

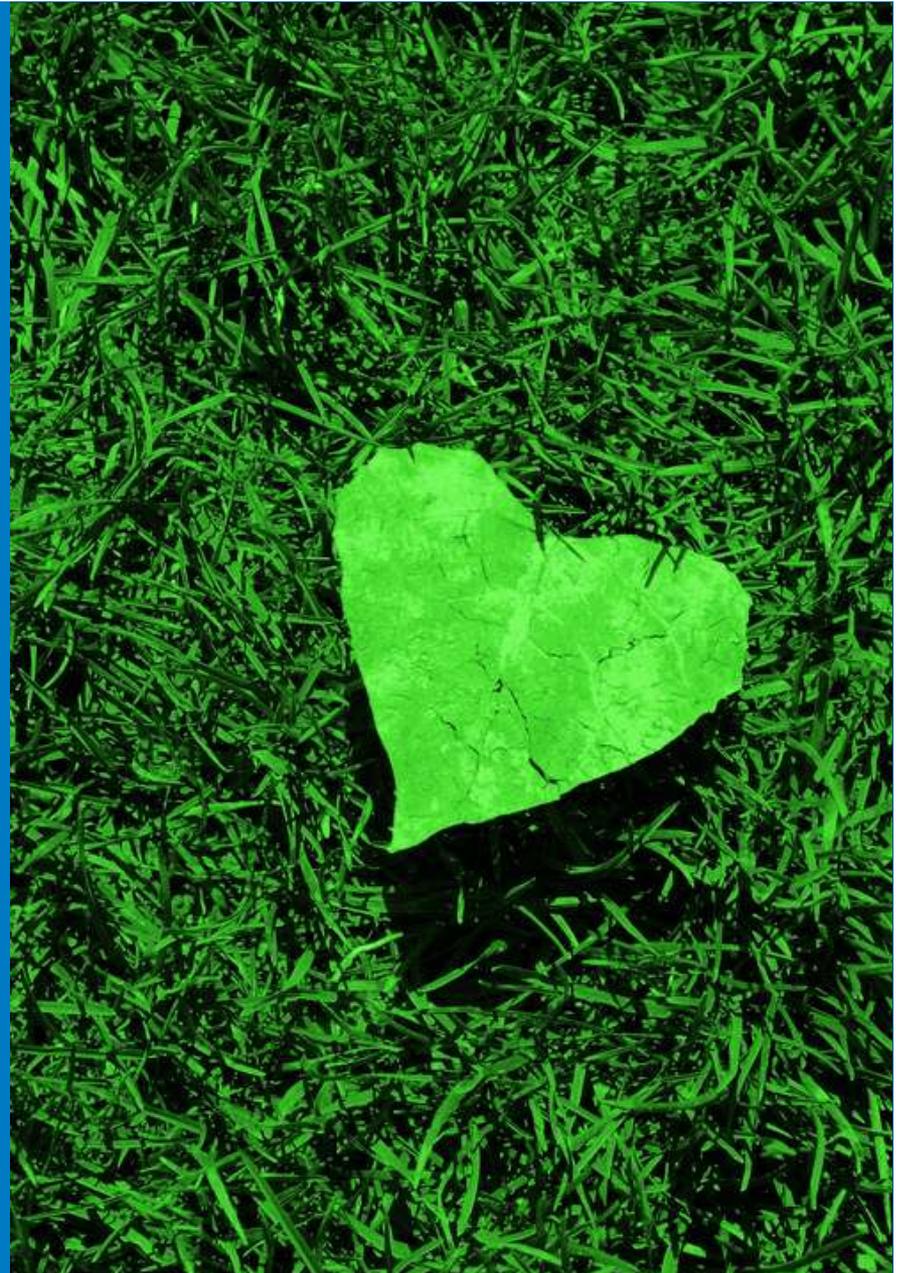
Waste and the Environment

Made Today, Gone Tomorrow

Liverpool 16.09.10

Michael Tully

future foundation



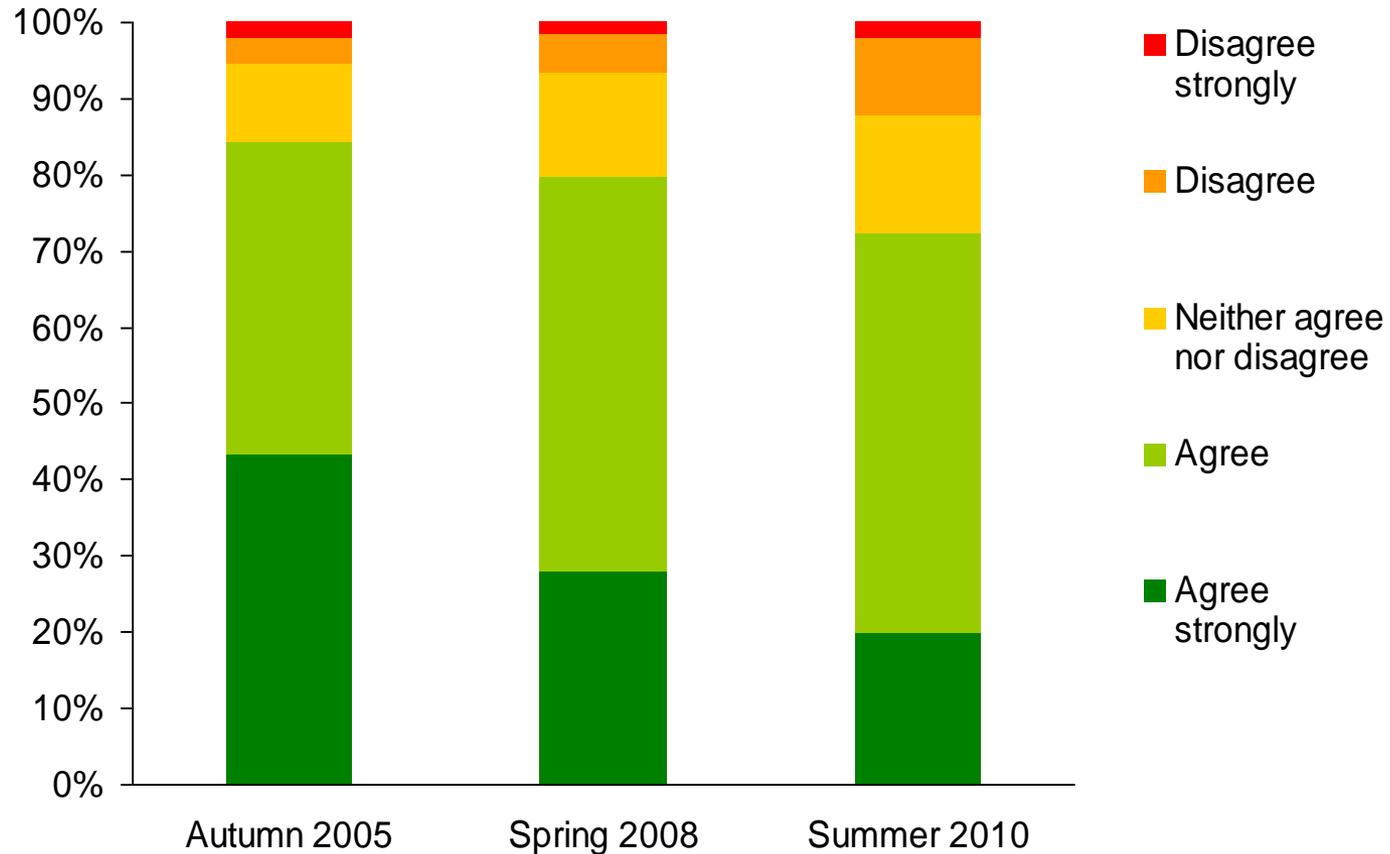
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“Climate change (e.g. global warming) is definitely happening”

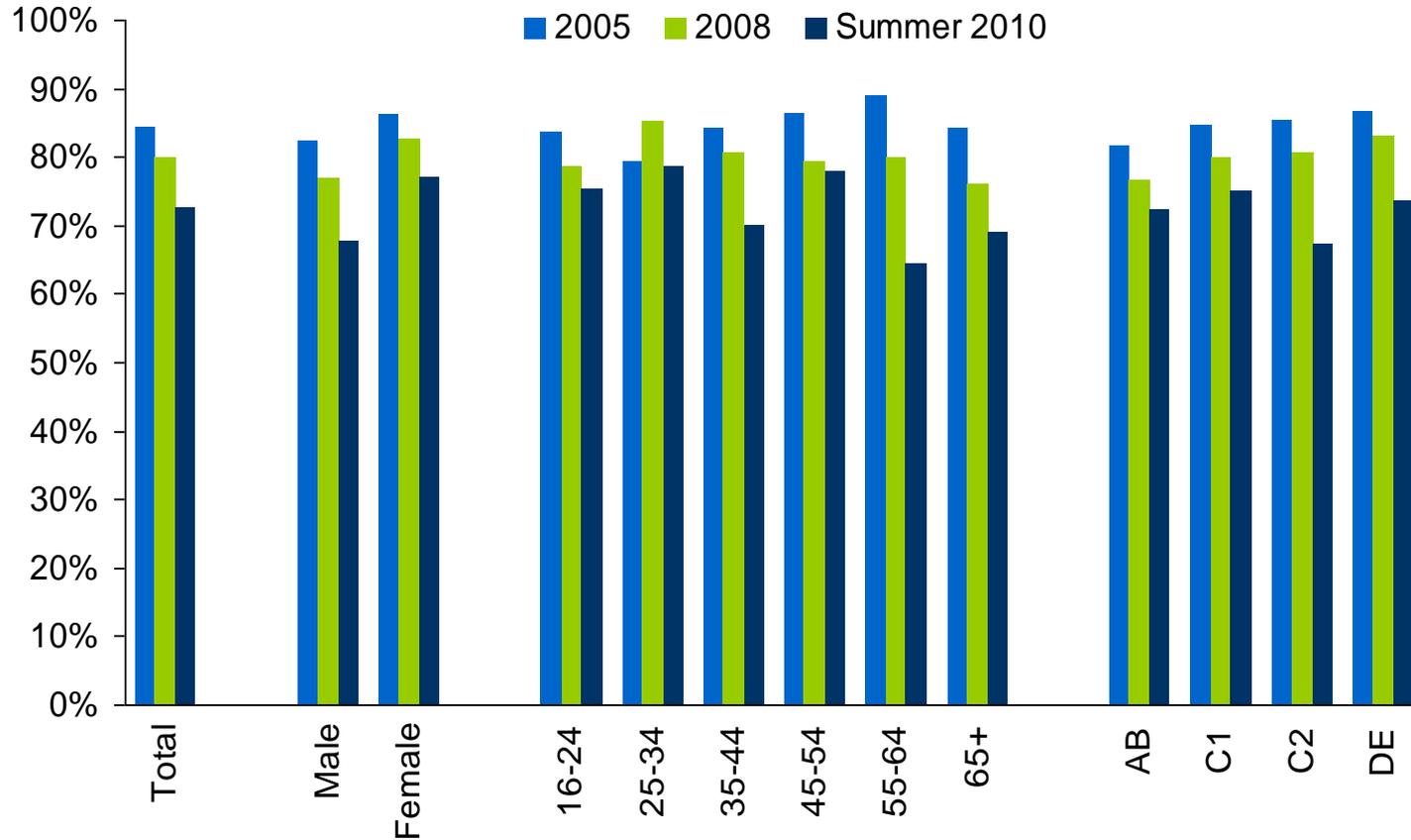


Source: nVision Research
Base: 1,000 – 1,200 face-to-face respondents aged 16+, GB

nVision

“Climate change (e.g. global warming) is definitely happening”

% who agree or agree strongly, by gender, age and social grade

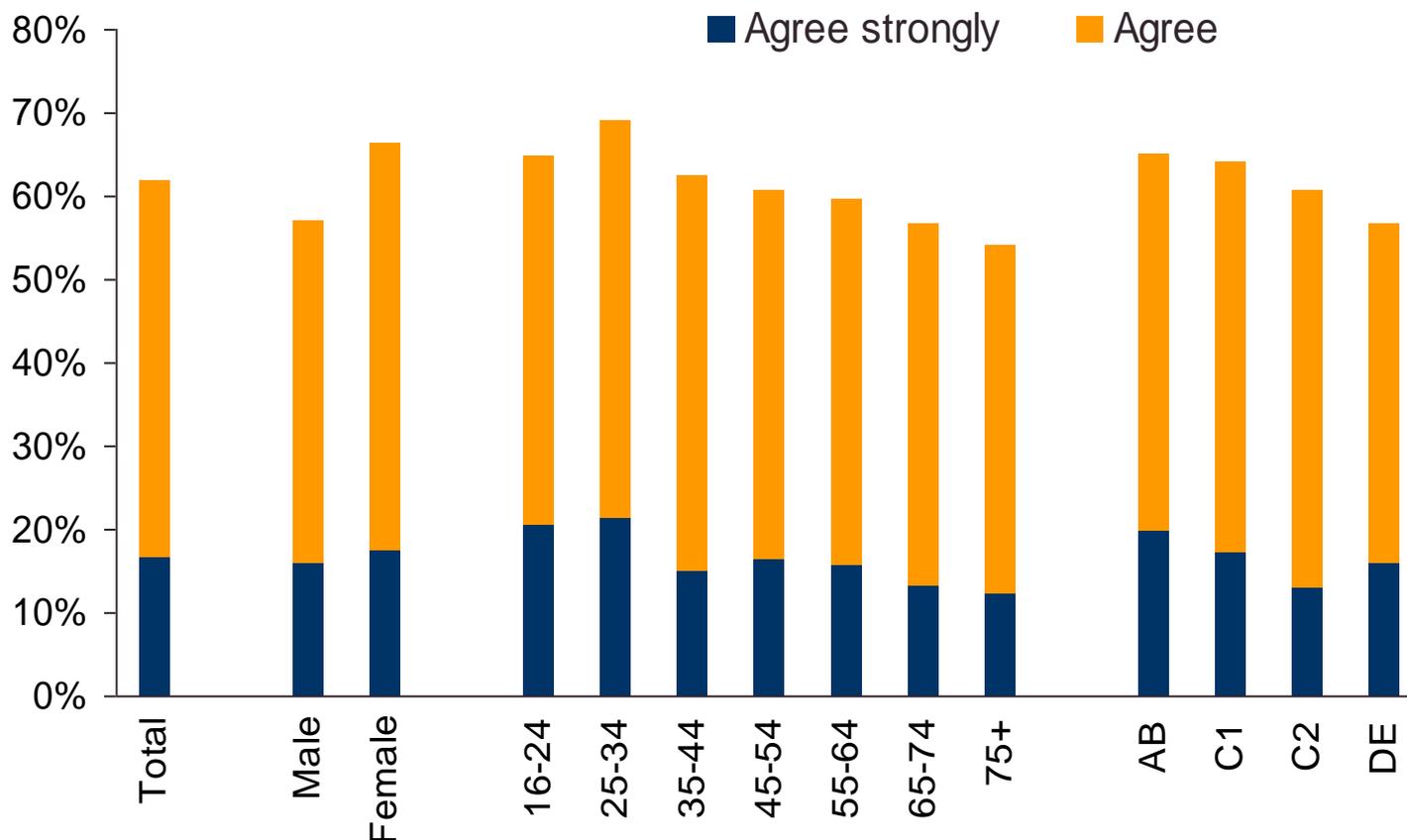


Source: nVision Research
Base: 1,000 – 1,200 face-to-face respondents aged 16+, GB

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“I am concerned about the effects of climate change”

% who agree or agree strongly, by gender, age and social grade



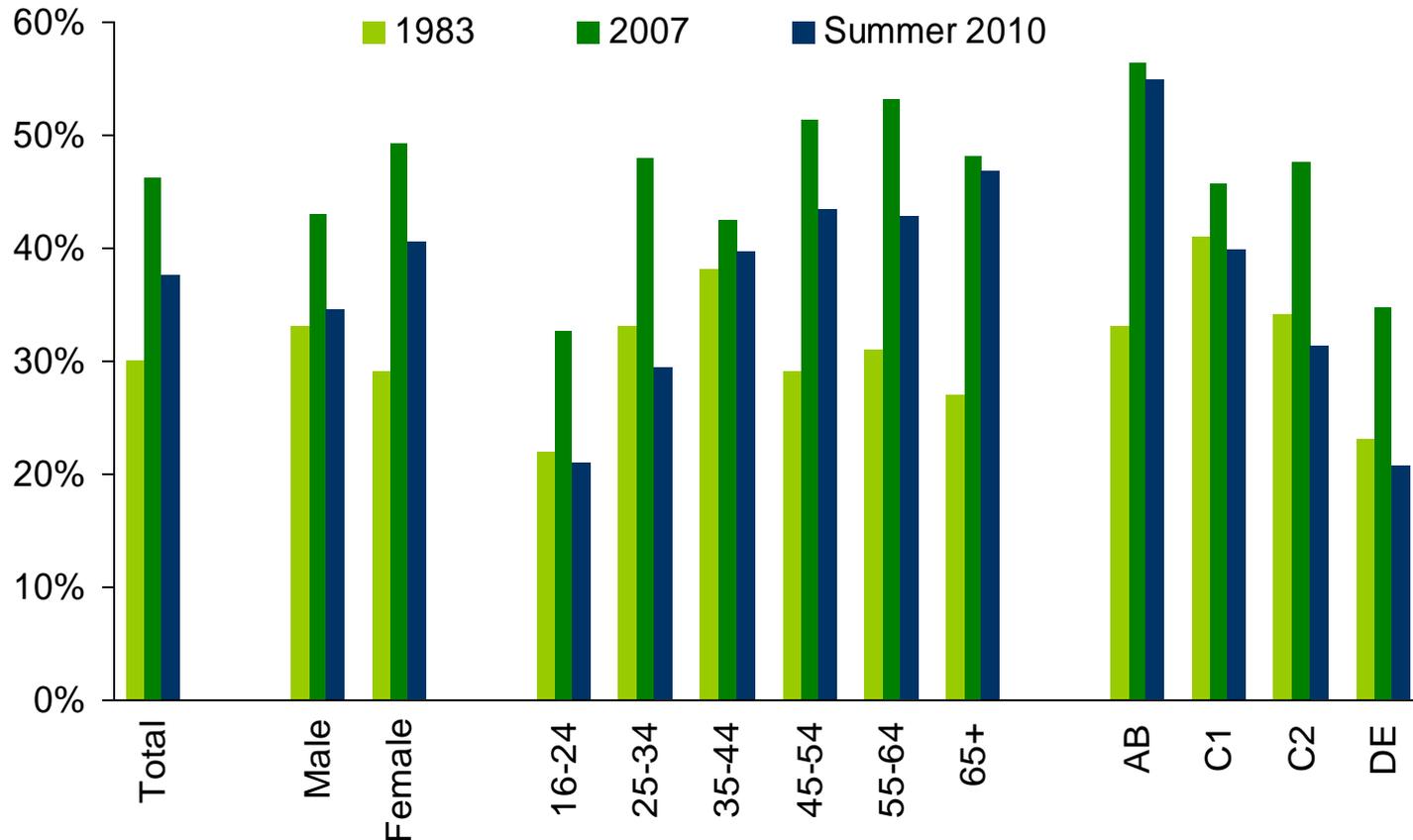
Source: nVision Research
Base: 5,000 online respondents aged 16+, GB, 2010

nVision

Concerned to protect the environment/natural resources

% who are concerned, by gender, age and social grade

"Some of the things people have told us they are concerned about are listed here. For each item, please tell me whether you find you are concerned about it at all...What I myself can do to protect our environment and natural resources"

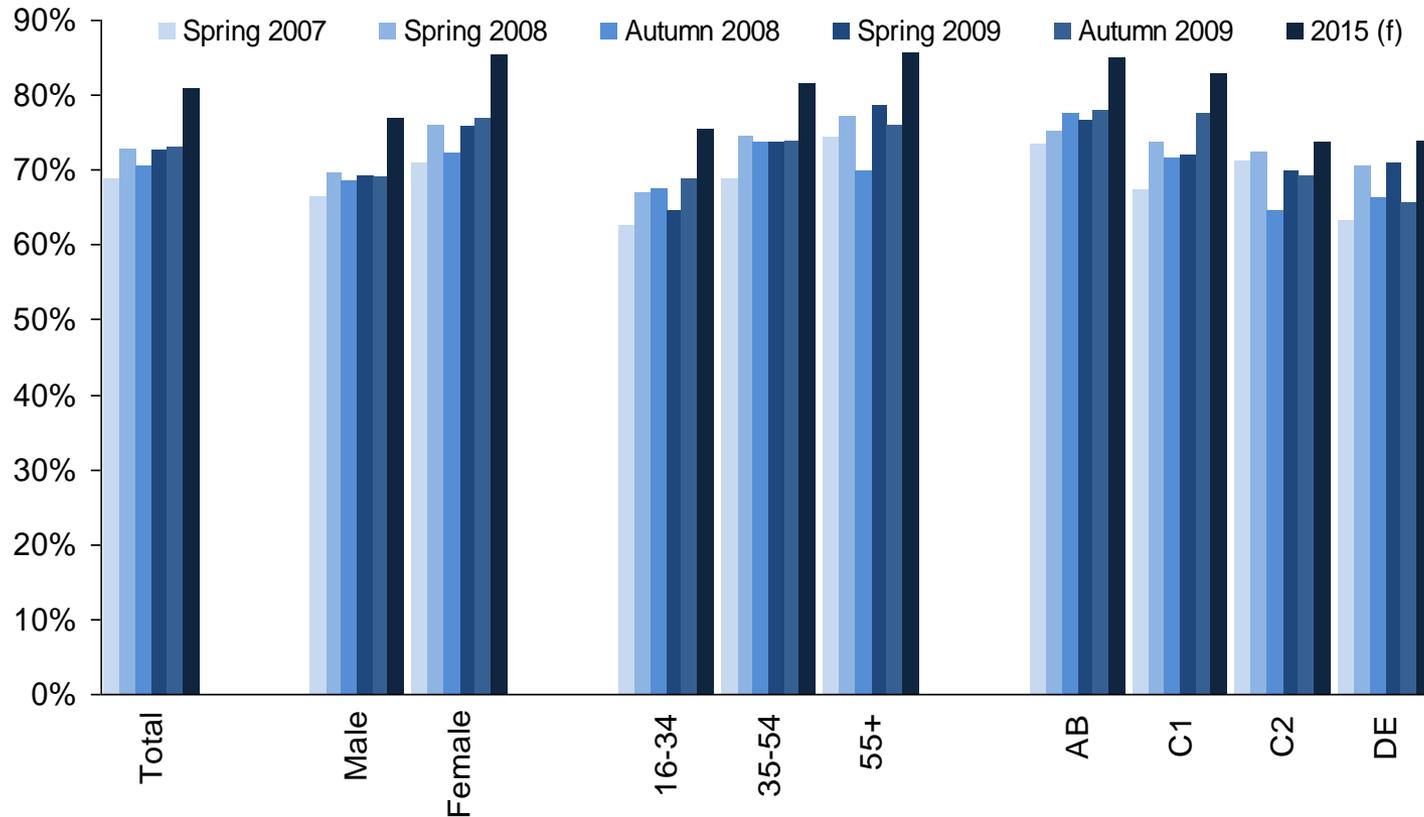


Source: nVision Research
Base: 1,000 face-to-face respondents aged 16+, GB

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“I am concerned about what I personally can do to help protect the environment”

% who agree or agree strongly, by gender, age and social grade



Source: nVision Research
Base: 1,200 respondents aged 16+, GB

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Summary

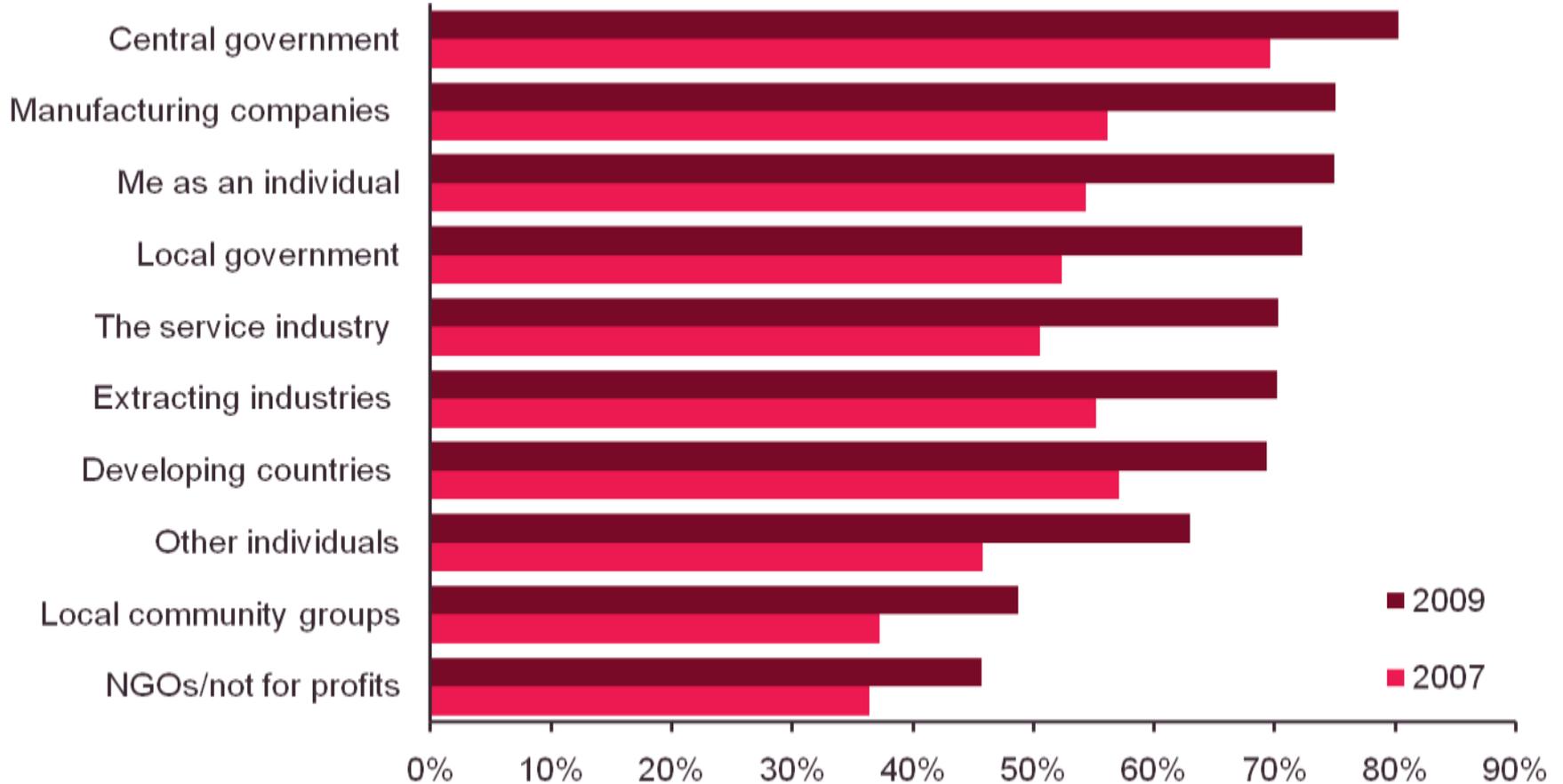
- Climate change the object of increasing skepticism, YOY
- Climate change nevertheless believed in by considerable majority (70%)
- Concern about its effects still felt by a good majority (60+%)
- Concern to protect the environment *and*, e.g. natural resources, relatively low
- Concern to protect the Environment, remains high (70%)
- That concern forecast to increase to 2015

Responsibility



Perceived responsibility for tackling climate change

% who feel the following are most responsible for dealing with climate change
“Whose responsibility do you think it is to tackle climate change?”



Source: GreenAware/The Future Foundation/nVision
Base: 1,500 respondents aged 16+, UK

Who is responsible? Government

“Ultimately it has to be the Government, but you know there is quite a lot we as citizens could do. But major change can only come about by Government initiative.”

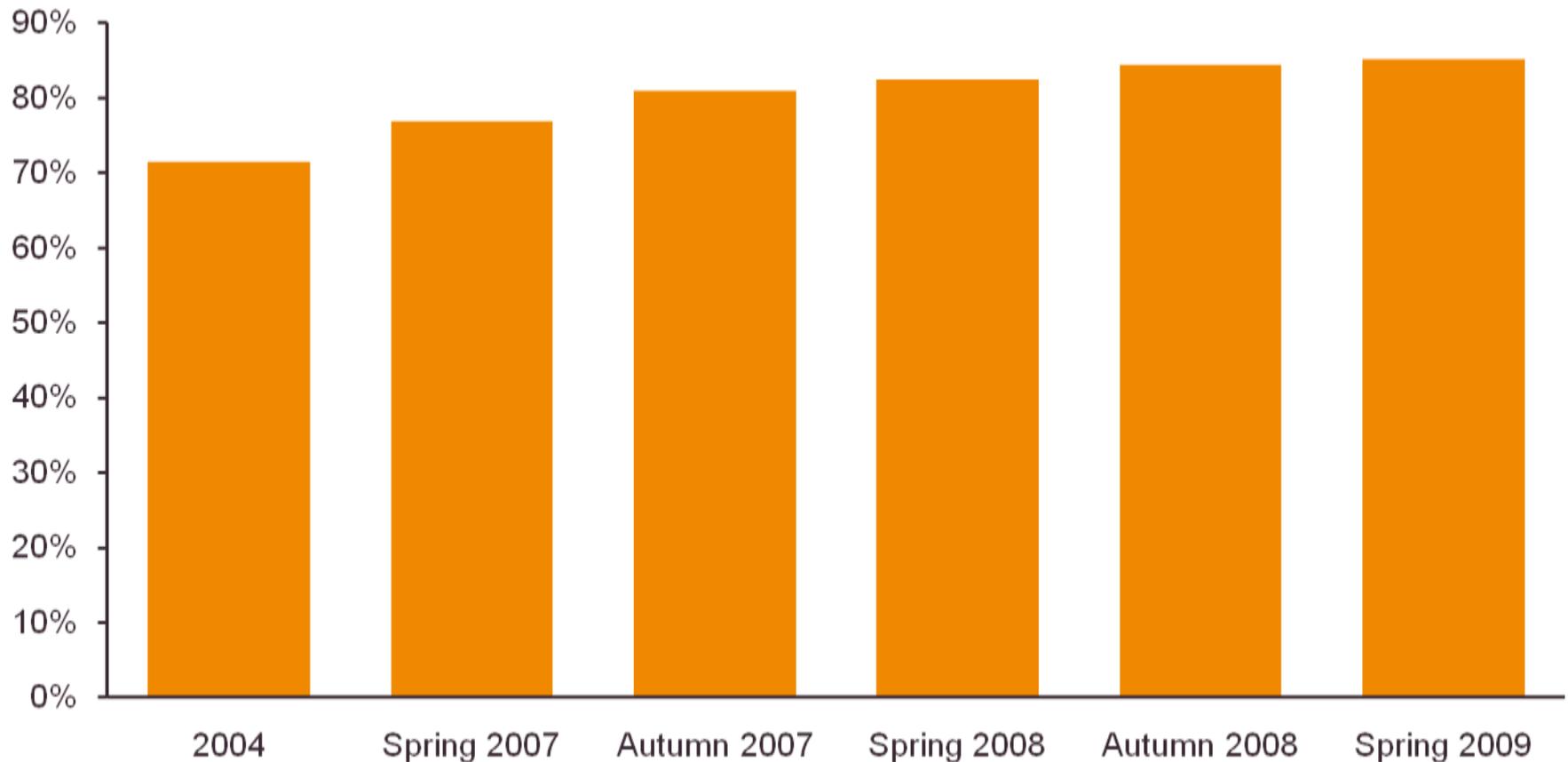
“Tax relief perhaps... that’s something I would go for! I don’t think advertising would do it.”

“I think it’s the Government’s responsibility, they are the ones in power. Most people can’t be bothered or won’t do it unless they are pushed, there needs to be encouragement from the top down.”

Source: GreenAware/The Future Foundation/nVision
Base: 1,500 respondents aged 16+, UK, 2009

Company responsibility

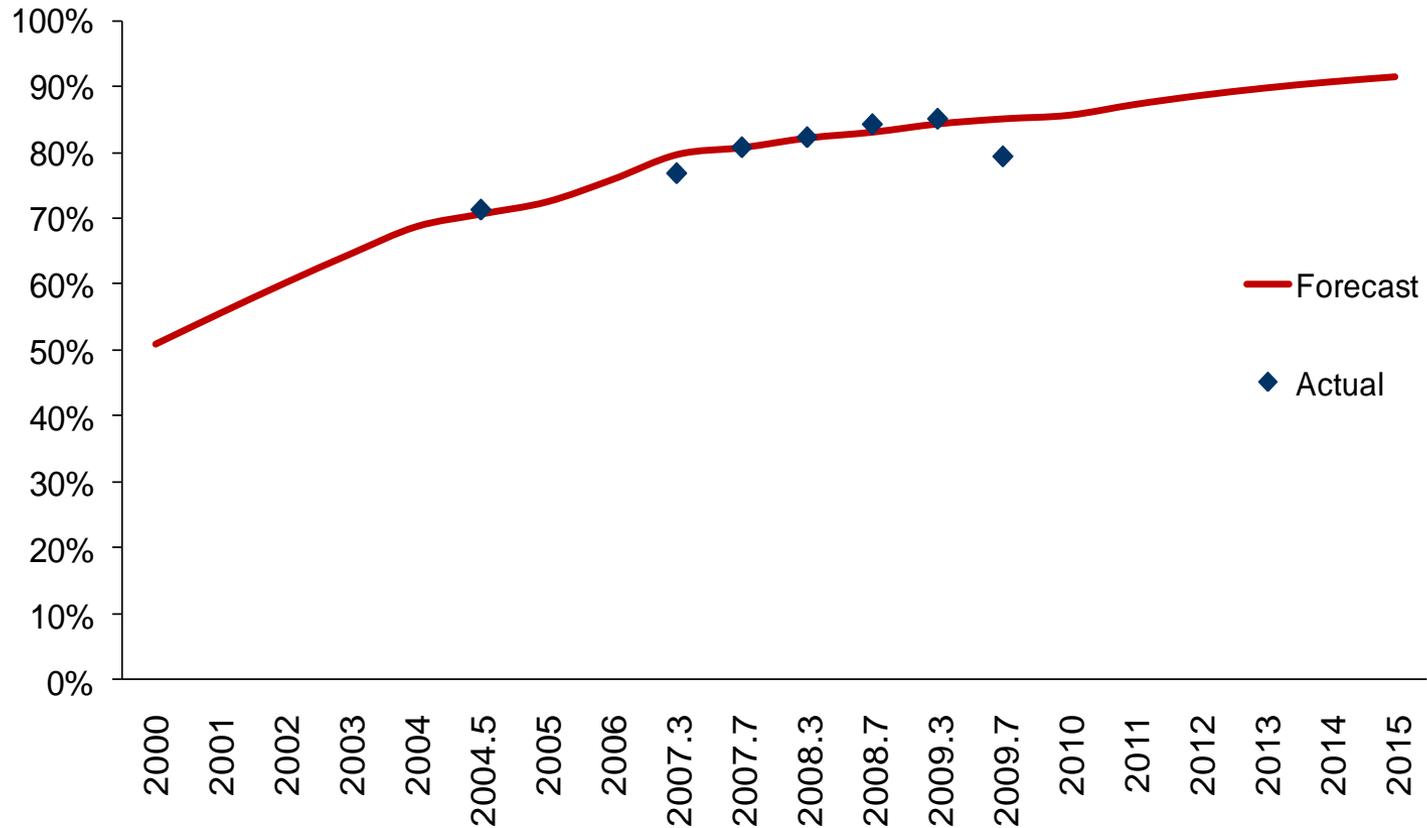
“Companies should be penalised for failing to care for the environment”
% who agree or agree strongly, by gender, age and social grade



Source: nVision Research
Base: 1,200 respondents aged 15+, GB

“Companies should be penalised for failing to care for the environment”

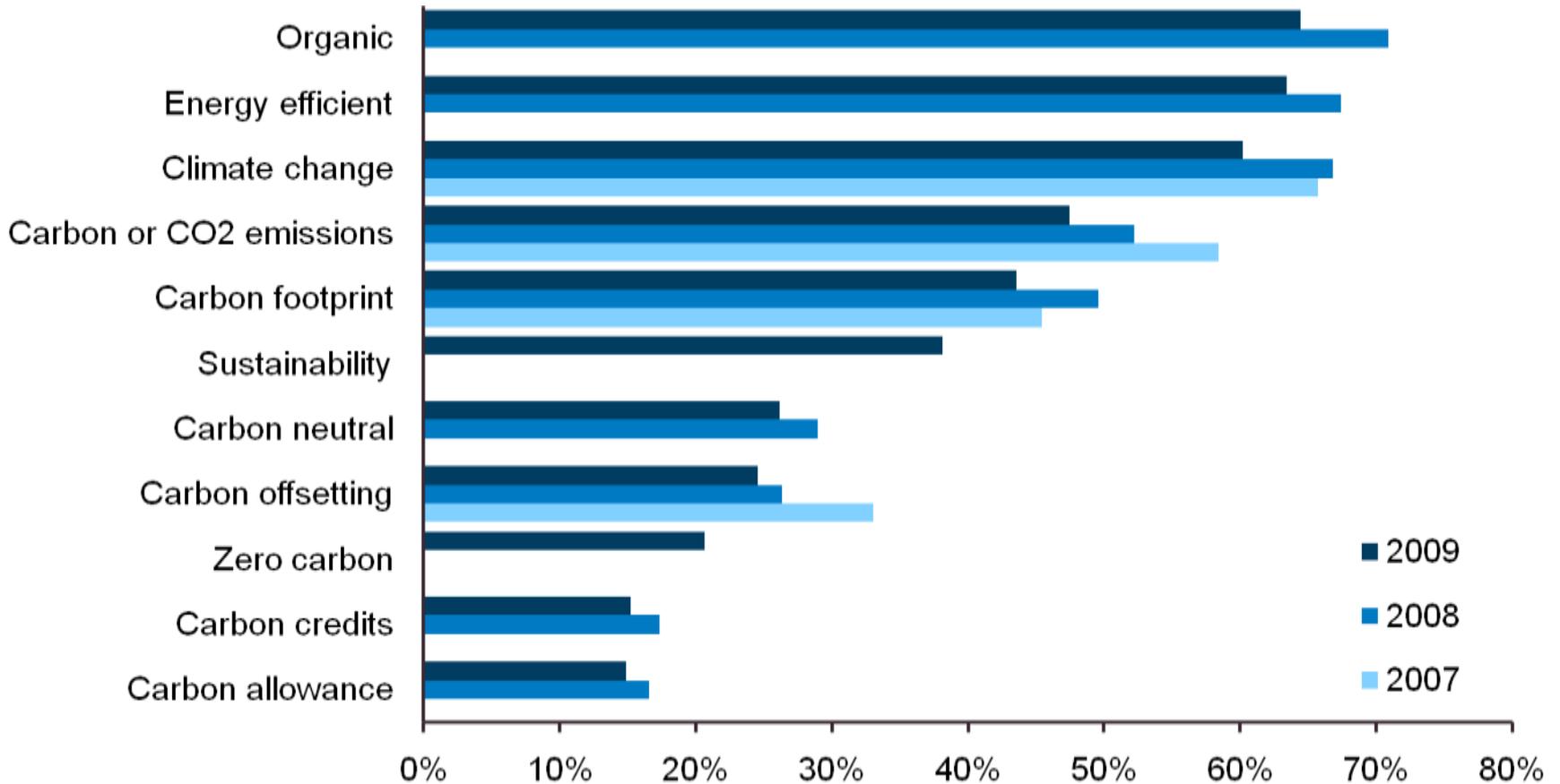
% who agree or agree strongly



Source: nVision Research
Base: 1,200 respondents aged 16+, GB

Familiarity with current ecological terminology

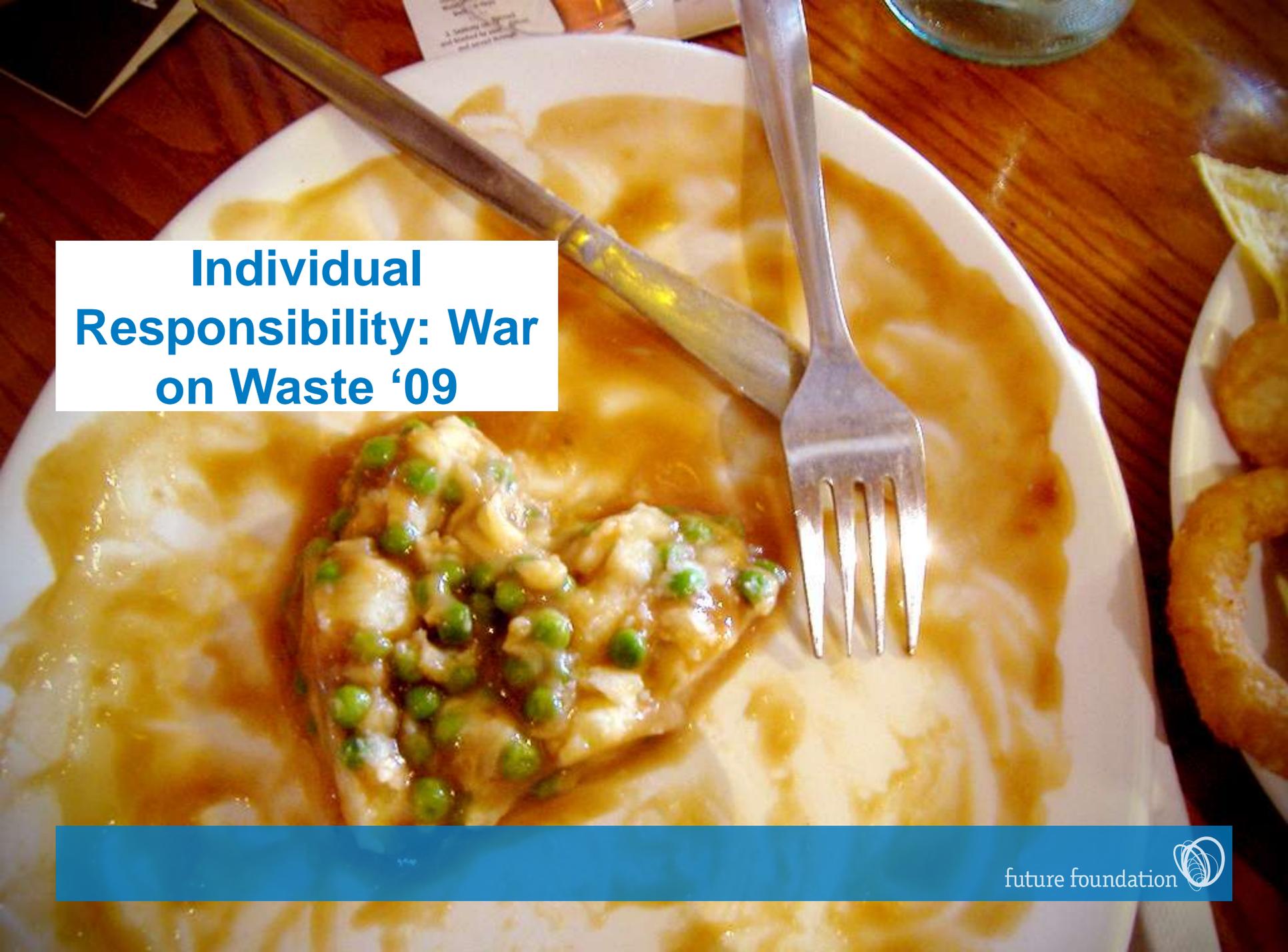
% who know a fair amount or a lot about each select term
“How familiar are you with each of the following terms?”



Source: GreenAware/The Future Foundation/nVision
Base: 1,500 respondents aged 16+, UK

Summary

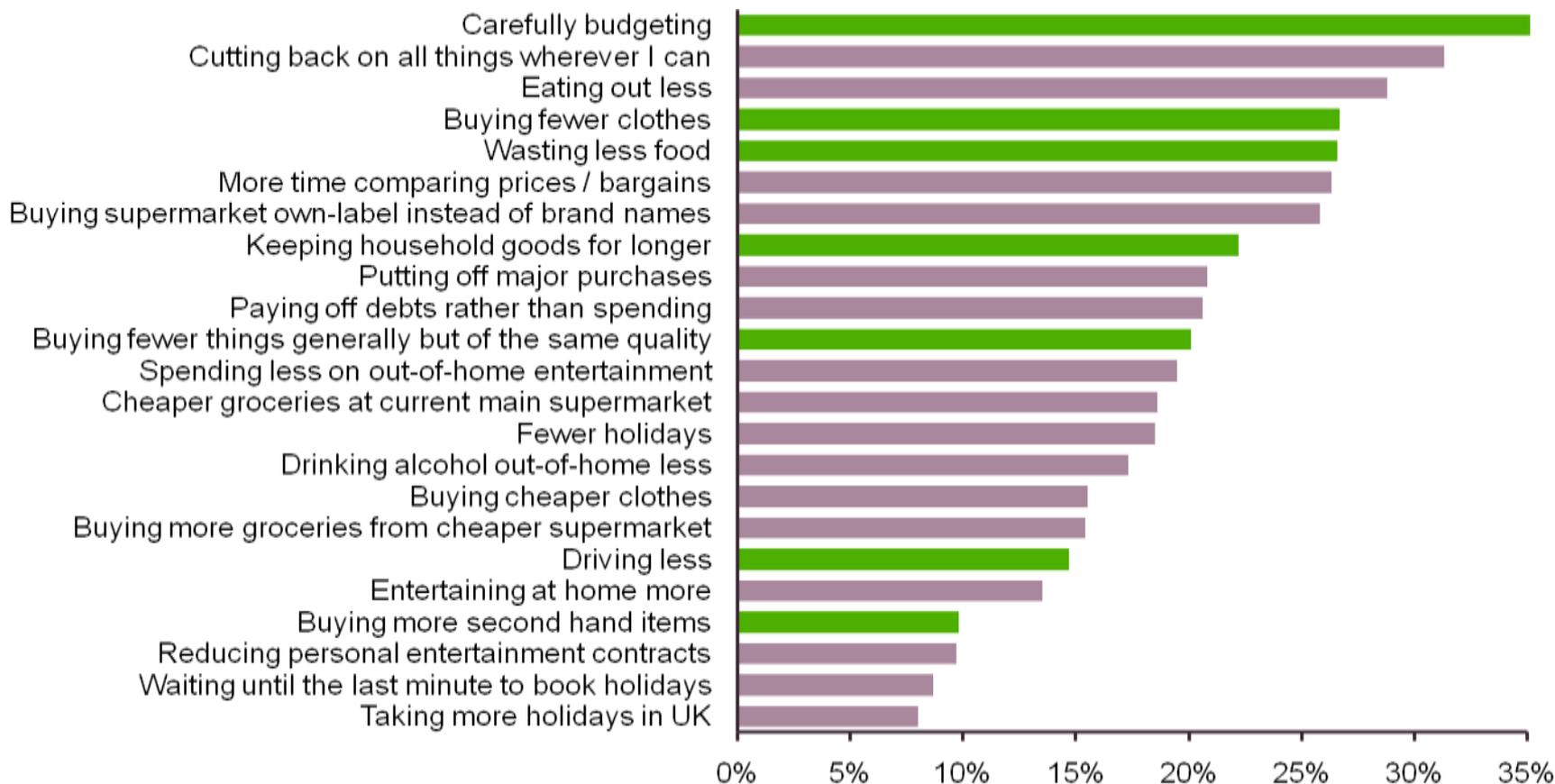
- Industry and government charged with responsibility for CC/the environment by large majority
- Large majority of consumers also claim individual responsibility
- 70+% wish to penalise companies failing to discharge their responsibilities
- Note: Language/concepts of sustainability etc. range in their familiarity to people



**Individual
Responsibility: War
on Waste '09**

Changing behaviours because of the economic downturn: the Eco- emphasis

“Which of the following are you **ALREADY DOING** as a direct result of the economic downturn?”



Source: nVision Research
Base: 1,200 respondents aged 16+, GB, 2009

Energy saving and economising

“We do try and turn off the television instead of standby because it is a way of saving a few pence per week, which amounts up over the years. I suppose there is an element there of doing something because it helps your pocket.”

Male, aged 58

“Because I don’t have any great passionate view about being ‘greener’, the benefit for me I guess is that I am going to save money in the long run.”

Male, aged 31

“I think if they showed people that it would help them as well, I think that if I knew it would save me money doing something, then that would help.”

Female, aged 18

“It is more cost. We try more to be cost-efficient rather than environmentally-efficient I think.”

Male, aged 58

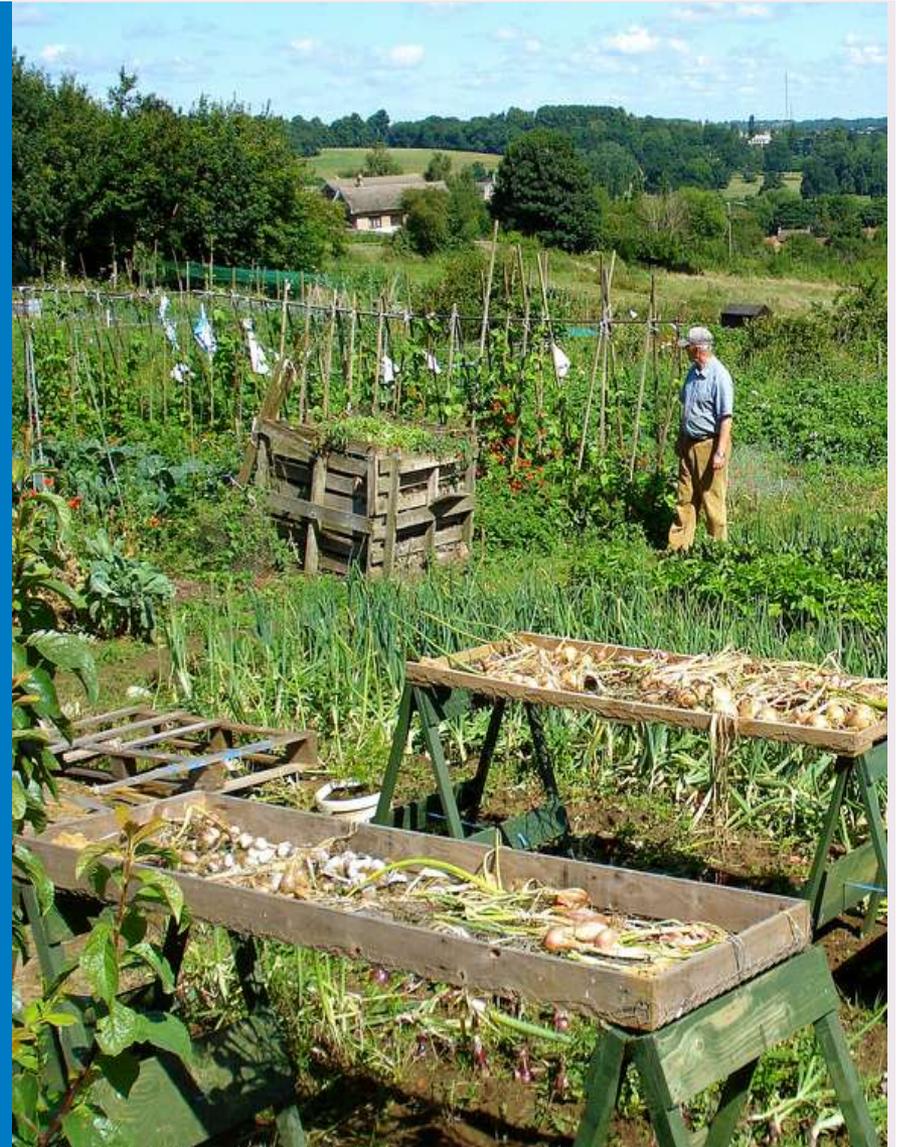
“I mean we do some things. We do keep our newspapers and recycle because they come round and get them. If they come and take the papers, that’s fine. But if we have to actually take them somewhere and do something, we don’t.”

Male, aged 31

Summary

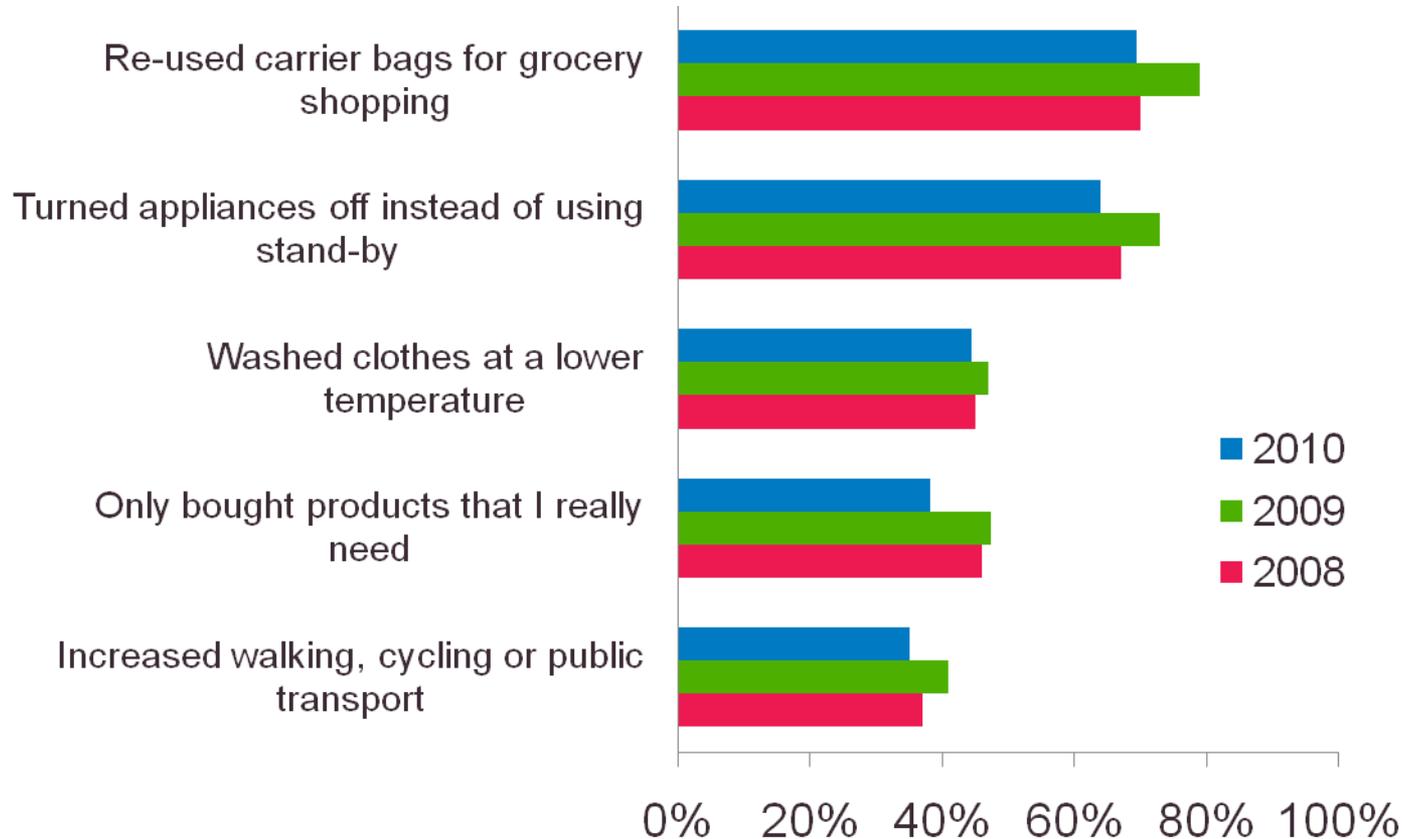
- In the economic battle to reduce their consumption, consumers were increasingly seeking services and products that helped them to minimise waste
- Excessive consumption became frowned upon and excess waste less tolerable
- The economic benefits of green behaviours appealed to a wider re-invigorated desire to budget well and maximise value as well as growing eco-sensitivity.

Individual Responsibility: War on Waste 2010



War on Waste behaviours: satisfying both ecological and economic motivations

% who claim to have done the following in the last 12 months

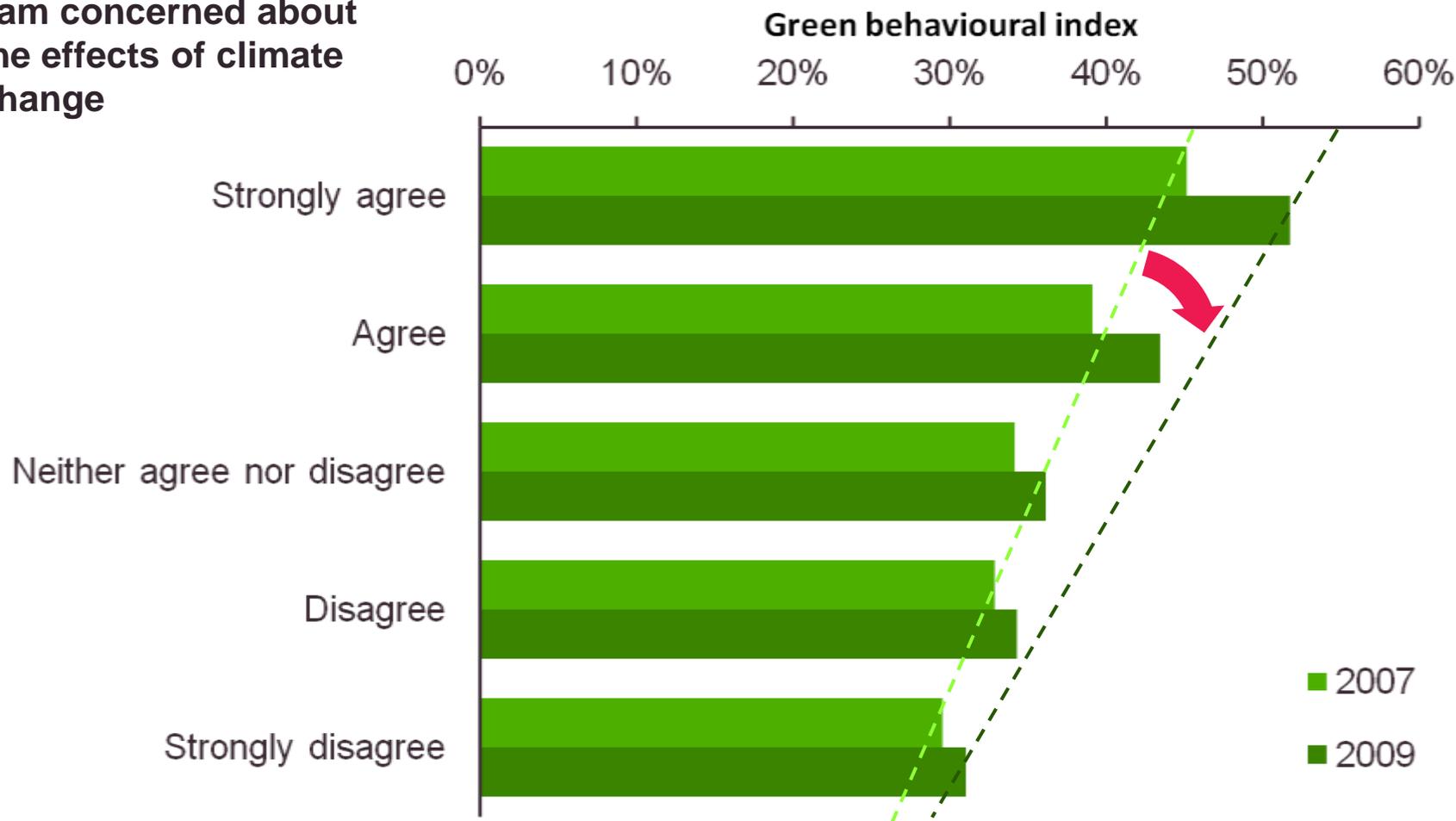


Source: nVision Research
Base: 1,200 respondents aged 16+, GB, 2010

Inducements and Opportunities

The more concerned the larger the increase in green behaviour – the gap is widening

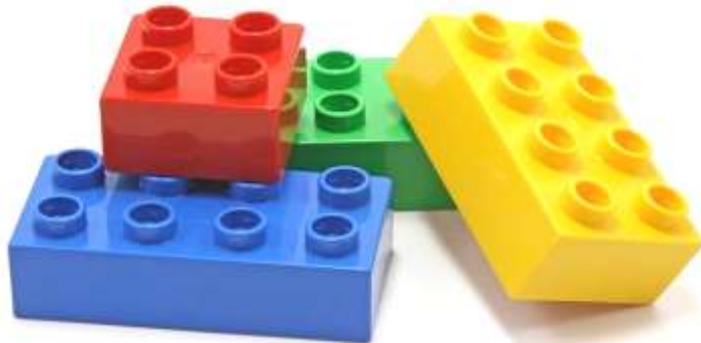
I am concerned about the effects of climate change



Source: GreenAware/The Future Foundation
Base: 1600 aged 16+ (2007) / 1,544 aged 16+ (2009), UK

More flexible models of ownership and pricing

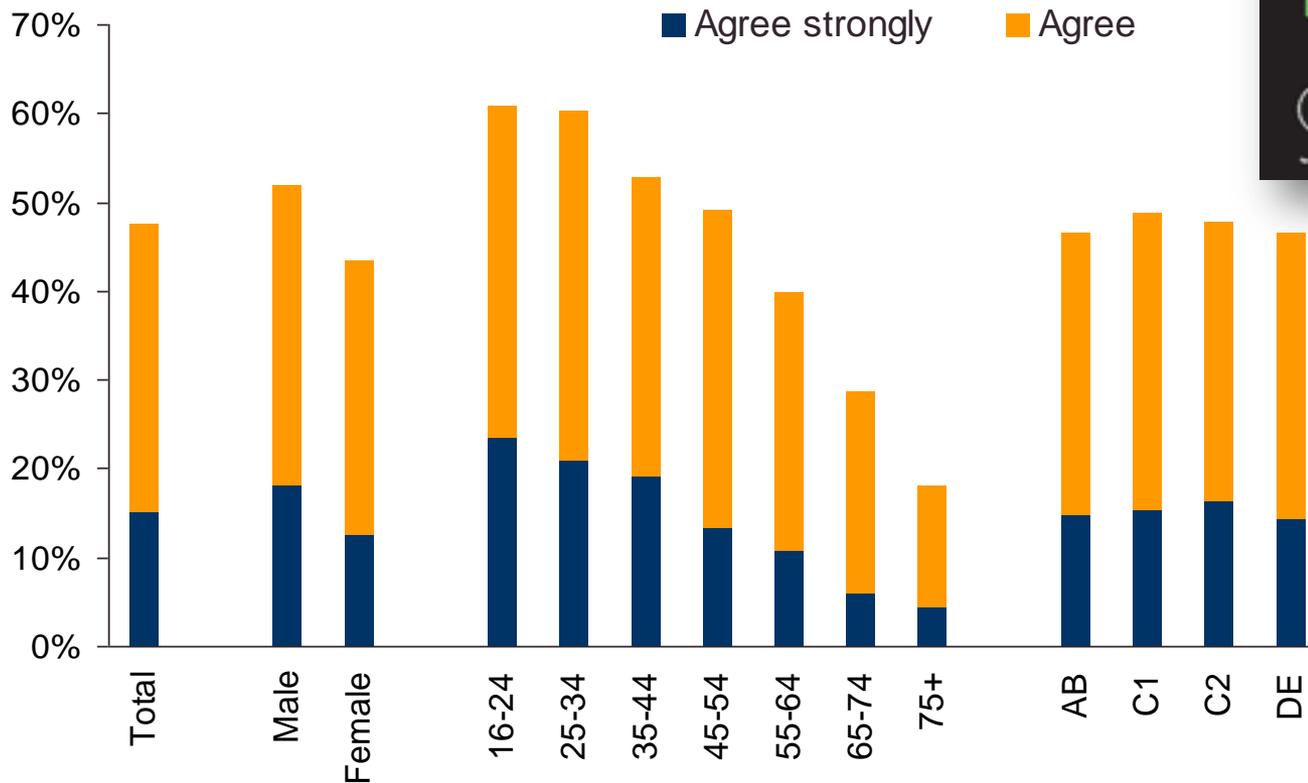
15% of Europeans “like the idea of **renting luxury items** for a short period of time rather than paying a lot of money for them outright”



66% of Britons “prefer products to be priced in a way that allows me to **add additional features**”

Karma Consumerism: the appetite for rewards when limiting waste

“I would recycle more of my household waste if I was rewarded for doing so”



Source: nVision Research
Base: 5,000 online respondents aged 16+, GB, 2010

Consumers have an increasingly *entrepreneurial* approach to unwanted goods



Most popular website in Shopping and Classifieds, Boxing Day 2009



SIMPLY DROP®

Mobile phone trade-ins



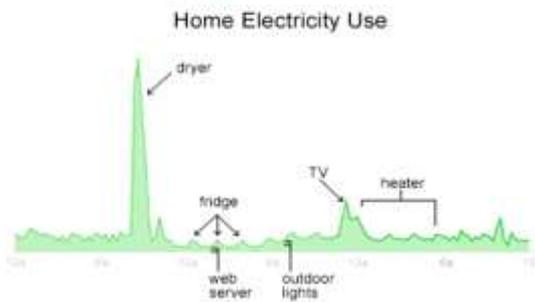
Retailers devoting areas of their offer to marketplaces for second hand products



The Quantified Self: an array of devices now track every aspect of our lives to avoid waste

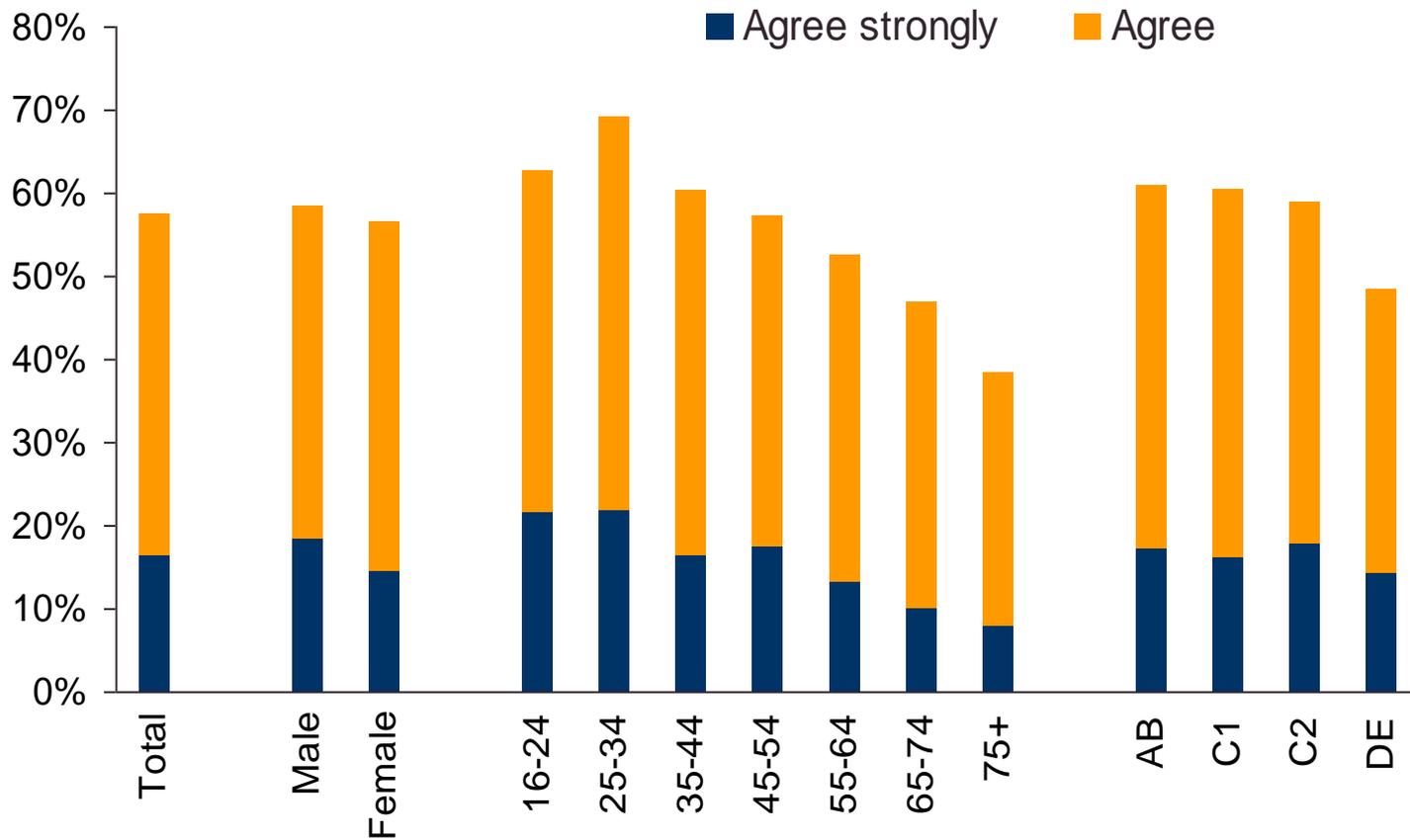


Google POWERMETER



“I would be interested in improving the energy efficiency of my home (e.g. cavity wall insulation, loft insulation etc) if the cost was part-funded through a Government grant”

% who agree or agree strongly, by gender, age and social grade



Source: nVision Research
Base: 5,000 online respondents aged 16+, GB, 2010

nVision

Summary

- Between 2009 and 2010, the eco-consciousness displayed by consumers began to falter
- As in the case of general attitudes to the Environment and climate change, residual eco-consciousness remains high
- The War on Waste may have been handed by some consumers to those institutions they deem responsible for tackling CC/Environment
- To encourage consumers to make war themselves: inducements
- Finally, an economic note:
- A secondary recession may cause a renewed increase in environmental-economic choices

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