

The Conversation



Rational Vs. Emotional



Intangible Vs. Tangible









Are we relevant?



The "cultural codes" of sustainability











RESIDUAL

DOMINANT

EMERGING

A Colour

"Green is good" "Go green" "Eco-friendly" "Pure and natural"

All-powerful humans

"Save the planet"
"Eco-warriors"
"Harnessing nature"
"Feats of engineering"

Mutualism & Mindfulness

"Stewardship of our land"
"Kaitiakitanga"
"The good life"
"Conscious consumption"

Adapt & Transform

"People, planet & profit converging"



Oppositional

Absolute

Global

Judgemental

Requires sacrifice

Negative

Aspirational

Optimistic

Individual/local

Elitist/premium

Requires effort

Positive

Feel good

Dynamic

Individual/local/Global

Holistic

Effortless

Positive

RESIDUAL

DOMINANT

EMERGING

Fear

Guilt

Obligation

Loss/compromise

Unattainable

Desire

Hope

Responsibility

Exclusion

Unattainable

Excitement

Anticipation

Possibility

Inclusion

Achievable

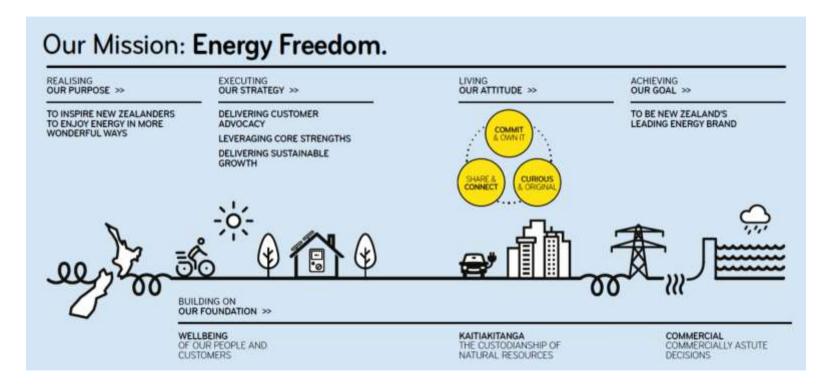




How do we "win"?



Know what you're trying to achieve





Make it real

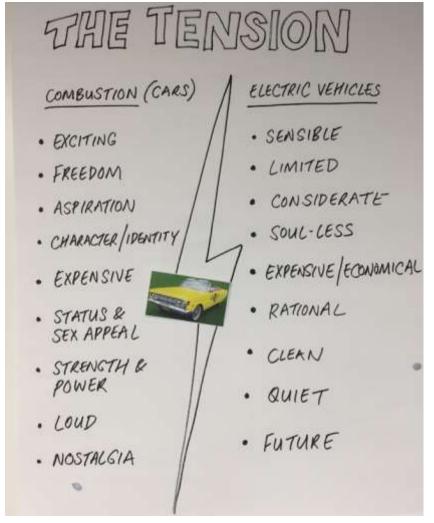
With actual "things"





Make it relevant

Resolve the cultural tension





Make it "wonderful"

Be unique and memorable – for the right reasons....





Get the story out there

















And keep building on it







Positioning Renewable energy to "win" with Consumers

- > **Know where you are** today how relevant are you?
- > **Know what you want** to achieve strong mission and purpose
- > Make it real and relevant tangible examples (show don't tell) that connect with people emotionally as well as rationally
- > Make it stand out be unique and memorable
- > **Get the story out there** in as many ways as possible
- > **Keep building** and be consistent



Resources

http://www.sbc.org.nz/resources/videos-andpresentations/2017/connecting-sustainability-with-your-brandstory

https://www.wbcsd.org/Programs/People/Sustainable-Lifestyles/Resources/The-Good-Life-2.0-Playbook-US-Edition



