

# SUSTAINABILITY: A SERIOUS BUSINESS

Ipsos After Hours Gurugram, 2024

31 January 2024

# Decoding Sustainability – The SDG Connect

## ENVIRONMENT

**6** CLEAN WATER  
AND SANITATION

**7** AFFORDABLE AND  
CLEAN ENERGY

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE

**11** SUSTAINABLE CITIES  
AND COMMUNITIES

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION

**13** CLIMATE  
ACTION

**14** LIFE  
BELOW WATER

**15** LIFE  
ON LAND

## SOCIAL

**1** NO  
POVERTY

**3** GOOD HEALTH  
AND WELL-BEING

**5** GENDER  
EQUALITY

**8** DECENT WORK AND  
ECONOMIC GROWTH

**10** REDUCED  
INEQUALITIES

**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS

**2** ZERO  
HUNGER

**4** QUALITY  
EDUCATION

**6** CLEAN WATER  
AND SANITATION

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION

## GOVERNANCE

**5** GENDER  
EQUALITY

**8** DECENT WORK AND  
ECONOMIC GROWTH

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE

**11** SUSTAINABLE CITIES  
AND COMMUNITIES

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION

**13** CLIMATE  
ACTION

**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS

**17** PARTNERSHIPS  
FOR THE GOALS

# Who cares for Sustainability?



**92%**

are “concerned” about the environment

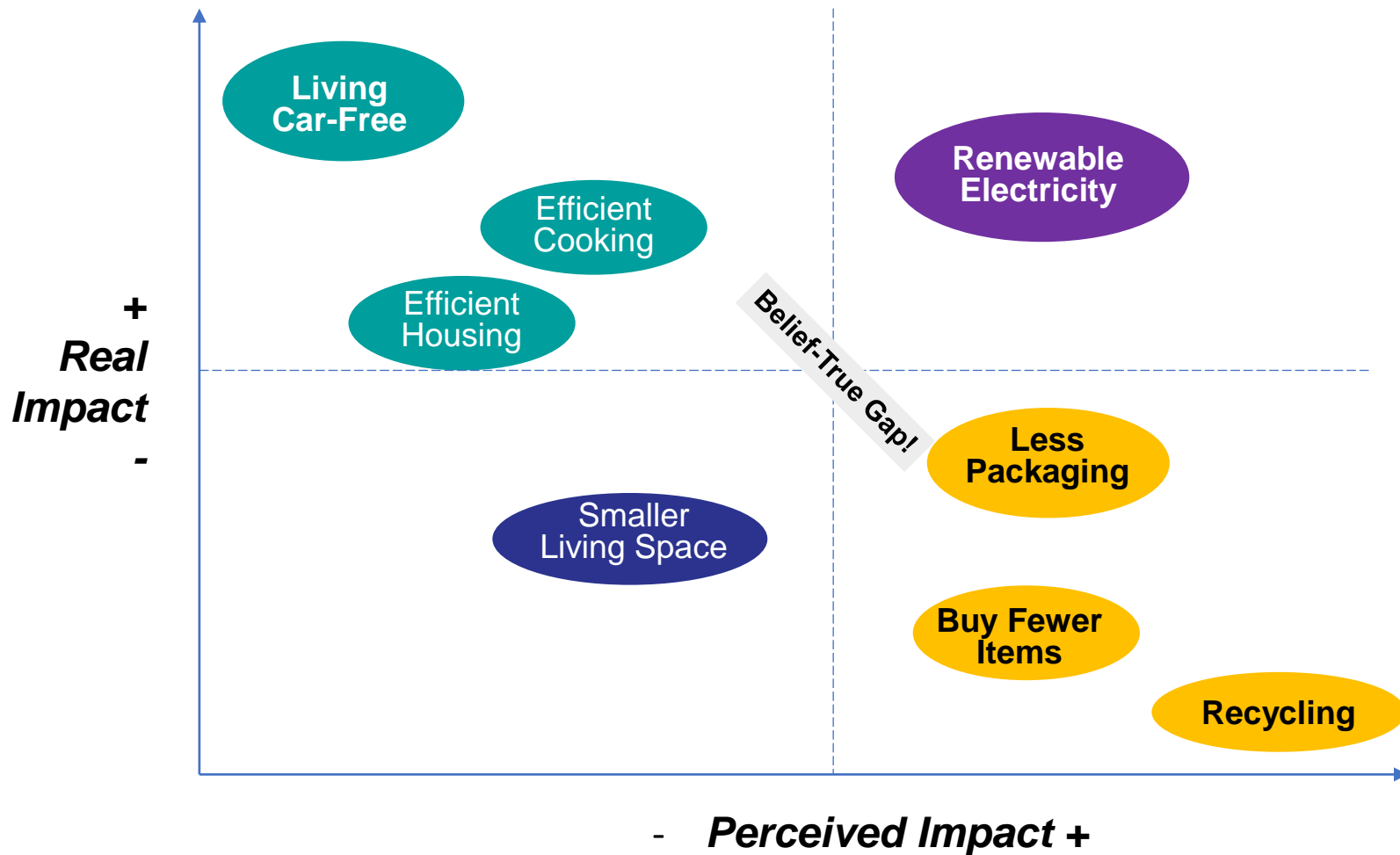


**Two-third**

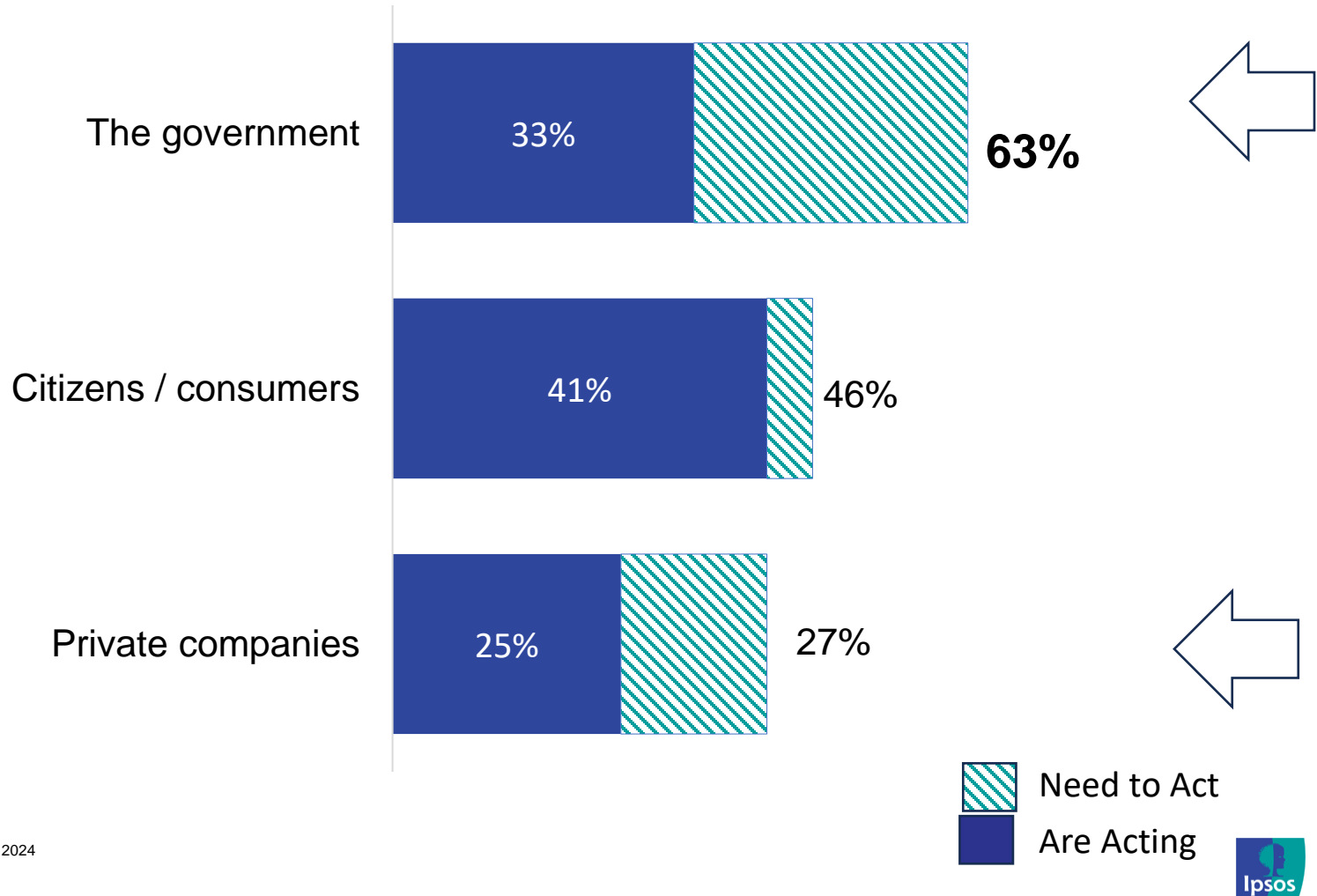
feels it is at risk or critical



**7 in 10** believe they know what actions to take  
...mostly **wrong!**



# Governments and companies are expected to act... But are seen as taking **insufficient actions**



# Consumers are navigating, but a bit lost

**A complex mix of high concern, good intent, (lack of) knowledge and (high) expectations**

**No wonder the brands are confused too!**

**Our Recommendation: Don't wait for the clarity. Embrace chaos, lead the way and inform, help them take the right action and feel proud**

# SUSTAINABILITY SEGMENTATION



# Ipsos India Sustainability Segmentation 2024

- **2,107** Respondents using **Hybrid** methodology

: Offline F2F + Online

- NCCS ABC,  
18+ Years, both genders

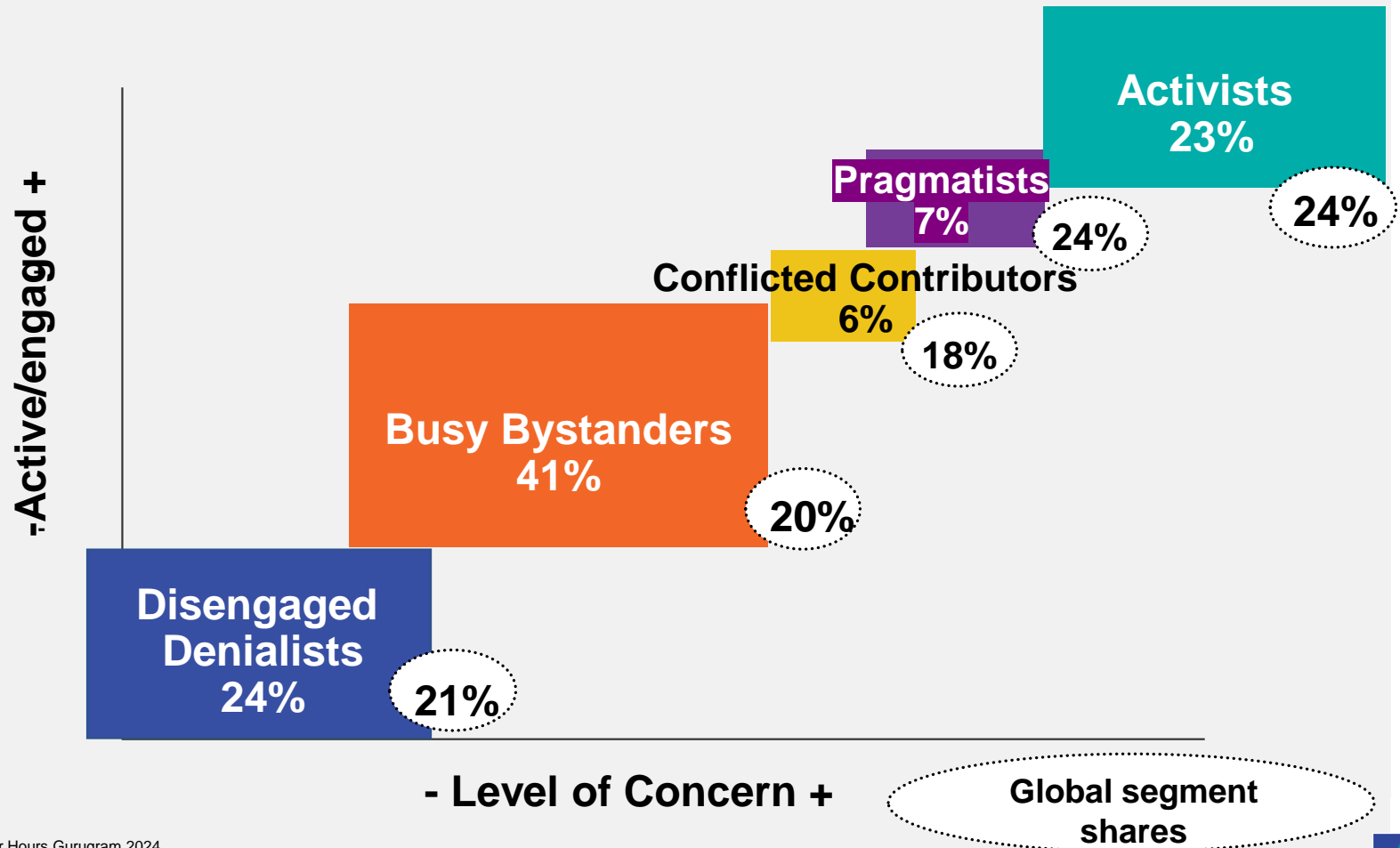
- Representing Indian urban population:  
**16 cities**  
**4 town classes**  
**4 region**

- Data weighted to national urban representation

- Compared with global trends using same framework



In India 3 major segments emerged.  
While globally, we have '5' segments are significant !



# Three Major Segments in India: What do they believe?



Activists

**23%**

- Environment is at a **critical stage** and the world must act now
- Will **compromise lifestyle** for environment.



Busy Bystanders

**41%**

- Climate change is **overblown**.
- See many barriers to action on climate change
  - **not a priority**

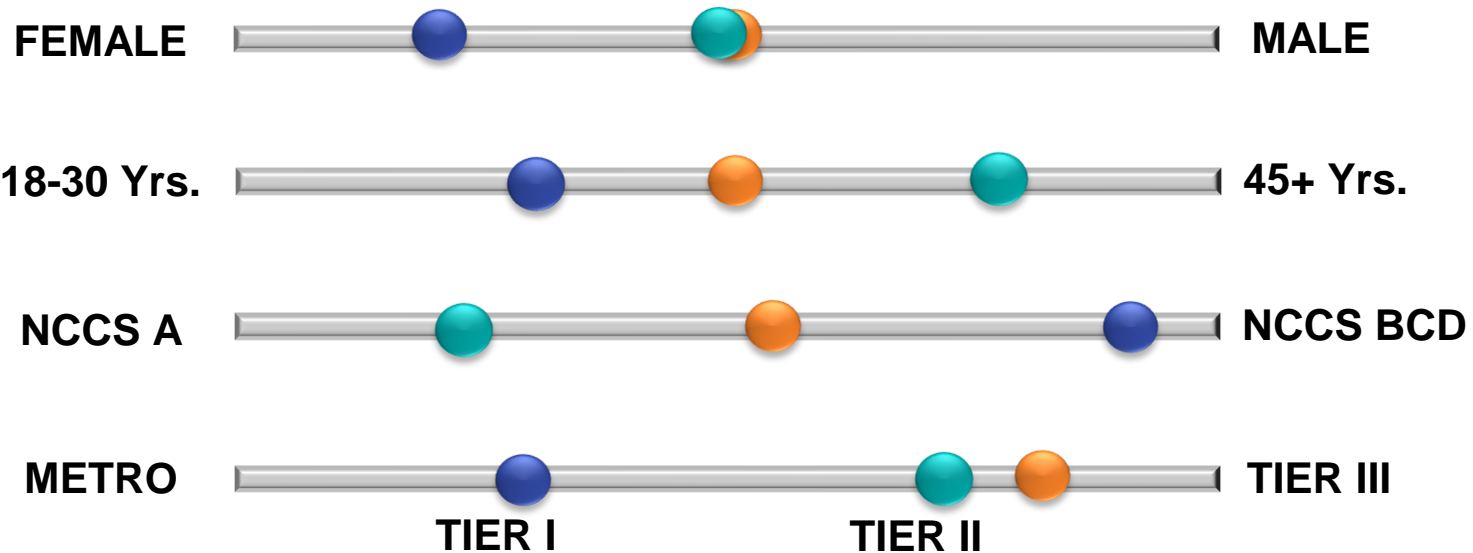


Disengaged Denialists

**24%**

- Environment is **not a concern**
- **Less inclined** to take environmental action

# Three Major Segments in India: Who/Where are they?



# How to engage with the Activist

30% 




**Overtly Sustainable** products and services

Get behind steps taken by government to address environmental issues

Talk on sustainability efforts and practices

Give them a platform to facilitate their activism

# How to engage with a Disengaged Denialist

**28%** 



Limited interest OR environment is already doomed  
OR **'what difference can I make'?**

**Co-Benefit – don't make them go the extra mile or expect more from them**

**Engage: What matters to them more** and forming associations that play to their values and needs/wants

# How to engage with the Busy Bystanders

44%



Time is precious!

Feel guilty about their lack of action




**Brand task:** process the guilt, remove friction + provide sustainability

Brands known for promoting locally sourced/ sustainable/ responsibly sourced ingredients



## Comparing light bulbs

Wondering whether you should change your bulb? Here's a comparison of three light bulbs that emit the same amount of light.

			
	Incandescent light	Compact fluorescent lamp (CFL)	Light-emitting diode (LED)
Energy used	60 watts	13-14 watts	12-13 watts
Lifespan*	333 days	7 to 9 years	22 years
Price per bulb	25-50¢	\$1.99-\$4.99	\$30-\$40
Annual cost**	\$7.23	\$1.69	\$1.45
Negatives	Gets hot, not energy efficient	Contains traces of mercury, generally can't be dimmed	High price per bulb

\*Based on an average use of three hours a day  
 \*\*Based on three hours of operation a day at 11¢ per kilowatt hour  
 Source: U.S. Department of Energy, Wall Street Journal, D&R International  
 Graphic: Bay Area News Group

© 2011 MCT

# LEVERAGE SUSTAINABILITY FOR BUSINESS GROWTH

# Communication Strategy for Indian Consumer

## INDIAN CONSUMERS:

Polarised by two very clear and opposite segments:

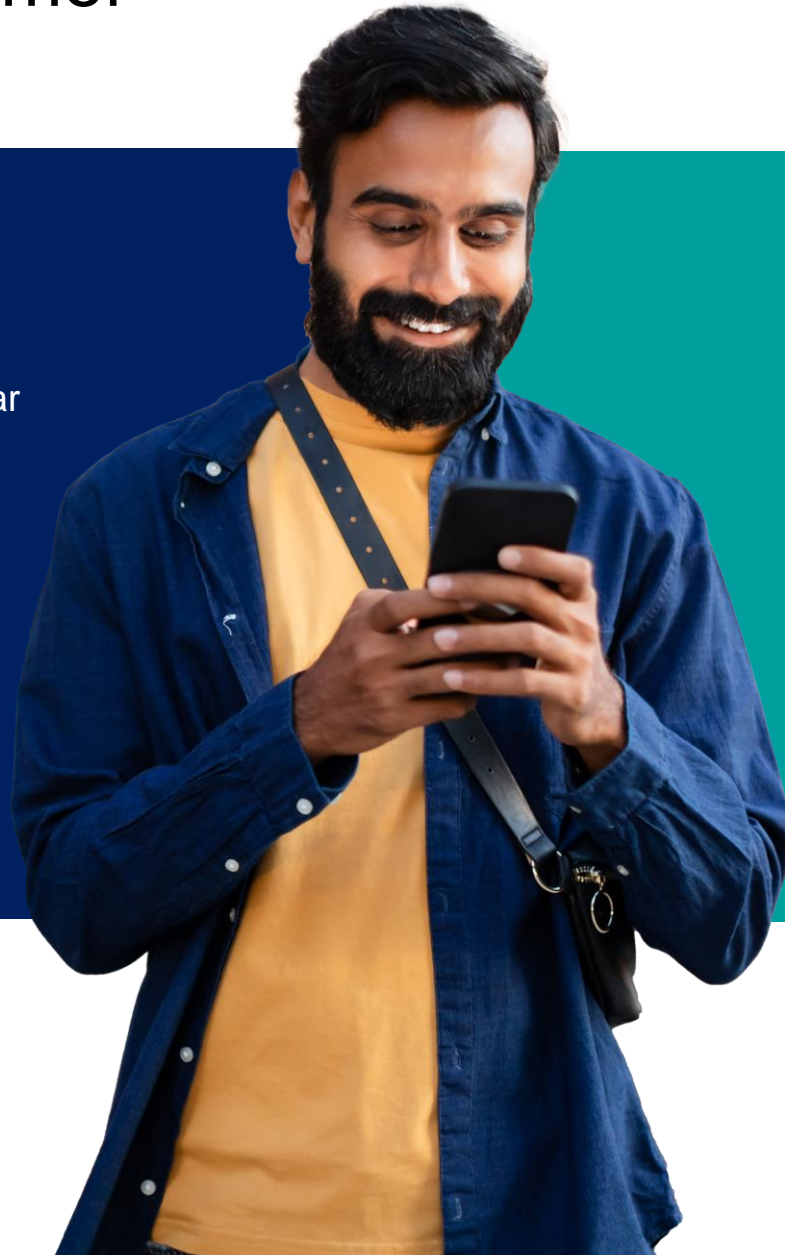
And a confused and busy largest segment in the middle

## COMMUNICATION STRATEGY:

Parallel messaging

OR

Identify relevant segment and communicate . . . part of the middle will start getting attracted



# Opportunities for Brands to help consumer navigate uncertain waters of Sustainability

**It is complex**

**Indian consumers are different**

**Triple planetary crisis :**  
climate change, pollution and biodiversity loss

Expectations from corporates mounting up

Fragmented engagement level of consumers

**VS**

**It gives opportunity to connect and leverage**

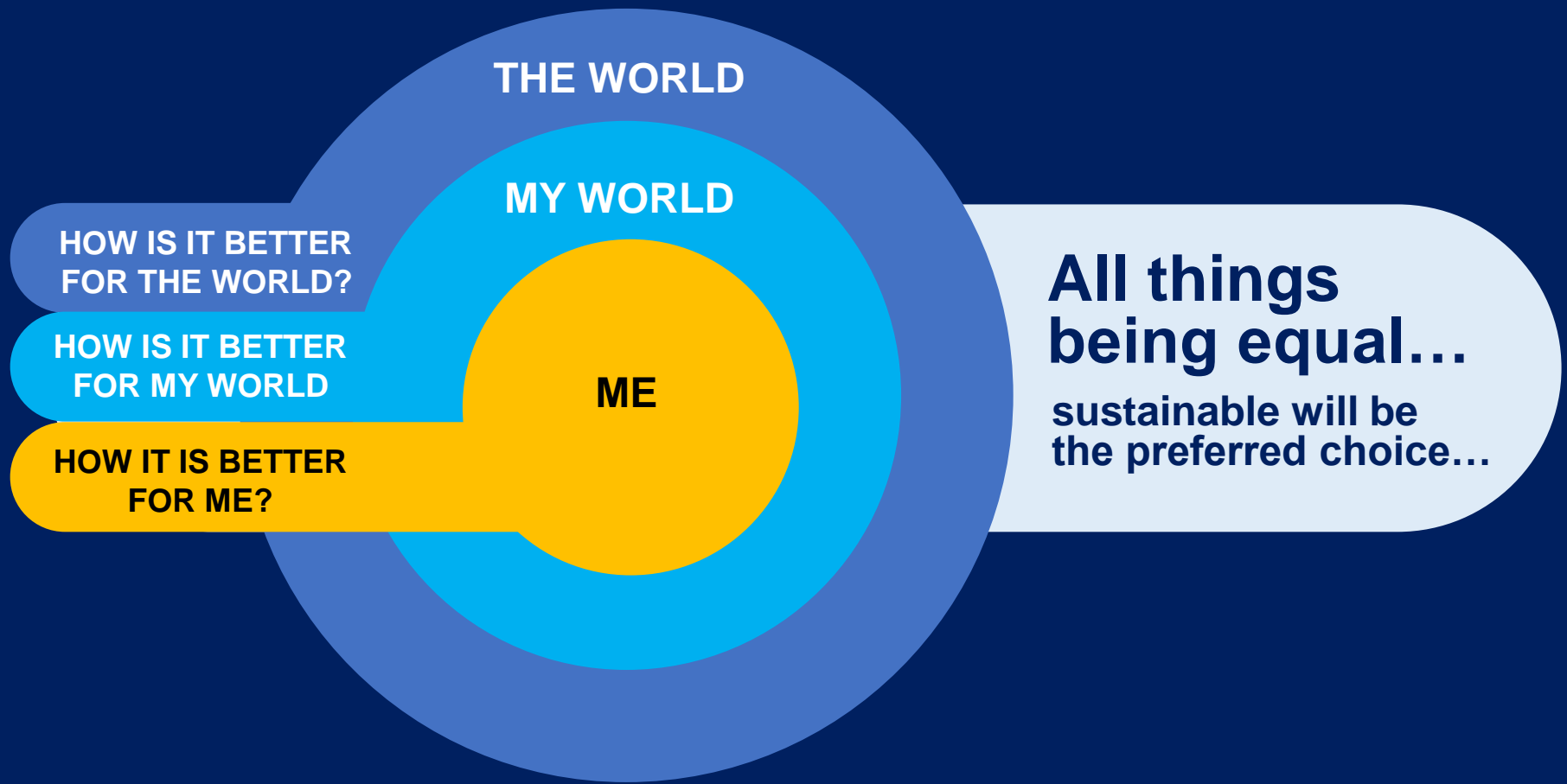
Communicate without greenwashing

Tailored positioning and pricing

Educate the consumers

Initiate and fuel personal responsibilities

# Differentiate in a clutter



# Thought Starters

Do you truly understand your target consumer/citizen?

Are you taking into account differences in culture and context?

What are the barriers and challenges to engagement and how do you overcome these?

How can you use your sustainability strategy to identify relevant points and channels for interacting with consumers/citizens?

Can you find a route to deliver sustainability as a co-benefit for people, planet, and prosperity?

# More Sustainability aspects de-coded from the consumers' perspective from Ipsos

*A series of White Papers, grounded in our latest research and designed to be used in & adapted to different markets*



How should brands **communicate**?



What **geographic considerations** do we need to consider to understand how to leverage engagement in this space?



What opportunities and challenges do **different types of consumers** offer?



How should organisations **address inequality**?



How should CPG companies design a **pack strategy** across different markets and categories?



How can brands quantify the **CX value** of ESG?

# THANK YOU

Get in touch:

**Deepti Chandna**

Executive Director

[Deepti.Chandna@ipsos.com](mailto:Deepti.Chandna@ipsos.com)

**Parijat Chakraborty**

India Lead: Public Affairs, Corporate Reputation, ESG, CSR

[parijat.chakraborty@ipsos.com](mailto:parijat.chakraborty@ipsos.com)

**GAME CHANGERS**

