

# **HOW ENERGY STAR FITS INTO YOUR CSR PLATFORM**

**Part of the  
2013 ENERGY STAR Products Partner Meeting  
Webinar Series**

**CONE**  
COMMUNICATIONS

# BENCHMARK ENVIRONMENTAL/CSR CONSUMER RESEARCH

**CONE COMMUNICATIONS**  
PUBLIC RELATIONS & MARKETING

**Trend Tracker**

**CONSUMERS TAKE RESPONSIBILITY FOR "GREEN" ACTIONS BUT AREN'T FOLLOWING THROUGH, ACCORDING TO LATEST CONE COMMUNICATIONS RESEARCH**

*Facing resource and knowledge barriers, Americans look to companies for help*

**BOSTON (April 2, 2013)** – Earth Day may be just around the corner, but consumers are buying with an eye toward "green" all year long. A record-high 71 percent of Americans consider the environment when they shop, up from 66 percent in 2008\*. Additionally, nearly half (45%) of consumers actively seek out environmental information about the products they buy, according to the five-year benchmark of the **2013 Cone Communications Green Gap Trend Tracker**.

**Cone Communications**

**Trend Tracker**

**CONSUMERS STILL PURCHASING, BUT MAY NOT BE "BUYING" COMPANIES' ENVIRONMENTAL CLAIMS**

*Most Americans Don't Believe Companies Are Addressing All Environmental Impacts*

**BOSTON (March 27, 2012)** – Eight-in-ten Americans don't believe companies are addressing all of their environmental impacts, and only 44 percent trust companies' green claims. This skepticism may even affect sales. In fact, as many as 77 percent would be willing to boycott if misled, according to the **2012 Cone Green Gap Trend Tracker**.

**2011 CONE / ECHO GLOBAL CR OPPORTUNITY STUDY**

**2013 CONE COMMUNICATIONS/ECHO GLOBAL CSR STUDY**

**Cone Communications** **echo**

**CONE COMMUNICATIONS** **echo**

# WHAT AMERICANS WANT TO HEAR



- More than seven-in-10 Americans consider CSR when deciding **where to work** (71%), **what to buy** or **where to shop** (87%) and which products and services to **recommend** to others (82%)
- 93% wants to **see more of the products and services** they use support CSR (social and environmental issues)



# REWARDING CSR PARTICIPATION

WHEN COMPANIES SUPPORT SOCIAL OR ENVIRONMENTAL ISSUES,  
CONSUMER AFFINITY SURGES

- 93% of consumers will have a **more positive image** of those companies
- 90% would be **more likely to trust** those companies
- 90% would be **more loyal** to those companies



# CONSUMER MOTIVES FOR BUYING GREEN

## HEALTH AND ENVIRONMENTAL CONCERNS TOP THE LIST



- 88% “It’s **healthier** for me, my family or community”
- 87% “I want to **preserve the environment** for future generations”
- 84% “It will save me **time or money** in the long run”
- 78% “I believe it’s a **better product**”
- 58% “It’s a way for me to **show others I care** about the environment”

# WHAT PREVENTS CONSUMERS FROM BUYING GREEN?

COST CONCERNS PREVAIL AS NUMBER ONE REASON CONSUMERS AVOID “GREEN”



- 42% didn't buy an environmental product in the past because they believed **it cost more**
- 33% didn't believe the product would be as **effective/high quality**
- 27% didn't **trust** the environmental claim on the product



# HOW TO TALK TO CONSUMERS EFFECTIVELY



73% of Americans want companies to provide more environmental information on-pack

# MOST INFLUENTIAL ENVIRONMENTAL MESSAGE

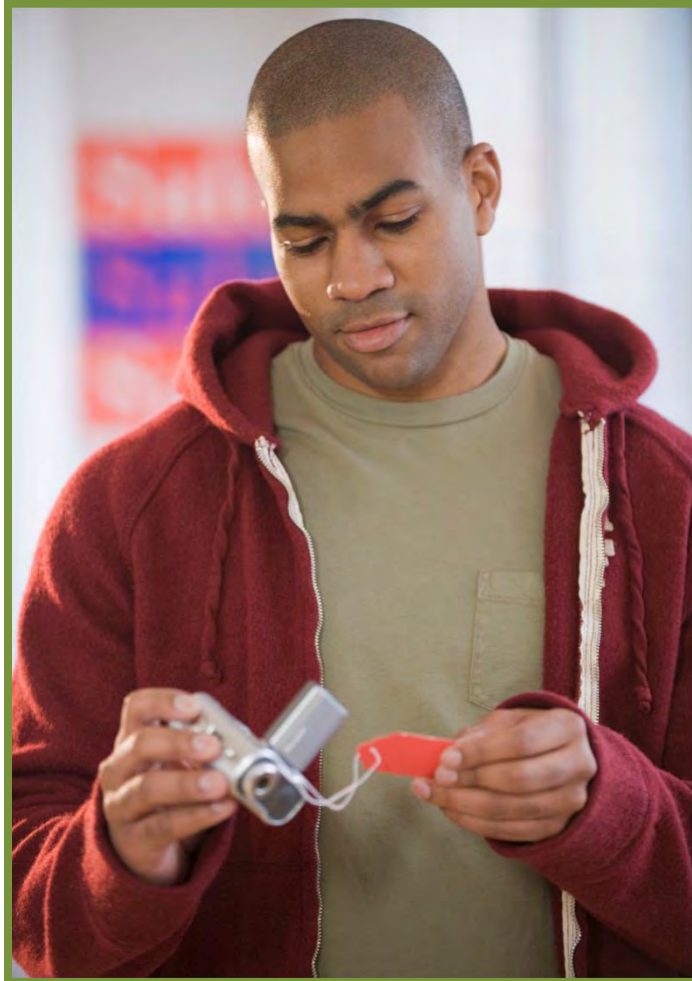


## Symbol or certification

81% of consumers are influenced by a symbol or certification (e.g., CarbonFree Certified, ENERGY STAR, recycle logo)



# INFLUENTIAL ENVIRONMENTAL MESSAGES



## Message with specific data

**80%** are influenced by a message with specific data or outcomes (e.g., “This product has 50% less plastic than the original”)

## General environmental message

**73%** are influenced by a general environmental message (e.g., “environmentally friendly”)

## URL or QR code/smart barcode

**47%** are influenced by a URL or QR code/smart barcode that directs to a website with more detailed information

## Environmental imagery

**44%** are influenced by environmental imagery (e.g., a mountain range, a green leaf)




# **OPPORTUNITIES TO BETTER REACH CONSUMERS THROUGH ENERGY STAR**

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# ENVIRONMENT IS A MOTIVATOR



71% of Americans consider the environment when they shop  
- up from 66% in 2008



# ENVIRONMENT IS A DIFFERENTIATOR

89% OF AMERICANS WOULD **SWITCH BRANDS** TO ONE THAT ADDRESSES SOCIAL OR ENVIRONMENTAL ISSUES GIVEN SIMILAR PRICE AND QUALITY



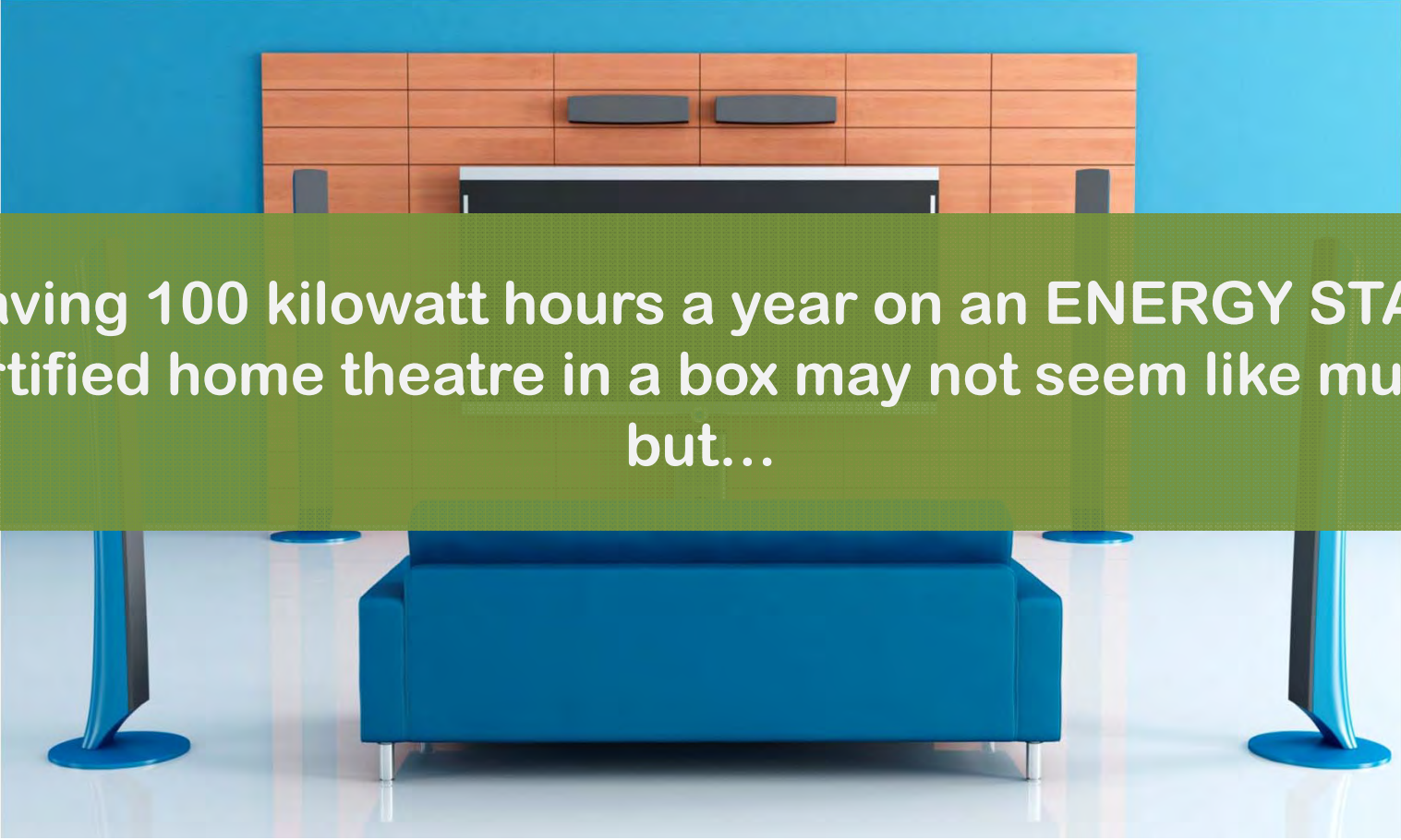
# HELPING CONSUMERS UNDERSTAND



71% of Americans wish companies would do a better job helping them understand the terms they use



# HELPING CONSUMERS UNDERSTAND



Saving 100 kilowatt hours a year on an ENERGY STAR certified home theatre in a box may not seem like much, but...



# HELPING CONSUMERS UNDERSTAND



...consumers may understand saving the carbon emissions driving from Washington D.C. to New York City...



# HELPING CONSUMERS UNDERSTAND



...or the greenhouse gas emissions avoided by recycling 1,391 16oz water bottles instead of sending them to a landfill. That's quite a lot!







# **ADDITIONAL CSR COMMUNICATIONS TRENDS AND OPPORTUNITIES**

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# CONSUMERS ARE MOST INFLUENCED BY END-OF-LIFE MESSAGES

PRODUCT TAKE-BACK AND RECYCLING IS TOP-OF-MIND FOR AMERICANS



Americans were **most influenced** by messaging related to the environmental impact of:

- 42% - **Disposing** of a product
- 33% - **Using** a product
- 27% - **Manufacturing** a product

# CSR AND SOCIAL MEDIA ENGAGEMENT

51% OF AMERICANS REPORT USING SOCIAL MEDIA  
TO ENGAGE WITH COMPANIES AROUND CSR



- 27% to **share positive information** about companies and issues they care about
- 26% to **learn more** about specific companies and issues
- 20% to **share negative information** about companies and issues they care about

# ONLINE INFORMATION INFLUENTIAL IN ELECTRONICS AND APPLIANCE PURCHASES

CONSUMERS MORE LIKELY TO GO ONLINE TO FIND INFORMATION ABOUT ELECTRONICS AND HOUSEHOLD APPLIANCES OVER OTHER INDUSTRIES

- 59% of Americans **go online to do research** after receiving a purchase recommendation
- 60% believe the **information they find online is useful/relevant** to what they are looking for







# **BEST PRACTICES FOR CSR AND SOCIAL MEDIA**

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# BEST PRACTICES: INFORM

- **Publish a CSR Report**
  - Create content that is **shareable on social media**
  - Include **progress against goals**
- Integrate **CSR across existing social channels** (e.g., LinkedIn, Facebook, Twitter)
- Make CSR and sustainability content
  - **Searchable** on the company's newsroom
  - **Shareable on social media** from the company's newsroom
- Publish sustainability content on **company managed communications channels**, i.e. a corporate blog



# INTEL'S SHARING CAPABILITIES

The screenshot displays the Intel Corporate Responsibility website. At the top, there is a blue navigation bar with the Intel logo, a 'Menu' dropdown, and links for 'Find Content' and 'Communities'. A search bar is located on the right side of the navigation bar. Below the navigation bar, the page is tagged as 'Corporate Responsibility'. A large banner image shows a woman and a man in a modern city setting. The main content area features the headline 'Our Vision for a Better Future' and a link to 'The 2012 Corporate Responsibility Report >'. Below this, there are three featured articles: 'Intel® Education' with a link to 'Global education efforts >', 'Intel and the Environment' with a link to 'Working on sustainability >', and 'Inspiring a Better Future' with a link to 'What the world does with our technology >'. On the right side, there is a blue sidebar with sections for 'Corporate Responsibility Tools', 'Related Topics' (listing various topics like corporate governance, diversity, and supply chain), and 'Contact' (listing the corporate responsibility team and social media links).



# INTEL'S BUILD YOUR OWN REPORT

The screenshot shows the Intel Corporate Responsibility Report Builder interface. At the top, there is a blue navigation bar with the Intel logo, a 'Menu' dropdown, and links for 'Find Content' and 'Communities'. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a breadcrumb trail: '< Back to Collection' followed by 'Tagged As Corporate Responsibility, Executives'. A Google+ widget shows 0 shares. The main heading is 'Intel Corporate Responsibility Report Builder'. Below the heading is a large image of a person interacting with a tablet over a glowing city map. The interface is divided into two columns. The left column is titled 'Download complete reports' and contains two report options: 'Complete Report' (128 pages, PDF 7.4 MB) and 'Executive Summary' (18 pages, PDF 2.0 MB). The right column is titled 'Or, build your own' and contains a list of report sections with checkboxes: 'Letter From Our CEO', 'Our Business and Integrated Value Approach', and 'Caring for Our People'. At the bottom, there is a blue footer bar with 'Newsroom', 'Chip Shot: Intel Awarded: A Community-Minded U.S. Company', social media icons for Twitter and Facebook, and a language selector for 'USA (English)'.


intel Menu Find Content Communities Search Sign In


< Back to Collection Tagged As Corporate Responsibility, Executives 8+1 0 More

## Intel Corporate Responsibility Report Builder

### Download complete reports

To view one of the reports below, click the associated Download link.

 **Complete Report**  
128 pages; File type/size: PDF 7.4 MB  
[Download >](#)

 **Executive Summary**  
18 pages; File type/size: PDF 2.0 MB  
[Download >](#)

### Or, build your own

Check the boxes below to select specific sections of the report to create one PDF and then click the Download button.

- Letter From Our CEO
- Our Business and Integrated Value Approach
- Caring for Our People

Newsroom Chip Shot: Intel Awarded: A Community-Minded U.S. Company Twitter Facebook USA (English)



# TARGET PRESENTS GOALS & PROGRESS

## goals & reporting

In our 2012 corporate responsibility report, we share what we've done in the past year to continue our commitment to environmental sustainability, responsible sourcing, strong, healthy and safe communities, being a great place to work, and our legacy of giving and service.

We also share our second year of progress toward our corporate responsibility goals, explaining whether we're on track or need improvement. We believe our work toward these goals can help create a brighter future for our team members, our communities and the world we live in.



2012



**2012**  
Corporate  
Responsibility  
Report



[view 2012 report](#)

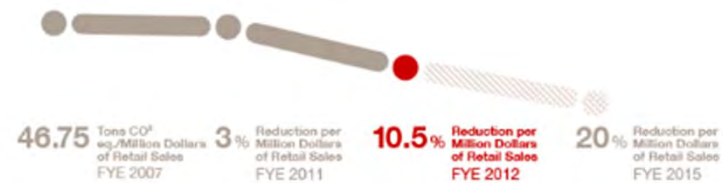
### | 2012 goals & progress

[environment](#) | [team member well-being](#) | [education](#) | [volunteerism](#)

### reduce greenhouse gas emissions: per retail sales

on track

Reduce Scope 1 and Scope 2 greenhouse gas emissions by 20 percent per million dollars of retail sales

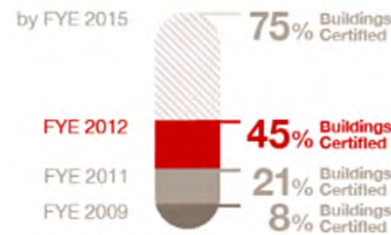


Our greenhouse gas emissions per million dollars of retail sales decreased 10.5 percent from our FYE 2007 baseline through energy efficiency projects like lamp retrofits in our stores and equipment monitoring. [Learn more \(PDF\)](#)

### increase ENERGY STAR certifications

on track

Earn the ENERGY STAR for at least 75 percent of U.S. Target buildings



By FYE 2012, 631 U.S. Target buildings earned the ENERGY STAR, making 45 percent of our U.S. buildings certified, progress we've achieved through energy efficiency projects completed as we remodel our stores. [Learn more \(PDF\)](#)

# BEST PRACTICES: ENGAGE

- Allow for **feedback with stakeholders** (consumers, media, activists) on social channels
- Position **company as a thought leader** on third-party channels (e.g., Twitter, Facebook, LinkedIn)
  - Have **company SMEs engage actively** in conversation
  - Be **part of the dialogue at sustainability conferences**
  - Engage with **influential CSR/sustainability leaders** online
- Launch sustainability initiatives or make sustainability announcements **via social. (Twitter chats, Google Hangouts, etc.)**





# CAMPBELL'S VP: ACTIVE ON TWITTER

**Twitter Profile: Dave Stangis**  
 @DaveStangis  
 VP Public Affairs/CR Lead #CSR, #Sustainability, #Community & @CampbellCSR Fndation. Business focus, Bottom-line results. Family man, Runner when time permits  
 Greater Philadelphia, US · campbellsoupcompany.com/csr

**Stats:** TWEETS 11.4K | FOLLOWING 2,760 | FOLLOWERS 7,061

**Tweets:**

- Dave Stangis @DaveStangis · 4m  
RT @US\_FDA Do you buy #antibacterial soaps? Will these reduce your risk of getting an infection? Data suggest not: [go.usa.gov/Zrb5](http://go.usa.gov/Zrb5)
- Dave Stangis @DaveStangis · 1h  
#Bigdata could revolutionize #philanthropy—for both donors and charities on [wsj.com/18IRvok](http://wsj.com/18IRvok)
- Dave Stangis @DaveStangis · 12h  
@nytimes counts all the bad articles I click to via twitter links regardless of whether I read them or not, but that's ok - on to other news

**Who to follow:** The Hill @thehill, Social Capital Inc. @social..., AdvenCapitalists @Adven...



# EMC CSO PROMOTES SUSTAINABILITY REPORT

The screenshot shows the homepage of the Green Computing Report website. At the top left is the logo for "GREEN computing REPORT" with a green arrow pointing right. To the right of the logo is the tagline: "The number one news source for energy-efficient and eco-friendly computing in the datacenter". Below the logo and tagline are social media icons for email, RSS, Facebook, and Twitter, along with a search bar and a "Subscribe | Sign In" link.

The main navigation bar includes links for Home, News, Topics, Multimedia, Events, Whitepapers, and About. The main content area features a featured article titled "An Interview with EMC's Chief Sustainability Officer" by Tiffany Trader, dated July 02, 2013. The article text states: "EMC is one of the companies for whom green is not just a marketing message. In its latest sustainability report, EMC revealed that it had decreased its global greenhouse gas ('GHG') emissions intensity per \$1 million in revenue by 40 percent since 2005 – achieving the company's 2015 target three years ahead of schedule. By reaching this goal, EMC is able to mitigate some of the risks created by climate change. Green Computing Report spoke with EMC's Chief Sustainability Officer Kathrin Winkler to learn more." Below the text is a blue-tinted image of a server rack with the text "Right off the bat, Winkler made the point that, with regard to business priorities, some things don't change, which makes an interesting challenge for putting out a yearly report. EMC is in it for the long-haul, she says, and this means thinking about sustainability for the long term, the long-term impacts and the long-term dependencies. Energy and climate change continue to be primary concerns for the company." To the right of the article is a sidebar with tabs for "Off the Wire" and "Most Read", and a link for "More Off the Wire...".

On the left side of the page, there are several promotional banners: "HPC wire ENTERPRISE TECH", "datanami THE DATA | BIG ANALYTICS | BIG REPORTS", "Digital Manufacturing report", "HPC wire JAPAN", "Top News from Leading Solution Providers", "Big Data", and "NVIDIA". At the bottom right, there is an advertisement for ASETEK "Hot Water Liquid Cooling" with the text "Increasing Density & Efficiency in the Data Center" and "LIQUID COOLING Done right!" next to a server rack image.

# CASE STUDY: Nestle Waters North America

## 2012 CREATING SHARED VALUE REPORT

### #SharedValue



**Future 500** @future500  
Great chat on #SharedValue with @NestleWatersNA happening right now. Good way to engage stakeholders in media. #stakeholderengagement  
Favorited by Marissa Rosen  
Expand

**Marc Gunther** @MarcGunther  
Pls join @AmanSinghCSR and @NestleWatersNA for conversation on #SharedValue 06/18 [bit.ly/sharecsr](http://bit.ly/sharecsr)  
[View summary](#)

#### GOAL

Increase transparency around CSR issues and engage with stakeholders

#### APPROACH

Launch Nestlé Waters North America's 2012 Creating Shared Value Report to external stakeholders

#### ACTIVATION

- ✓ Twitter Chat with CSRwire, Triple Pundit and NRNA leadership
- ✓ Two guest blog posts in CSRwire
- ✓ Interview with sustainability influencer Aman Singh

**560,000+**

TWITTER ACCOUNTS REACHED

**5 MILLION**

IMPRESSIONS

**TRENDING TOPIC**

ON TWITTER

**1,000+**

TWEETS

# KEY TAKEAWAYS



- Environment is **influential** in purchasing decisions
- Americans want companies to provide **more clarity around environmental messaging**
- Consumers look for information at **point-of-sale** and **increasingly online**
- Consumers use social media to share both **positive and negative information** about companies' CSR efforts
- Opportunities for **ENERGY STAR partner companies**:
  - Supplement the numbers with real-life experiences consumers can relate to
  - Talk about your business practices and address issues such as recycling
  - Monitor and engage visibly on social media



**THANK YOU.**

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