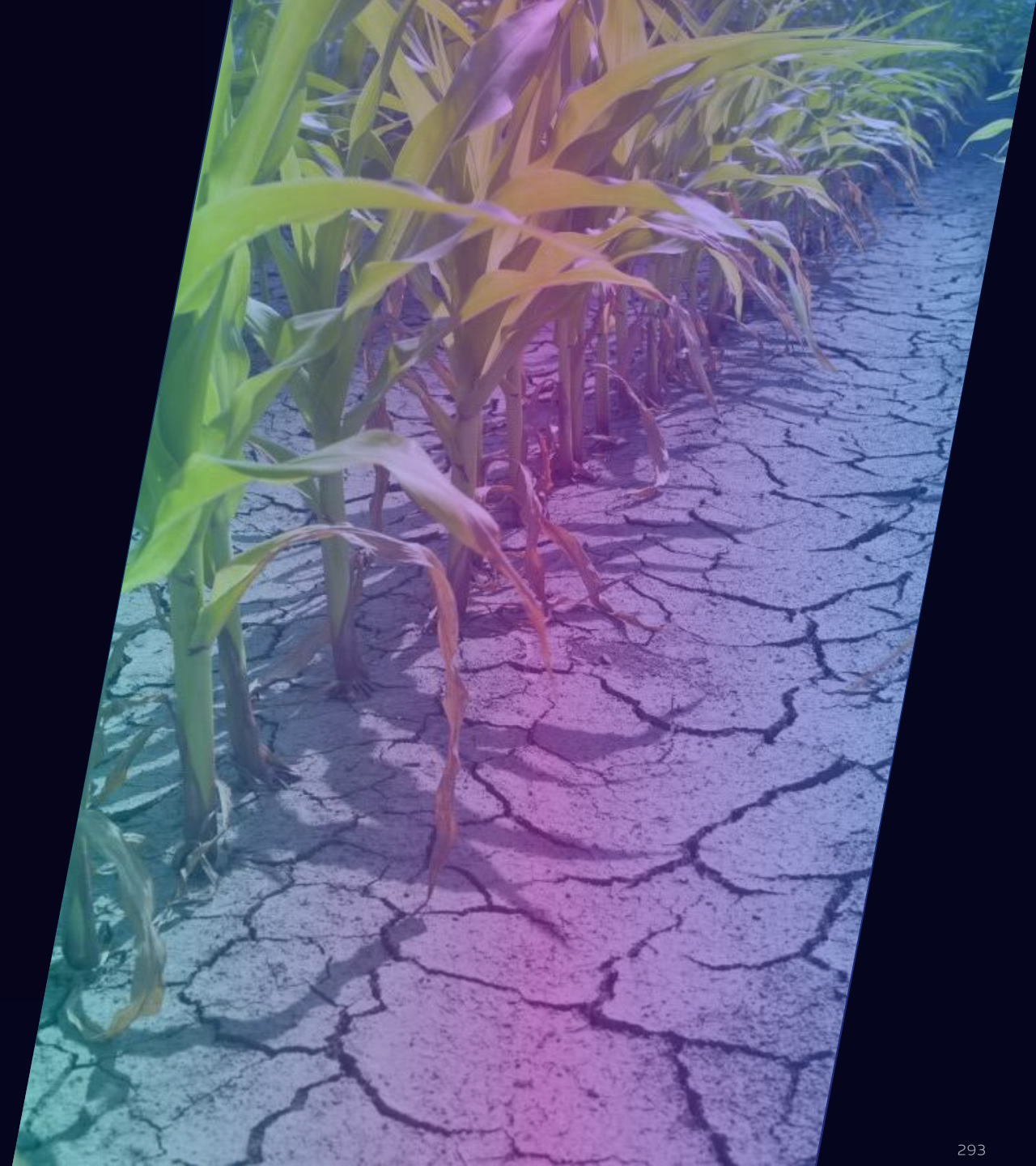
Climate change in the Mozambican market

Climate change also has disproportionate effects on women and girls in Mozambique, since they are more dependent on natural resources for household and agricultural tasks. Women are normally responsible for crop production (men are, traditionally, in charge of livestock), and availability of food and water for the household. Women's rights and control over natural resources is less than men's, and they are often underrepresented in decision-making bodies. Women's burdens are aggravated if they are left alone by men, who may migrate to larger cities or even abroad (which is, according to some reports, an increasingly common coping strategy for climate-related hazards, while other studies report reduced male migration in recent years)³⁵. As a result, in many areas over 50 percent of households are female-headed, and women and girls need to cope with the burdens of reduced water availability and food security.

Mozambique ranks 174 out of 188 countries for per capita GHG emissions and contributes 0.06 percent to global emissions. However, in terms of vulnerability to climate change, Mozambique ranks 160 out of 181 countries on the ND-Gain Index and a php analysis based on World Bank 2011 data.

Climate change in the Mozambican market

It is the 35th most vulnerable and the 24th least ready country – meaning that it is vulnerable to, yet unready to address, climate change effects. Vulnerability measures the country's exposure, sensitivity, and ability to cope with the negative effects of climate change by considering vulnerability in six life-supporting sectors: food, water, ecosystem service, health, human habitat and infrastructure. Readiness measures a country's ability to leverage investments and convert them to adaptation actions by considering the country's economic, governance and social readiness.



Climate change in the Mozambican market

Since 2000, Mozambique's concerns related to climate change have increased due to successive floods. This has led to government resettlement programmes, mainly in the Limpopo and Zambezi valleys. The Mozambican government encourages farmers living in resettlement villages to access new land in high zones for use during the wet season, but to commute to/from their original low zone fields during the dry season when there is a smaller risk of flooding.



Climate change in the Mozambican market

There is little data available on the numbers of people moved or socio-economic impact, despite the scale of the resettlement programmes. The Government of Mozambique submitted its First National Communication on climate change to the United Nations Framework Convention on Climate Change (UNFCCC) in 2006, emphasising coastal protection, agriculture and water resources. This was followed by the submission of a National Adaptation Programme of Action (NAPA) in 2008, with a continuation of these three themes and the addition of early warning systems as a fourth⁴⁷. To date, only one project to address the NAPA priorities has been approved for funding – the United Nations Joint Programme on Environmental Mainstreaming and Adaptation to Climate Change, which has been funded by the government of Spain and focuses on strengthening the adaptive capacity of agricultural producers.

Integration of climate awareness and targeted actions across the various line ministries are critical for the success of climate change strategies. Responsibilities related to climate change were distributed primarily by the Ministry of Planning and Development, the Ministry for the Coordination of Environmental Affairs (MICOA, the designated lead authority on climate change under the UNFCCC⁵²), and the National Disaster Management Institute (INGC), in cooperation with line ministries and sector bodies such as the Food Security Technical Secretariat (SETSAN).

Understanding our context, it's the best step to development

According to Mozazul [available at <https://www.mozazul.org.mz/>], Mozambique generated 2 644 873 tons of solid urban waste (MSW) in 2016. By 2030, Mozambique is projected to be generating 4 124 044 tons of MSW. By 2050, it is expected to generate as much as 8 750 664 tons (World Bank Group (WBG), 2018). In 2017, only three municipalities in Mozambique implemented formal recycling activities, with activities mainly centered on Maputo and Beira. At the household level, much of the MSW is reused and recycled within the home – mainly because most families subsist on low incomes.

In addition to small markets and cultural nuances, the existing legislation and policy framework for solid waste management in Mozambique is inadequate. Waste pickers in Maputo and other cities have become the main stakeholders in dealing with waste separation in the city. While these small private recycling initiatives are typical, the lack of industrial demand for recycled materials keeps the value of recycled materials low.

The (creative) environment is changing

Fortunately, a great deal has changed over the last decade in Mozambique. The concern about the environment and climate change is no longer exclusive to a few private organisations. Nowadays, there are several sectors of society that place the environment as a priority within their activities and not only as a part of social responsibility but also as its main concern. In addition, the youth are increasingly involved with the theme of sustainability, and they are the ones who end up creating initiatives, movements and even businesses.



The (creative) environment is changing

This widespread sensitivity that is felt in various areas of society is also fed by international organisations that are operating in Mozambique and which may end up enhancing awareness of the environment and climate change. An example of this is Proazul [available at <https://www.proazul.gov.mz/>], a government financial mechanism that works in partnership with different sectors of the state, private sector and civil society so that strategic and financial resources are aligned with effective initiatives for the sustainable exploration of inland waters, the sea and its coastline. Essentially, ProAzul manages projects related to natural resources by providing data about blue carbon or debt swaps. Usually, ProAzul works with Fundação Carlos Morgado, another important Mozambican player in environmental matters [available at: <https://www.carlosmorgado.org/>].

Luckily, this organisation isn't working alone. The Embassy of Ireland, for example, has sponsored Mozambique in one of the biggest contests in the world, the Climate Launchpad Mozambique [available at <https://climatelaunchpad.org/countries/mozambique/>], which is made possible by ideialab [available at <https://ideialab.biz/en/>].

All this eco-environmental activity has helped local services and entrepreneurs to start their own initiatives, such as:



NSILA:

<https://www.mozambique.gov.mz/entidade/nsila/>.

A Mozambican start-up that seeks, develops, and validates scalable business models in solid waste management.



GIRAFÁ SOLAR:

<https://www.carlosmorgado.org/pt/iniciativas/outros/girafa-solar/girafa-solar-em-mangunze/>.

A structure to create a community space to charge cell phones and listen to the radio in rural areas. It uses photovoltaic solar energy that powers a technical cabinet, under the cover of the structure that offers 10 cell phone charging sockets and a radio. All other systems are installed to support and protect the electrical system and its users. In the future, more plug-n-play solutions can be added, e.g. internet hotspot, television, computer and others.



INOVECO:

<https://www.mozambique.gov.mz/entidade/inoveco/>.

A start-up that promotes innovative ways of producing shelter and food that capitalises on and protects the potential of the sea for the well-being of all Mozambicans.



KASUNGA:

<https://www.facebook.com/Kasunga.mz/>.

A local Mozambican company and brand that produces and sells reusable bags for shopping, everyday life, gifts and other purposes.



BIOTHONGA:

<https://www.facebook.com/BIOTHONGA/>.

A service based on eco-design for the home, inspired by modern craft products and making use of natural and recycled materials. The name refers to 'BIO', from nature, a celebration of Mozambique's biodiversity, sustainability and awareness, and 'THONGA' from the Bithonga, the people of Inhambane.



KARINGANA:

<https://www.facebook.com/karinganatextiles/>.

A textile brand that brings together traditional, old world crafts and avant-garde design to create a new luxury style.



Besides the services and the products that have been created by the Mozambican entrepreneurs mentioned above, an increase in content is being seen which has been produced to educate and teach everyone about the importance of the environment. A few examples of consumer activism include:

Mentes Sustentáveis: <https://www.facebook.com/mentesustentaveis/>

Amor: <https://www.associacao-mocambicana-reciclagem.org/pt/servicos/>

3R: <https://3r-mozambique.com/quem-somos-3r/>

BioMec – from the sea to the street

After seeing the difficulties a friend had faced in acquiring a prosthesis, Mozambican entrepreneur Marta Uetela, 24, set about developing an artificial limb using the plastic residuals of six bottles collected from the sea. Realising she could produce further high-performance prostheses, which would not only help lift people's lives by increasing access to affordable artificial limbs but also promote sustainability and reduce plastic pollution by repurposing such materials, Marta launched her own start-up. BioMec is now manufacturing further prostheses that are custom-made for individuals based on their ability needs, using a technology which increases comfort by seeking compatibility between the residual limb and the prosthesis itself.



BioMec – from the sea to the street

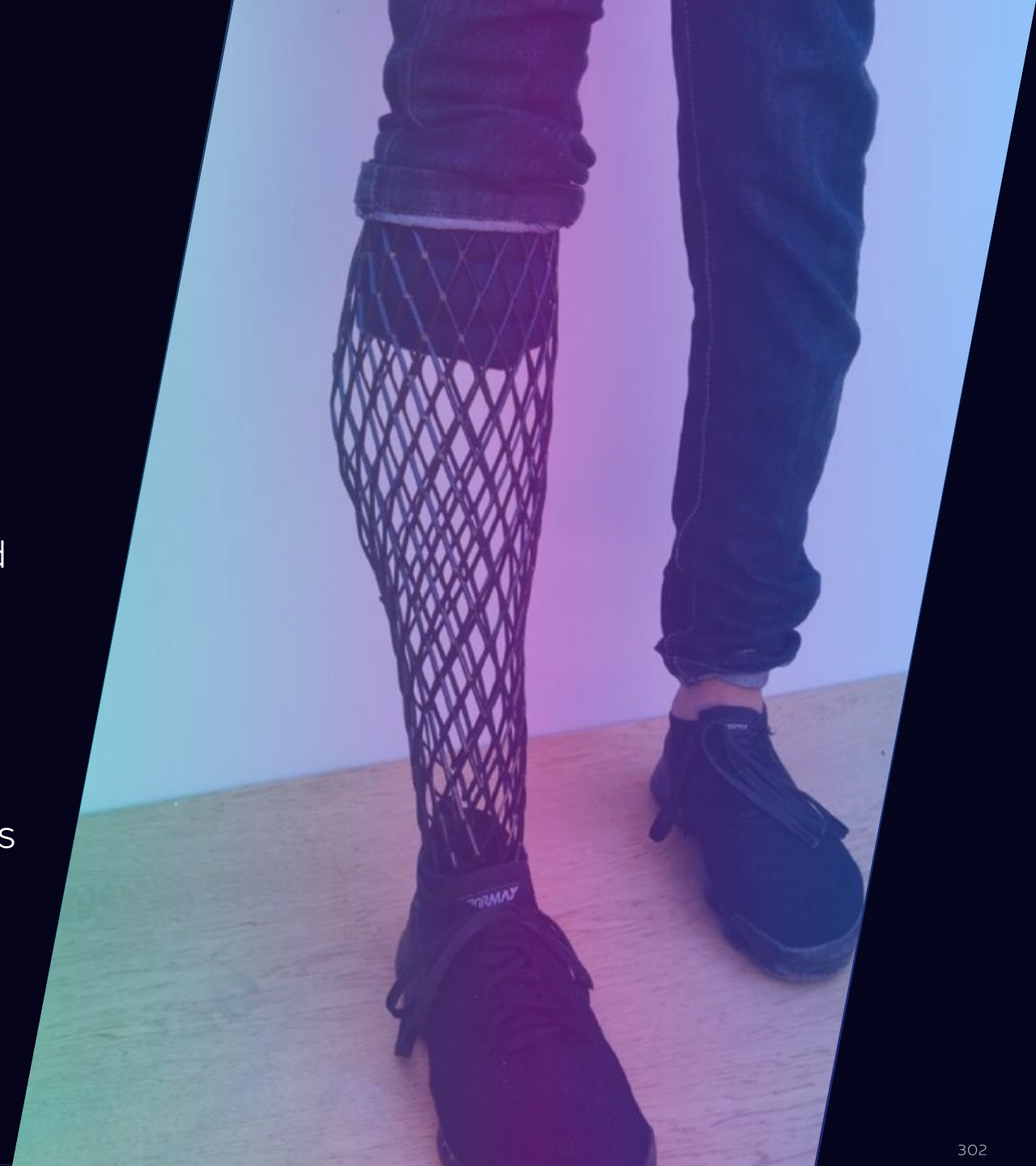
If each of our actions had the same expiration date as the planet, we would probably think more carefully before taking any action that would harm it. Without any moralism, but with determination, innovation and creativity, Marta found a way to respond to a need through the reuse of sea plastics. Curious? Marta Uetela created BioMec because a friend needed it. The motivation seems simple, but isn't it from the most basic of gestures that the greatest actions emerge? We hope so..

The challenges that Marta's friend had to overcome following that car accident served as a driving force for her to find a more accessible solution, that was faster and had less environmental impact. "After a small survey, we found that 90 percent of the amputated population in Mozambique do not have access to a prosthesis, as a result of high prices, the delay in receiving them and limited access to health-care services," the young designer commented.

Marta's objective, today, is to present high-performance prostheses at a controlled cost, always maintaining a special focus on the environmental and aesthetic issues, after a short development period.

BioMec – from the sea to the street

In practice, the process involves the cleaning of the plastic nets and bottles, their shredding; and then placing the materials in a granulator that produces small spheres pressed in a steel mould. Six polyethylene terephthalate (PET) bottles and two metres squared of net are needed to make a prosthesis for those who have suffered a transtibial amputation (i.e. one taking place below the knee). Once completed, the prostheses cost about MZN3 600 meticaís (or R0,84).



BioMec – from the sea to the street

“From the sea to the street” is BioMec’s mantra and, gradually, while Marta improves the lives of people with mobility challenges, developing and expanding sustainable prosthesis construction projects, BioMec is becoming a reference for biomedical, practical and ecological solutions at competitive prices. Last year, BioMec was considered the second best creative start-up in Africa and made the Global Top 16 at the ClimateLaunchPad, which is the largest global green business competition, after participating in an activity developed by ideiaLab.

“I have always been passionate about the environment, which ended up leading me to become involved with various organisations focused on environmental education and zero waste. The biggest challenge has always been reusing the plastic taken from the beaches. Halfway through one of the collections, I thought, “Why not use the plastic caught on the beach for the greater good?”

enthuses **Marta**.

Sources

- <https://reliefweb.int/report/mozambique/climate-change-profile-mozambique>
- https://reliefweb.int/sites/reliefweb.int/files/resources/Mozambique_4.pdf

dentsu wisdom series.

climate change

like never before

Are you interested in having our team present any of the findings to you or would you like to get in touch to find out how to get involved in our research?

Please reach out via wisdomseries@dentsu.com.

Visit our website for more in-depth reports

<https://www.dentsuwisdom.com/>

