NYU Stern Center for Sustainable Business and Edelman partnered with nine iconic consumer brands to study the environmental sustainability claims that best resonate with consumers.

**TOP 3 FINDINGS**

01. **SUSTAINABILITY AMPLIFIES CLAIMS**
   When coupled with top a performing category claim, sustainability claims have a dramatic amplifier effect on a brand’s reach and appeal.

   ![Graph showing 24-33 ppt appeal increase]

<table>
<thead>
<tr>
<th>Category Claim Alone</th>
<th>Top Category + Top Sustainability Claim</th>
<th>Top 3 Claims (Category + 2x Sust)</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>60%</td>
<td>74%</td>
</tr>
</tbody>
</table>

02. **SUSTAINABILITY HAS MAINSTREAM APPEAL**
   The right sustainability messages resonated across demographics. Some environmental claims struggled to cut through overall, but were of particular interest to Gen Z.

   ![Strong claims performed well across demographic and psychographic cohorts including: Generations, Gender, Political Affiliations, Family Size, HH income, Education, Urbanicity]

   - Generations
   - Gender
   - Political Affiliations
   - Family Size
   - HH income
   - Education
   - Urbanicity

03. **THE TOP CLAIMS LINKED SUSTAINABILITY TO PERSONAL BENEFIT**
   Linking sustainability to a personal benefit resulted in the most appealing claims to consumers – it’s not a choice between ‘me’ and ‘we,’ it’s both.

   - “100% locally sourced for a great tasting product”
   - “Formulated with sustainable ingredients to be kind to your skin”

**TOP 3 LEARNINGS**

01. **LINK SUSTAINABILITY TO YOUR REASON FOR BEING**
   Deeply root your strategy in an understanding of your product, category and consumer. The best performing claims were tightly linked to the core product value proposition.

   ![Diagram showing Category Benefits and Sustainability Actions & Benefits]

02. **BEWARE OF JARGON**
   Avoid technical sustainability claims when speaking to mass consumers, and focus on the result, not the process.

   - Is biodegradable 76
   - “...to protect drinking water and marine life” 101

03. **EMPHASIZE BENEFITS TO MY WORLD NOT JUST THE WORLD**
   Consumers care most about:
   - Themselves and Their Families
   - Local Farmers
   - Local Sourcing
   - Sustainable Sourcing

   Consumers care less about:
   - Scientific causes behind sustainability (they care about effects)
   - Traceability
   - Certifications (a vital validating role but not the main message)
   - Packaging (unless 100% recycled packaging)