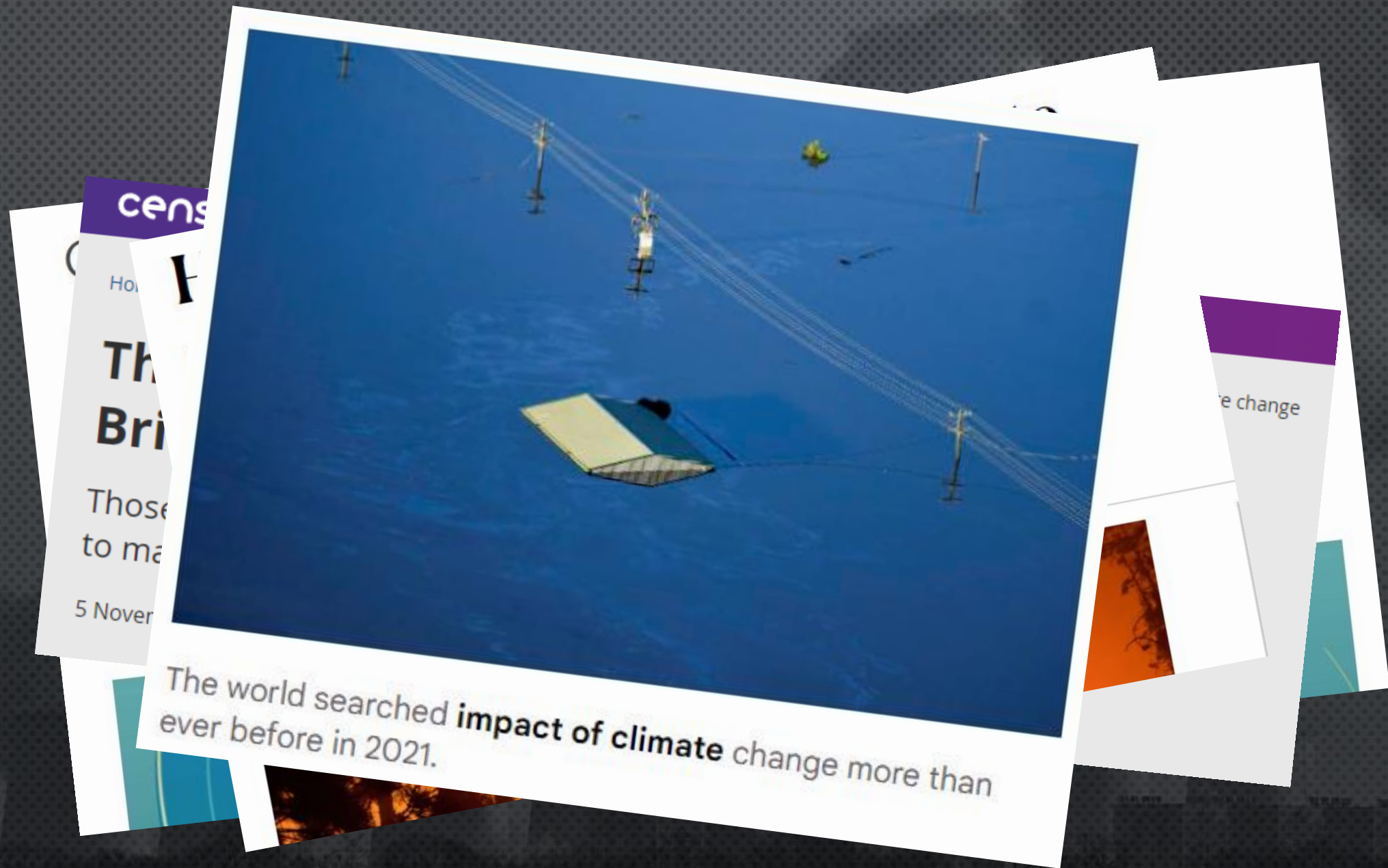


Gen Z: Driving the net- zero agenda

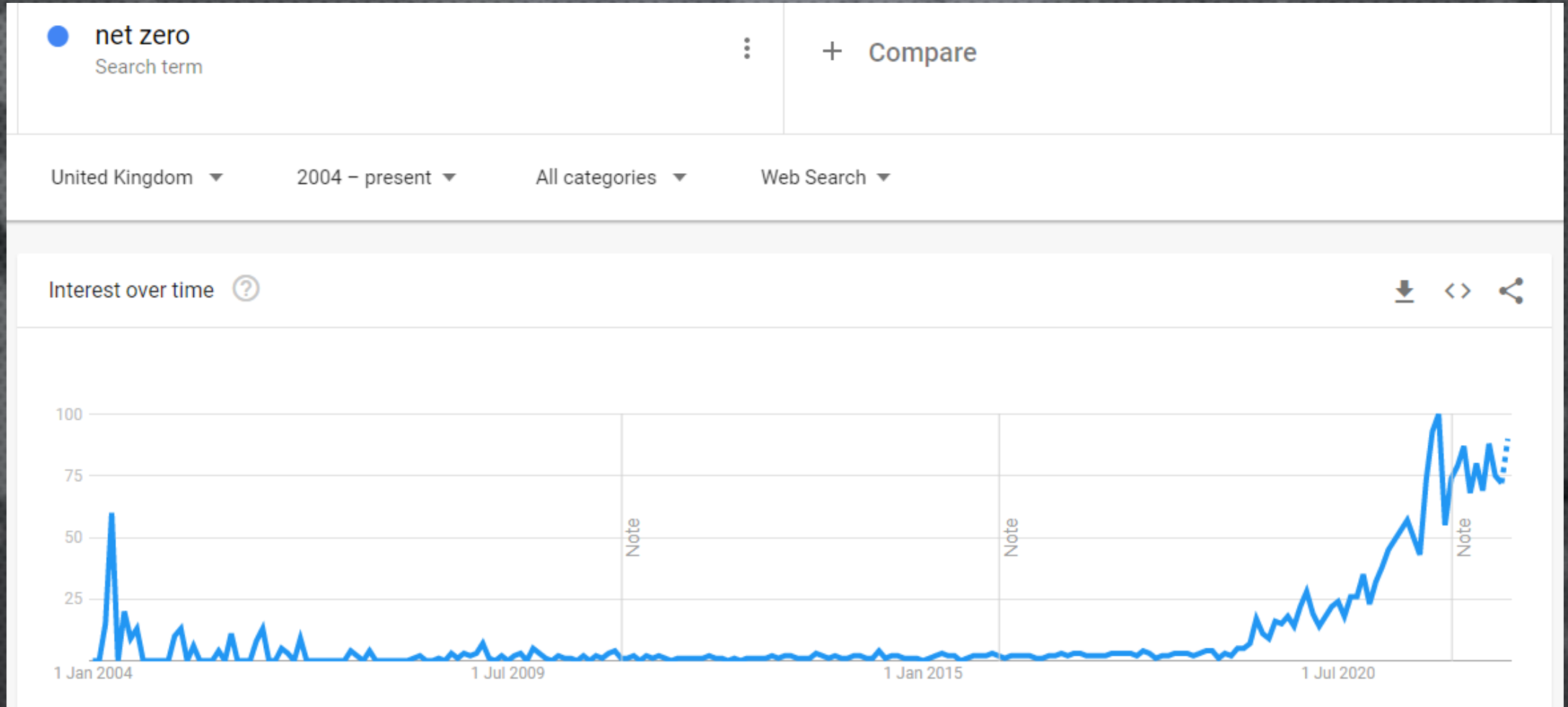
Red **BRICK**

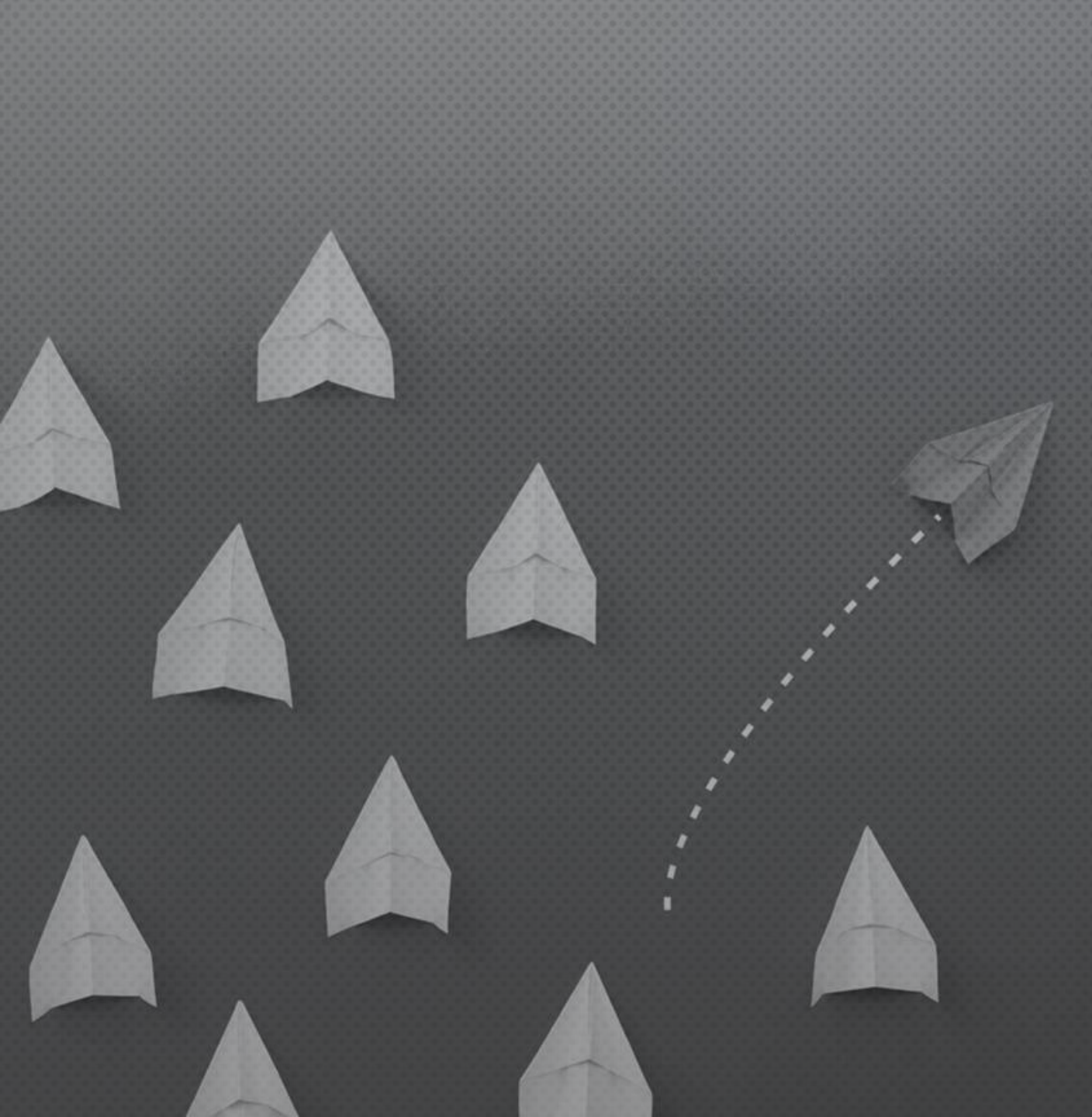
The Growth Insights™ Agency



The world searched **impact of climate change** more than ever before in 2021.

2020 SAW NET-ZERO ENTERING THE PUBLIC DISCOURSE





Bank of
America predicts that
Gen Z's income will
surpass that of their
next older generation,
Millennials, and they
will become
**“the most
disruptive
generation ever”**

WHAT DO GEN Z WANT FROM COMPANIES?

*“GEN Z NO LONGER FORMS OPINIONS OF A COMPANY SOLELY BASED ON THE QUALITY OF THEIR PRODUCTS/SERVICES BUT **ALSO NOW ON THEIR ETHICS, PRACTICES AND SOCIAL IMPACT.** TO WIN THE HEARTS OF GEN Z, COMPANIES WILL NEED TO HIGHLIGHT THEIR EFFORTS TO BE GOOD GLOBAL CITIZENS. WHILE FOCUSING ON THE QUALITY OF THE GOODS/SERVICES YOU PROVIDE IS STILL IMPORTANT, A COMPANY’S ETHICS ARE MORE IMPORTANT THAN EVER. MOREOVER, **ACTIONS SPEAK MORE LOUDLY THAN WORDS: COMPANIES MUST DEMONSTRATE THEIR COMMITMENT TO A BROADER SET OF SOCIETAL CHALLENGES, SUCH AS CLIMATE CHANGE.**”*

WHAT DO GEN Z WANT FROM COMPANIES?

93 PERCENT OF GEN ZS BELIEVE BRANDS HAVE AN OBLIGATION TO TAKE A STAND ON ENVIRONMENTAL ISSUES.

DIGITAL SAVVY GEN ZS WILL DO THEIR HOMEWORK. THEY'LL SPEND TIME LEARNING ABOUT YOUR COMPANY'S BUSINESS PRACTICES TO UNDERSTAND IF THEY'RE GREEN. FOR EXAMPLE, ARE YOU RECYCLING THE WASTE OUTPUT FROM YOUR MANUFACTURING PROCESSES OR DOES YOUR DISTRIBUTION FLEET RUN ON CLEAN ENERGY? AND IF THE ANSWER IS NOT UP TO PAR, EXPECT THEM TO SHOW THEIR DISAPPROVAL BY VOTING WITH THEIR WALLETS.

ALMOST ONE THIRD OF GEN ZERS HAVE BOYCOTTED A COMPANY THEY PERCEIVED AS FOLLOWING UNSUSTAINABLE PRACTICES."

I avoid companies that don't take sustainability seriously

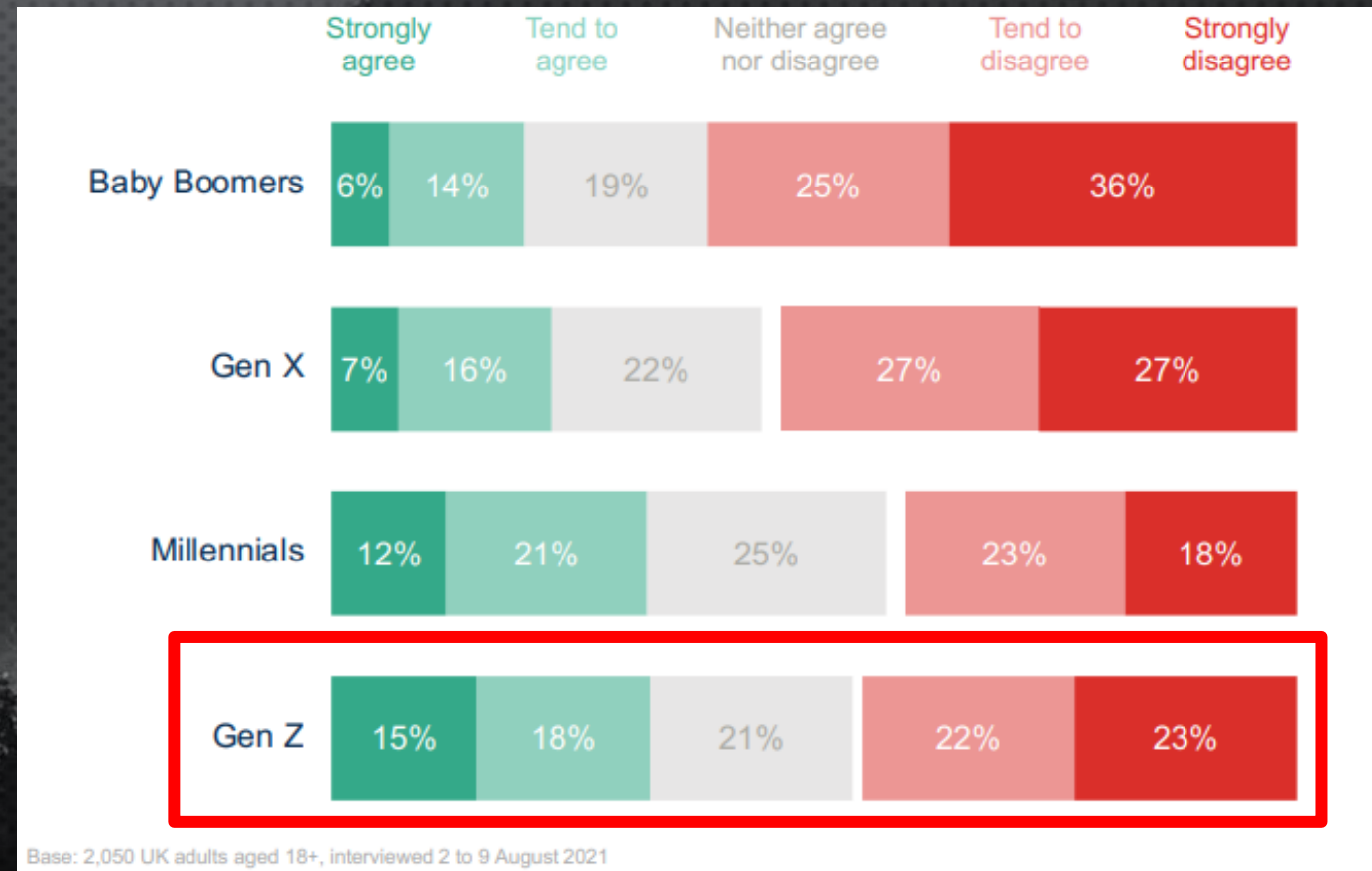


Source: Global Student Living 2022
2,744 students

THERE IS AN ATTITUDE OF FATALISM OVER WHAT INDIVIDUALS CAN DO

TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

THERE IS NO POINT CHANGING MY BEHAVIOUR TO TACKLE CLIMATE CHANGE BECAUSE IT WON'T MAKE A DIFFERENCE ANYWAY



GEN Z DISILLUSIONED WITH “SMALL CHANGES”



Changing Behaviours

*“I do what I can. I always recycle. I try not to waste energy - turn the lights off, and small things like that. But I guess if everyone does that, it will help. But **the big changes are not things that we individually can do, which is quite frustrating,** but you try.” (Student, PBSA, Southampton)*

*“I just feel really overwhelmed and it feels really scary. **It doesn't feel like there is anything like I can do.** So, it's just really scary and big and overwhelming.” (Student, PBSA, Dublin)*

GEN Z BELIEVE LARGE COMPANIES SHOULD CHANGE BEFORE INDIVIDUALS

Reasons for adults (aged 16 years and over) not making lifestyle changes to tackle climate change, by age, Great Britain, 6 to 17 October 2021







no plastic
straws

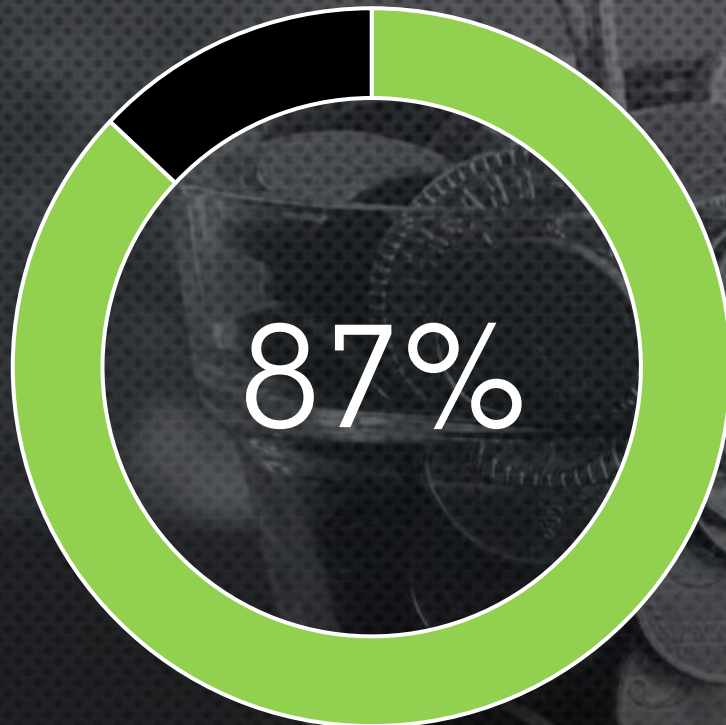
climate disaster as a result of
unfettered capitalism

turning off your a/c

recycling

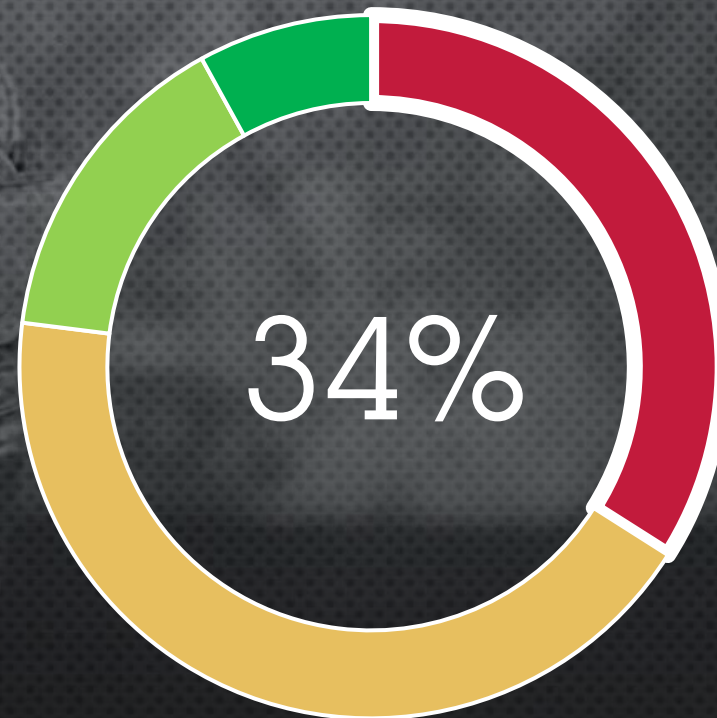
STUDENTS WANT THEIR ACCOMMODATION TO DO MORE, BUT GREEN PREMIUM DOESN'T APPLY

My accommodation should do more to reduce its environmental impact



Source: Global Student Living 2022
2,744 students

I would pay more for accommodation that was environmentally friendly



- Do not agree
- Somewhat agree
- Agree strongly
- Agree completely

Source: Global Student Living 2022
2,744 students

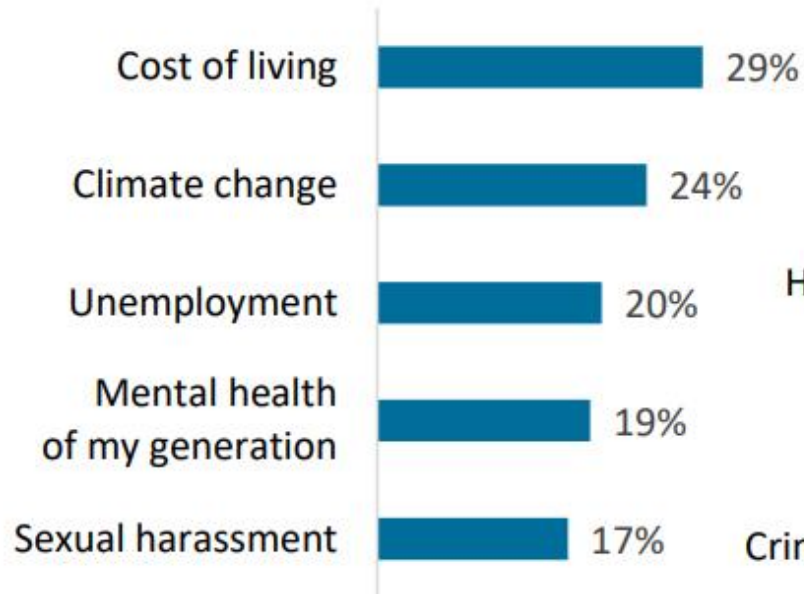
COST OF LIVING TOPS CONCERNS FOR GEN Z



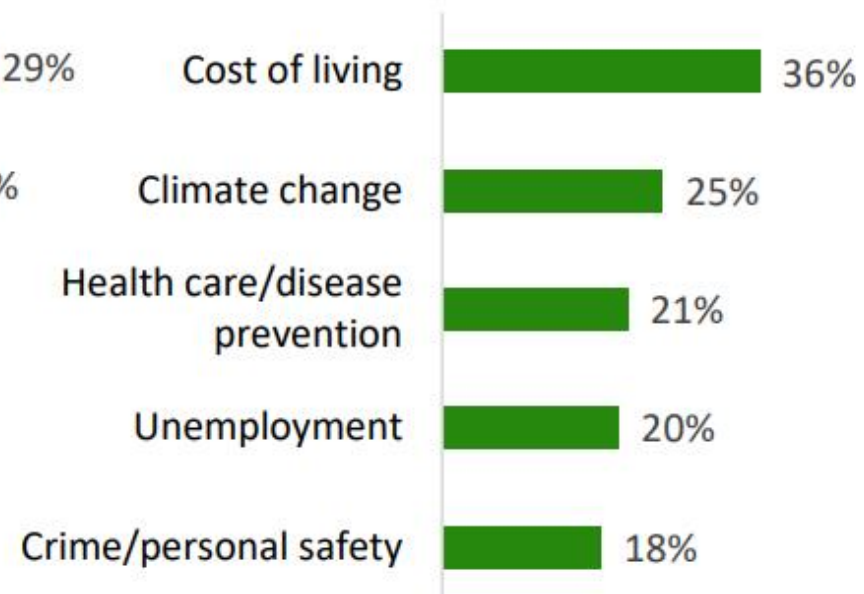
The cost of living is the top concern among Gen Zs and millennials, followed closely by climate change.

Top Concerns

Gen Zs

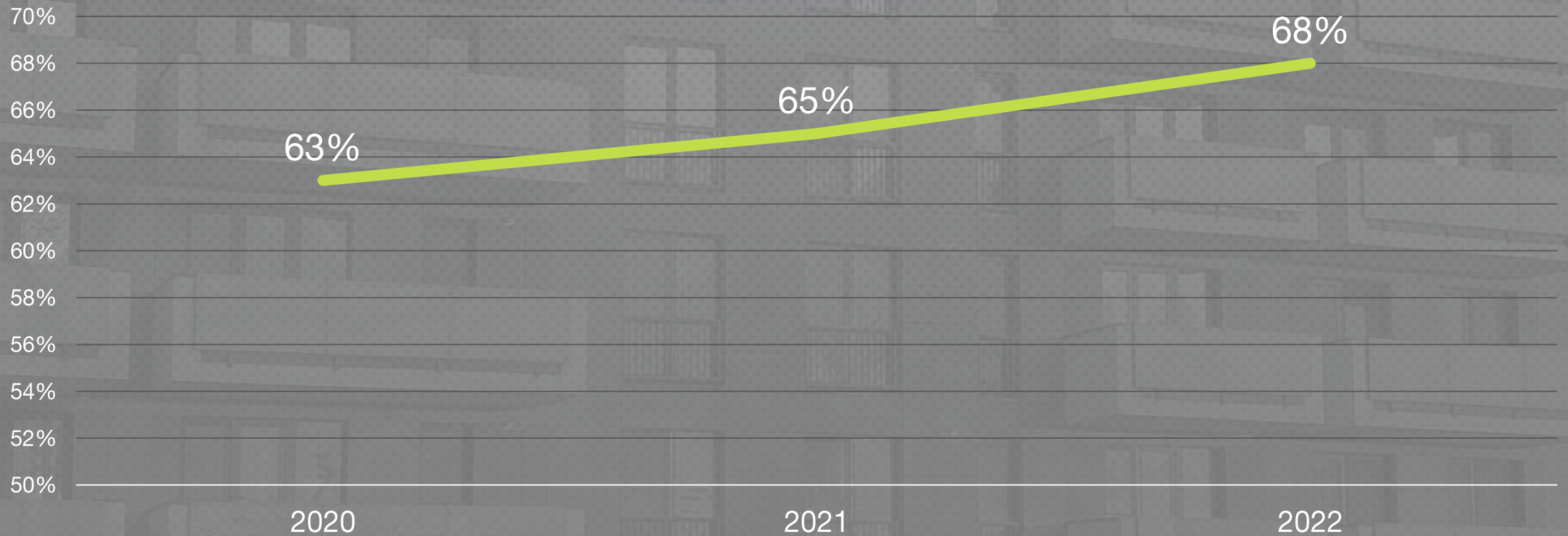


Millennials



BUDGET INCREASINGLY INFLUENTIAL IN DECISION OF WHERE TO LIVE

% reporting that budget had the biggest influence on the decision of where to live while at university



Source: Global Student Living 2022
2020: 11,249, 2021: 19,820, 2022: 1,800

DRIVING THE NET ZERO AGENDA



***RATHER THAN INDIVIDUAL ACTION, PRESSURE WILL BE PUT ON
ACCOMMODATION PROVIDERS TO BE ENVIRONMENTALLY FRIENDLY***

THANK YOU



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