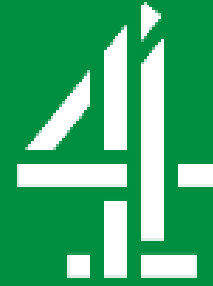


little green book



..of the Environment





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little
green
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01

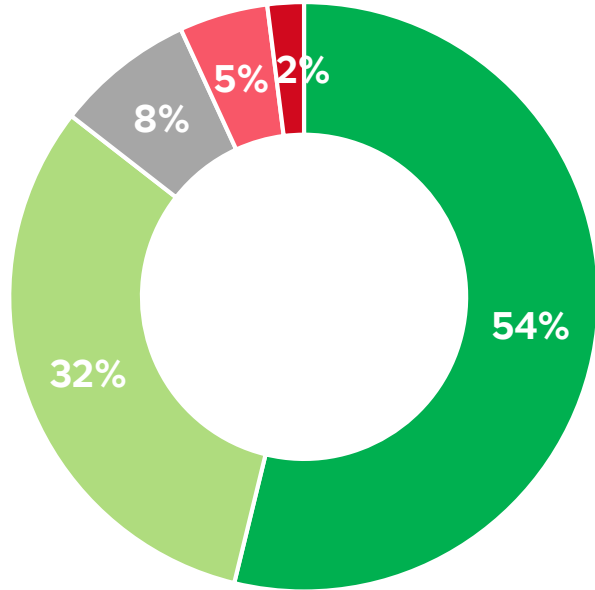
Thinking Green

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book



The climate crisis is a huge concern

How concerned would you say you are about climate change?



- Very concerned
- Slightly concerned
- Neither concerned or unconcerned
- Not very concerned
- Not at all concerned

90% agree "We need to act now to reduce the impacts of climate change"

81% agree "More extreme weather (e.g. flooding, hurricanes) is caused by climate change"

77% agree "I acknowledge that we are currently in a climate emergency"

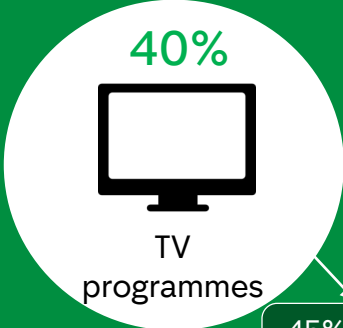
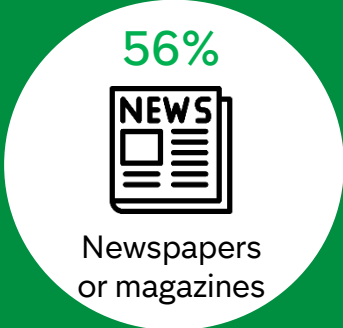
↓
80% for
16-34s!

little
green
book



Newspapers & magazines inspire change

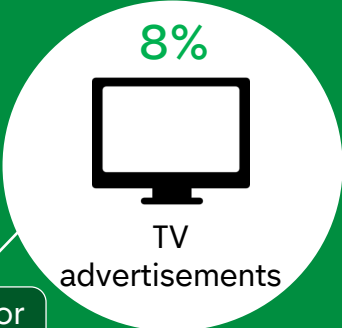
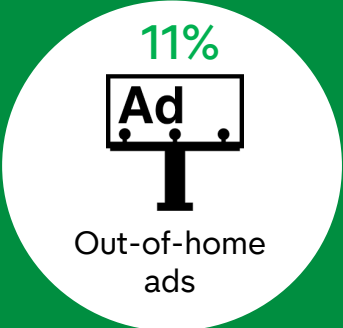
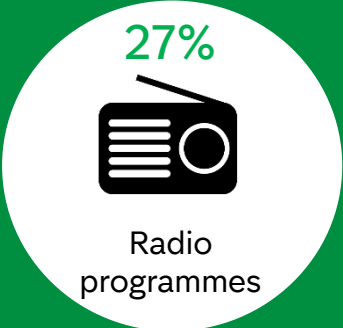
Which of the media channels listed below inspire you to make an environmental change?



45% for Film4 & More4 viewers

64% for 16-34s!

47% for 16-34s!



15% for 16-34s!



Source: Channel 4's Little Green Book of the Environment, Dec 2019, n = 801

Two names come up as inspirational figures

People also feel inspired to take action for the future of their children

Who or what else inspires you to do your bit for the environment?

"I find people such as **David Attenborough** a huge inspiration."



"**David Attenborough** - he is passionate about it & people listen to him."

"**David Attenborough**, I think he is a fantastic spokesperson for the problems we are having with climate change."

"**Greta Thunberg** - inspirational young woman."



"**Greta Thunberg**, she did what I did not do and showed the way forward."

"**Greta Thunberg** for drawing attention to the fact that the younger generation will have to deal with the mess left by older generations."

little
green
book





02

Behaviour Change

little
green
book



86%

think we should **all**
take responsibility
for reducing climate
change



little
green
book



Over 9 in 10 have changed their daily habits

Of those that have...



97%
bought a
reusable bag



96%
recycled



68%
bought products
with less packaging



63%
bought a reusable
coffee cup or water
bottle



53%
chose alternatives
to driving



49%
cut back on
meat or animal
produce



31%
bought second-
hand clothes (e.g.
charity shops, DEPOP)



13%
invested in
sustainable home
developments
(e.g. solar panels)

81% for
16-34s!



7%
purchased
vegan cosmetics

19% for
16-34s!

little
green
book



8 in 10

plan to change their habits
further in the future

1 in 4

plan on making **a lot** of changes

little
green
book



Electric cars seem to be the way of the future

What are the future changes you plan to make?



4%

already use an electric car



21%

plan on switching to an electric car in the future

Other top future plans...

- More or stricter **recycling** (16%)
- Reducing use of **plastics** (10%)
- Reducing **meat** intake (9%)

little
green
book





03

Government & Businesses

little
green
book



90% think big businesses and the government should be investing more in renewable energy

6 in 10

think the **government** should take responsibility for preventing climate change

24%

feel that the government is already doing their bit for the environment

6 in 10

think **businesses** should take responsibility for preventing climate change

92%

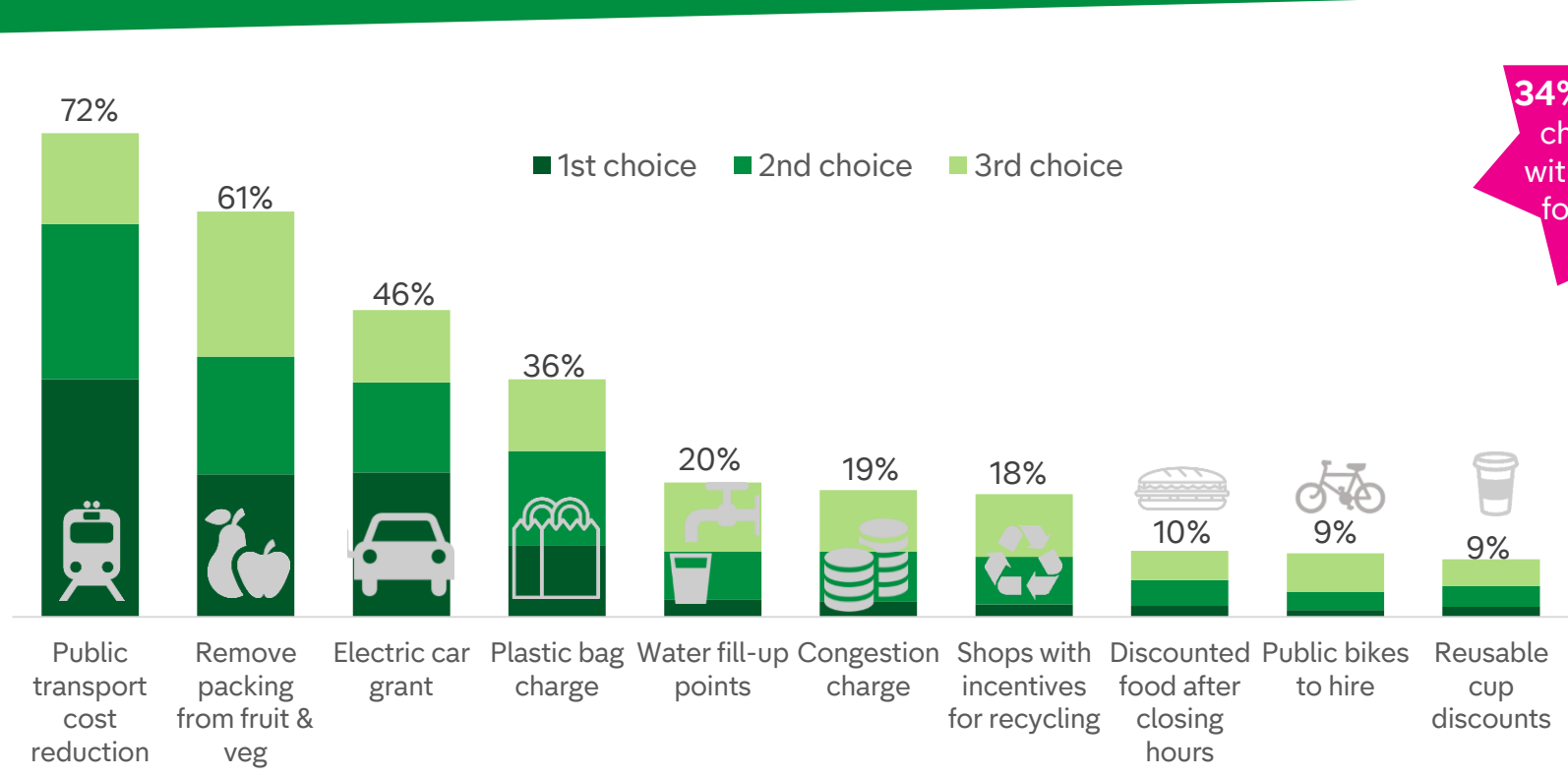
think that sustainability should be a priority for big business

little
green
book



There are some clear winners when it comes to initiatives

Which of the initiatives below help prevent climate change the best?



34% of 16-34s chose shops with incentives for recycling



Source: Channel 4's Little Green Book of the Environment, Dec 2019, n = 801



04

Brands

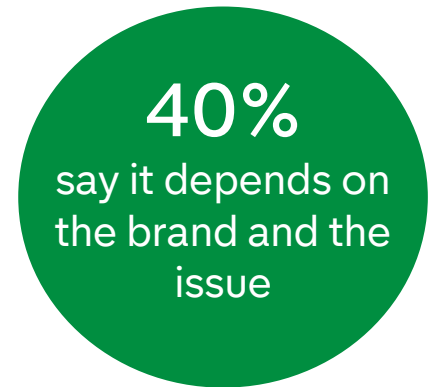
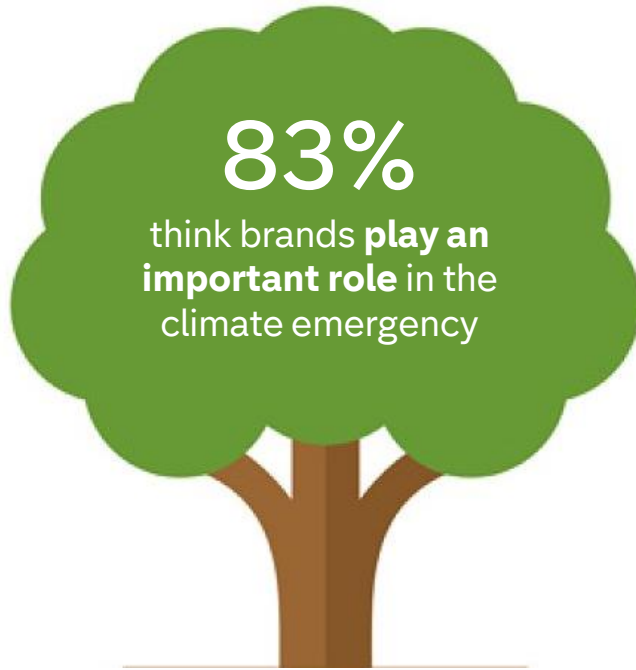
little
green
book



Brands could benefit from taking a stance on sustainability

9 in 10 say a brand's approach to environmental issues could influence their opinions

*Some brands are taking a stance on environmental issues.
How does this affect your opinion of the brand?*



Yet few brands stand out for their environmental efforts

Which brands, if any, would you say are sustainable and why?

Waitrose

29 mentions

“**Waitrose** try to source as much as possible from the UK - helping our farmers continue to survive and farm & cutting down on air freight”

LUSH

FRESH HANDMADE COSMETICS

21 mentions

“**Lush** - with their “naked” products. And then I struggle.. I’m not sure any brand is sustainable but many are making small steps to incorporate sustainable practices”



17 mentions

“**Body Shop** with their refillable containers. Lush using natural ingredients and wrapping”

Iceland

12 mentions

“**Iceland** not using palm oil”

“Honestly **don't know** who is or is not sustainable”



“Actually, I **can't think** of any”

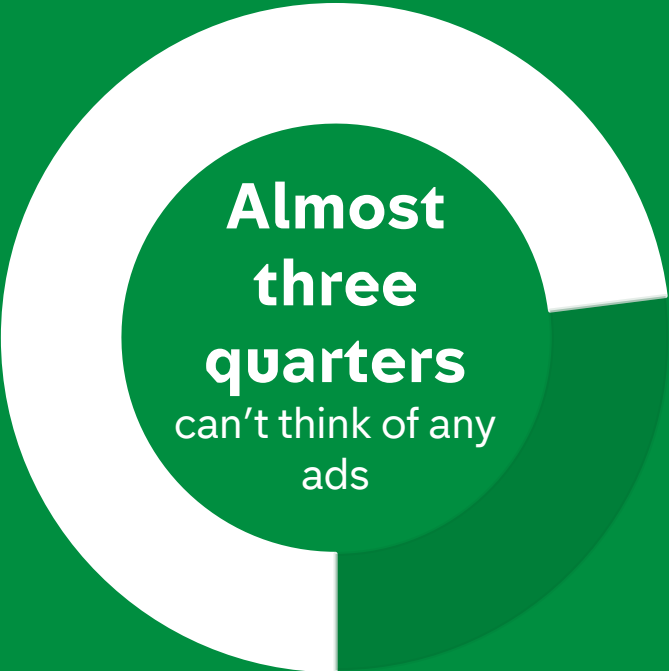
“I honestly **don't know** of any although I'm sure there must be some, I've noticed some brands have stopped using plastic”

little
green
book



And advertising in this space isn't cutting through

Can you remember any TV advertising that included a message about the environment or climate change? If so what was the ad?



3% mentioned Iceland's palm oil ad



2% mentioned ads for smart meters



2% mentioned water companies' ads (e.g. Scottish Water)



2% mentioned ads for electric / hybrid cars

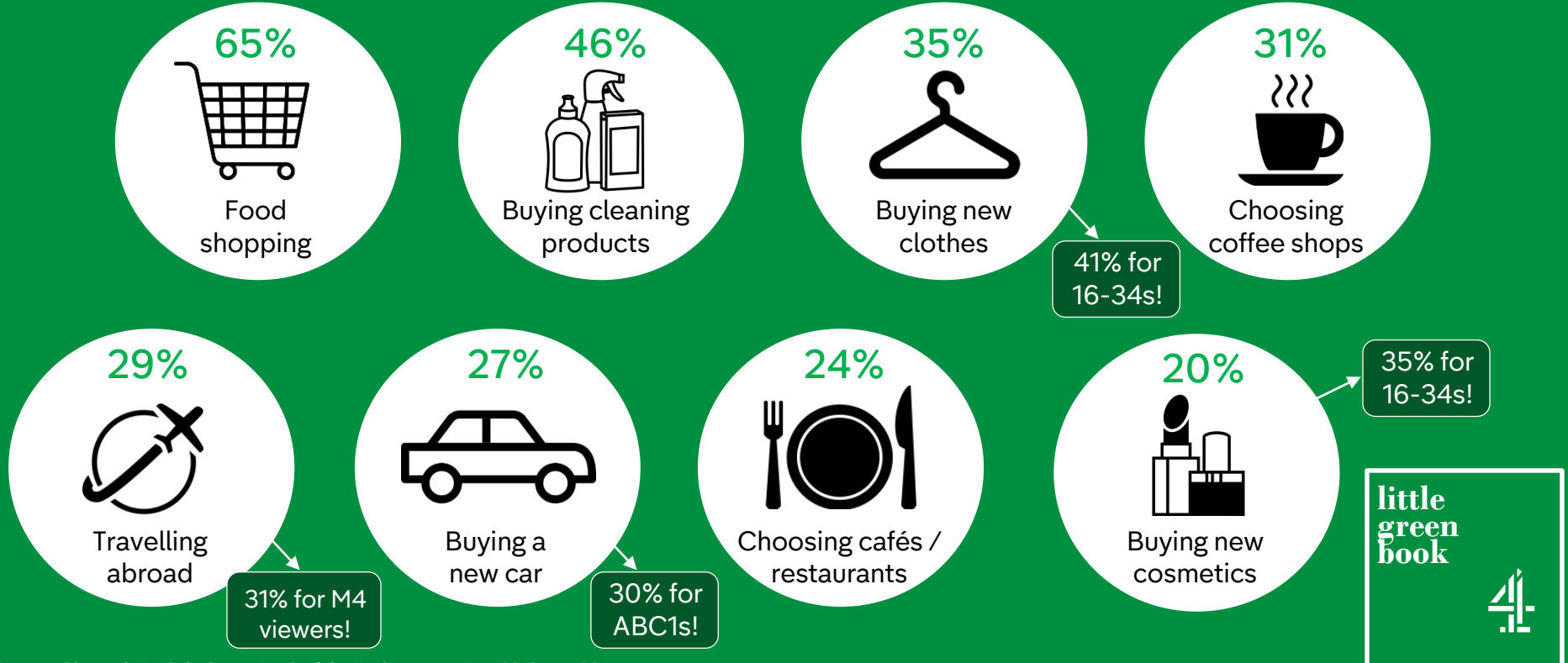
little green book



Source: Channel 4's Little Green Book of the Environment, Dec 2019, n = 801

This has a clear impact on shopping decisions

In which of the scenarios below do you consider the ethics of the company or environmental impact before purchasing?



Source: Channel 4's Little Green Book of the Environment, Dec 2019, n = 801

01

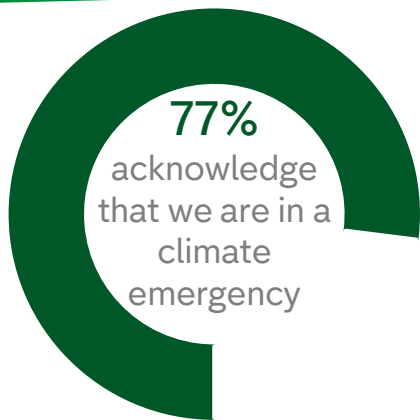


Our channels



little
green
book





*Who should take responsibility
for preventing climate change?*



61% The government



58% Businesses



87% All of us

94%
have changed their
habits to help the
environment

They're more likely than the
average to have...



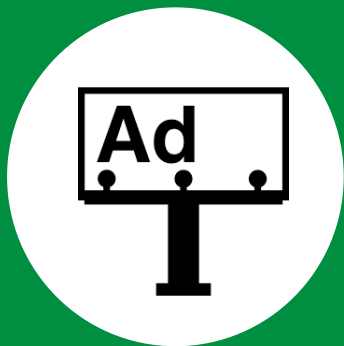
Cut back
on meat or
animal
produce



Bought
second
hand
clothes



Bought
products
with less
packaging



**Out-of-
home ads**
cut through to this
audience

85%

think brands play an important role in the
climate emergency

They're most likely to consider the environmental
impact of a company before...



Choosing a
restaurant



Buying a
car

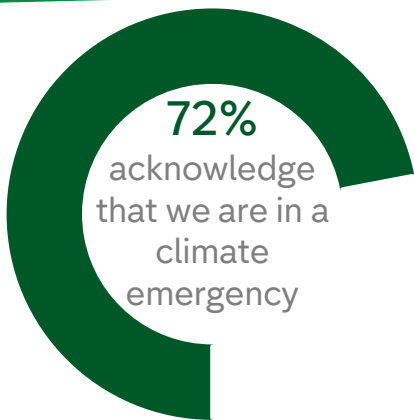


Buying
clothes



Travelling
abroad

**little
green
book**



*Who should take responsibility
for preventing climate change?*



57% The government



55% Businesses



83% All of us

93%
have changed their
habits to help the
environment

They're more likely than the
average to have...



Purchased
vegan
cosmetics



Used an
electric
car



Bought a
reusable cup
or bottle



TV
advertisements
cut through to this
audience

82%

think brands play an important role in the
climate emergency

They're most likely to consider the environmental
impact of a company before...



Buying a
phone/laptop



Travelling to
work/school



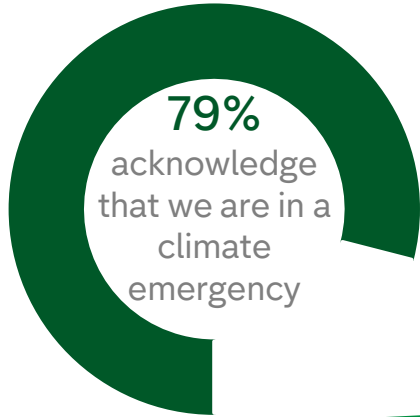
Choosing a
restaurant



Buying
cosmetics

**little
green
book**





Who should take responsibility
for preventing climate change?



63% The government



59% Businesses



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93%
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They're more likely than the
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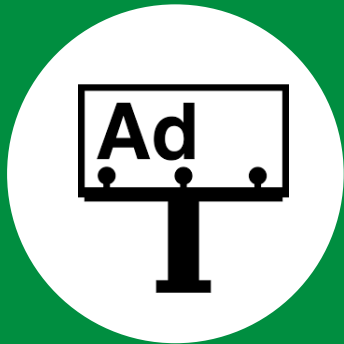
Bought
second-
hand
clothes



Bought
products
with less
packaging



Cut back on
meat or
animal
produce



Out-of-
home ads
cut through to this
audience

82%

think brands play an important role in the
climate emergency

They're most likely to consider the environmental
impact of a company before...



Choosing a
restaurant



Buying a
phone/laptop



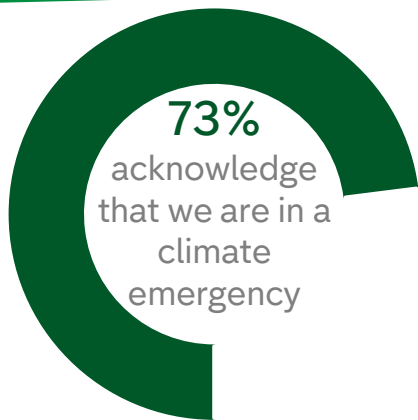
Buying
clothes



Travelling
abroad

little
green
book





*Who should take responsibility
for preventing climate change?*



61% The government



55% Businesses



85% All of us

92%
have changed their
habits to help the
environment

They're more likely than the
average to have...



Purchased
vegan
cosmetics



Attended a
climate
change
protest



Chosen
alternatives
to driving

82%
think brands play an important role in the
climate emergency

They're most likely to consider the environmental
impact of a company before...



Buying a
phone/laptop



Choosing a
restaurant



Buying a car



Buying cleaning
products

little
green
book



TV
advertisements
cut through to this
audience

ABC1 Adults

77%
acknowledge
that we are in a
climate
emergency

Who should take responsibility
for preventing climate change?



63% The government



60% Businesses



85% All of us

93%
have changed their
habits to help the
environment

They're more likely than the
average to have...



Used an
electric car



Chosen
alternatives
to driving



Cut back on
meat or
animal
produce



Newspapers &
magazines
cut through to this
audience

85%

think brands play an important role in the
climate emergency

They're most likely to consider the environmental
impact of a company before...



Buying a car



Choosing a
coffee shop



Buying a
phone/laptop

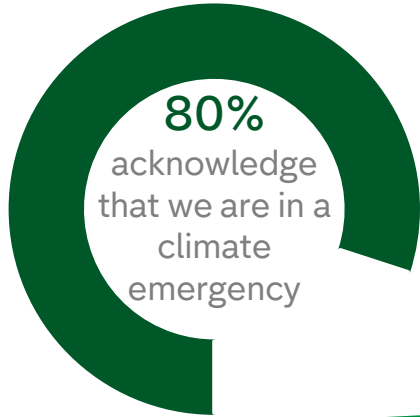


Travelling to
work/school

little
green
book



16-34s



*Who should take responsibility
for preventing climate change?*



65% The government



57% Businesses



86% All of us

86%
have changed their
habits to help the
environment

They're more likely than the
average to have...



Purchased
vegan
cosmetics



Attended a
climate
change
protest



Bought a
reusable cup
or bottle

Social media
cut through to this
audience



88%

think brands play an important role in the
climate emergency

They're most likely to consider the environmental
impact of a company before...



Buying
cosmetics



Travelling to
work/school



Buying
clothes



Doing the
food shop

little
green
book

