Awareness and engagement drive sustainable commerce in Qatar

Consumers in Qatar have a high awareness of the need for sustainable commerce and are extremely engaged in the drive toward overall sustainability. Qatar has developed a National Climate Change Plan with mitigation and adaptation initiatives aimed at reducing emissions by 25% from all sectors by 2030.

Top 5 actions by Qatar consumers in the past 12 months to reduce carbon footprint

Purchased and used LED lights

Reduced household water usage

Conducted a meeting via phone or video rather than traveling

Opted for paperless billing

Vacationed at a closer location to reduce travel footprint

Top sustainability-linked options Qatar consumers would choose from banks and payment service providers

Paperless statements from PSPs

Eco-friendly credit cards from PSPs

Sustainable reward partners from PSPs

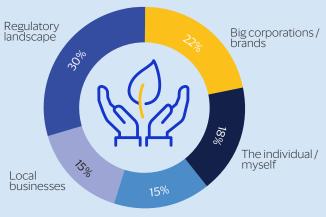
Sustainable investing from banks

Investing rewards in green funds

Top 3 consumer predictions in the next 10 years



Who do Qatar consumers perceive as playing the largest role in implementing sustainability?



Charities / NGOs / International Organizations

My child chooses sustainable

According to Qatar parents of kids between 8 and 18

Switch off lights/ appliances when not in use

Do the dishes or laundry with cold water

Carry their own shopping bags

Use locally produced products

Share products with others in the community

How do Qatar consumers gauge the sustainability of a product or brand (top 1/2/3)?

Eco-friendly packaging

Knowing the ingredients

Certifications that assure ethical practice

Information on company website

Brand values

Qatar consumers say the top 5 drivers and influencers of sustainable practices are:



say we need stricter laws and regulations to protect the environment



say people should urge governments to take action for a sustainable future



say incentive programs should be developed to encourage brands to be



say environmental and social initiatives that shape the future should be prioritized



say brands have a huge

