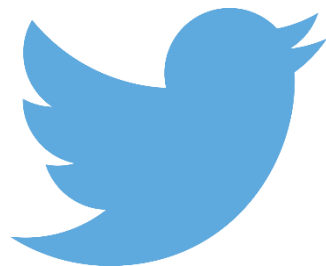


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Group discussion

Climate Emergency: *Threat or opportunity to commercial activity and income generation?*

Climate emergency narrative and consumers

- 44.5% of UK consumers are more concerned about the impact on the global environment in 2018/2019 compared to 2017
- 29% of consumers purposely choose to shop with retailers with more ethical or sustainable practices as a result
- 3.5 million Brits are now vegans

- 81% of (global) respondents feel strongly that companies should help improve the environment.
- Corporate social responsibility is shared across gender lines and generations.
- Millennials, Gen Z and Gen X are the most supportive, but their older counterparts aren't far behind.
- But.. Retail produces 59 billion pieces of plastic packaging every year, the next year retailers

What do consumers feel / like?

- They tend to be sincere in their intentions!
- They judge their own environmental actions as inadequate
- They have a growing commitment to greener lifestyles
- They lack knowledge about environmental issues – they are eager to learn – consumer education
- Overstate their consumption of green products!
- Price still matters.....

What's the price point....



What actions can you take? For sales!

- Understanding the demographics of green consumerism
- You can explore the 'green' market and work on likely new prospects for green consumers
- Your customers do not expect perfection but want to see you taking substantive steps and commitments
- Want environmental protection to be easy, and not to entail major sacrifices;
- Consumers like certifications – Red Tractor, Fair Trade

Threats

- Discerning buyers
- Carbon intensive products and services
- Ancillary sales (otherwise known as 'muck and tat'!
- Big earners seen as damaging – festivals...

Opportunities

- Eco products
- New services
- New offerings in parks, cafes and events field

Low hanging fruit



What do you do now
that your customers
may not know about?
Certifications

Go Plastic Free

Refillable water
stations

Encourage public
transport

Bike storage

Behaviour change



Greening events

Green festivals and events

- No plastics policy
- No tents left behind!
- Or Homeless / International charity donations
- Fair trade, locally sourced produce, low emission food vans, switch off policies

Long-term

- Greening your assets
- Solar PV
- Electric or alternative fuel vehicles
- Chemical usage / Toxins
- Material sourcing – local and sustainable
- Durability, recyclability, lifetime energy consumption, sustainable sourcing

NEW MUNICIPALISM

Delivering for local people and local economies

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