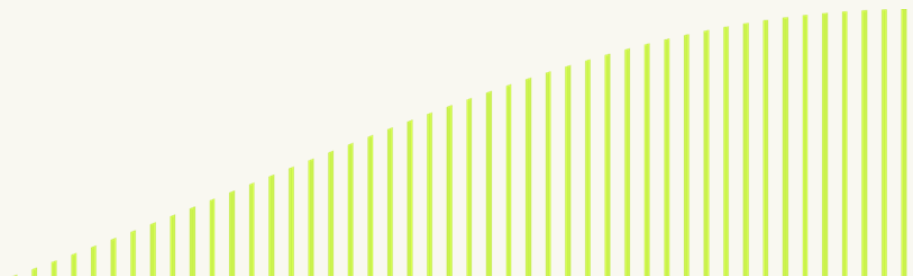




The power of transparency

jessi@provenance.org | provenance.org | [@ProvenanceHQ](https://twitter.com/ProvenanceHQ)

2023. Proprietary and confidential.

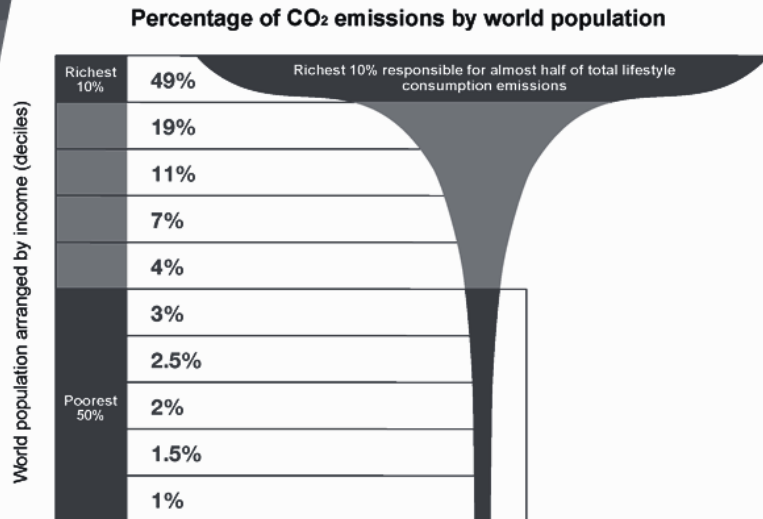


Population growth alone doesn't account for fossil fuel over consumption – behaviour and lifestyle do



The poorest **50%** is only responsible for around **10%** of total lifestyle consumption emissions.

OXFAM MEDIA BRIEFING:
EXTREME CARBON INEQUALITY



The most recent IPCC report estimates that household behavioral change* could reduce our emissions by

40–70%

* With the right technologies, policies and infrastructure

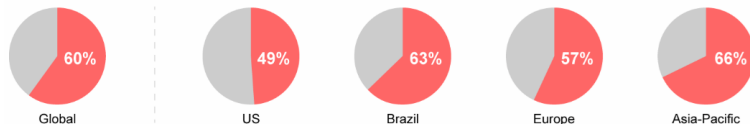
Consumers are increasingly concerned about sustainability and willing to pay more for sustainable products...

Globally, 64% of consumers are highly concerned about sustainability, and their worries are mounting

Percentage of consumers who are very or extremely concerned about environmental sustainability

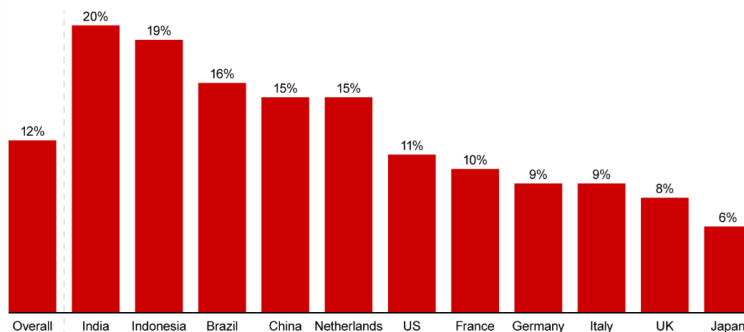


Percentage of consumers whose climate change concerns have intensified over the last 2 years



Consumers report that they're willing to pay more for sustainable products

Consumers' reported incremental willingness to pay for sustainable products

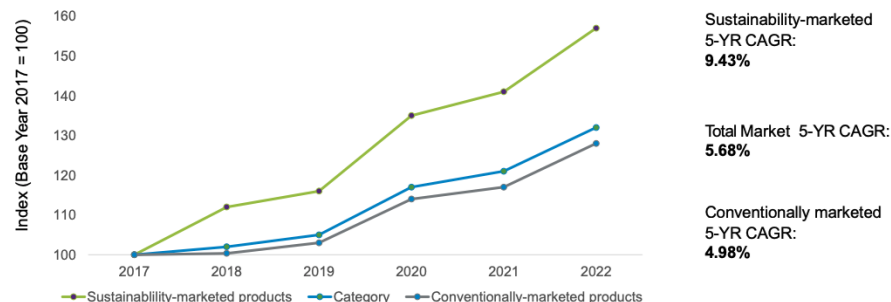


...and sustainability-marketed products are growing 2.7x faster than the rest of the market

Consumers are increasingly concerned about sustainability and willing to pay more for sustainable products...

Sustainable Market Share Index™: Growth Rate

Sustainability-marketed products grew **~2x faster** than conventionally marketed products



...and sustainability-marketed products are growing 2.7x faster than the rest of the market

Anti-greenwashing regulations are coming, but many brands & retailers are not prepared

THE MARKET IS CHANGING FAST

53% of green claims have been found to be misleading

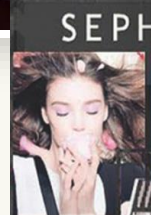
10% of global turnover can be levied in fines for businesses found guilty of greenwashing

Dove and Marmite maker Unilever to be investigated in UK over 'greenwashing'

Consumers may be misled by 'green' claims on some essential household products, says watchdog

Sephora sued for misleading consumers over 'clean beauty' programme

By Sarah Parsons



European
Commission

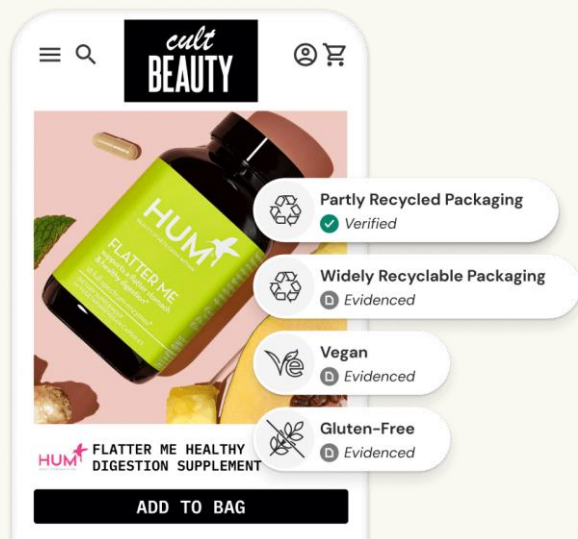
English EN

Press release | 30 March 2022 | Brussels

**Circular Economy:
Commission proposes
new consumer rights and
a ban on greenwashing**

MISSION

Empowering 1 billion citizens to choose products that match their values.



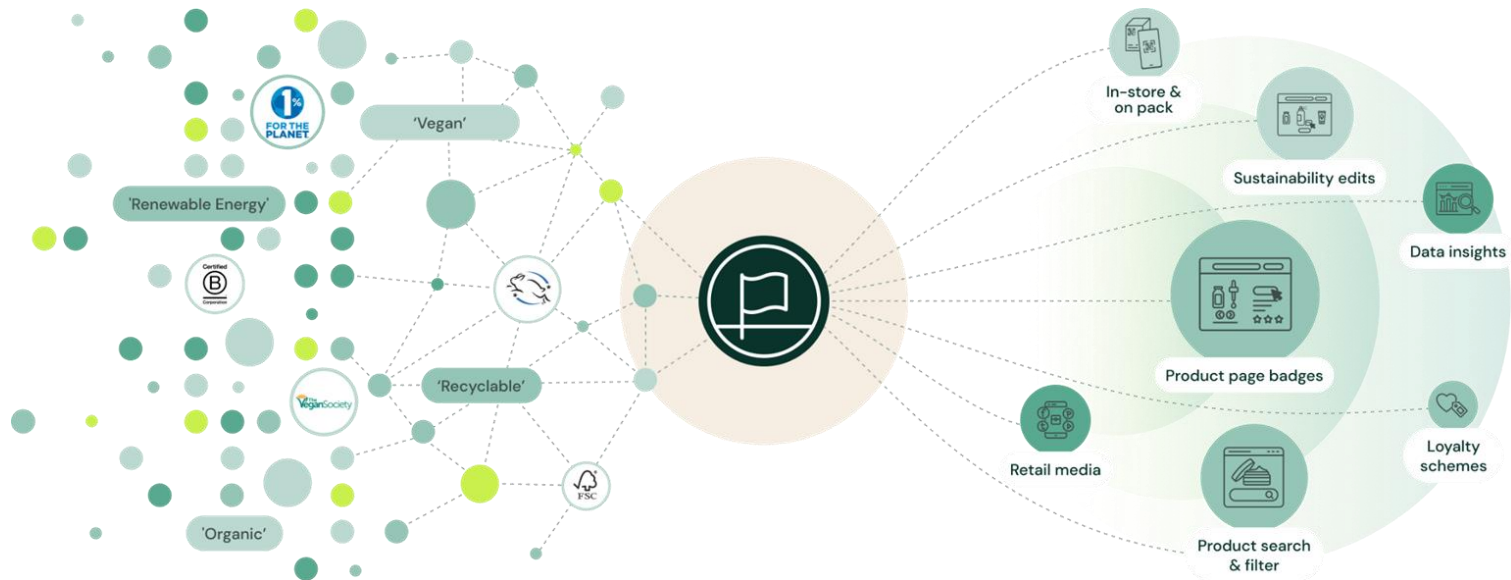
PROVENANCE®

VISION

One day every great product will come with Provenance – a new global standard for consumer sustainability.



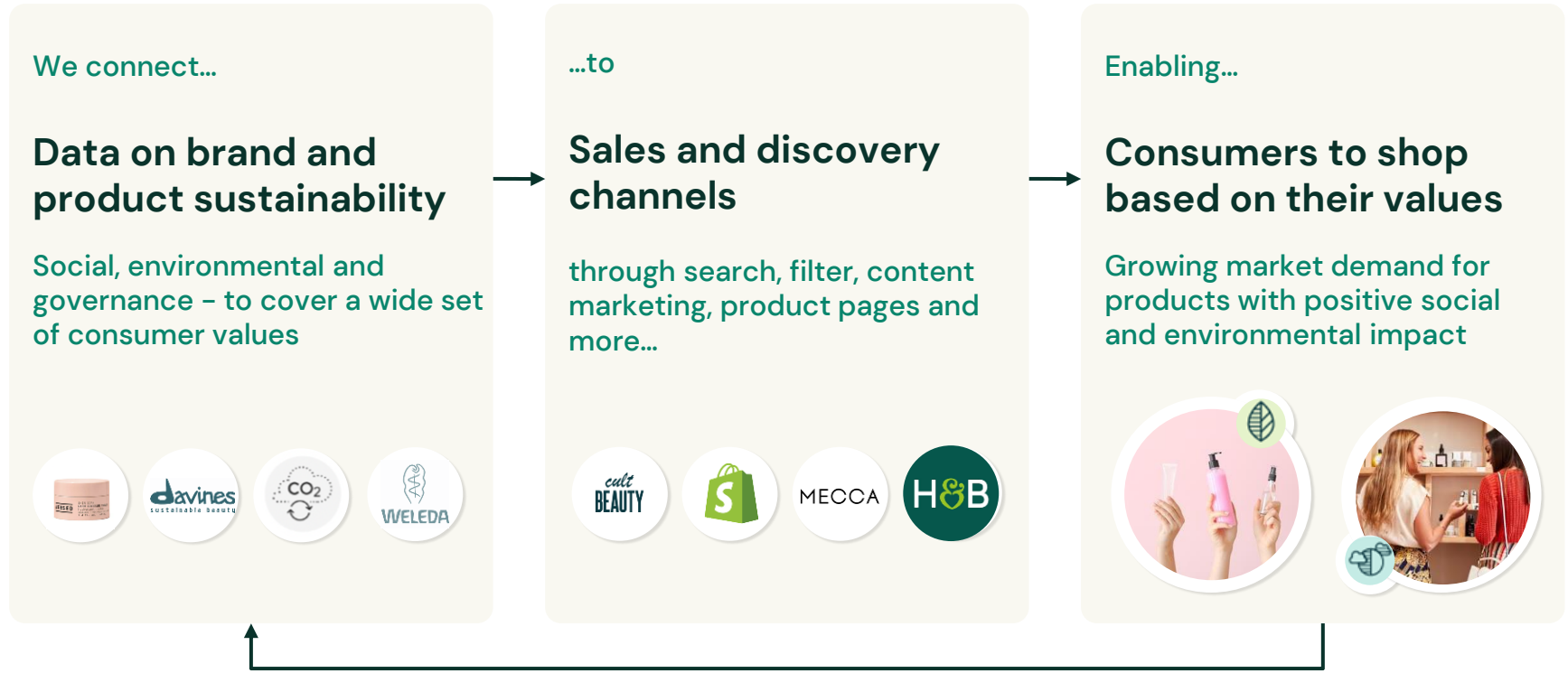
We are building the world's leading platform for validated product-level sustainability information



**We connect validated data on brand-
and product-level sustainability...**

**...to marketing, sales and discovery channels,
enabling sustainable choices at checkout.**

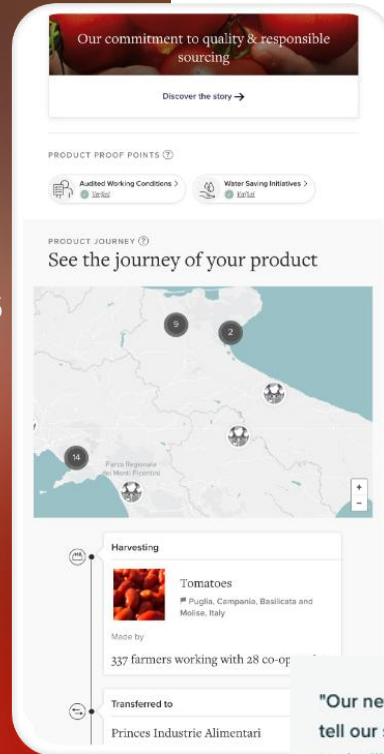
BUT WHAT DOES THAT REALLY MEAN?



CASE STUDY: NAPOLINA



Protecting brand value and delivering assurance with proof-backed communications



WHAT WE DID

Proof Points, Product Stories and Product Journeys both off-pack and on Napolina's responsible sourcing website.

Activated on 30 million cans of tomatoes.

Transparency experience extended to key B2B private label customer, COOP UK

BENEFITS

- B2B contract wins and strengthened retailer relationships
- Positive press coverage and praised by NGOs
- Data-backed assurance, providing new content and stories for brand teams to leverage.

"Our new partnership with Provenance is now allowing us to tell our story clearly and conveniently via their sharing tools, and will help us to build shopper trust through greater supply chain and impact transparency."

David McDiarmid
Corporate Relations Director, Princes (Napolina)





If you have any questions or need something else, email
jessi@provenance.org