



In partnership with



SERIES Vol. 1

CLIMATE ACTION AND
YOUR CONSUMERS

BUILD A LASTING LEGACY

PLAYBOOK **FOR** PURPOSE

Catalyzing your consumers
in climate action

CHECKLIST FOR CHANGE
Find your authentic way into
the climate conversation

TOP 10 TIPS
Effectively engage your
consumers in climate action

WE'RE STRONGER TOGETHER
Join hundreds of companies
leading on climate change

A large white quotation mark is positioned in the upper left corner of the image. The background is a close-up photograph of a sandy beach. In the center, a clear plastic bottle lies on its side, partially buried in the sand. The bottle has a blue cap and is covered in sand and small droplets of water. Several hermit crabs are visible around the bottle, some on the sand and some near the bottle. The background is a soft-focus view of the ocean and sky.

“

Twenty-five years ago, people could be excused for not knowing much, or doing much, about climate change. Today we have no excuse.

BISHOP DESMOND TUTU



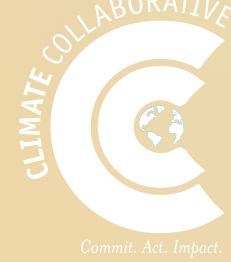
SERIES Vol. 1

CLIMATE ACTION AND
YOUR CONSUMERS

A QUARTERLY SERIES
FROM THE CREW
AT GURU

SAUSALITO, CALIFORNIA
BURLINGTON, VERMONT

In partnership with



Contents

- 5 MEET OUR FOUNDER**
What fuels our passion
for this movement
- 6 CHECKLIST FOR CHANGE**
How to find your way into the
climate conversation
- 14 TOP 10 TIPS**
Consider our best practices
to engage your consumers
- 31 OUR COLLECTIVE
OPPORTUNITY**
How to collaborate with
like-minded leaders

A young woman with brown hair, wearing a dark purple jacket, holds a large white rectangular sign. She is looking directly at the camera with a serious expression. The background is a blurred outdoor setting with stone steps or a wall.

CLIMATE
DOESN'T WAIT FOR
COVID

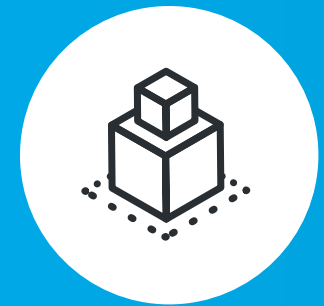
“

Climate doesn't wait for COVID, and we believe that our most pressing issue is still climate action. At Guru, we are razor-focused on increasing joy and reducing suffering on the planet by empowering brands to successfully engage their consumers and stakeholders to make the change we can only achieve collectively.

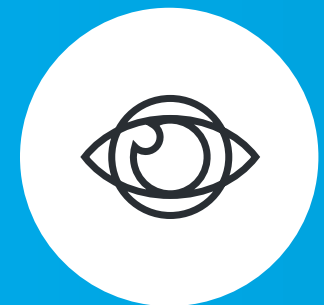
GAGAN (JARED LEVY)
FOUNDER AND CEO
GURU

CHECKLIST FOR CHANGE

Before you—or your consumers—take action, you must be ready to contribute effectively to the conversation. Think about the following:



✓ How can (or does) your business authentically affect climate change right now (consider sourcing, packaging, manufacturing and more)?



✓ What are your goals moving forward?



✓ How can (or do) you share the ways that your business is affecting change and inspire your consumers to take action with you?



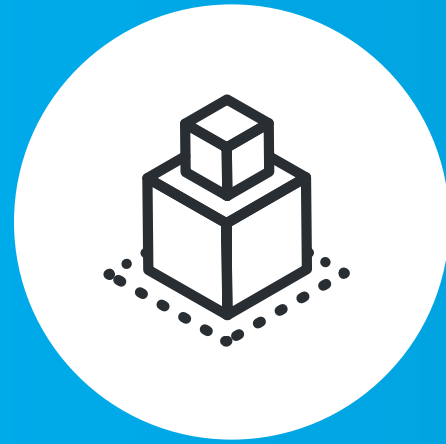
✓ What tools do you need to move your consumers to action?



✓ How do you collaborate with and support like-minded brands for a greater collective impact?



✓ How can you measure the impact of your efforts?



List the ways your business can (or does)
authentically affect climate change right now:

CHECKLIST FOR CHANGE

General Climate
Approach:

Packaging:

Policy:

Supply Chain:

Transportation:

Other:



Next Year:

[illegible]

In Five Years:

[illegible]

By 2030:





How can you share the ways that your business is affecting change and inspire your consumers to take action with you?

CHECKLIST FOR CHANGE

Website:

Blog:

Social Media:

Sales:

Other:



What tools do you already have to move your consumers to action? What do you need?

CHECKLIST FOR CHANGE

Talking Points:

Editorial Calendar:

Hashtags and
Aggregators:

Definition of Terms:

Calls-to-Action:

Other:



List the ways you collaborate with and support like-minded brands for a greater collective impact:

CHECKLIST FOR CHANGE

Online: _____

Events: _____

PR: _____

Advertising: _____

Branding: _____

Other: _____



List the ways you will measure the impact of your efforts:

CHECKLIST FOR CHANGE

Consumers: _____

Employees: _____

Environment: _____

Policy: _____

Other: _____

The Time is Now; Innovators Must Act

The warning to mankind is clear: we have about a decade – maybe a little more, maybe a little less – before the damage we’ve done to Mother Earth becomes permanently irreversible.

The innovators must act. It’s not a matter of if a brand is going to engage in climate action, but how. Climate action must, increasingly, be at the center of everything a business does. Profits won’t matter if we don’t have a planet on which to enjoy them. It’s really that simple. And, as brands, we must engage our consumers in the conversations they are already seeking, to demand actionable change, believe in our progress and hold us accountable.

As Yuon Chouinard, founder of Patagonia and Guru client Patagonia Provisions, said, “There’s no business to be done on a dead planet.”

Top-down change requires policy action on the part of politics and commerce. Bottom-up change requires that every consumer is doing their part through their everyday choices, from the food and beverages in their kitchens, to the products they use on their bodies, and the organizations they support.

All change will require overwhelming, unyielding demand by consumers, constituents and business leaders like you with the urgency, as young Climate Activist Greta Thunberg said, of a house on fire.

The background of the entire image is a dark night sky filled with numerous glowing orange and yellow lanterns. Some lanterns are large and in focus, while others are small and blurred, creating a sense of depth and movement. The lanterns are scattered across the frame, with a higher concentration towards the bottom.

Top 10 Tips

**To Successfully Engage Your Consumers
Around Climate Action**

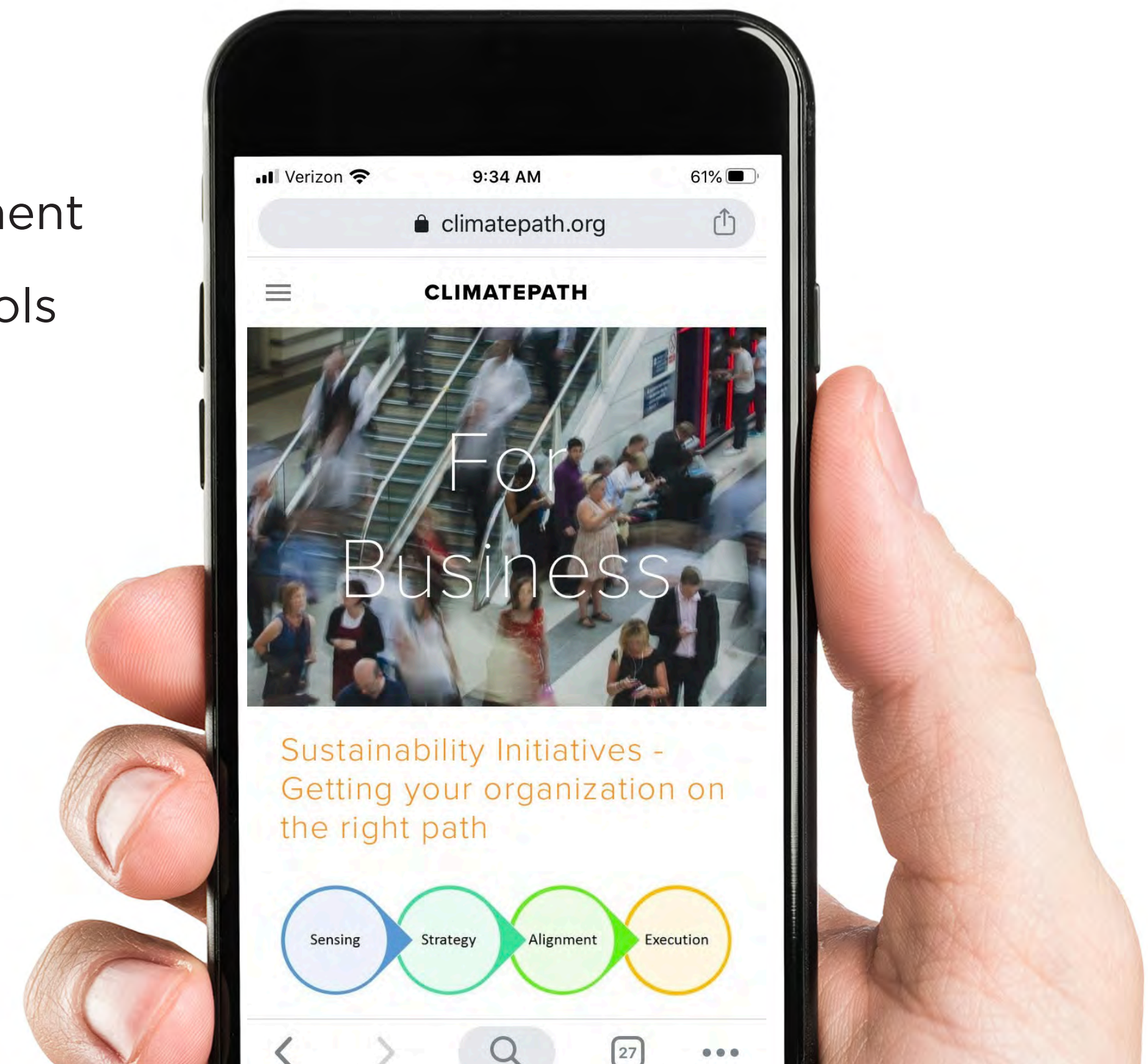
#1

Invite your consumers into an authentic long-term path toward action.

A 2017 Nielsen study found that 83% of millennials agree that it is “extremely or very important that companies implement programs to improve the environment.”

Three years later, there is nothing more urgent than climate action, and brands must demonstrate their commitment to quickly implement changes and to stay in the fight for as long as it takes. Leverage tools such as Climate Path to make a public pledge and encourage your consumers to keep your brand accountable.

climatepath



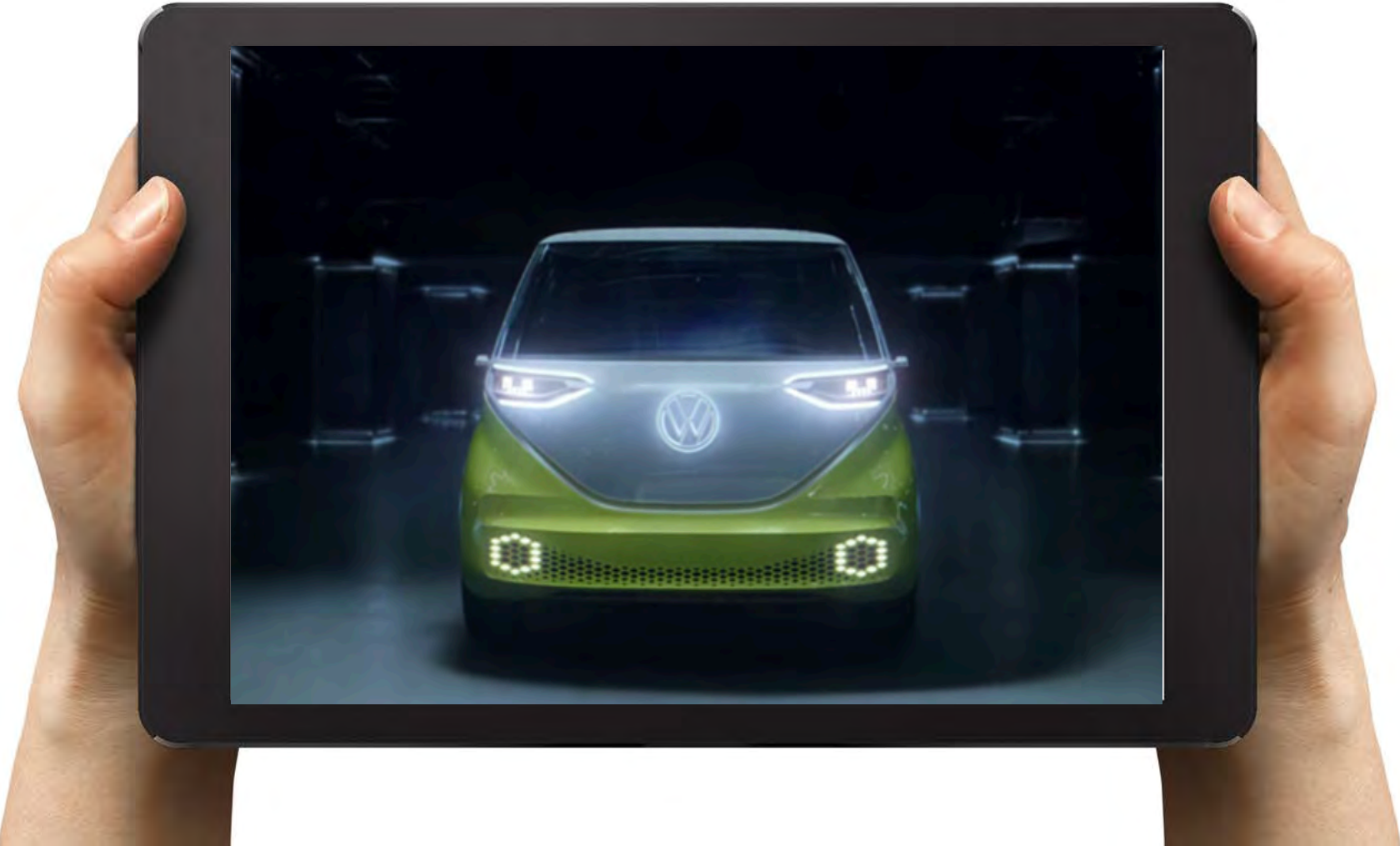
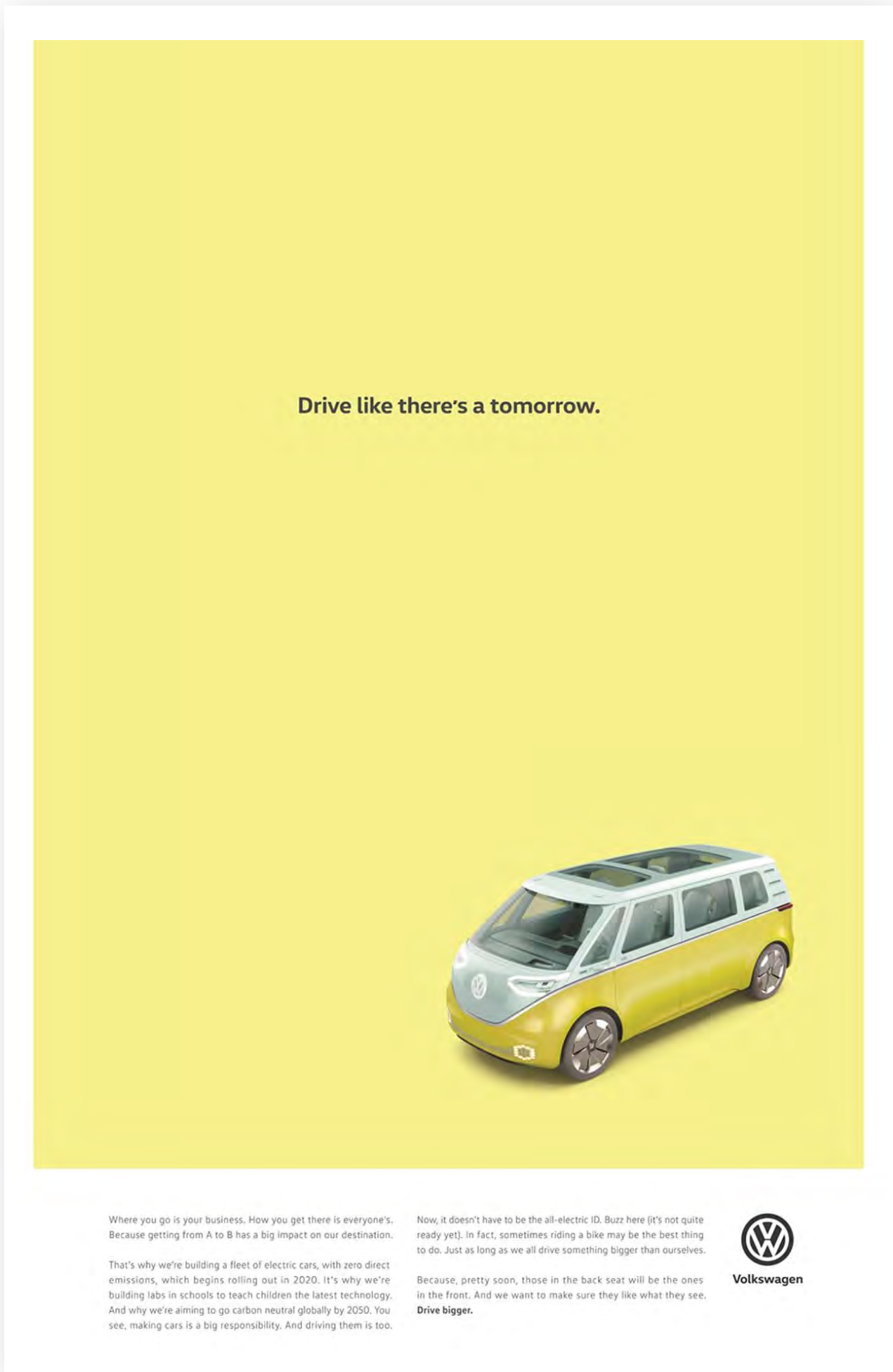
#2

**Build trust through
positive reinforcement and
transparent storytelling.**

Top 10 Tips

After “Dieselgate,” VW’s 2015 emissions scandal, the brand turned inward to reflect on the enormity of its mistake.

VW re-emerged in 2019 with the “Drive Something Bigger Than Yourself” campaign, owning up to its mistakes and revealing a plan to lead the industry in protecting the planet. As VW demonstrated, any time is the right time to make change. Build trust by emphasizing why you’re shifting paths, and encourage consumers to play a part in your quest to do better.



[Check out the video!](#)



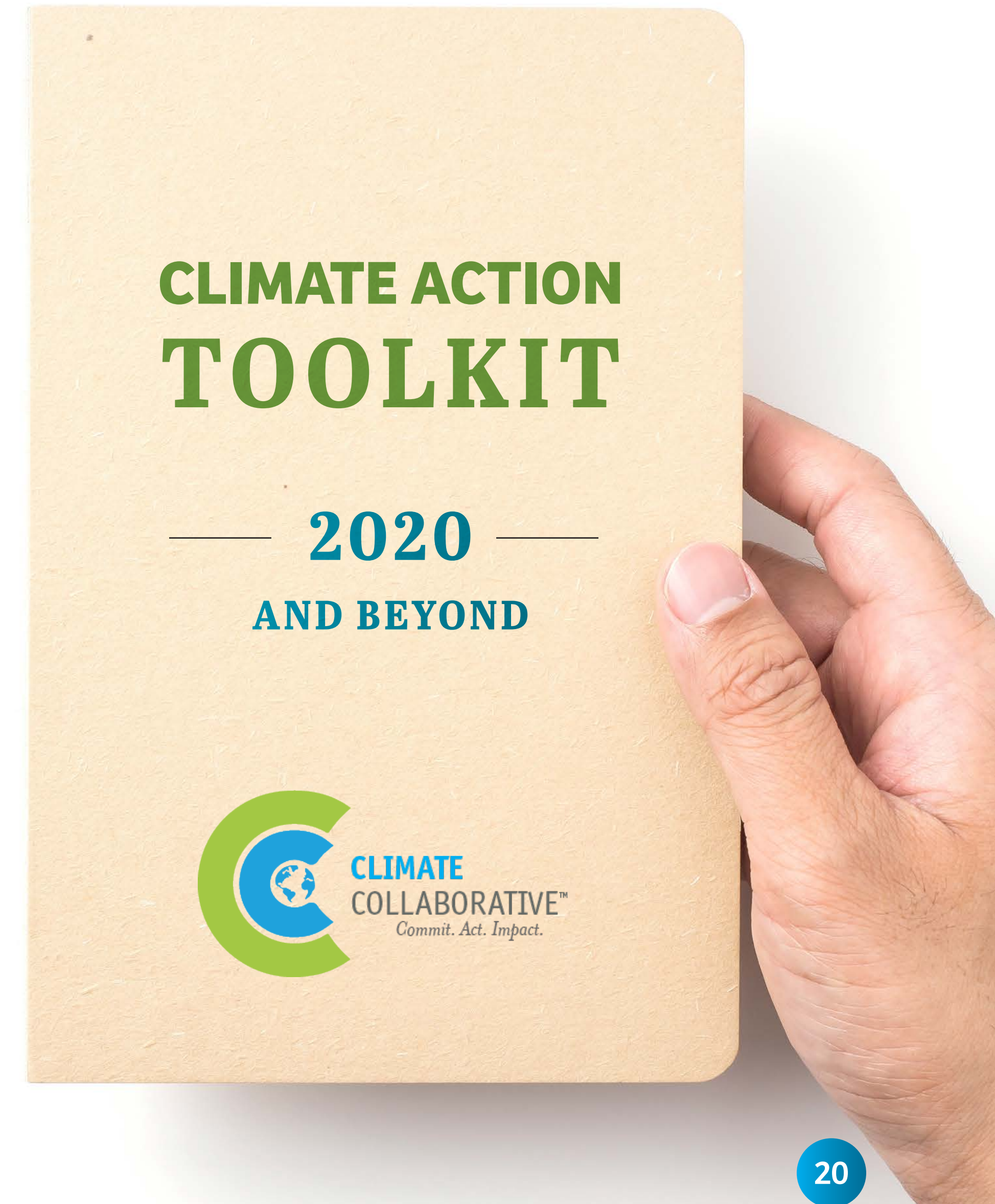
#3

Make it easy: equip your consumers with tools and steps to take action.

Top 10 Tips

In 2020, in partnership with the Climate Collaborative, Guru will develop a toolkit that brands like yours can use to engage their consumers in Climate Action.

This toolkit will offer a common narrative and editorial calendar, template graphics, swag and more. You can translate these tools for your brand and empower your consumers with easy steps to take action alongside you.



#4

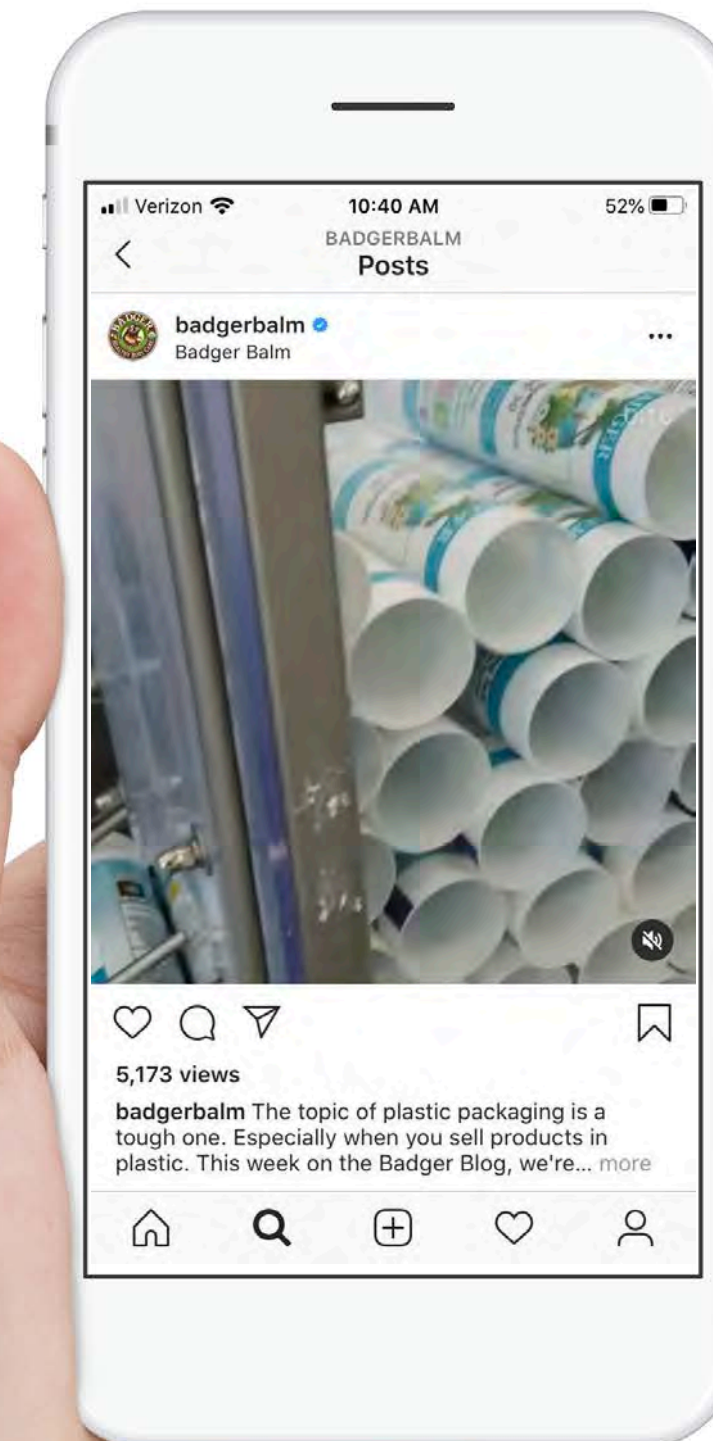
**Demonstrate progress
(even incremental) to
sustain motivation.**

PASSION LED US HERE

Top 10 Tips

As consumers awaken to the need to stop creating plastic and to find ways to effectively reuse the plastic that already exists on Earth, they are also demanding that the brands they love commit to the same.

Badger Balm, like so many other CPG brands, uses plastic in its packaging. However, after publicly stating a goal to eliminate excess waste, Badger Balm makes sure to keep its consumers informed of progress against that goal through its social media feeds and blog.



#5

Create the ability for consumers to measure and share personal impact.

It could be a UGC-aggregator, a ticker on your website or a way for your consumers to report their impact through social media. Whatever you do, make sure to celebrate and tout your consumers personal efforts and progress as you demonstrate your own.

Top 10 Tips

PLAYBOOK FOR PURPOSE

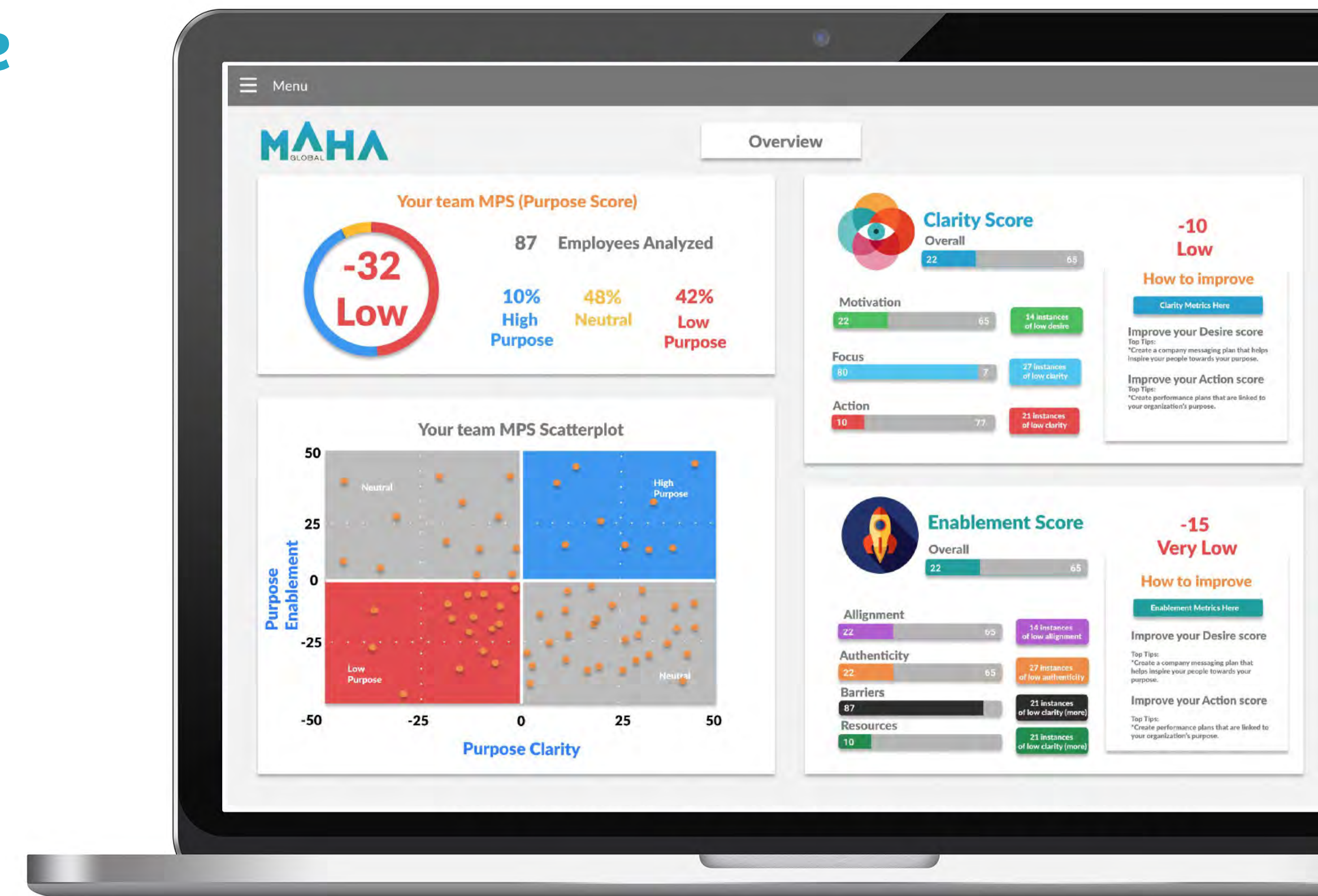


UNLEASH THE POWER OF A
PURPOSE-DRIVEN WORKFORCE

MAHA's digital platform enables your enterprise to gain clarity, get commitment and take action on what your people deeply care about.

Uncover the needs of your workforce at the individual and aggregate level so you can quickly and easily take action to:

- ▶ Drive awareness of purpose
- ▶ Increase engagement
- ▶ Improve alignment
- ▶ Target resources
- ▶ Unlock desire to take action
- ▶ Remove barriers
- ▶ Prove authenticity



[LEARN MORE ABOUT MAHA GLOBAL](#)

LOVE YOUR
NEIGHBOUR

#6

**Be inclusive and
considerate of
socioeconomic and
geographical factors.**

Remember that climate change affects different consumers in different ways. Don't assume a one size fits all approach in reaching out to your consumers in different parts of the world or who come from diverse backgrounds.



Remember that climate change is emotionally charged and meet people where they are.

As with socioeconomic and geographical factors, remember that there still remain various levels of understanding (and acceptance) as to what climate change is, how it is affecting our planet and what we can do about it. Be sure to listen first, cover the basics and go farther with the consumers who are ready to engage on another level with you.

#8

Be focused, aligned and repetitive in your messaging, and patient with consumer pick up and action.

Let us say that again: be focused, aligned and repetitive in your messaging.

#9

**Be as bold as is comfortable.
Then, be bolder.**

Top 10 Tips



For two years in a row, Sambazon invited its consumers to go “Purple for the Planet” on Earth Day.

That is, dye their heads purple with a 100% vegan and cruelty-free pigmented conditioner brand and share the results on social media to demonstrate solidarity with the company’s commitment to save 30 species in 30 days. For every person who participated, Sambazon purchased five acres of rainforest through Rainforest Trust’s Conservation Action Fund to protect the Brazilian Amazon’s rich biodiversity.



#10



Partner with like-minded orgs in the climate space.

Let us tell you about three organizations Guru is partnering with to help our clients and their consumers to act now: the Climate Collaborative, the B Corps Climate Collective and 1% for the Planet.

Our Collective Opportunity

The good news is that you don't have to walk this path alone. Businesses will be more effective and humanity will move faster toward change through collaboration, which is what our planet needs. In the process, you will connect more deeply and meaningfully with your consumers.

Guru recommends three organizations that we work with, all of whom provide tools, tips and resources to act alongside hundreds of like-minded businesses on a massive global scale.

Over the past year, Guru has led the Consumer Engagement Working Group to develop best practices and tools that maximize our collective impact.



We are concerned businesses from the natural products industry working collaboratively to catalyze bold action, amplify the voice of business and promote sound policy to reverse climate change.

The Climate Collaborative was born from a belief shared by natural food leaders that our industry has great potential to do much more to reverse climate change by working together.

The idea grew from a phone call between Jessica Rolph and Lara Dickinson - both in different parts of the country and both personally and professionally feeling the effects of climate change. Lara committed to making this the next OSC2 Collaborative Project and along with Jessica, Nancy Hirshberg and Katherine DiMatteo of SFTA, the team developed a plan. From the start, New Hope Network partnered with the Collaborative and committed their resources and enthusiasm to driving climate action in the industry. The Climate Collaborative launched on Climate Day at Expo West on March 8, 2017.

The Climate Collaborative was approved by the OSC2 and SFTA boards as a joint project in September 2016. In April 2017 the Sustainable Food Lab, a 501 (c) 3 non-profit, became the Climate Collaborative's partner and fiscal sponsor.

► To learn more or to join, visit climatecollaborative.com



The Climate Collaborative focuses on nine Climate Initiatives. Could you make a commitment in one or more of these areas, and join the 450+ other companies who have pledged action?

► Agriculture

Integrate carbon farming into the agricultural supply chain.

► Energy Efficiency

Increase energy efficiency.

► Food Waste

Reduce food waste in the supply chain.

► Forests

Remove commodity-driven deforestation from supply chains.

► Packaging

Reduce the climate impact of packaging.

► Policy

Responsible engagement in climate policy.

► Renewable Energy

Commit to 100% renewable power.

► Short-lived climate pollutants

Reduce short-lived climate pollutant emissions.

► Transportation

Reduce the climate impact of transportation.



As a certified B Corp, Guru has joined the Climate Collective Communications Working Group to support and elevate the efforts of our peers.

The B Corp Climate Collective is a group of B Corps dedicated to a set of bold commitments to respond to the climate emergency.

“We demonstrate the collective power of our businesses to transform commerce and to create an inclusive society and environmental regeneration. We commit to taking bold steps towards climate resiliency by using advocacy, cross-sector collaboration, corporate action, and the capital markets to stop emissions and drawdown carbon, and improve global well-being.”

The B Corp Climate Collective commitments include a policy and advocacy strategy for the global B Corp community to support meaningful climate action as well as the integration of the SDG Action Manager that will launch in 2020 to help businesses track their progress on the Sustainable Development Goals adopted by U.N. member states in 2015.

► To learn more, visit bcorporation.net

The Collective includes six Action Groups:

- B Corp Climate Collective Communications Action Group
- B Corp Climate Advocacy Action Group
- B Corp Measure What Matters CO2 Reduction Action Group
- B Corp Climate Employee Engagement Action Group
- B Corp Pilot for Sustainable Packaging
- B Corp Climate Action Collective Governance Creation Group





As a former client, Guru worked with 1% for the Planet on its “Blue Needs You” campaign to reach consumers and encourage businesses to pledge 1% of their profits toward the planet. In 2002, Yuon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, created 1% for the Planet and started a global movement.

1% for the Planet’s network is global and diverse, comprising both individual members and businesses, to prove that anyone can make a difference. Everyone has a 1%.

1% for the Planet connects its members with high-impact nonprofit partners that align with their values and add to their brand story. In doing so, they take the time to get to know what’s really important to their members. Today, 1% for the Planet has more than 2,000 members in more than 45 countries, coming together to protect the future of our planet.

► To learn more, visit onepercentfortheplanet.org





“

**We are living on this planet
as if we had another one to go to.**

TERRI SWEARINGEN

A close-up photograph of a pair of hands, likely belonging to an older person, gently cradling a glowing incandescent lightbulb. The hands are positioned with fingers spread, supporting the bulb from below and the sides. The lightbulb is illuminated from within, casting a warm, yellowish glow that highlights the texture of the skin and the intricate filament structure inside the glass. A thin wire extends from the top of the bulb towards the upper left corner of the frame. The background is dark and out of focus, showing a hint of a blue patterned fabric. The overall mood is one of care, protection, and the nurturing of an idea or legacy.

**LET US
HELP
YOU BUILD
YOUR
LEGACY.**



GURU

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