

## Renbloc Interview Report

In order to test the market sentiment for renewable energy as a driver within companies, interviews were held with different industry representatives. A total of eleven interviews were conducted with Heads of Sustainability, Brand Managers & Energy Experts working in fashion, education, legal, telecom, real estate, auditing, athletics, clothing, manufacturing, health care and interior design and lighting.

The goal was to capture the sentiment of as wide an audience as possible, which is why the interviews focused more on diversity than capturing several opinions from the same industry. We wanted to see if there was a difference in sentiment between the different industries. Naturally more in depth interviews with specific industry actors would be needed in order to get a better understanding.

Several interesting reflections were captured in the interviews, both pertaining to the views on and understanding of sustainability and clean energy, but also how sustainability is used in their respective branding. Below are some of the key findings:

### 1. Sustainability is a major concern for many industries today.

With a focus on longevity, clean energy and renewable consumption, sustainability is top of mind for many industry professionals today. Some even go so far as to express a “major concern” in that we are “over consuming our resources to a point where we’re destroying the entire show”. “Education and knowledge are key factors contributing to making smart choices.”

### 2. Its a shared responsibility, where companies should drive and help each other

There is a wide understanding that sustainability is a joint effort, where collaboration is key to create lasting change. In this the interviewees expressed a lack of understanding, poor industry specific insights and need for better communication between the different actors in the energy market “our [retailer] does not ask if they can help us in our sustainability efforts”.

*“Our [retailer] does not ask if they can help us in our sustainability efforts”.*

### 3. There is a clear mental link between sustainability and clean energy

In the wake of the bush fires of 2019, the effects that energy production has had on the climate, driving climate change has become evident for the general public. As such the adoption of a more renewable or “green” energy programs is now more rule than exception. There is also a very strong opinion that we have to reduce the consumption of non-renewable energy.

### 4. Companies set clear clean energy targets - 100% green energy by 2025

The majority of the companies we spoke to have clean energy targets, which is in line with the rest of the world. Currently half of all Fortune 500 companies have set clean energy targets. Of the companies who have clean energy targets, the prevailing goal is 100% green energy by 2025 [Telstra, Asahi].

### 5. Third party auditing builds trust

Trust in the energy business is low, and in order to gain credibility with any claims done in the energy market, a third party authentication is needed. This would follow suit with other industries where a third party audit is standard for issuing certifications and trust ratings. In this it is naturally important the third party itself is open and trustworthy with their information.

#### 6. Noone knows their current renewable index

When asked about their current renewable index (how much of their current consumption came from renewable sources), none of the people being interviewed could answer the question. They simply had no idea. This is interesting since the interviewed are heads of sustainability within larger corporations in Australia. In order to make a sustainable change a common ground of measurements is needed. "We have no idea how to get to 100% [renewable energy target] since we don't know where we are at now."

#### 7. It's not about the number - it's about the journey

Faced with the question "What renewable index would make you excited?" all of the interviewees stumbled to come up with an answer. Without a clear understanding of how renewable they are at the moment this question is extremely hard to answer, and needed to be put "Compared to what?".

*"We need the comparison to understand the journey  
4% to 8% is more impressive than 70% to 71%."*

This sentiment was true throughout the interviews; showcasing a lower number could be more impressive than a higher number, if the number also shows a clear way forward. Everyone understands that we are far from 100% renewable today, so showing a "bad" number is not as damaging as not showing any number at all.

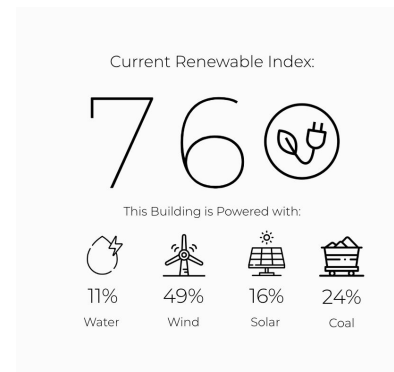
#### 8. Companies promote and market their work with clean energy

This is important not only from a branding and marketing perspective but equally important to shareholders. "Big institutions and insurance companies drive this, and that requires us [Telstra] to showcase this."

#### 9. A renewable index is helpful in reaching clean energy targets

Education and information is currently a big block off what seems to be missing from understanding the energy market, and a clear end intuitive renewable index could be a great step in the right direction. The interviewees were presented with different alternatives, and the majority wanted a live renewable index show, with a breakdown of sources underneath.

The renewable index would be expected to be communicated on screens in lobbies, intranets, on public web pages, and even products. When asked how much they would be willing to pay for this the answers ranged from 50 AUS to 100 AUD per site (offices, distribution centers or manufacturing) and month.



#### 10. Renewable energy messages drive customer loyalty [and possibly sales]

Across the board, everyone interviewed had seen a correlation between clean energy messages and positive employee and customer engagement. Efforts in sustainability and renewable energy is a driver behind company loyalty, and though untested, the majority also saw a connection between a more sustainable brand message and increased sales. This is especially true in relation to the opposite, where a non-renewable message would be directly harmful for both brand and sales.