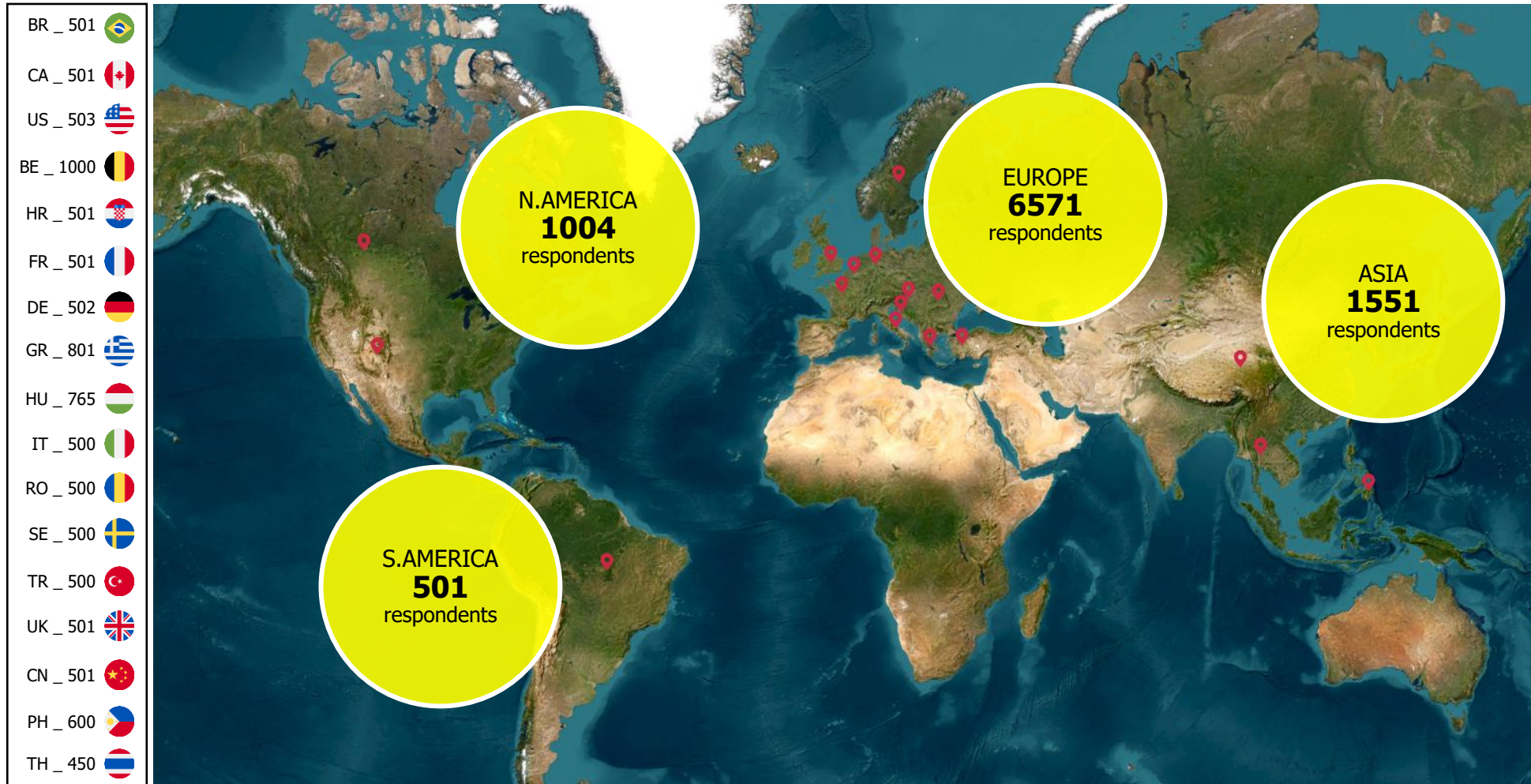


ESG TRENDS



QUANTITATIVE RESEARCH
HIGHLIGHTS | AUGUST 2023

a syndicated study amongst 17 countries



9,627
nationally
representative sample
aged 18-65

CAWI
Computer Assisted
Web Interviewing and
CAPI computer assisted
personal interviews

June 26 - August 4, 2023

Results are weighted based
on the relative population
of each country

Coordination by  **global link**
International Marketing Research



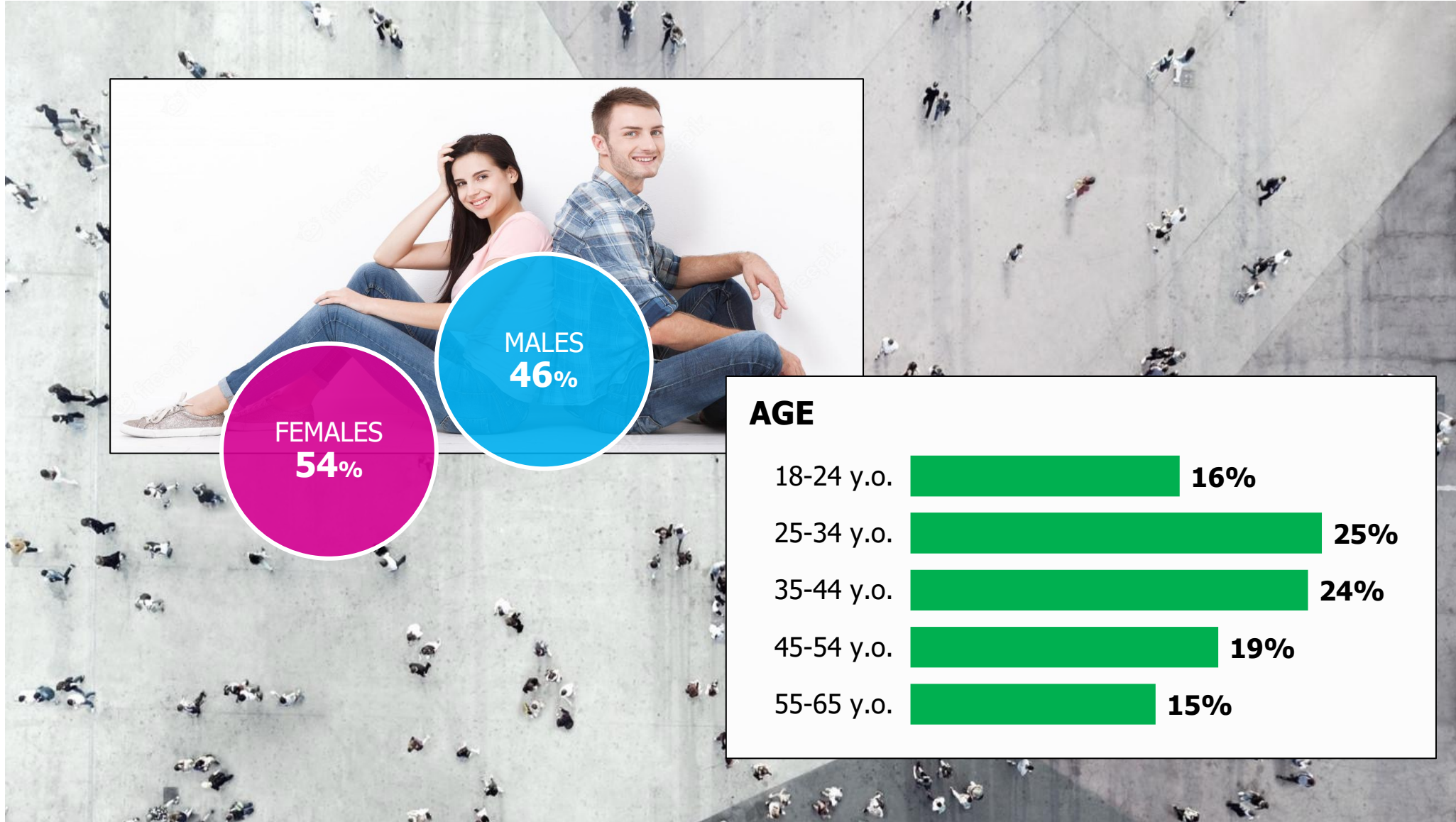
Research Background

Investigate **consumer attitudes to ESG issues** and their **transformation to behavioural tendencies** towards products and services based on their perceived ESG related characteristics.

Research Goals

- Familiarity with ESG
- Consumer approval of setting ESG objectives for companies
- Interest in being informed about ESG for the products
- Attitudes to greenwashing
- Impact of a firm's operations on the quality of life
- Impact of ESG orientation on the purchase intention of products
- Acceptable price premium for ESG compliant products
- Attitudes to disclosing ESG activities
- ESG compliance effect on corporate image

PROFILE





Asia and South America are more likely to adopt sustainability practices.



REDUCE
REUSE
RECYCLE

MEAN
SCORE
50%

Frequency of ESG Activities - TOP 2 BOXES (Often/ Very Often) (%)						Highest % among continents	Lowest % among continents
	TOTAL	N. AMERICA	S. AMERICA	EUROPE	ASIA	TOP %	BOTTOM %
Turn off the lights when you leave the room	86	80	95	86	88	BR: 95	SE: 79
Keep your accounts under control maintaining your financial health	70	62	75	72	69	SE: 84	PH: 58
Separate recyclable and organic waste for selective collection	65	54	70	68	64	IT: 88	TR: 29
Seek to buy only what you are really going to use	65	55	71	66	66	IT: 83	DE: 52
Take short showers	61	50	69	64	60	FR: 81	US: 47
Avoid buying products from companies involved in corruption and disrespect for human beings	59	52	80	57	61	BR: 80	BE: 33
Reuse food	58	60	67	62	46	FR: 87	GR: 26
Use less and less pet bottles, straws and plastic packaging	54	46	55	56	55	IT: 69	PH: 36
Prefer to consume products manufactured by companies that take care of their employees	52	42	68	49	61	IT: 73	HU: 36
Recycle clothes/shoes in special bins	52	46	46	53	57	IT: 73	TR: 28
Avoid using disposable packaging and bags	50	34	47	53	56	FR: 65	US: 29
Prefer to buy products manufactured by companies that invest in sustainability	48	37	67	45	55	BR: 67	BE: 33
Choose to buy refillable or biodegradable products	47	35	58	45	56	IT: 68	TR: 26
Purchase products that use organic ingredients	39	30	41	35	56	CN: 68	HU: 23
Support vulnerable groups	39	29	50	34	52	CN: 65	SE: 19
Avoid using your car, giving preference to other means of transport	38	23	34	42	41	HU: 53	US: 20
Purchase renewable energy	35	23	25	33	50	CN: 65	RO: 17
Use remotely managed smart technology to save energy	33	27	22	29	50	CN: 57	FR: 18
Use/buy second hand clothes	28	27	24	26	36	PH: 40	TR: 15
Buy cosmetics and other products tested on animals	23	16	17	23	30	GR: 61	SE: 8
	n_	9627	1004	501	6571	1551	
Scale	Never	Rarely	Sometimes	Often	Very often		



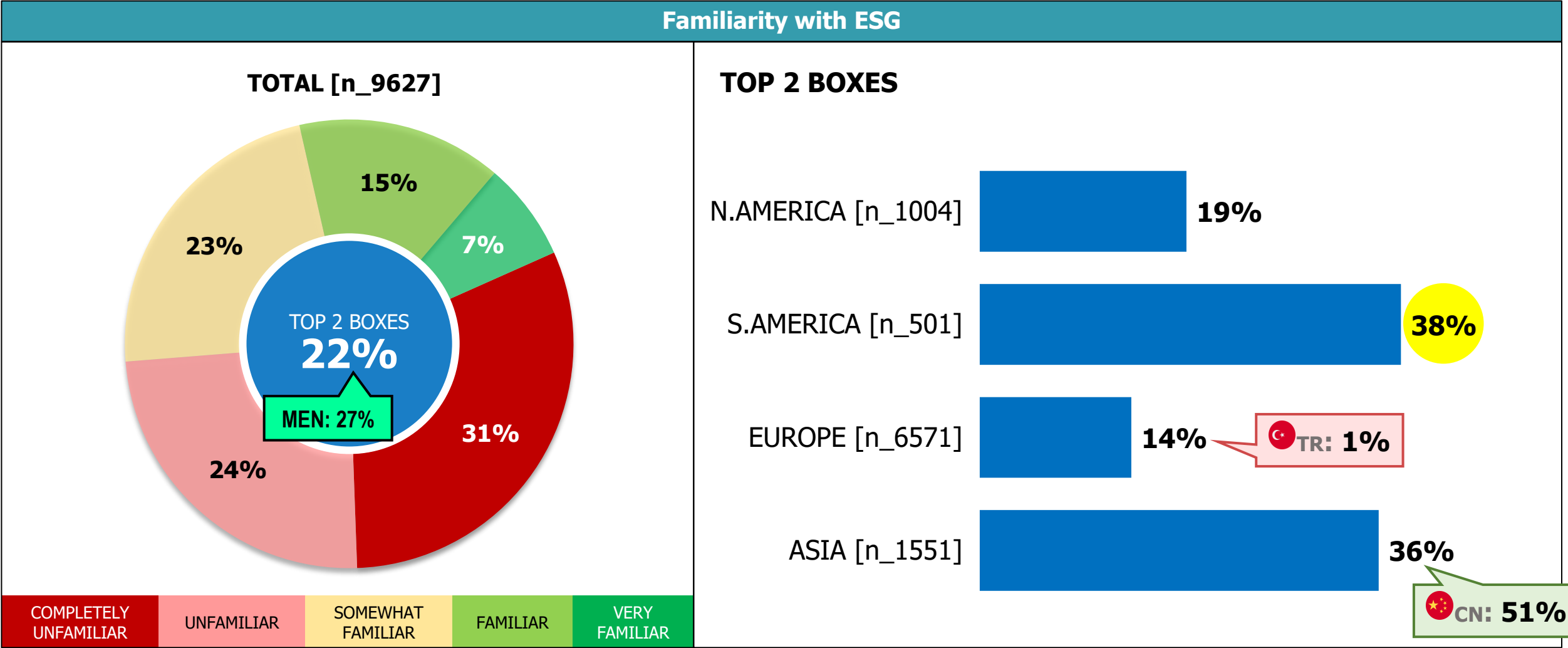
The public is less likely to consume goods and food drinks, but more likely to reduce food waste.



Importance of ESG Actions - TOP 2 BOXES (Important Very Important) (%)						Highest % among continents	Lowest % among continents
	TOTAL	N. AMERICA	S. AMERICA	EUROPE	ASIA	TOP %	BOTTOM %
Keeping track of personal finances	86	85	97	85	85	BR: 97	TH: 78
Trying to reduce food waste	85	80	96	84	85	BR: 96	US: 78
Companies to respect my data privacy	84	81	95	82	87	BR: 95	BE: 71
Recycling	83	78	95	82	86	BR: 95	US: 75
Companies to respect their consumers	82	80	94	79	85	BR: 94	BE: 68
Trying to reduce energy consumption	82	75	95	80	86	BR: 95	US: 72
Trying to reduce plastic waste	80	75	91	77	87	PH: 93	BE: 70
Reducing and manage my waste in a rational and sustainable way	79	70	90	76	86	BR: 90	DE: 64
Supporting companies that take care of the environment	78	71	92	74	85	BR: 92	BE: 57
Consuming consciously-less, only what is necessary and recyclable products	77	68	92	75	82	BR: 92	US: 66
Supporting companies that take care of their employees	76	70	94	73	81	BR: 94	BE: 57
Buying not tested products on animals	71	68	86	71	69	BR: 86	PH: 51
Checking a product's ingredients & the production process	71	62	84	66	81	PH: 88	SE: 50
Decreasing car use and fuel burning	69	60	81	66	76	BR: 81	SE: 53
Supporting vulnerable groups	68	61	90	64	74	BR: 90	BE: 54
Work in an environment that adopts diversity & inclusion policies and culture	67	59	86	64	74	BR: 86	BE: 53
Buying eco / bio products	67	58	90	60	80	BR: 90	BE: 44
Try to buy less consumer goods	60	48	64	63	63	HR: 74	US: 45
Try to consume less food/drinks	55	47	50	54	65	CN: 70	SE: 37
Reducing the number of air trips	53	47	44	53	61	CN: 64	HR: 41
n_		9627	1004	501	6571	1551	
Scale							
Not at all important							
Not important							
Neither important nor unimportant							
Important							
Very important							



Men and the Chinese more familiar with ESG.





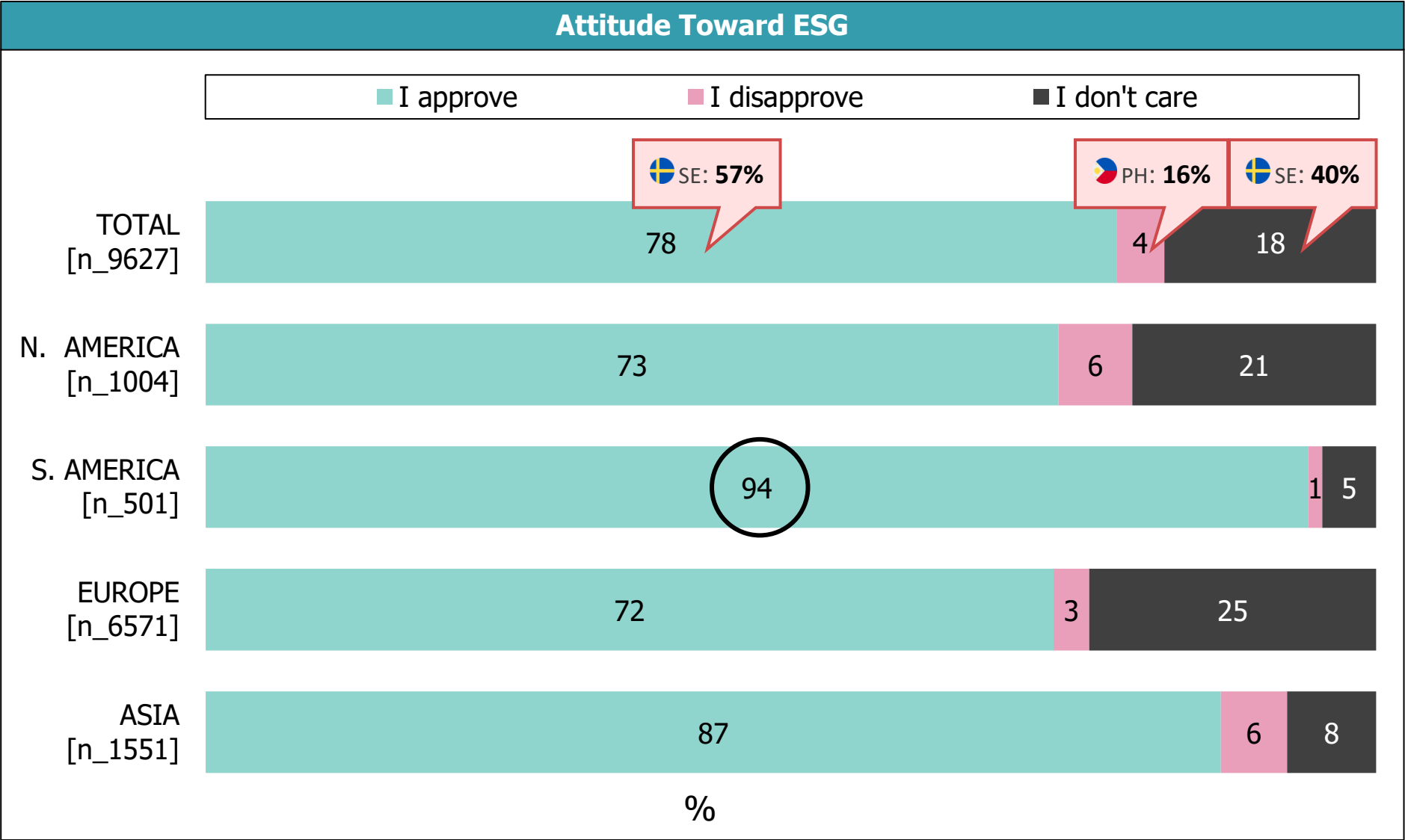
Overwhelming impression that companies lag behind on ESG.



						Highest % among continents		Lowest % among continents	
Perceptions on ESG - TOP 2 BOXES (Agree & Totally Agree) (%)	TOTAL	N. AMERICA	S. AMERICA	EUROPE	ASIA	TOP %	BOTTOM %		
Companies are still learning how to work ESG and still have a lot to do	68	64	86	64	74	 BR: 86	 BE: 53		
Companies are talking more than doing when it comes to ESG	54	51	71	48	59	 BR: 71	 FR: 30		
Companies just say they are working on the ESG concept to keep up with fashion and trends	52	50	59	50	53	 IT: 67	 TR: 28		
Companies are addressing ESG issues by being active in philanthropy	43	37	42	34	68	 CN: 70	 TR: 20		
Companies are really committed to doing serious ESG work	41	35	38	31	67	 CN: 71	 TR: 14		
Companies are really transparent and candid in their ESG actions	35	31	29	24	65	 TH: 70	 TR: 14		
n_		9627	1004	501	6571	1551			
Scale	I totally disagree	I rather disagree	I neither agree nor disagree	I rather agree	I totally agree				

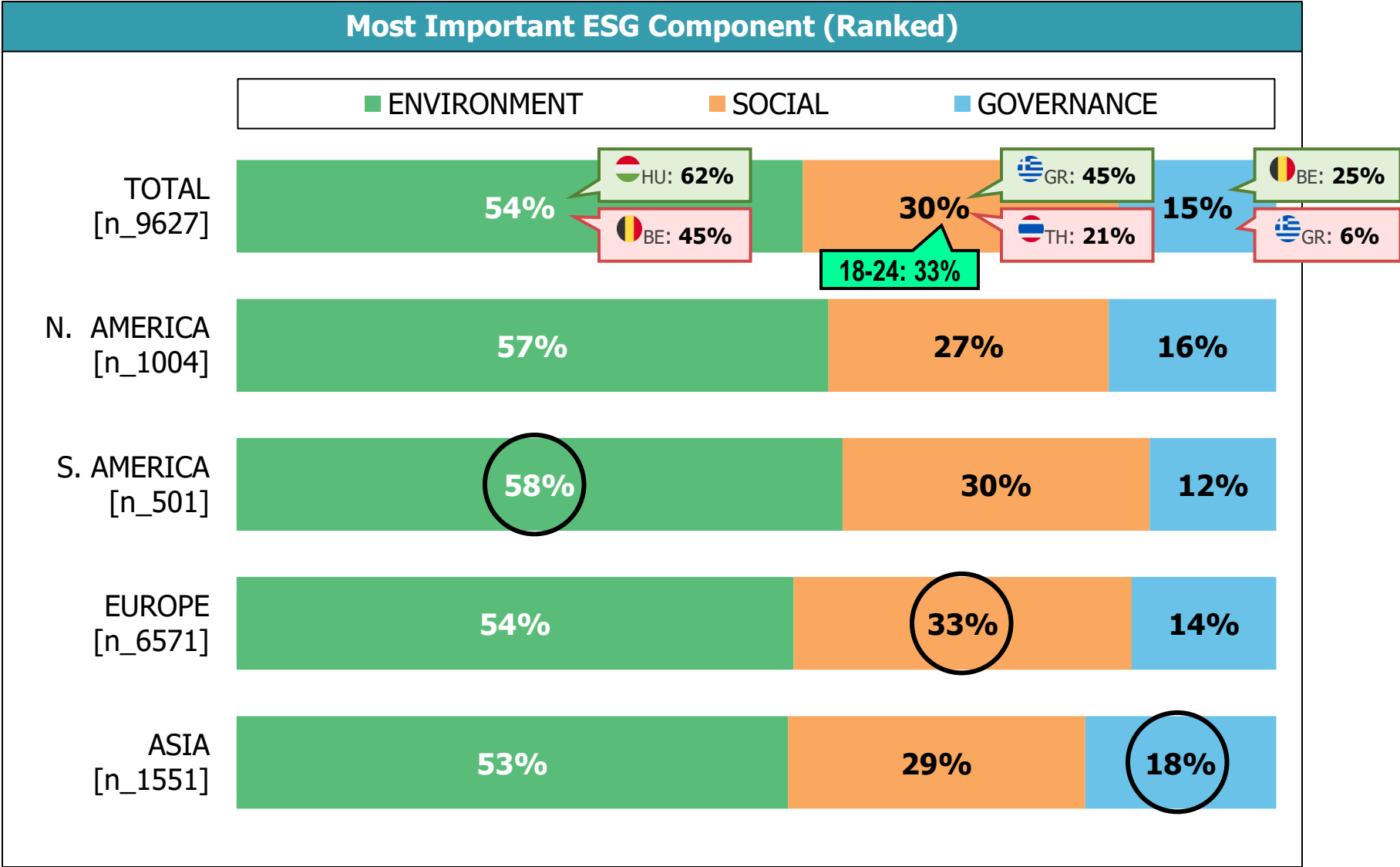
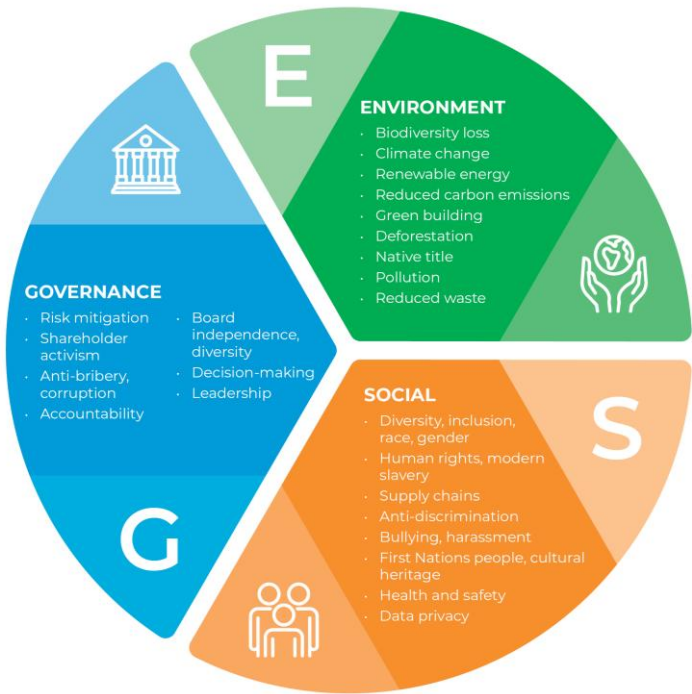


Strong global approval of attention to ESG.



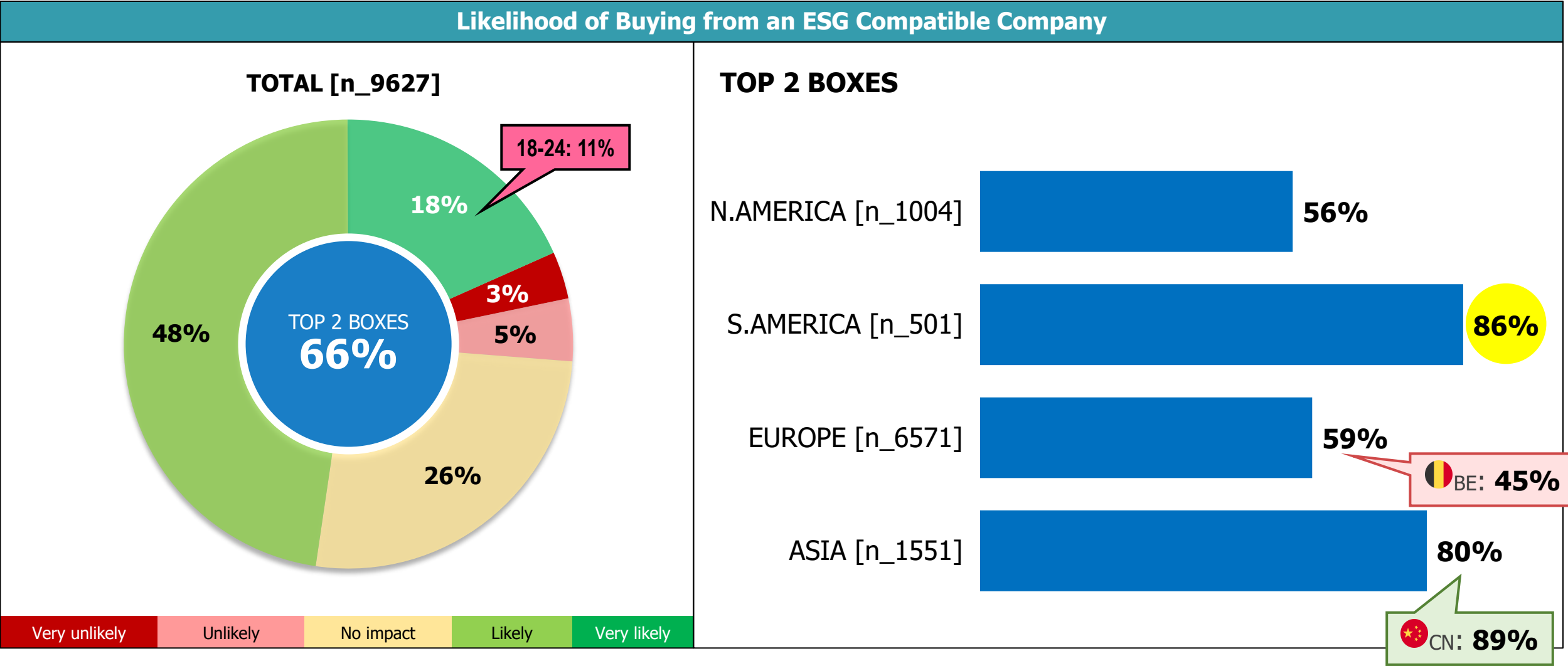


Environment tops priorities in all continents. Youngsters are more likely to pay higher attention on the social component.



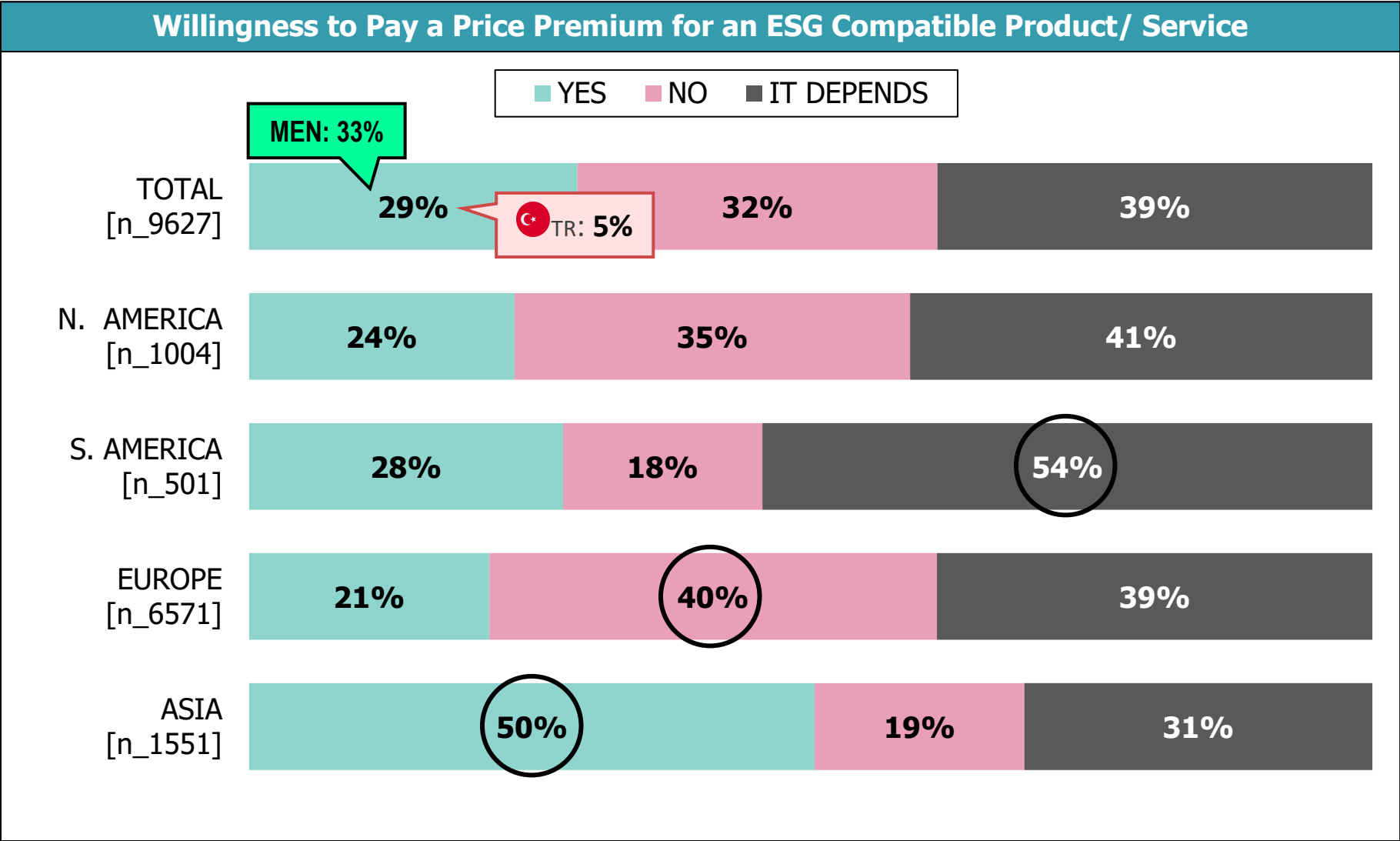


Clear preference for buying from ESG compliant companies, especially in China and Brazil. Youngsters less likely to buy ESG compliant products/ services.



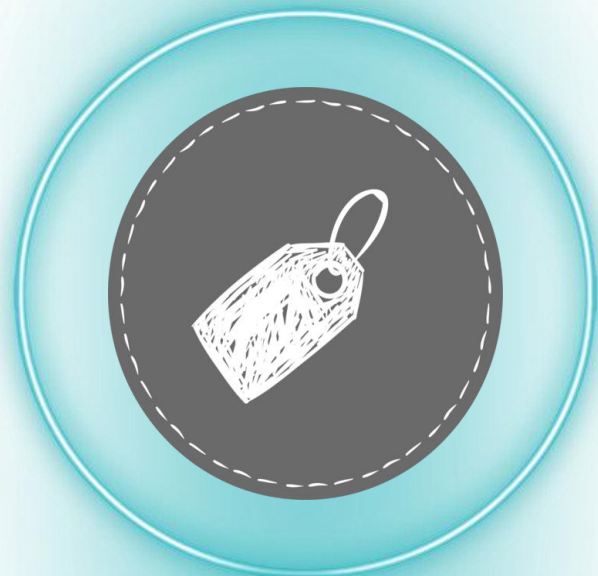


Asians more likely to claim acceptance of price premium with Europeans being sceptical. Men would be more willing to pay a price premium.





Fresh food may support higher price premium. Europeans are much less willing to pay a premium.

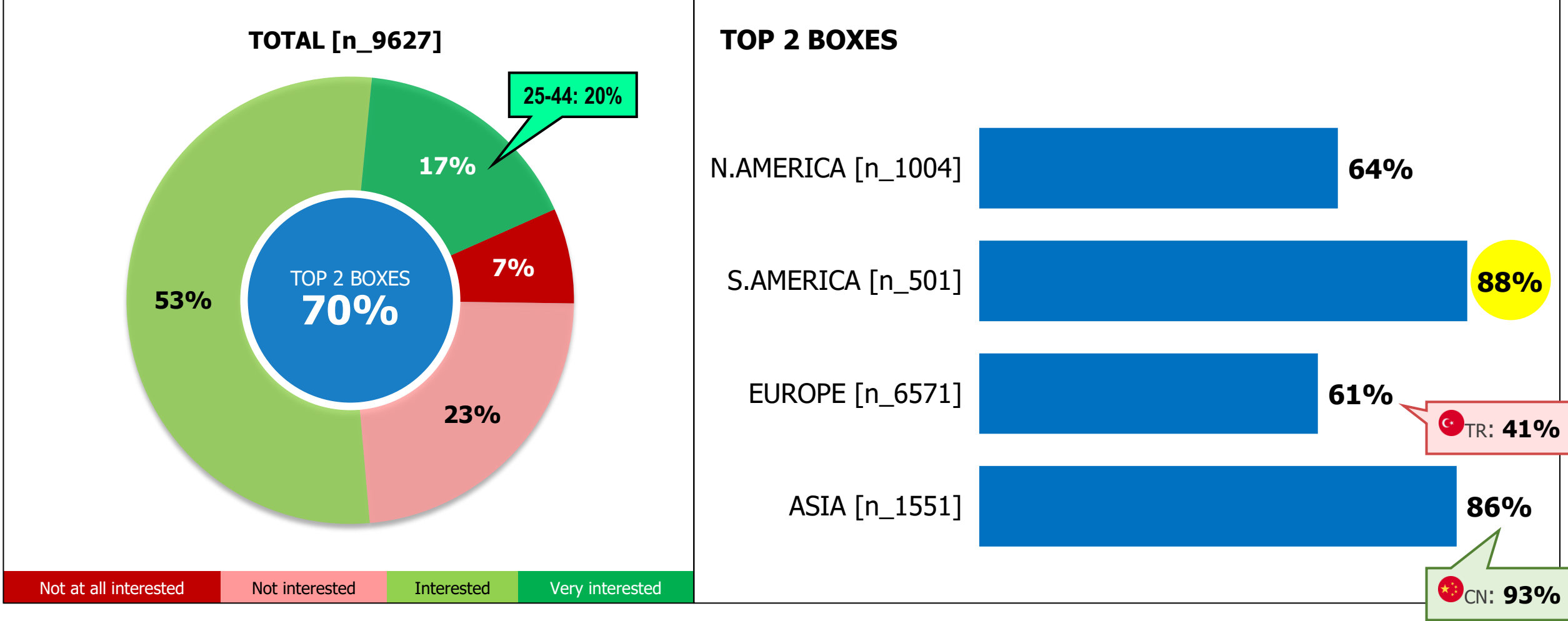


		Highest % among continents					Lowest % among continents	
Price Premium Willing to Pay Per Category- (%)	TOTAL	N. AMERICA	S. AMERICA	EUROPE	ASIA	TOP %	BOTTOM %	
Fresh fruit and vegetables	7.0	6.3	9.8	5.1	9.8	🇹🇭: 13.0	🇹🇷: 0.3	
Fresh meat	6.8	6.3	9.1	5.2	9.4	🇹🇭: 13.1	🇹🇷: 0.2	
Baby food	6.7	6.0	9.7	4.6	10.1	🇹🇭: 14.0	🇹🇷: 0.3	
Furniture and homeware	6.5	6.2	10.6	4.4	9.1	🇹🇭: 13.6	🇹🇷: 0.1	
Major household appliances	6.5	6.1	9.7	4.6	9.0	🇹🇭: 12.9	🇹🇷: 0.2	
Computers, laptops and smart devices	6.4	6.4	10.1	4.5	8.8	🇹🇭: 13.6	🇹🇷: 0.4	
Household electrical equipment	6.4	6.4	9.7	4.7	8.4	🇹🇭: 13.6	🇹🇷: 0.4	
Beauty/ cosmetics/ personal care products	6.4	6.1	8.9	4.7	8.9	🇹🇭: 13.5	🇹🇷: 0.2	
Cars and other vehicles	6.4	6.4	10.8	4.3	8.8	🇹🇭: 12.3	🇹🇷: 0.1	
Energy	6.4	6.3	10.3	4.1	9.1	🇹🇭: 13.0	🇹🇷: 0.1	
Clothes & shoes	6.3	6.7	9.3	4.4	8.6	🇹🇭: 12.6	🇹🇷: 0.4	
Pharmaceuticals	6.3	6.0	9.1	4.3	9.2	🇹🇭: 14.0	🇹🇷: 0.1	
Detergents/ cleaners	5.9	5.9	8.4	4.1	8.3	🇹🇭: 12.5	🇹🇷: 0.3	
Pre-packed food products	5.8	5.7	9.0	4.0	8.1	🇹🇭: 13.2	🇹🇷: 0.2	
Transport/ Mobility services	5.7	6.0	8.5	3.8	8.2	🇨🇳: 11.1	🇹🇷: 0.1	
Hotels	5.7	5.5	9.6	3.9	7.9	🇹🇭: 12.1	🇹🇷: 0.1	
Insurance solutions	5.6	5.5	9.5	3.5	8.3	🇹🇭: 12.9	🇹🇷: 0.0	
Mobile telephony services	5.5	5.5	8.5	3.5	8.2	🇹🇭: 13.3	🇹🇷: 0.1	
Soft drinks	5.5	6.0	7.6	3.7	7.8	🇹🇭: 12.7	🇹🇷: 0.1	
Banking services	5.4	5.6	8.2	3.4	8.0	🇹🇭: 12.9	🇹🇷: 0.0	
Courier services	5.3	5.3	8.3	3.3	7.9	🇹🇭: 12.0	🇹🇷: 0.0	
Alcoholic beverages	5.2	5.2	7.7	3.5	7.5	🇹🇭: 12.7	🇹🇷: 0.1	
n_		9627	1004	501	6571	1551		



Considerable interest in companies' ESG goals.

Interest on ESG Related Information Top 2 Boxes (Interested & Very Interested)

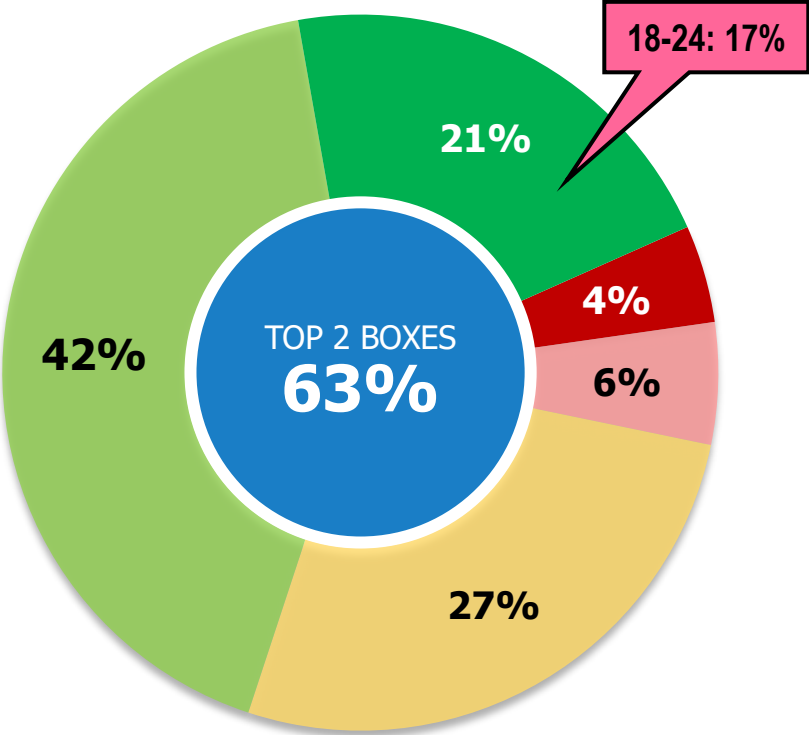




Need for transparency.

Importance of Transparency of ESG goals TOP 2 BOX (Important & Very Important)

TOTAL [n_9627]



TOP 2 BOXES

N.AMERICA [n_1004]



55%

S.AMERICA [n_501]



87%

EUROPE [n_6571]



56%

HU: 41%

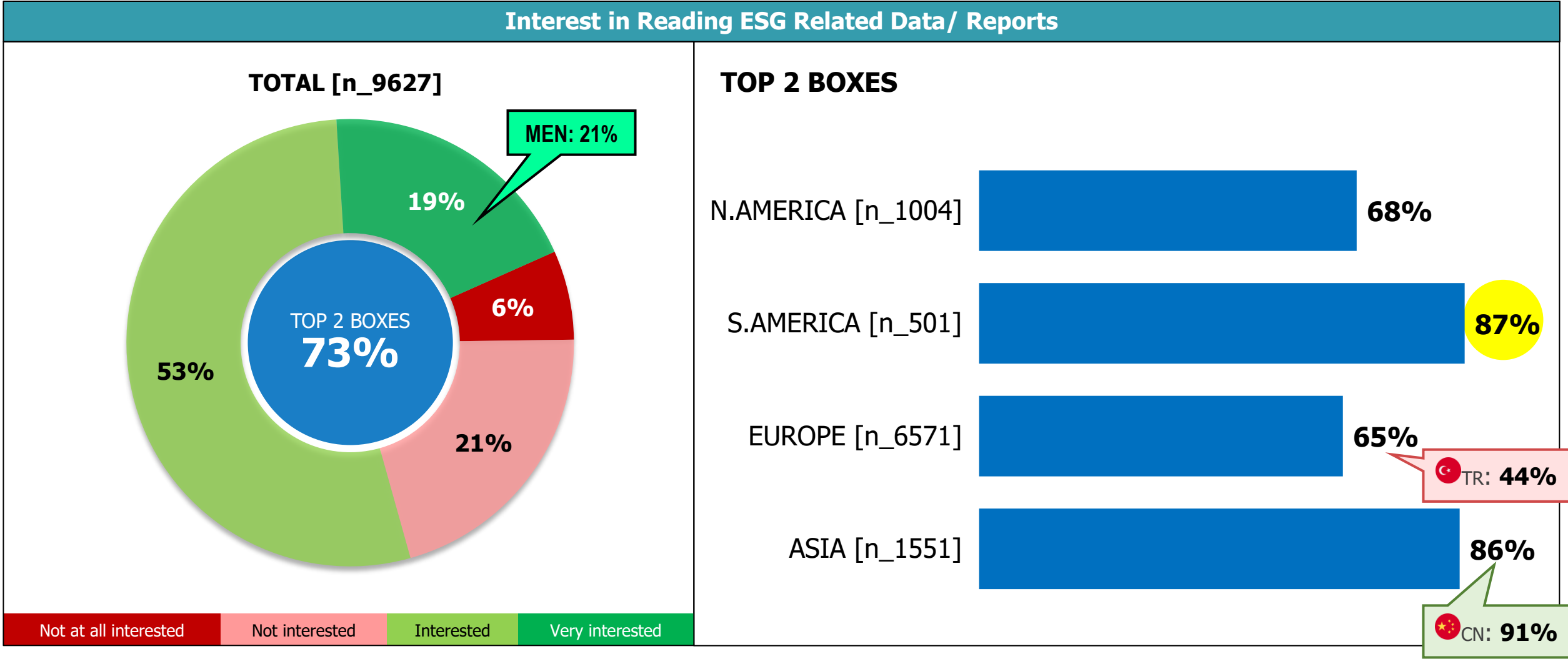
ASIA [n_1551]



76%

Not at all important Not important Neither important nor unimportant Important Very important

 Considerable Interest in ESG Data.





Company websites main information source worldwide. Woman more likely to rely on labels and packages whereas youngsters on social media.



Information Sources on ESG - (%)		Highest % among continents					Lowest % among continents	
	TOTAL	N. AMERICA	S. AMERICA	EUROPE	ASIA	TOP %	BOTTOM %	
Company websites	44	45	55	38	48	BR: 55	DE: 25	
55-65: 45% Expert reviews	37	38	52	39	28	TR: 63	PH: 18	
News stories in the media	37	31	46	31	46	PH: 54	TR: 21	
18-24: 42% Social media	36	28	48	28	51	PH: 65	TR: 18	
Labels / packages	36	34	55	37	29	BR: 55	CN: 25	
Information on retail websites	27	36	23	25	26	GR: 38	PH: 13	
QR code you can scan with your phone	25	18	30	25	28	RO: 37	PH: 15	
Advertising	22	22	29	18	25	PH: 38	TR: 10	
Displays in stores	22	21	17	20	27	CN: 29	HU: 15	
Service employees or salespeople	20	17	24	16	25	CN: 30	BE: 8	
Video content	19	18	29	16	21	BR: 29	SE: 7	
25-34: 21% People I follow (influencers)	16	13	20	10	26	CN: 35	HR: 5	
Other	1	1	3	2	0			
None of these	4	6	1	5	2			
n_		6924	686	437	4484	1317		



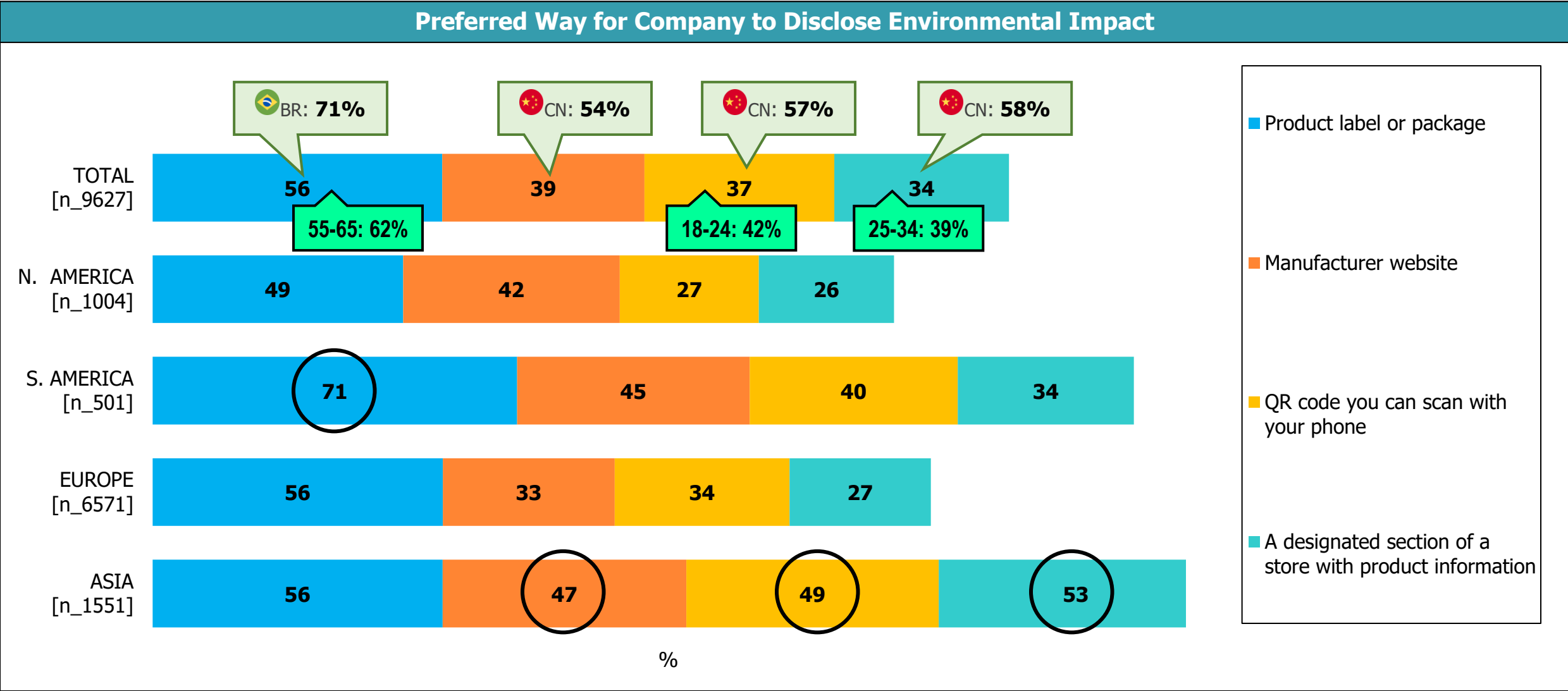
Data/ reports from third party auditing companies is the preferred type of information, especially amongst Asians, men, and those aged 35-44.

Preferred Type of Information Regarding Companies ESG Activities - (%)		TOTAL	N. AMERICA	S. AMERICA	EUROPE	ASIA	TOP %	BOTTOM %
35-44: 52% Data / reports from a third party that audits what the company does Information directly from the company with a certification from a third party Information directly from the company, telling its story Testimonials for social programs Other None of the above	48	45	60	44	54	CN: 64	BE: 33	
	44	41	48	40	54	CN: 63	BE: 29	
	37	37	49	31	45	BR: 49	SE: 16	
	30	21	43	26	42	CN: 45	IT: 17	
	2	1	2	2	0			
15	22	4	17	7				
n_		9627	1004	501	6571	1551		





Most respondents, especially South Americans, Asians and seniors would like to be informed through a product’s label/ package. A high number of youngsters and Asians would use a QR codes.





Recyclability clearly most important, especially amongst seniors.

Kind of Information Requested on Products’ Footprint - (%)		TOTAL	N. AMERICA	S. AMERICA	EUROPE	ASIA	Highest % among continents	Lowest % among continents
							TOP %	BOTTOM %
55-65: 63%	Recyclability of the product	57	55	73	57	51	BR: 73	IT: 48
	Raw materials used	47	37	56	48	50	GR: 68	DE: 32
Certification on responsible production or responsible supply chain		45	46	62	42	47	BR: 62	PH: 31
Steps to ensure product / packaging is recycled		45	43	55	41	51	BR: 55	IT: 34
Energy used in production		40	40	37	36	48	CN: 52	BE: 30
Energy used in transportation		32	34	30	29	38	CN: 39	HR: 21
n_		9627	1004	501	6571	1551		

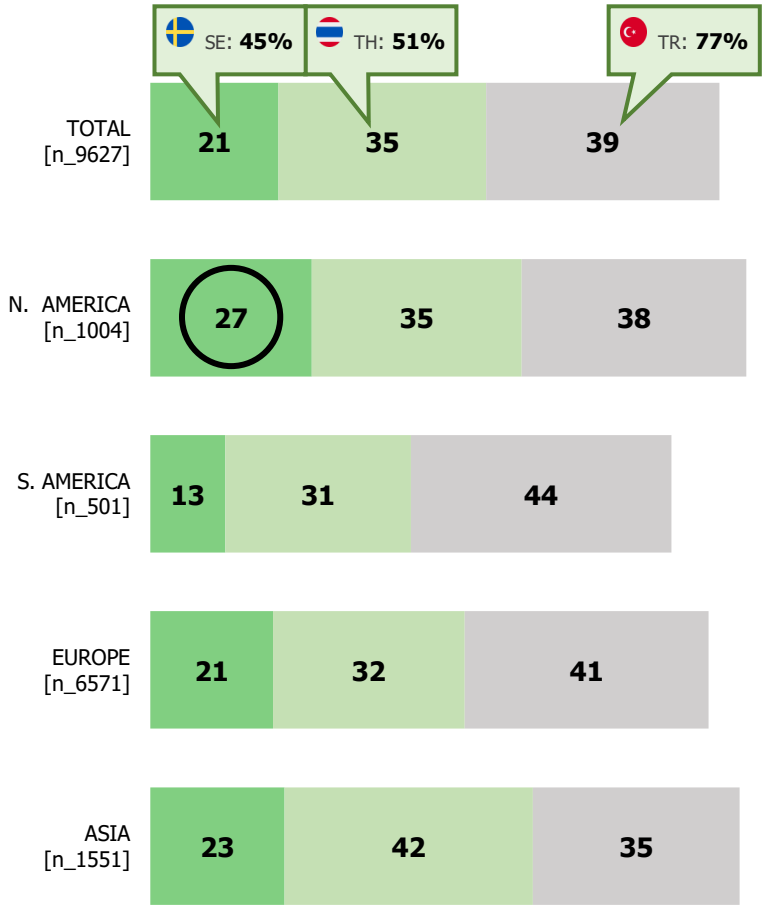




Only around 1/5 respondents are familiar with each term with more being familiar with the concept. North Americans are more likely to be familiar.

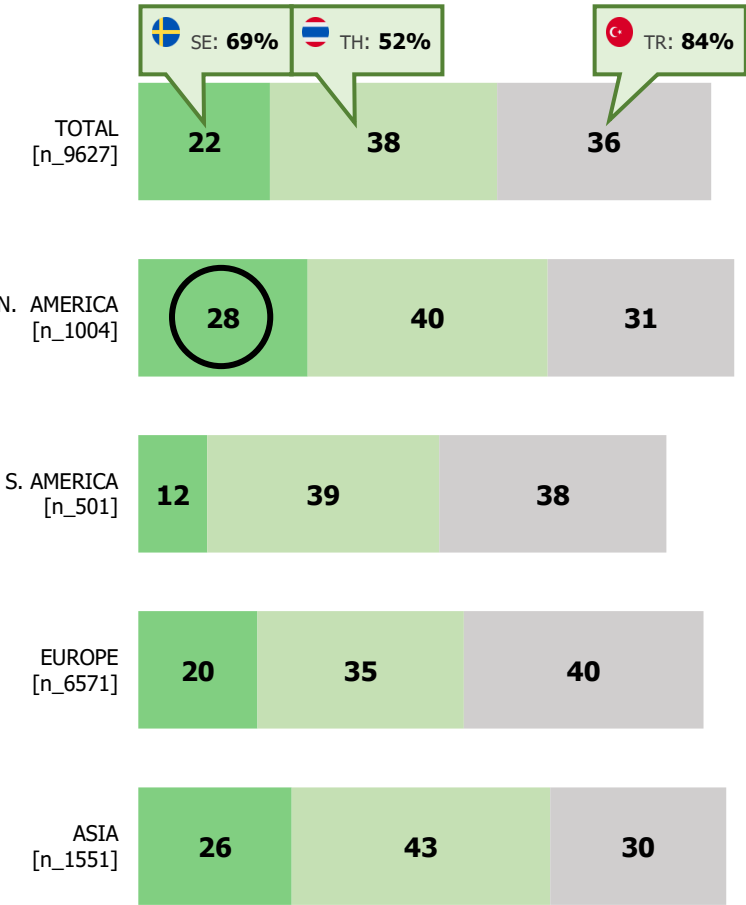
GREENWASHING (%)

refers to when companies make false or exaggerated claims to create the impression they are committed to environmental sustainability.



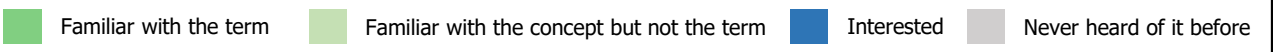
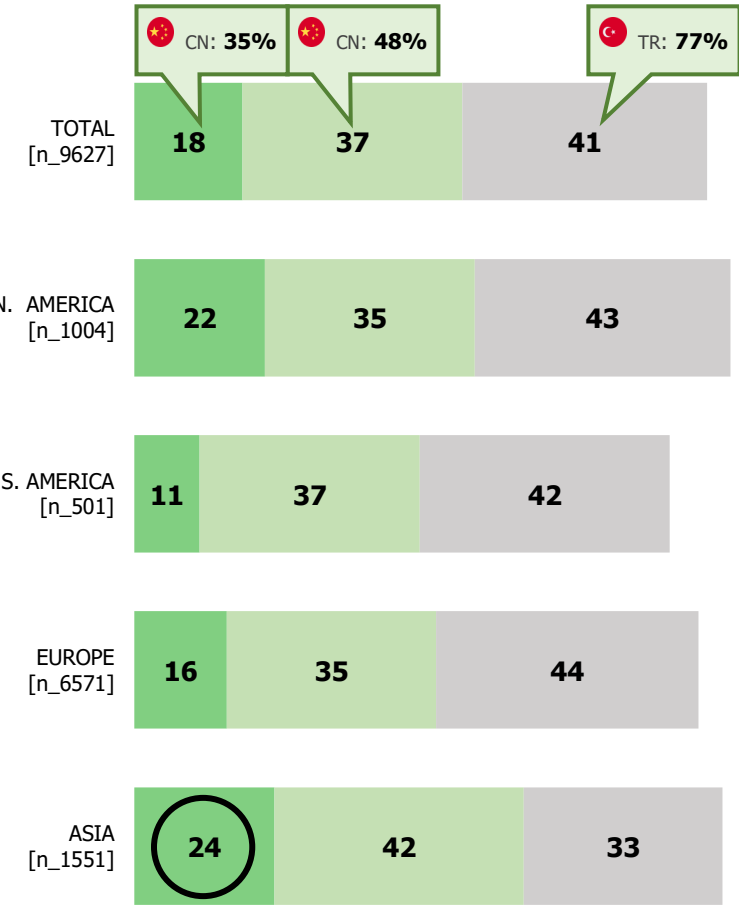
OFFSETTING (%)

a process that involves reducing or removing, carbon dioxide or other greenhouse gas emissions from the atmosphere to compensate for emissions made elsewhere.



SOCIAL WASHING (%)

when companies try to cover up their negative social impacts by promoting themselves as socially responsible and ethical. This might include a grand gesture or donation draw attention away from something else they are doing.

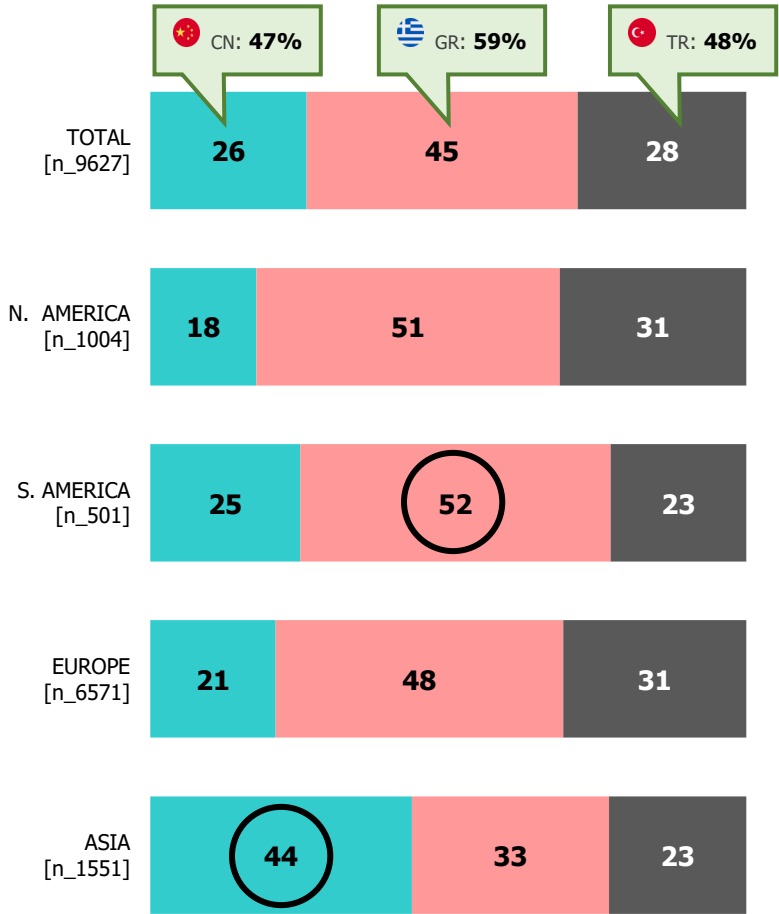




Surprisingly, mixed effect on purchase decision especially regarding offsetting.

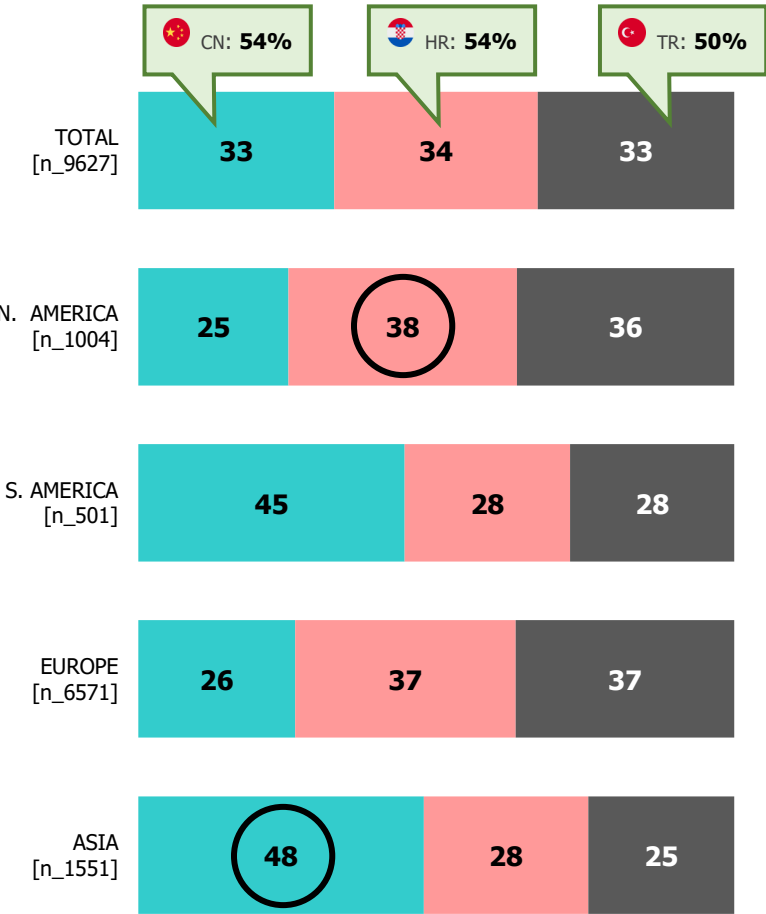
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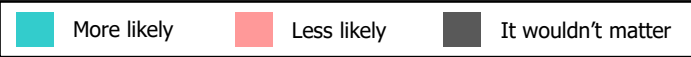
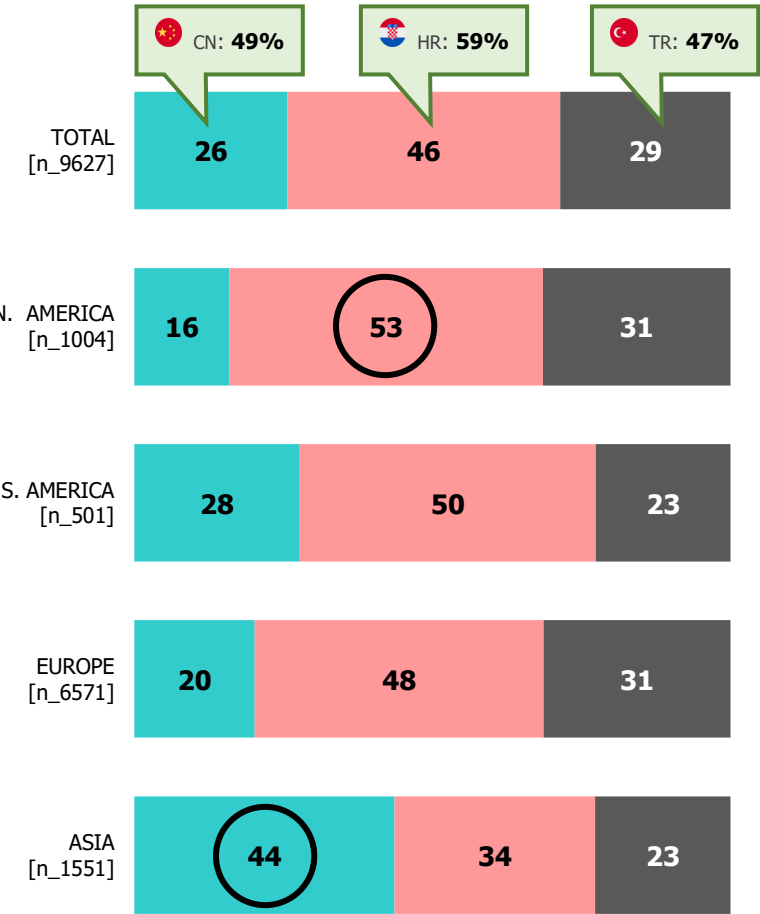
OFFSETTING (%)

a process that involves reducing or removing, carbon dioxide or other greenhouse gas emissions from the atmosphere to compensate for emissions made elsewhere.



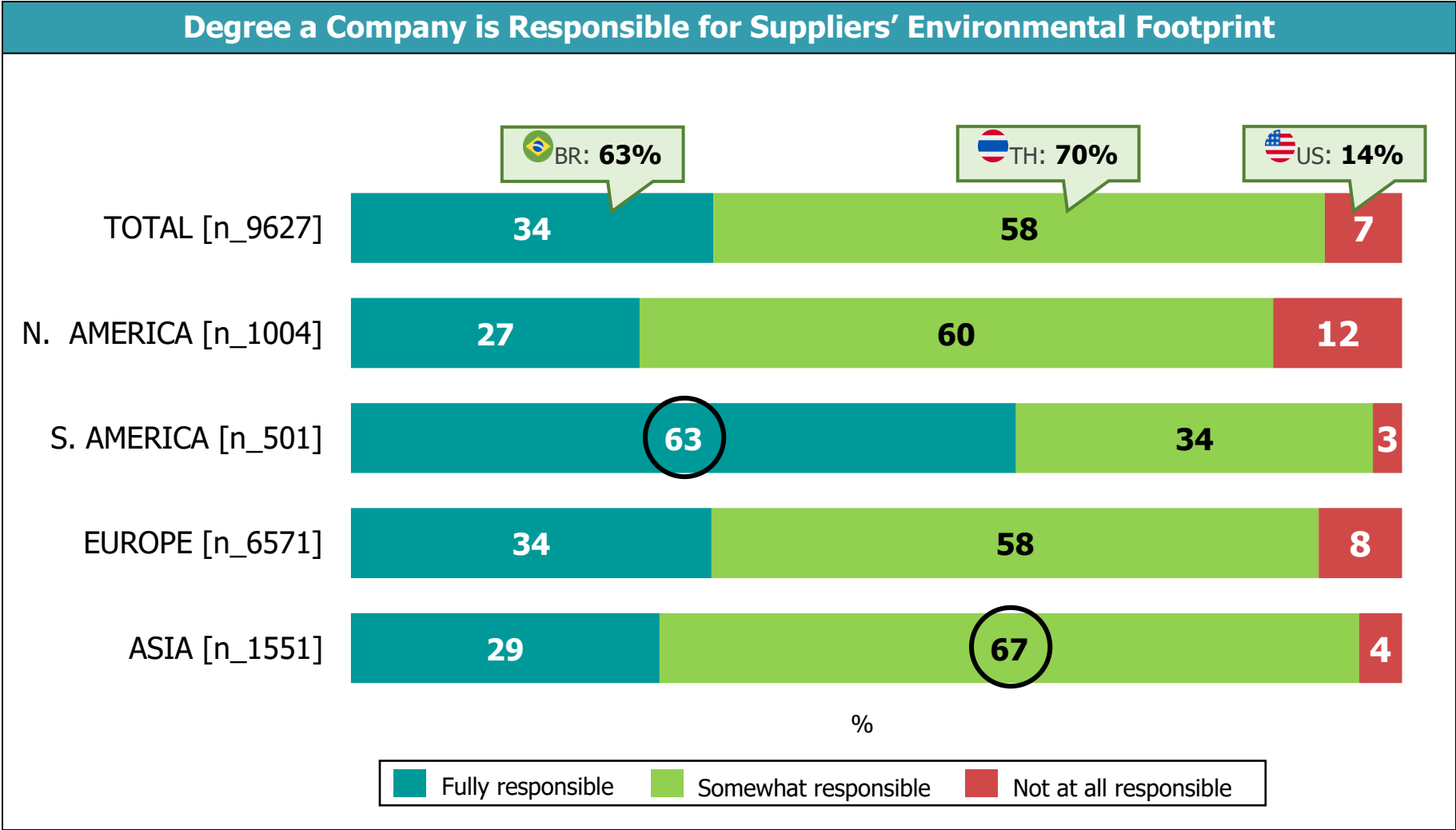
SOCIAL WASHING (%)

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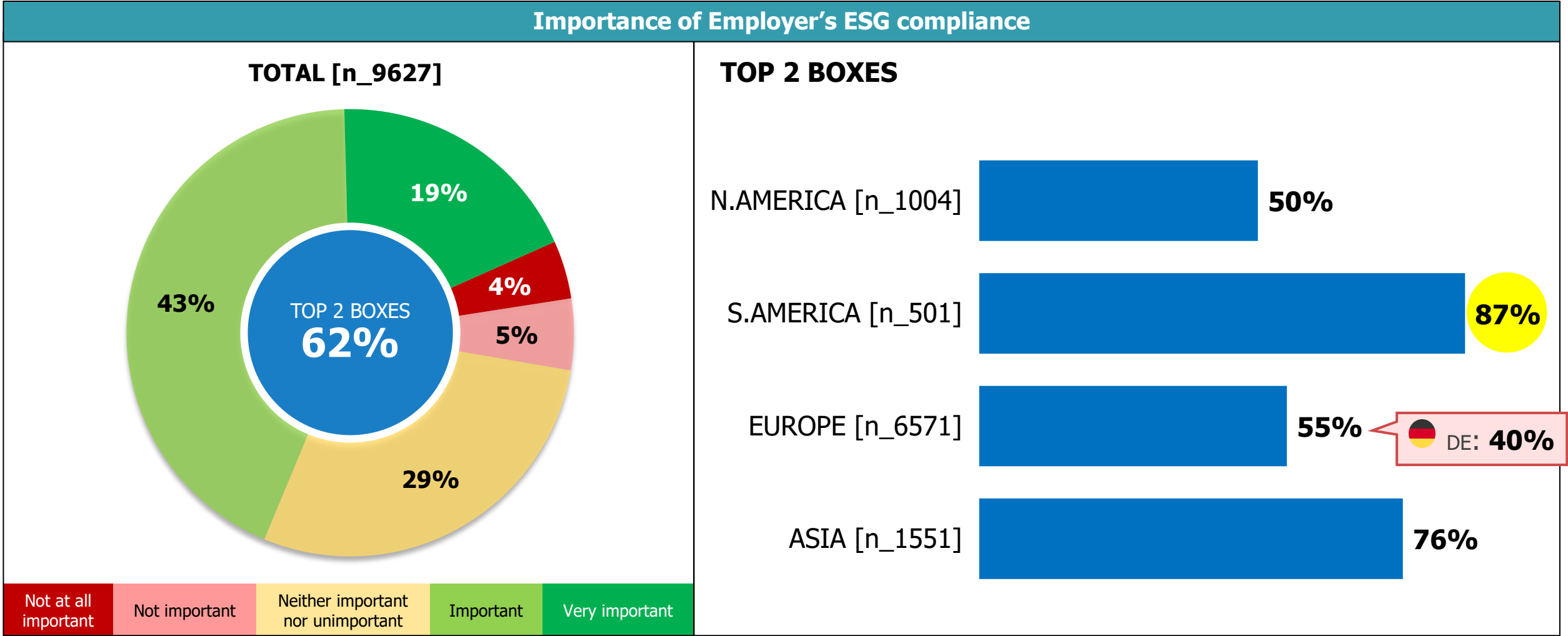


Companies bear responsibility for their suppliers.



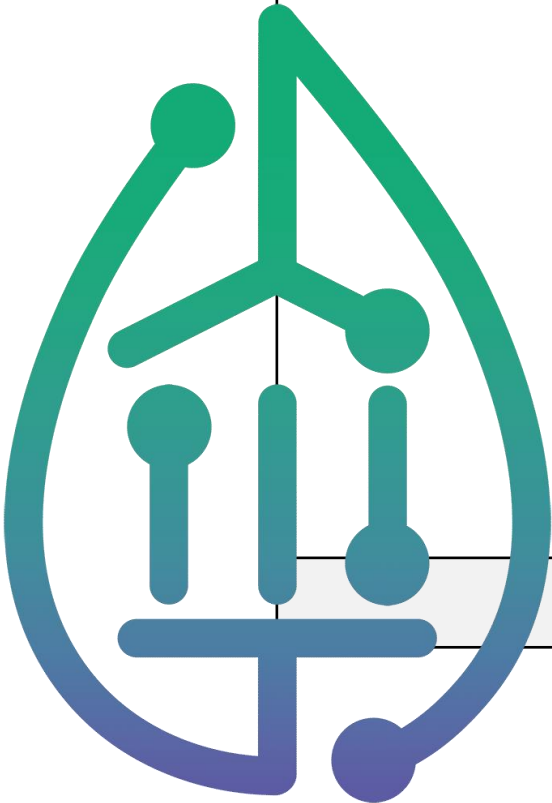


ESG compliance required to attract talented employees.





Most respondents, especially Asians believe that Government must lead the way in informing consumers. Youngsters are more likely to place a higher emphasis on NGOs.



Who Should Lead The Way in Informing Consumers on ESG - (%)		TOTAL	N. AMERICA	S. AMERICA	EUROPE	ASIA	Highest % among continents	Lowest % among continents
							TOP %	BOTTOM %
55-65: 47%	Government	44	40	46	44	48	IT: 65	FR: 28
	Private companies	20	26	28	19	14	IT: 42	HU: 11
	Local authorities	17	9	10	19	19	IT: 31	PH: 5
18-24: 15%	NGO's	12	8	9	13	11	HR: 28	GR: 5
	Citizens	8	11	5	9	7	IT: 15	RO: 3
	Banks	4	5	2	5	1	DE: 9	CN: 1
n_		9627	1004	501	6571	1551		

learnings

Familiarity with ESG is limited.

However, in practice citizens follow sustainability practices, primarily:

- Recycling
- Buying eco products
- Reduce energy consumption

Data privacy, diversity, inclusion and consumption reduction are **low priorities**.

Environment constitutes the **most important pillar** in all countries.



learnings



There is strong approval of companies paying attention to ESG, although it is felt **they lag behind**.

There is a clear preference for buying their products, although there is **reluctance in** paying a price premium.

Men are more familiar with ESG and are more likely to pay a premium.

There is interest in accessing ESG related data, mainly through company websites, **preferably audited by a third-party**. Information on recyclability is the **main requirement**.

Governments are **expected to lead the way** in informing consumers about ESG issues.

ESG compliance essential in attracting talented employees.



OUR COMMITMENT TO ESG MIRRORS OUR
COMMITMENT TO THE WORLD

Evan Harvey
Global Head of Sustainability at Nasdaq



ESG TRENDS

QUANTITATIVE RESEARCH
HIGHLIGHTS | AUGUST 2023



THANK **U!**

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