



Investing in our planet

Earth Day 2022

Marketers have a crucial role in helping consumers make sustainable choices



73% of global consumers pay a lot of attention to environmental issues in the news



50% invest time and money in companies they believe do the right thing



But 63% feel like sustainability isn't their responsibility...it's up to businesses

Busy lives and cost can also get in the way of doing the right thing



64% think that sustainable or ethical products are always more expensive



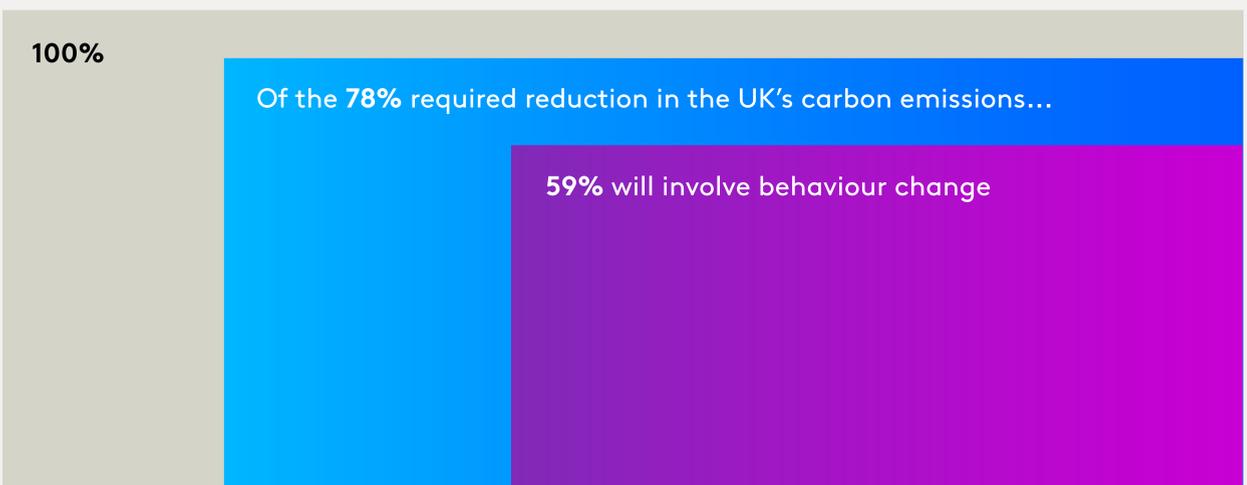
61% want to be more mindful of the environment, but day-to-day priorities get in the way



71% don't have enough information about how ethical/sustainable products are



Marketers have a role to play in changing consumers' behaviour



They can help consumers realise their good intentions, by leveraging

COMMUNICATION

PARTNERSHIPS

INNOVATION

to help them overcome barriers to making more sustainable choices.