

## Sustainability News – 11<sup>th</sup> March, 2017.

### Behavioural Economics

Green marketing of certain products could potentially have an appreciable effect on human behaviour. Labelling of products as green (assuming the labels are accurate) may influence buying decisions, particularly since consumers may be willing to pay extra to associate themselves with good or green decisions. But those decisions may be offset elsewhere, as consumers seem to keep a kind of mental balance of altruism:

Consumer choices not only reflect price and quality preferences but also social and moral values as witnessed in the remarkable growth of the global market for organic and environmentally friendly products. Building on recent research on behavioral priming and moral regulation, we find that mere exposure to green products and the purchase of them lead to markedly different behavioral consequences. In line with the halo associated with green consumerism, people act more altruistically after mere exposure to green than conventional products. However, people act less altruistically and are more likely to cheat and steal after purchasing green products as opposed to conventional products. Together, the studies show that consumption is more tightly connected to our social and ethical behaviors in directions and domains other than previously thought.

This would seem to point to another advantage for price-oriented environmental policies like carbon taxes. They're likely to be more effective, because they rely on price signals rather than altruism to generate reductions in the environmental impact of consumer purchases. And because they don't rely on altruism, consumers may be less likely to compensate for their greenness by being more ethically indulgent elsewhere.

### How much do you know about the circular economy?

Which famous sailor is championing the circular economy?

- Popeye
- Ellen MacArthur
- Sailor Jerry

How much is a transition to a circular economy estimated to provide globally in annual savings by 2025?

- \$1m
- \$1bn
- \$1tn

What does C2C stand for?

- Cradle to Circle
- Cradle to Cradle
- Circle to Cradle

Coffee flour, made from coffee waste, was invented by Dan Belligiveau who designed factories for which coffee chain?

A “plus sign” shaped pool placed in which river will filter the river water within its walls to provide safe, swimmable water?

How much of the UK is already circular?

14%

19%

26%

In Sweden, which fast food chain launched a campaign that accepted cans for currency?

Desso recently announced it has developed a new material stream for its carpet tiles in partnership with drinking water companies in the Netherlands. What is this new material stream?

More than 1.8bn mobile phones were bought in 2013. What percentage will be living in drawers within a few years?

- 34%
- 44%
- 54%

The Brighton Waste House is made from 4,000 video cassettes, two tonnes of jeans and how many toothbrushes?

- 2,000
- 12,000
- 20,000

Ikea, The Scottish Government, Vodafone, Philips and Renault are all what?

- Circular Economy 100 Members
- Circular Economy 2015 Members
- Circular economy 2.0 Members

Starbucks has teamed up with what to reuse coffee grounds from 136 of its Japanese coffee shops?

- An umbrella manufacturer
- A boat manufacturer
- A contact lens manufacturer

Dell has a goal to create waste-free packaging by 2020. What is it already using in its sustainable packaging portfolio?

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- 
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Original Unverpackt, a concept store selling groceries without packaging has opened in which German city?

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The UK's remanufacturing market, valued at £2.4bn, has the potential to reach what?



£3.5bn



£4.2bn



£5.6bn