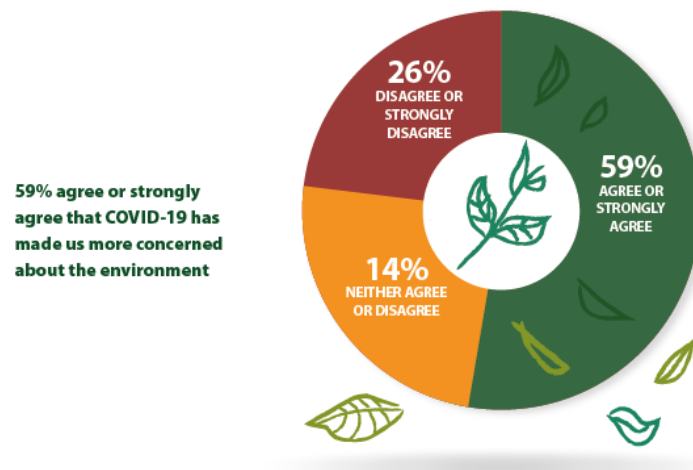


Will the younger generation save the environment?

Nine in 10 British youngsters (92%) believe that damage to the environment is one of the biggest crises that we face today. And although COVID-19 continues to be seen as the biggest issue, when it comes to the health of the planet, 43% of 11-21 year olds believe that their parents are not doing enough, while more than a quarter (28%) think they will be the ones to save it.

These feelings have been reinforced during the pandemic, with over half (59%) of 11-21 year olds across the UK revealing that the pandemic has made them more concerned about the environment – more than any other age group surveyed by Perspectus Global, on behalf of Pro Carton.



Don't let the kids do it

Parents continue to play a key role in household recycling, particularly in the eyes of secondary school children.

When asked who was the best at recycling at home, most (60%) 11-17 year olds chose their mothers, while a quarter (28%) said their fathers. Despite a third (32%) of the same age group claiming their generation will be the one to save the environment, just 7% of UK respondents believe they are best at recycling at home – the lowest among all European countries.


11-17 year olds were asked: "Who is the best at recycling in your family at home?"

	11-13 year olds	14-17 year olds
Mum	56%	66%
Dad	31%	26%
I am	9%	7%
My brother or sister	2%	1%
Other	2%	1%

Pressure from younger ages

And youngsters are putting pressure on their elders to do more for the environment. Across Europe, 78% revealed that they nag their parents about being more environmentally friendly. Those in Spain (92%) and Turkey (93%) are the most likely to take up the issue with the older generation in their house, while in the UK (65%) adults get let off lightly in comparison.

Do you ever nag your mum/dad/carer about being more environmentally friendly?



	Spain	Turkey	Germany	Italy	Austria	Poland	UK	Benelux	France
Yes, all the time	53%	49%	31%	30%	28%	23%	20%	15%	14%
Yes, sometimes	39%	44%	52%	49%	54%	61%	45%	47%	49%

These arguments are unlikely to remain in the home though, with 89% of secondary school-aged children (11-17 year olds) claiming that companies and brands should be doing more to help the environment.

A third (32%) of these ‘next gen shoppers’ believe that recycling more is the best way to stop climate change. In the UK, paper and cardboard is the most recycled form of packaging¹ and can be recycled 25 times or more². Over seven in 10 (72%) revealed they would ban single use plastic immediately, if they could. Interestingly, eating less meat and travelling less were distinctly unpopular choices amongst the whole group of 11-21 year olds, cited by just 10% and 5% respectively as top options to help stop climate change.

11-17 year olds were asked which items they would ban/stop immediately?



Governments take note

In late 2020, the United Nations urged governments to declare “a state of climate emergency” during a virtual Climate Ambition Summit of 75 world leaders. At the same summit, 70 of those countries presented details of plans to reduce greenhouse gas emissions in line with the Paris agreement.

¹ Source: Eurostat

² Source: TU Darmstadt

Young respondents believe governments must play a part in safeguarding the environment, ranking their responsibility equally alongside brands and businesses. In response to the question, 98% of UK respondents overall said governments should be doing a lot or a bit more, to help the environment.

Tony Hitchin, General Manager of Pro Carton, commented:

“The younger generation have firm views on what the environmental issues are, what needs to be done and who should be doing it. If anything, they are more environmentally conscious than their parents’ generation.

“Young people are the next custodians of our planet, which is why we believe it’s important that we listen to their views and act on their concerns. Taking action is not only important for governments, but also businesses, as they seek to ‘recruit’ this young generation of consumers. Using packaging that is truly sustainable is a sensible starting place. Cartonboard, unlike fossil-based packaging is renewable, recyclable and biodegradable. This study highlights that while our respondents understand the responsibility they must take to force change, they also expect companies and brands to do more. We should all take note.”

Pro Carton’s The Future Is In Their Hands report is available to download from

<https://www.procarton.com/publications-news/publications/>

Ends

Find hi-res images at: <https://www.flickr.com/photos/procarton/albums/72157719626662219>

For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media:

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About Pro Carton

Pro Carton is the European Association of Carton and Cartonboard manufacturers. Its main purpose is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium. www.procarton.com

What is cartonboard?

Cartonboard is a multilayer paper-based material with, usually, three or more layers of fibre derived from wood, or recycled materials such as paper or cartonboard. It is often used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.

EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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Is cartonboard the same as cardboard?

Cardboard is a generic term and, whilst cartonboard is a type of cardboard, it is different from 'corrugated cardboard' which is a firmer, heavy-duty paper-based packaging commonly used for transport (like Amazon parcels). In contrast, Cartons are always printed often with high quality graphics and special varnishes and finishes. Liquid packaging board (e.g. Tetra Pak) used to hold milk and fruit juice is not categorised as cartonboard.

EXAMPLES OF PACKAGING THAT ARE NOT CARTONBOARD:



Liquid packaging

Corrugated Cardboard

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