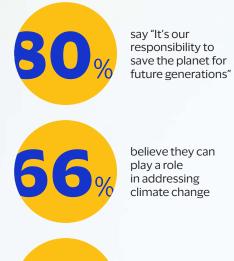
# Awareness and engagement drive sustainable commerce in UAE

UAE consumers have a high awareness of the need for sustainable commerce and are engaged in the drive toward net-zero goals. The government has set the tone with an ambitious net-zero target year of 2050.



#### **Awareness is high**



say climate change is the topmost challenge facing humanity

### The future is green: Top 3 consumer predictions in the next 10 years









believe most people will drive electric cars





say most people will buy locally produced products

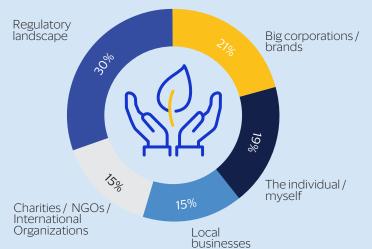
### Top 5 actions by UAE consumers in the past 12 months to reduce carbon footprint



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



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



#### My child chooses sustainable

According to UAE parents of kids between 8 and 18

54 % Switch off lights / appliances when not in use

Do the dishes or laundry with cold water

### **39**%

Walk or cycle instead of driving

B9% Conserve water

**%** 

Carry their own shopping bags

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

**47**%

Eco-friendly packaging

**B4**% Knowing the ingredients

Certifications that assure ethical practice

23%

Brand values

20% End-of-life promise

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



say we need stricter laws and regulations to protect the environment 79%

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



say brands have a huge commercial opportunity in advocating and promoting sustainability



say incentive programs should be developed for brands to be more sustainable



believe decarbonizing is not limited to corporates, and individuals can make a difference