

USEFUL DOCUMENTS:

<https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/global-sustainability-report-oct-2015.pdf> - Nielsen report that states 'Consumer brands that demonstrate commitment to sustainability outperform those that don't'

<http://www.gpi.org/sites/default/files/GPI-TheMillennials-11%206%2014-FINAL.pdf> – Report from the Glass Packaging Institute states how young people are also more likely to pay more for an eco-friendly product.

https://www.bsa.natcen.ac.uk/media/39251/bsa35_climate_change.pdf - British social attitudes survey on climate change.

<https://www.edie.net/news/7/In-numbers--How-the-UK-public-is-shunning-sustainable-actions-in-favour-of-convenience/> - people want to be greener, but CBA

<https://www.stern.nyu.edu/sites/default/files/assets/documents/NYU%20Stern%20CSB%20Sustainable%20Share%20Index%E2%84%A2%202019.pdf> – a slightly complicated economic report that explains purchases of sustainable products have increased over time.

<https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/global-sustainable-shoppers-report-2018.pdf> - Sustainable shoppers Nielsen report – sustainable buying habits.