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Gen Z. The **'do something'** generation].

Hello DCAN!

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Creator of **The Anti-Greenwash Playbook**

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Why listen?

Content Coms... Creative content for businesses building a better world. Specialists in sustainability & ESG related marketing & comms. B Corp Certified.

WorkinMind.org Global content resource educating people on the impact of buildings on human health – read by 60,000 readers a year.



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What we'll cover...

- 1. Definitions.** Who is 'Gen Z'?
- 2. Stats.** What the numbers say
- 3. Takeaways.** Why does this matter & what you can do

Definitions:
Generation Z were born
between 1996 - 2010. This group makes
up more than 40% of the world's consumer
population.

- McKinsey.

“With every generation, the quest for sustainability strengthens.”

- Forbes Magazine.

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This is a generation
prepared to take ACTION...

#StrikeWithUs

NO
PLANET B

OUT
RISE I

CHANGE

JUST
WANT
EFFORT

4645
Victims
of
Climate
Change

09-20
Climate Strike
TOGETHER WE CAN
MAKE A DIFFERENCE

SUIS
UNE
EFFORT

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GenZ is speaking with its feet, using its decision & purchasing power to reflect its values.

As true digital natives, Gen Zers are more sophisticated and critical consumers of media than any generation before them. They are **hyperconscious of any inauthentic messaging** from organizations - it is also true they are **hyperconscious of greenwashing.**



Stats.

GenZ: The generation
that demands action...

Deloitte's Gen Z (and Millennial) Survey

Annual feedback from more than 22,000 Gen Z & millennial respondents in 44 countries.

60%

Gen Z's report they feel anxious about the environment.

69%

Gen Zs are actively trying to minimize their impact on the environment (not driving a car, avoiding fast fashion etc).

59%

Gen Zs (59 %) are willing to pay more for sustainable products and services.

Deloitte's Gen Z (& Millennial) Survey

Their views affects career choices...

55%

Gen Z's will research a company's enviro impact and policies BEFORE accepting a role.

25%

Gen Zs say they plan to change jobs in the future due to climate change concerns.

"It is crucial for employers to understand [Gen Zs and millennials] and continue to drive progress on the challenges that matter most to them.

This will not only help boost productivity and retain talent- it will ultimately build trust and value for business in society more broadly."

Michele Parmelee, **Deloitte** Global Deputy CEO & Chief People and Purpose Officer.



Takeaways.

Why does this matter &
what you can do.

Selling a product? Or a service? Are you struggling to engage?

One size does not fit all. Think about EVERYONE you're selling to. Understand their motivators and what will draw them to you. Gen Z is choosy!!



Are you embracing transparency?

Younger consumers hate brands that hide and lack transparency. Encourage MORE questions. Be ready with the answers. Younger generations want to make informed choices. Greenwash won't work.



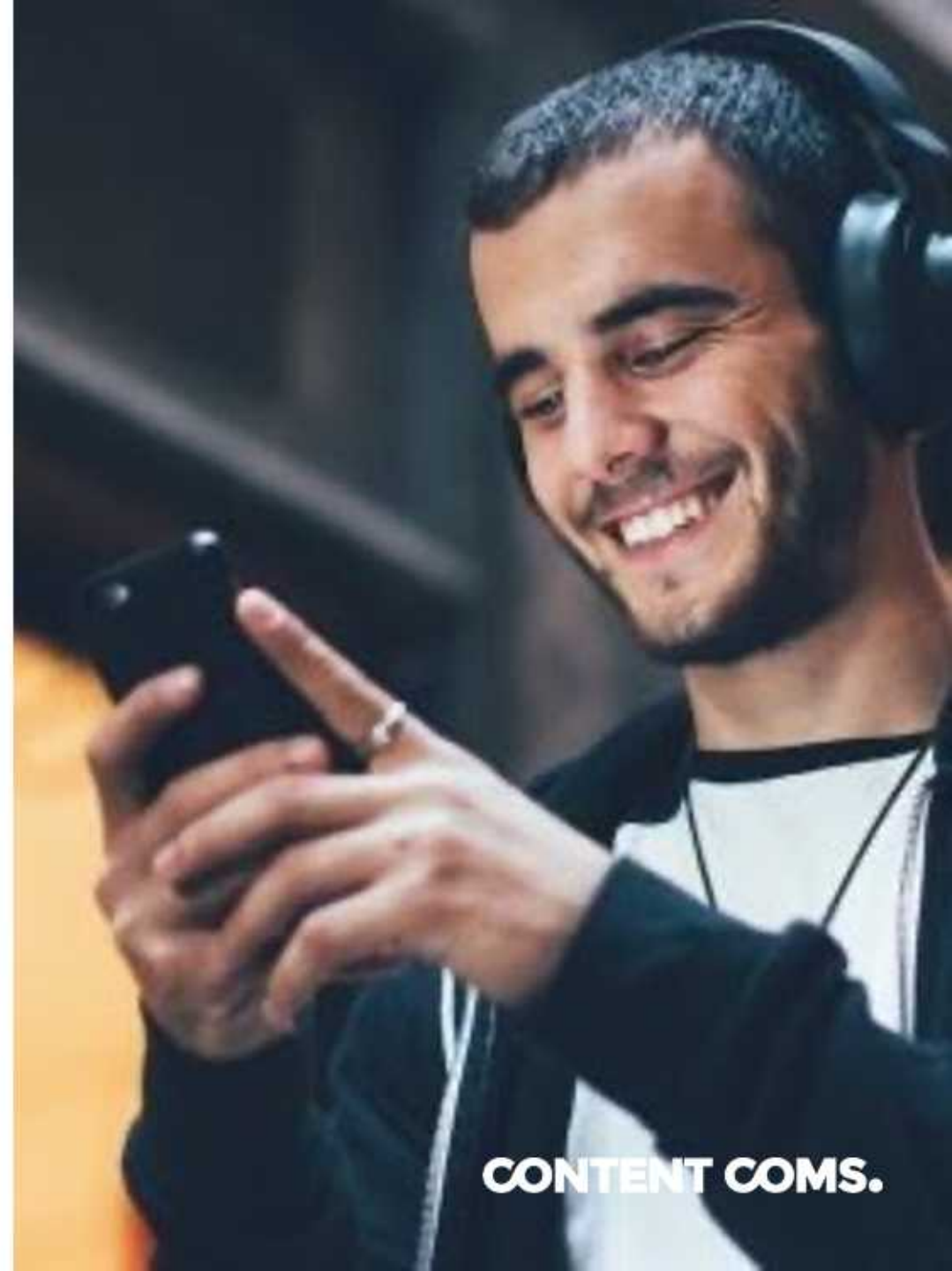
Want to attract & retain talent? You'll need to remember Gen Z!

Gen Z requires the companies they work for to have ESG initiatives in place and advocate for the environment. If you're a business owner or want to recruit – you're going to need to work really hard to demonstrate your IMPACT.



Checklist...

- ✓ **Back up your claims.** Ensure you use data and evidence and share it transparently.
- ✓ **Be open and upfront.** Communicate your goals across your platforms.
- ✓ **Mind your language.** Avoid absolute claims / use relative terms.



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You can only fix this stuff by being **authentic.**



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Thanks for listening:
Any questions?

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