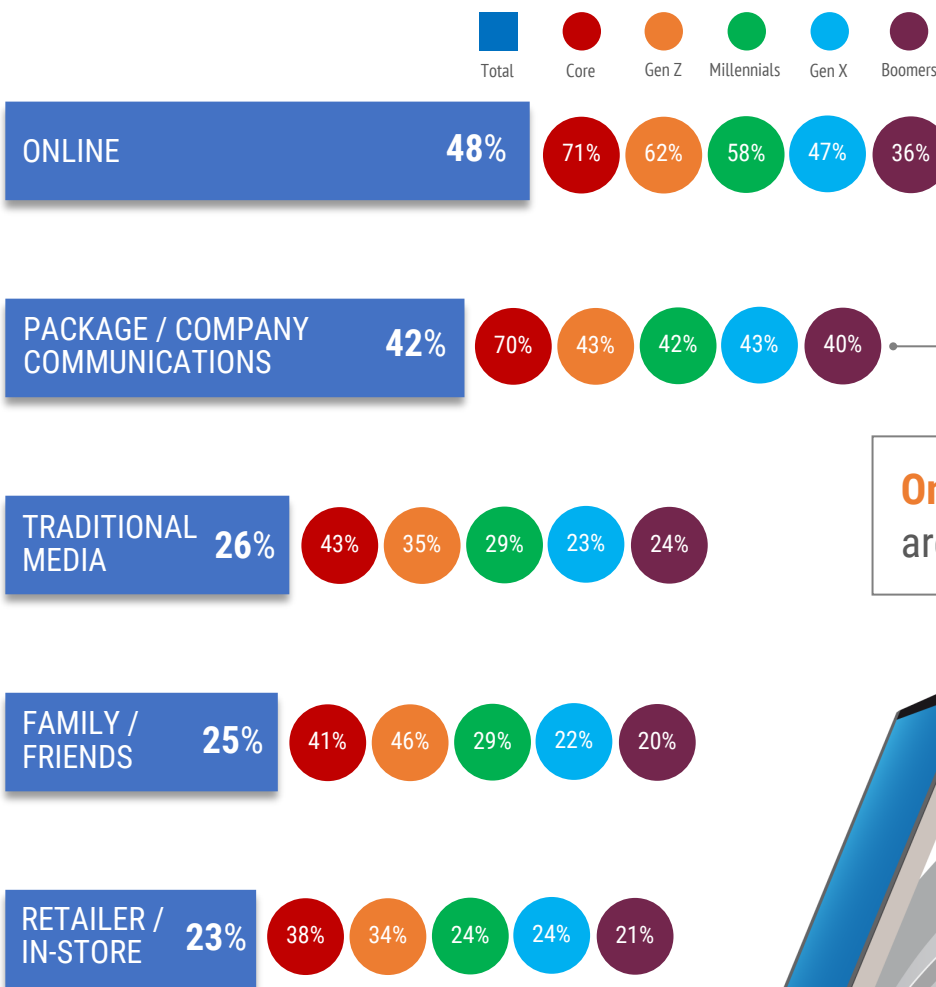


LEARNING ABOUT SUSTAINABILITY

More consumers seek out information about sustainability than in the past – **knowledge** plays a critical role in influencing (to varying degrees) the decisions made by consumers.

SUSTAINABILITY INFORMATION SOURCES USED IN PAST 3 MONTHS (Net Source)



Knowledge is of particular significance to the Core consumers within the World of Sustainability (as Core consumers are most actively engaged in the pursuit of information about companies and products). Core consumers, Gen Z and Millennials are much more likely to have sought out sustainability information – especially online.

Online and **Product Labels** are key sources of knowledge

Source: *Sustainability 2017* report

