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HOW BRANDS CAN PLAY A ROLE IN TURNING CONSUMERS' CLIMATE CHANGE GOALS INTO REALITY









'THE DEFINING ISSUE OF OUR TIME'









We are concern rich but time poor







Brands can help bridge the intention and action gap

1. CREATING URGENCY

2. BRINGING IT HOME

3. MAKING IT EASY















1 in 2 Brits found the news the most influential source on sustainability

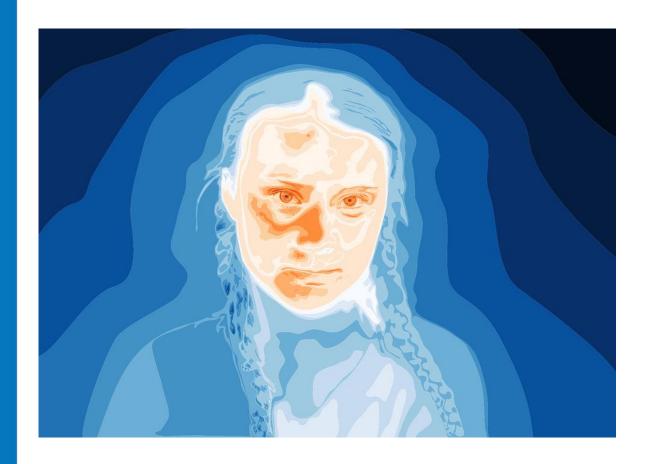








2 in 5 research sustainable products and services on social media









Over half of 16-34s agree entertainment media is influential







What does this mean for brands?



1. Look Inwards

2. Be mindful of the company you keep

3. Commit to sustaining the conversation





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44% become more concerned about sustainability than pre-pandemic







What does this mean for brands?



1. Maintain momentum

2. Think through the lens of the consumer

3. Harness the power of local











3 in 5 acknowledge that although they try, they would like to find a way to do more









Becoming part of the consumer journey

2 in 5 Brits claim that sustainability becomes a factor during the final stages







But there are barriers...

LACK OF RESOURCES

EDUCATION

UNSURE WHERE TO BEGIN





What does this mean for brands?



1. Breakdown barriers and make it manageable

2. Frame it for the good







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