



SUSTAINABILITY IN THE U.K. FACTSHEET



Population | Island nation comprising England, Scotland, Wales, and Northern Ireland

Economic Status | One of the world's largest economies

Sustainability Context | Strong focus on environmental protection and sustainability, especially post-Brexit



“UK consumers are eagerly awaiting brands to take the lead and drive change. Many are willing to compromise slightly or pay a small premium as it's considered the 'right' thing to do. We often hear consumers exclaiming, 'It's about time' when presented with a sustainable solution.”

Amy Lo, Associate Director, Kadence U.K.

Government Policy and Legal Framework

REGULATORY BODIES

- Department for Environment
- Food & Rural Affairs (DEFRA)
- Environment Agency

KEY LAWS

- Climate Change Act 2008
- Environment Act 2021
- Energy Act

POLICY CHANGES

- Post-Brexit environmental legislation
- Increased focus on renewable energy and carbon neutrality

International Commitments

The Paris Agreement commitment to net-zero greenhouse gas emissions by 2050

Major Areas of Concern

CHALLENGES

- Air quality
- Marine pollution
- Impacts of climate change on biodiversity

CLIMATE CHANGE IMPACT

- Risk of flooding
- Sea-level rise
- Increased frequency of extreme weather events

59%

expect the private sector to convert to paperless transactions

VISION & TARGETS



40 GW

of offshore wind power by 2030



Certification Standards



BREEAM for buildings



Carbon Trust Standard

ISO 14001
UK-specific environmental standards and regulations



Corporate Sustainability Practices

TRENDS

- Increasing focus on ESG (Environmental, Social, Governance) criteria in business

INCENTIVES

Tax reliefs, grants for renewable energy projects, green finance initiatives

SUPPORT MECHANISMS

- Government-backed loans and support for green innovation

OPPORTUNITIES

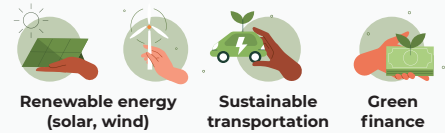
Growing market for sustainable products and services, leadership in green finance

60%

of UK adults expect the private sector to reducing waste



SECTORS



Challenges and Risks in Sustainable Practices



Navigating post-Brexit environmental regulations



Competitive market, need for alignment with evolving policies



Ensuring authenticity in sustainability claims

54%

claim to reuse and/or recycle daily



37%

UK adults mention plastic pollution in oceans among the top 3 environmental concerns



1 in 5

strongly agree they will select a product or service based on its environmental credentials

Survey results from Project Earth global study by Kadence International 2023

Key Resources

EFRA

UK Environment Agency

Green Alliance

Carbon Trust

Future Outlook



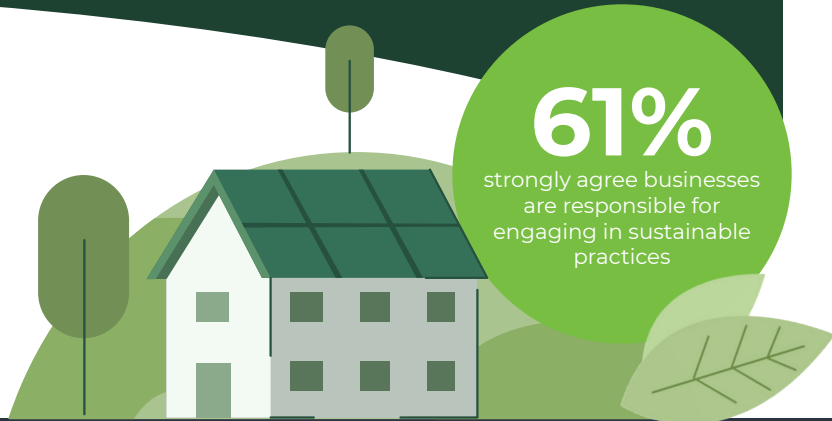
Strong commitment to achieving net-zero emissions, but challenges in policy implementation and energy transition



Increased investment in renewable energy, sustainable urban development, and green finance

61%

strongly agree businesses are responsible for engaging in sustainable practices



Post-Brexit Dynamics: Consider how the UK's exit from the EU might impact environmental policies and trade relations, especially in sustainability sectors