

# HELPING CUSTOMERS LIVE LOW-CARBON LIFESTYLES

## SUMMARY PRACTICAL GUIDE FOR RETAILERS

The products customers buy account for nearly a third of each household's carbon emissions, so helping consumers to make better choices is a crucial element of our Net Zero ambitions. We know customers want to do the right thing on climate change but need help from retailers. Retailers can help by providing better information to customers, and by making it easier for people to make low-carbon choices throughout their customer journey.

Our guide provides ideas and examples to help every retailer think about how they can change to support their customers and meet the Net Zero challenge.

Here are our top tips but the full report, with much more detail, is available [here](#)

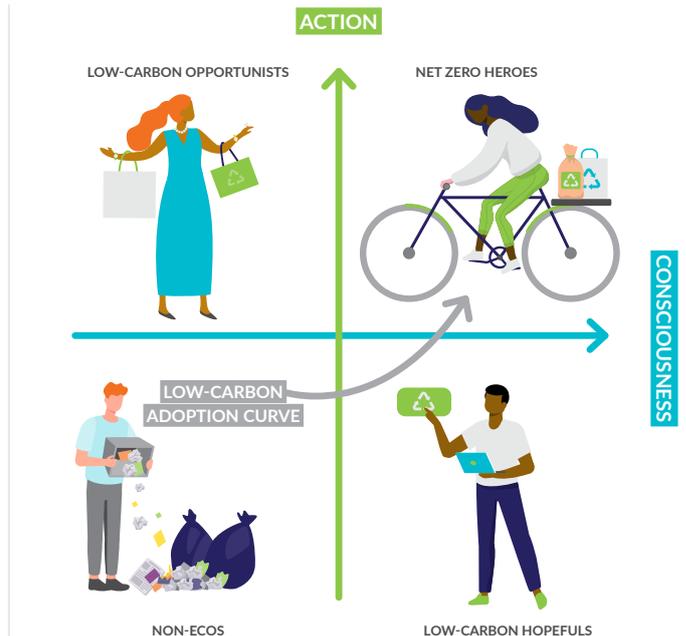
### WHO ARE THE DIFFERENT TYPES OF CUSTOMERS WHEN IT COMES TO LIVING LOW-CARBON LIFESTYLES?

#### THE LOW-CARBON ADOPTION CURVE

Consumers fall along different parts of the low-carbon adoption curve depending on how much they are aware of – and care about – sustainability (their 'consciousness'). Their place on the curve is also determined by how likely they are to act on that awareness and care.

Four personas, based on these two axes of consciousness and action, can help to bring this to life; Non-Ecos, Low-carbon Opportunists, Low-carbon Hopefuls and Net Zero Heroes.

The aim is to move all customers to the top right quadrant, helping everyone to become a Net Zero Hero.



### WHY WOULD CUSTOMERS CHANGE THEIR BEHAVIOURS... OR WHY NOT?

Behaviour change comes down to



how much customers care



how much customers understand what they need to do



customers' ability to act on intentions

**Be aware of the intent-action gap!**

## WHAT ARE THE BEST PRACTICES TO CHANGE CUSTOMER BEHAVIOUR?

CONDUCT A GAP ANALYSIS BY CONSIDERING THE EXTENT TO WHICH YOU ARE CURRENTLY UNDERTAKING EACH OF THE BEST PRACTICES BELOW. YOU CAN THEN USE THIS AS A BASIS TO HELP DEVELOP HOW YOU HELP YOUR CUSTOMERS.

	 <b>Increase consumer CONSCIOUSNESS by providing information</b>	 <b>Enable consumer ACTION by reducing friction</b>
 <b>ENGAGE</b>	<ul style="list-style-type: none"> <li>○ <b>Connect with the causes your customers care about:</b> Research your customers specific priorities, then provide information on the causes they care about, using tailored messages.</li> <li>○ <b>Talk to the head or the heart:</b> Customers do respond to data, especially if it is relatable. Emotional pleas work well when they focus on positivity, hope and pride.</li> <li>○ <b>Choose the right voices to deliver your message and use social influence:</b> Consider different voices – yours, formal authorities, social influencers – to inform consumers about low-carbon living.</li> <li>○ <b>Harness life events to change habits for the better:</b> Big life changes present a great opportunity to break bad habits and replace them with more sustainable ones. Use your customer data to identify and target people when they're at a crossroads – when they may be more open and willing to change.</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Highlight other benefits to make low-carbon choices attractive:</b> Link other benefits to increase a product's appeal: Price, health, quality, taste, style and convenience can all influence customer choices.</li> <li>○ <b>Make it playful:</b> Gamifying engagement around low-carbon choices can boost consumers' interest.</li> </ul>
 <b>BUY</b>	<ul style="list-style-type: none"> <li>○ <b>Make key information stand out:</b> Make information easy to find and present it at times and places where customers are most likely to engage with it.</li> <li>○ <b>Make your receipt talk:</b> A receipt could show the carbon impact of purchases, including the impacts of delivery for online purchases, or it could include tips for low-carbon living.</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Make Net Zero the default:</b> Opt-out strategies are more successful than opt-in ones, so make the most sustainable option the default option.</li> <li>○ <b>Sustainability = easy, unsustainability = hard:</b> Look for ways to make sustainable products and options readily available, easy to find and more prevalent in-store and online.</li> <li>○ <b>Use incentives to encourage low-carbon choices:</b> Use in-store, online and in-app incentives. These could be loyalty points, reduced prices, bundle deals that nudge consumers to more sustainable purchases or offers for food items nearing their "use by" date.</li> <li>○ <b>Enable a sharing economy:</b> Promote an experience, sharing or rental economy over ownership.</li> <li>○ <b>Remember that all parts of the shopping experience count:</b> Don't forget about other activities around the buying stage, such as encouraging people to cycle to store by providing bike storage, or providing electric vehicle (EV) charging points close to the entrance. You can also offer green product delivery or make green delivery the default option.</li> </ul>
 <b>USE</b>	<ul style="list-style-type: none"> <li>○ <b>Talk about usage impacts:</b> Educate consumers about optimal usage changes that are easy to adopt.</li> <li>○ <b>Help consumers make usage comparisons:</b> Consumers can find it hard to understand differences in carbon footprints when they make trade-offs between reusable and disposable products. Remind customers about how long it will take to see benefits and what those benefits are over the life of the product. Text message or email reminders can be effective, especially for higher-value, longer-life products.</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Build in sustainability:</b> Ideally, sustainability should be built into products so that action comes naturally to users. Where product changes are not possible, retailers could provide customers with guidance on how to best use products in a low-carbon way.</li> <li>○ <b>Highlight the benefits of using products and services in low-carbon ways:</b> Make advice easy and obvious. Remember different customer age groups process advice through different channels.</li> </ul>
 <b>DISPOSE</b>	<ul style="list-style-type: none"> <li>○ <b>Show the possibilities at the product's end of life:</b> Direct customers to resources and ideas for repairing, reusing or upcycling products.</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Promote repairs:</b> Repairs should be the first option before disposal so make your repair services clear and available.</li> <li>○ <b>Second-hand markets can work:</b> You could create a second-hand market platform for your branded. You could also partner with charities to help resell products in the dispose phase.</li> <li>○ <b>Make recycling easy and fun:</b> And ensure that recycling facilities are available and easy to use.</li> </ul>

## HOW CAN ORGANISATIONS BUILD INTERNAL CAPACITY TO IMPLEMENT THESE BEST PRACTICES?

### SPARKING MOMENTUM

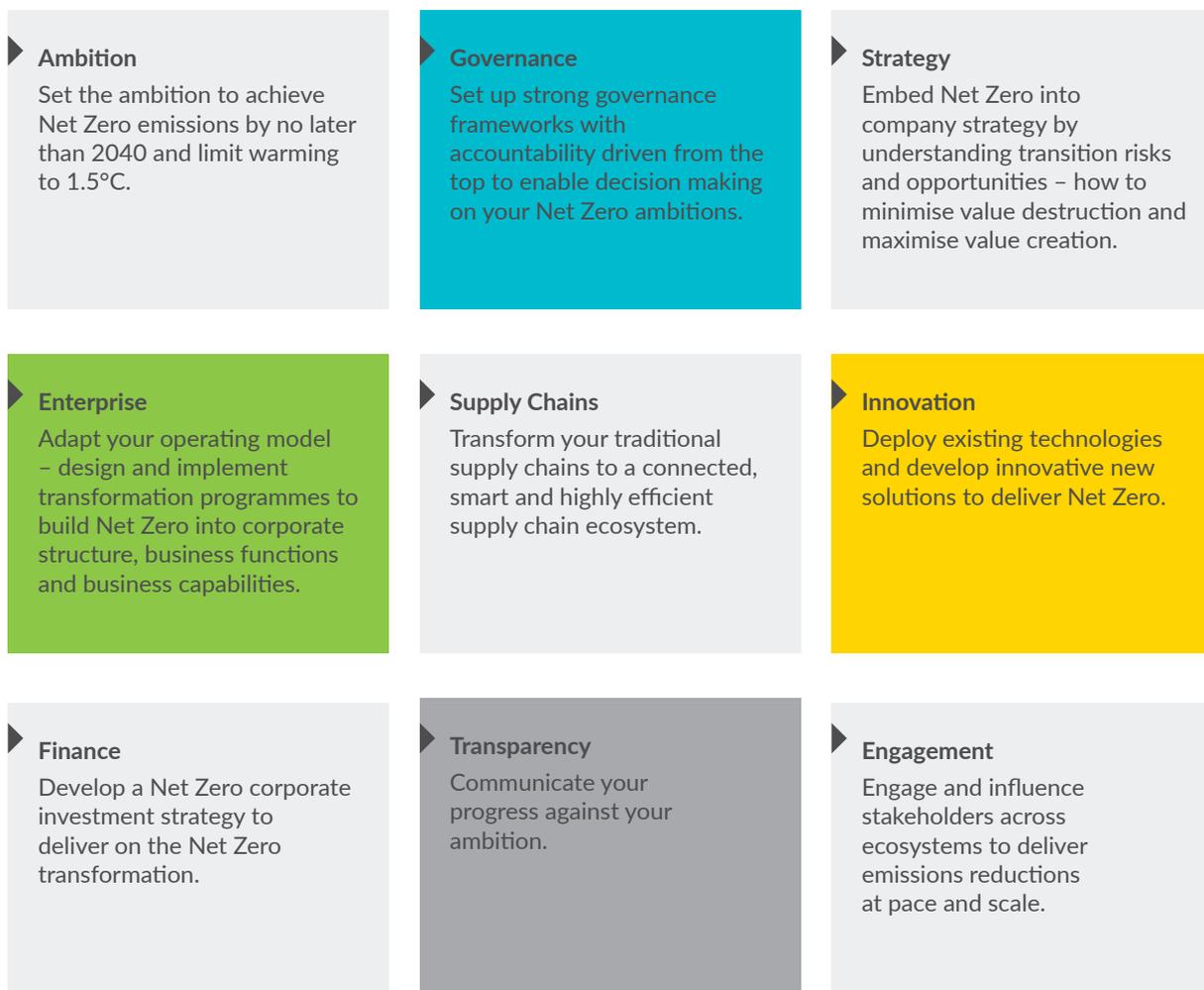
As a retailer, people are at the heart of your business. Wherever you are on your journey, building internal support will spur on sustainability initiatives.

- Align with your organisational purpose
- Build a team of change champions
- Upskill your people
- Adopt an agile mindset

### BUILDING THE LONGER TERM PLAN

*PwC and Microsoft's nine Building Blocks for Net Zero Transformation* is a practical framework to embed Net Zero aspirations and actions across your business. This will underpin your ability to support customers.

You can use [a checklist](#) with key actions for each building block, along with practical guidance to help you implement these changes.



### FINAL THOUGHTS

Consumers must change consumption habits. Retailers must shift the frame of consumer choice as well as organisational priorities and business models. Collaboration must happen within the retail sector, and between retailers and other sectors.

[READ THE FULL GUIDE HERE](#)