

Sustainability Bulletin: May 2021

Your monthly data-led, cross-industry insight into global sustainability progress and consumer priorities to help you make better decisions for your brand and the planet. This month features Earth Day collaborations, lower-impact plastics and the carbon footprint of NFTs

Helen Palmer
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Lavazza/Parlone

Earth Day sees brands join forces to drive change

The 51st annual Earth Day saw tokenistic product launches making way for more meaningful collaborations

As highlighted in our [Earth Day 2021 Communication Strategies](#) report, this year saw a rise in industry-wide collaboration and pledges.

Beauty brands including Ren and Caudalie launched the #weareallies campaign with a shared vision to collaborate on reducing packaging waste; New Zealand fashion brand Kowtow partnered with footwear brand Allbirds and plant-based food and drink platform Allgood for a panel discussion looking at each brand's journey towards plastic-free, zero waste and carbon positivity; and The Invisible Collection furniture brand launched its carbon-offset scheme to the benefit of the Coalition for Rainforest Nations' conservation programme.

The food industry cooked up initiatives to spotlight food waste, with Chef Marcus Samuelsson serving rescued food ingredients from the surplus produce online marketplace Full Harvest and Danone North America's Two Good Yogurt in his Red Rooster Harlem restaurant.

Community activations around nature sparked engagement. Hong Kong's Eaton Hotel invited the public to send in digital photos and art of the city's trees for a curated exhibition, and China-based Social Innovation program BottleDream partnered with Alipay on an engaging quiz that gauged quizzers' connection to nature.

How to action this: engage with meaningful, long-term environmental commitments and avoid one-off Earth Day marketing ploys.



The Invisible Collection's carbon compensation scheme will link transportation and delivery orders to Coalition for Rainforest Nations, which conserves rainforests and endangered species

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