



BC:AC WORLD

BEFORE & AFTER COVID-19



Presented by

Pollinate

SOCIAL SOUP

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‘Build Back Better, Together’

Week 9:

Applying strategic planning principals to guide post Covid- 19 planning

A planning
pathway for all
brands, businesses,
organisations

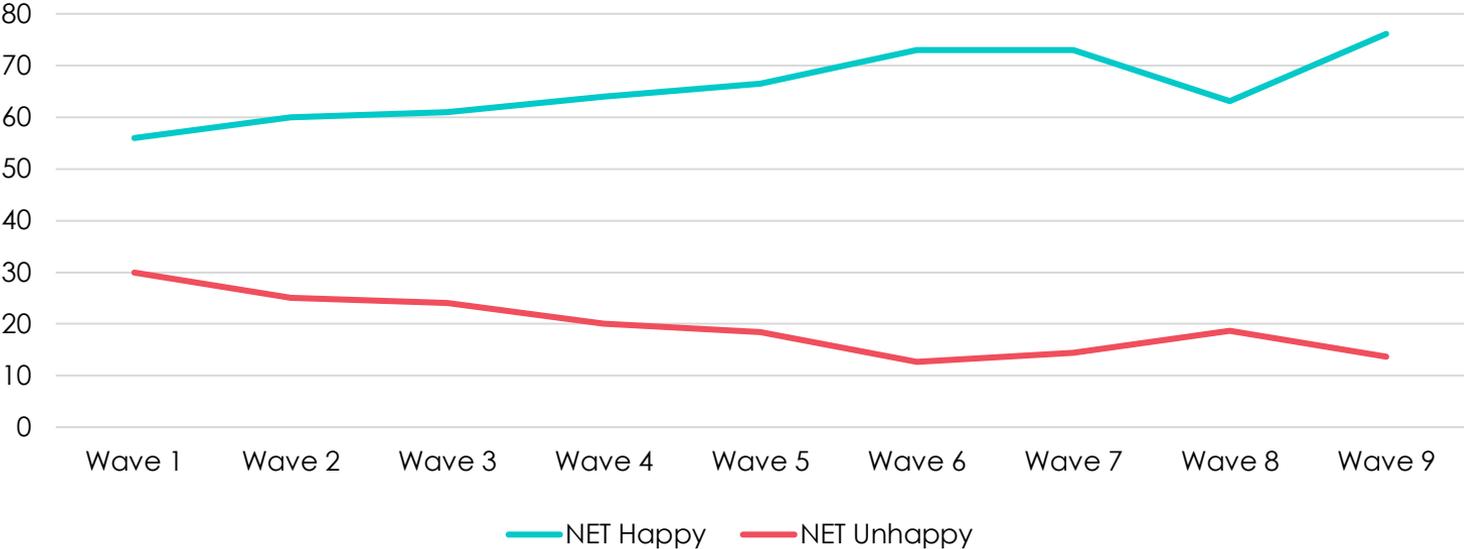


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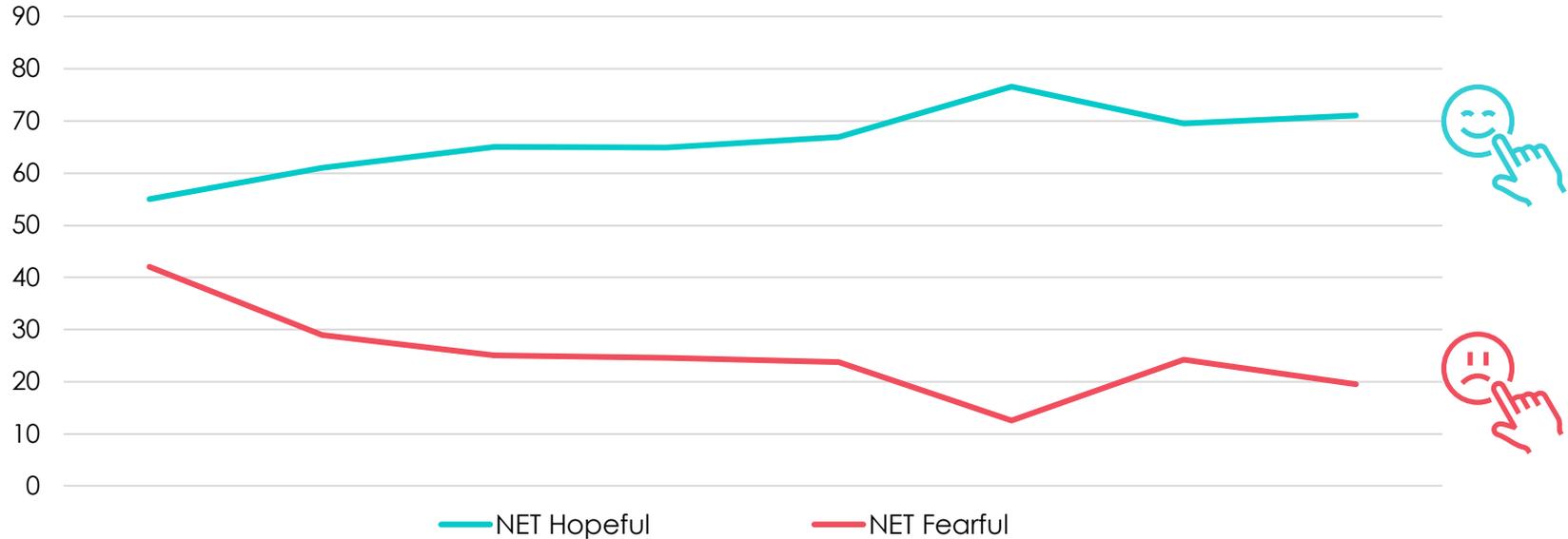
Where are we now?

Happiness at 76% - highest since BC:AC began

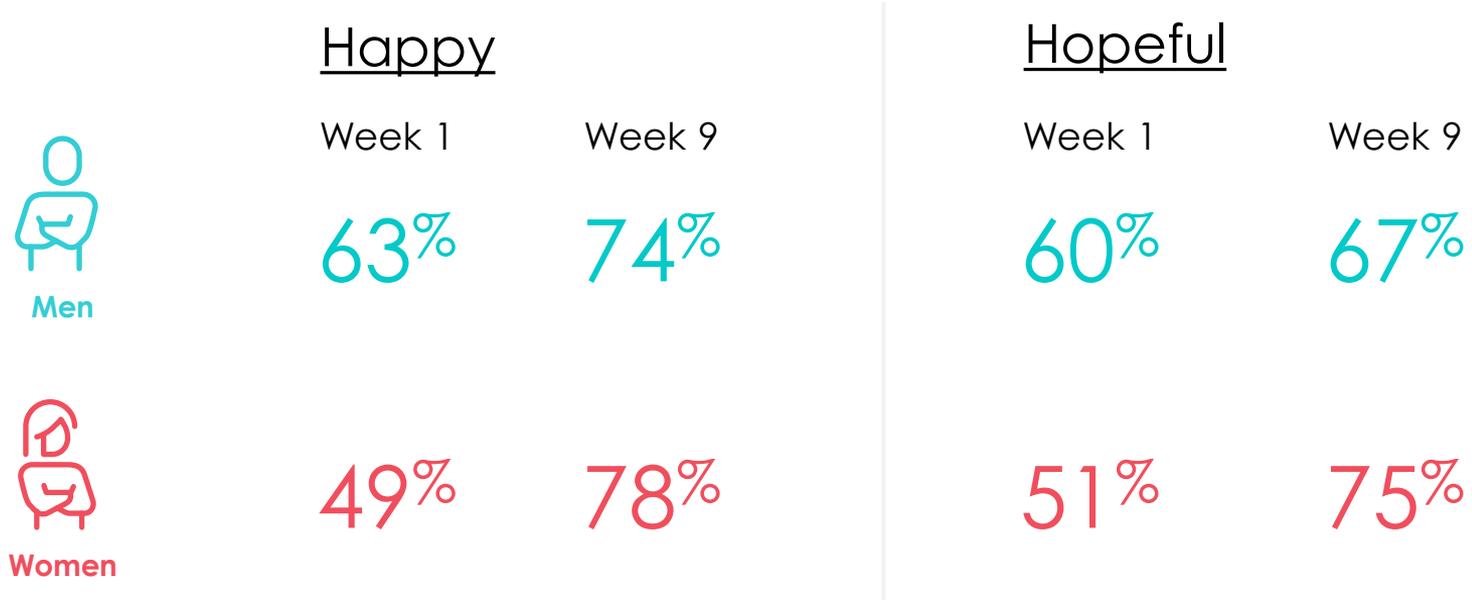
How happy or content are you with your life right now?



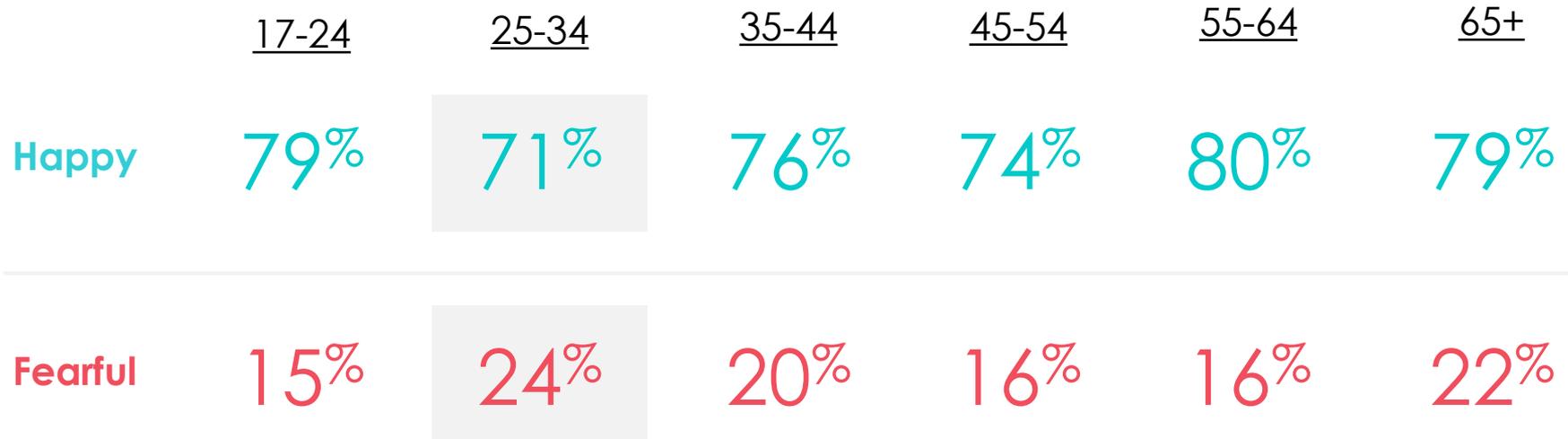
Fear under 20% and Hope at 71%



Gender happy/hope disparity has disappeared:



25-34s are least happy, least hopeful, most fearful:



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'What's the one thing you changed during lockdown that you want to keep going forward into the post COVID 19 world?

“ ‘Work from home 2 days a week

“ ‘Greater ability to do things with technology like working from home and remote appointments for some things

“ ‘More time at home to focus on what is really important. Better financial security

“ ‘People spending more time with family. Especially father's with kids ive seen a great realisation amongst friends how much they've been missing out on.

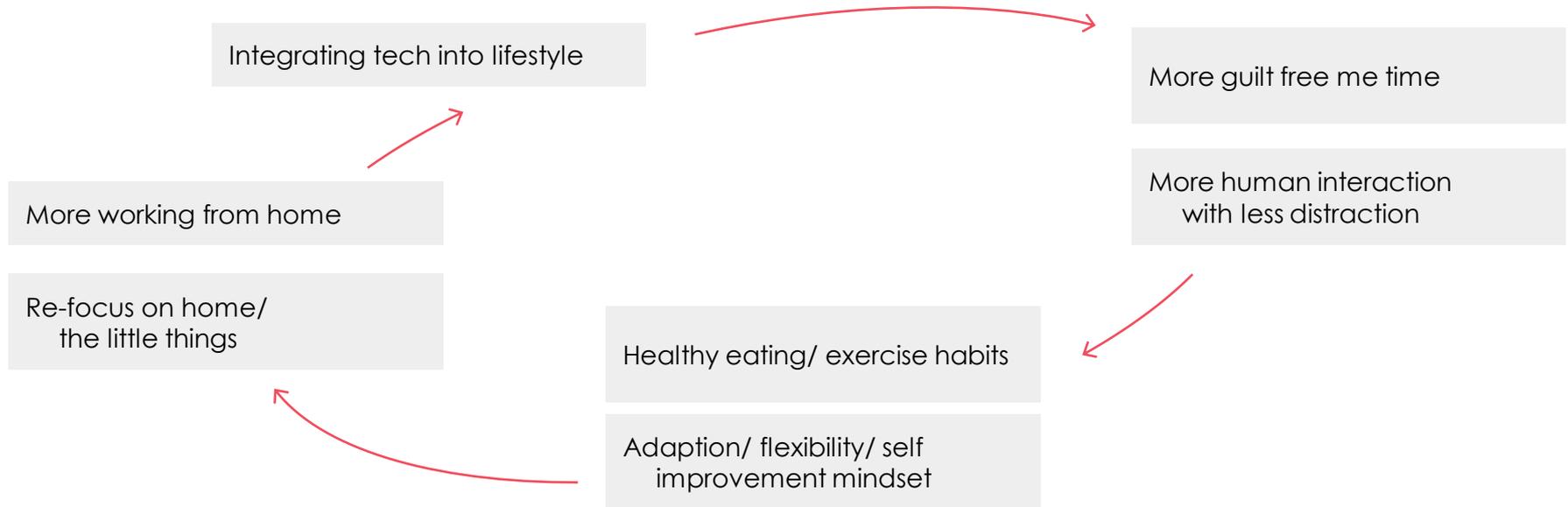
“ ‘More disciplined improving my life skills.

“ ‘I've questioned how i did things in the past and I've adapted. I hope to continue adapting as life continues to change in the future.

“ ‘Making more 'me time'. Saying no to social engagements and not feeling guilty.

“ ‘I went from only mild exercise to running 10kms so I'd like to keep that up

Positive feedback loop evident in driving a society wide change post Covid-19



Where are we now?

Happy, hopeful and

- Happiness and hope are high and fear is low
- Whilst the initial crisis stage exacerbated existing gender and age inequities, society is now more homogenous than it was 9 weeks ago
- And there is a clear reinforcing loop between the 'new' behaviours and wellbeing suggesting there is a resistance to 'go back' and a recognition that things can be better in the future.

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Where do we want to go?



Widespread optimism that we will 'build back better'

66%

Agree 'we'll build
back better'

vs.

34%

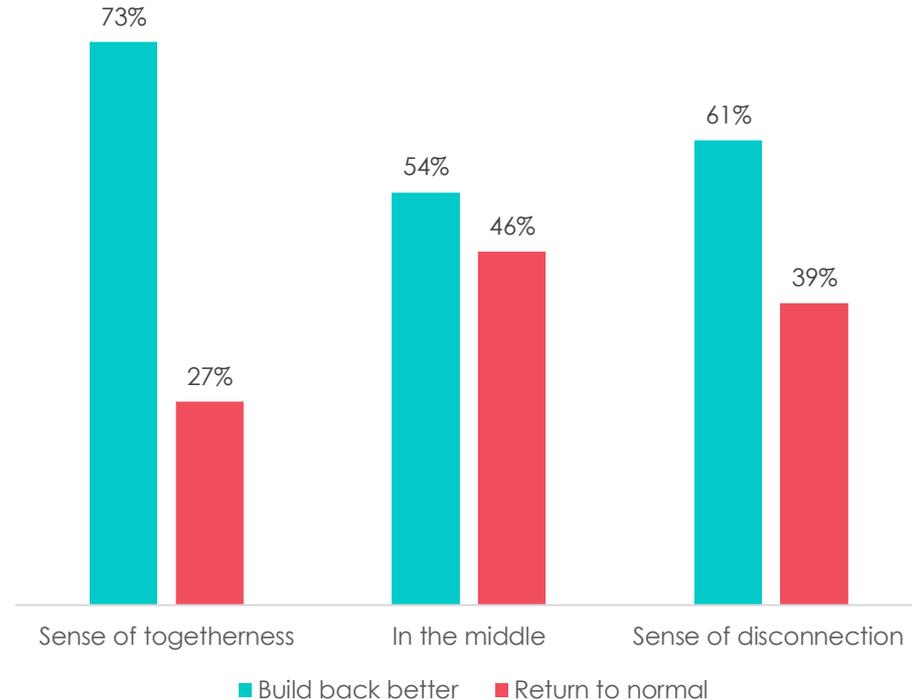
Agree we'll
return to normal





73% of those that feel a sense of togetherness agree that we'll build back better

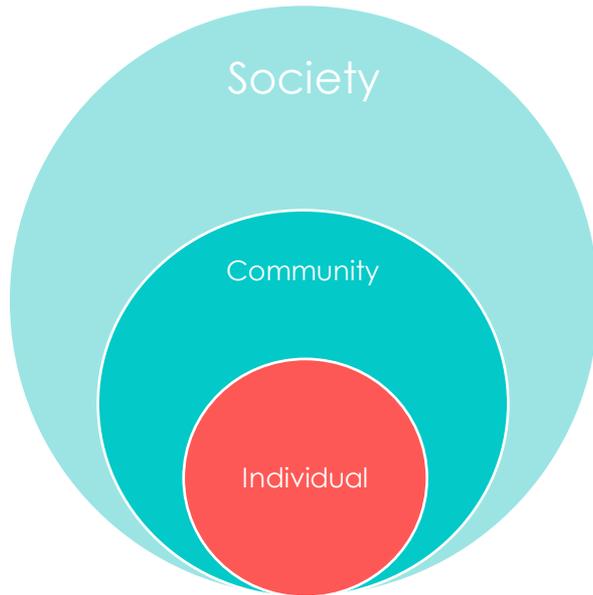
Feeling togetherness is a key to building back better



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'Looking forward, what are your hopes for society in the future?'

Key themes work as a hierarchy from individual to community to society



We work together, collaborate to tackle environmental issues

We work together, collaborate for the greater good – put selfishness aside and tackle issues

We show more compassion, kindness, inclusivity, respect, less selfishness - community

We've learnt to appreciate the little things a bit more

We return to normal (maybe with a bit more of buying Australian)



We return to normal (maybe with a bit more of buying Australian)

“ *'Hope all countries start getting back to normal. And their economy starts to get better*

“ *'That Australia looks after Australia. That we are more cautious in our everyday lives and look after one another*

“ *'We can get back to some normality*

“ *'I'm hoping that a vaccine becomes readily available for everyone. I'm hoping businesses become viable again I'm also hoping that Australia can become more self sustained with less need for overseas goods*



We've learnt to appreciate the little things a bit more

“ *'For life to go back to normal and for society to appreciate all that we are lucky to have*

“ *'That people slow down appreciate the small things. Bring back some old fashioned basics to life. Love more. Buy more Australian products*

“ *'Slower ways of living. Living with more intentionality and just having more fun and joy with life.*



“ *'That we remember this time and don't go back to how it was in terms of rushing and being so busy. Slow down and appreciate the small things*

“ *'To be more appreciative of what we have and spend less time on phones etc and actually visit and talk to each other*

We show more compassion, kindness, inclusivity, respect, less selfishness - community

“ *'I hope that this pandemic will bring us together and help others to be more thoughtful and caring.*

“ *'Equality & respect in all aspects of society. Society has the capacity to be a better version just look at the videos of human compassion during covid*

“ *'Covid 19 has accentuated A kindness And inclusiveness movement I hope for this to continue.*

“ *'That we can continue to come together and do the right thing. It would be good to see people showing a little more compassion towards each other and helping out where possible instead of always only looking out for themselves.*

“ *'A closer sense of community looking out for each other more compassion and understanding for our own individual journeys through life.*

We work together, collaborate for the greater good – put selfishness aside and tackle issues

“ *'For the society to learn to work together during this time instead of just thinking about themselves.*

“ *'That society can work together and help those that are marginalised and those that are in need of help.*

“ *'I hope that society will be more integrated and realise that working together leads to a better outcome*

“ *'I'd hope we could learn from this experience look at the best for all not the best for me be less materialistic & more family & community orientated less into how we look & more into how we act see countries working together as one world*

“ *'that politicians have learned that it is better to co-operate for the greater good*

We work together, build a more sustainable society and collaborate to tackle environmental issues

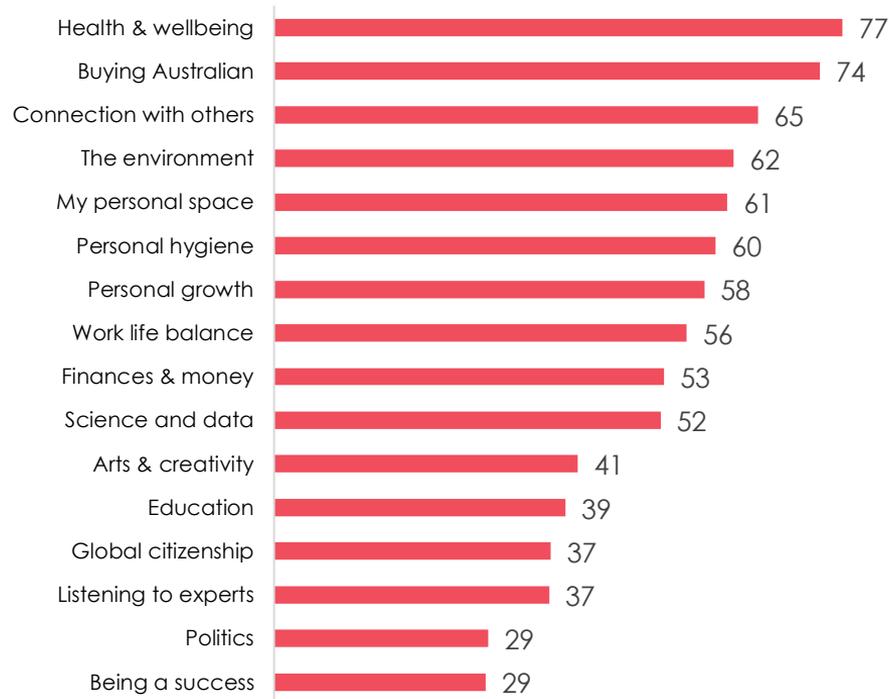
“ *'That we realise the path we were on wasn't sustainable and that we move toward a more sustainable future for our generation and the following ones.*

“ *'More respect for each other and the environment*

“ *'That we realise the path we were on wasn't sustainable and that we move toward a more sustainable future for our generation and the following ones.*

“ *'I really hope we move from physical money. On a more serious note I hope that this shows that we can live as a society that doesn't kill the environment and can continue to be more sustainable. During this time a lot of pollutants have lessened and I just hope that it continues as a future trend and the older generations loose the attitude of they will be dead so they won't care and help*

Many areas now feel more important for our future



Most important in the future will be our Health and Wellness along with a focus on supporting and buying Australian and connecting more with others.

The environment has also emerged as important for our future



Brands are you listening?

People want society to build back better

- Brands are NOT just companies who sell things anymore
- They are part of society and have a role to play in building back better
- Are you aligned with the communities you serve?





We want to build back better

We don't want to return to normal

- Togetherness is a key to our desire to build back better
- Our desire for society in the future is for more focus on compassion, inclusivity, and respect with people coming together to tackle societal issues.
- We will be putting more importance in the future on our own health and wellbeing

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How do we get there?

Connection and community is seen as the number one path to ‘building back better’

This echoes the responses we saw in previous weeks with a shift towards more collectivism (‘we’) and less individualism (‘I’)



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'How do you think society might
Build Back Better?'

“ ‘The way we lived before was not normal we will have more appreciation for each other and hold more value in the lives of those around us.

“ ‘We are stronger and closer than ever together we will appreciate more and will not take normal Basic things granted

“ ‘I think society will think more of others and be more interested in the environment and its concerns for the future

“ ‘I think after the pandemic everyone will care more about their neighbour's wellbeing. Seeing so many people offer me support when I was isolating as I was at high risk helped me get to know my neighbours better. Now we even have a baking party once a week! I feel much more comfortable around them as we are all building each other up and not down!

“ ‘To become self reliant and create Australian goods and jobs for the betterment of Australia. Stop the reliance on China!

“ ‘More connection and less selfish behaviour. Families rethinking what is important rather than material things in life. Watching out for the vulnerable in our society.

“ ‘Being more aware of our environment and by doing all we can to achieve a better environment for all. If we can all be less judgemental of each other and try to get on together for the good of all.

“ ‘I think people have become more in touch with their environment during this period and have been able to slow down and nurture mother earth through gardening and taking life at a slower pace

Appreciation, kindness and reprioritisation away from consumerism

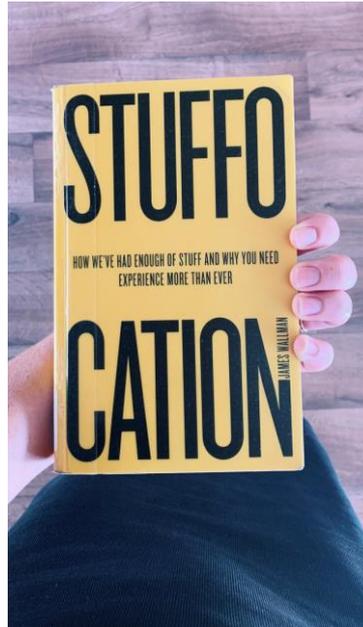
Appreciation – reprioritisation – away from consumerism

Kindness - connection

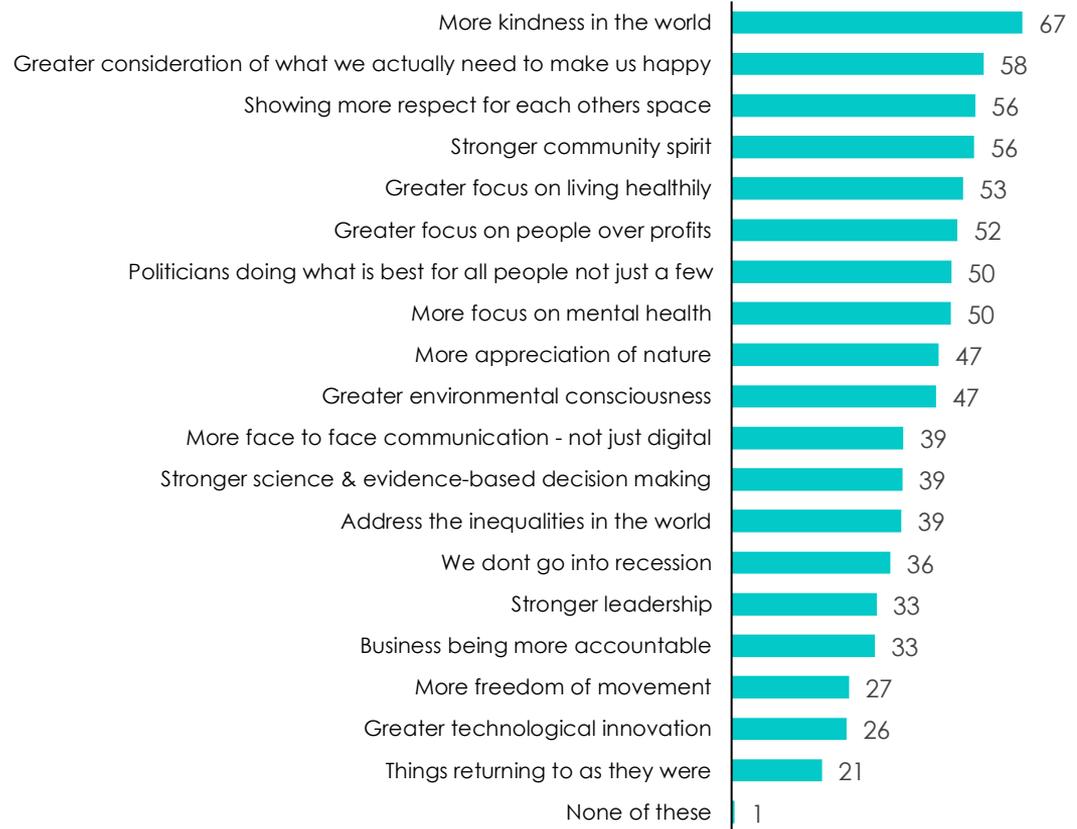
Buy Aussie – economic frame

Work from home flow on effects

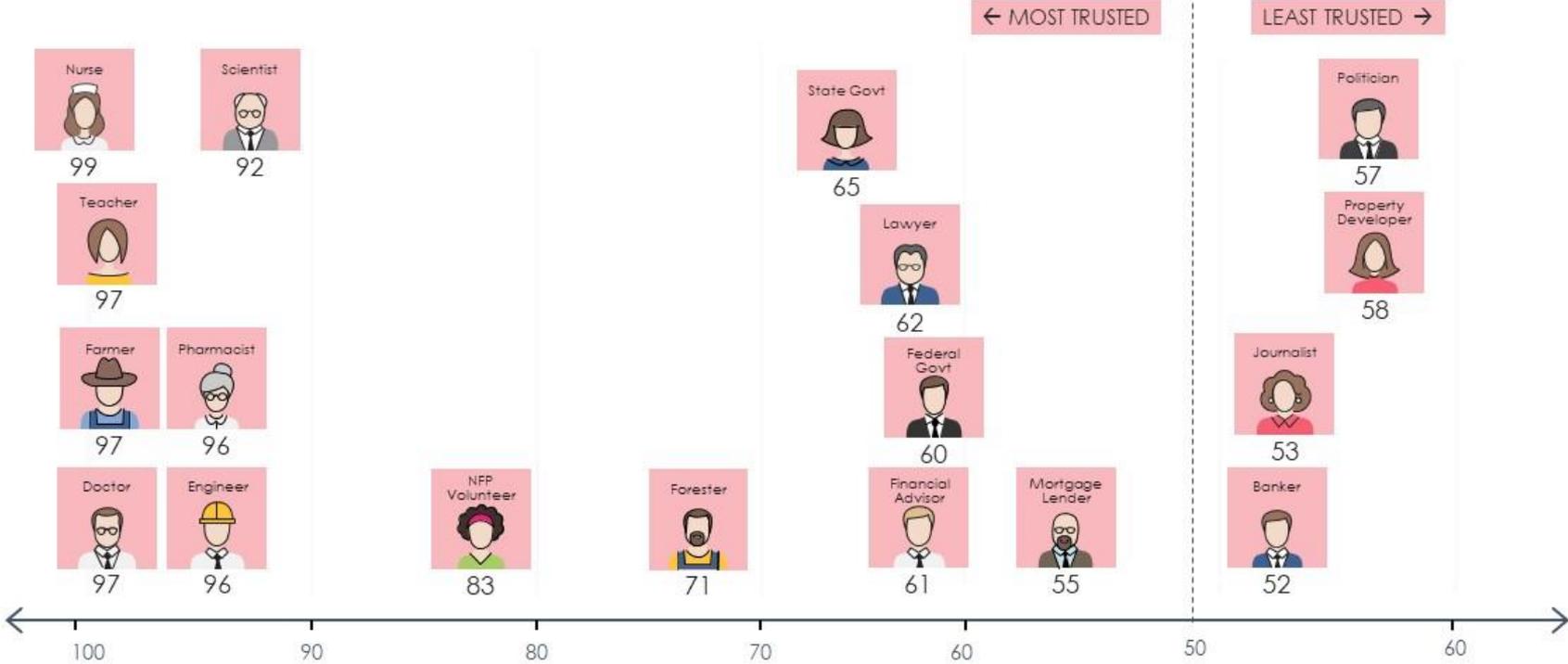
Environmental focus



Our top 5
‘hopes for
society are
all things that
‘I’ have
responsibility
for... that
can start with
‘me’ ...



Which is handy as we don't trust our institutions to build us back better...



Numbers are NET Trust - T2B: I trust them completely / to some extent vs. NET Distrust - B2B: I distrust them completely / to some extent

Progressiveness,
a sense of
togetherness
(community) and
optimism that
we'll build back
better are
entwined...

% of each that have a sense of
togetherness:



61%

Build back
better



44%

Build back
the same



An increased concern with the environment ISN'T a progressive vs. traditional issue...

67%

Have progressive views and will be more concerned with the environment

60%

Have traditional views and will be more concerned with the environment



The need to build back better addresses the fundamental tension of inequity and unsustainability