

# **FINDING OPPORTUNITY IN A CHANGING CLIMATE**

OCTOBER 31, 2018  
POLICY INNOVATIONS FOR CLIMATE ADAPTATION

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# ABOUT THE PRESENTER

SHAWN GAGNÉ

- B.SC. IN GEOLOGY (2003)
- M.SC. IN HYDRO ECOLOGY & CLIMATE SCIENCE (2010)
- CONSULTING ENVIRONMENTAL SCIENTIST (2004-2010)
- URBAN FORESTRY FOCUS (2010-2014)
- CEO OF URBAN OFFSETS (2014-PRESENT)

**1. FINDING PATTERNS BETWEEN CLIMATE CHANGE  
AND ECONOMICS.**

**2. USING THOSE PATTERNS TO HELP SOLVE  
CLIMATE-RELATED PROBLEMS FOR U.S. CITIES.**

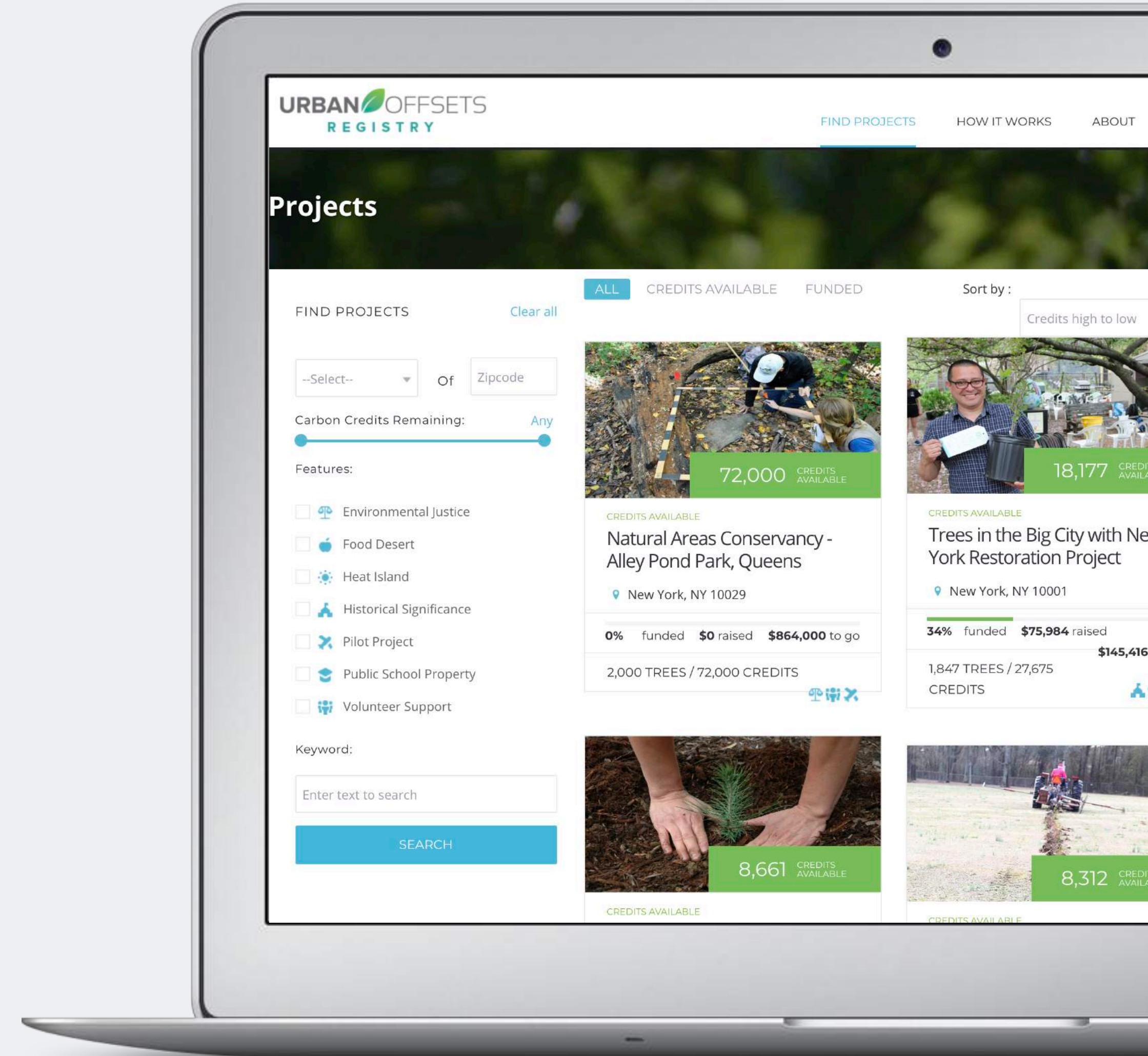




# ABOUT URBAN OFFSETS

- COMMUNITY OF LOCAL NON-PROFITS AND AGENCIES BUILDING CLIMATE RESILIENT CITIES
- TREE PLANTING & NATURAL AREAS IMPROVEMENTS
- CONSULTING ENVIRONMENTAL SCIENTIST (2004-2010)

**WE KNOW THAT PEOPLE, GOVERNMENTS, AND COMPANIES WANT TO DO GOOD IN THE WORLD. THE TROUBLE IS THAT IT HASN'T BEEN EASY ALIGNING THEIR MISSION WITH THE NEEDS OF YOUNG CONSUMERS.**





# THE PROBLEM: CLIMATE CHANGE IS “PROBABLE”, SPORADIC, & POLITICAL

THIS MAKES SUSTAINABILITY VAGUE, INTANGIBLE, AND POLARIZING





We all fail to take responsibility for our impact on the climate  
when doing so costs **Money, Respect, & Time**

BIG STORY 10

JANUARY 23, 2018 / 2:39 PM / 9 MONTHS AGO



## Ninth U.S. city sues big oil firms over climate change



## BUT, TAKING RESPONSIBILITY CAN BE RISKY

Virgin investigates claims its carbon offset scheme is damaging forests



17

Nov

By Kerry Reals →

**THE VERGE**

**IF CLIMATE CHANGE WRECKS YOUR CITY,  
CAN IT SUE EXXON?**

By Josh Dzieza | Feb 20, 2018, 1:05pm EST

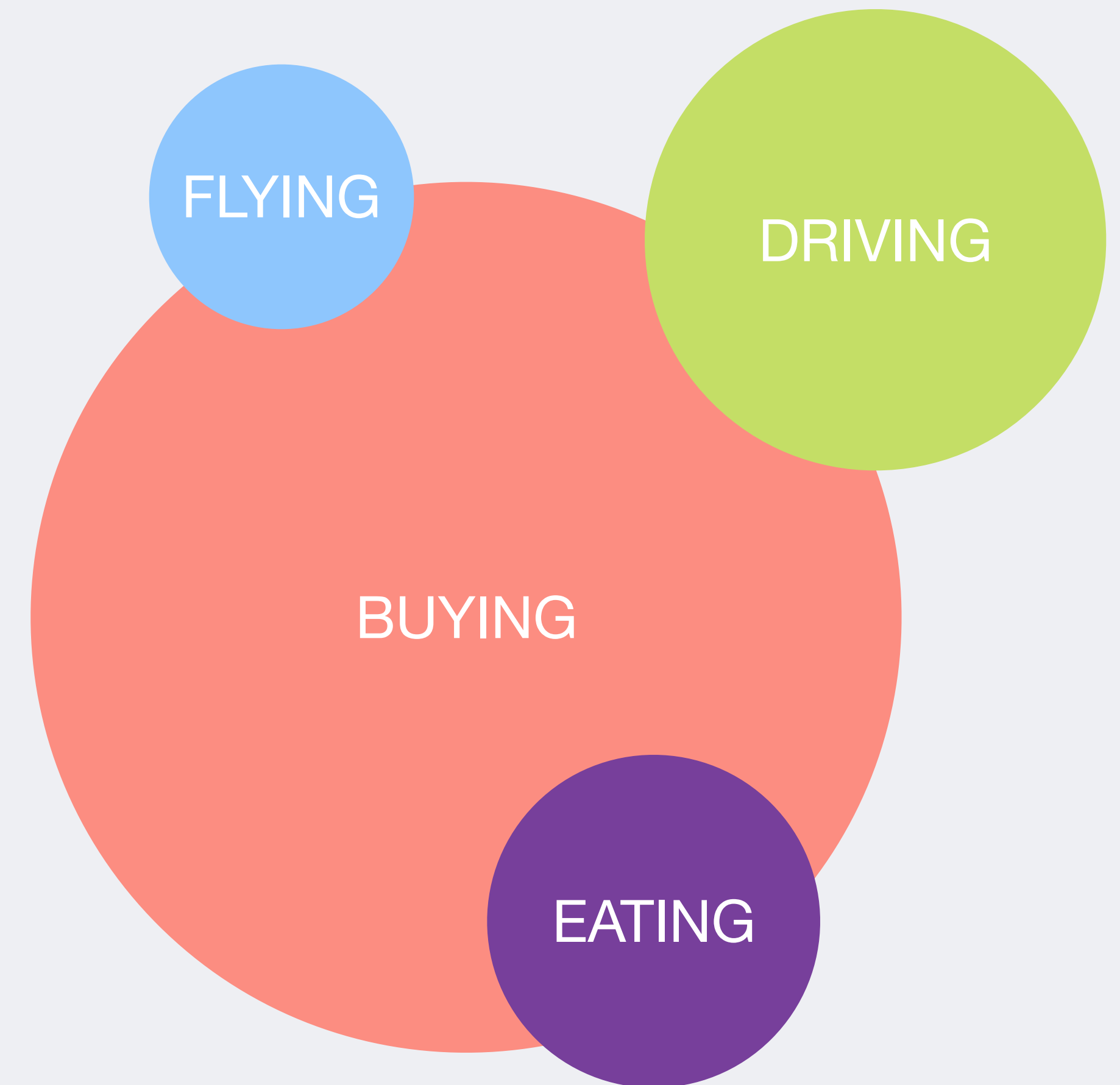
**OUR THESIS:**

**CAN WE MAKE OWNING  
CARBON EMISSIONS  
VALUABLE?**

# IF WE WANT TO SOLVE FOR CLIMATE CHANGE, WE'LL HAVE TO SHARE RESPONSIBILITY

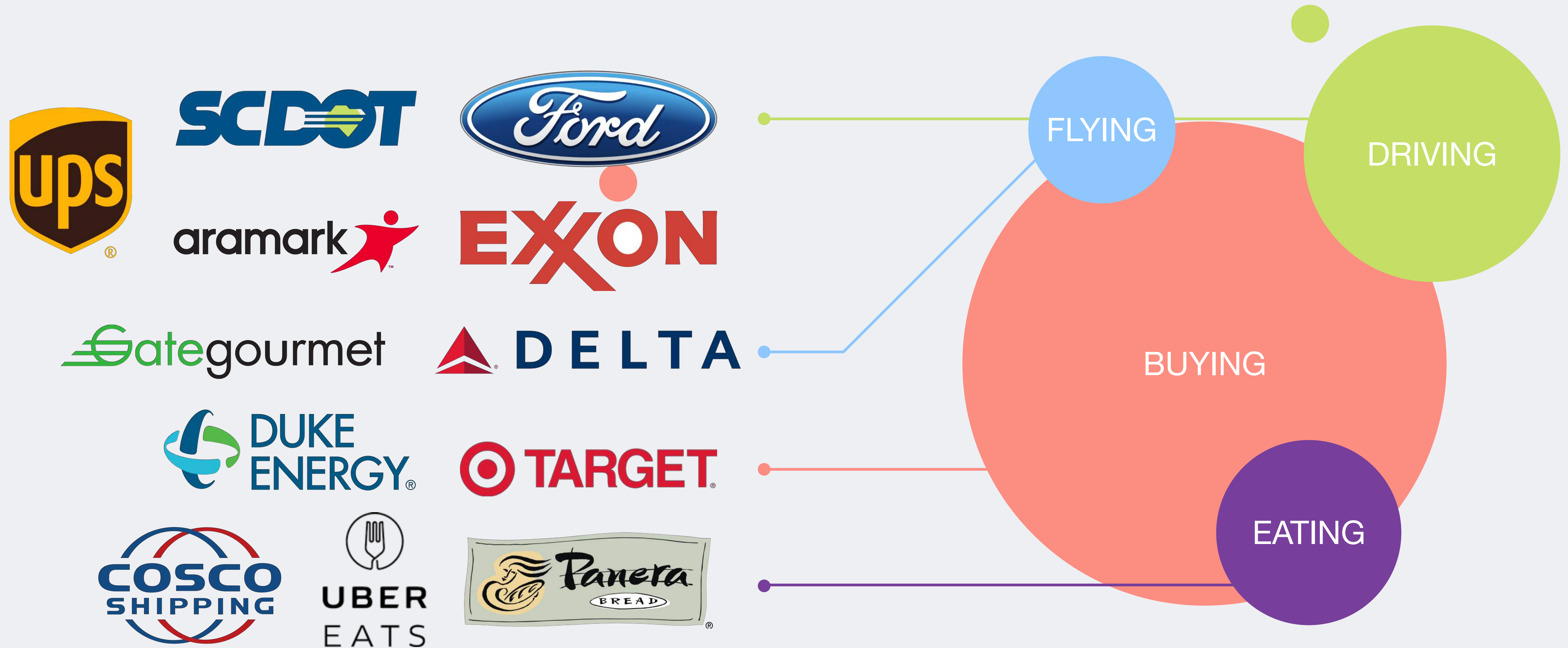
Sharing responsibility for climate change eases the guilt that often comes with living “normally” in western society.

Not just for people, but for city governments, states, universities, and companies too.



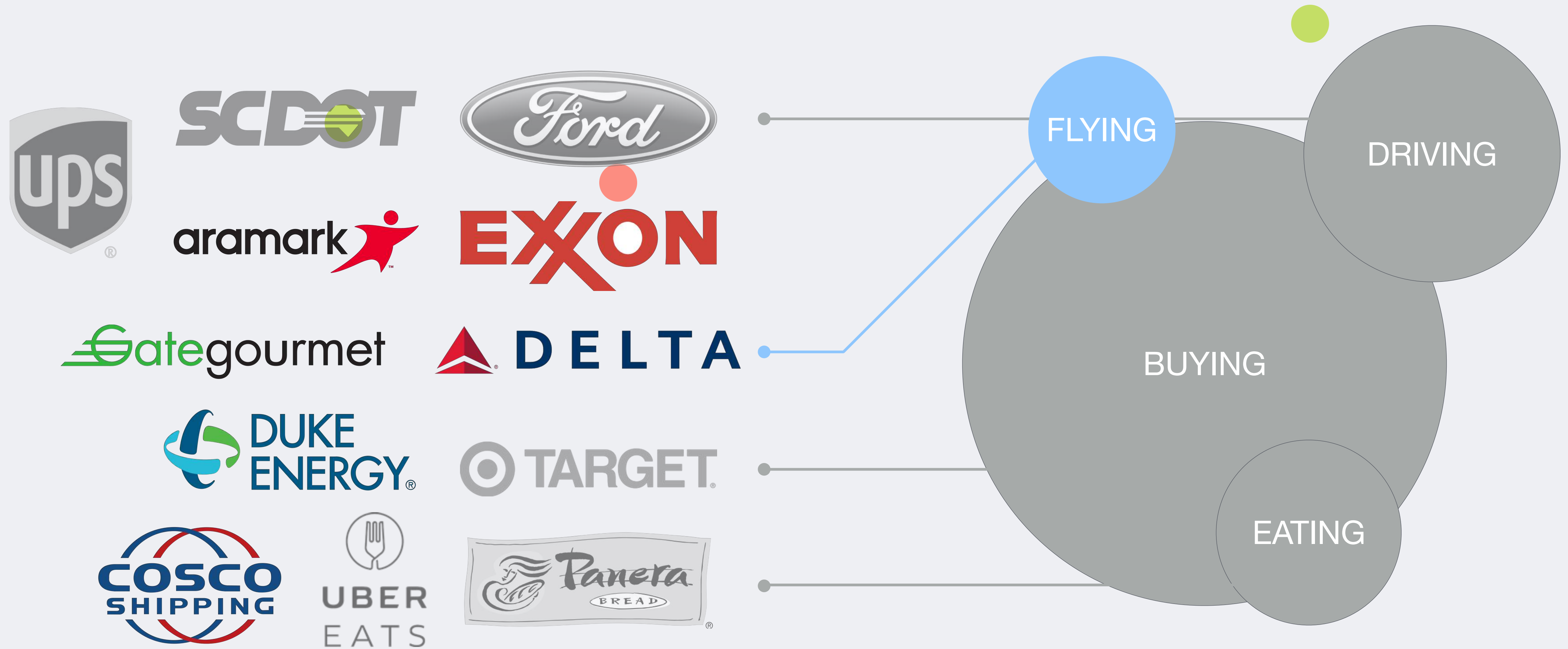


# NOW THINK ABOUT ALL THE CONNECTIONS BETWEEN THOSE THINGS WE DO EVERYDAY





# NOW THINK ABOUT ALL THE CONNECTIONS BETWEEN THOSE THINGS WE DO EVERYDAY





# Young Consumer's brand expectations are different than any other generation. They want their favorite brands to:



**Care about their** social  
and environmental  
priorities



**Include them** in their  
decisions



**Reward them** for engaging  
with their brand.

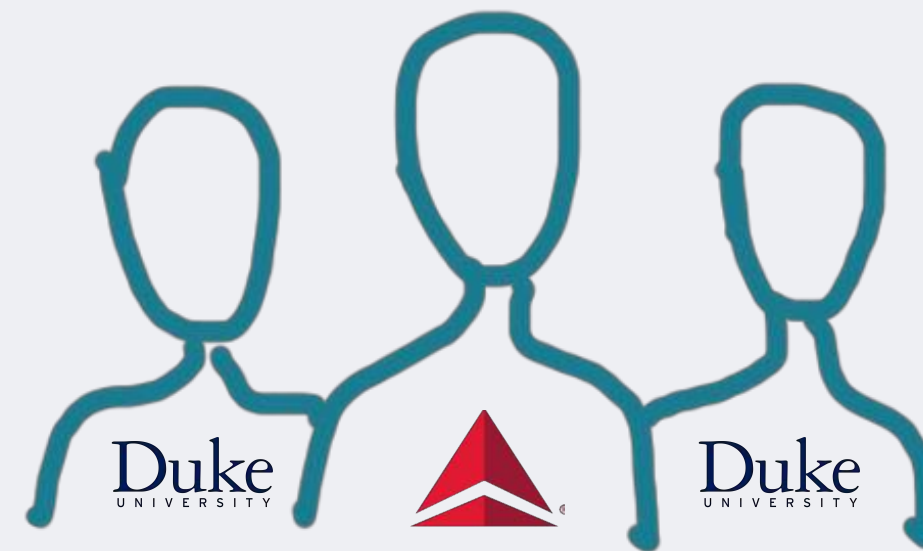
*Keys to engaging 18-29 y.o. "Gen Edge" consumers  
Source: Kantar Consulting & INPEX NY*



**We helped Delta Air Lines increase ticket sales by 3% by aligning their sustainability mission with the local causes that Duke University students care about.**



Students care about the  
**health of local  
communities**



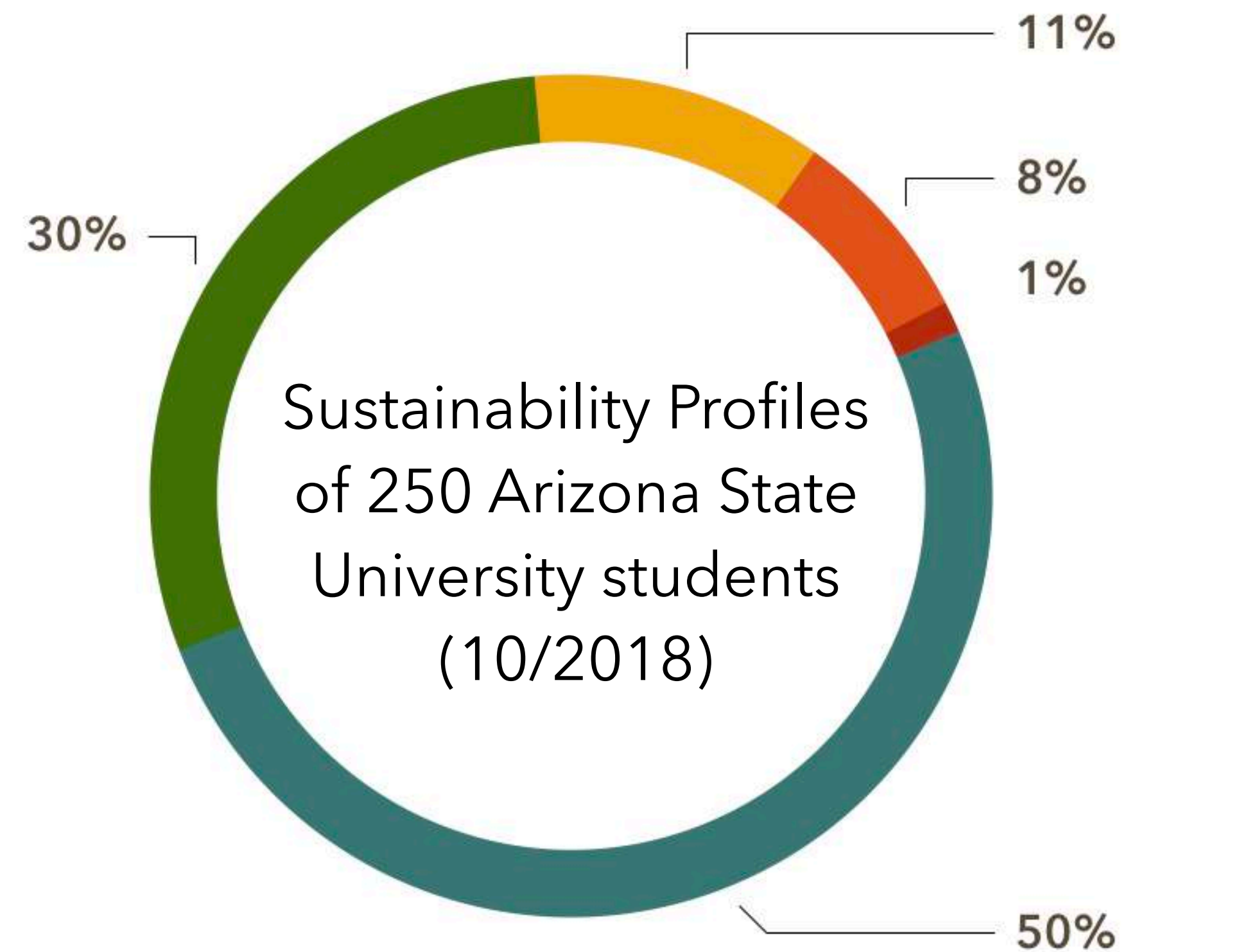
Delta employees and  
Duke students **planted  
trees together**



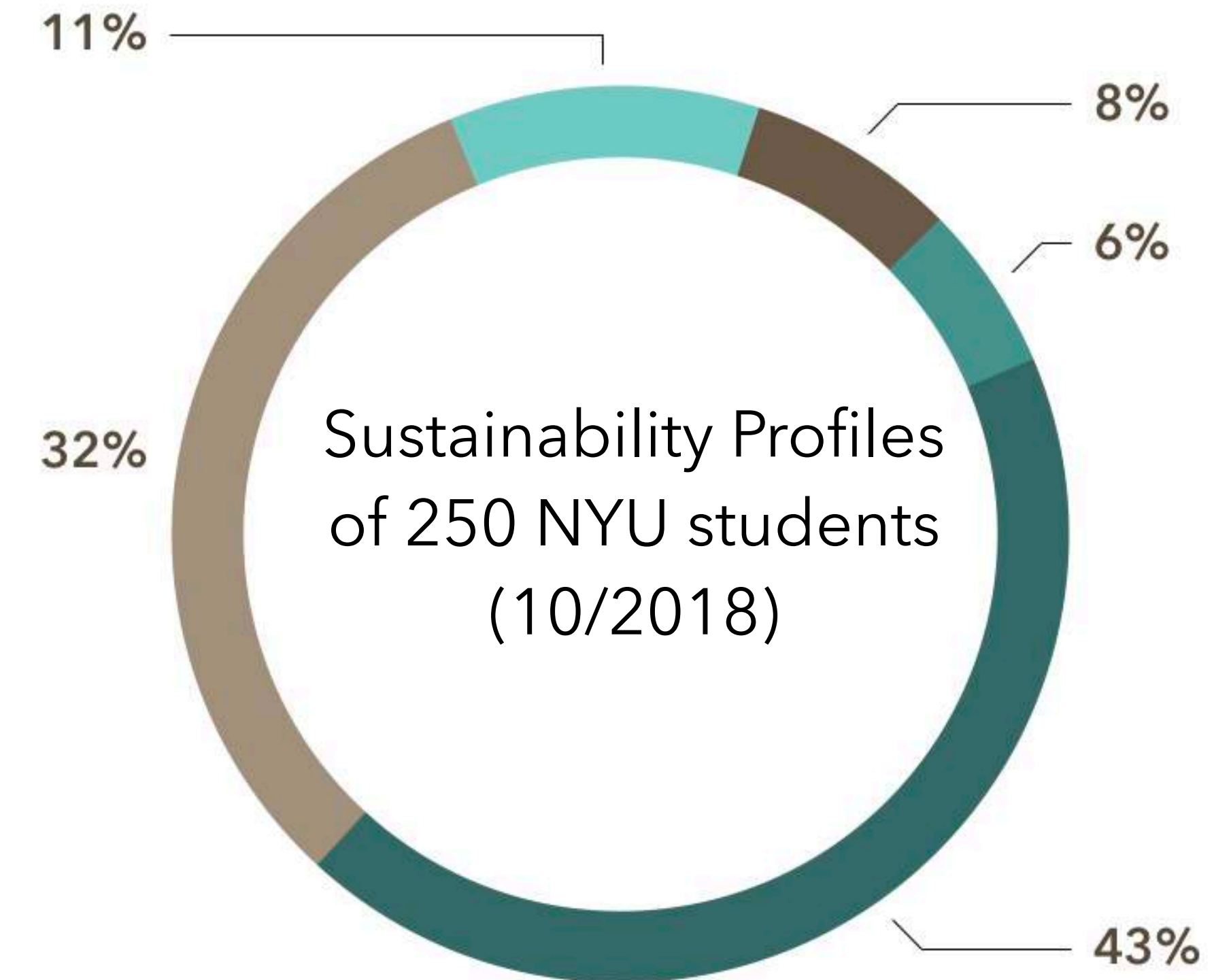
Students were rewarded  
with **carbon neutral air  
travel**



# Young Consumers everywhere seem to care about local and global causes



- ASU Sustainability Foundation
- Bonneville Environmental
- Ramsey Social Justice Org.
- Phoenix Parks
- Friends of Verde River



- Teach for America
- Bonneville Environmental
- Natural Areas Conservancy
- Phoenix Parks
- GrowNYC

# So we started automating mission-based engagements with young consumers.



## Identify their Priorities

Quickly find any customer's cause and charity-of-choice.



## Support their Local

Easily support the causes & charities they care about in the places that matter today.



## Fight Climate Change

Fight global climate change without risking your brand.

**Brands leave an estimated \$1.2 Trillion on the table by not aligning their engagement with the social and environmental priorities of young consumers.**

\*Source: [Unilever 05/2017](#)



# Example using Twitter: Support communities devastated by Hurricane Michael

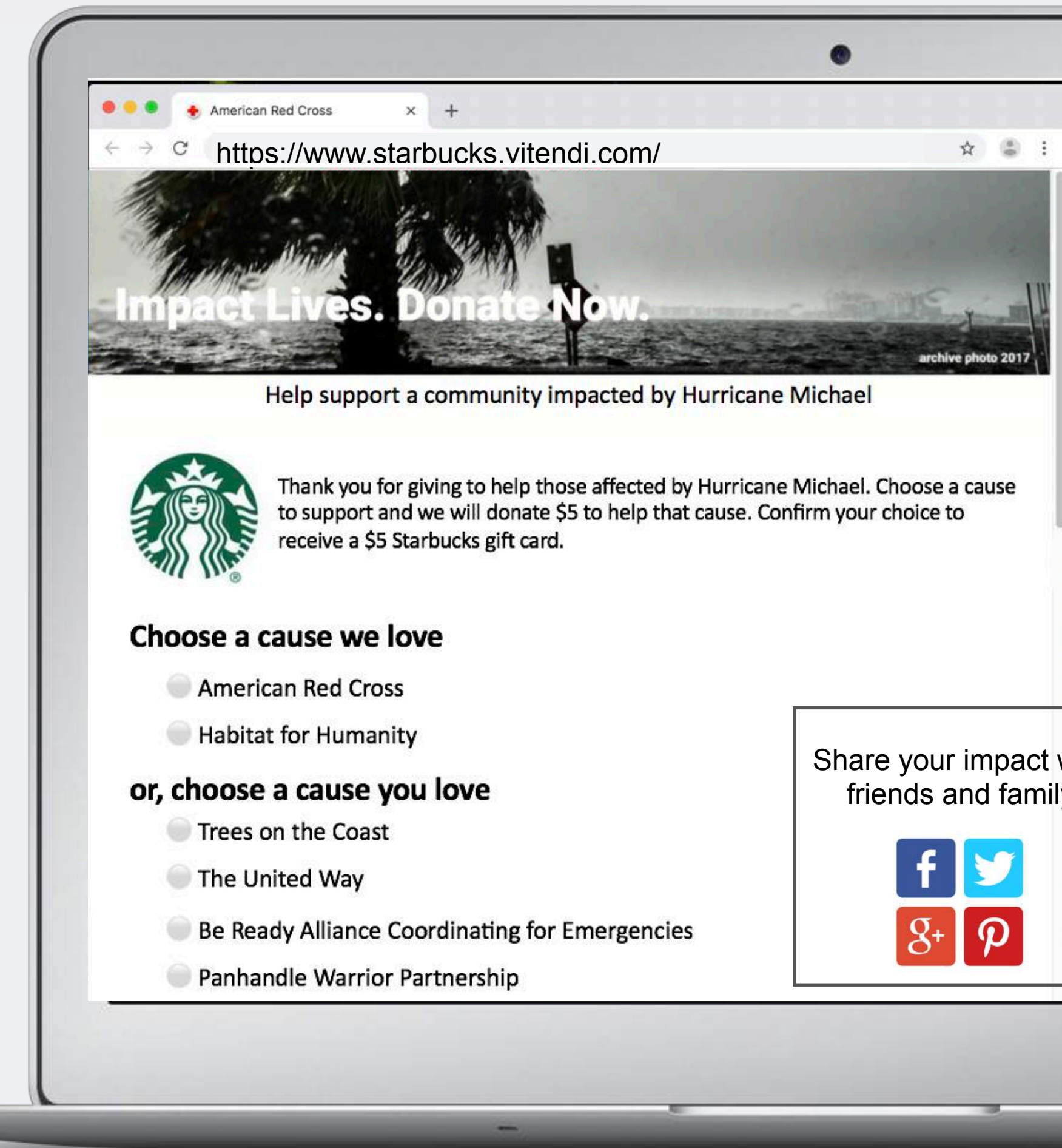


Starbucks Coffee  @Starbucks · Oct 12

We all have the power to help those in need. [Choose an organization](https://www.starbucks.vitendi.com/), we'll help those affected by #HurricaneMichael, and your next coffee is on us!

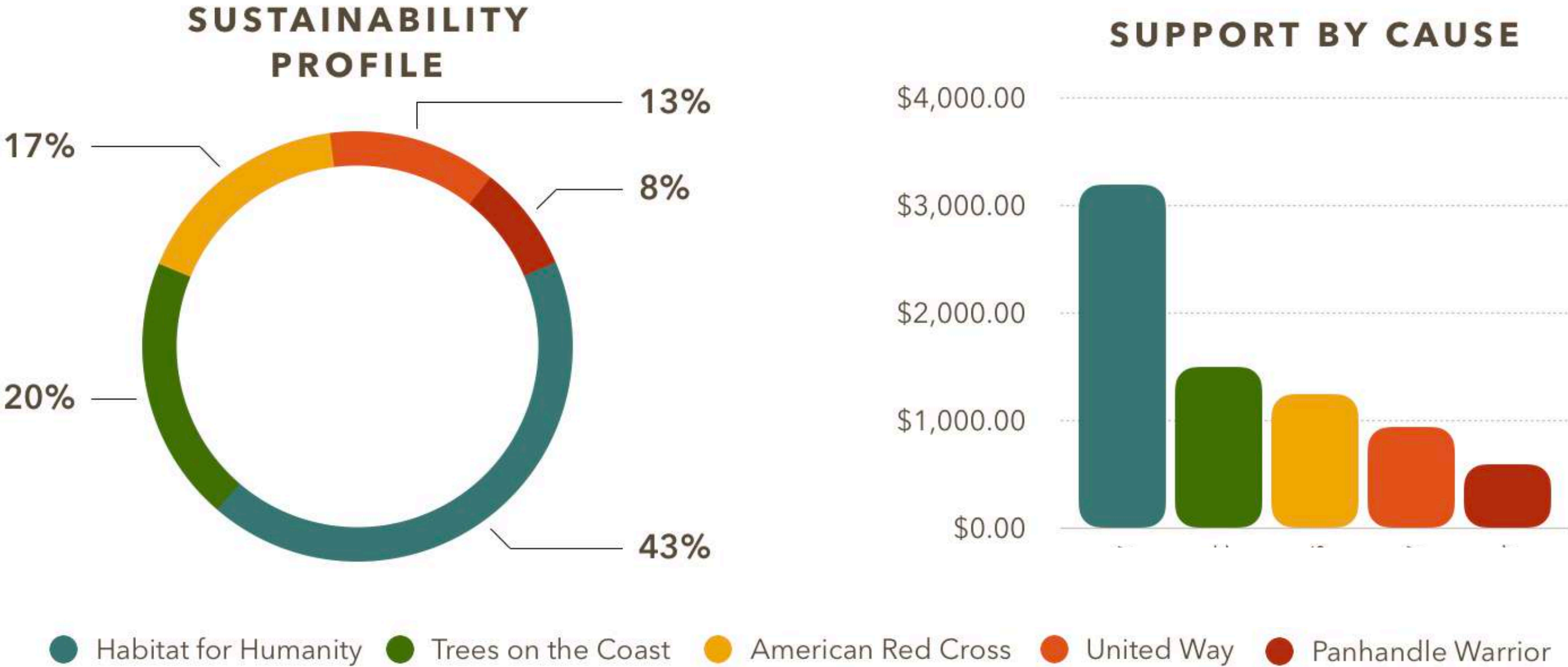
**2: Gather Insights.** Your customer clicks on the Tweeted link to choose a cause to support at no cost to them: Choose a cause, enter their loyalty ID or email address, and their done.

**3: Reward them.** We report all conversions (entries) to validate. Validated loyalty IDs or email addresses receive your chosen trackable loyalty-based reward.





# Report example: Support communities devastated by Hurricane Michael



## Conversion Rate

82%

## Emissions Offset (Tons)

1,350

## Time to select a Cause (Sec)

0:32

## Rewards Earned

1,350

American Red Cross

https://www.starbucks.vitendi.com/Report

Date	Starbucks ID	Validated?	
10/22/18	<a href="mailto:chris@gmail.com">chris@gmail.com</a>	<input type="checkbox"/>	Habita
10/22/18	<a href="mailto:conny@hotmail.com">conny@hotmail.com</a>	<input type="checkbox"/>	Trees
10/22/18	<a href="mailto:corey@duke.edu">corey@duke.edu</a>	<input type="checkbox"/>	Habita
10/22/18	<a href="mailto:shawn@yahoo.com">shawn@yahoo.com</a>	<input type="checkbox"/>	Habita
10/22/18	<a href="mailto:shelly@gmail.com">shelly@gmail.com</a>	<input type="checkbox"/>	Panha
10/22/18	<a href="mailto:melissa@asu.edu">melissa@asu.edu</a>	<input type="checkbox"/>	Habita
10/22/18	<a href="mailto:jeremy@duke.edu">jeremy@duke.edu</a>	<input type="checkbox"/>	Habita
10/22/18	<a href="mailto:jessica@elon.edu">jessica@elon.edu</a>	<input type="checkbox"/>	Ameri
10/22/18	<a href="mailto:anand@davidson.edu">anand@davidson.edu</a>	<input type="checkbox"/>	Trees



# **Young consumers treat their favorite brands like partners. Vitendi insights help you strengthen that partnership.**



**Want to work with  
brands to fight  
climate change.**



**Crave curated and  
personalized  
engagements.**

**Show loyalty to  
brands who engage  
them regularly**



**Reward brands that  
prioritize causes in  
their community**



# TO MAKE EMISSIONS VALUABLE TO CITIES AND COMPANIES...

MAKE IT INTERACTIVE

MAKE IT LOCAL

MAKE IT TANGIBLE

MAKE IT FREE\*



\*POCKET-NEUTRAL FOR CUSTOMERS



WE KNOW THAT PEOPLE, CITIES, & COMPANIES WANT TO DO GOOD IN THE WORLD.  
THE TROUBLE IS THAT IT HASN'T BEEN EASY ALIGNING THOSE MISSIONS WITH  
THE THINGS & PLACES PEOPLE CARE ABOUT.

**THIS IS WHERE WHERE I THINK WE CAN HELP**

BY AUTOMATING MISSION-BASED ENGAGEMENTS WITH YOUNG CONSUMERS, WE  
CAN ENHANCE THEIR RELATIONSHIP WITH A BRAND, SUPPORT SUSTAINABILITY  
GOALS, AND HELP COMPANIES & CITIES THRIVE IN A CHANGING WORLD.

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