

# Sustainability trends report 2022



# From the CEO



Jeremy King  
Attest

**T**he number of weather-related disasters to hit the world has increased five-fold over the past 50 years - “scientists say that climate change, more extreme weather and better reporting are behind the rise in these extreme events.”

The world is starting to wake up to the impact of climate change and, starting to call more earnestly for governments and industry to take action. Ahead of the UN climate change summit COP26, climate activists took to the streets in more than 1,400 locations around the globe. From pipeline protesters at New York’s City’s climate strike, to Insulate Britain activists blocking major roads in the UK, sustainability is firmly on the public agenda and now ever-present in our media.

But beyond those motivated to go out and protest, what are the views and latest thoughts of average consumers - the ones that will choose what large-scale change happens, and how fast? We’ve been delving into consumer sentiment around environmental issues a lot lately, and we wanted to share our findings in one super sustainability-themed report.

We explore how Americans’ attitudes to climate change have dramatically changed over the last couple of years and the impact activists

like Greta Thunberg have actually made. We also deep-dive into the importance of sustainability in the UK finance sector, to understand the application and implications of climate change trends to a specific industry.

Meanwhile, we find out what retailers can do to help people shop green, what consumers think about carbon offsetting schemes, and how supermarkets can boost sales of vegan products. Finally, discover how The Vegan Society uses consumer insights to fuel its mission and make sure its business members never miss an opportunity.

**“We can still turn this around; people are ready for change, we want change.”**

Greta Thunberg

# Contents

01

9 in 10 Americans believe climate change is happening, but opinions differ on causes

02

What'll it take for people to actually buy vegan?

03

How The Vegan Society uses consumer insights to build a more sustainable world

04

Green finance: consumers not yet sold on sustainability

05

People want to shop green – what can brands and retailers do to help them?

06

Let's get motoring! Is the UK ready to go electric?

07

Is carbon offsetting a gateway to wider environmental change?

08

5 Sustainable brands to watch out for in 2022

09

US vs UK - Which nation is greener?

# 01

## 9 in 10 Americans believe climate change is happening, but opinions differ on causes

The American public's attitudes and beliefs towards climate change are changing, according to our latest survey of 2,000 US consumers. The vast majority of Americans (94%) believe that climate change is happening now, with just 6% feeling it is not occurring.

However, of those who believe that climate change is affecting the earth, there are divergent views on the root causes. The majority (50%) think that it is caused by a combination of human activity and natural forces. By contrast, just over a quarter (28%) feel it is being caused solely by humans, while 16% believe the causes are due to nature only.



# CLIMATE CHANGE

## now & into the future

As the US faced a variety of record-breaking climate-related events in 2020 (including 30 named storms, 13 hurricanes, 58,950 wildfires), a majority of Americans (52%) say their view on climate change has been altered in the last year. Of these respondents, one in ten (10%) say their opinions have “changed completely”.

When asked to predict when climate change was most likely to directly affect them and their families, the single largest percentage of Americans feel it is going to be in their lifetime (38%), followed by their children’s lifetime (23%) and their grandchildren’s lifetime (21%). Only 17% believe that it will take over 100 years before the effects of climate change impact their families’ daily lives.

### How Americans’ views about **CLIMATE CHANGE** have changed



“ I used to think that climate change was just a natural phenomenon, but now I am sure that humans are at fault as well.

“ I am more convinced that it’s accelerated by humans.

“ It has to be dealt with now before irreversible damage occurs.

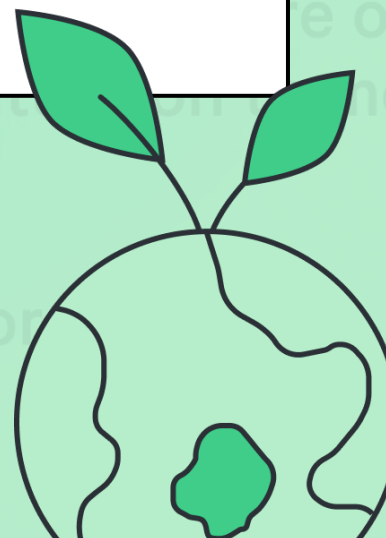
“ I believe that it’s getting warmer.

“ More severe weather has me more concerned.

“ It’s much more obvious that this is a big problem.

“ It has become more of an urgent situation to me.

“ It’s gotten more real.



# Americans' views on sustainability and their own

In line with the belief that climate change is happening, nearly two-thirds of respondents (65%) say they are interested in the issue of sustainability. What's more, the level of interest has increased - when we polled consumers in September 2020, 28% of people said they were 'very interested' in climate change, now, that figure has increased to 37.5%. When quizzed on the ways they think they can positively impact the environment, Americans are most likely to focus their efforts and energy on consciously reducing their use of single-use plastic (72%).

Diets are also one area nearly half (49%) of respondents say must change to reduce global warming. However, there are differing opinions on what such a diet looks like:

**38%**

haven't considered reducing the amount of meat they eat

**27%**

have, or plan to, cut down on their consumption of meat

**15%**

say they've tried reducing meat intake but "found it difficult"

**7%**

say they've tried veganism/vegetarianism but gone back to eating meat

**6%**

say they are a vegan or vegetarian

**12% to 35%**

are open to the idea of lab-grown meat (this has risen from 12% in 2019)

## Attitudes towards prominent environmentalists

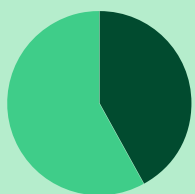
According to the poll, former US Vice President Al Gore is the most well-known environmentalist amongst Americans, followed by climate activist Greta Thunberg (43%), Dr. Sylvia Earle (15%) and Mardy Murie (10.5%).

Regarding Thunberg, the majority of the American public views her in a positive light - 40% believe she has boosted awareness of the issue of climate change, 35% find her inspiring, while 14% say she has taught them about what global warming is.

# The effect of businesses' environmental efforts

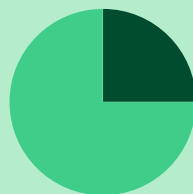
The research also uncovered the high value that Americans place in businesses that have a positive effect on the environment. Eight in ten (81%) say it is important to them that a company operates and acts in a way that is environmentally friendly. Of this, over half (51.5%) state that it is "very important" to them.

A majority of Americans also experience positive feelings when brands promote their environmental credentials:



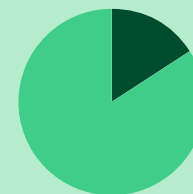
**42%**

say they feel appreciative



**25%**

say it increases their loyalty to a company



**16%**

feel assured in their purchase

By contrast, a small minority find such promotional efforts in a negative light- 11% say it makes them suspicious of a brand, 9% feel "sold to", while 19% are indifferent.

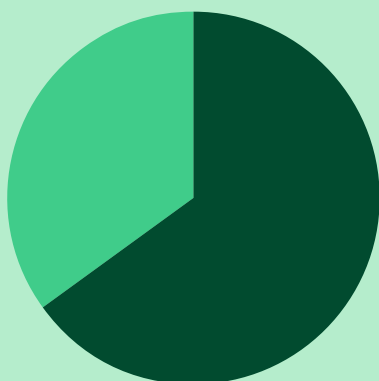
**11%**



**9%**



**19%**



**More than 65%**

of Americans agree that companies are trying to operate in a way that positively impacts the environment. However, the penalty for businesses that have greenwashed their environmental record is steep among consumers. Nearly two-thirds (62.5%) of respondents say they would be unlikely to buy from a company that had embellished its green credentials.

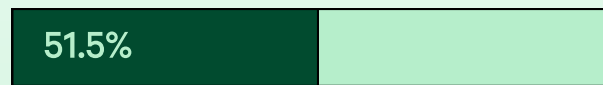


# Why all brands need to go GREEN

Attest surveyed 2,000 working-age US consumers about the importance of brands they buy from acting sustainably.



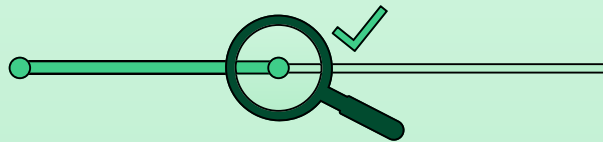
51.5% say it's very important companies have a positive impact on the environment



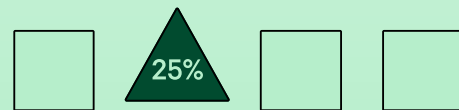
70% care about the negative impact of producing cheap, throwaway products



42% appreciate it when a brand promotes its environmental credentials



25% feel more loyalty towards brands that shout about sustainability



16% say green messaging makes them feel assured in their purchasing decisions



62.5% are likely to stop buying from a brand found guilty of 'greenwashing'





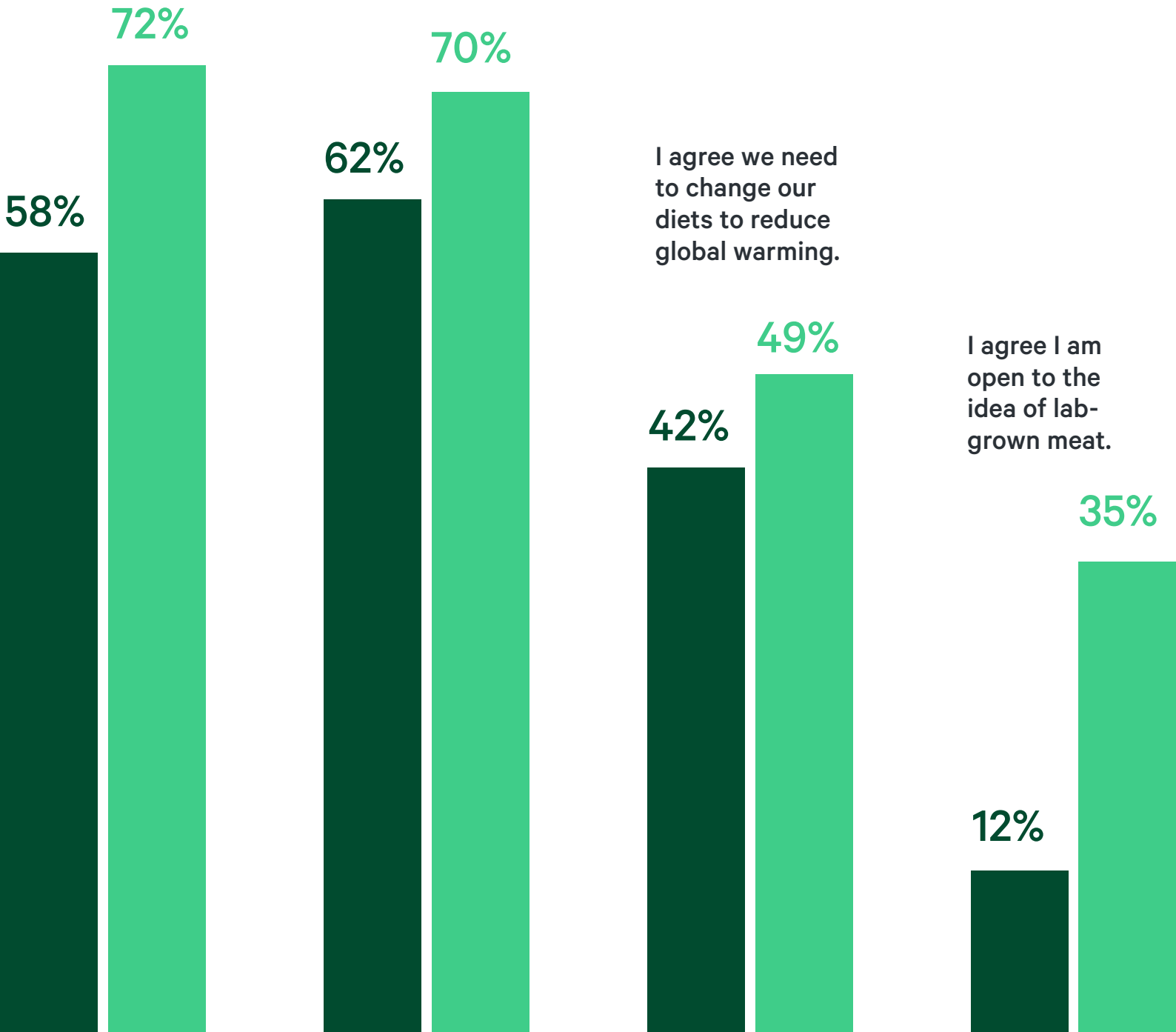
# What's changed since the pandemic?

Interest in environmental issues has increased markedly since we polled Americans in 2019, with conscious consumerism clearly on the rise.

I agree I am consciously trying to reduce my use of single-use plastic.

I agree I care about the negative impact of producing cheap, throwaway products and clothing.

2019  
2021



# 02

## What'll it take for people to actually buy vegan?

Does the supermarket vegan section get the attention it deserves? It's often nestled awkwardly between fresh pastas and luncheon meats. Would it feel less awkward, and the products therein more buyable, if they were scattered among the non-vegan items? Does mixing in vegan products make a 'vegan choice' just a 'choice'?

We wanted to investigate whether people's supermarket buying behaviours are affected by the placement – the physical ranging in retailers – of vegan and plant-based products. Here's our hypothesis: people would be more inclined to buy vegan products if they were 'normalised' by being placed alongside non-vegan products. To find out if that's true, we asked 500 UK respondents and 500 US respondents.



# The vegan section is the supermarket's least visited



When asked which of the key food sections of the supermarket respondents visit and how often, the vegan/plant-based foods section was the area most likely to 'never' be visited (18% UK, 22% US). Meanwhile, a further 28% of both Brits and Americans 'rarely' visit it.

However, there is a sizable percentage of people in both nations who check out the vegan/plant-based food section regularly. 40% of Brits visit the area either 'every' or 'most' of the times they shop, while 38% of Americans say the same.

There are also 20% of UK respondents and 15.5% of US respondents who visit the section on average half of the times they go to the supermarket. Overall, we can see that Brits are more likely to shop in the vegan/plant-based section than Americans, but not massively.

## Non-vegans are more likely to buy when products are among non-vegan foods

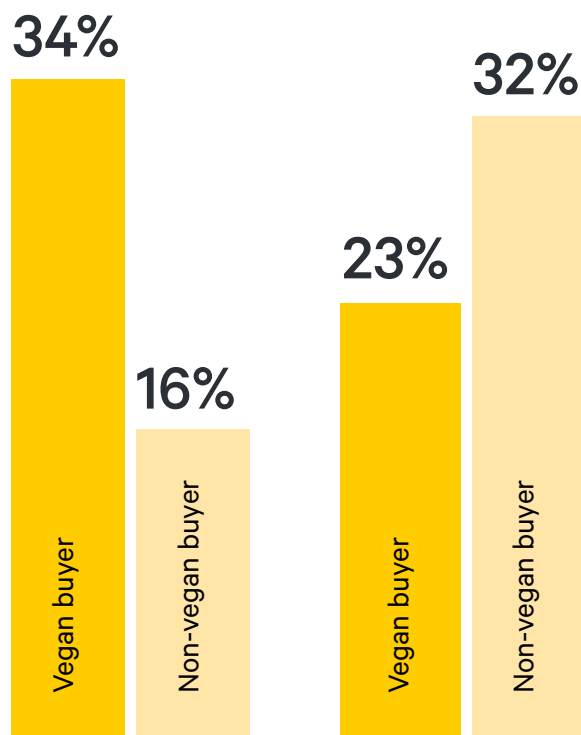
We asked about people's likelihood to buy vegan products and whether their placement next to other foods or in a dedicated section makes a difference. And we see a very clear trend.

People who regularly buy vegan products would prefer those products to be in their own dedicated 'special' section. On the other hand, people who rarely buy vegan products are more likely to buy them when they're among non-vegan products. And our results show this is the case in both the UK and the US.

For example, of those who regularly buy vegan products, 34% are more likely to buy when they're displayed in a dedicated section – only 16% of non-vegan buyers said the same. Meanwhile, 23% of regular vegan buyers are more likely to buy when the products are next to non-vegan ones, compared to 32% of people who never buy vegan food.

Displayed in a dedicated section.

Next to non-vegan products.



# What can food brands and supermarkets learn from this?

Perhaps the answer lies earlier in the buying journey? ●

It's clear that people are open to buying vegan products, even if they haven't actually made that choice often in the past. So there must be some education and awareness gaps that currently prevent them.

This theory plays out in our data. We asked what would encourage people to buy more vegan products. For those who rarely or never do, 'money-saving deals' is the top factor in both nations. In the US, 'better education around vegan options' is the second biggest factor and a close third in the UK ('more variety of vegan options' has slightly more sway in the UK). There's surely a massive opening here for supermarkets and manufacturers to team up and make sure people are informed and encouraged to buy vegan.

Interestingly, although improved education was a key factor in both countries, guidance from supermarkets and manufacturers on vegan recipes placed last across both audiences. It seems people do want to gain knowledge on vegan products, but there's work to be done to find out where and how they want to learn.



03

**How The Vegan  
Society use  
consumer insights  
to fight for a more  
sustainable world**



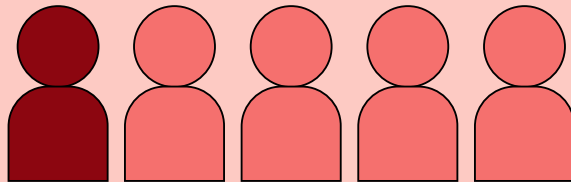
# Intensive farming Climate change

As the link between intensive farming and climate change becomes clearer, attitudes to consuming animal products are changing. Staying abreast of these changes in consumer sentiment is essential for an organisation like The Vegan Society, which exists to promote vegan lifestyles.

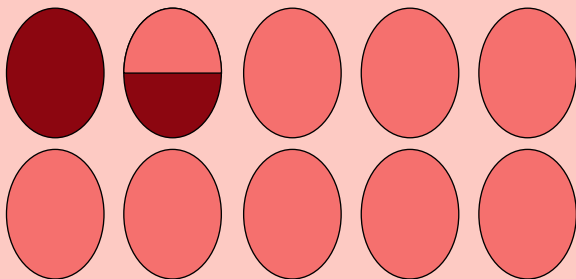
One way The Vegan Society do this is through carrying out regular consumer research with Attest. Their research not only helps inform their overall strategy but also provides them with a wealth of material for marketing and PR campaigns.

**1 in 5**

cut down on meat consumption



Because Attest can provide answers from consumers in minutes, The Vegan Society can be very agile and respond quickly to what's happening in the news agenda. An example of this is when they ran a survey to look at eating habits during the pandemic. They found that 1 in 5 Brits had cut down on meat consumption and 15% had reduced their dairy/egg intake.



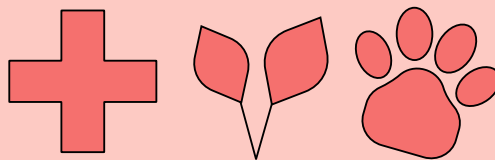
**15%**

reduced their dairy/egg intake

Digging beneath the topline stats, they found that the change in people's diets wasn't only due to their preferred products not being available on the supermarket shelves - 43% chose to reduce their meat consumption out of concern for health, environmental or animal rights reasons.

**43%**

reduced their meat consumption for health, environmental or animal rights



What's more, the change in behaviour was leading more shoppers to try vegan alternatives for the first time (for example, 42% sampled almond milk and 38% tried plant-based meat), providing encouraging news for F&B brands that bear the society's Vegan Trademark.

# Research into animal-friendly clothing



The Vegan Society also partners with Attest to provide their Vegan Trademark clients with a consumer insight service and produce their own industry sector reports. One such report, released during the summer 'The rise of vegan fashion' explored consumer attitudes towards different materials used within the fashion industry.

They found that a massive 95% of shoppers would like to see more vegan-verified fashion options, with almost half (48%) saying they want to see it across all fashion categories. Even more compelling, was that 74% said they'd be willing to pay more for the non-animal-based alternatives.

This type of insight is invaluable for Vegan Trademark holders, who are responsible for more than 5,400 vegan-verified fashion products. This number has more than doubled since the start of 2021, highlighting the growing sustainable fashion movement. Already signed up are various high street and luxury brands such as New Look, Forever New, Kurt Geiger and George at ASDA. Additionally, the insight report gained over ten media write-ups and four broadcast interviews for the Society.

**95%**

would like to see more vegan-verified fashion options



**74%**

they'd be willing to pay more for the non-animal-based alternatives

**48%**

saying they want to see it across all fashion categories



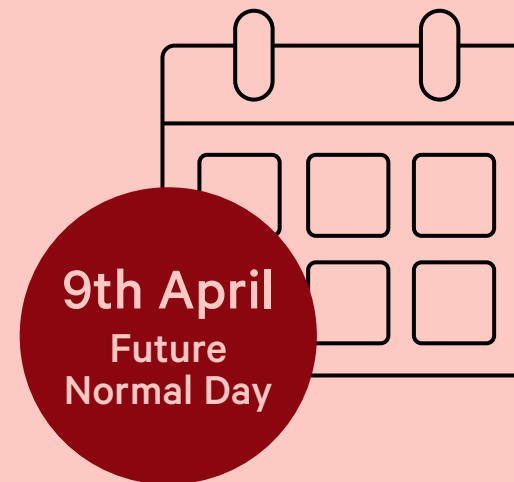
# Steering consumers to The Future Normal

Beyond helping their business members to make a difference, The Vegan Society also works at a grassroots level encouraging individual consumers to change their behaviour. Off the back of consumer research signalling growing empathy among Brits for animals, they decided to launch Future Normal Day (9 April).

Future Normal Day asks people to consider creating a kinder future for all animals, reflecting the fact that 48% of the public feel it's hypocritical to love some animals and eat others, and 40% feel guilty for eating meat.

The campaign includes an awards event for those in the community who have gone above and beyond for animals, as well as the #FutureNormalDay hashtag that people can use to tag pictures of their rehomed, rescued or adopted animals on social media.

Louisianna Waring, Senior Insight and Policy Officer at The Vegan Society says the consumer insights they've obtained through Attest have been instrumental in helping the organisation to scale.



 **48%**

of the public feel it's hypocritical to love some animals and eat others

 **40%**

feel guilty for eating meat

**“As The Vegan Society goes through a period of rapid growth it is becoming even more important to get quick and effective consumer research when we need it. The Attest team have always listened attentively to my thoughts, and continue to develop a platform which is instrumental to my work. Not only does Attest help us to make decisions quicker, but it also reduces stress as it decreases ‘the unknown’.”**



04

**Green finance:  
consumers not yet  
sold on sustainability**

# When it comes to trying to be more sustainable, lots of us focus on the things we spend our money on, but how many of us think about **the sustainability of money itself?**

From credit cards to bank accounts, there are ever-increasing ways to spend, save and invest while helping the environment... it's just that consumers need much more education about them.

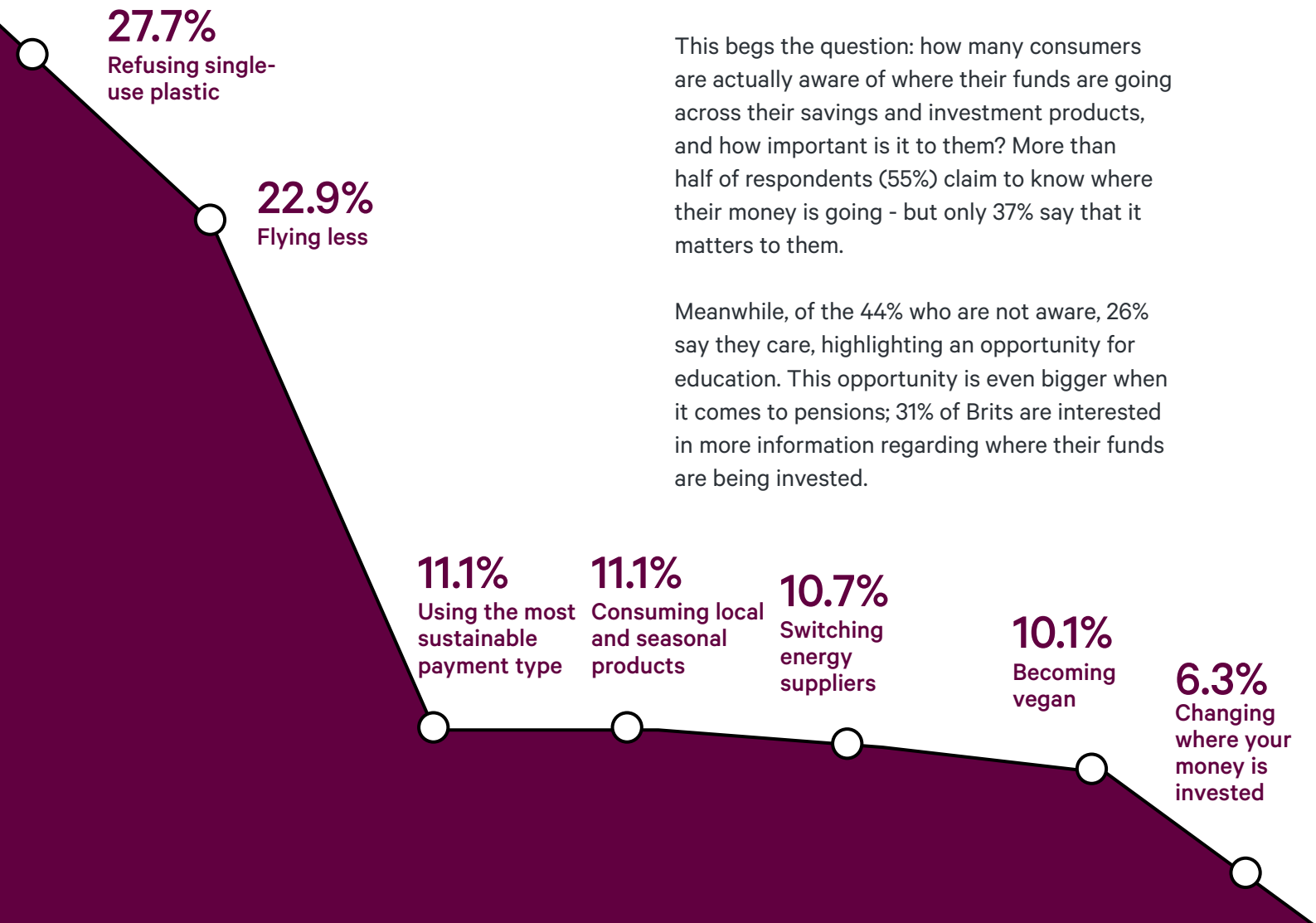
We surveyed 500 UK consumers about the financial products they use and we found low overall awareness about the sustainability of their choices. Most tellingly, only 6% of people thought changing

where they invest their money would have the biggest impact on reducing their carbon footprint. Despite the emergence of new funds that divert investment away from fossil fuels, this option was ranked as least impactful, just below becoming vegan (10%).

Using a more sustainable payment type came in third, with 11% of the vote, while flying less scored 23%. Refusing single-use plastic is the action that most people believe will have the biggest impact on their carbon footprint (28%).

This begs the question: how many consumers are actually aware of where their funds are going across their savings and investment products, and how important is it to them? More than half of respondents (55%) claim to know where their money is going - but only 37% say that it matters to them.

Meanwhile, of the 44% who are not aware, 26% say they care, highlighting an opportunity for education. This opportunity is even bigger when it comes to pensions; 31% of Brits are interested in more information regarding where their funds are being invested.



Which actions do you think will have the biggest impact in reducing your carbon footprint?

# Willingness to change is low

Because people underestimate the impact of making more sustainable financial decisions, there is relatively low interest in doing so. Only 16% of respondents say they would be willing to change where their money is invested to reduce their carbon footprint, while just less than a quarter would switch to a more sustainable payment type.

Right now, Brits say the sustainability credentials of a savings or investment product is the least important factor when shopping around. Out of seven factors, respondents ranked 'the organisation has committed to a net zero in their carbon footprint' in last place. Just above this was, 'I know my funds are supporting good and sustainable businesses.'

Deemed far more important was the returns on offer (in first place), followed by the ease and convenience of the product. Offering rewards and providing flexibility were also given priority when assessing a financial product. This means providers likely need to do more to communicate the benefits of making sustainable financial choices.



## Brits expect bank accounts to be sustainable

While more needs to be done to trigger conscious consumerism in the finance sector, Brits hold some types of providers more accountable for sustainability than others. When we asked respondents if there were any products they would actively cancel if they found out the providing organisation had no sustainable measures, the results showed interesting variety.

Most likely to be cancelled are savings accounts (30%), yet other investment products were not held to such high standards (21%). Pensions were even less likely to be cancelled (19%). Meanwhile, bank accounts were the second most-likely to be cancelled (25%) suggesting that account products are under more scrutiny.

A quarter of respondents (25%) said they would cancel a cryptocurrency provider for poor sustainability, which could be bad news for Bitcoin, recently in the spotlight for its shocking environmental impact. It's worth noting that efforts are being made to minimise the carbon footprint of cryptocurrencies, including [SolarCoin](#), which aims to incentivise the production of solar energy, and [BitGreen](#), an energy-efficient alternative that requires fewer calculations.

Least likely to be cancelled due to disappointing environmental credentials are mortgages (12%) and personal loans (16%). The conclusion we can draw from this is that consumers are a little less bothered about morals when it comes to borrowing money.

# 05

## People want to shop green – what can brands and retailers do to help them?

Lots of consumers want to shop sustainably, but do those intentions actually translate into real changes in purchasing behaviour?

We've all been there; hearing about a new environmentally friendly choice that sounds marvellous and vowing to switch. But when it comes down to it, we revert to habit and carry on buying the more familiar, cheaper, easier option. Mass behaviour change is hard to achieve and maintain. Really hard. So what can retailers do to help shoppers stick with their green resolutions?



# Sustainability is important to consumers (but not a priority)

In our survey of 500 US consumers, we asked respondents to rate some key factors around choosing retailers and brands. 42% of people rated sustainability as 'very important' and 38% as 'quite important'.

But while sustainability is an important factor for American consumers when choosing where to shop, it ranks relatively low in terms of priority when compared with factors like price, quality and convenience.

'Value for money' was the emphatic number one for customers with 73% of people marking this as very important when selecting which retailer to shop

with. This was followed by 'quality of products' and 'easy to get there', with 64% and 54% respectively.

Interestingly, when we asked what people prioritise when choosing the products they buy, it was quality that came out top, with 70% of people rating this as very important. However, 'value for money' is still right up there, with 67% saying this is a very important factor for selection.

To win over consumers, sustainability either needs to beat – or be paired with – these classical consumer habits and default priorities, which have formed over generations. That's a tough task, but at least it's clear in the data both (a) the extent of the gap to overcome, and (b) some indications about how sustainability can become a top priority, rather than an afterthought.

**73%**  
Value for  
money

**64%**  
Quality of  
products

**54%**  
Easy to  
get there

# Given the choice, people would shop more sustainably

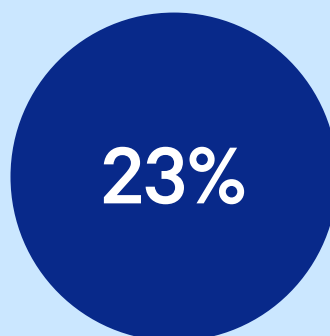
With people more concerned about the value that stores offer and how easy they are to get to, how valuable is it commercially for retailers to go to a lot of trouble to be more environmentally friendly? When we asked how often consumers shop at a store because of its sustainable practices, 23% said 'all the time', 39% said 'some of the time' and 25% said 'not very often' - but only 13% said 'never'.

These results suggest a store's environmental credentials are certainly an influencing factor - and potentially a worthwhile differentiator. What's more, if people always had the option to shop sustainably, 33% say they'd do it 'all the time' and 49% say 'some of the time.' That's a difference of 20 percentage points on the previous stats, which really highlights what an important role availability plays.

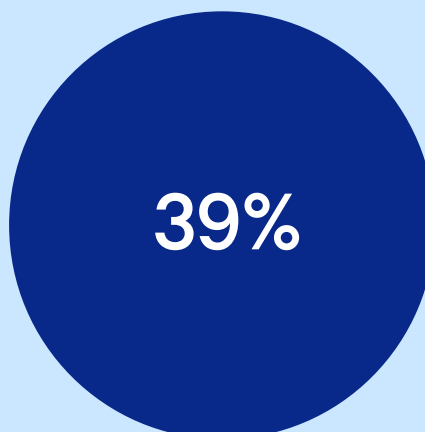
It's a problem that also impacts the products people buy. Our data shows it's the lack of availability that forces people to carry on buying what they always have. 35% say they don't always buy sustainable products because there isn't a wide enough range to choose from, while 34% say they're not available at their local store (although the main reason is that they're too expensive - 40% said this).

Only 8% said 'I don't want to buy them'. What this emphasises is that there is absolutely a vast consumer appetite for sustainable products. Gravity pulls everything towards sustainability, it just needs to be an easy choice to make.

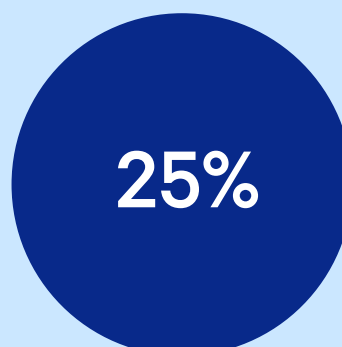
How often consumers shop at a store because of its sustainable practices



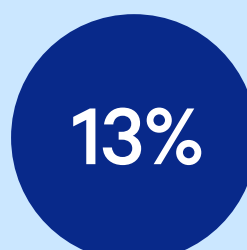
All the time



Some of the time



Not very often



Never

# What brands can do to increase sustainable spending

Taking steps to help consumers shop sustainably has got to be worth it - there's a significant percentage increase in sustainable shopping at stake (remember those 'all the time/some of the time' stats?).

What's missing is the affordability and choice consumers have come to expect from their day-to-day shopping. Indeed, 80% of consumers think it's important for retailers to offer money-saving deals on sustainable products, and 74% say the same about having a wide range of sustainable products on sale.

Other environmentally friendly endeavours, like promoting green messages in-store, rank much lower (60% say this is important). As it turns out, changing the world is not about trying to change the world, but instead making it ever-easier to make sustainability-friendly choices at an individual level.



80%

think it's important for retailers to offer money-saving deals on sustainable products.

74%

say it's important that retailers have a wide range of sustainable

60%

believe it's important for retailers to promote green messages in-store.

06

# Let's get motoring! Is the UK ready to go electric?





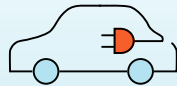


Attest

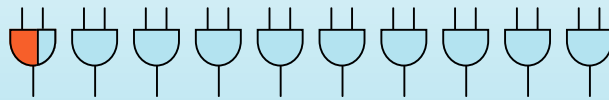
# Let's get motoring!

## Is the UK ready to go electric?

We asked 500 Brits about their intentions to buy an electric or hybrid car and this is what they said...



6% already own an electric/hybrid car



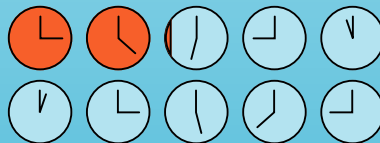
11% intend to buy within the next year



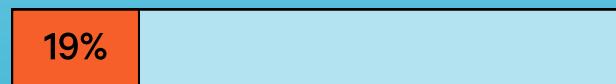
22% intend to buy in 2-3 years



21% intend to buy in 3-5 years



19% intend to buy in 5+ years



19% have no plans to buy an electric/hybrid car



07

# Is carbon offsetting a gateway to wider environmental change?

Carbon offsetting initiatives are not a new idea, but they are growing in popularity as a way for consumers to practically effect some positive change to the planet. And while carbon offsetting only goes part of the way to broader changes in people's behaviours, there's no doubt the root idea is sound – give people the means to reduce overall CO2 emissions.

What we wanted to know is whether people who use carbon offsetting schemes are actually conscious consumers, or whether they simply shell out a little extra for offsetting and show little other sustainable action.

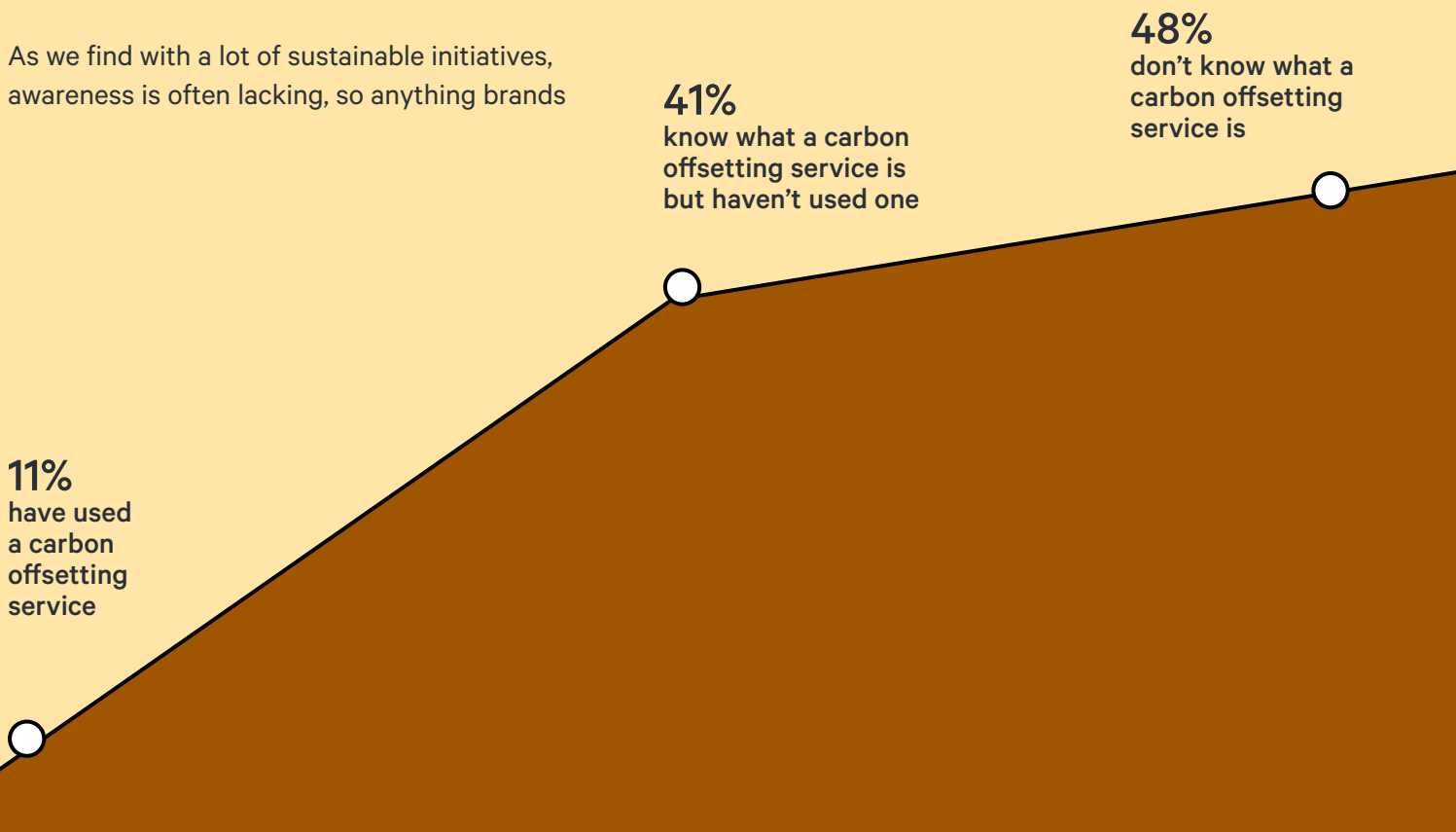


# Firstly, how popular is carbon offsetting?

We surveyed 500 Brits for this research and found that 11% of respondents have explored a carbon offsetting service. Just over two fifths (41%) know what offsetting is but haven't used it, and a further 48% don't know what it is.

As we find with a lot of sustainable initiatives, awareness is often lacking, so anything brands

can do to boost overall knowledge will only boost uptake. Interestingly, it's the over 40s who are more aware of carbon offsetting: 48% know what it is but haven't used it, while 42% don't know what it is.



# Carbon offsetting users want to reduce overall consumption

People talk about a specific flaw with the idea of carbon offsetting: it doesn't encourage people to reduce their personal carbon footprint, it only offers a way to pay other people to make reductions instead.

With this in mind, we wanted to find out what motivates people to use offsetting services. We asked respondents who use offsetting to rank what's most important to them when selecting a service.

Out of seven factors, the most important is that the service encourages people to reduce their overall energy usage, while also offsetting their consumption. Behind this, is offering offsetting activities that are genuinely beneficial to the environment.

These results indicate there is definitely the desire to make meaningful reductions in carbon emissions among those who use carbon offsetting services. We also see that these individuals over-index for practicing other sustainable activities like using a green energy supplier and reducing car usage.

However, the third most important factor when selecting a carbon offsetting service is the price, so consumer commitment to being green is still dependent on the cost.

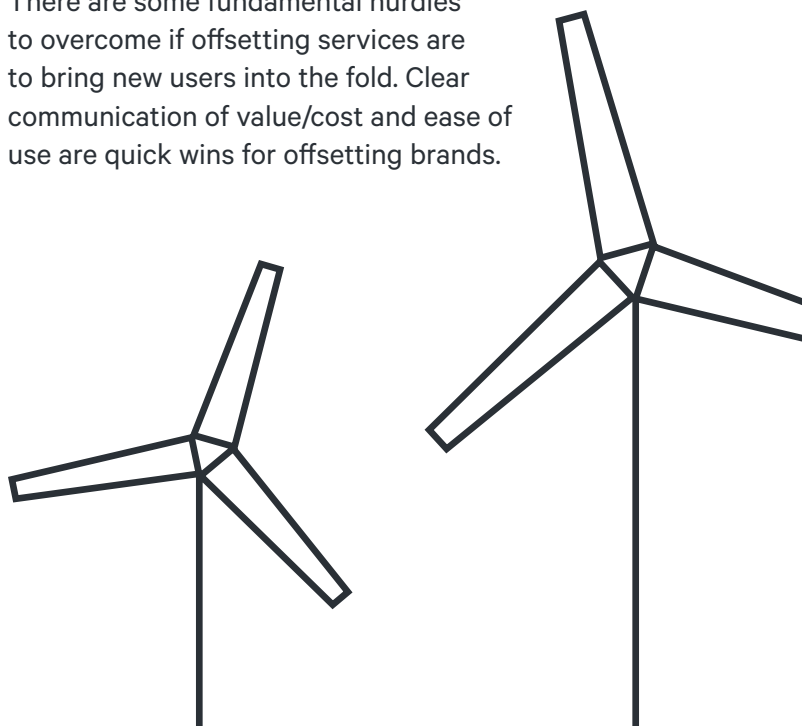
## Potential carbon offsetting customers have different priorities

Price sensitivity is even more of an issue for Brits who haven't used a carbon offsetting scheme before. When we asked them what features are most important in an offsetting service, they ranked cost as their number one factor, followed by ease of use.

Incentives to reduce emissions comes in third, while the ability to choose specific carbon offsetting activities ranks fourth. Least important is providing follow-up communication about the offsetting activities.

What's clear from this is that potential customers are not as environmentally switched on as those

who are already using offsetting services. There are some fundamental hurdles to overcome if offsetting services are to bring new users into the fold. Clear communication of value/cost and ease of use are quick wins for offsetting brands.



# What sustainable activities do Brits practice?

71.5%

Recycle

42%

Use less single-use plastic

26%

Reduce car usage

25%

Eat more plant-based foods

22%

Take fewer flights

19%

Use a green energy supplier

# 5 Sustainable brands to watch out for in 2022

Being green is anything but dull... to prove it, we spoke to founders and brand leaders from 5 exciting new sustainable startups. We talked challenges, trends and opportunities for sustainable brands in 2022.



## Hirestreet

Emily Wade,  
Head of Partnerships



### What is it?

Hirestreet is the UK's leading Fashion Rental Platform that makes style and sustainability accessible for all women.

“There is a lot of consumer doubt and uncertainty around how sustainable rental really is (due to a number of recent press articles which used very unrealistic data). So, right now, it's about educating our target audience on what we know; that rental is far more sustainable than buying items and wearing them once or only a handful of times. To do this, we need to start seeing better data being circulated on the impact of rental vs buying.

“According to many studies, rental and resale are projected to significantly grow their market share. In line with this, we expect that rental will become very much “the norm” for many consumers, particularly for items in the occasionwear, outerwear and babywear categories. We also expect to see a shift from 3rd party rental platforms to many of the world's leading retailers offering rental direct to consumers. This will not only increase supply (of which the market is currently lacking) but will also lead to normalising rental as a whole and therefore be a major contributor to growing demand further.”

## Yoppie

Daniella Peri,  
Founder & CEO



### What is it?

Yoppie makes menstrual care convenient, and menstrual symptoms easier to manage.

“A current challenge is making sure we communicate everything we do in terms of staying as sustainable as possible. I am so proud of our supply chain and the hard work that goes into sourcing the right suppliers. We've had sky high standards from day one, and this year we are getting B Corp certified.

“When it comes to sustainability trends, especially within the femtech industry, we will see more customers seeking reusables as an alternative to their monthly period routine and more innovative packaging. Hopefully, the mainstream consumer will once and for all say ‘no’ to period products containing harmful chemicals and plastics, and switch to organic period products as their first option always.”

## Egglife Foods

Andrea Schwenk,  
Vice President Marketing



### What is it?

Egglife Foods is reimagining the future of food by harnessing the power of eggs to transform traditionally flour-based foods.

“Continued pressures for more sustainable ingredients, materials, and practices are challenging for manufacturers on many levels. At egglife, we are pushing ourselves to ensure we grow our sustainability efforts through all touchpoints beyond just ingredients, with a more sustainable packaging solution being one of the big challenges we are currently working through.

“Consumers are becoming more and more conscious of not just the goods they are consuming, but how they get to them. More sustainable packaging constructs, regenerative agriculture, reducing food waste through upcycling, and more eco-friendly means across supply chains will continue to emerge to meet the demands of the more conscious consumer.”

## Whirli

Nigel Phan, Founder &  
Managing Director



### What is it?

Whirli is a sharing economy for parents to borrow children’s toys.

“We think owning toys is so 2020. Whirli lets parents keep swapping for age or skill appropriate toys (or just for the latest must-haves) without breaking the bank or costing the earth. Right now, we’re focused on navigating the current climate of logistical challenges, especially for the Christmas season!

“In the coming months, I think consumers are going to get more savvy about “greenwashing” especially from larger brands / traditional corporates and we’ll see more importance placed on independent sustainability audits or accreditation.”



## **Better Nature** Elin Roberts, Co-founder & Head of Marketing



### **What is it?**

**Better Nature** is all about tempeh: a naturally nutritious and delicious plant-based food from Indonesia.

“Greenwashing is all around us, which makes it really hard for consumers to actually know what’s going on and what to believe. We try to be really open about our sustainability efforts, including our challenges and shortcomings, but this isn’t always the case for other businesses and it can lead to a very uneven playing field.

“However, we believe there will be more transparency and monitoring of claims across the industry in 2022 and beyond, making it easier for consumers to shop sustainably.”

09

# US vs UK - Which nation is greener?



# US vs UK - Which nation is greener?

We showcase top sustainability stats from our US and UK research to see how environmentally conscious consumers are in both countries.

## US

72% are trying to reduce their use of single-use plastic



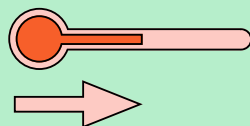
37.5% say they're 'very interested' in the issue of climate change



80% say sustainability is important when choosing retailers and brands



49% agree we need to change our diets to reduce global warming



27% have cut down their consumption of meat or plan to do so

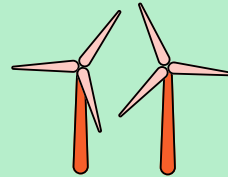


## UK

81% say it's important the brands they buy from have a positive impact on the environment



11% have used a carbon offsetting service



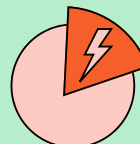
25% regularly buy vegan/plant-based foods



22% are taking fewer flights to be more sustainable



19% use a green energy supplier





**Hungry for more?**  
**askattest.com**

**Growth without guesswork.**

