

2022

Sustainability in the Restaurant Industry

NBCUniversal



BRANDS HAVE THE
**Opportunity and Responsibility
to Tell Their Story and Inspire Change**



56%

of diners want restaurants to be more transparent about their eco-friendly efforts

73%

of consumers want accurate portion sizes to avoid waste

54%

Prefer to order from restaurants that don't use excess packaging for delivery

... Yet only
26%
of consumers
actually take
action¹

Source: 1. BusinessWire, [GreenPrint Survey Finds Consumers Want to Buy Eco-Friendly Products, but Don't Know How to Identify Them](#), March 2021 2. [Restaurant Dive](#), 3. WARC, [The Sustainable Marketer: Transforming Marketing Sustainability, Transforming the World](#), July 2021.

THERE IS A
**disconnect between what
consumers say & what they do**



CORE
challenges remain

ARE THESE EFFORTS REAL?

Lack of Trust in Claims of Sustainability

53% of consumers never or only sometimes believe claims of sustainability¹

CAN I DO THIS?

Affordability and Accessibility

65% of consumers believe sustainable eating is more expensive²

HOW DO I DO THIS?

Sustainability Perceived as Time-Consuming & Complicated

88% of consumers want brands to help them be more environmentally friendly & ethical; however, only 28% said brands make it easier for them to do so³

Companies Are Expected to Act

ADDRESSING THE CORE PILLARS OF SUSTAINABILITY



Environmental

Protecting the Planet and
Conserving its Resources



Use of climate conscious
resources and reducing
carbon emissions



Economic

Considering Accessibility and
Impact of Sustainable Restaurant Efforts



Business decisions that equally
drive sustainability and
profitability



Social

Ensuring Equitable Treatment of
Individuals and Communities



Giving back to employees,
stakeholders, and the
community

To date, Restaurants Have Leaned into the Environmental Pillar the Most



Embracing Plant Based Options

Whether partnering with manufacturers like Impossible Foods and Beyond Meat, or doing it in-house, restaurants are focusing on plant-based options now more than ever.



Reducing Carbon Emissions

Increasingly more restaurants are establishing farm-to-table, composting, and energy reducing practices, which all can contribute to the reduction of costs as well as carbon emissions.



Eliminating Food Waste

Businesses are finding different ways to reduce food waste, such as partnering with food waste reduction initiatives or reducing portion sizes to limit waste.



Focusing on Eco-Friendly Packaging

Restaurants are tapping into reusable container programs and shifting focus to reusable, eco-friendly, and toxin-free eatwear.

Leaning into Economic Sustainability is Newer for the Industry



Governance via Comp Alignment

Companies, like Chipotle, are tying executive compensation to ESG metrics, which include increasing its use of organic/local/regeneratively grown food and maintaining racial and gender pay equity.¹



Increase of Female Executives

Female representation and leadership tends to drive better sustainable outcomes. While the number remains limited, some restaurant companies like Yum Brands are making commitments to reach gender parity in a given timeframe.²



Willingness to Pay More for Green Food

Though 65% of consumers believe sustainable eating tends to be more expensive, still 47% would consider changing what they order from the menu to be more sustainable.¹

Restaurants are winning social capital from consumers and employees



Diverse Pop Culture Partnerships

As diversity is a driver of sustainability in the industry, restaurants have extended this to their advertising. In the age of celebrity meals and partnerships, a large number of these tend to involve culturally diverse celebrities.



New Employee Benefits

As social justice because a focal point, brands are elevating their benefits to respond to consumer and employee expectations by increasing wages, providing tuition coverage, offering to cover expenses for childcare or health needs, and more.



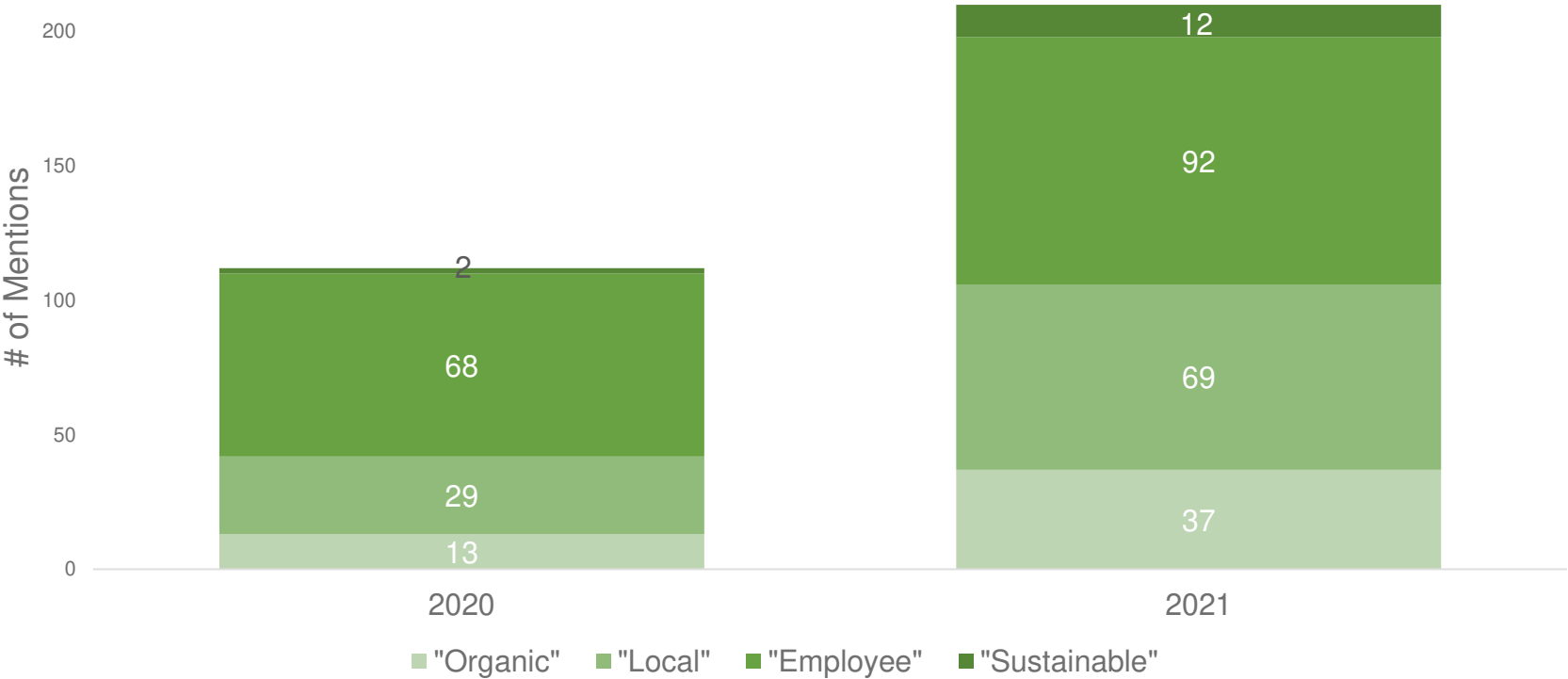
Giving Back to the Community

Restaurants continue to give back to society through charitable giving, whether that's donating to families/children that have medical needs, fighting hunger, sustainable organizations, or local organizations.

Restaurants are increasingly focusing their messaging around sustainable topics

Sustainability in Restaurant Creative

Keywords in creative descriptions



88%
Year over Year Growth

Source: iSpot TV Restaurant Creative Descriptions

Recommended Approaches for Telling Your Sustainability Story and Driving Change



Engage Strategic Audiences

Engage your key audience and socially conscious consumers with a right content, right context, right audience approach across national and local markets



Create Lean-in Storytelling

Communicate your sustainable efforts and educate consumers on the benefits of sustainable behaviors through custom content and integrations, influencer marketing & commercial innovation



Fuel Cultural Moments

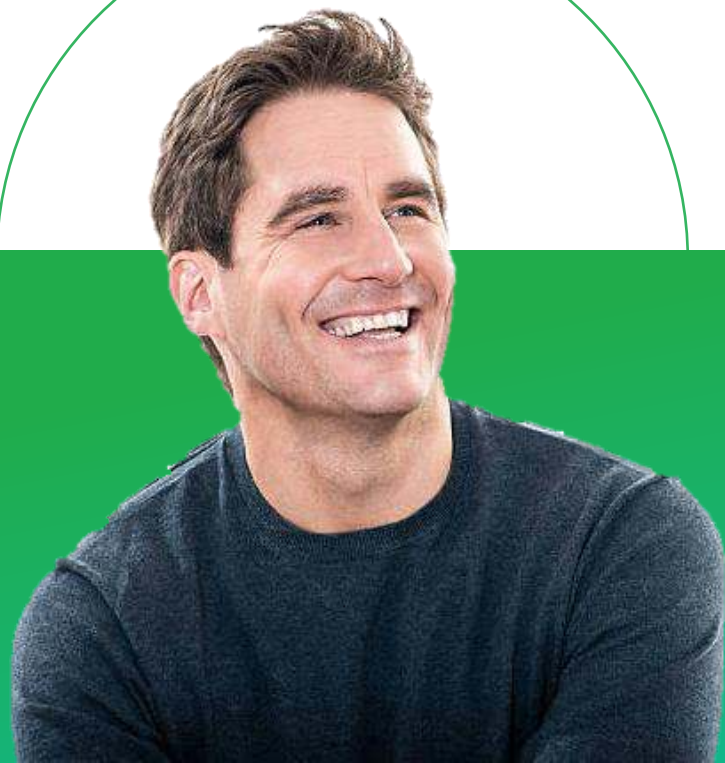
Bring your sustainability efforts to life and drive tangible impact by tapping into NBCU's Cultural Moments and other cultural milestones



Engage Strategic Audiences

Engage strategic audiences across the NBCU Portfolio

**Sustainability Conscious
Diners**



Socially Conscious



Multicultural Millennials





Create Lean-In Storytelling

via Alignment with NBCU IP and Custom Storytelling Opportunities

Partner with NBCUniversal to champion sustainability-focused initiatives worldwide.

Connect
Branded content showcasing how to support sustainable efforts

Inspire
Editorial stories of inspirational thinkers/activists from around the world

Celebrate
Dedicated programming/takeover stunts aligned with sustainable efforts





Fuel Cultural Moments

Calling attention to the three pillars of sustainability (environment, economic, social)

