



# Responsible living



“I want to live more responsibly and make better choices that make a difference, without having to compromise”



While people remain disappointed with government efforts to tackle the world's big social and environmental problems, a new era of optimism is emerging. People are increasingly relying on themselves and their communities to instigate positive change. In particular, individuals are recognising that they have significant power if they work together with other members of their social networks. Brands should look to support consumers in their networked efforts to stand up and make a difference.

Meanwhile, consumers continue to expect companies to provide products and services that enable them to live an eco-friendly and ethical lifestyle without added cost or effort. With the advent of new technologies – and older technologies becoming more mainstream and affordable – the bar for sustainable products and services rises by the day.

Expectations of how brands keep their own houses in order remain high as ever. New legislation and greater connectivity brings freely available information on the workings and supply chains of a company. Sustainable actions speak louder than words and consumers continue to require proof that brands are acting responsibly.

Food waste is a particularly hot topic at the moment for consumers, who are increasingly aware of the environmental and financial implications of what they throw away. Brands should do all they can to minimise waste in their own supply chains, and also help consumers to reduce their personal food waste.



# Key takeaways



**We have entered a new era of optimism – individuals increasingly feel that they have the power to make a difference in the world by working together with others in their social networks – whether real or digital.**



**Expectations continue to grow for brands to minimise their negative environmental impact and make a positive contribution to solving global problems, as well as providing consumers with solutions that enable them to live eco-friendly, ethical lives – without added cost or effort.**



**There is currently a huge amount of momentum around the issue of food waste. Brands need to take the lead, taking responsibility for waste associated with their products and helping consumers to use them in less wasteful ways.**



# Overview of sub-trends



## Local action

Working together to have local impact

## Conserving resources

Living in a world where resources are in short supply

## War on waste

Reducing the wasteful byproducts of consumption

## More niche concerns

Working to protect an environment under stress

## Fair treatment

Treating animals and people fairly throughout the production process

## Totally transparent

Expectation of complete honesty



## Local action

A growing consumer desire to take personal responsibility is driving the establishment of local and collective schemes and causes





# How is this sub-trend evolving?



## From

A reliance on businesses and local authorities to instigate change for the better



Promotion by government and local authorities of local production and consumption for Japan's 'National School Feeding' programme.

## To

Collective community endeavours by proactive and like-minded individuals



**THE PEOPLE'S  
SUPERMARKET**

Members of social enterprise People's Supermarket in London pay a £25 annual fee and contribute 4 hours of their time every month to working in the store, receiving in return 20% discount off their shopping in-store.



# In-market examples from around the world



**What:** The St. Louis MetroMarket is a non-profit mobile farmer's market, that travels around the area on a converted city transit bus.

**Why:** The MetroMarket supplies fresh, healthy and locally-sourced produce to those living in St. Louis' 'food deserts' (areas without grocery stores) is 233% higher than the national average.



**What:** Community Shop is a pilot scheme in London providing shoppers on the cusp of food poverty access to surplus food and products, at up to 70% less than normal prices.

**Why:** This project matches surplus food with social need, giving people in receipt of welfare support not only access to cheaper food, but also the option of programmes of tailored support.



**What:** Estou sem Água (I'm out of water) is an application that allows consumers to point the places where there are water shortages across Brazil. It also allows users to enter comments, such as the day when the community received water for the last time.

**Why:** In the summer of 2014 many Brazilians were concerned about missing water in their homes, but governments did not admit the rationing. The goal of the app has been to show the reality and identify the local communities that are the most affected.



## Conserving resources

The recognition that conserving resources is good for the bank balance as well as the planet is now fully embedded in the consumer mindset. People expect increasingly sophisticated, yet simple to use, products and services that enable them to save resources personally – whilst expecting businesses to do the same





# How is this sub-trend evolving?



## From

Mainstreaming of the desire to save resources



Aquafina water (owned by PepsiCo, US) uses 50% less plastic in its production process due to a smaller bottle top.

## To

Increasingly high expectations of sophisticated solutions for conserving resources



Chop Cloc turns the heating off in your home for a portion of time every hour to reduce your energy consumption without you feeling any change in temperature.



# In-market examples from around the world



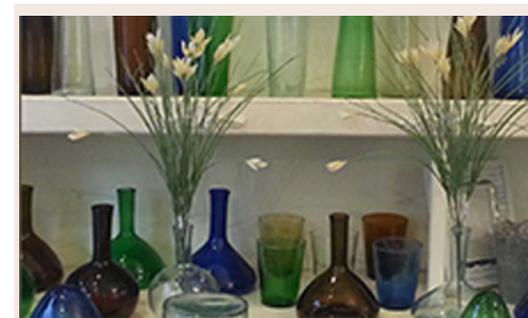
**What:** French supermarket Intermarché ran a highly successful campaign about turning 'ugly' fruits that would have been thrown away (for not meeting appearance standards) into healthy, affordable soups and smoothies.

**Why:** Reducing waste and carbon by re-using waste ingredients and trimmings e.g. in energy generation, fertilisers and new products is a trend that more and more brands follow.



**What:** The Perennial Restaurant is a San Francisco start-up with an innovative supply chain.

**Why:** The Perennial uses an aquaponic system at its greenhouse, taking the food scraps from the kitchen and feeding them to worms/larvae, which are in turn dehydrated in a solar dehydrator and fed to the fish. This circular system is beneficial in a number of ways, including the creation of new jobs to man the cycle.



**What:** The Green Glass Recycling Initiative Lebanon (GGRIL) sponsors local artisans to create stylish and ecological bottles, vases and lamps from recycled glass.

**Why:** When Beirut's largest waste disposal company stopped collecting glass, GGRIL took matters into their own hands and transformed this deficiency into a business model. It's reviving the art of glass blowing, and there is huge appeal in these unique, handcrafted pieces.



## War on waste

Consumers are increasingly frustrated with products that leave them to deal with large amounts of waste. It is now an expectation that products are easily recyclable/repurposable, and designed to involve less waste in the first place. Consumers are particularly hungry for help with how to reduce the amount of food they throw away. Meanwhile, 'Repair' has become the fourth 'R' in the 'Reduce, Reuse, Recycle' mantra, with consumers seeking to fix broken products.





# How is this sub-trend evolving?



## From

Growing consumer desire for products that are easily recyclable/repurposable, and designed to involve less waste in the first place.



Nestlé's 'smart pack' coffee refills use less plastic and make consumers reuse their coffee jars.

## To

Increasing social unacceptability of waste at all levels; particular focus on food waste.



Public and private came together at the 'Woodstock of Food Waste' in California to explore how to achieve zero food waste.

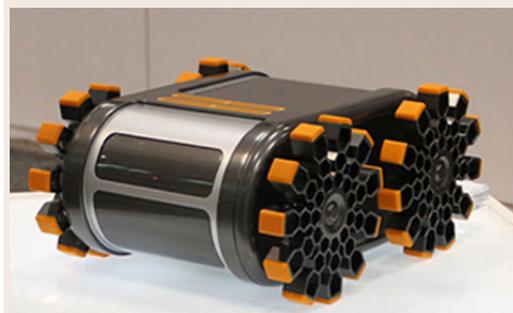


# In-market examples from around the world



**What:** “Trash Exchange” is a pop-up farmer’s market in Mexico City with a difference.

**Why:** Consumers can recycle their plastic waste in exchange for “green points.” The points are then redeemable in the farmers market, enabling locals to buy fresh produce from local farmers at no direct cost. “Trash Exchange” tackles environmental waste issues and the nation’s health needs in one initiative.



**What:** Limbo is a Roomba-style house-cleaning robot powered by the dirt and grime it picks up. With a bompost (bacterial compost) bin, it uses a process called Microbial Electrolysis to convert bacteria into usable energy.

**Why:** While still a concept, Limbo is evidence that waste can be found at the forefront of innovation, from start-ups to established global brands.



**What:** By 2017, British Airways plans to have waste-fuelled transatlantic flights.

**Why:** The London Green Sky project (as it’s called), will use municipal waste from around London to make jet fuel, significantly reducing the carbon emissions associated with flying. It’s a two-for-one environmental boon.

## More niche concerns

Everyday the media reveals more about how human activity is wreaking havoc across the planet. Consumers certainly expect 'the big guys' to take the lead on the big environmental issues, but feel increasingly accountable and interested in a wide array of different issues and concerns. Brands need to consider the more 'niche' things on the consumer radar, such as palm oil production, and protecting bee populations.





## From

Mainstreaming of low impact solutions that protect the environment and biodiversity.



'Found Organic' claims to be the first carbon neutral juice brand.

## To

More niche issues on the consumer radar which brands need to safeguard.



UK wine importer Morgenrot donates 50p to Friends of the Honey Bee for every bottle of its 'Plant Bee' Chenin Blanc sold.



# In-market examples from around the world



**What:** US organic skincare brand owner, [Tata Harper](#), includes honey in several products in her skincare range, generated from beekeeping on her farm in Vermont.

**Why:** The use of honey not only helps bee conservation but also environmental conservation and biodiversity; bees are essential to agriculture and to thriving ecosystems.



**3FREUNDE**  
BIO - FAIR - KLIMANEUTRAL

**What:** 3FREUNDE is Germany's first 100% fair trade and carbon-neutral clothing company whose business has grown significantly year-on-year.

**Why:** The company produces T-shirts printed in environmentally-friendly water-based colors and it doesn't compromise on ethical standards or price, much to their customers' delight.



**What:** London's first electric zero-emission black cabs are now on trial in the city.

**Why:** They use electricity, and do not produce sound emissions, preventing people from suffering the consequences of noise and air pollution on their health.



## Fair treatment

As consumers become more globally connected and better-informed, they desire assurance that the people and animals involved in every step of the supply chain are treated fairly. Brands are increasingly meeting this desire by telling stories that bring consumers closer to the people and process behind a product.





## From

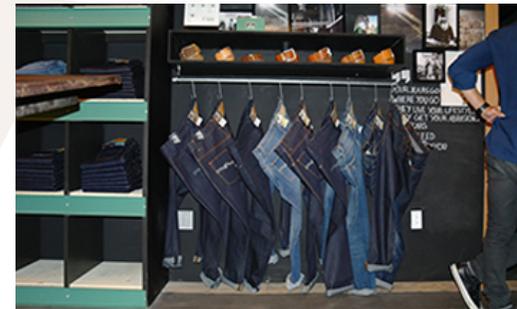
Mainstreaming of fair treatment practices, with Fairtrade increasingly becoming the default choice



e.g. McDonald's (one of the UK's biggest coffee sellers) using Rainforest Alliance certified beans.

## To

Growing desire for assurance that fair practices cover the whole supply chain



Danish clothing retailer NÜ now sells fair trade jeans, made in small, local and ethical factories out of 100% organically-grown cotton.



# In-market examples from around the world



**What:** In early 2015, the Fairtrade Foundation has signed a deal with Waitrose under which it will endorse and advise on the supermarket's own ethical food sourcing programme.

**Why:** This new partnership is the first of its kind between a retail business and the Fairtrade Foundation. Fairtrade will evaluate Waitrose's existing projects and help design new ones and its involvement will be flagged beside relevant items in stores.

**What:** Fashion retailer JDWilliams, owner of over 30 clothing brands adheres to the Ethical Trading Initiative (ETI), an alliance of retailers, suppliers, trade unions and voluntary organisations that set strict standards for working conditions in factories.

**Why:** The company has been praised by NGOs for taking a co-ordinating role and driving the Bangladesh Accord forward, giving smaller brands the opportunity to step up and take the lead in supply chain ethics.



**What:** Called a "badge of honour for farmers" and the "gold standard," AWA (Animal Welfare Approved) has come to be the most highly regarded food label when it comes to animal friendly, pasture-based farming in North America.

**Why:** The programme was founded as a market-based solution to the growing consumer demand for meat, eggs and dairy products from animals treated with high welfare and managed with the environment in mind.



## Totally transparent

Expectations for transparency have never been so high – no longer something consumers desire, but increasingly a hygiene factor.

People expect information about how products have been made to be available at a click. If it's not there, the assumption is that the brand has something to hide.





# How is this sub-trend evolving?



## From

Appreciation of efforts to show consumers what's going on behind the scenes



A large part of Innocent smoothies' appeal is the straightforward description of what goes into each carton

## To

Expectation that brands are 100% transparent in all that they do



KFC's new open plan kitchens show consumers exactly what their food is and how it's cooked, edifying consumers who have concerns about food preparation in fast food restaurants



# In-market examples from around the world



**What:** Evol Foods in the US pride themselves on producing frozen food products that only contain ingredients that will typically be found in the kitchen cupboard or fridge.

**Why:** Answering the growing demand for products free of artificial flavours, colours, additives, preservatives and fillers.



**What:** There is no information that Swiss beauty firm Weleda doesn't share. On its website, consumers can find information on everything from its commitment to social sustainability — including fair trade and wages guidelines — to a list of environmental standards.

**Why:** Weleda sets its own standard in 'natural, redefining it to mean "no more than a one-step chemical change from the natural source." Weleda products list over 1,000 ingredients of this kind.



**What:** Eureka Dairy Farm in South Korea sells dairy products to buyers through an online portal where they share details about production techniques, including video updates, so buyers can find out about the farming first hand.

**Why:** Consumers are seeking new safety guarantees from food and beverage providers, looking to diffuse the risk of low quality or tainted products. This farm built consumer trust by combining business transparency with values-led brand purpose.



## Responsible living



# How is this trend playing out in Ireland/Great Britain?



## Relevance in Ireland

The Irish government has already responded to the need for sustainable food production through reforms such as the Grocery Goods Regulations to be implemented this year

However, consumers now have an expectation of businesses and their brands to go beyond “doing less bad” and simply meeting government standards. Their purchasing decisions should be made easier in the knowledge that a brand is “doing more good” for the consumer themselves, for others, and for the environment.

## Relevance in GB

Consumer scepticism is high, with nearly a third of GB consumers strongly agreeing that they are increasingly sceptical of the claims made by brands on packaging in advertisements. Both Irish and GB consumers are therefore more likely to spend time researching a product before purchasing (31% in 2014 compared with 25% in 2010).



# How dynamic are the sub-trends?



Heating up  
Still warm  
Cooling



Local action

Totally transparent

Heating up  
Still warm  
Cooling



Conserving resources

Climate & biodiversity concern

War on waste

Fair treatment



# Thought-starters: How could you..?



**Ensure your consumer is completely aware of what happens at every stage of your supply chain?**



**Add to the environmental/ethical benefits of your products? Would a partnership better enable this?**



**Help each individual consumer live responsibly on a day to day basis through changes to product and packaging?**

# Thank you



For more information on how to use these  
Consumer Lifestyle Trends contact the Bord Bia  
Consumer Insights Team

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