

# Ko Pūrongo Kaihoko e Tuhinga o mua a Aotearoa

## The NZ Conscious Consumer Report 2021

Conscious Consumerism is alive & kicking

*What it'll mean for corporate-cause collaboration*

For changemakers (non-profits, charities  
& social enterprises) in Aotearoa New Zealand



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Commissioned by BePartnerReady.com®,  
research by Perceptive Aotearoa NZ,  
analysis by Di Marzio.

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**Kia hora te marino  
Kia whakapapa  
pounamu te moana  
Hei huarahi mā tātou i  
te rangi nei  
Aroha atu  
Aroha mai  
Tātou i ā tātou katoa  
Hui ē! Tāiki ē!**

May peace be widespread  
May the seas be like  
greenstone  
A pathway for us all this day  
Let us show respect for  
each other  
For one another  
Bind us all together!



# 1. Introduction

## A period of cataclysmic change

To say the past two years have been challenging would be an understatement. From navigating an unprecedented global pandemic, going in and out of lockdown, travel 'bubbles' blown then burst, to getting the 'two shots for summer'<sup>1</sup> and navigating a COVID-normal path forward.

For some, this period of turbulence has provided an opportunity to reflect – and reset. For others - uncertainty, unemployment, and the unenviable challenges of home-schooling. No matter what waka boat we're in, we've all had to weather the seemingly never-ending storm that is the global pandemic.

We've been living - or more accurately, surviving - in a covid bubble: minimal interaction with others, monitoring 'the numbers', with multiple lockdowns and curfews. When our safety is threatened, it's human nature to look inward, to focus on day-to-day survival and caring for immediate dependants.

You might think, then, that nga tangata o Aotearoa the people of NZ would have become more self-centred during this time. But you'd be wrong. This period of cataclysmic change has in fact inspired the opposite. Our research has revealed that not only are Kiwis concerned about the world, social issues, the environment, and our fellow humans, but they're ready to act on it. The pandemic has afforded the opportunity for deep reflection on what's important, and for many it's been profoundly clarifying. The Conscious Consumer movement is alive and kicking, driven by the youngest of generations - Gen Z (aged 11 to 25).



1 [NZ government vaccination campaign advert](#)



The Conscious Consumer trend is booming<sup>2</sup> in Australia and an analysis of seven significant global Trend Reports<sup>3</sup> reflecting the views of hundreds of thousands of consumers around the world, confirms that it's a global phenomenon.

**A 2021 Globescan study reveals consumer expectation of companies has shifted towards transparency, treating staff well, minimising environmental damage (in that order) over providing products and making a profit.<sup>4</sup>**

Global citizens are demanding a systemic reset. To shift the paradigm of business. They want companies and brands to not only address their impact on society and the environment, but also to be active agents of change.

Our research<sup>5</sup> reveals that 3 in 5 Kiwis believe that corporates only care about profit and will do anything to get it. And two thirds believe corporates should partner with charities to solve social problems in the coming year. All generations agree.



**“I have an overwhelming feeling that I can't do much in the fight against environmental degradation and the rise of capitalism. I want to make a positive difference in the world and making small choices about what I buy can make a big impact long term.”**

**~ Chloe, Gen Y**

<sup>2</sup> [Conscious Consumer Report 2021, Australian changemaker edition](#)

<sup>3</sup> 'Brave New World, Creative Trends', Dentsu, 2021, 'Covid-19 rapidly reshapes consumer behaviour', PWC 2020, 'Global Consumer Trends', Mintel 2021, 'Business & Society, Social Trends & Corporate Leadership' Globescan 2020, 'Growth – it comes down to experience' Accenture 2020, 'New lives in a Covid world, global consumer trends' Dynata 2021, 'Trends Report' Carat 2021

<sup>4</sup> Business & Society, Social Trends & Corporate Leadership' Globescan 2020

<sup>5</sup> The NZ Conscious Consumer Report 2021, Perceptive NZ/BePartnerReady.com® November 2021

## The COVID effect

COVID has certainly given many Kiwis a rare opportunity to reflect and re-evaluate their priorities, to consider what's truly important in life. Many have reduced their consumption, turned to online shopping, and enjoyed the benefits of working from home<sup>6</sup>.

Younger Kiwis are thinking about the kind of world they want to grow into, and mature Kiwis are considering what kind of world they want to leave behind for future generations. Despite many having to deal with fear and uncertainty, people are nevertheless thinking of others, and this is happening globally.

**The Mintel report 2021 reveals consumers crave human connection more than ever and in the USA 46% of consumers feel giving back is one of the top five values they live by.**

We've been reminded that we're all connected - how one action can impact both the people close to us, as well as people on the other side of the world. We've been forced to collaborate in ways never seen before to tackle the global health crisis.

**56% of Kiwis say it is important for them to buy products and services from locally owned and operated businesses and 42% agree that businesses are avoiding their social responsibility<sup>7</sup>.**



<sup>6</sup> Challenge, Constraint and Commitment to Change: A New Zealand Consumer Lifestyles Study, University of Otago, Late 2020

<sup>7</sup> Challenge, Constraint and Commitment to Change: A New Zealand Consumer Lifestyles Study, University of Otago, Late 2020



Our research suggests that New Zealand consumers are fed up with corporate greed, and they're sending a very strong message to the corporate sector. They've embraced change, and they don't want to return to 'normal'. They want a renewed focus for corporates in New Zealand - where companies and brands not only take responsibility for their impacts on society, but vigorously take action to make things better. If businesses do not embrace this role, they will be left behind. Because consumers have realised they have immense power to catalyse social reform; by leveraging their **skill** - working for companies that align to their values and shunning those that don't; their **wallet** - purchasing products that do good and boycotting those that do harm; and their **voice** - asserting their concerns & influencing those around them, through the power of social media.

## **Instruments of change**

### **Voice**

Social media has helped transfer power from governments and business to the everyday masses. Before it took off around 2008, communication was one way and there were few avenues for consumers to vent, call out bad behaviour and rally their tribe. Now the masses have a megaphone in their hand-held devices, and they're making their voices heard loud and clear. Hashtag Activism brings laser focus to an issue or cause, can gather global momentum like wildfire, putting pressure on governments and business to act and transform. Think #MeToo, #BlackLivesMatter, #StopFundingHate (UK), #LoveWins, #LikeAGirl, #ClimateStrike, #Dieselgate, #NZHellhole<sup>8</sup>.

<sup>8</sup> [www.traveller.com.au/nzhellhole-new-zealand-responds-hilariously-to-claim-country-is-a-hellhole-in-lockdown](http://www.traveller.com.au/nzhellhole-new-zealand-responds-hilariously-to-claim-country-is-a-hellhole-in-lockdown)

## Skill

A recent study by Microsoft<sup>9</sup> reveals that the pandemic has made people rethink their career and deeply question the role of work in their lives. More than 40% of the global workforce are considering leaving their job this year. Dubbed 'the great resignation', this trend is expected to hit Australia and Aotearoa NZ in early 2022. The psychological contract between employer and employee has evolved – employees want flexibility, enriching experiences, a sense of social purpose and to make a meaningful contribution to society. People are no longer willing to barter their lives for material things. If the employer resists, they'll join the Big Quit brigade. This could result in a boost to the already booming social enterprise sector, as disgruntled employees with an entrepreneurial flair choose to start their own purpose-driven enterprise, or a B-Corp, with doing good at its core rather than the peripheral.

## Wallet

Many Kiwis are flexing their muscles at the checkout, a power strengthened by the exponential choice provided by online shopping. Kiwis are boycotting companies and brands that have a poor reputation for social responsibility – over a quarter say they've boycotted in the last year. On the flipside, almost half say they will switch brands to one supporting a charity in the coming year<sup>10</sup>.



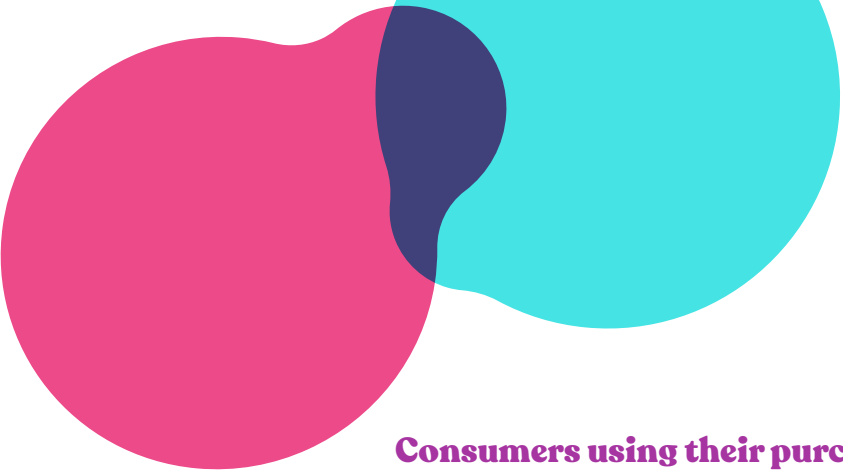
**“So much has unfolded over the past year globally, a lack of trust in government, corporations and social media platforms. People are angry, people are frustrated, and people are upset. One thing they do have control over is how to spend their dollar.”**

**~ Sacha, Gen Y**

9 [Microsoft 2021 Work Trend Index: 30,000 people in 31 countries, Edelman Data x Intelligence, January 2021](#)

10 [The NZ Conscious Consumer Report 2021, Di Marzio Research/BePartnerReady.com](#) © November 2021





**Consumers using their purchase power for good is a behaviour seen globally. In the UK 20% of consumers say they shop with a retailer that supports a cause they believe in and 47% of Brazilian consumers agree they're prepared to boycott companies who behave unethically<sup>11</sup>.**

**Another global study by Accenture cites half of Gen Y and Gen Z say they've shifted a portion of their spending away from a company that's disappointed them around a social issue<sup>12</sup>.**

## **The pinnacle of a growing movement**

The statistics in this report leave no doubt that the Conscious Consumer movement is vibrant and thriving and not even a global pandemic can dampen its spirit. No longer a niche trend, it's across all generations and around the globe.

Here at BePartnerReady.com®, my co-founder Hailey Cavill-Jaspers has been tracking how a company's Corporate Social Responsibility stance and activity influences consumer behaviour for over 20 years. This was long before CSR was even a term, when philanthropy was the primary way for companies to 'give back', and before a company's impact on the environment was taken seriously.



**“The irony of this time is that the long-term thinking that our sector needs is most powerful when everything is falling apart. COVID has amplified this paradoxical situation.”**

**Karl Tischler,  
Founder, Marlin Communications**

<sup>11</sup> Business & Society, Social Trends & Corporate Leadership' Globescan 2020

<sup>12</sup> Accenture, Growth - It comes down to experience, 2020

In 2018, Hailey published an e-book entitled Talking the Walk<sup>13</sup>, an analysis of over 26 research reports on CSR-related consumer behaviour with recommendations on how to communicate CSR to the masses. The book focused on Millennials - the most active and vocal Conscious Consumer at the time. In response to a decade of corporate scandals, royal commissions, wage theft and deceptive environmental claims, she predicted a tsunami of consumer activism in the coming years. The wave has indeed risen in the Tasman Sea, hitting both Australian and Aotearoa NZ shores, heightened in velocity by the global health & economic crisis. It's an immensely powerful wave, with the strength to wash away decades of stale thinking and out-dated models of doing business.

## The opportunity

We – business, non-profits, government, and consumers – have been given a once-in-a-lifetime opportunity to reshape the role of business. A shift from self-serving capitalism to serving the greater good. An evolved model of business that not only considers people and planet but takes strident action to enhance society. Companies, big and small, will have to adapt to meet the needs of the mainstream Conscious Consumer. Corporate Social Responsibility, and more importantly Corporate Social Action, will be a necessity for business survival.

Find out what this means for changemakers in the non-profit, charity & social enterprise space – page 29. As the world opens, the health of the economy, as well as its citizens, is at stake. We're done with just surviving - it's time to thrive.

**It'll take fresh thinking, courageous conversations, radical collaboration and determined action.**



**‘Naku te rourou nau te rourou ka ora ai te iwi’**

‘With your basket and my basket the people will live’  
- Maori Proverb

<sup>13</sup> [Free to download HERE](#)

## About this report

Our first Conscious Consumer Report was published in Australia in October 2020.

Given such a monumental & tumultuous past year, we decided to check in again to identify the impact of the pandemic on consumer attitudes towards companies and their role in solving social problems not just in Australia but in Aotearoa NZ too.

This Aotearoa NZ Conscious Consumer Report 2021 includes the data, alongside my interpretation and insights from interviews with the nga tangata o Aotearoa New Zealanders. I've drawn on my experience as a communications specialist and corporate-cause partnership matchmaker.



## Vox pop

We took to the streets to gain further insight into the statistics. Some of the most perceptive and incisive verbatim comments from both Aussies & Kiwis are featured in this report. Watch our vox pop videos featuring Conscious Consumers, view [HERE](#).

**Georgia McIntosh**  
**Tumuaki Kaituhi me te Kaituhi**  
Chief Communicator & Author  
**November 2021**



**Thanks to our partners  
Di Marzio Research,  
Marlin Communications  
& Equity Matters, the  
Aotearoa NZ report is  
free to **download here.****

## 2. On the same page

### a) Definition of the Conscious Consumer

#### Buy or Boycott

Conscious Consumerism is an umbrella term, which simply means having more awareness of how your consumption impacts society at large, and using the power of your purchase to bring about change.

Beyond that, it encompasses a broader range of consumer attitudes and resulting behaviour. A truly dedicated Conscious Consumer will first, before purchasing something new, look to repair, re-purpose or recycle an existing product. They'll shop local because it's made by locals and has minimal packaging.

For those Conscious Consumers choosing to purchase something new, they'll look beyond the label to examine the company behind it. They do research into the background of the manufacturing process, where the product is made, plus the impact the product or service has on the environment and society. Conscious Consumers have an array of resources at their disposal to help them understand how a product or service comes to market – apps like Orange Harp and Done Good, websites like Good on You and Fair & Good. Conscious Consumers know that their purchase counts – because that purchase funds the company and its activities.

This discerning mindset can result in an array of behaviours.

#### Positive behaviours such as:

- supporting companies that align with their ethics and values
- purchasing brands that are more sustainable and have less environmental impact
- buying Aotearoa NZ and locally made
- investing in companies with strong ethics and values
- buying brands that do no harm to people or animals

- backing companies that recycle, use green energy, and minimise waste
- applauding companies that communicate honestly and with radical transparency
- doing business with corporations and brands that stand up for social issues they care about
- switching to brands that partner with - and support - charities
- actively promoting and recommending favourite companies and brands to whānau family, friends and social media followers

**The other side of the coin includes behaviour that has a negative impact on companies and brands such as:**

- boycotting companies that contradict their ethics and values
- shunning brands that plunder the planet
- avoiding brands made – and profiting - overseas
- banning brands that do harm to people or animals
- boycotting companies that use non-renewable energy
- exposing companies that are deceptive or misleading
- ignoring companies that don't care about issues they care about, not participating in solving social problems, not supporting charities
- actively protesting against, petitioning and strongly criticising disliked companies and brands to family, friends and social media followers.



**“I try to be a conscious consumer in all of my purchases. My son has put a ban on anything containing palm oil coming into our home.”**  
**~ Leisel, Gen X**



**“I think my generation are increasingly boycotting because they’re fed up with all the fake news. We’ve had all this time to reflect on it, and we’re mad!”  
~ Tyrone, Gen X**

## Minimalism

There is also a growing minimalist movement buoyed by campaigns such as The Year of Less, Buy Nothing and the Marie Kondo trend of decluttering – in an effort to save money, reduce waste and improve your surroundings. This has expanded during the pandemic, in part due to shops - other than essentials - being closed, and anxiety around spending. People have had to make do with what they have.

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## Employment

Conscious Consumers are realising that they also have the power to influence corporate behaviour, by choosing who they work for. Gone are the days when a 20-year career with a single corporation was the ultimate dream. More and more talented Kiwis are opting to work for companies with a proven track record in social responsibility, for purpose-driven enterprises or even starting their own company with doing good at its core. B2B Companies that don't have 'consumers' but who are keen to attract the brightest Kiwi talent are not immune to the Conscious Consumer movement either.

According to a global study by Microsoft, an estimated 40% of employees are planning to quit their jobs post pandemic<sup>14</sup>. This is in part due to employer inflexibility but also, employees are looking for greater fulfilment.

Whilst these are both important trends, for the purposes of this study we do not include minimalism or employment as part of our definition, as we are looking at consumers that actively purchase products and services and what influences that purchase.

<sup>14</sup> [The Great Resignation, Forbes, July 2021](#). [Microsoft 2021 Work Trend Index](#)



## **b) The Generations**

This study reveals the attitudes of Aotearoa NZ consumers - from Baby Boomers, Gen X, Y and the Zed's. Here's what it means:

### **Baby Boomers**

Aged 57-74 (in 2021), born 1946-1964

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### **Gen X**

Aged 41-56 (in 2021), born 1965-1980

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### **Gen Y (Millennials)**

Aged 26-40 (in 2021), born 1980-1994

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### **Gen Z**

Aged 11-25 (in 2021), born 1995-2009

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### **Gen Alpha**

Aged 11 and under (in 2021) Born 2010 and after

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If you'd like more detailed information on what makes the different generations tick, download our free e-book 'The Generations' [here](#).





## c) How we did it

We conducted an online omnibus survey, with a sample of people 18+, resembling the Aotearoa NZ population by gender, age, region & location (sample sourced via reputable firm Perceptive NZ).

Sample size 1,177 across Aotearoa New Zealand.

Commissioned by BePartnerReady.com®, Q&A and research by Perceptive NZ and analysis by Di Marzio Research.

Metro/non-metro split 61:39, tāne/wahine Male/Female split 48:52, resembling New Zealand population.

Field dates 15 - 30 September 2021.

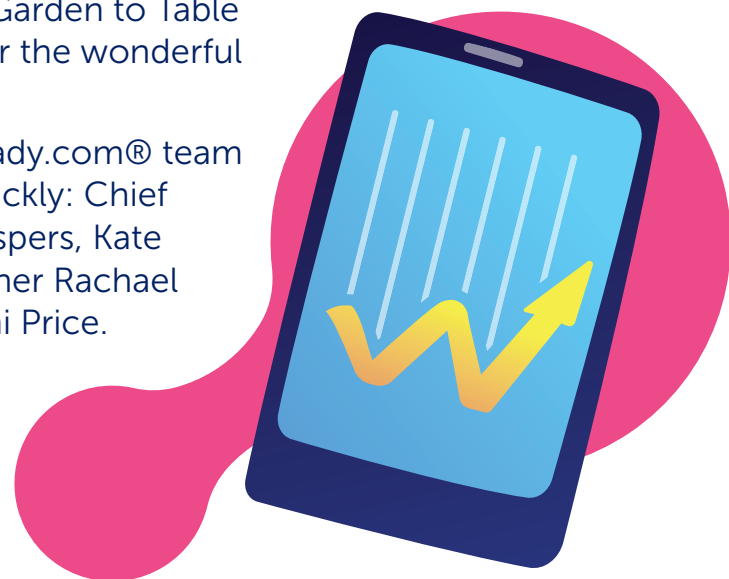
Publication date: 30 November 2021.

A huge thank you to our partners Di Marzio Research, Equity Matters and Marlin Communications for their valued support and contribution.

We're tino mihi grateful to: Damian Bennett at Perceptive NZ for conducting the research; Melissa Barr at Equity Matters; Earle, Minnie & Esha at FINZ for their incredible support. Whakamutunga engari ko te iti rawa last but not least Natalie Edwards from Garden to Table and Gemma Hignett from Tui for the wonderful partnership story.

Thanks also to the BePartnerReady.com® team for bringing it all together so quickly: Chief DoGoodologist Hailey Cavill-Jaspers, Kate Perkins for video content, designer Rachael Hammond and researcher Danni Price.

We're incredibly grateful for our vox-poppers who provided invaluable insights to the statistics.



**Research questions and statements were prefaced with the script below to provide context:**

The following questions are about corporates and companies in NZ, which can be defined as comprising large public and private companies with 150 or more employees selling products or services (rather than small, local business).



**“The performance of Western capitalism in recent decades has been deeply problematic. It’s not irretrievably bound to fail; but it does need to be rethought.”**

**~ Economist Michael Jacobs,  
author, ‘Rethinking Capitalism’**



## 3. Snapshot

### Attitudes on behaviour:



3 in 5 Aotearoa New Zealand consumers believe that corporates only care about profit and will do anything to get it

.....



Just over two thirds of Aotearoa New Zealand consumers agree it's time corporates in NZ stepped up and showed leadership in solving social issues

.....



Almost half believe Corporates (of all the institutions) have the greatest potential to solve societal problems

.....



Two thirds of Aotearoa New Zealand consumers believe corporates should partner with charities to solve social problems, in the coming year

.....



Over a quarter have actively boycotted a company or brand in the past year, due to its poor social responsibility

.....



Almost half say they will switch brands supporting a charity, in the coming year (rising to over 4 in 5 saying possibly)

.....



The top 6 causes that prompt Aotearoa NZ consumers to switch brands are: mental health services (29%), environmental conservation (25%), healthcare & medical research (24%), support & care for vulnerable people (23%), animal rescue (21%) climate change/global warming (18%)

**Conscious Consumerism is alive and kicking in Aotearoa NZ; it is now a mainstream attitude driving consumer behaviour, with consistent agreement across the most active consumer generational segments (Z, Y, X and Baby Boomers), and across most regions.**

## 4. Full results

*Note: most of the results were consistent across all generations and regions. Statistically significant differences are provided where they exist.*

### CHANGING ROLE OF CORPORATES IN SOCIETY



*"It's time Corporates in New Zealand stepped up and showed both moral and practical leadership in solving society's problems."*

2021



- 68%  
AGREE
- of which 32%  
STRONGLY AGREE

Gen Z have the strongest desire for corporates to step up, at 76%. Although it must be stated the sample size is fairly small (31 people).



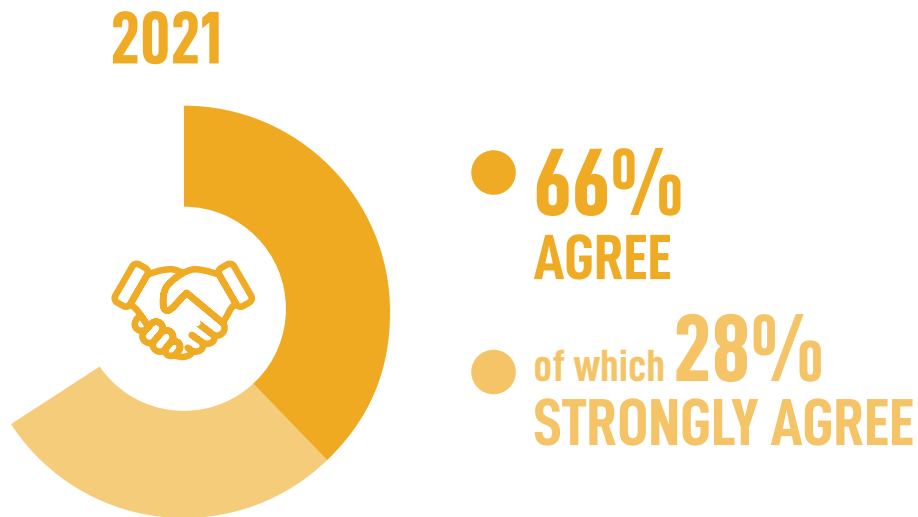
**"Build back better. Blah, blah, blah. Green economy. Blah blah blah. Net zero by 2050. Blah, blah, blah. This is all we hear from our so-called leaders. Words that sound great but so far have not led to action. Our hopes and ambitions drown in their empty promises."**

**~ Greta Thunberg, Gen Z**

## CORPORATES SHOULD PARTNER WITH CHARITIES



*"In the coming year, I believe Corporates should partner with charities to help solve societal issues and get New Zealanders back on their feet."*



Gen Z are again above average, at 71%, although it must be stated the sample size is fairly small (31 people).

**A higher proportion of Australians agreed with this same statement - 76%.**



**"It's no surprise to see Gen Z above average here. Whilst a small sample, it's clear they're driving the conscious consumer movement in Aotearoa New Zealand and we can see this across the research results and notably in the prolific School Strike for Climate NZ campaign, putting pressure on leaders (and corporates) to step up and take real climate action. Their voice is by far the loudest and I suspect it will only get louder as the younger Z's enter the workforce and the older Z's become more active consumers as their earnings increase"**

**Georgia McIntosh, Chief Communicator  
BePartnerReady.com®**



# From little things, big things grow

Tui is a garden supplies brand, providing bagged soil and other products for the green fingered gardener in NZ. Garden to Table supports schools and kura to grow, harvest prepare and share fresh seasonal kai. The program empowers thousands of children throughout Aotearoa to discover the goodness of fresh seasonal food and hone the skills to prepare it.

What started out as a product donation to the charity Garden to Table Trust, has grown over the years into a substantial mutually beneficial partnership.

Tui gives a significant cash contribution to the charity annually, and Tui's commitment is across the business. This is beautifully demonstrated with their participation in two Garden to Table School community days in the Bay of Plenty allowing staff from Tui HQ to give back to local schools.

Tui donate starter packs to Garden to Table schools, giving students a great start in learning to grow nutritious food, nurturing the environment and themselves.

Building on the strong brand alignment, Tui sponsors the annual Seedling Sale which has become a popular and successful fundraiser for Garden to Table schools across Aotearoa New Zealand. This gives students a social enterprise opportunity in their local community, raising funds to support their much-loved Garden to Table program at their own school.

This year Tui have run a cause related campaign with their 'Kids Mini Garden' to encourage children to plant their first garden at home. For every Mini Garden bag sold 50c is provided to Garden to Table Trust. This enhances the mutual goals of both partners, supporting more and more young New Zealanders to experience the joy and satisfaction of growing great fresh kai.

The synergy between the two is brilliant, and this extends to their values and genuine commitment to support each other and the community at every turn.

**More info** [HERE](#)

In addition to the partnership with Garden to Table, Tui have a clear sustainability roadmap beautifully communicated through graphics on their [website](#).

**More info about Garden to Table** [HERE](#)





**“We have a group at school called FERRGY\*, it’s an acronym. We discuss politics and issues facing young people, and we often talk about conscious consumerism. I get a lot of information from them, but I also do independent research before buying any product”**

**~ Ava, Gen Z (NZ)**

**\*Feminism, Equality, Race, Religion, Gender, Youth**

**Watch our  
voxpop  
interviews  
HERE**



**“The most spectacular failures in corporate history didn’t stem from companies whose widgets didn’t work. Their downfall was a failure in their corporate social responsibility, whether it’s environmental degradation, workforce exploitation or customer deception. Whatever the issue, it’s brought down the largest of companies. So it’s time to change. Shareholders are now demanding accountability. Consumers are now demanding accountability. And we’re demanding that the companies that we do business with reflect the values that we hold.”**

**~ Linda, Baby Boomer**

## CORPORATES ARE TOO PROFIT FOCUSED



*"In general, all Corporates care about is profit and they'll do anything to get it, even damage society and the environment in the process."*

2021



- 60%  
AGREE
- of which 23%  
STRONGLY AGREE

Gen Z are most ardently in agreement at 71% (11 percentage points above average) whilst Baby Boomers are below average at 53% (7 percentage points below average). Again it must be stated the Gen Z sample size is fairly small ( 31 people).



**“Capitalism has failed our people. If you have hundreds of thousands of tamariki children living in homes without enough to survive, that’s a blatant failure. What else could you describe it as?”**

**~ Jacinda Ardern,  
New Zealand Prime Minister**



## PROTESTING AT THE CHECKOUT



*"In the last year, I have actively boycotted a company/brand/product/service because of their poor reputation in social responsibility (by boycott we mean, refused to purchase / petitioned against)."*

2021



● 29%  
AGREE

● of which  
13%  
AGREE  
STRONGLY

The most active boycotters are millennials, at 38% (9 percentage points above average). Consumers in Wellington and Otago are also above average at 36% and 42% respectively. Otago's sample size was however fairly small (56 people).



**"Millennials are the most active boycotters, at 38%. This statistic is in line with our Australian research, where 38% of consumers said they have actively boycotted a company in the last year<sup>15</sup>."**

**Georgia McIntosh, Chief Communicator, BePartnerReady.com®**



**"My 2018 research asked Millennials what kind of behaviour defined 'boycotting'. The top 3 answers were 'Stop buying a product' (86%), 'Refuse to buy a product' (53%) and 'Switch to a competitor' (43%). This negates the idea that Millennials are simply clicktivists<sup>16</sup> – they take their activism to the checkout."**

**Hailey Cavill-Jaspers, Chief DoGoodologist**

<sup>15</sup> Conscious Consumer Report 2021, Di Marzio Research/BePartnerReady.com® October 2021

<sup>16</sup> Clicktivism – a form of activism, which is online, largely social media, to galvanise protests

## CORPORATES HAVE GREATEST POTENTIAL

nga tangata o Aotearoa New Zealanders still believe that corporates have the greatest potential:



*"Of all the major institutions, I believe that Corporates have the greatest potential to solve societal problems in the coming years."*

2021



● 49%  
AGREE

● of which  
18%  
STRONGLY  
AGREE

This was consistent across all generations. Consumers from Wellington are above average at 56% (7 percentage points above average) whereas Manawatu-Wanganui is well below average at 37% (12 percentage points below average). Although it must be stated that the sample size for Manawatu-Wanganui was fairly small (62 people).

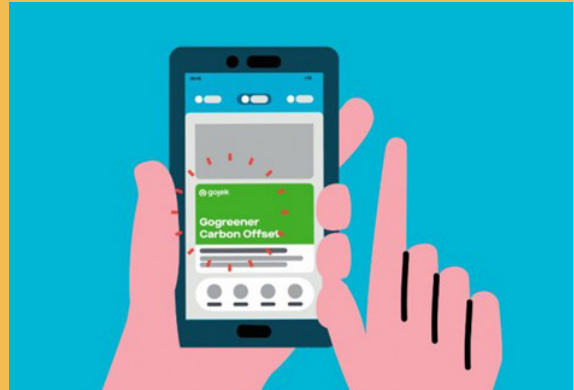


**"Corporates in NZ should strive to make a profit through good moral & ethical standards, rather than striving to make that little bit extra profit. They should be conscious of the people they're hurting and the problems they're causing"**  
**~ Ava, Gen Z (NZ)**

# Hail a ride, plant a tree

Indonesia's ride-hailing giant Gojek has launched a new feature that allows users to donate to tree-planting schemes to offset their carbon footprint.

**More info** [HERE](#)



# A picture of diversity

Crayola, who inspire creativity in children in the form of wax crayons, has introduced a 'colours of the world' range that has 24 specially formulated colours representing different skin tones.

**More info** [HERE](#)



# Braille Bricks

Lego are committed to make learning fun – for all. They introduced Braille Bricks in several languages to help visually impaired children learn Braille through play. Compatible with existing Lego toys, the Braille Bricks are moulded with studs that match with Braille letters and numbers.

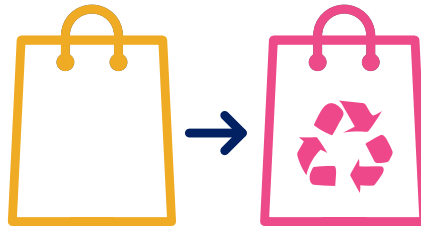
**More info** [HERE](#)



## SWITCHING TO SUPPORT A CAUSE IN THE COMING YEAR



*"In the coming year, when purchasing a product or service that you would normally purchase, how likely would you be to choose one that supports a charity you care about, assuming the product or service quality and price are equal?"*



Definitely/probably

**49%**  
**TOTAL**

Definitely/probably/possibly

**82%**  
**TOTAL**

The propensity to switch brands in the coming year is fairly consistent across all generations, with Gen Z again leading the charge (at 87%, definitely/probably/possibly), although their sample size is fairly small (31 people). Brand switching is a global phenomenon and is reaching peak momentum around the world. A recent study by Globescan found that 53% of global consumers say they've changed their purchase to support a cause<sup>17</sup>, and in **Australia, our research indicates that 53% of Australian consumers will also definitely/probably switch brands in the coming year to support a cause<sup>18</sup>.**



**"This is the first time in my 20+ years of tracking cause-related purchase behaviour I've seen agreement over 80% anywhere in the world. This suggests we're going to see a lot more switching behaviour in Aotearoa New Zealand as consumption resumes to pre-pandemic levels. This will be both females and male shoppers, across all generations. If you're a corporate or brand and you're not aligned to a charity I'd think very strongly about embracing one, as 4 in 5 Kiwis will be influenced to buy or reject your product. If you do have a cause partner, it's time to start promoting it through your products not just on your website and in your annual/CSR reports."**

**Hailey Cavill-Jaspers, Chief DoGoodologist**

<sup>17</sup> Globescan, Business & Society, Social Trends & Corporate Leadership, 2020

<sup>18</sup> Conscious Consumer Report 2021, Perceptive NZ/BePartnerReady.com® October 2021

## CAUSES THAT MOTIVATE BRAND SWITCHING BEHAVIOUR



“Following on from the previous question, which of the causes or social issues listed would motivate you most and second most to make such a choice?”

*Note: Only those respondents that said they would definitely/probably/possibly choose to switch brands to support a cause answered this question, so the sample size was smaller (977) not the total sample of 1,177:*

2021 Top 6	
Mental Health Services	29%
Environmental conservation, reducing waste/pollution	25%
Healthcare, illness prevention & medical research	24%
Support & care for vulnerable people ie disabled, those that are poor etc	23%
Animal rescue, care & protection	21%
Climate Change/Global Warming	18%

7th was support for homeless people/social housing, 8th was employment & skills training, 9th was children & youth empowerment and 10th was Disaster response & relief in NZ.



“It was interesting to see that Climate Change was the top motivating cause for consumers to switch brands in Australia<sup>19</sup> yet it ranked #6 in Aotearoa New Zealand. Globally, it’s been recognised as the third most serious global problem behind Covid and the spread of human disease<sup>20</sup>. Perhaps this reflects Aotearoa New Zealand’s serious commitment to halving its emissions by 2030, under the tenacious leader Jacinda Ardern and their newly formed Climate Change Commission<sup>21</sup>.”  
**Georgia McIntosh, Chief Communicator, BePartnerReady.com®**

<sup>19</sup> Conscious Consumer Report 2021, Di Marzio Research/BePartnerReady.com® October 2021

<sup>20</sup> Globescan, Business & Society, Social Trends & Corporate Leadership, 2020

<sup>21</sup> <https://www.climatecommission.govt.nz/>

# 5. Conclusions

## What it means for changemakers

If you're working within a charity, social enterprise, non-profit or Foundation to advance a societal mission we'd love to hear from you – what do YOU think it means for you and your sector?

McKinsey have predicted that it'll take some industry sectors more than five years to recover from the pandemic. Whilst some industries have done exceptionally well during Covid – online grocery, telehealth, home furnishings & meal delivery services to name a few – others have been decimated (airlines, hotels and restaurants). Either way, there's a sure-fire way to advance recovery – and that's meeting the needs of consumers and customers. Not just their practical needs but also, resonate with their values and meet their moral needs. This is where things get interesting – and exciting for changemakers.

**Companies and brands will have an appetite to fully embrace their obligation to society.** Almost half of Aotearoa New Zealand consumers believe corporates have the greatest potential to solve societal problems. There will be a greater demand for companies to embrace CSR & Social Good strategies. Whilst some companies will first address the impact of their operations before going public (as they should) others will be seeking to partner with charities to tackle social problems and some will want to go public. For those that do, the results are far reaching and include motivated & proud staff, enhanced reputation, differentiation from competitors, and potentially more customers.





When companies are keen to solve social problems, non profits and social enterprises need to clearly articulate the problem they solve and how corporates can assist in finding the solution. View corporates and brands as powerful partners, not a line item in the budget and understand that they are seeking mutual benefit, not just ‘warm and fuzzies’.

**Companies and brands will be seeking non-profits to partner with.** 49% of Aotearoa New Zealand Consumers say they will switch brands in the coming year to one that supports a charity. Therein lies the opportunity for changemakers working with non-profits, social enterprises, and charities. Suddenly, you’re not just the sector that cares for vulnerable people, or repairs environmental damage and one that is ‘worthy’ of support – **but a powerful partner to help companies meet consumer demand.**

If you operate in the realm of mental health, environmental conservation, healthcare & medical research, support for vulnerable people, animal rescue and climate change – you have an advantage. These are the top 6 causes that motivate Kiwis to switch brands. If you don’t have company’s (especially FMCG<sup>22</sup> brands) queuing up to partner with you, something is amiss.

The important question however, is: **are you ready to seize the opportunity and form mutually beneficial partnerships with corporates, companies & brands?**

Just being a popular cause isn’t enough. You must be willing to partner, as well as able to partner. It’s essential that you’re organisationally ready to enter a commercial arrangement with a company or brand. To calculate your Readiness score, give our free [Readiness Q&A](#) a go.

Companies funding a cause partnership from the Marketing & CSR purse, will want business as well as social outcomes (as distinct from the HR & Philanthropic purses).

It's not feel-good vibes, but KPI's. Do you know what you have to offer? Do you know how to spot an approach from someone holding the marketing or CSR purse? Check out our free ['4 purses infographic'](#) to help you navigate the 4 purses and identify what each purse holder wants from a charity partner.

Now is the time for non-profit leaders to empower their people, upskill their teams, and use these statistics to prove the potency of your cause to influence consumer purchase.

You're welcome to cite any of these statistics on your website or in presentations to corporate prospects, however, ensure to reference the stats otherwise it lacks validity: Ko Pūrongo Kaihoko e Tuhinga o mua a Aotearoa 2021/BePartnerReady.com®/Perceptive NZ.

The NZ Conscious Consumer Report 2021, BePartnerReady.com®/Perceptive NZ.



**“I want my grandchildren to grow up in a world like I grew up in – it was fun, minimalist, not too many things. Now they’ve got too much, it’s all about material things, ‘keeping up with the Joneses’. I really want my grandkids to learn what we need to do to help the planet survive.”**

**~ Zori, Baby Boomer**





## 6. More Resources

We do hope that these insights and statistics will help all changemakers (causes, charities & social enterprises) have more confidence when approaching corporates & brands for partnership in 2022 and beyond. However, statistics alone won't guarantee success. **Changemakers need to be ready to partner with corporates.**

After 26 years of corporate-cause partnering, we know a thing or two about readiness. If you don't know whether your **organisation** is ready to embrace a corporate partnerships strategy, **do our free Readiness Q&A.**

If you'd like more information on how to become **partner** ready, check out our free resources and training [here](#).

BePartnerReady.com® is an online training and implementation program enabling changemakers across Australasia to upskill and win corporate partnerships. We're a group of social entrepreneurs based in Australia, committed to empowering the social sector to partner-up with the most innovative and resourceful sector – corporates & brands.

Changemakers from non-profits & social enterprises in Australia and Aotearoa NZ have participated in the BePartnerReady.com® and embedded a robust & best practice corporate partnerships strategy into their organisation. Our unique tools have been tailored for the Aotearoa NZ market including i) the Brand Affiliation Fee (BaFF) - enabling you to place a \$ value on your non-profit brand and ii) Assets Inventory (Ph Formula) - enabling you to place a \$ value on your marketing, media & program assets.

Each year we run online workshops exclusively for Aotearoa NZ changemakers and offer a scholarship for the BePartnerReady.com® program.

[Sign up here](#) if you'd like to be alerted to these opportunities.

**Calculate your  
corporate  
partnership  
readiness score  
HERE**

## About the author

Georgia McIntosh is a communications specialist. She is Co-Founder and Chief Communicator at BePartnerReady.com® upskilling hundreds of Aotearoa NZ & Australian changemakers to win corporate partners. Georgia is passionate about translating data into digestible and usable insights and is an avid trendwatcher. Check out her article in F&P Magazine December issue [here](#).

She has a Degree in Professional Communications and a Masters in International Development. She lives in Australia's Yarra Valley and divides her time between her studies, coaching non-profits, cooking and walking her dog. During lockdown she's perfected her homemade focaccia bread (NOT sourdough).

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