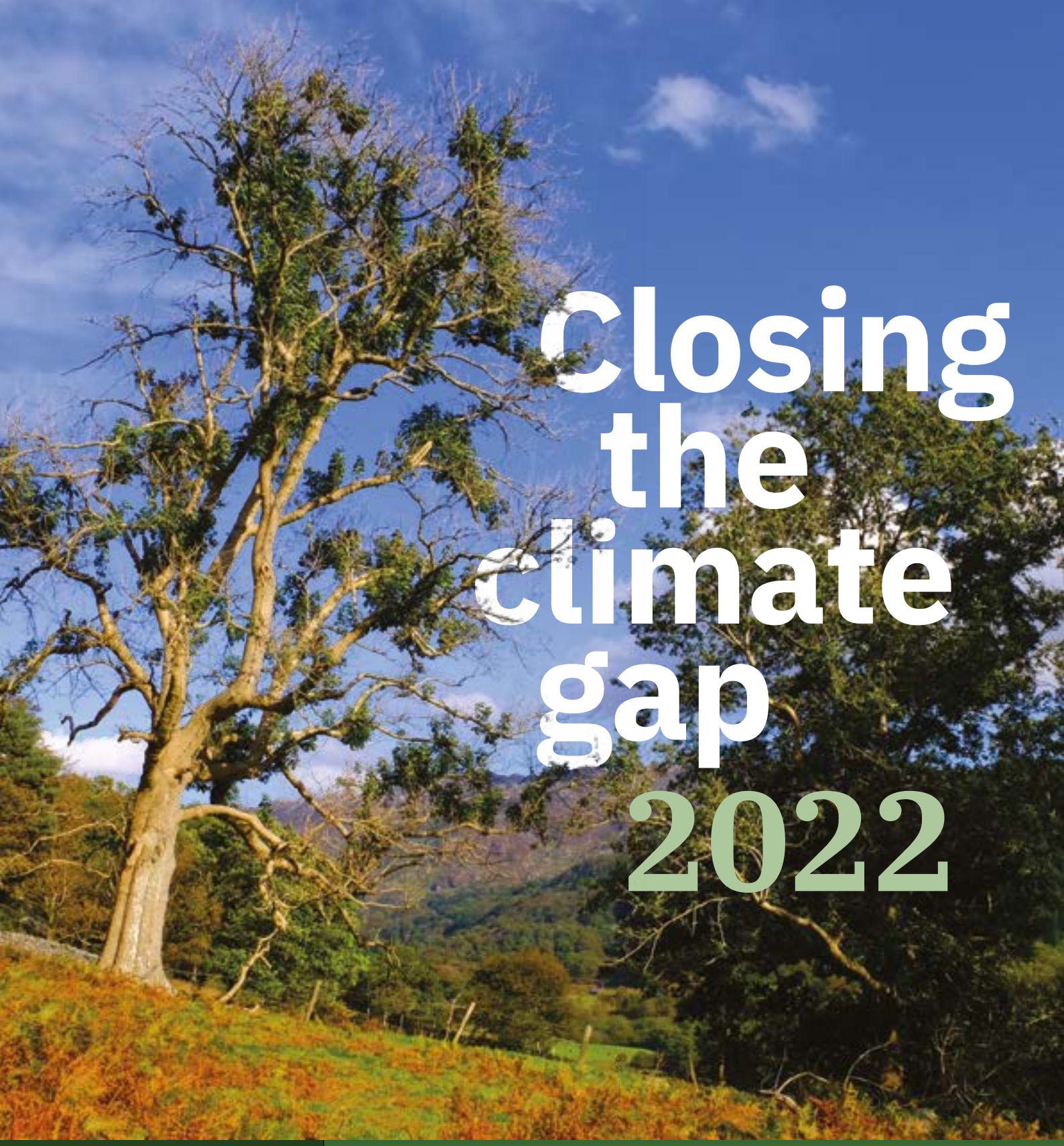


Closing the climate gap 2022

An annual report on progress towards sustainable consumer lifestyles in the UK

Ethical Consumer
Research Association

October 2022

CLIMATE GAP REPORT

Sponsored by the Ecology Building Society

Ecology Building Society

Contents

1. Introduction

1.1 A foreword from our sponsor

Ecology was established in 1981 by a group of pioneering founder members who wanted to start a building society to help finance environmental building renovations and support sustainable development.

Our founders were motivated by concerns over environmental degradation and consumerism. In 2022, climate change, ecological collapse, and deepening social inequalities are now the defining, interconnected issues of our time.

It has never been more relevant for Ecology to be a progressive force for change and committing ourselves in service of positive change isn't something new. Through our lending for sustainable projects, we've been supporting the development of low-impact carbon homes and communities for over 40 years. Our mission, to build a greener society, remains the same as when we first began but has acquired an increasing urgency and we all have a responsibility to take deliberate and ambitious action to avert the worst impacts of ecological breakdown.

Our whole business strategy starts from the premise that tremendous economic, societal and policy change is needed by 2030 for our planet to remain safe and liveable. As such it is fitting that we are supporting Ethical Consumer's second annual Climate Gap report. This timely publication maps out the route for lifestyle changes in a logical way alongside links to calls for political action during the remainder of this pivotal decade.

Ecology is concerned with making housing sustainable. This report confirms, as many others have done, the very slow progress being made. We urgently need a National Retrofit Strategy. We'd like to see the Government deliver, at pace, on a wide-ranging package to support green building including: grants, fiscal reform to incentivise creation of energy efficient homes, tightening building regulations, building the retrofit supply chain and driving the market for green finance.

GARETH GRIFFITHS
Chief Executive, Ecology Building Society

Ecology Building Society

1.2 A reminder of where we are

Our Climate Gap reports aim to annually track the gap between our current combined consumption emissions and where they need to be by 2030. They also aim to produce a simplified list of key actions for consumers, companies and governments, and these appear across the five report cards which are reproduced over the next few pages. In this second annual report we discuss how well consumers, companies and the government have worked together to achieve these goals.

Data for the first three areas of our report (Food, Heating and Transport), and the targets for reduction, are mainly taken from annual reports issued by the UK Government's own Climate Change Committee (CCC). The CCC was set up under the Climate Change Act 2008 to advise UK governments on decarbonisation, and it has a plan for reductions across the whole UK economy in line with international agreements.[1]

For the fourth impact area, Consumer Goods, we have conducted our own research. We provide more details about the CCC's reports, and on the calculations, indicators and goals we have chosen to use, in our inaugural 2021 Climate Gap report.

The 2021 Report remains free to download from the Ethical Consumer website. Scroll down to the bottom of any page to navigate to our Climate Gap campaign pages.

1.3 How this report is arranged

As last year, our report is focussed on the four 'impact areas' that we calculated to be the most important ones for consumers to reduce carbon impacts. Each impact area has a 'Report Card' which summarises the key issues on one page. The four areas are:

- Food
- Heating
- Transport
- Selected Consumer Goods

In addition there is a 'Summary Report Card' which further distils information from each of the four cards into a single view and which appears in our Key Findings section.

The report cards were also published in issue 199 of Ethical Consumer magazine.

1 Both UK and Scottish

1.4 Feedback from our 2021 special conference sessions

After the launch of last year's report, we invited a wide range of civil society organisations and ethical companies to come along to some focussed sessions during our Ethical Consumer Week in 2021. Here we asked them, and of course other attendees from our community, whether we had got our calls to action right, or whether there are others that should be given priority? This section contains some feedback from these sessions under the separate impact areas.

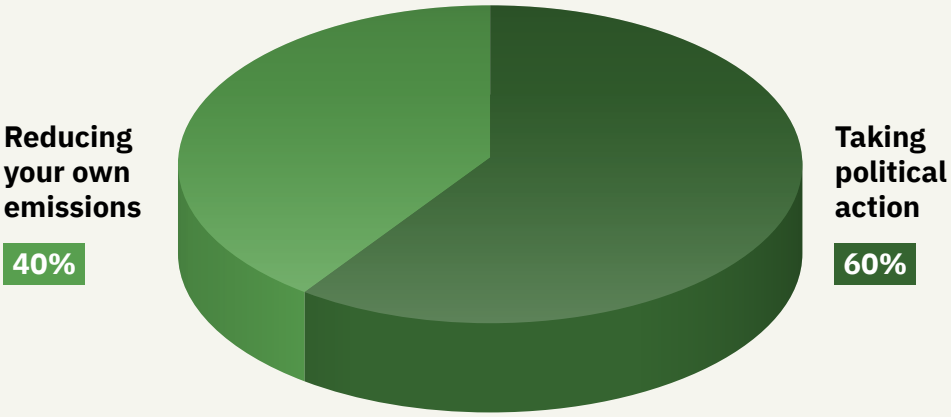
They also played an important role in helping us to shape section 6 of this report, our key political actions for consumers.

1.5 A new section on Key Political Actions for Consumers

As we mentioned last year, at Ethical Consumer we have long recognised that the decisions that consumers make, and around climate change particularly, are so dependent on the frameworks that government and companies provide that it is not particularly helpful to look at consumer choices or personal carbon footprints in isolation.[2]

Our Climate Gap reports are therefore designed to feature key consumer actions alongside what companies and governments need to do in each specific area. This can give consumers a sense that they are part of something bigger as well as highlighting some key political campaigns that might be worth supporting.

Last year we quoted Mike Berners-Lee who felt that the balance of effort for individuals between political action and consumption reductions should now be around 60 to 40, as represented in the diagram below, and are discussed in more detail in Section 6.



2 We first wrote on this in EC27 on January 1994.

To emphasise this fact this year, we've decided to publish a 'top five political actions for consumers' for each of the four impact areas of our climate gap report: Food, Heating, Transport and Consumer Goods. This is because governments and companies may not always choose to do the things they need to do (also listed in the report cards) without a push from consumers as citizens.

These will complement the 'What do consumers need to do' sections on each of our report cards which look just at personal consumption reductions, and are discussed in more detail in Section 6.

2. Key Findings

2.1 Our Summary Report Card

SUMMARY REPORT CARD 2022 (c. 75% of total consumer emissions)	Food (c. 26%)	Heating (c. 14%)	Transport (c. 25%)	Selected Consumer Goods (c. 10%)
Consumer-related emissions reductions needed by 2030 in this scenario (from a 2019 baseline)	c. 15% CO2e reduction	c. 23% CO2e reduction	c. 17% CO2e reduction	40% CO2e reduction
What reductions were achieved in the most recent year's figures?	0% reduction	6% increase	15% reduction	1.7% increase
The current climate gap. What is the remaining reduction needed?	15% still to reduce	23% still to reduce	2% still to reduce	40% still to reduce
Are we moving fast enough?	No, but...	No	Yes, but...	No, but...
What does government need to do?	Rebalance agricultural policy	Subsidise solutions	Halt airport expansion	Change company reporting law
What do companies need to do?	More plant options on menus	Develop creative funding	Reduce business travel	Report supply chain emissions
What do consumers need to do?	Reduce meat and dairy consumption by 20%. Reduce food waste.	Insulate. Do smarter heating; Choose heat pumps where possible.	Choose electric vehicles; Reduce travel where possible.	Increase repair and buying second hand.
Where are consumer intentions?	34-39% willing	22-50% willing	36-43% willing	49% willing

Key to tables:

c. = circa or approximately

The 'No, but...' and 'Yes, but...' are explained in the accompanying text for each individual report card on the following pages.

Going in the wrong direction | **Not moving fast enough** | **On target** | **No year on year data available**

2.2 Transport emissions are down

Transport emissions have been distorted by the pandemic. Emissions in 2021 were still well down on 2019 levels, but this is entirely due to the travel restrictions. This makes long term progress in transport hard to glean, but electric car registrations are on track. The green square on our summary table is unlikely to be the same colour next year!

2.3 Meat and Dairy are possibly on track

The UK Government's own Climate Change Committee (CCC), whose data we have used extensively in our reports, thinks that reduction in meat and dairy consumption is also on track, although the figures are a bit unclear.[3] We discuss this more in the Food section.

2.4 Home heating is still a car crash!

The UK is keeping up its tradition of doing very badly on heating. Insulation and heat pump installations need to speed up dramatically. There has also been a COVID-affected rise in home heating emissions. This is likely to change this winter as fuel prices impact, tragically, the poorest in our society most acutely.

2.5 Buying second hand and repairing are on the rise

Our own survey data shows significant increases in buying second hand and repairing this year (see section 4.3). In theory this should lead to real reductions in consumption of new goods, and feed through to reduced carbon figures in time, though this is not visible in the data yet.

2.6 Company carbon reporting is moving at pace

Proper reporting of full company emissions rose from 37% to 60% of the companies we surveyed this year. Whilst this is good, there are still critical issues with the quality of some of this reporting and little evidence that emissions reported are moving in the right direction at the right speed. What data we do have, which is old, shows emissions growth which is why the consumer goods sector, as a whole, is marked red.

3 https://www.theccc.org.uk/publication/2022-progress-report-to-parliament

2.7 Some possible food waste reductions

Research from WRAP suggests the pandemic also saw short-lived positive changes in household food waste, as people had more time to plan and prepare food. But there are no government figures available for this since 2018, so we aren't reporting on this indicator this time.

2.8 We're not moving fast enough

Now that transport emissions are returning to normal, UK consumption emissions reductions as a whole are not on track. This is not really news to anyone involved in climate campaigning and is true of wider UK (and international) emissions too.

2.9 The quality of data needs urgent attention

When we try to answer the climate gap question, we are finding that, in some cases, the best available data is three years old. It is not possible to manage an economy rationally towards urgent climate goals without meaningful and timely performance data. It is instructive to compare the resources the ONS has to produce (say) monthly inflation figures, with those it has for climate impact reports.

Other key management tools – like Home Energy Performance Certificate (EPC) ratings – need urgent attention too. See the Heating section below.

2.10 Intentions to adopt sustainable behaviours are on the rise

Of the twelve areas we looked at, consumer intentions or actions to make more sustainable choices increased in seven areas and stayed the same in five. This shows a general trend towards an increasing understanding of the need to adopt more sustainable consumer behaviours in the UK.

2.11 Governments are not always leading the way

Overall our report provides some evidence that, even when you have a government which appears openly hostile to taking timely climate actions, external events (like the pandemic), and positive action from independent actors (like companies and consumers) can mean that progress is not always or entirely stalled.

Change does not exclusively happen in a top down way, and even the worst governments are constrained in what they can do by external events and external forces. This is a small comfort in difficult times.

3. The Climate Gap Report Cards

3.1 Food Report Card

FOOD REPORT CARD 2022 (c. 26% total emissions)	Meat consumption	Dairy Consumption	Food waste
Consumer-related emissions reductions needed by 2030 in the CCC's 'Balanced Scenario' (from a 2019 baseline)	20% reduction	20% reduction	34% reduction
Where are we in the most recent figures?	c.1041g of meat per person per week (2019-2020)	c.2676g of dairy per person per week (2019-2020)	c.8 million tonnes (2018 – still the latest figure available)
The current climate gap. What is still needed?	20% still to reduce	20% still to reduce	34% still to reduce
What were the figures in the previous year?	1045g per person per week (2018-2019)	c. 2713g per person per week (2018-2019)	c.8 million tonnes (2018)
Are we moving fast enough?	No	No	Unknown
What does government need to do?	Use public procurement; Rebalance agricultural policy; Assess future trade deals.	Use public procurement; Rebalance agricultural policy.	Mandate reporting for companies; Funding for food waste prevention.
What do companies need to do?	Better carbon labelling; More plant options on menus; More investment in alternatives.	Better carbon labelling; More plant More plant options on menus; More investment in alternatives.	Reduce supply chain waste.
What do consumers need to do?	Reduce meat consumption by 20%.	Reduce dairy consumption by 20%.	Reduce food waste.
Where are consumer intentions?	39% willing	34% willing	66% making an effort

Key to tables:
c. = circa or approximately
CCC = Climate Change Committee

Going in the wrong direction | **Not moving fast enough** | **On target** | **No year on year data available**

3.2 Food Report Card narrative

Small changes in what people consume and throw away are not an exact science. We have continued to use figures on meat and dairy from DEFRA's Family Food Dataset, which suggest a 0.3% reduction in meat consumption and 0.1% reduction in dairy between 2018-2019 and 2019-2020. But there are other promising signs on this – when surveyed in 2021 on what things they are doing to tackle climate change 29% of people said that they eat less meat and 16% said less dairy, and these figures had risen from 25% and 14% in 2019.[4]

The CCC is using older figures than us – it reports meat and dairy consumption figures from DEFRA's Family Food Survey (a different source), the latest of which are from 2019. These suggest that there was a 2% reduction in meat and 3% reduction in dairy from 2018.

The latest available figures on food waste are still from 2018. Annual food waste data is identified as a data gap by the CCC. However, WRAP's surveys during the pandemic found that people at least said that they were throwing away less food at that point, as they had more time.[5]

Overall, we seem to be moving in the right direction, but our figures suggest that the speed of change needs to increase if we are to reach our 2030 goals.

The government's net zero strategy includes a committent to halve food waste by 2030, but it has not set out any ambition for a reduction in meat and dairy consumption or any policies to encourage it.[6]

3.2(a) Feedback on the report from our food workshop

We explained how our 2021 Climate Gap report had drawn heavily on the Eating Better Alliance's 2019 roadmap 'Better by Half' for its recommendations for government and company actions.

Alex Mackaness from the Soil Association explained how they wanted to see a wholesale transition away from industrialised agriculture with its large scale monocultures and ultra-processed foods, and towards agroecology, sustainable land use and sustainable diets.

4 CCC, 2022, Progress in reducing emissions – 2022 Report to Parliament – Indicators

5 WRAP, 2021, UK Household Food Waste tracking survey Winter 2021: Behaviours, attitudes, and awareness

6 HM Government, October 2021, Net Zero Strategy: Build Back Greener

Simon Fairlie, author, and publisher of the Land magazine agreed. He wrote in to say: “Looking at your food report card, I would support a reduction in meat consumption of at least 20 per cent, but not in dairy consumption. Dairy is a much more efficient user of the UK’s main crop, grass, than beef and lamb, and is the fertility-building part of a mixed organic farm.”

We also learned how WRAP, which works mainly with companies, had recently published its own report – “Pathway 2030: Delivering a 50% reduction in the GHG footprint of UK food and drink”. The three biggest elements where they thought that companies could reduce impact were in energy decarbonisation, zero tropical deforestation in the supply chain, and in leading dietary change.

3.3 Heating Report Card

HEATING REPORT CARD 2022 (c14% total emissions)	Home insulation installations	Heat pumps installed	Overall emissions from heating
Consumer-related actions needed by 2030 in the CCC's 'Balanced Scenario' (from a 2019 baseline)	14 million total installations (cumulative)	1.1 million installations per year	23% reduction
What are we in the most recent figures?	347,000 (between 2019 and 2021)	55,000 installations in 2021	69 million tonnes in 2021
The current climate gap. What is still needed?	13.7 million	1.1 million installations per year	15 million tonnes CO2e reduction (23%)
What were the figures in the previous year?	197,000 cumulative installations	36,000 installations in 2020	65 million tonnes in 2020
Are we moving fast enough?	No	No	No
What does government need to do?	Subsidise; Provide clear and consistent framework; Mandate and enforce quality standards.	Subsidise; Provide clear and consistent framework; Mandate and enforce quality standards.	Subsidise; Provide clear and consistent framework; Mandate and enforce quality standards.
What do companies need to do?	Insulate commercial buildings; Develop creative funding instruments; Address the skills gaps.	Install heat pumps in commercial buildings; Develop creative funding instruments; Address the skills gaps.	Reduce demand through smarter heating.
What do consumers need to do?	Insulate your home.	Get a heat pump if suitable for your home.	Reduce demand through smarter heating.
Where are consumer intentions?	45% had three or more types of insulation already installed.	22% likely to choose heat pump.	50% willing to reduce how much they heat their home.

Key to tables:
c. = circa or approximately
CCC = Climate Change Committee

Going in the wrong direction | **Not moving fast enough** | **On target** | **No year on year data available**

3.4 Heating Report Card narrative

The CCC complains that there is currently no proper data on heat pump, gas boiler or insulation installations. The figures here are its estimates. They suggest that progress in this area is still glacial – the 55,000 new heat pumps is only about 3% of the new heating systems that were installed in 2021.

Some of the reason is money. The current energy price crisis is changing the relative cost of technologies, but when the CCC report was published in June it still reported that "under current gas and electricity prices, the cost of running a heat pump would typically still be 10% higher than a gas boiler". The Government has the ambition for heat pumps to come down in cost by between 25-50% by 2025, and intends to use market-based mechanisms to do this – placing an obligation on boiler manufacturers to sell a rising proportion of heat pumps relative to gas boiler sales. However, the CCC argues that more direct intervention on pricing is needed.

Insulation should be becoming more attractive – it can cut gas bills by a fifth, and a fifth is now large. An analysis by the website Carbon Brief found the least efficient "F" or "G" rated homes face bills as much as £2,000 higher than those rated "C" or above.[7] However, progress is still frustratingly slow. The Government's target is for most homes to achieve EPC "C" by 2035, but it has no firm policies on how to achieve this.

While the gas price crisis should hopefully give us a much needed push in this area, as the CCC puts it "there is the potential to push harder, in particular on energy efficiency and heat pump roll-out…it is important that efforts to ameliorate consumer costs do not entrench existing use of fossil fuels."

3.4(a) Feedback on the report from our heating workshop

Bean Beanland from the Heat Pump Federation began by challenging our thinking around the notion that you should only install heat pumps in buildings that have previously been insulated to high standards by asking "Why is it not OK to leak sustainably-generated heat, when by not installing one you'd be leaking fossil-fuel generated heat instead?" Obviously it might be expensive to do this, but there was wide agreement from our panellists on the need for subsidies anyway.

We also heard from James Standley, Managing Director of Ethical Consumer Best Buy heat pump manufacturer Kensa, who drew attention to the need to think about 'thermal storage' as much as battery storage in the transition to sustainable heating solutions nationally.

David Cowdrey from the MCS (Microgeneration Certification Scheme) Charitable Foundation emphasised the need for the government to create a public awareness campaign around how to decarbonise our home heating.

7 www.carbonbrief.org/analysis-why-uk-energy-bills-are-soaring-to-record-highs-and-how-to-cut-them

There was general agreement that there was a lack of a central lobbying group which unified all the civil society groups working on decarbonisation in this sector, like we have in other impact areas like Food where the Eating Better Alliance (for example) works well. The EPC ratings for housing were also thought to be desperately in need of an overhaul.

3.5 Transport Report Card

TRANSPORT REPORT CARD 2022 (c 25% total emissions)	Annual emissions from cars	Annual emissions from aviation	Electric car registrations
Consumer-related actions needed in the CCC's 'Balanced by 2030 Scenario' (from a 2019 baseline)	c.40% reduction on 75 million tonnes CO2e	c.13% reduction on 38 million tonnes CO2e	97% by 2030
Where are they in the most recent figures?	56 million tonnes (2021 pandemic)	15 million tonnes (2021)	12% (2021)
The current climate gap. What is still needed?	11 million tonnes reduction	To remain below 33m tonnes post pandemic	another 85% of registrations
What were the figures from the previous year?	52 million tonnes (2020 pandemic)	16 million tonnes (2020)	6.5% (2020)
Are we moving fast enough?	Yes, but...	Yes, but...	Yes, but...
What does government need to do?	Decarbonise electricity supply; sense check road building; Support walking, cycling and public transport.	Halt airport expansion. Frequent-flyer levy; encourage efficiency gains; Aviation tax reform.	EV purchase subsidies; Support rapid rollout of charging infrastructure; Mandatory zero-emission sales targets.
What do companies need to do?	Sell more electric vehicles; Continue innovating on decarbonising HGVs; Reduce distance travelled.	Replace business travel; Increase plane efficiency; Develop sustainable aviation fuel.	Switch to electric cars and vans; Invest in charging infrastructure.
What do consumers need to do?	Electrify; Reduce distance travelled; Switch to lower carbon travel where possible.	Reduce flying if possible.	Replace your car with a fully electric vehicle as soon as possible.
Where are consumer intentions?	43% willing to reduce car travel.	36% willing to fly less.	40% willing to buy an electric car.

Key to tables:
c. = circa or approximately
CCC = Climate Change Committee

Going in the wrong direction | **Not moving fast enough** | **On target** | **No year on year data available**

3.6 Transport Report Card narrative

The last few years of transport emissions have been dramatically reduced by the pandemic, so they won't be representative of longer term trends. The green squares on our table are unlikely to remain there long.

However, electric car sales are healthy and the CCC says that they are ahead of its trajectory (12%, vs 8% in its trajectory), although car sales in total in 2021 were 600,000 below what they were in 2019, due to pandemic-related supply chain issues. Charging infrastructure still needs to improve, but intent to buy an EV has almost doubled over the past two years – nearly half of those intending to purchase a vehicle soon now say they plan to buy a hybrid or electric.[8]

Aviation emissions rose by 10% between 2010 and 2019, and collapsed in the last couple of years due to travel restrictions. It is too early to tell what will happen to them next.

The CCC's plan for reducing aviation emissions is a mixture of contained growth and technology. The Government's plan is just technological, which the CCC thinks is risky.

The government has recognised the need to reduce traffic growth, and to improve public transport, but has not really created a coherent set of policies to do so.

3.6(a) Feedback on the report from our transport workshop

Greg Archer from the pan-European campaign coalition "Transport and Environment" was optimistic about the move towards electric cars. He predicted that with improvements in car manufacturing regulations, electric charging networks, and their growing popularity will eventually result in them being priced more affordably within the next few years. He felt there was a lot of deliberate misinformation about electric cars. "They are not perfect, but they are better and last much longer. There are also a lot of new regulations coming into the car industry which are improving supply chains and the material used."

Jenny Bates from Friends of the Earth said that it was also clear that we needed at least a 20% cut in car miles by 2030 to meet our climate targets and to reduce air pollution. Money earmarked for airport expansion should be spent on alternative forms of transport so that people have better choices. "We need to tell it like it is. It's urgent now. But its still possible to avoid the worst of the climate crisis. It is worth lobbying your councillors, your MPs and taking part in political action. It is a mix of act but hope."

8 CCC, 2022 Progress Report to Parliament

3.7 Selected Consumer Goods Report Card

SELECTED CONSUMER GOODS REPORT CARD 2022 (c10% of total)	Carbon footprints of clothing, furniture and electrical goods	Producer carbon disclosure	Consumer repair & re-use
Where UK consumers need to be by 2030 (from baseline of 2021 Climate Gap report)	40% carbon reduction	Demand 100% Scope 3 reporting by 2025	40% increase in rates of repair and buying second hand
Where are we in the most recent figures?	30.5 million tonnes CO2e (2019)	60% reporting (2022)	38% second-hand; 36% repaired
What is the remaining gap now?	41%	40%	16% increase in people repairing
What was the position last year?	30 million tonnes CO2e (2018)	37% reporting	26% second-hand 30% repaired
Are we moving fast enough?	No, but...	Yes	Yes
What does government need to do?	Collaborate on carbon pricing internationally	Require supply chain (scope 3) carbon reporting	Extend repairability obligations
What do companies need to do?	Decarbonise supply chains; Design lower impact product lines.	Report supply chain emissions annually; Reduce emissions in line with Paris Goals.	Design for repairability; Price spare parts fairly.
What do consumers need to do?	Try to reduce overall levels of consumption where possible.	Choose brands reporting on carbon in their supply chains.	Choose second-hand products and repair where possible.
Where are consumer intentions?	70% have some willingness to reduce overall consumption.	37% buying from from brands that have ethical practices	49% avoid buying new goods and mending and buying second hand instead.

Key to tables:
c. = circa or approximately
CCC = Climate Change Committee

Going in the wrong direction | **Not moving fast enough** | **On target** | **No year on year data available**

3.7 Selected Consumer Goods Report Card narrative

The most obvious reflection on the 2022 consumer goods report table is that two of the research areas are marked 'green' – or 'moving fast enough to meet 2030 climate targets'.

We'll explain the catch (in the producer disclosure column), but first let's look at the genuinely impressive rates of buying second hand that appear to be going on.

3.7(a) Consumer repair and re-use

Over the last two years, Ethical Consumer has conducted a survey in September with YouGov on this subject. We ask a representative survey of 2,000 UK adults how many items of a variety of goods they have either bought new, bought second hand or had repaired in the last twelve months.

The big increases have been in buying second hand clothing (up from 25% to 37% of all clothes purchased); in buying second hand furniture (up from 33% to 49% of all items purchased) and in having furniture and household goods repaired (from 37% to 48%). Perhaps all the repair-shop type programmes on TV will have something to do with this?

A more significant contributory factor is likely to be what is currently called "the cost of living crisis."

It is also likely that a rising interest in sustainable and ethical consumption in a climate crisis will be a factor too.

3.7(b) Producer carbon disclosure

Readers of Ethical Consumer are already likely to be aware that we, like many others, have been pushing for companies to start recording and reporting on the carbon emissions in their supply chains for a few years now. For most consumer goods companies this is where more than 90% of their climate impacts will take place. Last year only 37% of the companies we looked at were doing this. In other words the majority of them were not even at first base for creating a credible plan to get to net zero.

It is therefore encouraging to see that, in just one year, the figure has jumped to 60%. Although the limited resources that we have for this project means that our sample is small (only 40 companies), the concentration of giant multinationals in this space like Apple, Amazon, IKEA and Sainsbury's mean that we are capturing quite a large part of the markets we are looking at (clothing, furniture and electrical goods).

The catch is that measuring and reporting on emissions does not mean that they are actually going down. Only five of the 24 companies we had comparable data for were actually showing reductions in these 'Scope 3' emissions.

Only because our target was '100% reporting by 2025' does this merit a green colour.

Our first column, which uses the latest government figures to assess the same area, is also showing an actual rise in emissions. Unfortunately the best it can give us are figures from 2019 – which is an issue we are beginning to push on too.

4. Our Primary Research for the Consumer Goods impact area

As we mentioned last year, the CCC does not collect data on the impact of consumer goods because much product manufacturing takes place overseas. Therefore we have extrapolated our own reduction target (of 40% by 2030) from its wider scenarios (see last year's report for more detail).

Encouragingly, the CCC said in its 2022 report:

> **"We do not currently track UK consumption emissions against an indicator pathway but intend to set one out in the coming year, against which we will track future progress (see Chapter 14, section on Trade, Carbon Leakage and Reducing Consumption Emissions). As part of our future monitoring, we will consider the effects of trade policy, international leadership and energy and resource efficiency policy."** [9]

We are therefore, as last year, using the following sources as best available proxies for impact data. 4.2 and 4.3 constitute primary research.

4.1 Carbon footprints of consumer goods

For this element we use estimates of our consumption emissions that are are released annually by DEFRA using data from the University of Leeds.

As last year, we have chosen to base our calculations on the seven DEFRA industry categories that appear in the table below.

Ktonnes CO2e	2017	2018	2019
Clothing	10,233	9,162	9,594
Footwear	2,823	2,268	2,411
Furnishings, carpets etc	8,662	8,402	8,657
Household textiles	4,020	3,355	3,077
Household appliances	1,428	1,113	947
Telephone and telefax equipment	1,755	1,563	1,597
Audio-visual, photo and info processing equipment	3,958	4,143	4,243
	32,879	30,006	30,526

9 CCC Annual Report to Parliament 2022 at p 97

Our calculations show a 1.7% increase in tonnes CO2e between 2018 and 2019.

Confusingly, when we came to enter the figures for previous years into our table, we found that they were different to the ones reported in DEFRA's previous report, so must have been re-stated. It is the re-stated ones which appear in the table above.

The CCC also pointed out in its 2022 Report that: *"There are large uncertainties in reported consumption emissions so short-term trends should not be overinterpreted."* [10]

One of our key findings in last year's report was that the government should consider working to address the area of data quality in consumption emissions particularly.[11]

4.2 Producer carbon disclosure

In last year's report we explained how we had set a target for 100% of consumer goods companies to be reporting annually on their 'scope 3' (manufacturing) emissions by 2025. At that point we plan to move on to formally tracking the actual decline (if any) in the collective reported emissions.

As we mentioned in section 3.7(b) above, a cursory glance at the data in this regard is not encouraging. Only five of the 24 companies we had comparable data for were actually showing emission reductions.

The Appendix contains the detailed findings in this dataset where this can be observed.

Scope 3 reporting summary	2021 reporting	2017 reporting	2018 reporting	2019 reporting
Clothing	2	8	6	4
Furniture	2	8	2	8
Electrical	8	2	9	1
White Goods	1	6	4	3
Global Apparel	2	1	3	0
TOTAL	**15**	**25**	**24**	**16**
% reporting	37.5	62.5	60	40

10 CCC Annual Report to Parliament 2022 at p 97

11 At Section 2.4

However, the rate of increase in reporting is encouraging and formed one of the key findings of this whole report. In no sector did it decrease and the rate of increase in the clothing sector appeared particularly good.

The Appendix contains the detailed findings in this dataset.

4.3 Rates of repair and buying second-hand

For this research we commissioned a YouGov Survey of a representative sample of the UK population. We asked them to estimate how many new clothing items they had bought in the last 12 months. We then asked them to estimate how many second-hand clothing items they had bought in the same period. We used these figures to calculate an average of how many second hand items were bought for every new item.

Now that we are in the second year of this report, we have commissioned two surveys and have comparable data. We can see from the tables below that for clothing in 2021, one in four items was second hand, whereas in 2022 it has risen to more then one in three.

We asked the same questions for furniture and electrical goods and also for rates of repair across the three sectors surveyed. The conclusions are summarised in the tables below.

The rates of increase and repair appear significant and are encouraging, and formed one of the key findings of this report.

This year we are making the full YouGov survey results freely available on our website should people wish to try to analyse the demographic breakdowns of these behaviours in any more detail.

Average number of second hand items bought compared to new items	2021	2022
Clothes	25	37.3
Furniture	33	48.9
Electricals	21	23.2
Average	26.3	36.5
Average % increase		38.5

Average number of items repaired compared to new items bought	2021	2022
Clothes	19.2	22.6
Furniture	37.3	48.7
Electricals	32.4	36.2
Average	29.6	35.8
Average % increase		20.9

In our inaugural report we set a 40% increase target for both rates of repair and for buying second hand. At first sight it appears that these targets may not have been ambitious enough. We will review them next year.

5. Consumer intentions

With the twelve areas we looked at, consumer intentions or actions to make more sustainable choices increased in seven areas and stayed the same in five. Of the five that stayed the same, for three it was because no more recent survey could be found so the older data was just carried over.

The results do, nevertheless, show a general trend towards an increasing understanding of the need to adopt more sustainable consumer behaviours in the UK.

Standing out as potentially significant increases were:

- A rise of people willing to by an electric car from 24% to 40%.
- A rise of people willing to reduce dairy consumption from 29% to 34%.
- A rise in willingness to install heat pumps from 19% to 22%.
- A rise in buying from ethical companies/brands from 28% to 37%.

These results should be treated with some caution because, for three of these areas (dairy, cars and ethical brands), different surveys were used from the previous year.

We should note the general methodological issues encountered with the updating of the consumer intentions sections of this report as follows:

(a) Some of the surveys we used last year have not been repeated this year. This means that we have needed to consider whether to replace them with another more recent similar survey. We are trying to align the report with longitudinal studies which can show meaningful change over time, but it is not always easy.

(b) Similar surveys with slightly differently worded questions may give misleading results. There are lots of surveys out there on reducing meat consumption (for example). However some will ask whether people intend to reduce meat in the coming year, or whether they plan to cut 'meat and animal products in the next five years', or whether they have reduced meat consumption in the past.

(c) If the questions are only about intentions, then the numbers may reduce over time as more people have taken the decision to do an action already. For example if you already have a heat pump, you will no longer be willing to buy one. We are trying to account for this in our choice of sources too.

Food Table

Meat reduction	=	39% (unchanged)
Dairy reduction	=	34% up from 29% in previous report (new dataset)
Food waste	=	66% (unchanged)

Heating table

44% had three or more types of insulation already installed: increased to 45%

19% likely to choose heat pump: increased to 22%

50% willing to reduce how much they heat their home: (unchanged)

Transport Table

35% willing to reduce car travel – increased to 43% (new dataset)

30% will fly less after pandemic – increased to 36% (new dataset)

24% plan to buy an EV or a (much less good) PEHV in next five years – change to 40% willing to buy an electric car (new dataset)

Consumer goods table

70% have some willingness to reduce overall consumption – unchanged

28% buying from ethical companies in 2020 – increased to 37% buying from brands that have ethical practices – (new source)

49% willing to buy more second-hand –42% will repair clothes – change to 49% avoid buying new goods and mending and buying second hand instead 49% – (new source)

6. Key political actions for consumers

Political action by citizens/consumers remains as critical a part of the wider picture as ever. Last year we quoted Mike Berners-Lee who felt that the balance of effort between political action and consumption reductions should now be around 60 to 40, as represented in the diagram in Section 1.5.

To emphasise this fact this year, we've decided to introduce a 'top five political actions for consumers' in each of the four impact areas of our climate gap report: Food, Heating, Transport, and Consumer Goods.

How we've gone about it

Obviously there are hundreds of different political campaigns addressing various aspects of the climate crisis in 2022. We have focussed on those that are designed to help reduce UK consumer emissions specifically in line with our own priorities for the government identified in the report tables. For example, they include campaigning against airport expansion (on the transport table), but not campaigning for tree planting.

Each action list starts with calling consumers to support the Climate and Ecology Bill. This private members bill, though not specifically looking at (say) transport emissions, aims to require the UK government to systematically address impacts across all four of our consumer impact areas according to the best available science.

The Bill's allies (or partners) include:

- Extinction Rebellion
- Friends of the Earth
- Greenpeace
- Surfers Against Sewage
- The Body Shop
- The Co-operative Bank,
- Oxfam
- The Wildlife Trusts
- Triodos Bank
- UK Youth Climate Coalition
- Women's Institutes of Northern Ireland

We then ask whether there is an alliance of campaign groups calling for any of our key listed actions, and which is also creating resources for citizen engagement with their campaigns.[12] This worked for every area except Consumer Goods – where we have listed a wider economic transformation collaboration for organisations instead.

12 This year, Ethical Consumer will also seek to formally join each of these alliances as part of our Climate Gap campaign where it makes sense for us to do so.

We then listed any other campaigns which are calling for the specific actions we have listed.

We ended by asking whether any organisations are calling for individuals to take non-violent direct action in support of any of these goals. Supporting Direct Action groups will often mean either donating to them, sharing content online or probably most importantly, taking part. Each card, when shared online, also contains the text: "Just as all consumers will not be able to adopt all the lifestyle changes we also list, not all these types of action will appeal to, or be possible for, everyone."

Obviously there were many groups doing great work which we had to leave out because we have restricted ourselves to only five in each sector. Do let us know if there are any you think we should add in to next year's report.

Gaps in the world of political campaigning

This process has also demonstrated to us that there are some political areas where there are active groups or think tanks, but there were no current attempts at engaging consumers in these campaigns that we could find.

These areas include:

- Mandatory carbon labelling for food
- Improving the home EPC rating
- Quality standards for home energy installations
- Collaborating internationally on carbon pricing
- Making Scope 3 reporting mandatory for companies

Exploring some of these areas further, and the desirability of consumer engagement, is likely to be a feature of our next report in 2023.

6.1 Food

Reducing food consumption emissions in the UK – the top five political actions for consumers.

1. **Support the Climate and Ecology bill**, which aims to require the UK government to systematically address all consumption (and other) impacts according to the best available science.

www.zerohour.uk/

2. **Support 'Sustain'**, an alliance of organisations working together for a better food system. Amongst other things they work on: Future trade deals, Public procurement and Agricultural policy.

www.sustainweb.org/get-involved/

3. **Support 'Feedback'**, a charity campaigning for (amongst other things) mandatory food waste reporting.

https://feedbackglobal.org/about-us/get-involved/

4. **Join the Vegan Society**, which campaigns for more plant options on menus, for more plant options to be 'procured' into public institutions, and on agricultural policy too.

www.vegansociey.com/take-action/campaigns/climate-emergency

5. **Support Animal Rebellion**, a group using non-violent direct action to call for the UK government to support farmers to transition to a plant-based future and for plant-based councils and campuses.

www.plantbasedfuture.animalrebellion.org/

Priorities for government that we identified:

1. Use public procurement
2. Rebalance agricultural policy
3. Assess future trade deals
4. Mandate food waste reporting for companies
5. Funding for food waste prevention

Priorities for companies that we identified:

1. Better carbon labelling
2. More plant options on menus
3. More investment in alternatives
4. Reduce supply chain waste

6.2 Heating

Reducing home heating emissions in the UK – the top five political actions for consumers.

1. **Support the Climate and Ecology bill**, which aims to require the UK government to systematically address all consumption (and other) impacts according to the best available science.

www.zerohour.uk/

2. **Support Warm this Winter** – a coalition of environmental and anti-poverty groups like Greenpeace and Oxfam calling for: emergency support with heating bills, help to upgrade homes, access to cheap renewable energy and an end to expensive oil and gas. They have a petition for people to sign.

www.warmthiswinter.org.uk/get-involved

3. **Join United for Warm Homes**, a Friends of the Earth project to support people to set up local campaigns in their own communities.

https://unitedforwarmhomes.uk/

4. **Support the Great Homes Upgrade** – A similar campaign to the above, from the New Economics Foundation with a toolkit for actions supporters can take locally.

https://greathomesupgrade.org/

5. **Support Insulate Britain** (and the new wave Just Stop Oil) – high profile non-violent direct action campaigns, whose names say it all.

https://insulatebritain.com/

Priorities for government that we identified:

1. Subsidise insulation and heat pump installation
2. Provide clear and consistent framework
3. Mandate and enforce quality standards

Priorities for companies that we identified:

1. Insulate commercial buildings
2. Develop creative funding instruments
3. Address the skills gaps
4. Install heat pumps in commercial buildings
5. Reduce demand through smarter heating

6.3 Transport

Reducing transport emissions in the UK – the top five political actions for consumers.

1. **Support the Climate and Ecology bill**, which aims to require the UK government to systematically address all consumption (and other) impacts according to the best available science.

www.zerohour.uk/

2. **Support Transport & Environment (T&E)**, a Europe-wide coalition of environmental groups campaigning for a zero-emission mobility system.

www.transportenvironment.org/get-involved/campaign-with-us/

3. **Join Friends of the Earth**, which has been a key player, along with other groups, opposing airport expansions, and arguing for a frequent flyer levy and aviation tax reform.

https://friendsoftheearth.uk/climate/airport-expansions

4. **Support Sustrans**, a high profile national charity promoting walking and cycling.

www.sustrans.org.uk/

5. **Support the Transport Action Network**, which supports local groups to fight cuts to bus services and to oppose damaging road schemes.

https://transportactionnetwork.org.uk/

Priorities for government that we identified:

1. Decarbonise electricity supply
2. Sense check road building
3. Support walking, cycling and public transport
4. Halt airport expansion
5. Frequent-flyer levy
6. Encourage aircraft efficiency gains
7. Aviation tax reform
8. EV purchase subsidies
9. Support rapid rollout of charging infrastructure
10. Mandatory zero-emission sales targets

Priorities for companies that we identified:

1. Sell more electric vehicles
2. Continue innovating on decarbonising HGVs
3. Reduce distance travelled
4. Replace business travel
5. Increase plane efficiency
6. Develop sustainable aviation fuel
7. Switch to electric cars and vans
8. Invest in charging infrastructure

6.4 Consumer Goods

Reducing consumer goods emissions in the UK – the top five political actions for consumers.

1. **Support the Climate and Ecology bill**, which aims to require the UK government to systematically address all consumption (and other) impacts according to the best available science.

www.zerohour.uk/

2. **Join the Wellbeing Economy Alliance (WEAll)** – from degrowth to zero carbon procurement, the WEAII is a new global network of organisations working to transform the economic system.

https://weall.org/about

3. **Support the Restart Project** which is campaigning for a right to repair in the UK.

https://therestartproject.org/right-to-repair/

4. **Subscribe to Ethical Consumer** – (yes we know) because we use our publishing to pressurise companies to report Scope 3 emissions emissions and to design coherent carbon reduction plans.

www.ethicalconsumer.org

5. **Support Extinction Rebellion** which uses non-violent civil disobedience to address the climate emergency in decentralised groups. Actions against 'fossil fashion' (via www.xrfashionaction.com) have also been an element of their targeted disruptions.

https://extinctionrebellion.uk/

Priorities for government that we identified:

1. Collaborate on carbon pricing internationally
2. Require supply chain (scope 3) carbon reporting
3. Extend repairability obligations

Priorities for companies that we identified:

1. Decarbonise supply chains
2. Design lower impact product lines
3. Report supply chain emissions annually
4. Reduce emissions in line with Paris Goals
5. Design for repairability
6. Price spare parts fairly

7. Notes and sources for the Report Cards

7.1 Notes and sources for the summary report card

Row 1: Titles

B1 Estimates of food impact vary most widely, from as low as 13% (not including land use change) to as high as 30% (including land use change). We have gone for a mean point of the figures that include land use change.

C1 Calculated from DEFRA, 2021, Consumption Emissions, and Final UK greenhouse gas emissions national statistics: 1990-2019

D1 Calculated from DEFRA, 2021, Consumption Emissions, and Final UK greenhouse gas emissions national statistics: 1990-2019

E1 Calculated from DEFRA, 2021, Consumption Emissions, and Final UK greenhouse gas emissions national statistics: 1990-2019

Row 2: Targets

B2 c.15% carbon reduction from consumer changes. 20% in total in UK agriculture. This refers only to the reduction in emissions in the UK agriculture sector. It is read off a graph on Page 60 of CCC, Sixth Carbon Budget, Sector Summary, Agriculture, Land use, Land use change and forestry.

D2 This includes a 40% cut in emissions from cars. Calculated from CCC, 2020, The Sixth Carbon Budget, Sector Specific Summary: Surface Transport, Page 50, and CCC, 2020, The Sixth Carbon Budget, Sector Specific Summary: Aviation, Page 22.

E2 See Consumer Goods Report Card notes.

Because the Summary Report Card consolidates information from the other four Report Cards, we have not compiled specific source notes for rows below this. They can be found in the corresponding rows for each of Report Cards in turn.

7.2 Food report card: notes and sources

Row 2: Targets

B2 CCC, 2020, The Sixth Carbon Budget, the UK Path to Net Zero, page 165

C2 CCC, 2020, The Sixth Carbon Budget, the UK Path to Net Zero, page 165

D2 CCC, 2021, Progress in Reducing Emissions, Report to Parliament, page 119

Row 3: Most recent figures

B3 Calculated from DEFRA Family Food Dataset 2019-2020. Only Household Purchases is used, both carcase and non-carcase meat.

C3 Calculated from DEFRA Family Food Datasets 2019-2020. Both Household Purchases and Eating Out datasets are used but only milk, cream, cheese, yogurt, butter and fromage frais is counted, cheese in other products is ignored for simplicity. All is counted at 1:1 apart from hard cheese which is counted at 10 grams of milk for each gram of cheese.

D3 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, read off the graph on page 379

Row 5: Previous Year

B5 CCC, 2021, Progress in Reducing Emissions, Report to Parliament, page 119

C5 DEFRA, 2020, Family food datasets. Both Household Purchases and Eating Out datasets are used but only milk, cream, cheese, yogurt, butter and fromage frais is counted, cheese in other products is ignored for simplicity. All is counted at 1:1 apart from hard cheese which is counted at 10 grams of milk for each gram of cheese.

D5 CCC, 2021, Progress in Reducing Emissions, Report to Parliament, page 119

Row 7: Government

B7 & C7 Eating Better Alliance. Three of 24 levers for government, food service, retailers, food producers and investors. www.eating-better.org/better-by-half-overview.html

D7 Two of eight policy recommendations from Global Feedback. www.tabledebates.org/blog/why-climate-emergency-demands-food-waste-regulation

Row 8: Companies

B8 & C8 Eating Better Alliance. Three more of 24 levers for government, food service, retailers, food producers and investors. www.eating-better.org/better-by-half-overview.html

Row 10: Intentions

B10 Steentjes, K., Poortinga, W., Demski, C., and Whitmarsh, L., (2021). UK perceptions of climate change and lifestyle changes. CAST Briefing Paper 08 cast.ac.uk/wp-content/uploads/2021/03/CAST-Briefing-08.pdf Survey conducted Sept 2020

Confirmed by a 39% figure found in 2022 for reduced consumption of meat/animal products (up 9% from 2020) https://www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html

C10 IPSOS earth day 2022 April 2022 Global Survey. How likely might you in the next year reducing dairy = 34%

D10 wrap.org.uk/sites/default/files/2021-08/food-trends-report-august-2021.pdf The specific wording says 'I have been making more of an effort to reduce my food waste'.

7.3 Heating report card: notes and sources

Row 1: Titles

B1 Including cavity & solid wall, roof and floor.

D1 In our 2021 report, we couldn't find data just for residential heating in the CCC reports, so we used a figure for all buildings. It was split between homes (77%), commercial (14%) and public (9%).

For this report, we found that the CCC's main 2022 report on page 160 had a table breaking out emissions from residential buildings with data for 2021/2020/2019 etc. We read the figures off as: 2021 = 69; 2020 = 65; 2019 = 64m etc

We used the 'actual emissions stats/line' rather than 'temperature adjusted ones.'

This means that this year we are re-stating the target as a 23% reduction on 64m and putting the other two figures in.

Row 2: Targets

B2 Element Energy, 2021, Development of trajectories for residential heat decarbonisation to inform the Sixth Carbon Budget A study for the Committee on Climate Change. Calculated from the graphic on page 27, checked against the figures on page 22

C2 CCC, 2021 Progress in Reducing Emissions, Report to Parliament, page 111

D2 CCC, 2020, The Sixth Carbon Budget, Sector Specific Summary: Buildings, page 45. Calculated from graphic.

Row 3: Most recent figures

B3 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, read off the graph on page 164

C3 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, read off the graph on page 164

D3 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, read off the graph on page 160

Row 5: Previous Year

B5 CCC, 2021 Progress in Reducing Emissions, Report to Parliament, page 111; CCC, 2020

Reducing UK Emissions, Progress Report to Parliament, page 110

C5 CCC, 2021 Progress in Reducing Emissions, Report to Parliament, page 111

D5 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, read off the graph on page 160

Row 7: Government

B7–D7 All these actions and targets are inferred from their discussion in the CCC 2021 Progress in Reducing Emissions, Report to Parliament, CCC 2021. Some also appear explicitly in the Joint Recommendations document too at p9.

Row 8: Companies

B8 & C8 Skills gaps are explicitly referred to in CCC's 2021 Progress report to parliament. Joint Recommendations at p23.

Develop creative funding instruments is an explicit request of the Heat Pump Federation (www.hpf.org.uk/campaigns) but is widely discussed elsewhere, such as www.local.gov.uk/financing-green-ambitions-full-report

Installing the technologies in commercial buildings is common sense.

D8 A smart system plan is part of the CCC's 2021 Progress report to parliament. Joint Recommendations at p28.

Row 10: Intentions

B10 BEIS Public Attitudes Tracker: Heat and Energy in the Home: Summer 2022, UK: 22 SEPTEMBER 2022 fig 6.1

C10 BEIS Public Attitudes Tracker: Heat and Energy in the Home: Summer 2022, UK: 22 SEPTEMBER 2022 fig 2.2

"22% of all respondents were likely to install any type of heat pump (air source, ground source or hybrid) or already had a heat pump installed. 21% of all respondents were likely to install a heat pump of any type but had not already got one installed."

D10 Steentjes, K., Poortinga, W., Demski, C., and Whitmarsh, L., (2021). UK perceptions of climate change and lifestyle changes. CAST Briefing Paper 08 cast.ac.uk/wp-content/ uploads/2021/03/ CAST-Briefing-08.pdf

7.4 Transport report card: notes and sources

Row 2: Targets

B2 CCC, 2020, The Sixth Carbon Budget, Sector Specific Summary: Surface Transport, page 46.

Calculated from graphic

C2 This is due to increased efficiency, not reduction. CCC, 2020, The Sixth Carbon Budget, Sector

Specific Summary: Aviation, page 22. Calculated from graphic

D2 n the Balanced Scenario the 100% date is set for 2032, but this is at the latest.

Row 3: Most recent figures

B3 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, read off the graph on page 117

C3 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, page 325

D3 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, page 122

Row 5: Previous Year

B5 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, read off the graph on page 117

C5 CCC, June 2022 Progress in reducing emissions 2022 report to parliament, calculated from information on page 327

D5 CCC 2021 Progress in Reducing Emissions, Report to Parliament, page 107

Row 7: Government

B7 D7 CCC's 2021 Progress report to parliament. Joint Recommendations. Various pages.

C7 Halt airport expansion and aviation tax reform are part of the CCC's 2021 recommendations. A frequently flyer levy has been raised by the CCC previously and is widely supported: www.bbc.co.uk/news/science-environment-56582094. www.transportenvironment.org/challenges/planes/subsidies-in-aviation/

D7 CCC's 2021 Progress report to parliament. Joint Recommendations, p20

Row 8: Companies

B8 Sell more electric vehicles is a re-framing of the government targets action in D7. Decarbonising HGVs is inferred from the CCCs 2021 Report to parliament, Reducing distance is common sense.

C8 All three of these appear in the Joint recommendations CCC's 2021 Progress report to parliament pp21-22 and are inferred as actions companies can take too.

D8 These are also inferred as above.

Row 10: Intentions

B10 BEIS Public Attitudes Tracker: Net Zero and Climate Change Summer 2022, UK 22 SEPTEMBER 2022 Official Statistic. Fig 3.1

Self reported behaviours (actions already claimed)

Reducing car use: 34% (replace with public transport) to 53% (replace with walk cycle)

C10 IPSOS earth day 2022 April 2022 Global Survey, How likely might you in the next year?.... Reduce flying = 36%

D10 YouGov had a July 2022 survey saying 40% willing to "switch to an electric car". YouGov

https://yougov.co.uk/topics/politics/articles-reports/2022/07/29/worries-about-climate-change-increase-following-he

7.5 Selected consumer goods report card: notes and sources

Row 1: Titles

A1 Annual greenhouse gas and carbon dioxide emissions relating to UK consumption in the following categories Clothing; Footwear; Furnishings, carpets etc; Household textiles; Household appliances; Telephone and telefax equipment Audio-visual, photo and info processing equipment. currently make up 26 million tonnes of CO2e (see below) which is only 3.6% of total emissions (of the 703 million tonnes total in 2018). However, because that dataset contains some other large elements (like Miscellaneous goods and services, Other recreational equipment, other major durables for recreation and culture etc) which would take the total well above 10% this is the number we have chosen for a broad understanding of relative impact in this area. In time, we may be able to discover more about these elements, which would allow us to include them in our measurements with more confidence.

Row 2: Targets

B2 We are applying the CCC's territorial targets to imported emissions. The CCC's scenarios include interim targets (on the way to net zero by 2050) of a 68% cut by 2030 on 1990 levels and 78% by 2035. Territorial emissions fall from 522 million tonnes in 2019, to 316 in 2030, in other words, a cut of 40% by 2030.

Other sector specific programmes, such as that from WRAP for textiles, have set similar targets. WRAP's is for a 50% reduction by 2030. wrap.org.uk/media-centre/press-releases/changing-clothes-reduce-climate-change-textiles-2030

C2 If companies need to be reducing supply chain (scope 3) emissions by (say) 40% by 2030, then how can we track whether this is happening? We can only do this if they are publishing what these emissions are. Not many are doing it properly right now, and we can't wait until 2030 for them to begin reporting, by which time it may be too late. Therefore we have set a target for 100% reporting by 2025. At that point we can move to tracking the decline (if any) in the collective reported emissions between then and 2030.

D2 If rates of repair and buying second-hand are increasing then this should be reducing consumer demand for new products. We set a 40% increase target for this too. Although this will not, on its own, lead to a 40% reduction in the carbon impact of consumption it will make a contribution, and hedge against producers failing to meet their own 40% target.

Row 3: Emissions

B3 Annual greenhouse gas and carbon dioxide emissions relating to UK consumption in the following categories Clothing; Footwear; Furnishings, carpets etc; Household textiles; Household appliances; Telephone and telefax equipment Audio-visual, photo and info processing equipment. https://www.gov.uk/government/statistics/uks-carbon-footprint – UK full dataset 1990 – 2019, including conversion factors by SIC code.

C3 Bespoke Ethical Consumer Research into the state of Scope 3 (supply chain) emissions reporting at the 40 largest consumer goods companies (clothing, furniture, electricals and household) operating in the UK. The detailed table appears at the Appendix.

D3 Average rates of repair and second-hand items purchased annually compared to new purchases of furniture/household, clothing and electrical products. YouGov opinion survey commissioned by Ethical Consumer September 16th 2022.

Row 5: Last year's gap

B5 Annual greenhouse gas and carbon dioxide emissions relating to UK consumption in the following categories Clothing; Footwear; Furnishings, carpets etc; Household textiles; Household appliances; Telephone and telefax equipment Audio-visual, photo and info processing equipment. https://www.gov.uk/government/statistics/uks-carbon-footprint – UK full dataset 1990 – 2019, including conversion factors by SIC code.

Row 7: Government

B7 Carbon pricing can also encourage a shift of production and consumption choices towards low carbon options. See e.g.: OECD June 2021: "Effective Carbon Rates 2021. Pricing Carbon Emissions through Taxes and Emissions Trading."

This has the advantage of impacting all product supply chains simultaneously. It has the disadvantage that, without mitigating steps being taken, it can have the greatest impact on the poorest people.

C7 This is inferred from our analysis above.

D7 A 'right to repair' law came into effect in the UK in July 2021. The Green Alliance particularly has been vocal in asking for improvements: greenallianceblog.org.uk/2021/07/06/the-uks-new-right-to-repair-is-not-a-right-to-repair/

Row 8: Companies

B8 These are inferred from the targets.

C8 This is the goal of this metric.

D8 The pricing of spare parts was an issue raised by the Green Alliance at D7 above.

Row 10: Intentions

B10 Steentjes, K., Poortinga, W., Demski, C., and Whitmarsh, L., (2021). UK perceptions of climate change and lifestyle changes. CAST Briefing Paper 08 cast.ac.uk/wp-content/uploads/2021/03/CAST-Briefing-08.pdf

C10 Deloitte

https://www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html

37% have "Chosen brands that have ethical practices/ values (up 7%)"

D10 IPSOS earth day 2022 April 2022 Global Survey: Avoid buying new goods and mending and buying second hand instead 49%

Appendix

Supply chain emissions reporting by 40 large consumer goods companies

Company	Date checked / Date of latest report	Supply chain emissions reporting (Y/N)	Scope 1+2 emissions in CO2e (kt)	Scope 3 emissions in CO2e (kt)	Percentage of Scope 3 to Scope 1+2	Reporting in the 2021 survey?
ELECTRICAL						
Amazon	Jun-22	Y	16,180	55,360	77.4	
Apple	Mar-22	Y	58	23,130	99.8	
Dell Technologies	Jun-22	Y/Partial	204	17,659	98.9	
HP	May-22	Y	160	28,300	99.4	
Lenovo Group	Jun-22	Y	27	12,324	99.8	
LG	Jul-22	Y	1,152	63,170	98.2	N
Microsoft	Mar-22	Y	288	13,785	98.0	
Panasonic	Oct-21	Y	2,189	105,313	98.0	N
Samsung Electronics	Jul-22	N/Partial	17,400			
Sony	Aug-22	Y	1,084	14,660	93.1	
WHITE GOODS						
Arcelik	Jun-22	Y	118	23,962	99.5	N
BSH	Sep-22	N				N
Electrolux	Mar-22	N/Partial	103			N
Haier	Mar-22	N/Partial	305			N
Miele	Sep-21	Y	54	12,266	99.6	N
Toshiba	Feb-22	Y	1,050	425,077	99.8	
Whirlpool	Mar-22	Y/Partial	597	62,200	99.1	N
GLOBAL APPAREL BRANDS						
Adidas	Jul-22	Y	126	5,862	97.9	N
Inditex	May-22	Y	62	17,098	99.6	
Nike	Mar-22	Y	119	10,824	98.9	

T = ton **t** = tonne **kt** = kilotonne (both lower case) **mt** = metric tonne **Mt** = megatonne

Table continues on page 42

Table continued from page 41

Company	Date checked / Date of latest report	Supply chain emissions reporting (Y/N)	Scope 1+2 emissions in CO2e (kt)	Scope 3 emissions in CO2e (kt)	Percentage of Scope 3 to Scope 1+2	Reporting in the 2021 survey?
CLOTHING COMPANIES						
Arcadia / ASOS	Jul-21	Y	10	222	95.8	N
Asda	Aug-22	Y	625	29,748	97.9	N
H&M	Mar-22	Y	50	7,742	99.4	
JD sports Fashion	Jun-22	Y	44	4,458	99.0	
John Lewis	Apr-22	N/Partial	137	24	15.2	N
Marks and Spencer	Jun-22	Y	190	5,500	96.7	N
Next	Apr-22	Y	49	2,946	98.4	N
Primark Stores	Sep-22	N				N
Sports Direct / Frasers	Sep-22	N				N
TK Maxx	Apr-22	N/Partial	543	41	7.0	N
FURNITURE						
Argos	Jun-22	N/Partial	762			
B&Q	Jul-22	Y	214	17,185	98.8	N
DFS	Jun-22	N/Partial	20			N
Dreams	Sep-22	N				N
Furniture Village	Sep-22	N				N
IKEA	Jan-22	Y	134	26,020	99.5	
John Lewis	Apr-22	Y/Partial	137	24	15.2	N
Oak Furniture Land	Sep-22	N				N
Poundland	Sep-22	N				N
SCS	Oct-21	Y/Partial	5	0.25	4.4	N

T = ton **t** = tonne **kt** = kilotonne (both lower case) **mt** = metric tonne **Mt** = megatonne

Acknowledgements

We would like to express gratitude to the Ecology Building Society for its sponsorship of the 2022 Climate Gap Report.

Thanks also to Tom Lynton for design and layout, and to Ruth Strange, Jane Turner and Alyson Tyler at Ethical Consumer.

Report Authors: Rob Harrison and Josie Wexler at Ethical Consumer Research Association. October 2022