

OWN
YOUR
WORLD



OWN YOUR WORLD

The UK is a nation that cares about society and the future of the planet. Individuals want to feel empowered to make a change and to believe that their efforts are meaningful, rather than feeling helpless in a world of huge corporations and powerful government policy.

We have launched our new 'Own Your World' campaign to highlight the fact that people have the power to shape the world around them by investing in the things they care about. We seek to influence the companies in which we invest to do better in areas such as climate change and diversity. We actively support those businesses that are already doing the right thing, because we believe it's the only sustainable way to do business. And when we come together to invest collectively in these companies, we can help to create a better world.

To paint a clearer picture of the environmental issues people really care about, and what motivates them to act, we conducted research with polling company Opinium, focusing on consumer attitudes (of 2,003 UK adults aged between 18 to 55) towards environmental issues and the barriers to positive action.

The research (which was conducted from 22 to 25 June 2018) reveals that while nine out of ten (92%) of us say environmental issues are important to the nation, many still feel the need to embellish how much recycling, reusing, and refilling they really do in order to maintain a 'green social status'. More than a quarter of Britons surveyed confessed that they exaggerate their environmental credentials to maintain social status. The findings showed that people believe their friends would frown upon them for 'not doing enough' and know that being environmentally conscious would 'make them look better'. This suggests there is a clear gap between people caring and people doing.

Our findings suggest that the UK is a nation of want-to-be environmentalists, with a clear majority of people feeling that it's important to reduce their footprint on the world and protect it for future generations. We just need to collectively ensure that the right tools, initiatives and support are in place to convert good intentions into action.

Please note: all findings within this report are strictly under embargo until 00.01am, 18 July 2018.



WORKING TOGETHER

We hope that our Own Your World campaign will effect real change. We want to celebrate the companies that are doing the right thing and contributing to a better world. They are the businesses embracing the future, not living in the past.

We want to encourage people to invest together to have a positive impact on their world and the environment. When we come together to own our future, we have the power to change it.

Legal & General's Own Your World campaign shows investors have the power to influence the financial and social outcomes they care about. We work with the world's largest companies to address the issues that matter to investors most – from climate change to board diversity. When we unite, we have the power to persuade companies to act in investor interests. Collectively, we can own our world.

KEY FINDINGS

GREEN NATION

- We're a nation of want-to-be environmentalists, with 92% of 18 to 55 year-olds telling us that minimising their impact on the environment is important to them
- A quarter of people say they would be more likely to invest if they knew their investments were improving the environment
- 11% of Brits rarely or never take action in their everyday lives to help minimise their impact on the environment

GREEN GUILT

- More than a quarter (26%) of Britons exaggerate environmental credentials to maintain social status
- A fifth say their friends will look down on them if they thought they weren't behaving responsibly towards the environment, as the 'Attenborough Effect' takes hold
- 18 to 24 year-olds are more than twice as likely to exaggerate environmental actions compared to those aged 45 to 55
- 45% feel like they could be doing more

WHAT GETS IN THE WAY?

- 28% of people tell us that if they saved money by being more environmentally friendly, they would be encouraged to do more
- Nearly a third (32%) say they simply can't afford to minimise their impact on the environment
- 17% feel they don't know enough about how they can make a difference

WHO'S RESPONSIBLE?

- Britain is divided about who holds the most responsibility for creating a greener world
- 31% indicate it is the responsibility of government while the same percentage say it is individuals acting themselves
- Only 15% think it's the role of business to create a greener world

THINK OF
WHAT
MAKES YOU
MAD
THEN INVEST

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Who says you'll never afford a house?
Or that the climate's broken and there's nothing you can do?
That the rich must get richer and the poor must get poorer.
And that women aren't worth as much as men.
Who says you're powerless and these are the rules?
You can shape your own tomorrow. For yourself and others.
Because by owning something we all have the power to change it.
Our future isn't just about investing.
It's about being invested. **Search: Own My World**



THE ENVIRONMENTAL ISSUES PEOPLE CARE ABOUT

The most important environmental issue currently among 18 to 55 year-olds is tackling plastic pollution, with almost half (46%) of people saying this is very significant for them. The extensive publicity given to reducing plastic waste in recent times has highlighted this; supermarket customers are charged for plastic bags, UK supermarkets have signed up to support the UK Plastics Pact, and David Attenborough's wildlife documentary Blue Planet brought images of the devastation to our oceans from plastic waste into people's living rooms.

After plastic pollution, the UK feels the following environmental issues are most important:

- **Helping animal welfare (37%)**
- **Tackling food waste (35%)**
- **Stopping deforestation (34%)**

Across all age groups tackling plastic pollution, helping animal welfare, tackling food waste and stopping deforestation all ranked highly as issues people cared about. Those aged 18 to 24 cared more about reducing their carbon footprint than those aged 45 to 55. Surprisingly, only 54% of those aged 18 to 24 were concerned about avoiding genetically modified foods, whereas this figure jumped to 76% for those aged 35 to 44. Minimising water waste ranked higher for those aged 45 to 55, with 95% stating this was a concern for them compared to only 88% of 18 to 24 year-olds.

We know that the above will not be fixed overnight, but small actions can make a difference. The people we spoke to told us about the small 'acts of ownership' they take to reduce their personal impact on the environment ranging from tackling pollution to combating waste.

The TOP TEN THINGS 18 TO 55 YEAR-OLDS DO FREQUENTLY TO REDUCE THEIR IMPACT ARE:

65%

Use reusable plastic bags at the supermarket

59%

Recycle plastics

55%

Take showers instead of baths

51%

Turn the tap off while brushing teeth

51%

Use paperless bills

41%

Avoid using wood fires

39%

Reuse food or leftovers for other meals

42%

Only run the dishwasher when its full

The findings reveal a clear trend. People take positive action when an issue is front of mind and doesn't cost money. When people are informed about the issue and have an incentive – as with the levy charged on plastic bags in supermarkets – positive action prevails.

The debate around the responsibility for the environment and its welfare has gone on for decades. The world doesn't belong to just one person, organisation, brand or government.

WHO IS RESPONSIBLE FOR CREATING A GREENER WORLD?

Nearly a third (31%) of people told us it is the responsibility of the government to protect the environment, while the same percentage say it is down to individuals themselves.

- **31% of the nation think that the government is responsible for creating a greener world**
- **15% of the nation consider businesses responsible**
- **6% of Britons think the burden lies with international bodies such as the United Nations**
- **2% say charities should take the lead**

Only 15% of people told us that businesses should be responsible for leading the way in environmental action. But we believe that large companies play a vital role: they have the financial resources and the power to influence people and policy.

With businesses playing a major part in the world we live in, we want to encourage them to become more active in shaping a better future for our planet. As a nation we can do our part as well. To help the environment everything needs to work as one big ecosystem, working towards the greater good and the best outcome for our world.

That is why it really is encouraging to see that we care about the environment: 92% of 18 to 55 year-olds in the UK say minimising their impact on the environment is important to them and 89% of people say that they do little things each day in a bid to be more sustainable. From recycling rubbish to swapping plastic straws for paper straws, we do what we can to make a difference.

While media awareness campaigns, social media and David Attenborough's nature documentaries have all helped highlight the importance of the environment, our research reveals that there's still a lack of understanding of what can be done to help.

34% Say they feel guilty if they don't act responsibly towards the environment

28% State saving money would encourage them to act in a more environmentally responsible manner

23% feel upset if they don't act responsibly towards the environment

21% are motivated by the effect on their long-term standard of living

17% say information from the media influences them

32% of people told us that financial input would help encourage them to do more, while 26% want to see the impact they make. 18% believe that more environmental education at school would be extremely beneficial, again highlighting the thirst to do more but lack of core knowledge to determine how.



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We can change our future by owning it.
Get invested. **Search: Own My World**



The value of your investment may fall as well as rise. Legal & General (Unit Trust Managers) Limited.
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HOW TO MAKE A DIFFERENCE

So, we have established that there is definitely the desire and appetite to make a difference and be more environmentally conscious, but there are barriers:

32% OF PEOPLE TOLD US THEY CAN'T AFFORD TO

17% DON'T KNOW ENOUGH ABOUT HOW TO MAKE A DIFFERENCE

12% FEEL THEIR ACTIONS WON'T MAKE A DIFFERENCE

These are important attitudinal traits to address and one that everyone with a vested interest in the planet should take action against, from companies, to charities, to governments. The thought of fixing the world one step at a time is a daunting concept.

An important part of making this change is to understand influence. Personal influences appear to have the most impact when encouraging people to be more environmentally friendly. Over a third (34%) of people said guilt encourages them to be more environmentally friendly and 23% say they feel upset if they don't act respectfully towards the environment.

People also care what others think and equate their environmental credentials with their social capital. Over a quarter (26%) of people admit to exaggerating how environmentally conscious they are; this figure varies slightly between men and women, with 28% of men more likely to exaggerate their 'green' credentials compared to just 24% of women.

Among the worst culprits are those aged 18 to 24, of whom nearly half (43%) say they have previously exaggerated their environmental credentials, followed by a third of those aged 25 to 34 (33%). Those aged 44 to 55 were the least likely to lie, with just 14% admitting they had previously exaggerated their actions.

The reasons they gave for this are that 45% feel they could do more and 22% think they will be frowned upon by their peers if they know they aren't doing enough. Additionally, 20% feel guilty as they know their friends are doing more than they are, and 20% believe people will think better of them if they think they're more environmentally conscious.

INVESTING IN THE ENVIRONMENT

The research, which was conducted by Opinium from 22 to 25 June 2018 of 2,003 UK adults aged from 18 to 55, shows that people feel a 'green guilt' which leads them to exaggerate their green credentials in order to maintain their social status. It also reveals that people wish for the time and money to be able to lead a greener life. They want to feel that their individual actions will make a difference.

Interestingly, only a small portion of those surveyed felt that big business should lead the way environmentally, but we believe it is about a collective movement. Rather than feeling that the actions we take as individuals will only ever be a drop in the ocean, let's come together and harness our sense of personal responsibility. Let's also help make businesses be more responsible where they need to, and continue to support those that already are acting responsibly.

Through our Own Your World campaign and movement we plan to do just that – by investing collectively we can move towards challenging and changing the status quo.

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