

# Sustainability in Technology - UK - 2023

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## This report looks at the following areas:

- Factors affecting the market for sustainability and technology.
- The impact of inflation and the cost of living crisis on sustainability in technology.
- Purchase drivers of technology products.
- Competitive strategies and launch activity of brands operating in the sustainable technology space.
- Consumer behaviours relating to technology and sustainability.
- Consumer attitudes towards sustainability in technology, including expectations of technology brands' sustainable practices.

While just 18% of people have donated a used technology device to a school or charity, a further 51% are interested in doing so in the future. This suggests that there is an opportunity to make it easier for consumers to donate to charitable causes or schools, and for retailers or non-profits to create local recycling and redistribution schemes.

The cost-of-living crisis opens up possibilities for consumers seeking value alternatives to new purchases, through refurbished devices, device rentals and flexible financing options like buy-now-pay-later. These options can help consumers weather times of financial hardship, but also, in the case of renting devices, offer peace of mind through ongoing repair and replacement and potentially offering affordable access to the latest devices they can't buy outright.

For consumers, there are barriers to recycling, such as not knowing where to go, and also concerns over data security when giving away a device to be recycled or sold. Brands will need to make recycling or donating old devices easy, safe, convenient and financially worthwhile for consumers to encourage their participation.



“In the broader context of consumers' life priorities, sustainability often takes a back seat to other areas such as health and finances. When it comes to technology, people are conflicted over acting sustainably and saving money on new devices, and want the government and brands to lead the way on sustainability efforts.”

- **Joe Birch, Consumer Technology Analyst**

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52% of consumers say that the durability of a technology product is in their top three reasons for purchasing it. Given that being an ethical brand is not a key reason for buying a new tech product, sustainable manufacturers need to emphasise sustainability through the lens of durability. This can instil confidence in consumers that they are making an investment in a device that will stand the test of time.

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## ISSUES AND INSIGHTS

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- Google will focus on renewables to power its data centres
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