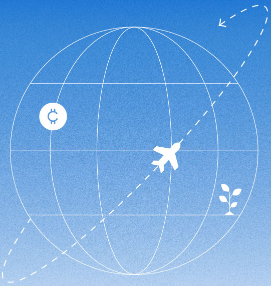

# EARTH MONTH 2022 INSIGHT REPORT

green crypto

rinsing off the greenwash

regenerative travel

## Part I: Eco-Friendly Crypto

NFTs are here to stay — and consumers are looking for ways to make them greener. Put off by the carbon footprint required to mine and produce NFTs, consumers are turning to more sustainable methods.

(Clenpies)

### Proof of Stake Blockchain

While Ethereum and most major blockchains use energy-intensive protocols called Proof of Work, which use mining to verify new transactions, add them to the blockchain, and create new tokens, a vanguard of energy-efficient blockchains use a new protocol called Proof of Stake, which reinvests in existing tokens to perform the same actions. One such chain, Tezos, uses the average energy footprint of 17 global citizens thanks to its Proof of Stake design — roughly 1/2600th of Ethereum's energy requirements.[1]

### Carbon Offsets & Climate Tokens

Consumers can also maintain a negative carbon footprint for their crypto transactions by using carbon offset credits. Moss, a company that specializes in carbon offsets for crypto, have incorporated carbon credits into tokens. They have also tokenized governance and economic rights to small forest areas into NFTs — allowing consumers to protect the Amazon by buying Amazon NFTs.

Your brand's NFT drop **does not have to be an Earth-shattering one.**

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1. Tezos, tezos.com/carbon

## INSIGHT

Consumers are demanding carbon-negative crypto, but the majority remain unaware of these greener methods and currencies.

## TAKEAWAY

If your brand is looking to lead with crypto, there are greener alternatives to the norm — but don't forget to also invest in consumer education on these sustainable alternatives.

# Part 2: Rinsing Off the Greenwash

Gone are the days of consumers accepting any and all eco-friendly claims made by brands – they want proof.

(iStock)

Consumers are **taking off their green colored glasses** and **opting**

To encourage more transparency, a new SEC ruling will require public companies to disclose their plans to achieve climate commitments, the climate risks of using their products and their total emissions as soon as 2024.

## for new transparent lenses.

## INSIGHT

Nearly 70% of consumers say that they find it important to support eco-friendly brands, and they are increasingly skeptical of greenwashing.[2]

[2] Barron's, "Two-Thirds of North Americans Prefer Eco-Friendly Brands, Study Says"

## TAKEAWAY

Brands looking to future-proof should be prepared to go green — and show their work.

# Part 3: Regenerative Travel

While many have feared that sustainability would be swept aside during the pandemic, travelers have responded by going greener: 82% said the pandemic has made them want to travel more responsibly in the future, embracing quality over quantity.[3]

(Freepick)

### Steady but Incremental Change

Expect steady but incremental change in the travel industry, as travelers incorporate small choices to lessen their carbon footprints, like reducing water and energy usage while traveling.

### Sustainable Tourism is no longer enough

55% of tourists are interested in "carbon negative" travel and Millennials and Gen Z are moving beyond sustainable tourism.[4] Instead, they are turning to regenerative tourism, Post-vaccine tourists are ready to go... **and they're thinking outside the box to get there.**

which focuses on leaving a place better for future generations across environmental, community, and cultural impacts.

This approach is mindful and holistic. Where eco-friendly travel might once have meant offsetting your flight, regenerative tourism expands the definition well beyond the baggage claim, encompassing mindful sustainability wherever you are — both abroad and at home.

### The 3 Pillars of Mindful Eco-Tourism

Mindful travelers seek out vendors who are committed to:

1. Protecting the planet
2. Supporting local economies
3. Celebrating cultures

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3. Virtuoso, "Conscious Comeback: Influencing a Sustainable and Regenerative Future for the Travel and Tourism Industry"
4. American Express Travel, "Global Travel Trends Report"

## INSIGHT

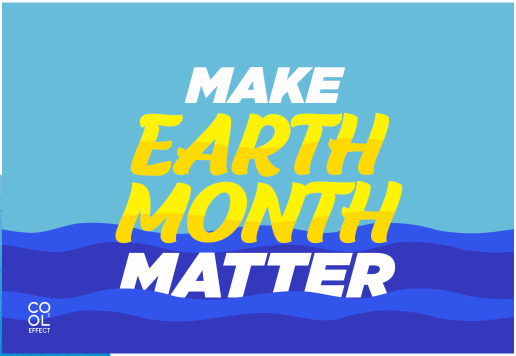
Consumers are increasingly seeing sustainability as a mindset as much as a practice, and one which crosses the boundaries of environment, economy, and culture.

## TAKEAWAY

Brands shouldn't forget about the human element of sustainability, and can resonate with consumers by sharing the stories of their culture and celebrating even the incremental steps that they take on their carbon-negative journey.

# Cool Effect

Demonstrate Case Study



(Cool Effect)

### Overview

Cool Effect is a non-profit dedicated to reducing carbon emissions around the world by allowing individuals,

**Salesforce**, driven by a strong corporate sustainability mission, became Net Neutral by supporting Cool Effect's high-quality carbon projects for the last several years. Salesforce also offers Cool Effect travel offsets to attendees of their conferences such as Dreamforce and matches individual employee contributions.

businesses, organizations and universities to create a tangible impact on climate change. By making it easy to support climate change fighting projects, they've reduced over three million tonnes of carbon since we helped them launch their platform in 2016.

In 2022, Cool Effect and American Airlines are working together to reduce carbon emissions from air travel through high-quality carbon credits. Together, the companies are providing travelers the opportunity to mitigate their environmental impact, with thousands of travelers and businesses having already participated. American Airlines provides customers the opportunity to offset the emissions associated with their flights with three high-quality, verified carbon reduction projects, all vetted by Cool Effect to meet the organization's rigorous criteria.

## CHALLENGE

Climate change can be a contentious issue, especially on social media, so it was crucial to implement a community management plan that could amplify our supporters, engage with our skeptics, and treat trolls exactly how they should be treated.

## SOLUTION

A social post, paid or not, is the beginning of a conversation—so we immediately took steps to arm our team of community managers with a comprehensive playbook filled with the messaging, data, and creative assets they needed to make those conversations matter in a meaningful way.

## RESULTS

Empowering our Community Managers with what they needed to support Cool Effect's earned media, address customer service issues, and surprise & delight those who engaged with the brand has so far led to 293,000+ brand engagements, and 22,198 brand conversations, with an average response time of less than a day.