

Trends and Foresight

Report 1 – Environment
Prepared for Big Lottery Fund
January 2014

The logo for Trajectory, featuring a red curved line above the word "trajectory" in a lowercase sans-serif font. The letter "o" is replaced by a solid red circle. Below "trajectory" is the tagline "the futures partnership" in a smaller, lowercase sans-serif font, with "futures" in red and "partnership" in black.

trajectory
the futures partnership

ENVIRONMENT

Introduction

- The environment remains an important issue for many individuals, but has declined in relative importance as a result of the downturn.
- Partly, this shift in priorities is driven by the dominance of economic issues closer to home – such as unemployment, service provision and, in terms of ethical priorities, the way organisations are run (for example, recent concerns about executive pay, tax avoidance).
- The role of increased regulation is also a factor as it can remove the choice from individuals (for example, with certain products, such as sugar, it can be difficult to buy a product that isn't ethically sourced).

Shift in ethical priorities

Only 2% of people name the environment as a top priority – with the main focus being on economic –related issues

- As the economic downturn has focused individuals on their own circumstances and issues closer to home, their ethical concerns have switched.
- Overall individuals are less likely to be concerned about traditional 'green' or environmental issues, and more likely to be concerned about issues such as boardroom pay or corporate malpractice.

Q1 What would you say is the most important issue facing Britain today?

Q2 What do you see as other important issues facing Britain today?

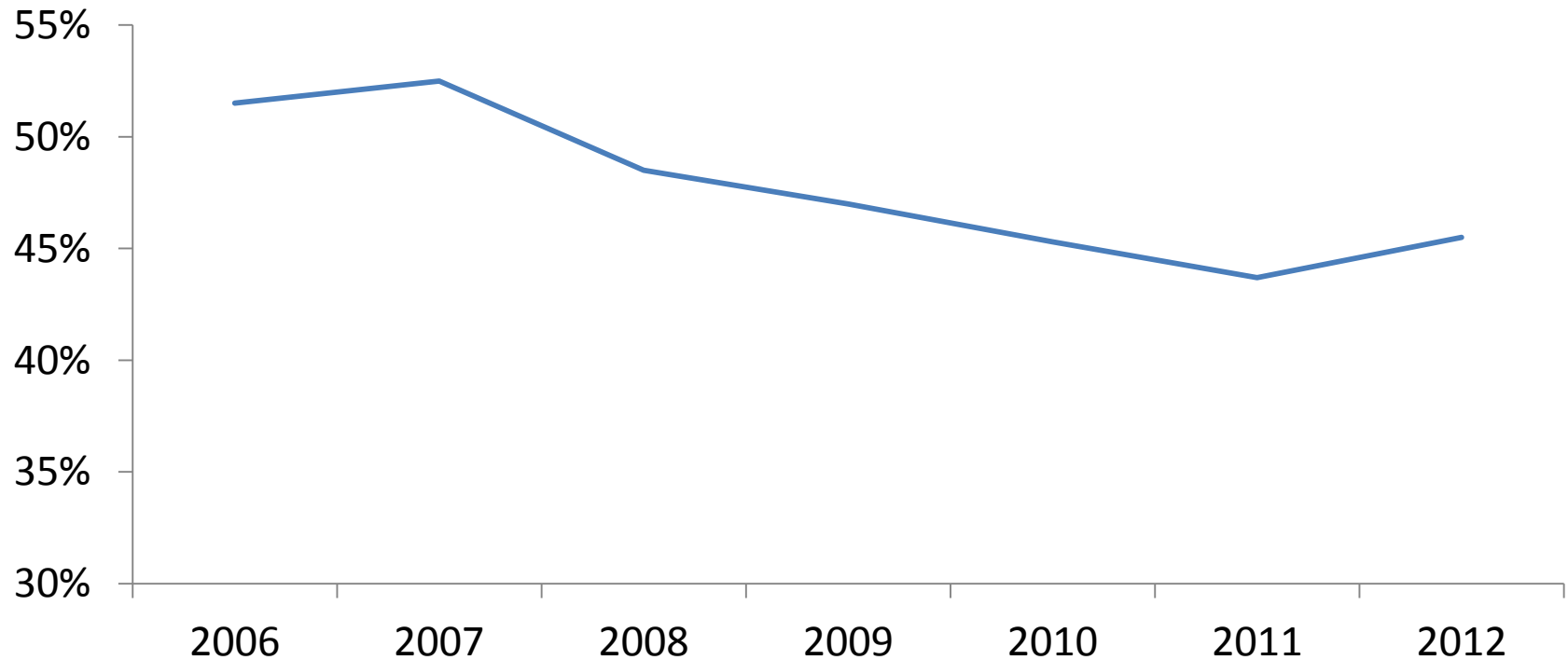
Base: 998 British adults 18+

	Q1	Q1/2
	%	%
Economy/economic situation	21	40
Race relations/immigration/immigrants	18	35
Unemployment/Factory Closure/Lack of Industry	13	33
National Health Service/Hospitals/Health care	4	24
Inflation/Prices	6	17
Poverty/Inequality	7	16
Education/Schools	2	16
Crime/law & order/violence/vandalism/ASB	3	13
Pensions/social security/benefits	2	11
Low pay/minimum wage/fair wages	1	10
Housing	1	9
Morality/individual behaviour/lifestyle	3	8
Ageing population/Social care for elderly	2	8
Common Market/EU/Europe/Euro	2	7
Petrol prices/fuel	1	7
Pollution/environment	2	5

Focus on price dominates

There is also an increasingly reluctance to pay an ethical premium for something – and a stronger focus on getting value from purchases, with a degree of blindness to the environmental impact

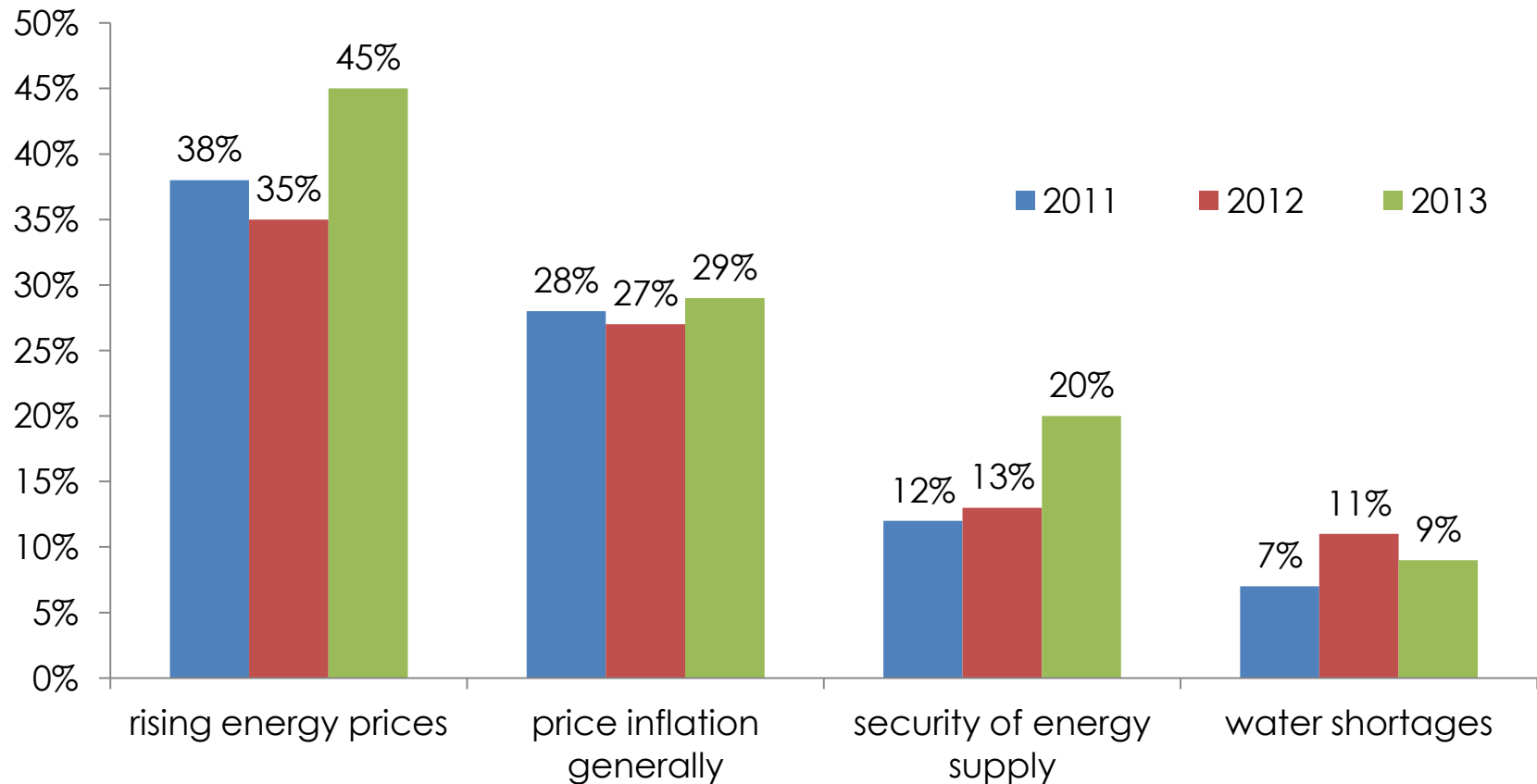
Proportion agreeing that the cost of an airplane ticket should reflect the damage done to the environment



Source: British Social Attitudes

Environmental and price concerns are related

In the UK, individuals' biggest area of concern is rising energy prices – this has risen significantly over the past year, as have concerns over the security of the energy supply overall

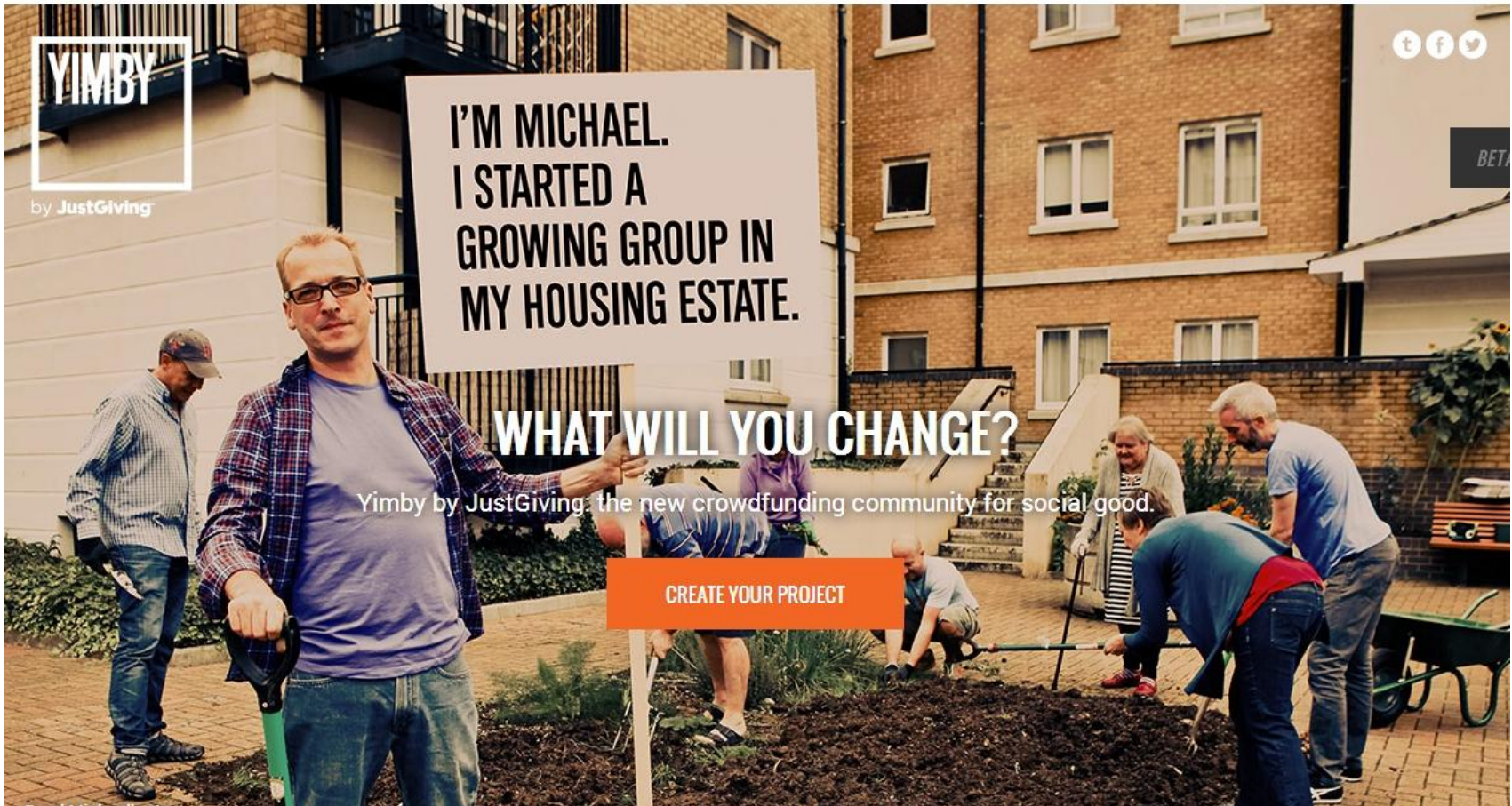


Local schemes – Garden Gorillas



- Garden Gorillas is a not-for-profit organisation working with schools, communities, surgeries, libraries and other organisations to create instant allotments all over the Sheffield region.
- These alternative allotments are placed in non-conventional spaces such as rooftops, the sides of roads or roundabouts.
- They are not privately owned, with the aim to get everyone to share the work and the food and socialise together.

Investing in local communities



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BETA

Emerging areas of need

- Concerns about the environment remain important to people in the UK, but resonate most when linked to changes in price and affordability.
- A key example of this are the growing concerns over fuel prices and security of supply (also see Poverty and Deprivation).
- There are, however, benefits to be found in local schemes that address environmental issues at a level which connect with individuals. These schemes – such as using public green spaces for crops – fulfil both an environmental purpose and a community one. Although concerns about traditional ‘green’ issues has diminished, it can still act as a motivator to improve local communities.

Thank You

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