

# Gen Z and Ethical Consumption

ethical  
consumer

**Rob Harrison**

**Ethical Consumer Research  
Association, UK**

**Presentation title:**

**What do we know about Gen  
Z and ethical consumption?  
What role might DX/GX play?**



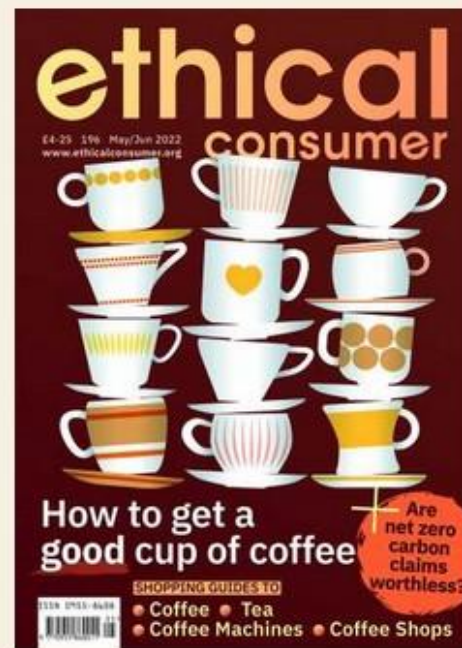
# Ethical Consumer Magazine

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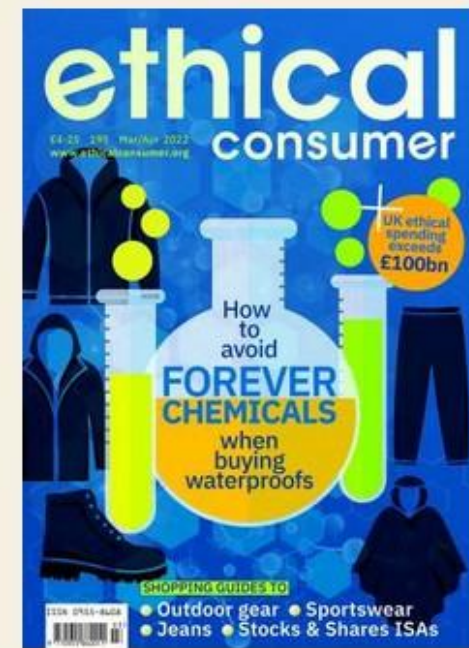
Issue 197



Issue 196



Issue 195



# What I am going to talk about today

**Part 1: Survey data – impact of the pandemic and Ukraine on attitudes to ethical consumption**

**Part 2: Young People and Survey Data on ethical consumption**

**Part 3: Young people and activism on ethics and GX (green transition)**

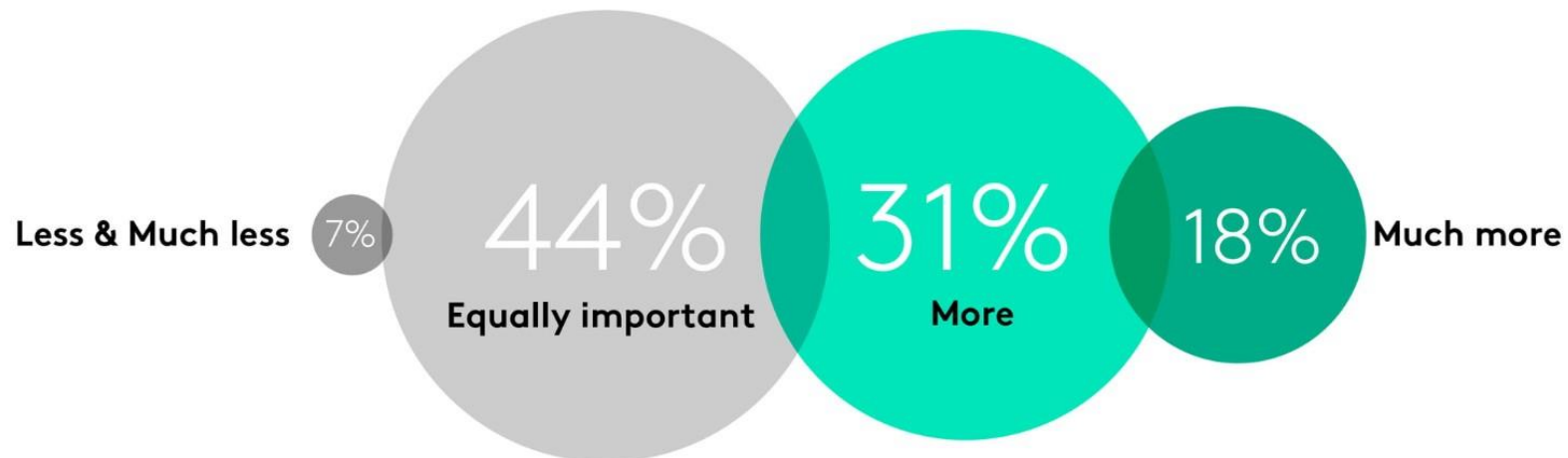
**Part 4: Digital transformation (DX) and consumers**

**Part 5: Ethical consumption and the role of formal education**

**Part 6: Some difficult questions**

# Impact of the pandemic on sustainability

Due to the coronavirus pandemic, sustainability aspects have become more/less important to me



Source: Kantar, europanel, GfK - Who Cares, Who Does? 2021

# Ethical Buying since the war in Ukraine

## Buying ethical products since the current cost of living crisis (UK Adults)

A lot more than before the crisis	3%
A bit more than before the crisis	8%
About the same amount	73%
A bit less than before the crisis	9%
A lot less than before the crisis	7%

# Changes made since the war in Ukraine

## Changes made as a result of the cost of living crisis? (UK Adults)

Be more energy efficient in the home	66%
Drive less	34%
Drive more efficiently	27%
Buy fewer new clothes items	44%
Buy fewer new household items	40%
Reduce food waste	49%
Try to repair more broken items	20%
Chose holidays closer to home	16%

# Continued growth in UK Ethical Markets

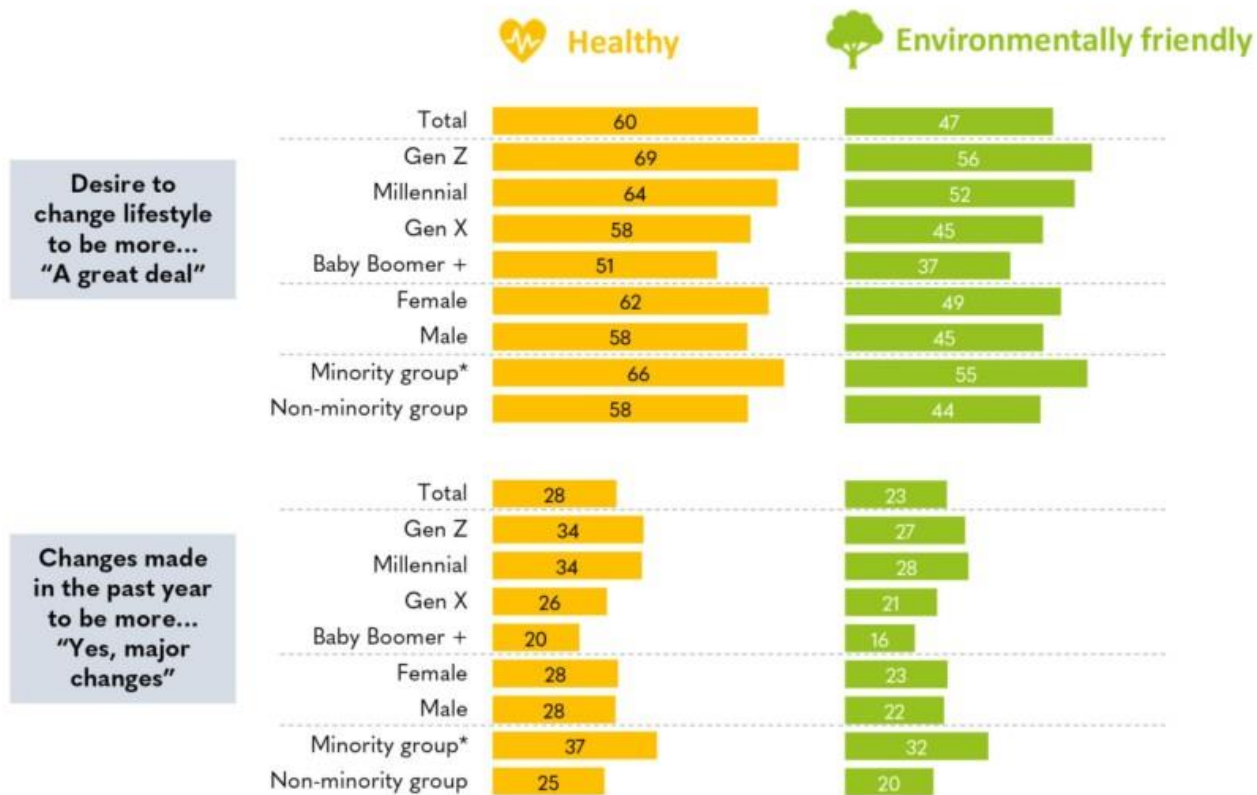


	2010	2020	2021	% Growth
<b>Ethical Food &amp; Drink</b>	£m	£m	£m	2020-21
Organic	1,475	2,733	2,846	4.1%
Fairtrade	1,094	1,899	1,992	4.9%
Free Range Eggs	419	1,102	1,041	-5.6%
Vegetarian & Plant-based Alternatives	541	967	1,047	8.2%
RSPCA Assured	573	2,593	3,341	28.9%
Sustainable Fish	121	818	827	1.1%
<b>Subtotal</b>	<b>4,223</b>	<b>10,112</b>	<b>11,094</b>	<b>9.7%</b>

# Surveys on Gen Z

## DESIRE TO CHANGE VS CHANGES MADE TO LIFESTYLE

AVERAGE OF 31 MARKETS, BY DEMOGRAPHICS, 2021



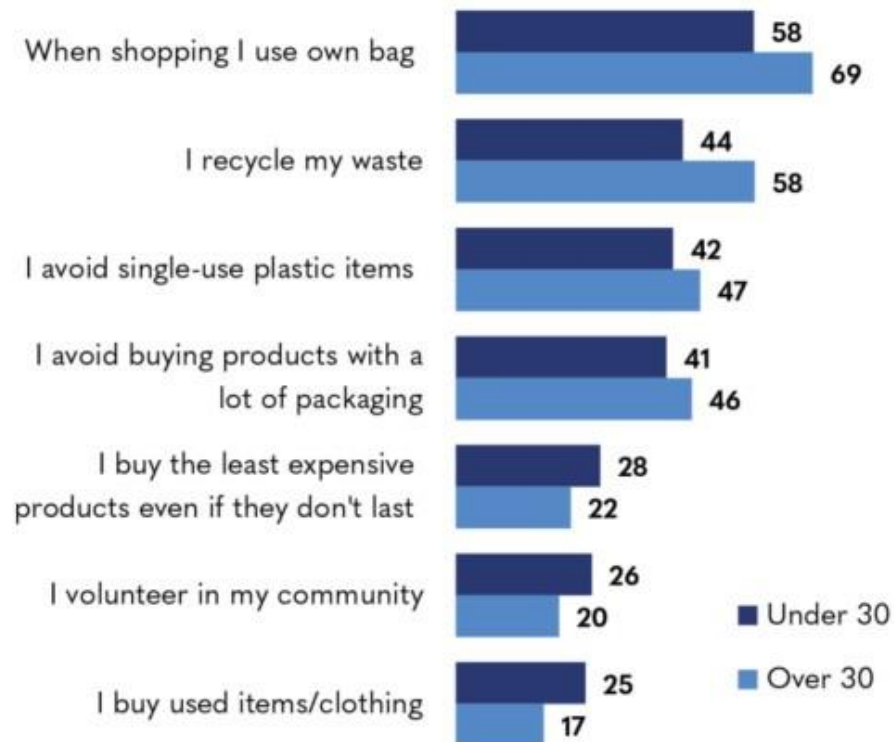
\*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."



# Age and sustainability

## FREQUENCY OF ACTIONS

"MOST OF THE TIME" / "ALL OF THE TIME," SELECTED ACTIONS,  
UNDER 30 VS OVER 30, AVERAGE OF 31 MARKETS, 2021



## Gen Z and diet

Gen-Z's championing of veganism is a phenomenon that knows no regional bounds or borders.

Findings in the United States point to 79 percent of Gen-Z's being "eager to go meatless" a few times a week, with 60 percent happily reporting they're ready to base their diets on more "plant-forward foods."

A study by the UK's BOL Foods finds veganism is skyrocketing in popularity among the European Gen-Z's, with a quarter of 18-24 year olds reporting that they've become vegan over the last year, and 35 percent stating that they're actively seeking out a "vegan partner" for dating.

# Gen Z and Activism



**School Strike for Climate, Fridays for Future (FFF), Youth for Climate, Climate Strike or Youth Strike for Climate**

**7,500 Cities, +14,000,000, People, ALLContinents**

# Gen Z and Activism



## Sunrise Movement

A youth movement in the US  
To elect politicians acting on  
climate change



Teach the Future is a UK campaign  
organised by students calling for  
climate change education.

The Australian Youth Climate Coalition  
is Australia's largest youth-run  
organisation



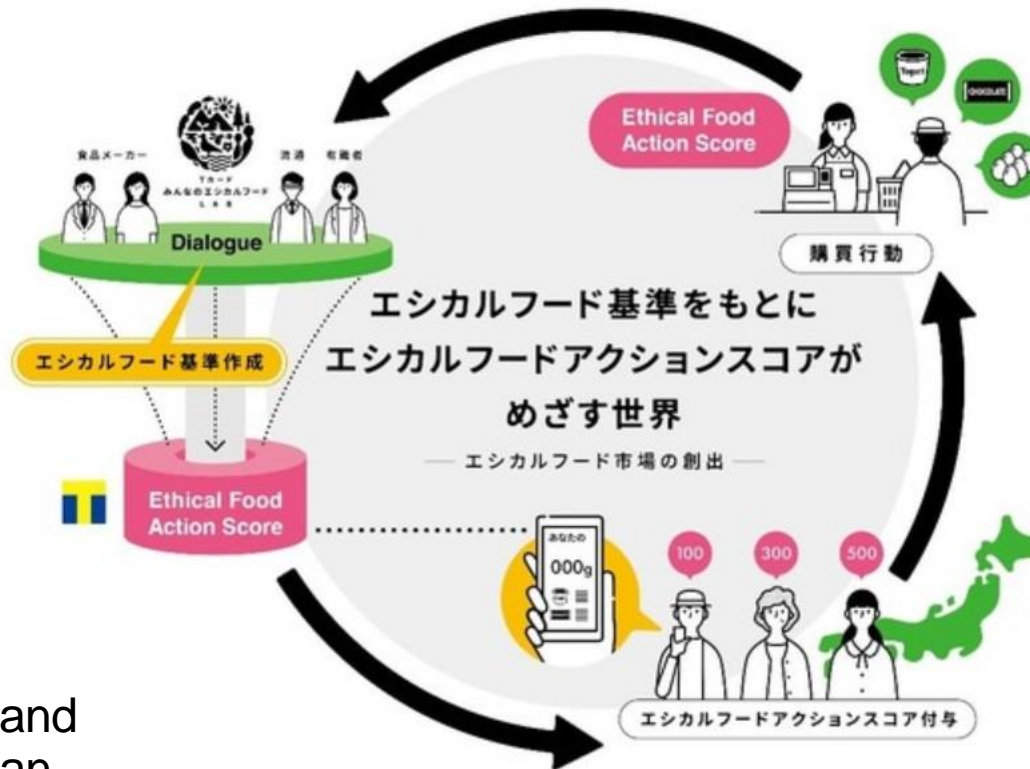
# DX – Energy Smart Meters and Controls

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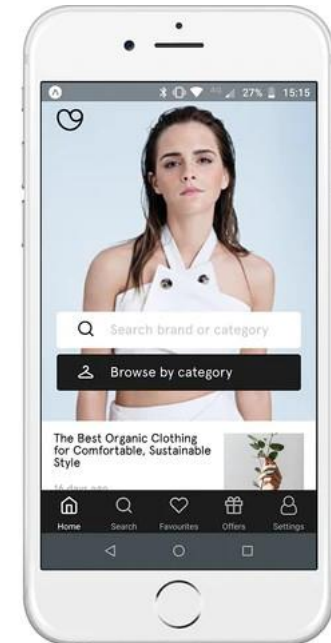


# DX Shopping and buying

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Ethical  
Consumer and  
T Card Japan



# DX Selling and ebay

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ebay  
for change



## The Trendiest Products.

Best Seller



MacBook Air 13" (2017) -  
QWERTY - English (UK)  
Core i5 - 1.8 GHz - 256 GB HDD...  
Starting from  
**£399.00** ~~£1,300.00~~

Best Seller



MacBook Air 13" (2017) -  
QWERTY - English (UK)  
Core i5 - 1.8 GHz - 128 GB HDD ...  
Starting from  
**£362.00** ~~£979.00~~

Best Seller



MacBook Air 13" (2017) -  
QWERTY - English (US)  
Core i5 - 1.8 GHz - 128 GB HDD ...  
Starting from  
**£340.00** ~~£969.00~~

Best Seller

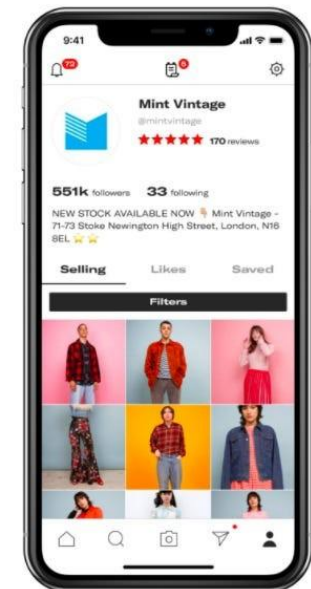
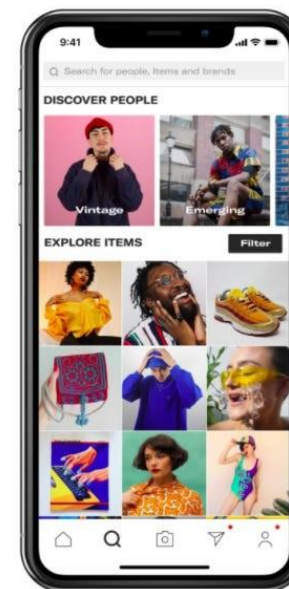


MacBook Air 13" (2015) -  
QWERTY - English (UK)  
Core i5 - 1.6 GHz - 128 GB HDD ...  
Starting from  
**£216.12** ~~£749.00~~

Backmarket.co.uk

# DX - Collaboration

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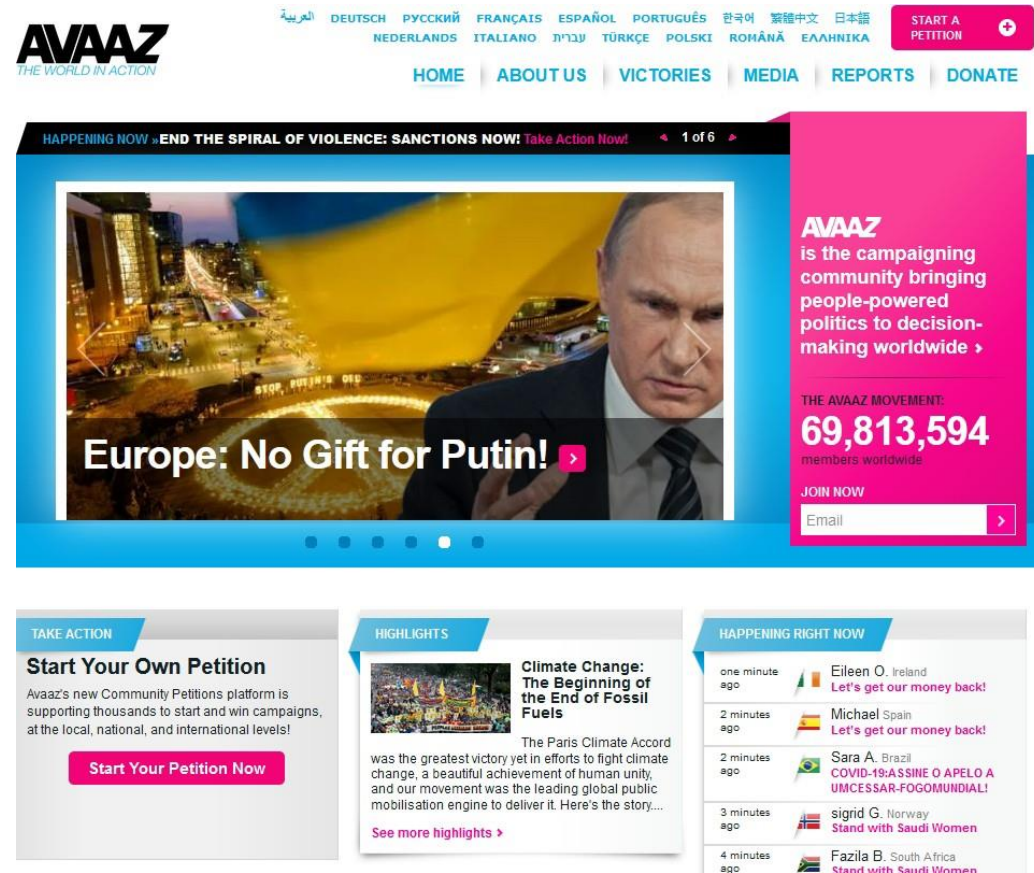


# DX and activism

Power Shift Meanjin Workshop

## ORGANISING DISRUPTIVE ACTIONS

Learn how to  
organise creative,  
disruptive  
campaign actions  
that put your issue  
in the spotlight



**AVAAZ**  
THE WORLD IN ACTION

العربية DEUTSCH РУССКИЙ FRANÇAIS ESPAÑOL PORTUGUÉS 한국어 繁體中文 日本語  
NEDERLANDS ITALIANO עברית TÜRKÇE POLSKI ROMÂNĂ ΕΛΛΗΝΙΚΑ

START A PETITION

HOME ABOUT US VICTORIES MEDIA REPORTS DONATE

HAPPENING NOW » **END THE SPIRAL OF VIOLENCE: SANCTIONS NOW!** Take Action Now! 1 of 6

**Europe: No Gift for Putin!**

**AVAAZ**  
is the campaigning  
community bringing  
people-powered  
politics to decision-  
making worldwide »

THE AVAAZ MOVEMENT:  
**69,813,594**  
members worldwide

JOIN NOW  
Email

**TAKE ACTION**

### Start Your Own Petition

Avaaaz's new Community Petitions platform is supporting thousands to start and win campaigns, at the local, national, and international levels!

Start Your Petition Now

**HIGHLIGHTS**

#### Climate Change: The Beginning of the End of Fossil Fuels

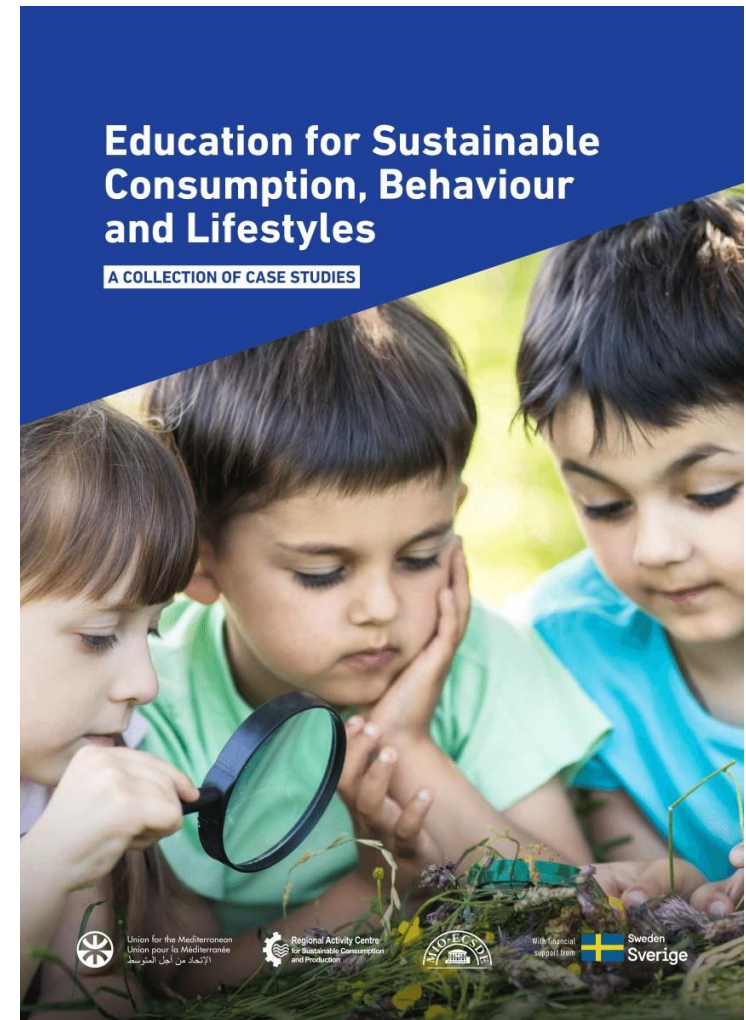
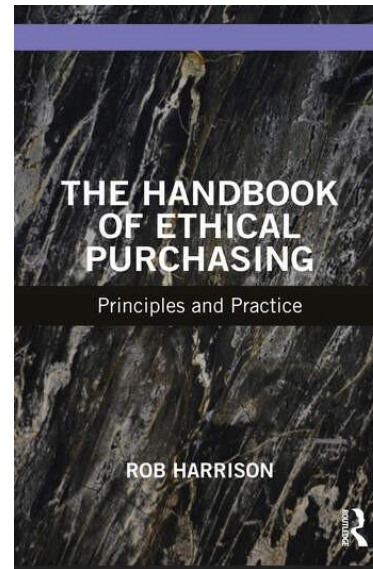
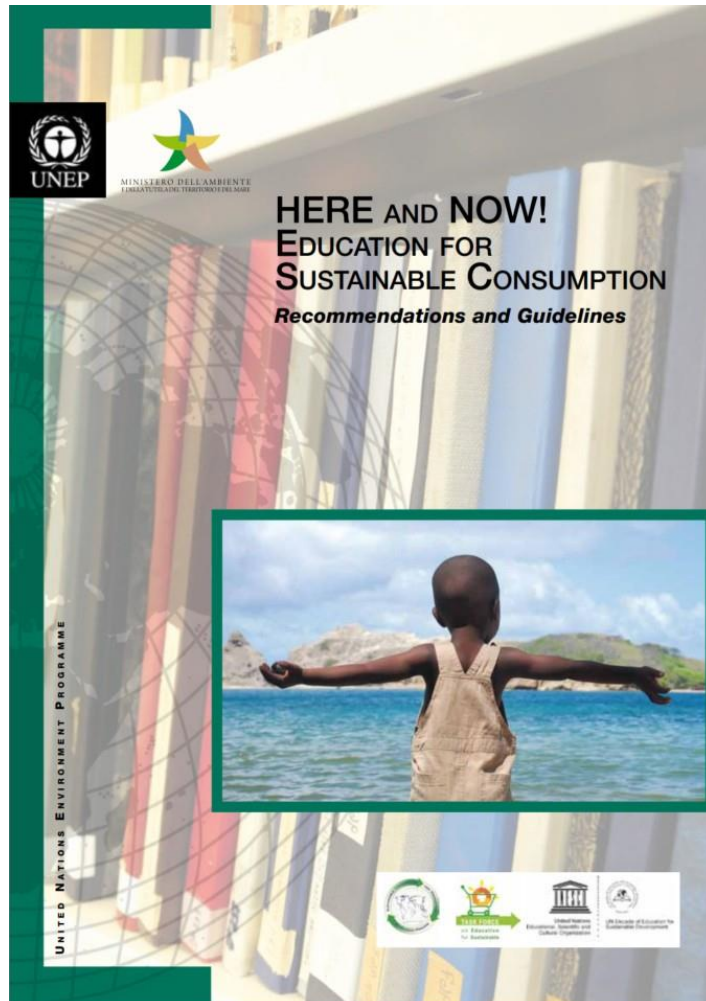
The Paris Climate Accord was the greatest victory yet in efforts to fight climate change, a beautiful achievement of human unity, and our movement was the leading global public mobilisation engine to deliver it. Here's the story...

See more highlights »

**HAPPENING RIGHT NOW**

- one minute ago Eileen O. Ireland Let's get our money back!
- 2 minutes ago Michael Spain Let's get our money back!
- 2 minutes ago Sara A. Brazil COVID-19: ASSINE O APELO A UMCESSAR-FOGOMUNDIAL!
- 3 minutes ago sigrid G. Norway Stand with Saudi Women
- 4 minutes ago Fazila B. South Africa Stand with Saudi Women

# Formal education



# Formal education!

## Tokushima helps raise awareness among students of ethical goods

By MANABU UEDA/ Staff Writer

May 27, 2022 at 10:00 JST

Share

Tweet

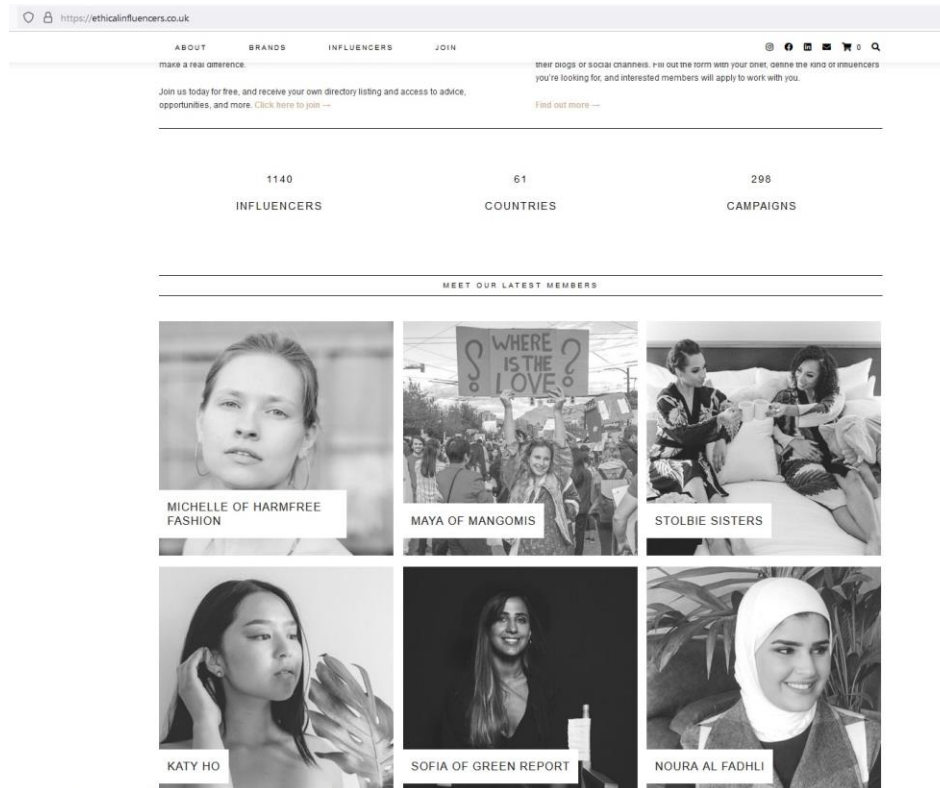
Print



Teacher Kazuo Kawanishi, right, does indigo dyeing with his students at Tokushima Prefectural Josei Senior High School. (Provided by Josei Senior High School)

# Difficult issues – informal education?

If there is not enough formal education in ethical consumption, how do Gen Z activists know to campaign for it?



...but what about climate change denial on facebook?

# Difficult issues – not all DX is good

ENTERPRISE TECH

## Is Artificial Intelligence Dangerous? 6 AI Risks Everyone Should Know About

Bernard Marr Contributor @

Follow

Nov 19, 2018, 12:20am EST

New!

1. Autonomous weapons
2. Social manipulation
3. Invasion of privacy
4. Social grading
5. Misalignment between our goals and the machine's
6. Discrimination

Uber

## 'Ya Basta Facebook' Says Company Must Curb Misinformation In Spanish

March 16, 2021 · 12:00 PM ET

SHANNON BOND



Critics say Facebook does not apply its rules against misinformation as robustly to posts in Spanish, allowing harmful claims to spread.

## Difficult issues – but we are optimistic!

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“Despite the significant challenges that society is facing today, 61 percent of next-generation respondents under age 30 believe “our children and grandchildren will have a higher quality of life than we do today,” compared to 54 percent of respondents over age 30.”

**Globe  
Scan**   
Know your world.  
Lead the future.

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**Thank You**

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More information  
available at:

[www.ethicalconsumer.org](http://www.ethicalconsumer.org)

