

## Ethical Lifestyles - UK - June 2018

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“Press headlines and popular TV shows such as Blue Planet II have helped to raise people’s awareness of the extensive harm mankind has wreaked on the Earth. However, plateauing recycling rates and rising food waste levels show that, despite their increased awareness, people are failing to make the lifestyle changes needed to prevent further environmental damage.”

– Jack Duckett, Senior Lifestyles Analyst

This report looks at the following areas:

For brands this signals opportunities to create campaigns that will show how businesses and their customers must work as a team if they are to establish a greener planet for the future.

- Engaging the young with the environment
- A case for British CSR

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