

A bride in profile, wearing a tiara and holding a bouquet of white flowers, is kissing a green frog on the cheek. The frog is perched on her hand. The background is a soft-focus green field.

**UNEP
Finance
Initiative**

Innovative financing
for sustainability

green
is
beautiful

TBWA \ VANCOUVER

September 2007

Agenda

- The Greening Consumer
- In Green Company – what are others doing
- Vancity Green Work
- Green Strategy – getting green right



The Greening Consumer:

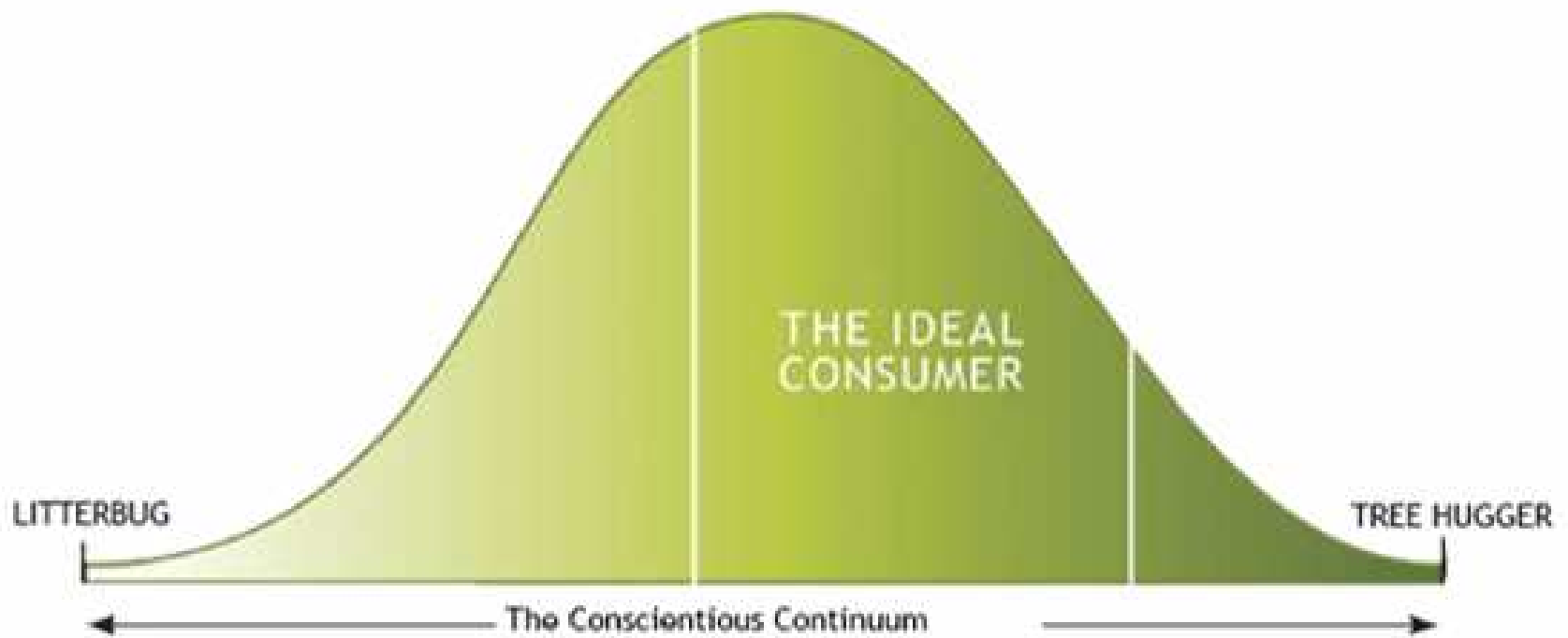


Greening the Consumer:

““Greenness” extends throughout the population - some greenies are reading Sierra Club Magazine, while others would rather curl up with the latest issue of Self. Still others are watching The Discovery Channel, while switching to E! on commercial breaks.”



The Greening Consumer:



The Greening Consumer

- 12% of pop. are 'true greens' – regularly seek out/buy green products...2% buy green regardless of quality
- As many as 40% are 'light greens' – buy green sometimes (but only if product performs well)
- Greenness comes in many shades



The Greening Consumer

- Products with recycled content - 62%
- Energy-efficient home improvements - 56%
- Cleaning supplies - 48%
- Organic or other third-party certified foods/beverages - 24%
- Energy-efficient cars - 13%
- Green apparel - 10%

Cone Consumer Environmental Survey



The Greening Consumer – Unmet Needs

1. Better water utilization
2. Bigger shift to energy-efficient lighting
3. Making it easier/more economical to set up personal energy grids – solar and wind power
4. Knowing which products are actually better for the environment
5. Get kids more involved in creating solutions



The Greening Consumer – Unmet Needs

6. Make it simple – link new action to known action
7. Deeper information about what the company actually does to deliver on its promises
8. Effective ways to recycle – especially old technology
9. Attaining a better work/life balance
10. Help reduce consumption versus selling more stuff.



In Green Company



In Green Company

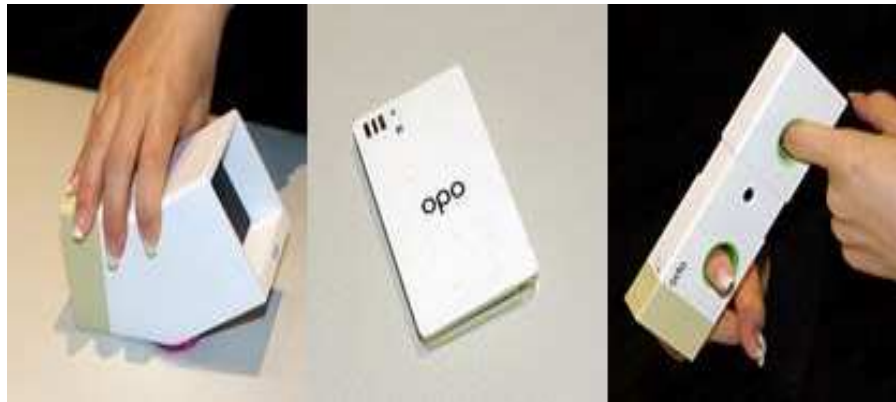
Meraki Outdoor – solar powered kit, provides high-speed Internet to entire neighborhoods.



In Green Company

Sony “odo”

- No AC adaptors/chargers (hand-cranked)
- Spin N’ Snap camera, Push Power Play viewer, Crank N’ Capture video camera



In Green Company

Sainsbury's

- Anya Hindmarch bag
- Sold out within an hour

“Since this bag is an ethical way of carrying shopping home from the supermarket, could someone please explain why our local Sainsbury's was placing them in an orange plastic, non environmentally friendly carrier bag after they were purchased this morning?”

Stella & Amelia, Harrogate



In Green Company

Dole Organic - lets consumers “travel to the origin of each organic product”. By typing in a fruit sticker's three-digit Farm Code on Dole Organic's website, customers can find the story behind their banana.



What Others Are Doing

Ben & Jerry's – “One Sweet Whirled”

Harry Potter – most ever sustainable paper;
some retailers donating \$ to third world libraries

Richard Branson – \$25million to the first person
who finds a way to remove 1 billion tons of CO2
from the atmosphere annually



The Greening of Government



MOU on Climate Change

Arnold Schwarzenegger – Governor, California

Gordon Campbell – Premier, British Columbia



What Others Are Doing

China – eco-city Dongtan for 500,000 residents



Green roofs and solar panels are standard features



Full-grown trees from already-built nurseries, integrated wind turbines for electricity, low-rise compact buildings and water taxis connecting from Shanghai's mainland



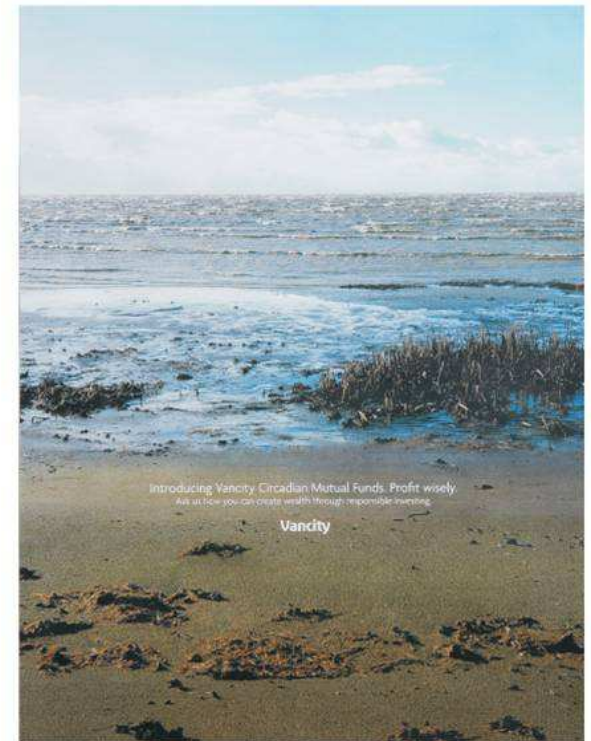
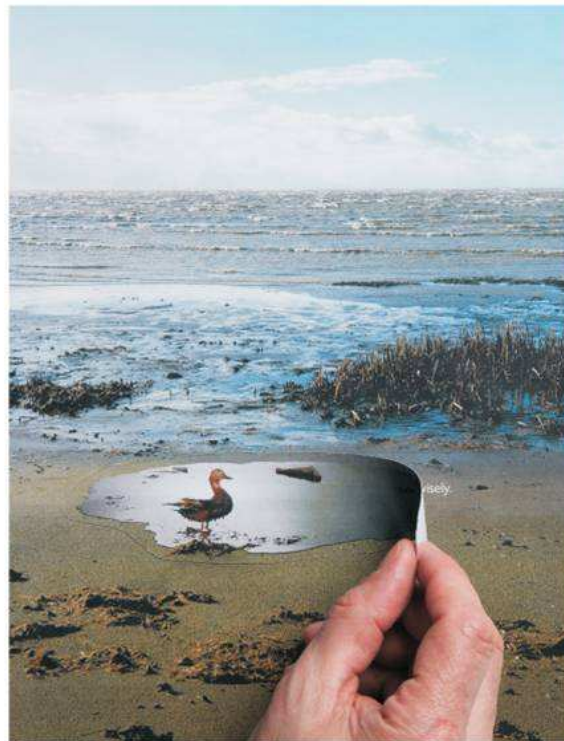
Make a pile of money.
Car pool to pick it up.
Vancity

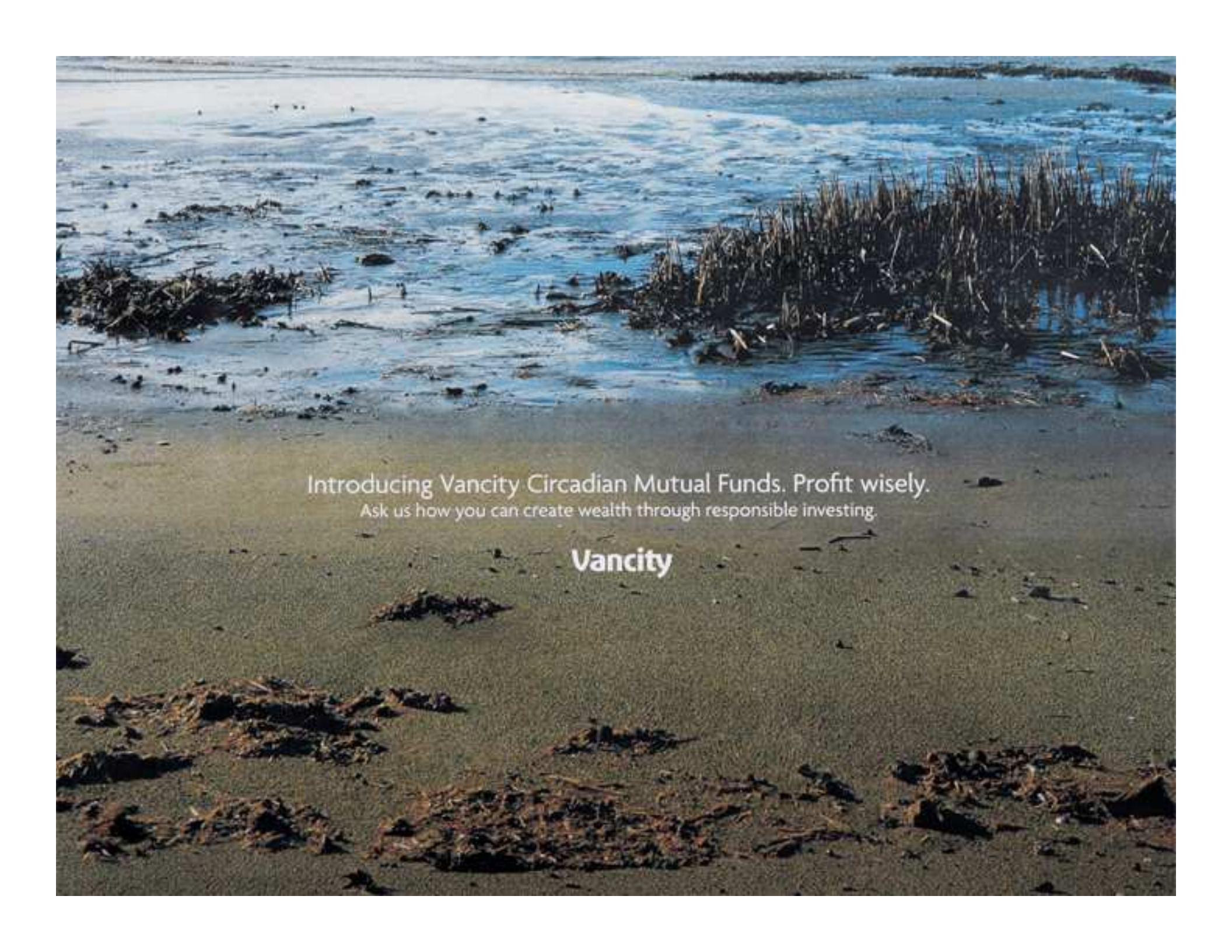


Vancity

a case study

Circadian FSI





Introducing Vancity Circadian Mutual Funds. Profit wisely.

Ask us how you can create wealth through responsible investing.

Vancity

Transit Shelters

Make a pile of money.
Car pool to pick it up.

Vancity

We think of ourselves
as your neighbour.

We just lend money
instead of sugar.

Vancity

For hardcore environmentalists
who can't stop buying shoes.

enviro VISA **Vancity**



Solar Powered Billboard



Solar Powered Billboard

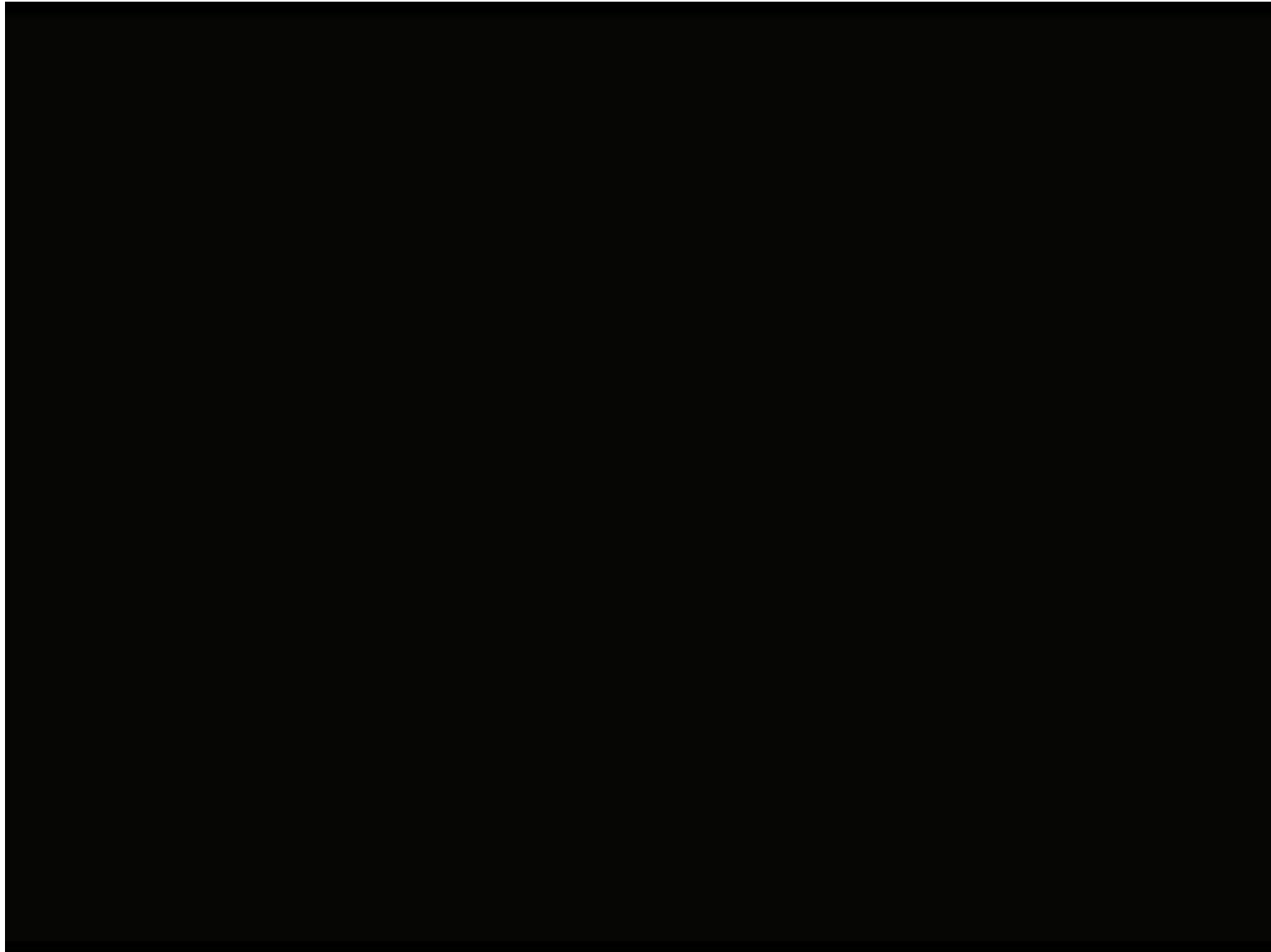




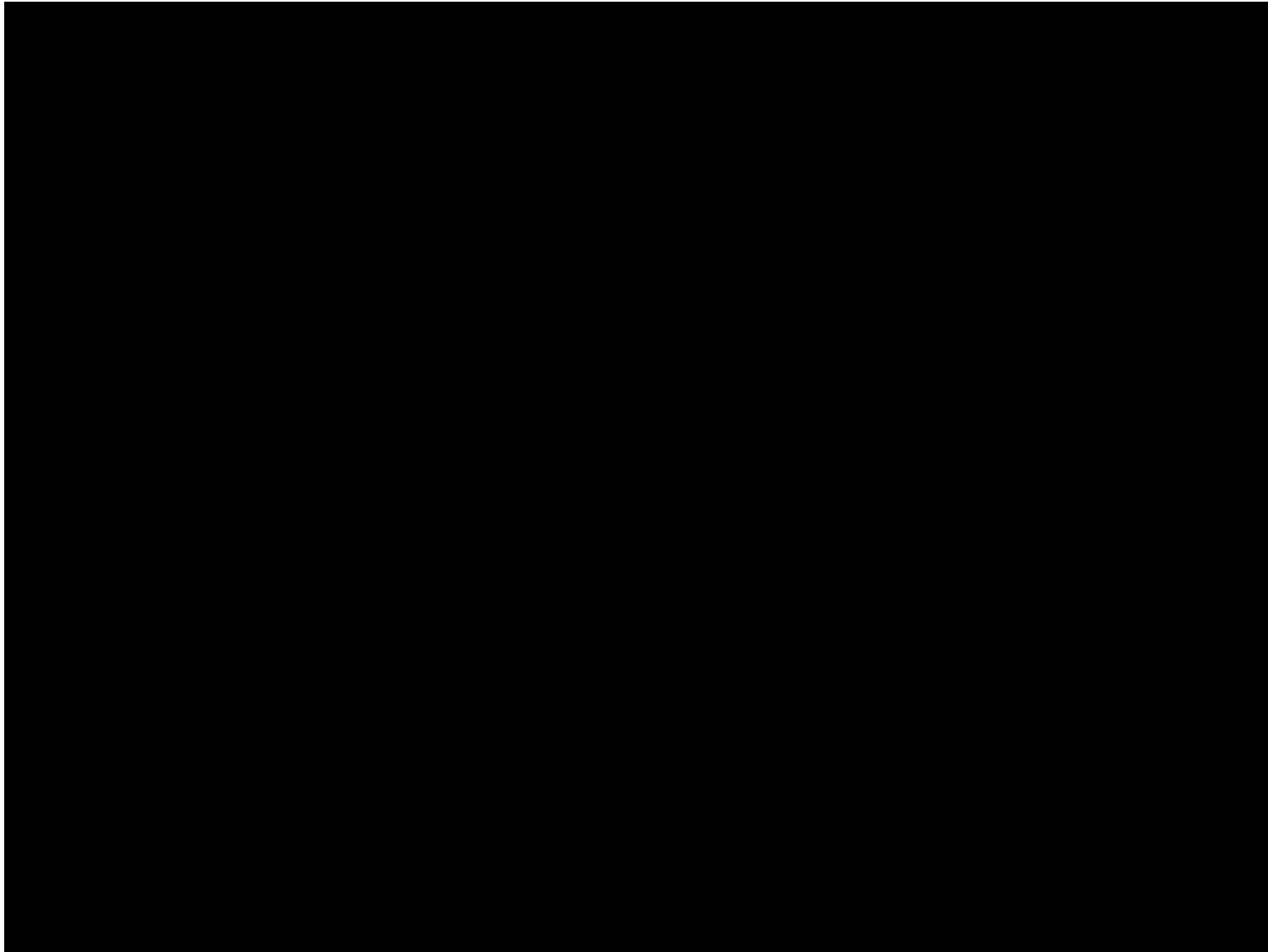
Transparent Business Practises



Television - Envirovisa



Television – Climate Change Mortgage



Bike Share Experiment



Bike Share Experiment

SUMMER SOUNDTRACK
COOL TIMES FOR HOT WEATHER, D11

BLACK'S FATE IN JURY'S HANDS
NEWS, B6

THE VANCOUVER SUN

FINAL EDITION www.vancouversun.com SERIOUSLY WEST COAST SINCE 1962 THURSDAY, JUNE 18, 2009

Vancouver a scarred paradise, UN says

TRANSIT FARE HIKE APPROVED DESPITE PROTEST AT MEETING

Bicycles built for you

Basic fare up by 25 cents, monthly pass increases \$4

SOARING RATE OF BREAK-INS HAS POLICE SEEKING PUBLIC'S HELP

... and why Friday may bring commuter chaos

You might want to avoid downtown. Up to 2,000 cyclists plan to jam roads in a political statement about the environment.

Stories, B1



take it. Ride it. Pass it on.



Considerations

- Carefully define your target group
- Engage your employees
- Don't sell on green alone
- Keep it simple
- Embrace a 360° view
- Don't be afraid to take baby steps
- Be specific
- Be interactive



Thanks\

Questions?

