
Nature: | the**lab**

SUSTAINABILITY INSIGHTS SERIES

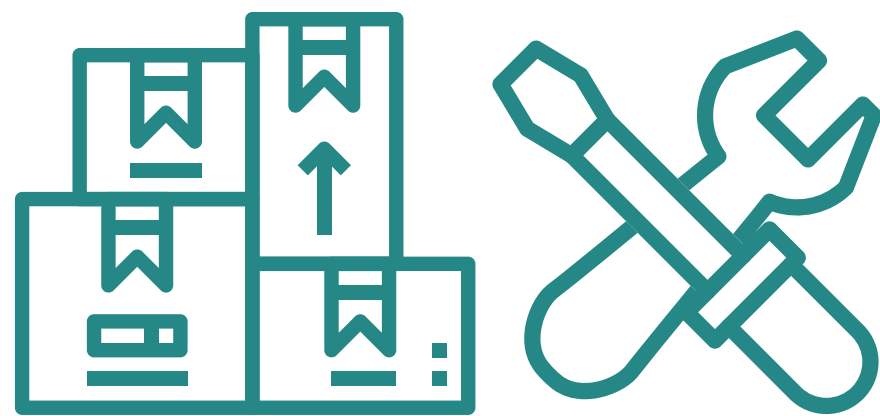
**More than half
of the Australian
population are now
very concerned
about environmental
sustainability.**



A person wearing a white lab coat is holding a large, blue, porous foam object. They are also holding a clear plastic bag that contains some small, dark, granular material. The person is wearing black sandals. The background is white.

**And people
are looking to
businesses to
do more.**

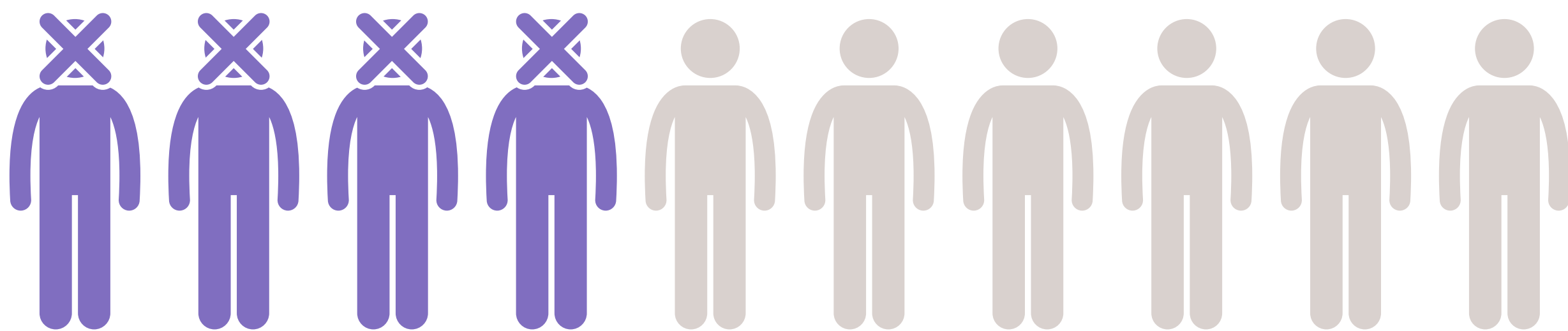
73% of people surveyed saying that they believe all businesses should be doing everything they can to be environmentally sustainable.



That's all businesses across all categories.

Three years ago, sustainability was limited to **FMCG and packaging**, whereas now we see this expectation extend into services like **electricity and gas**.

And there's great risk if brands don't act.



Four out of every 10 Australians will stop buying products or services from a company if it is not acting in a sustainable way.

But it's **not just** about **action.**



73%

indicated that they **don't believe** brand's sustainability claims are accurate.



56%

of people saying they found claims made by businesses **to be confusing.**

Communication is key.

The details of your messaging's consistency, timing, tone, imagery, and language all have an impact on your brand's **perceived sustainability.**



Find out more.

See the full report.