

**Activism**  
is our key  
**Ingredient**

Christopher Miller

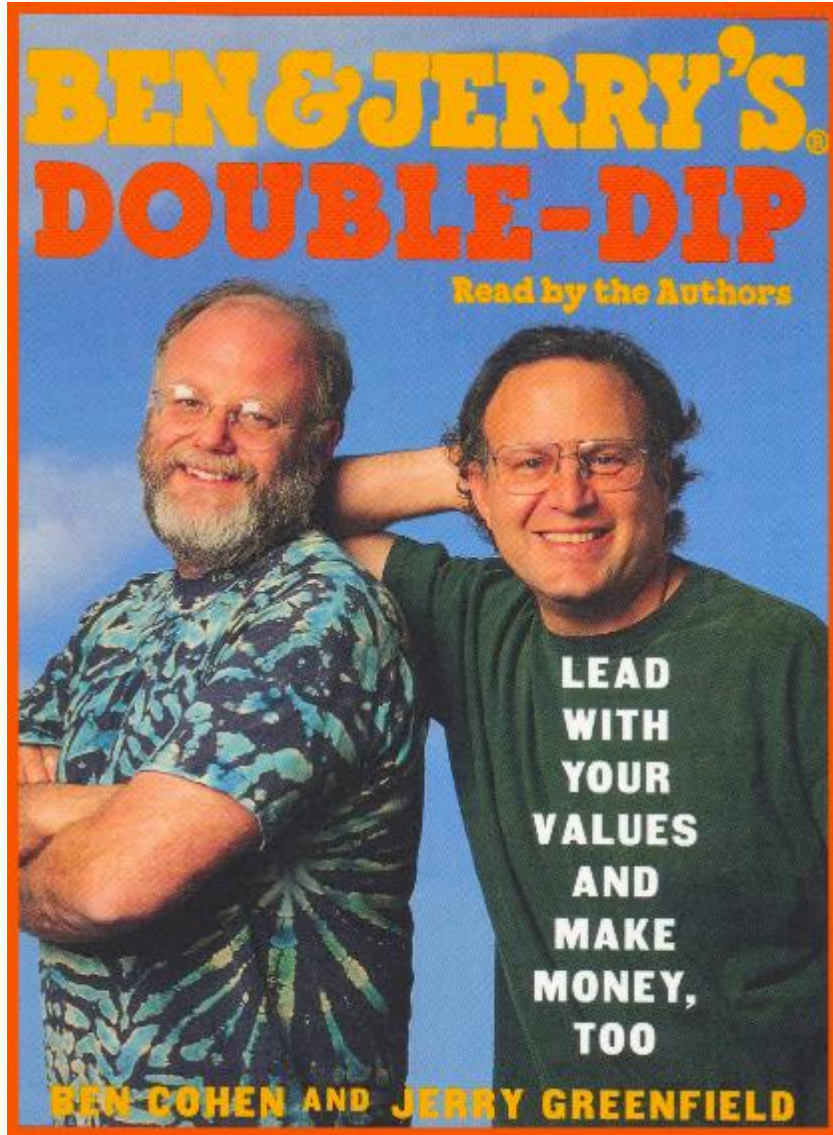
Head of Global Advocacy

@cmwdc





# The Ah-Ha Moment



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*Jerry:* Ben kept changing his mind. I was trying to get him to decide what the heck he was gonna do. I said, “Keep it, sell it—I don’t care. But let’s get on with it.”

*Ben:* I was troubled by indecision.

*Jerry:* Ben went to see Maurice Purpora, this eccentric eighty-year-old restaurateur-artist friend of his. Maurice told Ben he’d be crazy to sell. Luckily, Ben respected Maurice’s opinion.

*Ben:* Maurice said selling the business would be the worst mistake of my life. I said, “Maurice, you know what business does. It exploits the community, it exploits the employees, it exploits the environment.” Maurice said, “Ben, you own the company. If there’s something you don’t like about the way business is done, why don’t you just do it different?” That had never occurred to me before.

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After Ben talked to Maurice he took the company off the market.

We’d always said we didn’t want Ben & Jerry’s to be a traditional business. Deciding not to sell sharpened our focus on exactly what kind of business we wanted it to be. Now we could articulate our purpose: to see whether a business could survive while being a force for progressive social change.

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**Ben Said...**

**“The strongest  
connection you can build  
with your customers is  
over shared values.”**

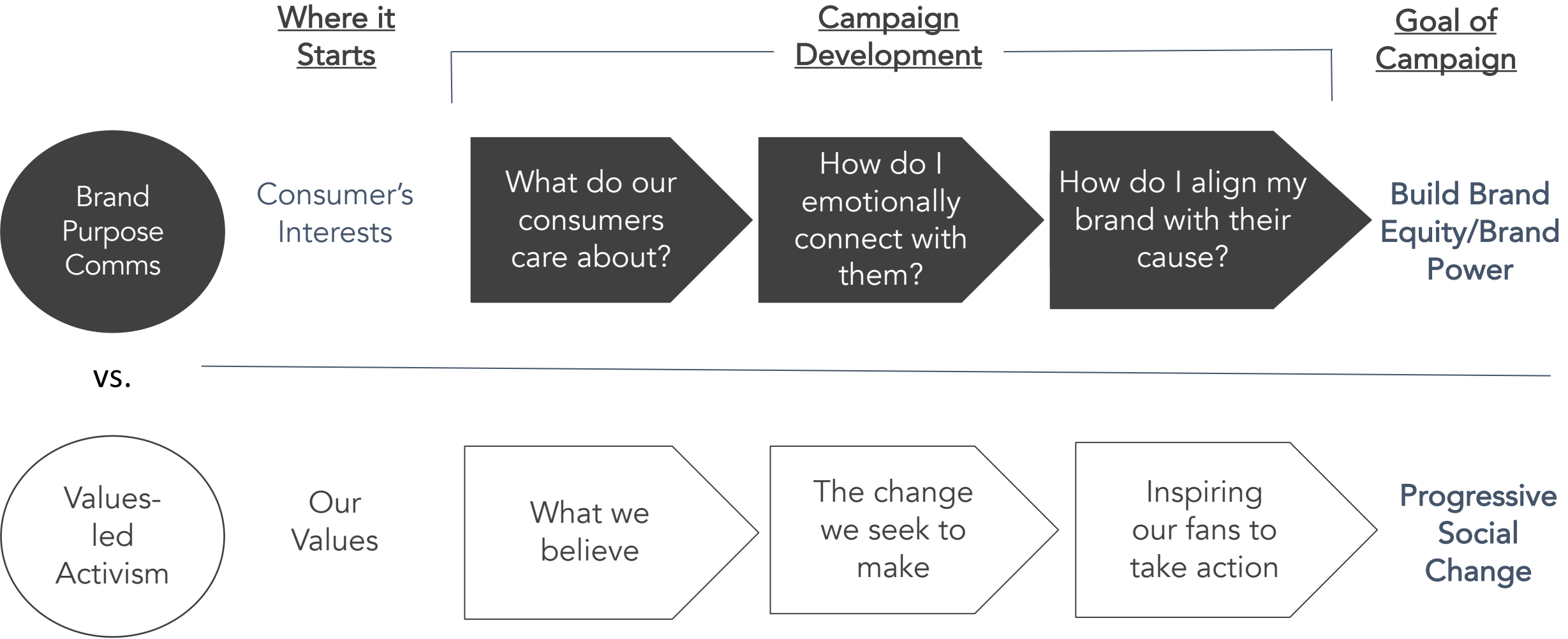


# **The Ben & Jerry's Approach to Activism**

We combine issue advocacy strategies with traditional marketing techniques, budgets, channels & insights to advance progressive social change



# The B&J Model of Values Led Activism



# We Have a Team of Campaigners...



Cat Baron



Laura van Geel



Catherine Angmark



Dave Rapaport



Steph Curley

## Activism Managers



Marie C



Jabari Paul



Volker Witzleben



Elisabet Puigdollers



Rebecca Baron  
EU



Chris Miller  
Global



# Ben & Jerry's Campaigns Are....

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When we are at our best, we build campaigns that:

- have a **clear and articulable strategy to win** with a specific goal and a target that can deliver that goal
- **work on timely and relevant issues**
- are rooted in our deeply held progressive values
- are consistent with our current strategic direction
- **have a longer term time horizon**
- support policies that **address root causes and drive systemic change**
- **advance strategies of the larger movement** and work in coalition with a broad set of progressive partners
- Provide ways for our fans to take action and join movements

"Tactics is doing *things* right. Strategy is doing the *right* things,"

# Our Theory of Change Supports Movement Building

**Movements of thoughtful, committed citizens can change the world.**

We believe in:

- Moving beyond being responsible consumers to being activated citizens by:
- Supporting policies that address root causes
- Advancing strategies of the larger movement, not creating our own by...
- Working in coalition with a broad set of progressive partners to...
- Move our aspiring activist fans up a ladder of activism and action to...
- Compel policy makers, elected officials, and those in power to deliver systemic change



# We are Always Led by our Partners

We work with civil society groups and partners that build people powered movements.

- As a company with a global fan base, the highest value we can add to those advocating progressive social change is to help our fans become a part of larger movements.
- This requires our team to become of these movements, which is why our people are so important.



**GREENPEACE**

**350.org**

**M4BL**



**ACLU**

**What the work looks like....**



# Case Study 2018 -2020: Close the Workhouse Campaign

Ben & Jerry's US worked with a broad coalition of groups and activists to target the Mayor and Board of Alderman to enact policy that closed a racist and wasteful jail.

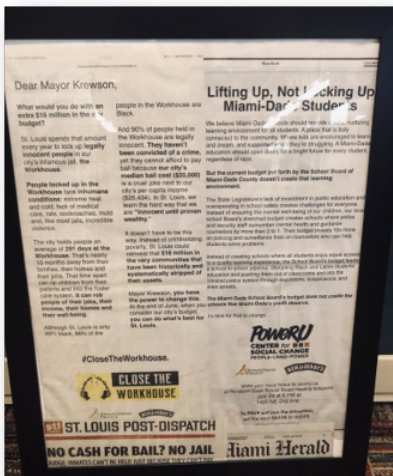
## The Campaign Strategy

**This Requires us to Target those in Power who can Effect Public Policy Changes**

In support of the activist organizations on the ground in STL, build movement that puts political pressure on the Mayor and Board to close the jail. Create an activist campaign utilizing digital content, digital, social and traditional pride media, PR, Events, and shops to drive awareness and action.

Calling on the Mayor and Board of Alderman directly was the critical CTA that ultimately got the mayor and half the members of the Board to change their position and close the jail.

**WE WON!**



## Ben and Jerry's joins campaign to close St. Louis city workhouse



People line up for free ice cream from a Ben & Jerry's truck parked along Market Street downtown following a rally Wednesday, June 12, 2019, by supporters of closing the City Workhouse. Photo by Mark Schlinkmann, mschlinkmann@post-dispatch.com





Ben & Jerry's ✓

@benandjerrys



Following

Black Lives Matter. Choosing to be silent in the face of such injustice is not an option.

[benjerrys.co/blm](https://benjerrys.co/blm) #BlackLivesMatter 🍪🍪

**BLACK  
LIVES  
MATTER**



SHOP NOW | SCOOP SHOPS |



**WE MUST  
DISMANTLE  
WHITE  
SUPREMACY**

## **Silence Is NOT An Option**

All of us at Ben & Jerry's are outraged about the murder of another Black person by Minneapolis police officers last week and the continued violent response by police against protestors. We have to speak out. We have to stand together with the victims of murder, marginalization, and repression because of their skin color, and with those who seek justice through protests across our country. We have to say his name: George Floyd.

- **First**, we call upon President Trump, elected officials, and political parties to commit our nation to a formal process of healing and reconciliation. Instead of calling for the use of aggressive tactics on protestors, the President must take the first step by disavowing white supremacists and nationalist groups that overtly support him, and by not using his Twitter feed to promote and normalize their ideas and agendas. The world is watching America's response.
- **Second**, we call upon the Congress to pass [H.R. 40](#), legislation that would create a commission to study the effects of slavery and discrimination from 1619 to the present and recommend appropriate remedies. We cannot move forward together as a nation until we begin to grapple with the sins of our past. Slavery, Jim Crow, and segregation were systems of legalized and monetized white supremacy for which generations of Black and Brown people paid an immeasurable price. That cost must be acknowledged and the privilege that accrued to some at the expense of others must be reckoned with and redressed.
- **Third**, we support Floyd's family's call to create a national task force that would draft bipartisan legislation aimed at ending racial violence and increasing police accountability. We can't continue to fund a criminal justice system that perpetuates mass incarceration while at the same time threatens the lives of a whole segment of the population.
- **And finally**, we call on the Department of Justice to reinvigorate its Civil Rights Division as a staunch defender of the rights of Black and Brown people. The DOJ must also reinstate policies rolled back under the Trump Administration, such as consent decrees to curb police abuses.





**Ben & Jerry's**    
@benandjerrys



Yesterday was not a protest—it was a riot to uphold white supremacy.  
(1/8)

4:04 PM · Jan 7, 2021 · Twitter Web App

91.4K Retweets 18.2K Quote Tweets 486.3K Likes



**Ben & Jerry's**  @benandjerrys · Jan 7  
Replying to @benandjerrys



It was allowed to happen. The mostly white insurrectionists roamed freely and without consequence through the heart of our democracy. The only explanation is that this was allowed to happen because they were white—not Black, Brown or Indigenous people. (2/8)

651

7.4K

83K



**Ben & Jerry's**  @benandjerrys · Jan 7



The white mob that made its way to the dais of the US House of Representatives and the Senate, literally sitting in the chair the vice president had been in minutes before, is the ultimate embodiment of white privilege. (3/8)

258

6K

73.8K



**Ben & Jerry's**  @benandjerrys · Jan 7



We saw two Americas yesterday. In one America we saw record voter turnout driven by Black voters that resulted in the election of the first Black and first Jewish senators from the state of Georgia—our democracy at its best. (4/8)

154

6.3K

78.8K



**Ben & Jerry's**  @benandjerrys · Jan 7



In the second America we saw a mostly white mob, encouraged by the president, violently invade the seat of our democracy in an attempt to overturn a free and fair election. It was a failed coup—our democracy in peril. (5/8)

165

5.9K

71.7K



**Ben & Jerry's**  @benandjerrys · Jan 7



Both of these Americas are us. Black and Brown people have long understood this. They've been exposed to the white tyranny that was on full display at yesterday's riot since the founding of our nation. It's the double standard that undergirds white supremacy in our nation. (6/8)

252

7.7K

75.6K



**Ben & Jerry's**  @benandjerrys · Jan 7



Both of these Americas are us. How we respond to the events of yesterday will determine which America we will be. (7/8)

139

5.8K

70.5K



**Ben & Jerry's**  @benandjerrys · Jan 7



Resign, impeach, 25th Amendment... not one more day. (8/8)

1.5K

13K

110.8K



# Some Closing Takeaways...

- ✓ This is not marketing
- ✓ Anchor what you're doing to something you believe... not what you think your customers believe
- ✓ Put those impacted and and on the frontlines at the center of your strategy
- ✓ Focus on impact... not vanity metrics or brand equity.
- ✓ We all need to be a bit more comfortable being uncomfortable
- ✓ Embrace the idea that it's better to be intensely loved by some than inoffensive to everyone
- ✓ If we can do this... anyone can do this



**Thanks!**

**JUSTICE**

A woman in a striped shirt and dark pants stands behind large, white, 3D block letters spelling 'JUSTICE' on a grassy field. The letters have orange-red sides. In the background, there is a dense line of tall pine trees under a blue sky with light clouds. To the right, a blue and white striped fence is visible, with a few other people in the distance.