

# FROM INFLUENCER TO CULTURAL CATALYST: THE POWER OF CULTURE IN BUILDING A THRIVING FUTURE



**Eric Levine**  
Count Us In



# **The Power of Culture in Building a Thriving Future**



THE CLIMATE IS  
CHANGING



SO SHOULD WE!

#ACTNOW





**#1: Protect What You Love**





**GREEN**

**FOOTBALL**

**WEEKEND**

**VEGGIE**

**COOKBOOK**

WITH TASTY  
VEGGIE OPTIONS  
TO ADD TO YOUR  
ALL-TIME  
FAVOURITES

**CURRIES**

**BURGERS**






**SNACKS**



# #2: Make Changes That Matter

Individual and household actions can produce **25–30% of the total emissions reductions needed** to avoid dangerous climate change (>1.5°C rise)

## TOP 20 HIGH-IMPACT CLIMATE ACTIONS FOR HOUSEHOLDS AND INDIVIDUALS

OUR FOOD 	OUR WASTE 	OUR TRAVEL 	OUR ENERGY 
12.4%	1.3%	 2.8%	8.6%
			Distributed Solar Photovoltaics (64.9)
		Insulation (18.5)	
		Public Transit (15.4)	LED Lighting (15.7)
		Carpooling (11.1)	Solar Hot Water (13.7)
Reduced Food Waste (103.1)	Recycling (11.3)	Electric Cars (9.8)	High-Performance Glass (11.3)
Plant-Rich Diets (102.2)	Reduced Plastic (5.4)	Hybrid Cars (4.7)	High-Efficiency Heat Pumps (9.1)
	Composting (2.9)	Telepresence (4.4)	Smart Thermostats (7.3)
	Recycled Paper (1.4)	Electric Bicycles (1.6)	Low-Flow Fixtures (1.5)

The data presented here represents Gt CO<sub>2</sub>-eq | Graphic designed by Chad Frischmann

N

Don't Look  
**UP**



# WHAT ARE YOU SUPPOSED TO DO ABOUT A PLANET-WIDE PROBLEM?



TALK ABOUT IT

**KATE DIBIASKY**

PhD Astronomy Student  
& White Wine Enthusiast



SWITCH TO CLEAN ENERGY

**DR. OGLETHORPE**

Helps Defend the Planet. Also Defends the Reputation of Store-bought Apple Pie.



**#3: Add Up To  
Something Bigger**













INSPIRED... TOMATES

RED... TOMATES

WHITE ONION 1.49 BAG

RED ONION \$1.99 BAG

POTATOS 2.49 BAG











FRESH MOZZARELLA  
AMERICA'S FAVORITE CHEESE

BOSTON  
MALLORCANA  
THE ORIGINAL









**Imagine a Future We Can All Thrive In**

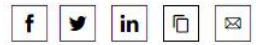




# Make It Normal

# HOW CREATORS CAN HELP BRANDS WITH SUSTAINABLE MARKETING

TikTok and Instagram are good places to find advice on how to live sustainably, report finds



By Erika Wheless. Published on March 09, 2023.



Sustainability-focused TikTokers Delilah Harvey, Max La Manna, and Kathryn Kellogg. Credit: Delilah Harvey, Max La Manna, and Kathryn Kellogg via TikTok

When it comes to going green, people are more likely to take up planet-friendly habits such as using less plastic and wasting less food if they saw it on social media, according to a new report from Unilever. And with younger consumers being more focused on



## Unilever reveals that content creators influence sustainable choices

## Why influencers are a secret weapon for sustainability

Share

By Ellen Ormesher | Senior Reporter  
MARCH 10, 2023 | 8 MIN READ

Listen to article 5 min 43 sec

### From de-influencing to low-carbon lifestyles

Listen to article 5 min 43 sec

From de-influencing to low-carbon lifestyles, influencers and sustainability experts weigh in on the power and pitfalls of a creator-led green transition.



75% of people say creator content makes them more likely to adopt sustainable behaviours, say Unilever

## Social influencers

Social Influencers and thought leaders can increase the adoption of low carbon technologies, behaviours and lifestyles”

IPCC, 2022





**83% of consumers think TikTok & Instagram are good places to get advice about how to live sustainably**

**76% of Creators want to mention sustainability more**



**Can we count  
you in?**

**COUNT US IN**



