

Sustainable forest management - Helping brand owners tell their story

Findings from 35 company interviews

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The business of sustainability



SUSTAINABLE
FORESTRY
INITIATIVE



Overview

Purpose: Identify how company employees learn and get information about sustainability, what they do with it and their interests and challenges. Gather perspectives of SFI. Recommend ways SFI can enhance engagement and participation.

- Interviews and survey conducted in June 2016
- Participants
35 individuals
~**50%** from Fortune 500 Companies

Across ***multiple industry sectors***



Paper

Retail

Food & Beverage

Transport

Technology

**Pharmaceutical,
Chemical**

Manufacturing

Key questions

- How do employees within companies *learn* about sustainability or environmental and social responsibility?
- What are their *interests*?
- What *messages* and *information resonate* for different brands?
- How can SFI use this information?



How do companies currently learn about sustainability?



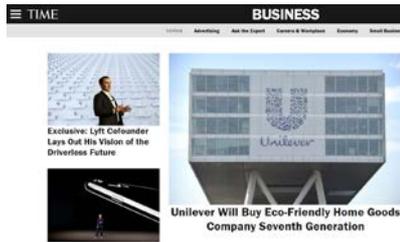
Training



Conferences



Webinars



Newsfeeds



Face-to-face conversation



Green guides, standards



Presentations

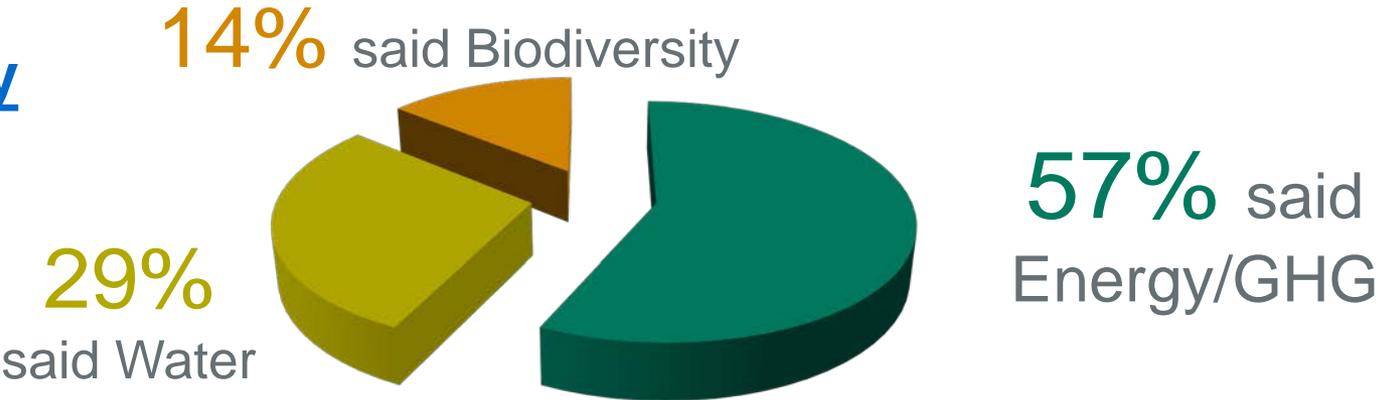


Membership organization activities

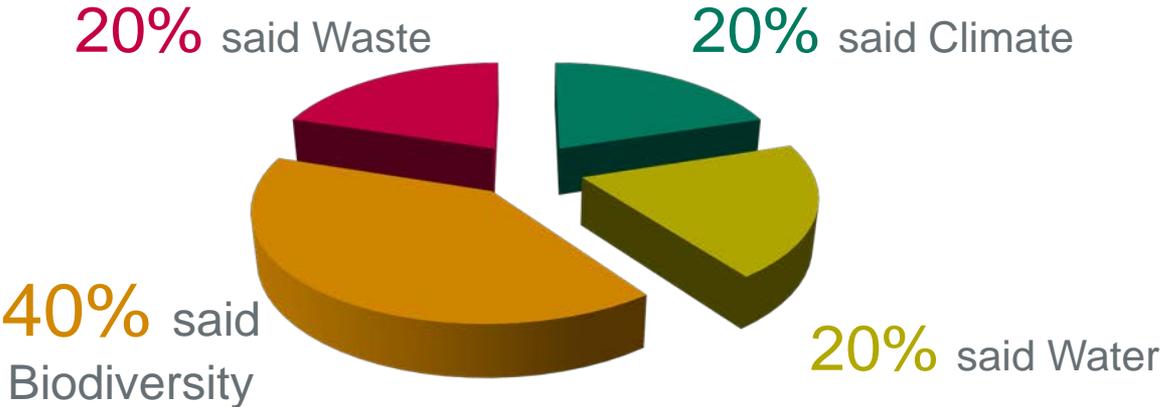


What are their sustainability priorities?

#1 Priority



#2 Priority



*None specifically stated carbon storage or sequestration as most important, but saw this as part of the broader carbon conversation.

#3 Priority

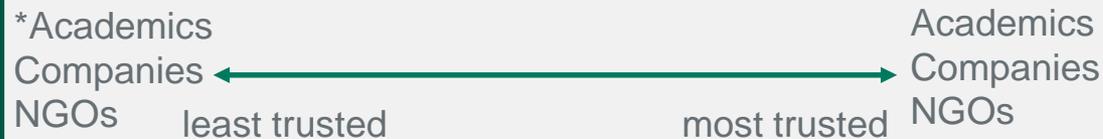
75% said Water

Who do companies trust?

In order of priority, companies trust

1. Technical experts
2. Industry experts
3. Industry groups
4. Data
5. Companies who have experience
6. Relevant stakeholders
7. Experts with stellar reputations
8. In-house sustainability & CSR teams
9. The environmental community

Trusted organizations called out:



How do companies prefer to digest data?

Companies interviewed want synthesized reports with easy access to raw data

Preferred

learning formats:

- ✓ *easy-to-navigate* repositories of information in narrative form
- ✓ *case studies* with *access to raw data*

77% want distilled, interpreted or narrated data and prefer stories as they are easier to digest

17% want both summarized and raw data

just **1** company wanted raw data only

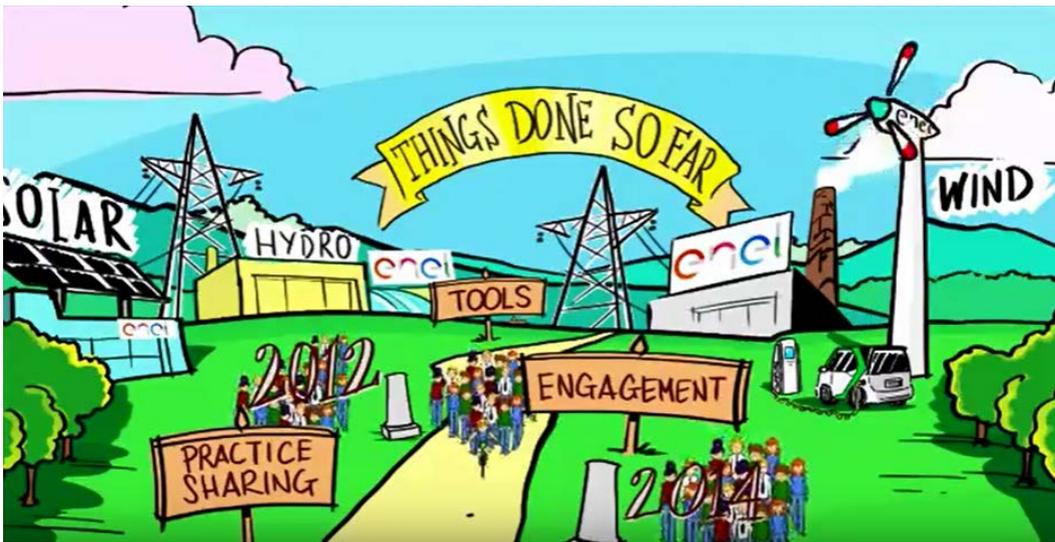
What are companies interested in learning about?

The majority of companies surveyed prefer information in the form of **stories with relevant data**.

- Case studies and trends
- How sustainability connects to their brand
- Lessons from industry people who have been there
- Examples of how to work with customer-facing employees
- Creative ways to have discussions about responsible forestry
- Examples of how the consumer is affected and why it is important

How should information be presented?

- Companies are interested in **stories about successes**
- Want the information to be in **narrative form, relatable to challenges** they are facing, and **engaging**
- Prefer short pieces – **written or video** and enjoy **interactive presentations**.



Enel Green Power – A Shared Value Fairy Tale
www.youtube.com/watch?v=B5UIR5VqZJQ



Heineken – Sustainability 2015: 'Let's Get Frank'
www.youtube.com/watch?v=8FJyKYK74DM

And then there's gaming...

Many mentioned that they enjoy when information is **gamified**



Sustainability Video Game – NySci and
Design I/O

www.youtube.com/watch?v=OydFoyvgnZ4

Forestry 2017 The Simulation: Gameplay (PC HD)
www.youtube.com/watch?v=mW5_fFTkba0

Perception of SFI

Although SFI is doing strong work, successes and impact are not well-known among the corporate community...

- FSC perceived to have more credibility globally
- SFI public perception concerns:
 - connections with traditional logging companies
 - questions about the integrity of SFI standards
 - quality of audits
- What's important to brand companies
 - certifiers' ability to validate sources
 - avoid becoming targeted by opposition



Improving SFI's perception among the corporate community and stakeholders is paramount for SFI certification credibility, for ability to grow and to bring long lasting value of additional programs and offerings.

Recommendations for SFI

- Be more direct in the public eye
 - Funding sources, accomplishments and positive stories
- Increase transparency
 - With whom you work, where you work, who's involved, who advises, how you validate sources
- Provide credible data points
 - Value delivery, testimonials, case studies, collaborations, regions of impact
- Take a step back and explore storytelling
 - Managed and responsible vs. non-managed forests

Questions and Discussion

The path to change: when learners are inspired and engaged they change behavior

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