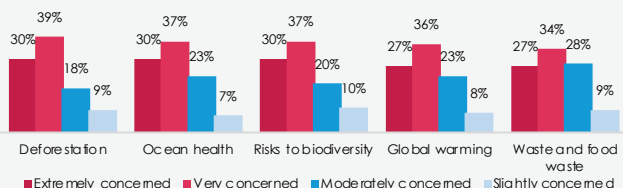


Sustainability & the environment

In August 2021, and the week that the UN's Intergovernmental Panel on Climate Change (IPCC) released its Climate Change report, we asked our work.shop.play. community in Northern Ireland all about their thoughts on sustainability and the environment. From concerns over environmental issues to food waste and sustainable clothing, here's a snapshot of what our Northern Ireland Urbanites told us...

Environmental issues of most concern

These are the top environmental concerns of our Northern Ireland urbanites with deforestation and ocean health causing most concern.



Sustainable statements

57%

Go out of their way to recycle and buy products in environmentally friendly packaging whilst **a third** say it's hard to know what can be recycled

533%

encourage friends and family to be more aware of their environmental impact whilst **35%** don't think they've done enough to reduce their impact

28%

want to do more for the environment, whilst **almost a fifth** find it expensive and time consuming to make sustainable changes

Sustainable lifestyle changes (last 12 months)



85%

of our urbanites have started using a **reusable water bottle, coffee cup or travel mug**



51%

of our urbanites have **shopped in second hand shops or online marketplaces (e.g. eBay)**



68%

of our urbanites have made a conscious effort to **limit their use of single-use plastics**



34%

of our urbanites have started **choosing brands that have environmentally friendly values**

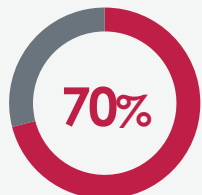
Focusing on food waste

40%

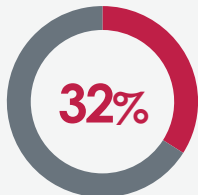
want their households to be better at reducing its food waste. Passing the used by date is the most common reason for waste followed by forgetting about it.



Support for sustainable brands



say it's hard to know how ethical and environmentally friendly a company is



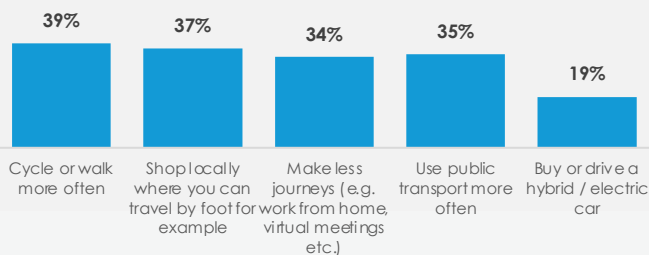
are drawn to companies and brands who are environmentally friendly



Would pay more for goods and services if it meant brands had to commit to sustainable practices

Plans to travel sustainably (next 12 months)

Our Northern Ireland urbanites will consider the following to lessen their environmental impact when travelling...



REVENGE TRAVEL!

11%

Encouragingly, just over 1 in 10 plan to travel more than they did before the pandemic

SUSTAINABLE BRANDS

63%

See a 'sustainable brand' as one who is working hard to offset their carbon footprint

HIGH STREET ECO-APPAREL

55%

Are likely to buy sustainable fashion items if their favourite high street store sold it

For more insights and opinions visit:

workshopplay.ie/opinions