

# SUSTAINABILITY IN BUSINESS

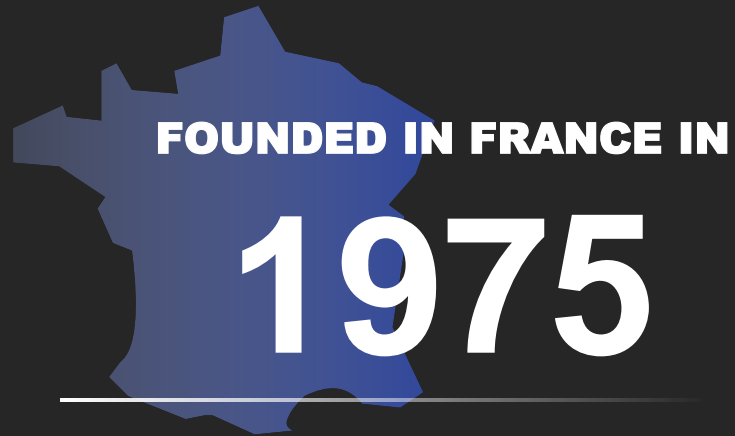
**Where to play & how to play  
within the consumers'  
sustainability paradox**

Ipsos Netherlands  
September 2021



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# IPSOS IN SHORT

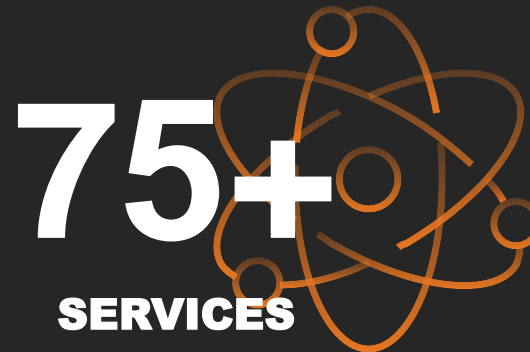


**IPSOS IS THE  
WORLD'S THIRD  
LARGEST  
MARKET  
RESEARCH  
COMPANY**



**18,000**  
**EMPLOYEES**

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# Ipsos helping clients towards a more sustainable future



**Christel de Bruijn**  
Research consultant at Ipsos

## Contents.

01. business issues around sustainability
02. consumers view on sustainable packaging
03. consumers want transparency



# BUSINESS ISSUES AROUND SUSTAINABILITY THAT ORGANISATIONS NEED HELP WITH

1





# Year after year, clients realize the importance of sustainability

80%

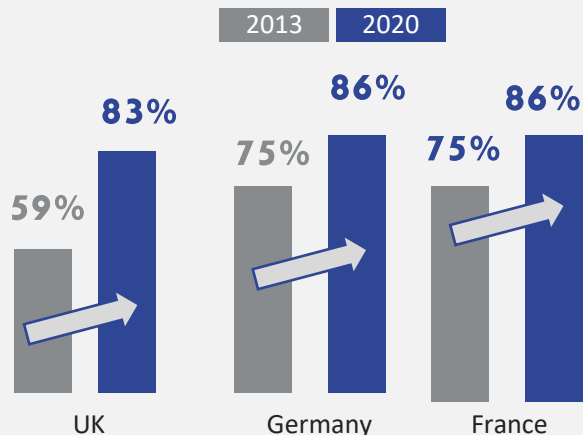
of people around the world believe we are “headed for environmental disaster unless we change our habits quickly”

79%

of people will seek out **products** that are **healthier** and **better for the environment**

60%

of adults 18-34 y.o. are willing to pay more for sustainable brands

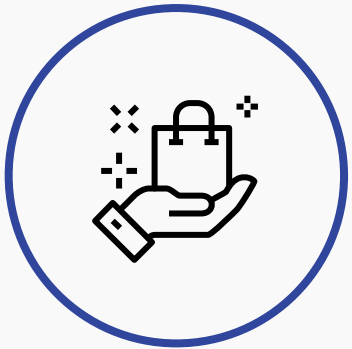


The importance of climate change has **increased** over the years

Climate change continues to grow as an important concern for consumers

# Building a sustainable and responsible business is key for success

Aside from contributing to society in a positive way, corporate responsibility is needed to create



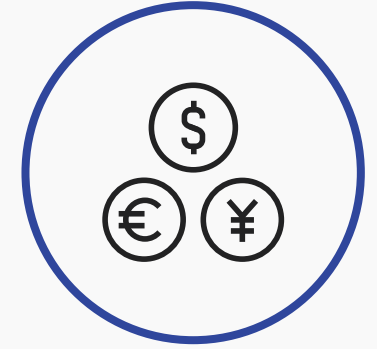
A greater desire by **customers** to buy your products



The ability to attract the best **employees**, and employees taking pride in working for you



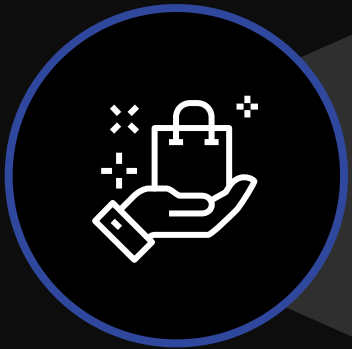
Being reported more positively in the **media**



An increased willingness of **investors** to invest in your business

Caring for the environment is a top driver of perceived corporate responsibility

# WHERE TO PLAY?



A greater desire by  
**customers** to buy  
your products



## SUSTAINABLE DEVELOPMENT GOALS



# HOW TO PLAY?



A greater desire by  
**customers** to buy  
your products





# Consumers follow companies



**Responsibility lies with companies**



**Sustainability is not the main choice driver**



**Consumers do not want to compromise**

People expect  
companies to take the  
lead when it comes to  
climate change and  
consumers do not want  
to compromise

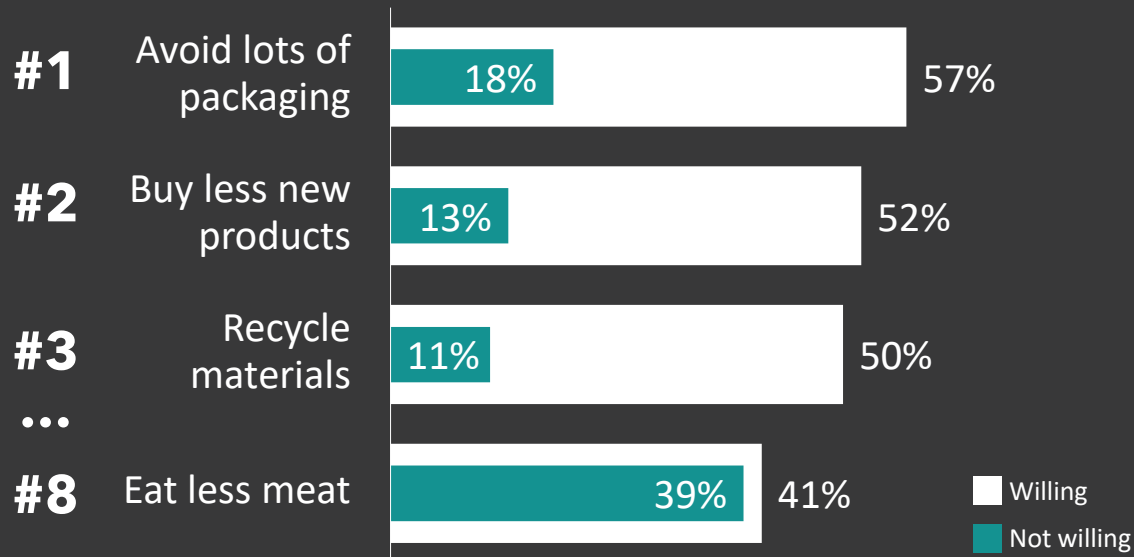
# THE IMPORTANCE OF SUSTAINABLE PACKAGING TO THE CONSUMER

# 2



# To battle climate change, most focus on avoiding packaging

Actions people are likely to take to save the environment



Source: Ipsos Global Trends 2019

**63%** of people globally are willing to pay more for food products that don't harm the environment



# Consumers feel they have the most control [impact] over preventing food waste

## Impacts in my control

Q. What of these do you think you yourself can have an impact on?



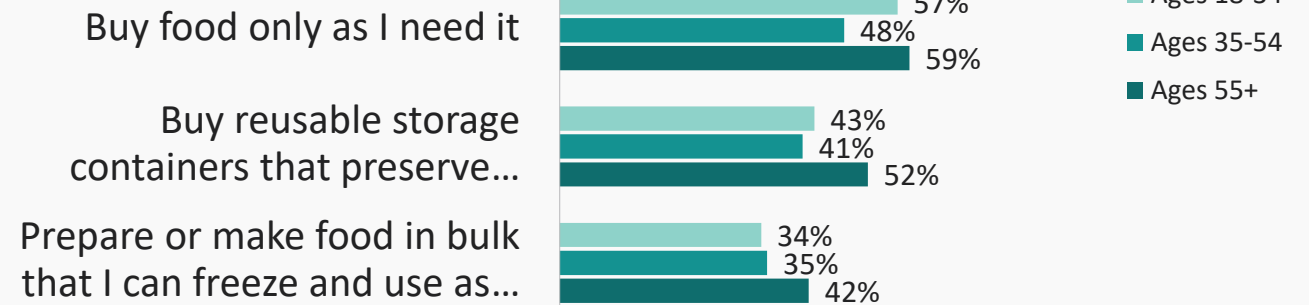
Source: Ipsos global Trends 2019





# People try to avoid food waste and feel guilty when they do waste food

Q. In what ways do you try to personally limit the amount of food waste you create?



**46-55%** of younger consumers often/sometimes throw food away vs

**31%** of older consumers

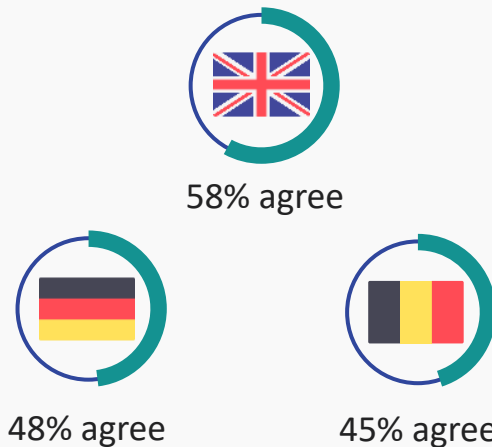
**37%** of consumers feel very guilty when throwing away vegetables/meat that they bought but didn't prepare/eat

**17%** of consumers feel very guilty when they use disposable cups, plates, etc.

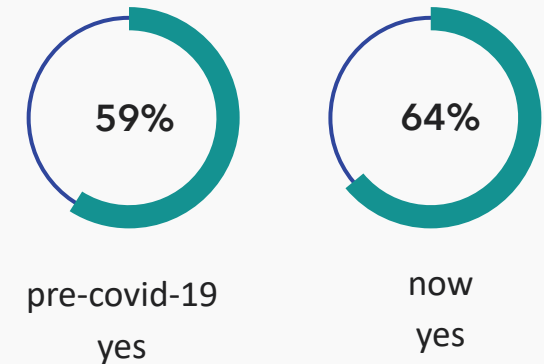
# Less is more in the eyes of the consumer

Sustainable packaging matters, but amount of packaging influences purchases

Q. It's important to me that the products I buy are in the minimum amount of packaging



Q. I'd be willing to change where I shop if it meant I would use less packaging



# Consumer paradox: consumers want to do good, but end up making less sustainable choices

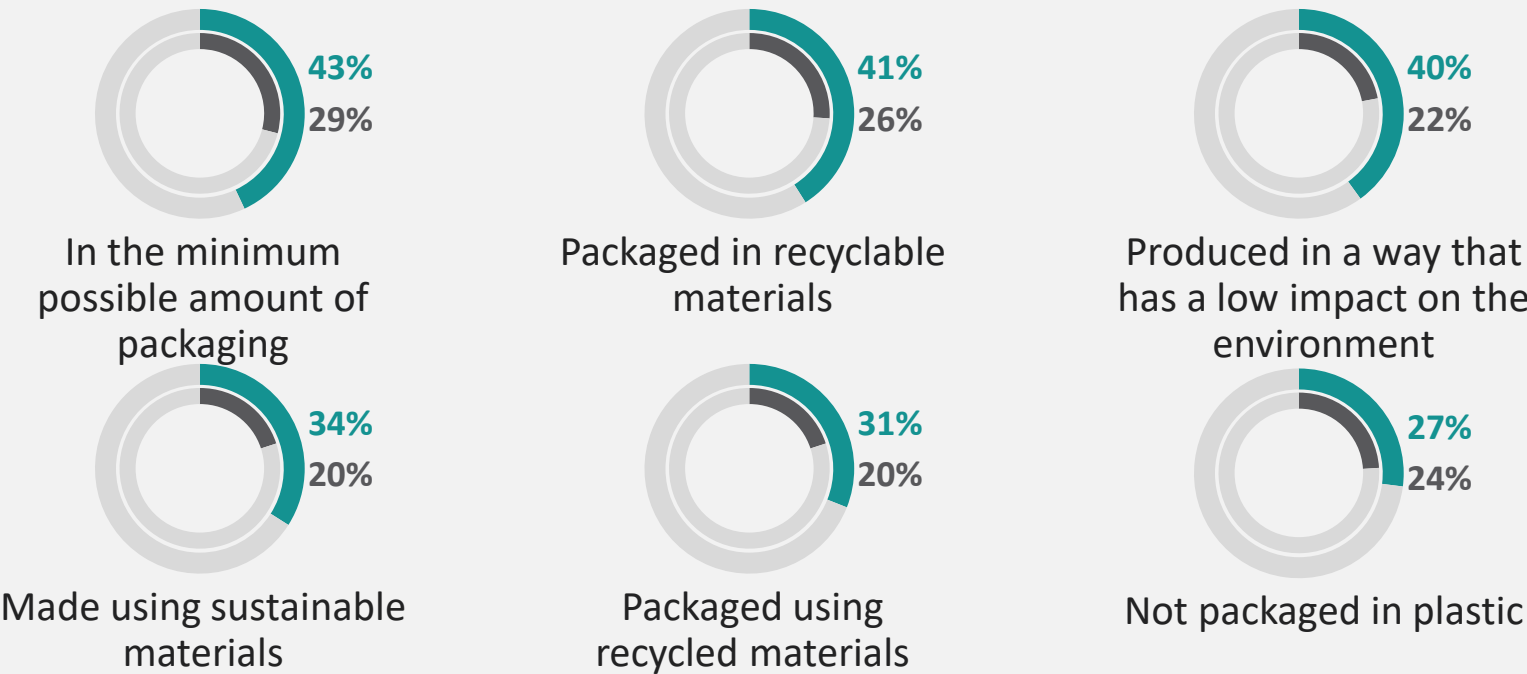
85%

of people want to buy products which use as little packaging as possible

64%

of people are prepared to shop elsewhere if this means less packaging

## What consumers say versus what they do








Q1. It's important to me that the produces I buy are...  
Q2. Conscious decision to try to buy in the past month





# If you ask the consumer impact is largely made with recyclable packaging

					
Recyclability	46%	44%	37%	35%	24%
Re-usability	30%	27%	25%	25%	40%
Biodegradability	12%	13%	13%	23%	17%
Renewability	8%	11%	18%	13%	14%
Compostability	4%	5%	7%	4%	5%
Source: Ipsos   The Challenge of Plastic Packaging					

## Examples

NEW TECHNOLOGIES



COMPOSTABLE MATERIALS



RETHINKING A WELL-KNOWN FORMAT





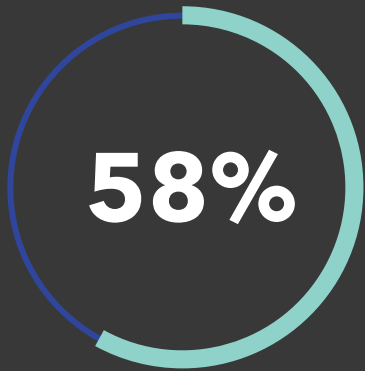


**OTHER SUSTAINABLE  
INITIATIVES ARE  
AS IMPORTANT  
FOR CONSUMERS**

3

# Transparency more important than ever

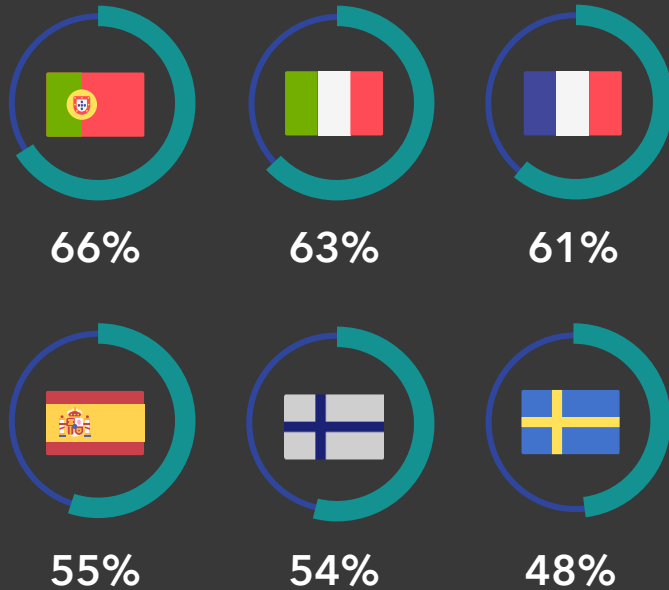
Provide more information about production methods and especially origin – one of the strongest drivers of consumer purchasing decisions



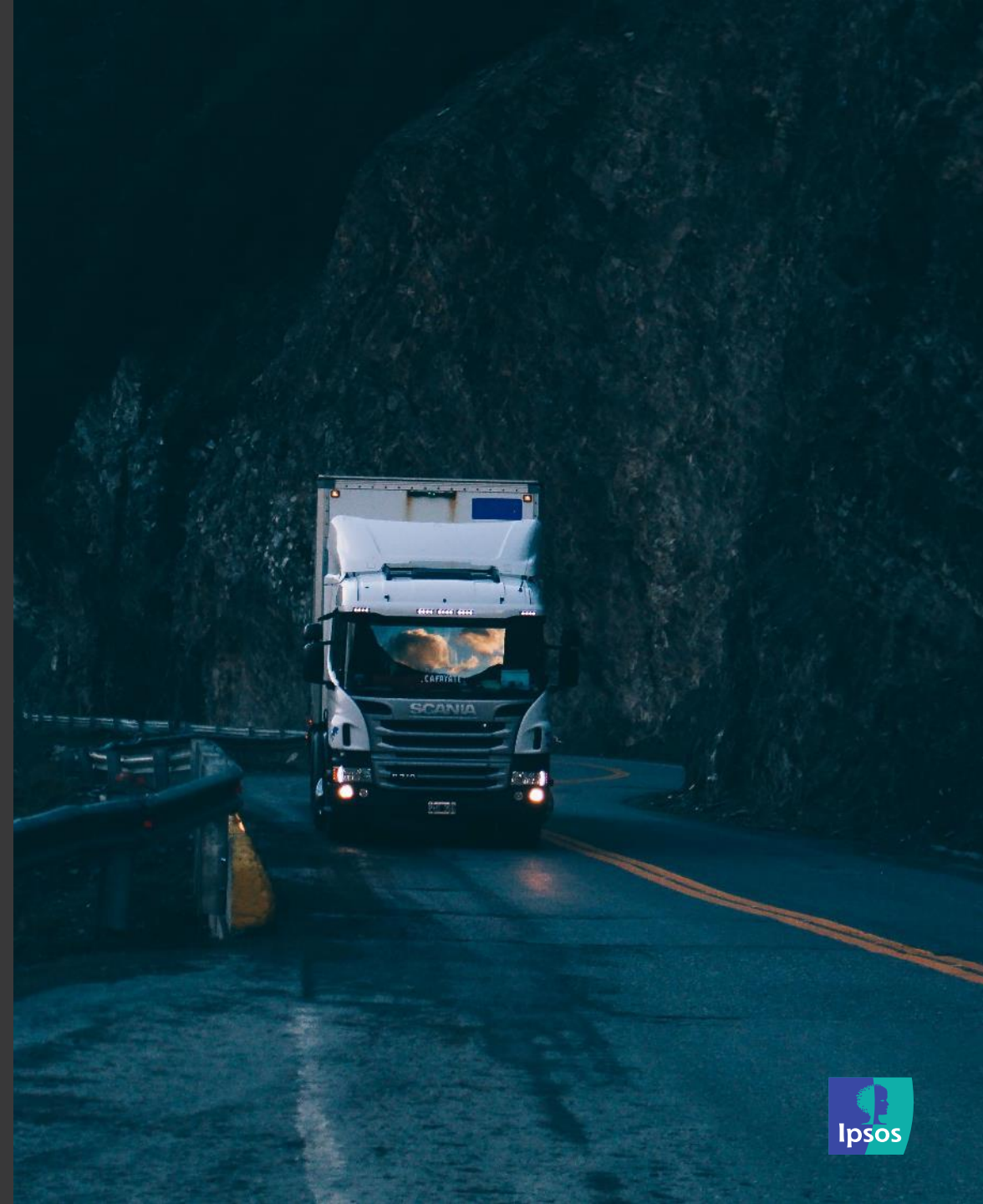
of people care how **food and beverages are produced** and want to know everything they can about the process

**Base:** 1005 adults in UK  
**Fieldwork dates:** March 18- 19, 2020

# Local sourcing has gained importance in sustainable consumption



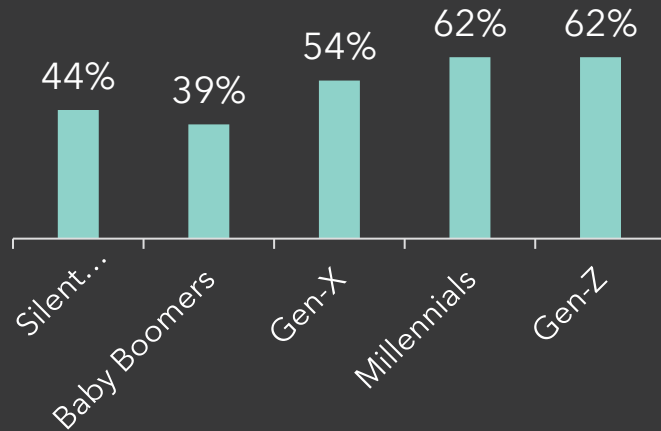
Q. It is important that the products I buy are produced in my country



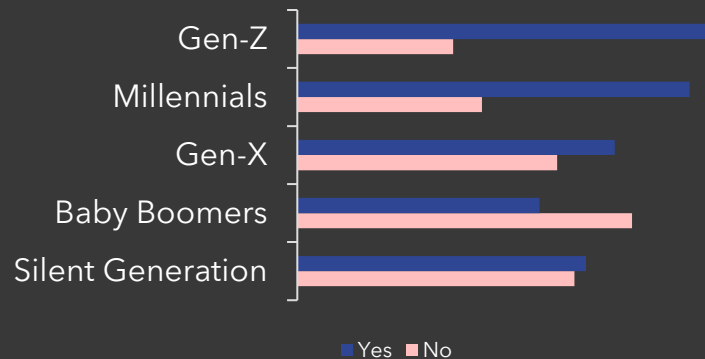


# Build a sustainable image with younger target groups

Prefer to buy from sustainable brands



Are you willing to pay more for sustainable products?



*"Brands that establish a reputation for environmental stewardship among today's youngest consumers have an opportunity to not only grow market share but build loyalty among the power-spending Gen-Zers of tomorrow, too,"*

Base: 1000 respondents in US, spread among the generations

Fieldwork: January 2020



A low-angle, upward-looking shot of several tall, slender pine trees. The trunks of the trees are dark and silhouetted against a bright, overcast sky. The branches and needles of the trees are visible, creating a dense canopy at the top of the frame. The perspective makes the trees appear to converge towards the center of the image.

# THANK YOU