

Global Sustainability Summit

UNCOVER THE POSSIBILITIES



**Next Generation
Collaboration: Harnessing
the Power of Generation Y**

GMA/FMI Sustainability Summit

Next Generation Collaboration: Harnessing the
Power of Generation Y

16 August, 2013



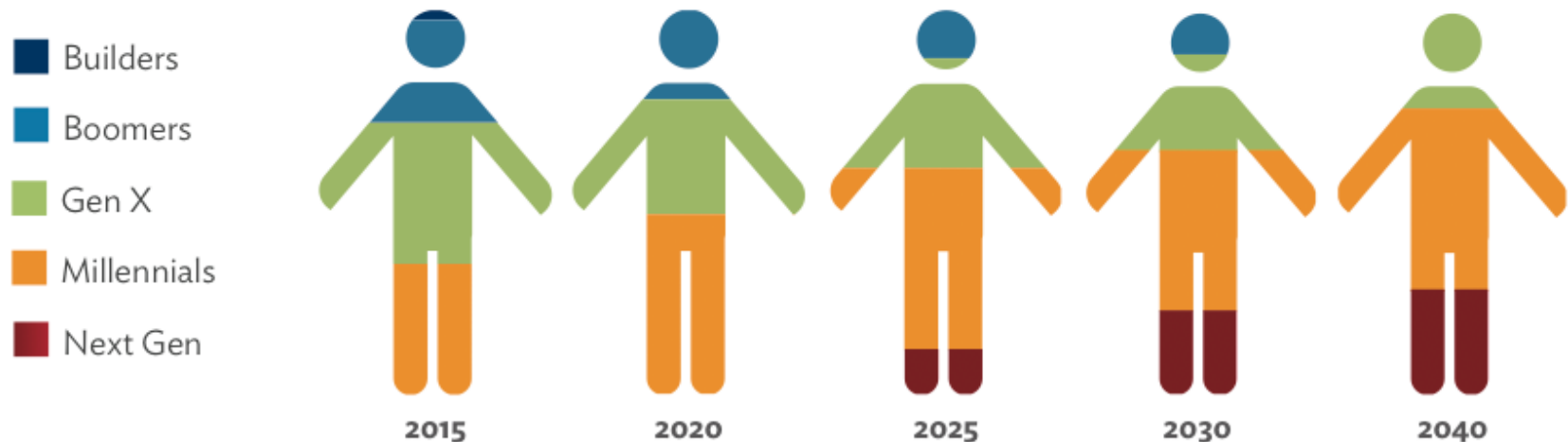
Building a better
working world

Generation “Y”

- ▶ Born 1980's-2000's (majority in their 20's)
- ▶ Fastest growing segment of today's workforce
- ▶ 2.3 billion strong globally

World Population by Generation

Worldwide and in the U.S., Millennials are the largest generation yet – some 2.3 billion strong. (U.S. Census Bureau)



Characteristics of Gen Y

- ▶ Technologically brilliant
- ▶ Globally oriented
- ▶ Extremely diverse
- ▶ Highly social
- ▶ Don't like ambiguity
- ▶ Have short attention span
- ▶ Optimistic and confident about their place in the world
- ▶ Are environmentally and socially conscious

a.k.a

- ▶ Millennials
- ▶ Generation We
- ▶ Net Generation
- ▶ Global Generation
- ▶ Generation Next
- ▶ Echo Boomers
- ▶ Loyalty Generation

Characteristics of Gen Y

Their power to influence is increasing

- ▶ 74% believe they influence the purchase decisions of their peers and those in other generations
- ▶ They are alpha-influencers: 7 out of 10 believe it is their responsibility to share feedback with brands when they have a good or bad experience.
- ▶ Open to brand engagement and advertising, if brands have the right approach: 80 percent want brands to entertain them – the ability to co-create products and services (40 percent across 11 countries) being the most popular way.

***“If I identify with you, I’ll tell others.
If I like you, I’ll keep coming back.”
- Gen Y***

Source: Edelman 8095® 2.0 Insights

Engaging Gen Y through sustainability

- ▶ Expanding sustainability platform
- ▶ Future strategic planning
- ▶ Communicating and reporting
- ▶ Assessing benefits and risks
- ▶ Integrating various functions of the business
 - ▶ C-suite
 - ▶ Marketing and Communications
 - ▶ Product design and innovation
 - ▶ Information Technology
 - ▶ Human Resources
 - ▶ Risk

How do you harness the power of Gen Y through sustainability?

Introducing:

- ▶ Liz Maw, Chief Executive Officer, Net Impact
- ▶ Brent Schulkin, Founder, Carrotmob

Engaging Next Gen Employees Through Sustainability

August 2013





Our mission is to mobilize a new generation to drive transformational change in the workplace and the world.

netimpact.org



@netimpact
@lizmaw

The work we do



**Inspire young people
to change the world**



**Connect them with
values-based jobs**



**Equip professionals to
make an impact**

2003

2013



Members

15,000

45,000+

Chapters

65

317

Conference

1,200

2,700+

**Corporate
Partners**

10

60+











Invest in next gen employees

- Advice
- Mentorship
- Training
- Job swaps
- Seed funding



Photo via Patagonia

Use their tools & make it personal



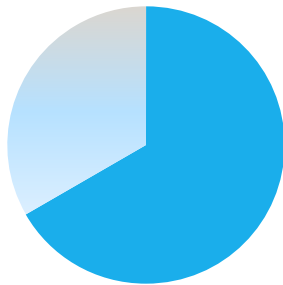
Give them a voice



The role of HR

85%

85% of MBAs would take a 15% pay cut to work for an organization whose values match their own (*Net Impact, 2013*)



2/3 of employees under 30 expect to play a role in their company's sustainability plans (*Bain, 2013*)

Employees who make an environmental impact on the job are 2x as satisfied as those who don't (*Net Impact, 2012*)

2x



Liz Maw
lmaw@netimpact.org

Brent Schulkin
Founder of Carrotmob

**It's difficult to do two
things at once.**

And interesting.

- 1. Advance sustainability efforts**
- 2. Market to next gen consumers**



What is Carrotmob?

*People spend money
to support a business*



and in return...

*The business takes an
action people care about.*



A global movement.

250+ campaigns, 20+ countries, \$1M+ spent

Honolulu



Mexico City



Minneapolis



Frankfurt



Singapore



Partnership with Unilever

‘I like Carrotmob because it’s all too easy to protest about what you don’t like, but so much more productive to vote with your money for positive change.’



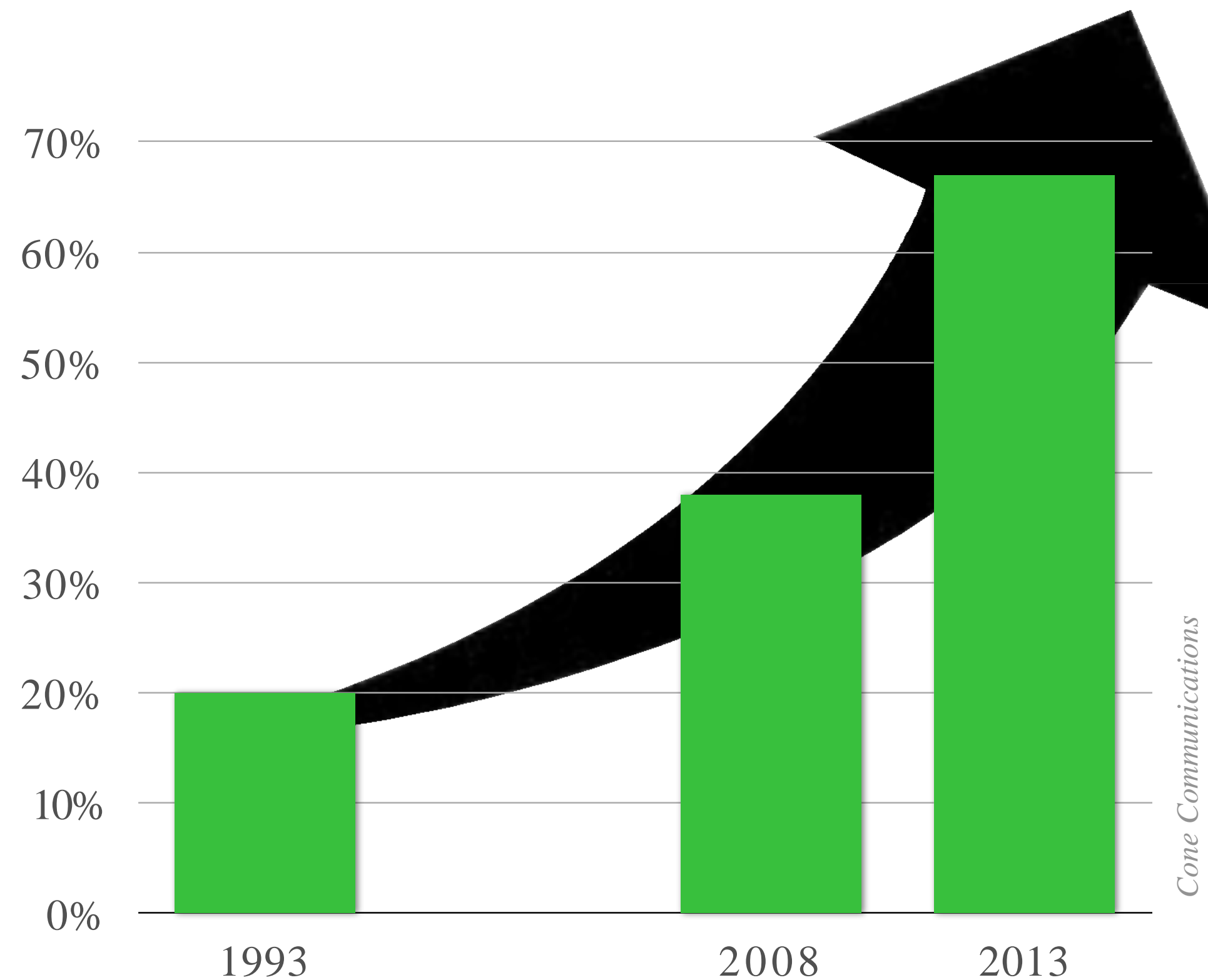
*Paul Polman
CEO, Unilever*



We're building something new.

People want their purchases to have a positive impact.

and/or environmental benefit in the past 12 months?”



**Empowerment through
participation.**

**Study: Half of consumers
believe they have more
influence on society as
consumers than as voters.**

Sustainability advice: Be open.
Marketing advice: Empower.

Thanks!

Stay tuned: @schulkin