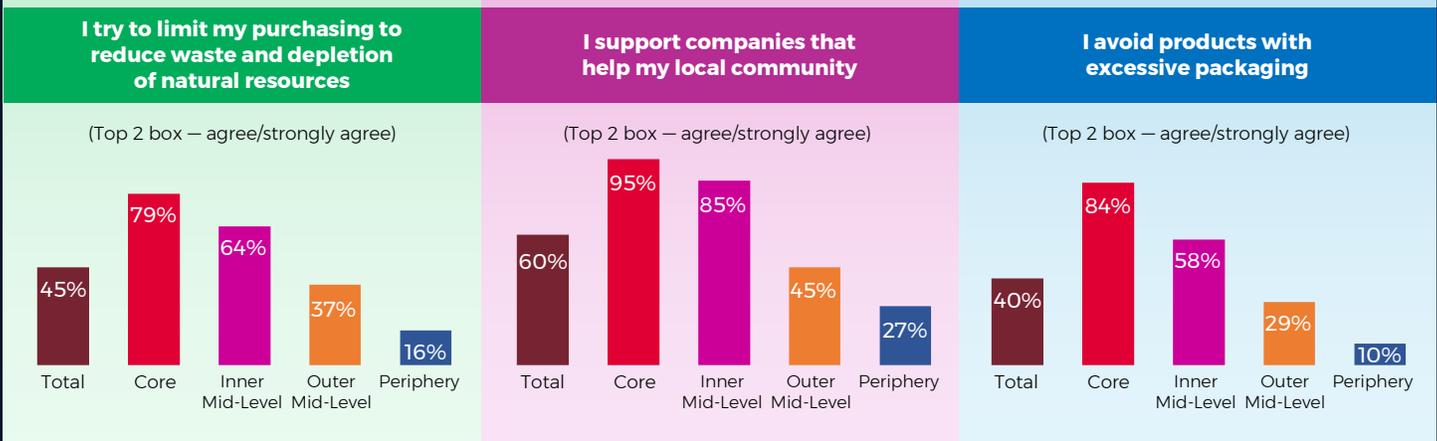


THINKING ABOUT SUSTAINABILITY WHEN SHOPPING

The Hartman Group’s research has found that 87% of consumers are inside what we refer to as the World of Sustainability. Those inside the world are impacted in their attitudes and behaviors by sustainability in some way. Most consumers are aware of sustainability as a term. However, attitudes, depth of knowledge, and engagement differ according to where they are within (or outside of) the World of Sustainability. Here are three key factors consumers consider when making purchases.

LIMIT PURCHASING	BUY LOCAL	PACKAGING
<p>Core sustainability consumers do not just shop differently; many try to buy as little as possible.</p> <p>Mid-level consumers tend to believe in the power of “conscious consumerism.” They believe that if they are buying the “right” things and doing a few key activities – particularly recycling and water or energy conservation at home – then they’re doing their part.</p> <p>Core consumers often reject this idea and tend to have structured their lives around minimizing purchasing of consumer goods.</p>	<p>Preference for small companies reflects growing consumer desire for “local.” This support appears to have several motivations:</p> <ul style="list-style-type: none"> Concerns over product/ingredient safety, leading to an avoidance of products from countries whose production processes and ingredients are suspect Desire to support the US economy and the American workforce Regional pride in one’s own community and a desire to stimulate the local economy Desire to avoid the harmful effects of long-distance transport on product quality/freshness 	<p>Packaging is integral to sustainability in terms of both materials and packaging’s role in communicating sustainability practices and product information to the consumer.</p> <p>Packaging choice can supplement a consumer’s efforts to curb waste production.</p> <p>Packaging remains connected to many higher-level issues that consumers prioritize, such as conserving resources, recycling, and avoiding toxins.</p> <p>In general, the Core and Mid-levels are most concerned with sustainable packaging.</p>



Source: Sustainability 2017 report