

sustainable now

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



‘THE DEFINING ISSUE OF OUR TIME’





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4 in 5 agree that
climate change
is everyone's
problem



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



CREATING urgency



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

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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



bringing it HOME



44% become more
concerned about
sustainability than
pre-pandemic

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What does this mean for brands?

1. Maintain momentum
2. Think through the lens of the consumer
3. Harness the power of local



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making it
EASY



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

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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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HOME

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