



Membership Details: 1% For The Planet

Essential Elements of 1% for the Planet Membership

Membership dues for businesses are scaled, such that your dues are always a small fraction of your total 1% commitment for the year (separate attachment.)

- Dues count toward your 1% commitment and are tax deductible. They are the first donation you make each year.
- Dues cover use of trademarked assets like 1% for the Planet logos, as well as annual certification, support and amplification of your brand's message via social media, newsletters and a new member press release, strategic support cross promoting the causes you care about to other members, and bringing your nonprofit partners cause to other members. You will have a dedicated account manager to answer questions and discuss strategic initiatives and campaigns throughout the year.

3rd Party Certification

- Consumers trust companies' environmental claims more when backed up by a trusted certification.
- Easy, annual certification process that's as simple as confirming your revenue and providing donation receipts.
- 91% of consumers globally are interested in choosing brands with a credible sustainability message, but that message must be honest and clear.

A Powerful Brand (*source: US Project conducted by Harris Poll on behalf of 1% for the Planet, July 2018*)

- 1% for the Planet has 28% brand awareness in the US, and 46% of consumers are positively influenced to purchase a product sporting the 1% for the Planet logo.
- 45% of younger adults, ages 18-34 are aware of our brand and 59% see our brand as positively influencing their purchasing decision.
- Use our global brand as a platform for authentic storytelling and amplifying your impact.
- Membership includes the right to use the 1% for the Planet logo on products, packaging, marketing materials, website, identifying your brand as one that gives back.



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Your customers care (sources: the [Cone Study](#) and the [Unilever Study](#))

- 92% of consumers say they have a more positive image of a company when the company supports a social or environmental issue. (2017 Cone Communications CSR Study)
- 33% of consumers are now choosing to buy from brands they believe are doing social or environmental good. (Unilever Consumer Study)
- Gen Z sees their wallets as the primary way to get engaged in CSR efforts, with nine-in-10 (90%) saying they would buy a product with a social or environmental benefit. (2017 Cone Gen Z CSR Study: How to Speak Z)
- An estimated \$1.2 trillion opportunity exists for brands that make their sustainability credentials clear. Unilever Consumer Study
- Consumer data is clear that current and - most importantly - future consumers are putting dollars behind their interest in driving positive change through their purchases. The opportunity is for brands to provide credible information that can support and capture this interest. Certifications and related storytelling play a critical role in this.

Case studies & additional support

- [Article](#) about Larry Fink, the CEO of Blackrock, and his recent letter to corporate executives, calling attention to the importance of the triple bottom line. From Fink's letter: ""Society is demanding that companies, both public and private, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society. ... Without a sense of purpose, no company, either public or private, can achieve its full potential.""
- **Patagonia case study:** in November 2016, just after the Presidential election, Patagonia announced its plan to donate 100% of revenue on Black Friday to environmental nonprofits. On that day, in-store foot traffic up 17%, total sales were up 76% and 70% of online purchases were made by first time shoppers. Patagonia estimated sales for that day at around \$2 million; actual sales ended up being \$10 million.
- **Finlandia case study:** 1% for the Planet worked with member Finlandia to identify and develop key nonprofit partnerships related to oyster recovery (Oyster Recovery Partnership, Charleston Waterkeepers, NY/NJ Baykeepers - all nonprofit partners in our network). Finlandia developed a marketing program around these partnerships at POS to engage consumers in the issue and the impact that these groups are having. **Results:** 7% increase in sales in activated markets featuring these 1% for the Planet partnerships, versus a 2% decrease in non-activated markets.