



**Bounce**

**back, move**

**forwards**



Who's the best player  
in the world?

Ronaldo?                      Messi?

Ballot Bin  
© 2010/11



# A time for reflection

**Only 12%** of people want life to return to 'exactly as it was before lockdown'.

**74%** think COVID-19 has given society an opportunity to make important changes to how we live.

**63%** said that lockdown has changed the way they engage with their neighbours.

# Changing the way we eat



**4.9 million** people in the UK including 1.7 million children are food insecure, up from two million before we entered lockdown.



**57%** of people are valuing food more.

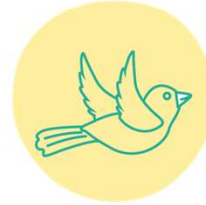


**48%** say they are wasting less food.



**More people are cooking,** learning new skills and are interested in growing food at home.

# Changing the way we connect with nature



**63%** appreciated nature and wildlife more.



**56%** said they'd been appreciating green spaces more with 43% spending more time in green spaces compared to before lockdown.



**More than a third (36%)** have discovered new green spaces near their home. 58% said spending more time in green spaces during lockdown made them feel more relaxed and 51% said it made them feel happier.

# Changing the way we travel



Over a fifth of people reported that they were working from home for the first time and the majority found it easier than expected.



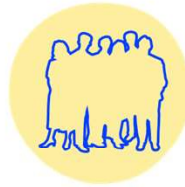
42% believe their mental health had improved as a result from working from home whilst 19% felt it had deteriorated.



60% felt their work-life balance had improved with 16% sensing a deterioration.



Over a third said they have found it hard to switch off since they started home working.



Two-thirds said they hope their employer allows them to work from home more.



39% said they want to keep safer cycling conditions in the future. 66% think we should all use our cars less and 77% think we should walk more.

# Changing the way we shop



People have supported smaller, local businesses more often and **34%** will continue to support smaller, independent businesses after lockdown.



**45%** of the population are trying not to buy stuff they don't need.



**15%** want brands to stop making and selling products that nobody actually needs.



**What are the implications  
for the waste and resources  
industry?**



# Focus on food waste

- The 'No Time for Waste Challenge' led by Tesco resulted in a 76% decrease in food waste over the trial period saving households an average of £16.50 per week.
- Network of 100 Community Fridges redistributing an average of 975 tonnes of food surplus per year, the equivalent of approximately 1.9 million meals.
- Food Savvy campaign has created a mass of sharable content and campaigns that can be tailored to local community needs.
- Policy momentum behind calls for major food companies to introduce mandatory, independent food waste reporting.



# E-waste a solution to digital isolation

- 11 million people are digitally isolated.
- 28 million smartphones are lying unused in people's homes.
- Community Calling seeking to collect 10,000 unused smart phones that will be physically and digitally cleaned before being redistributed to people who are digitally isolated.



# Business commitment remains high

- Creation of new partnerships to collect 'hard to recycle plastics' including Pets at Home, Boots, Tesco, Co-op and Marks and Spencer.
- Continued expansion of 'In the Loop' high street recycling initiatives.
- 'Most Wanted' communication campaign backed by Innocent and launched in Kensington and Chelsea.
- Treasure your River to launch backed by the Coca Cola Foundation.



# Opportunities exist to change the fashion industry

- Policy call for a single-use clothes levy to boost investment in circularity.
- Increase in clothing rental schemes being tested by H&M and Selfridges.
- Growing number of influencers championing the pre-loved market.





# Thank you

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