

# SUSTAINABILITY TRENDS

Across FASHION,  
TRANSPORTATION and  
FOOD & FARMING  
industries



Quantum Digital Listening



Quantum

## DIGITAL LISTENING AT QUANTUM



Digital Listening (a.k.a. Social Listening) involves finding relevant consumer commentary and conversations from a wide variety of online sources including social media platforms, local blogs & forums, e-comms review sites etc.

We unpick, map and analyse this data to identify conversation themes, sentiment, product or brand feedback, and other topics of interest hidden within. This gives us topical insights and implications for the problem we are trying to solve for.

At Quantum, we don't just look for big trends and broad insights. Instead, we seek out real consumer voices online to understand engagement in relation to the topic, product category or brand in question. This helps us gather online behaviour trends and themes of consumer opinion from a wider audience than traditional research allows for, giving our insights a quantitative backing.

# Introduction

## METHODOLOGY

We undertook a thorough scan of online consumer conversation surrounding the topic of Sustainability across a mixture of consumers social media posts and other online data sources such as articles, blogs and news reports.

We look for patterns, volume of conversation and themes that help us identify what consumers feel about a certain topic.



### Keywords

We gathered data based on topical keywords related to sustainability & consumer products such as: environment, plastic packaging, global warming, food waste etc.



### Timelines

Data timeline duration: 3 months  
January 2022 – March 2022



### Languages & markets

English across: USA, UK, India, Singapore, Indonesia, Bangladesh and Sri Lanka

# How to read the report

Consider the report, a commentary of online consumers top concerns and desires in relation to Sustainability.

This broad topic has been broken down further into three categories of interest, based on the volume of conversation within each.



This document provides an overview of topics and sub-topics that can be further explored through the process of digital listening. Each of these can be explored in far more detail to capture the granularity of the conversations, and extract the nuance (for e.g., exploring electric vehicles, fast fashion, meat alternatives etc.)

We implore research teams to view this report as a thought-starter – and to consider how aspects of this report can be taken into the spotlight, to deep-dive further into the conversations around sustainability that can be made more relevant to brands, business streams, or specific product categories.

For more details or to discuss a topic in more detail. Please do contact us.

# Introducing Sustainability

# Sustainability in the consumers' eyes



Sustainability is amongst the biggest and most pressing topics, cutting across all forms of interaction between life on **our planet**

The conversation revolves around the health of our planet, the impact of our activities, the ability to maintain the lifestyles that we want, and the beauty and **biodiversity** of all life around us

**#ASEChat 2** Sustainability goes across topics in my opinion.. the challenge is to share the wider views and understanding and not just 'green' issues Also so much is around the conversation on what is sustainability in various examples such an environmental, societal and economic

1:51 AM · Feb 8, 2022 · Twitter for Android

Thank you!! 👍 That's exactly how I feel! Sustainability is about finding joy, connection, and fulfillment in life! Not sacrifice and deprivation. 🌍❤️ Get away from all the awful addictive and bad-for-you screens and junk food....

12:00 PM · Feb 5, 2022 · Twitter for Android

I bang on about this to all my students involved in campaigning - you're aiming to do this for the rest of your life - sustainability is about doing things so you can keep doing it forever!!! So important to practice in our own lives xxx

11:19 PM · Feb 2, 2022 · Twitter for Android

# The conversation is about today and the future



Sustainability conversation straddles the now and the future

It is about actions that we can take today that will ensure a better tomorrow. It requires prioritization and conscious effort to build a better tomorrow, while keeping the barriers to a sustainable lifestyle to a minimum

Part of any aid package should encourage sustainability give a man a hoe and seeds he'll become less reliant. Infrastructure in sanitation, recycling, water supply for main aid, money invested in the future not to sustain the present.

8:53 PM · Feb 6, 2022 · Twitter for Android

In the environmental space it's very common for us to be nostalgic for a past that we imagine to be sustainable.

We see our lack of sustainability as a modern problem.

Unfortunately there is no sustainable world to rewind back to.

Very similar to how to make transport more sustainable

Either we borrow from future to pay for present use of fossil fuels ie subsidise today, pay to fix tomorrow.

Or state pays upfront today to make things more sustainable to remove major costs being levied tomorrow.

# How does one affect change?



It is easy to feel small, and for our actions to feel meaningless, but there is power in taking the responsibility and advocating change

An individual effort can become a collective one, small changes can affect big decisions. A simpler and more conscious lifestyle can have profound consequences

I don't like to think of it that way. One person being "most impactful" isn't as good as 2 people doing what they can when they can. I don't say that just to take weight off climate activist's shoulders, but it does. I think folks can be most impactful by inviting others in.

1:41 AM · Feb 5, 2022 · Twitter Web App

Sustainability is what you should consider, in anything you do.

5:02 AM · Dec 22, 2021 · Twitter for iPhone

Great point! Sustainability is about not being wasteful; I love it. Thank you so much! Happy Friday!

5:25 PM · Feb 4, 2022 · Twitter for iPhone

"In my own life, it [sustainability] is about personal responsibility" 🙌

# What is expected of organisations?



Governments and brands have the power of shaping change at a larger level – creating a culture of change and sustainability

By deciding where they can put their efforts and investments, nations and organisations can significantly affect the impact of our actions as a whole

For companies, loss of assets, loss of power, and closing or relocating businesses can be costly. The cost of inaction will be greater than the cost of action. [#Sustainability](#) is about the maintenance of capital, natural capital included.

1:42 AM · Feb 3, 2022 · Twitter Web App

What is needed is a politics willing to engage with the many problems and crises of the world to provide serving solutions and deliberate about how we build an authentically serving sustainable set of institutions to make humanity and the biosphere thrive.

6:05 AM · Jan 16, 2022 · Twitter Web App

How about doggedly chasing impact on human life? What better business results than stuff that makes everyone live safer and happier lives? A metric for measuring this impact, and a world made more interested in the business of sustainability is what we need.

[#MicrosoftAIChat](#)

12:09 AM · Dec 9, 2021 · Twitter Web App



# What do consumers talk about when it comes to sustainability

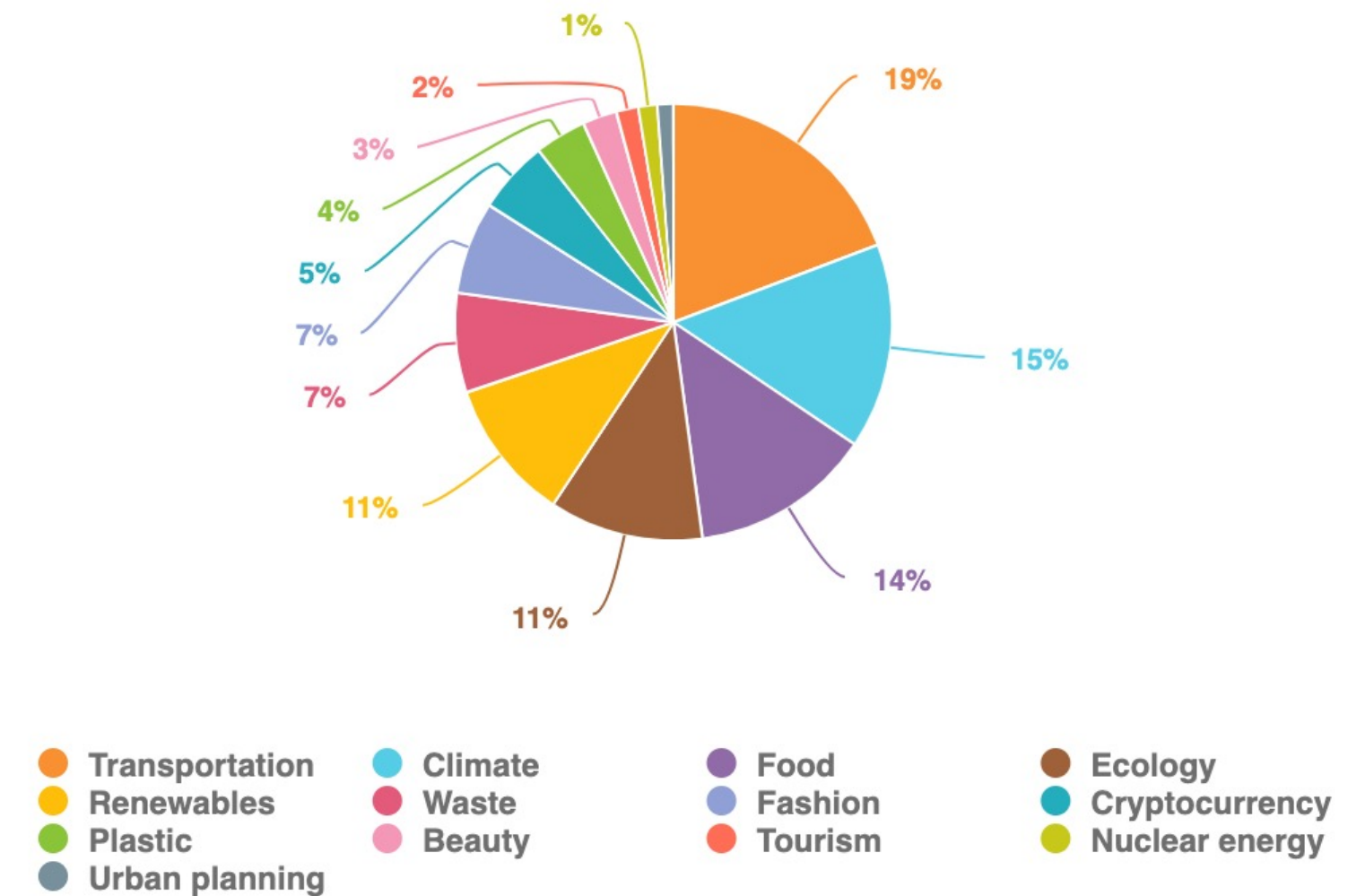


Sustainability can be seen through many lenses – nearly every action taken has an impact on our environment, our resources and ourselves

In this report, we look at 3 major industries where individuals, brands and policy-makers can play a big role in creating a better world for our future

FASHION | TRANSPORTATION | FOOD

Percentage of conversation by sustainability topic



# Top topics

## FASHION



Fashion is a big part of the sustainability conversation

Over-consumption of fashion, waste, sourcing and manufacturing processes of fashion can be designed into the structure of the industry itself

But each of these issues have potential solutions that can turn the page on sustainability

## TRANSPORTATION



Transportation is a major contributor of carbon emissions and can be a drain on the limited resources available to the world and humankind

Creating more efficient ways to utilize and share the resources – through alternative fuels, efficient and reliable public transport, encouraging other means of transport – can create a greener and happier world for our future

## FOOD & FARMING



The food industry and farming practices have a direct impact on the environment because of the natural resources, such as farm and other land, dependence on animal rearing and husbandry, mass import/export that creates inequality in the distribution and exploitation of these resources

A keener awareness about the impact of each point in the supply chain helps create a more sustainable process

# What do consumers perceive are the barriers to sustainable change



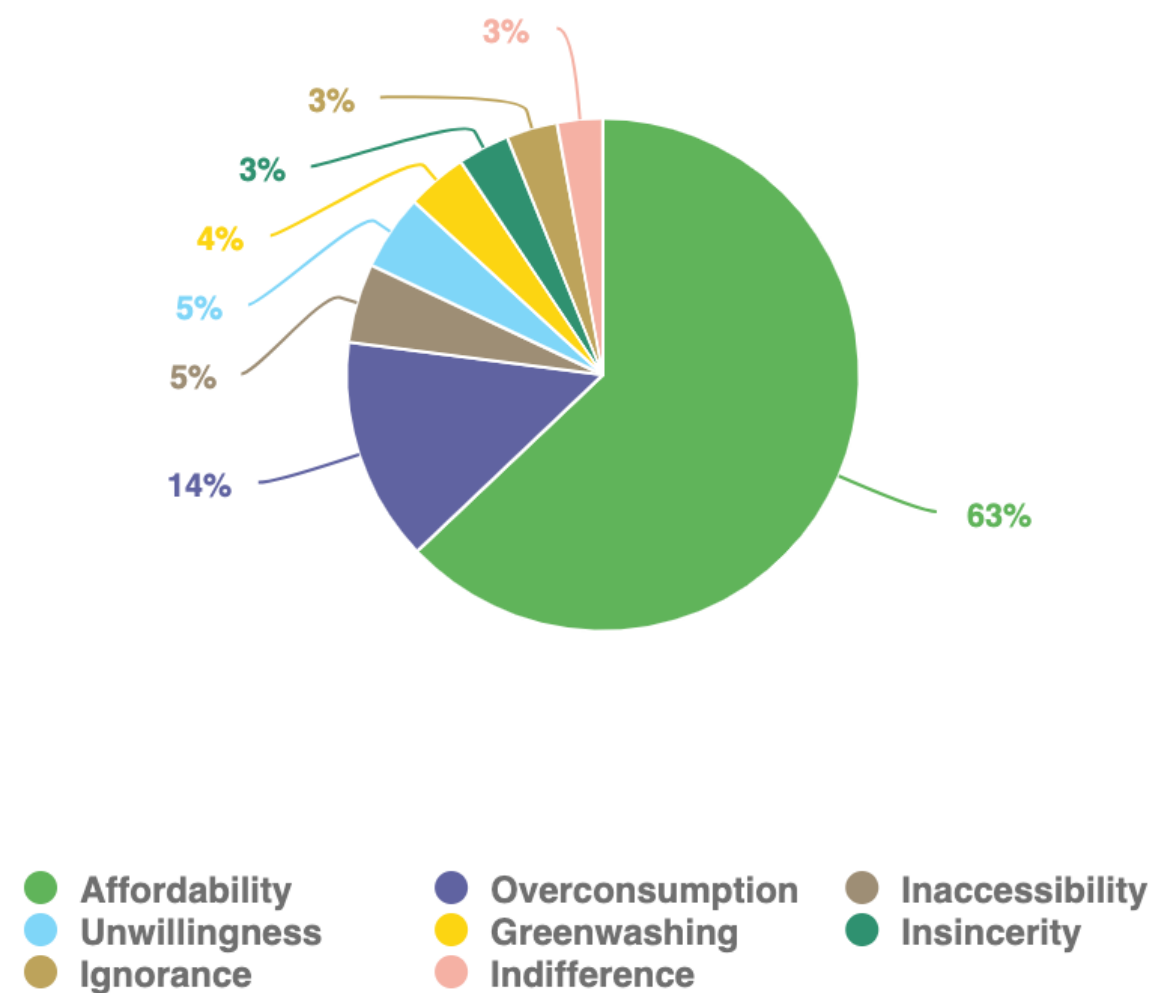
Change is not perceived to come easily – behaviours and habits have been imbedded in both ourselves and organisations that serve us so strongly that even the ‘right’ decision faces resistance

This could be the result of an inability to take the steps required due to cost or lack of access to the right means.

It could also come from the unwillingness to depart from convenience, comfort or profitable ways of life

Even actions that seem to be positive may come from the wrong place, and hence result in insincere or ineffective practices (aka greenwashing)

Percentage of conversation referencing a barrier



# Key behavioural barriers to sustainability

Any form of change receives resistance due to the inability or unwillingness to move away from the existing and comfortable status quo. In our conversations on sustainability, we also look at the way that each of these take shape within each topic – and the means in which this should be tackled

## AFFORDABILITY



Affordability takes different forms in each of the industries that we look at. This is a result of the impact and the role that the consumer can play in determining the course of action

In food and fashion, there is a belief that individual consumption habits can create or influence change – therefore affordability gives access to the ability to make an impact

In transportation, affordability is important as a means to acquire more sustainable choices, but the industry and policy play a bigger role in dictating the path

## OVERCONSUMPTION

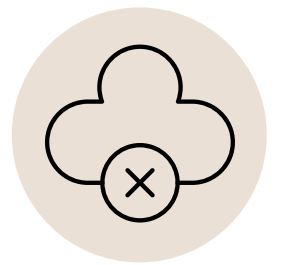


Being more conscious of the way we consume can make a big difference towards sustainability – this is true of both consumer and brands

A greater focus on the old adage of reuse, reduce and recycle can decrease the burden we put on natural resources, both limited and the ones that we need to replenish

Decreased (or more conscious) consumption also reduces the waste that accumulates as a result of our habits – waste that finds its way into landfills, waterways and into the atmosphere

## INACCESSIBILITY

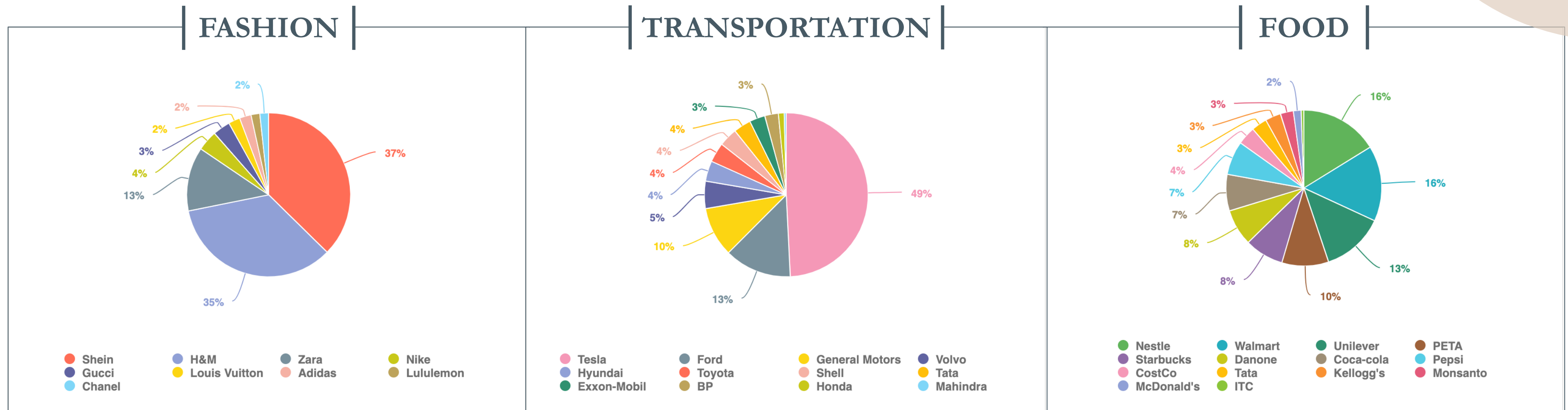


While affordability in a form of accessibility, it isn't the only way in which the means to change is kept away from consumers, or certain segments of society

Providing access to sustainable options that are a viable alternative to the status quo is a principal part of enabling change

This comes in many forms across the different topics and categories: inclusivity in sustainable fashion choices, overcoming ableism and providing convenient options in access to public transport and food options

# Most talked about brands



Any form of change receives resistance due to the inability or unwillingness to move away from the existing and comfortable status quo. In our conversations on sustainability, we also look at the way that each of these take shape within each topic – and the means in which this should be tackled

## Some notable examples (outlined in more detail, later in the deck):

### H&M (fashion):

Poster-child for Fast fashion □ Pushing sustainable clothing lines in their super stores

### FORD and GM (transportation):

Giants in conventional automobile manufacturing □ Creating EV sub-brands that carve a niche (fleet vehicles, catering to car enthusiasts not only on technology)

**Nestle and Unilever (food):** Unsustainable sourcing and labour practices □ Making the biggest commitments to change, and creating an impact

# | Fashion

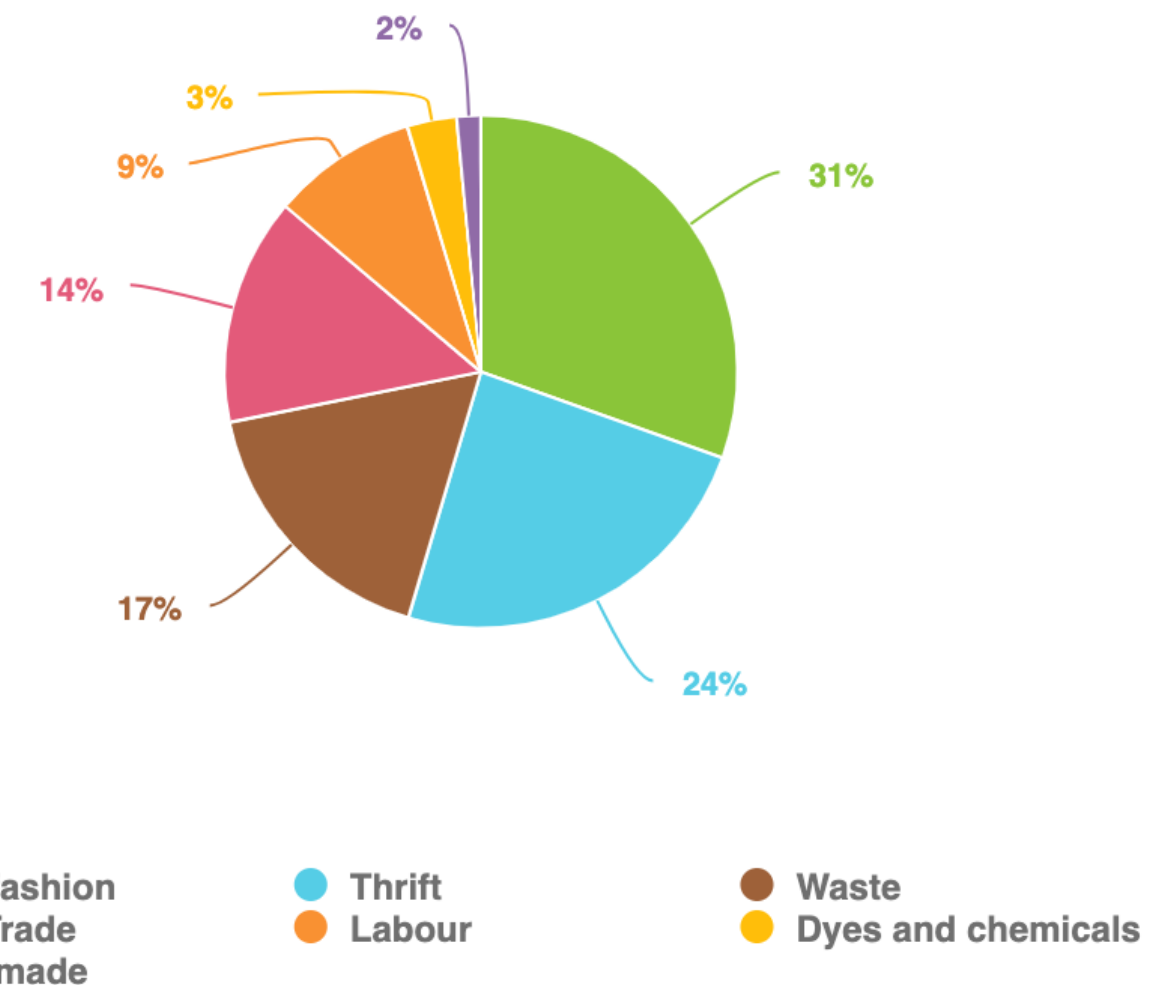
# Fashion: Topic Breakdown



There are a number of different areas in which the fashion industry is seen to contribute to the sustainability/unsustainability conversation

Wasteful consumption is a clear theme; with fast fashion, thrift shopping and wasted resources seen as the three biggest areas the industry must commit to address sustainability concerns

The consumer push for sustainability calls for more mindful consumption of clothing, ethical sourcing and product and a reduction of waste/ excess



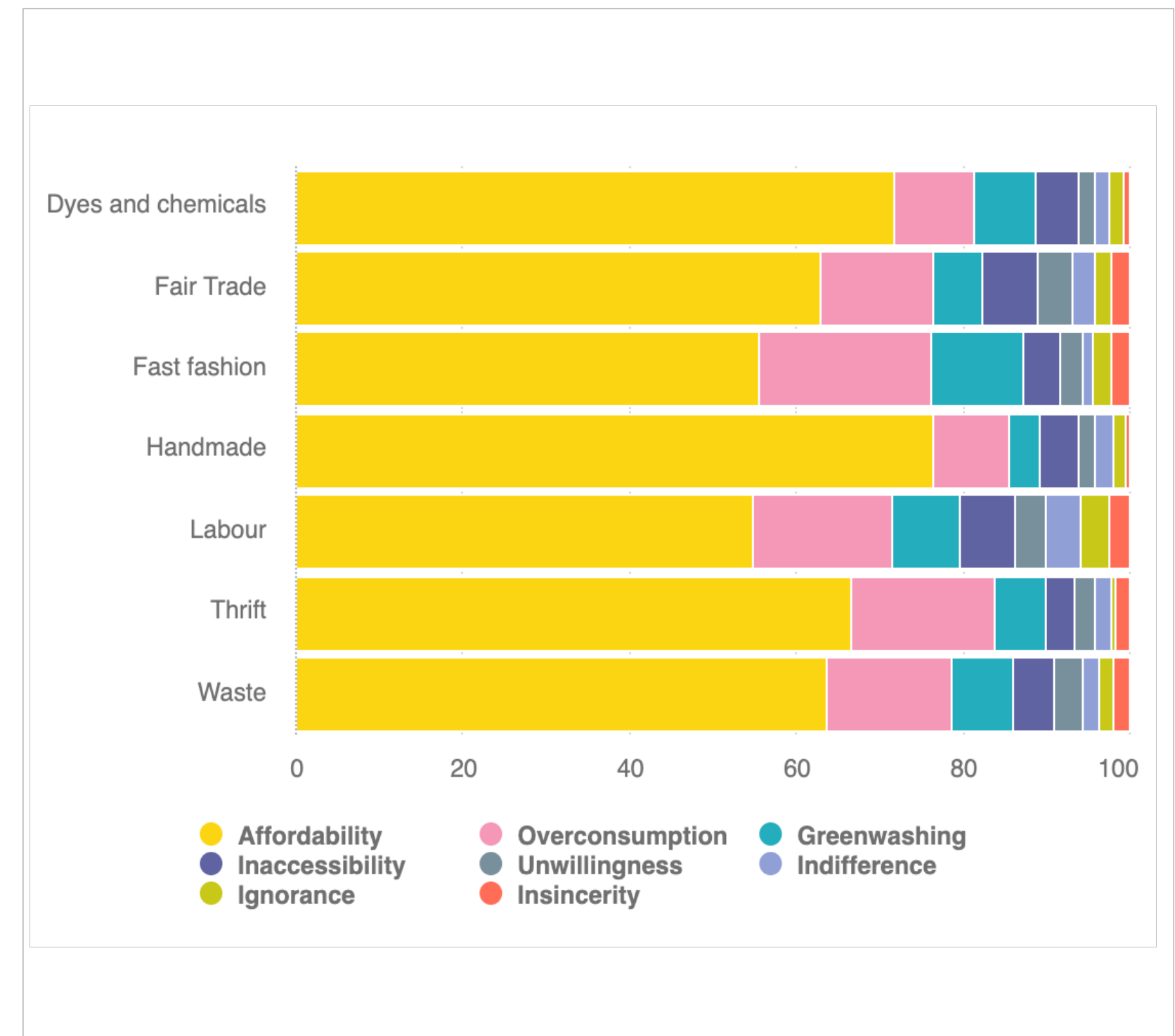
# Sustainable fashion: barriers to change



Fashion is an industry where the potential to affect change is as equally in the hands of the consumer, as it is with the manufacturers and brands – one is able to influence the other

Change happens as a result of a shift to consumer mindsets, in turn driving behaviours and habits – and as such, conversations around sustainability make a big push for this

Thus, affordability and accessibility are big barriers to change. With brands expected to support and enable this change by reducing these barriers to sustainability (possibly through economies of scale)





# Trending theme I

## FAST FASHION



Consumers see the operation of Fast Fashion as counter-productive to the values of sustainability<sup>1</sup> – citing wasteful practices; quick and exploitative production and the encouragement of short ‘seasonal’ lifespan of the clothes<sup>2</sup>

Fast Fashion is seen to work not only because of perceived glamour and aesthetics (which do still matter to consumers), but by enabling acquisition at a reasonable price<sup>3</sup>

However Fast Fashion has aided body positivity<sup>4</sup> for the same reasons – creating attractive options for all sizes and shapes

This is currently where sustainable fashion has yet to catchup.

<sup>1</sup> counter-productive to the values of sustainability

Fast fashion attempting to maintain relevance in conversations about sustainability and the inherent unsustainable nature of the entire business model.

<sup>2</sup> short ‘seasonal’ lifespan of the clothes

Only, Vero Moda, Forever 21, Mango, Urbanic- Please stop sending me holiday season sale update. I want to live a sustainable life (not buy clothes/not buy clothes which cannot be easily disposed).

12:17 PM · Dec 16, 2021 · Twitter Web App

<sup>3</sup> enabling acquisition at a reasonable price

This seems like blaming poor people for our environmental issues for buying the clothes they can afford.

9:21 PM · Nov 1, 2021 · Twitter for Android

I know fast fashion does irreparable harm to the environment but I also know sustainable brands want \$280 for a maxi dress. I feel like there should be a middle ground here.

8:11 AM · Nov 4, 2021 · Twitter for iPhone

<sup>4</sup> has aided body positivity

Not only because of the pricing but we can literally find clothes of all sizes on places like shein with more affordable pricing. I know fast fashion is not ethical but And I can afford clothes that are sustainable but they won't fit me 95% of the time.

10:17 AM · Jan 9, 2022 · Twitter for iPhone

# Trending theme 2

## THRIFT SHOPPING



‘Thrifting’ keeps clothes in circulation longer<sup>1</sup>, avoiding landfills around the world – consumers encourage others to donate used clothes, and to buy second-hand clothes

Thrift shopping has increased in popularity and relevance recently. However, the rise of thrifting in the ‘influencer’ culture<sup>2</sup> has been seen as detrimental, having driven up prices & encouraged profiteering which are counter to the thrifting culture.

Ironically, excessive thrift shopping or ‘hauling’ has given many a guilt-free pass to over-consumption<sup>3</sup>, defeating thrifting’s purpose and it’s potential as a means for sustainable and mindful consumption.

<sup>1</sup> keeps clothes in circulation longer

Wear it again . . . and again 🧥👖👕

Forget sustainability reports from brands or fashion-footprint calculators. The number of times an item is worn or used is the most important metric. If you have items you don’t wear, pass them on to someone who will 👤➡️👤

5:18 PM · Jan 8, 2022 · Twitter Web App

<sup>2</sup> the rise of thrifting in the ‘influencer’ culture

also! thrifting as a market has become convoluted with rich kids buying stuff for cheap and selling it for more. At this point h&m is cheaper. Why don’t you fight those people instead of consumers who don’t buy clothing as often

2:10 PM · Nov 12, 2021 · Twitter for iPhone

<sup>3</sup> guilt-free pass to over-consumption

NO LITERALLY seeing tiktoks of people coming back from “thrifting conventions” with bags upon bags of clothes.....it’s just a guilt-free method of over-consumption 😞😞

9:46 PM · Jan 5, 2022 · Twitter for iPhone

# Trending theme 3

## WASTE



The fashion industry, as it exists today, is seen as tremendously wasteful<sup>1</sup> – from its production processes resulting in large material scrappage, to garments discarded either unsold, or after relatively short durations of use

Consumers call for mindful consumption as a means to keeping this in balance. However, this is seen as an uphill struggle against the fashion industry which has created the demand and churn (of clothing & trends)<sup>2</sup> that has resulted in such excessive waste

Consumers lament at how most global waste ends up in rapidly expanding landfills<sup>3</sup> throughout developing nations in South America, Africa and Asia

<sup>1</sup> is seen as tremendously wasteful

shocking reading ...the fashion industry uses roughly 93 billion cubic meters of water each year.. 93,000,000,000 cubic meters of water each year... only in the fashion industry

and.. we call ourselves intelligent ?

8:20 AM · Nov 17, 2021 · Twitter Web App

<sup>2</sup> has created the demand and churn

3 out of 5 fast fashion pieces end up in the trash. The planet deserves better (and so do you).

[#fastfashion](#) [#shein](#) [#Sustainability](#)

5:54 PM · Nov 4, 2021 · Twitter Web App

<sup>3</sup> global waste ends up in rapidly expanding landfills

are made from fossil fuels' and 60% of second hand clothes are exported, often to global south, where they often end up in landfill.

[#SustainableFashion](#)

4:50 PM · Feb 10, 2022 · Twitter Web App

Aljazeera estimated that up to [59,000 tons of clothes that can't be sold](#) in the U.S. or Europe end up at the Iquique port in the Alto Hospicio free zone in northern Chile each year. These are meant for resale in Latin America, but only 20,000 tons actually make their way around the continent.

<https://www.ecowatch.com/chile-desert-fast-fashion-265551898.html>

# Trending theme 4

## FAIR TRADE AND ETHICAL SOURCING



Ethical and mindful sourcing of raw materials<sup>1</sup> and garments is perceived to have a big positive impact on sustainability - if the practice is adopted in high enough numbers

It provides a means of not only reducing the environmental impact through shipping and over-production, but also enables a more stable and sustainable system<sup>2</sup> that is locally or regionally self-sufficient – giving power to local industries, indigenous practices<sup>3</sup> and passing profits to the right people

### <sup>1</sup> ethical and mindful sourcing of raw materials

Exactly, No more fast fashion for me over here. Give me sustainably made clothes from companies that practice fair trade.

5:46 PM · Feb 10, 2022 · Twitter for iPhone

Old clothes often end up in the landfill. See how locally grown sources can be more sustainable!

### <sup>2</sup> enables a more stable and sustainable system

I think transparency on the sourcing because it allows customers to tell you what actually matters. After that I think more brands should you deadstock fabric, obviously in clothing, it's more sustainable and it allows you to create exclusive drops based on limited resources

9:56 PM · Jan 13, 2022 · Twitter Web App

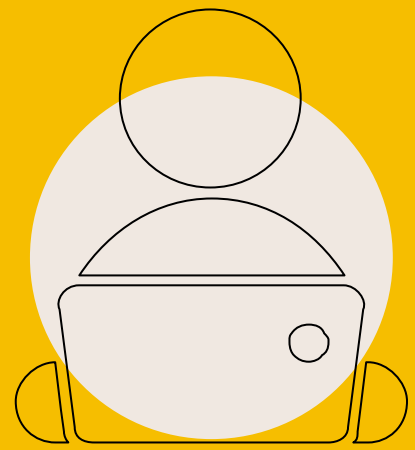
### <sup>3</sup> giving power to local industries, indigenous practices

Valuing the local community & sustainability, [@CommClothing](#) wants to encourage keeping & using good quality clothing items for longer + change the fashion business model so that 60% of the cost goes to the clothing + the people that make them, rather than other business costs.

10:42 PM · Nov 2, 2021 · Twitter Web App

# Trending theme 5

## ETHICAL LABOUR



For many consumers, sustainability falls under the umbrella of social responsibility<sup>1</sup> – the two go hand-in-hand

Brand that showcase commitments to sustainability yet manufacture clothes through unfair labour practices are seen as hypocritical and insincere<sup>2</sup>. They are seen to leverage cheap marketing tricks to improve sales, as opposed to truly do good.

Consumers believe that for the industry to offer sustainability it must first sustain itself, without being detrimental to others (or the environment)

<sup>1</sup> sustainability falls under the umbrella of social responsibility

If you're wondering if a brand is sustainable/socially responsible or not, don't ask "is it fast fashion?" Ask "does it operate as a capitalist business or a worker co-operative?"

7:26 PM · Jan 19, 2022 · Twitter Web App

<sup>2</sup> unfair labour practices are seen as hypocritical and insincere

Seen 'em all. The one that really naffs me off is the first one - when a brand talks about, say, it's sustainable fibre but the garment is made in a sweatshop. And don't get me started on 'made in the UK' [#ethicalhour](#)

1:44 AM · Nov 30, 2021 · Twitter Web App

We hate that too. A product could be made with amazingly sustainable materials but if it's made unethically then it makes no odds 🙄

1:46 AM · Nov 30, 2021 · Twitter for iPhone

If you can, only buy from ethical, sustainable clothing companies. Workers (mostly women) suffered and died so that fast fashion brands could afford to trash 100,000 tons of clothing.

Help abolish fast fashion by buying sustainable clothes from designers who exploit their tailors yes please 🙄

1:12 PM · Jan 12, 2022 · Twitter for iPhone

# Trending theme 6

## DYES & CHEMICALS



Consumers see the dyes and chemicals used in clothing manufacture as major pollutants<sup>1</sup>, believing them to be a major cause for concern in the sustainability conversation

There are a multitude of process stages within clothes production<sup>2</sup>, including, but not limited to: fabric dyeing, denim treatment, and leather tanning. Many of these are believed to result in wasteful and harmful chemicals making their way into natural waterways<sup>3</sup> and oceans needed by plants, animals and mankind itself to survive

### <sup>1</sup> dyes and chemicals used in clothing manufacture as major pollutants

Not an easy task. Dye pollution, water usage, recyclability of product is all part of the ethics of clothes/ material production, not to mention synthetic fibres polluting our oceans. Clothes production is a linear system needing to change into a circular one for sustainability.

11:28 PM · Nov 19, 2021 · Twitter for Android

What's the most important factor for consumers when making a sustainable purchase in the fashion or cosmetic industry? 🧪

59% of those surveyed said that it was the lack of use of harmful chemicals (@gwidotcom)

### <sup>2</sup> multitude of process stages within clothes production

than most denim out there claiming sustainability. How? There is no fake distressing, bleaching, stone washing etc. These processes utilize an inordinate amount of water and chemicals to achieve a worn in look. #stayraw

7:56 AM · Jan 16, 2022 · Twitter for iPhone

### <sup>3</sup> harmful chemicals making their way into natural waterways

"The polyester we wear is made out of crude oil, takes about 4,000 years to decompose,"

"The dying process discharges toxic dyes to water,"  
What can you do as a consumer?

#ecoconscious #sustainablefashion

# Trending theme 7

## HANDMADE



Consumers see handmade clothes as a great way to ensure they are buying more sustainable options

The small-scale approach and personal connect<sup>1</sup> of smaller manufacturers keeps the environmental impact low and creates the perception of quality high

‘Handmade’ exists as a counter to a more capitalism driven fashion industry<sup>2</sup> – but sustainability, handwoven and other such ‘green’ terms are often thrown in as marketing terms to aid the offset of fast fashion practices<sup>3</sup>

<sup>1</sup> small-scale approach and personal connect

how about we normalize not buying fast fashion and instead buy sustainable or handmade clothes that will last. oh and you get to pick the style :)

<sup>2</sup> counter to a more capitalism driven fashion industry

“Sustainable” has become such a marketing term in the fashion industry now. It’s literally a reason to drive up prices for no reason. You think buying from Etsy isn’t ethical? ITS LITERALLY HANDMADE FROM A SMALL BUSINESS OWNER? Wake up, it’s a capitalist world. Nothing’s ethical.

1:47 PM · Dec 3, 2021 · Twitter for iPhone

<sup>3</sup> marketing terms to aid the offset of fast fashion practices

Fashion is such a weird industry. On one hand, you're told that fast fashion is bad and that the cycle of trends is so fast that it creates pollution, but you're also told high-quality garments are just marketed as exclusive and their sustainability is questionable.

3:17 PM · Jan 26, 2022 · Twitter Web App

‘sustainable living’ is the new ‘organic’. The best contradiction is when ‘sustainable living’ labels sell fast fashion

1:09 PM · Jan 16, 2022 · Twitter for iPhone

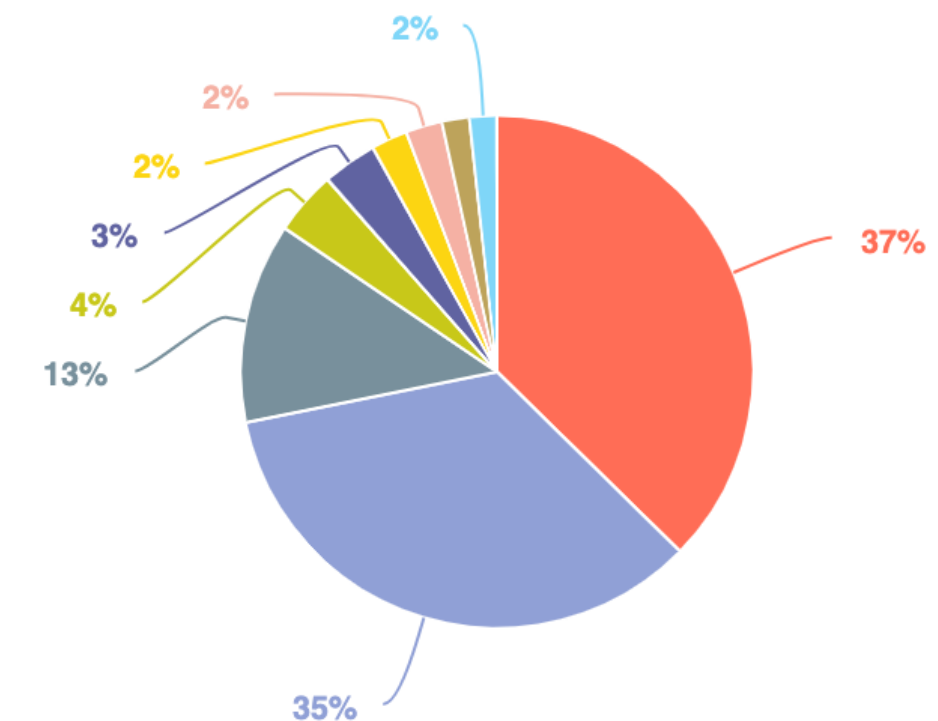
# Top mentioned brands



Fast Fashion brands dominate the conversation on sustainability

Fashion is one of the few perceived areas where consumers can draw the line and take actionable measures to change their behaviour (and influence others to do the same)

Top international fashion brands like Shein, H&M, Zara make up the majority of brands in this space



● Shein      ● H&M      ● Zara      ● Nike  
● Gucci      ● Louis Vuitton      ● Adidas      ● Lululemon  
● Chanel



# Several household names bare the brunt of consumer anger

## Making good progress



H&M, much like Shein and other 'Fast Fashion' brands, has been long criticized for its wasteful practices

Recently the brand has been actively engaging in efforts to counter this – creating exclusively sustainable fashion lines, using sustainable cotton, & recycled materials

I don't know if H&M is considered fast fashion in the same way Shein is but as a plus size girlie I very much prefer H&M. They also have an entire collection dedicated to using recycled materials only, and the clothes last a long time for me so I would consider it sustainable

3:57 AM · Nov 17, 2021 · Twitter for iPhone

## Needs more work

# SHEIN

Consumers vent about Shein due to its wasteful practices, perceiving it to be one of the most unsustainable brands in the fashion industry

However Shein continues to find its audience, becoming one of the top popular brands for affordable, accessible & inclusive clothing options

Shein is a wasteful company that abuses natural resources and encourages desperate girls to do elaborate Shein hauls that ultimately wreck the future of sustainability on our planet.

1:37 AM · Feb 5, 2022 · Twitter Web App

## Seriously lacking

# ZARA

While Zara is known to be cognizant of its environmental impact of its fashion strategy, the steps its taking to remedy the situation are seen to be insufficient

There is an active call for greater actions to be taken towards a more sustainable business for the brand

So, I was in Zara yesterday and I see they will start charging for paper bags. I always find it weird that instead of rebranding with sustainable ingredients and forcing needed change, they rather use money as a bargaining tool (which isn't going to work).

11:53 PM · Feb 1, 2022 · Twitter for iPhone

# Positive

My goal with most new purchases now that I'm more informed but the most sustainable option is the one already in your closet! Which for me is lots of fast fashion 😂

11:29 PM · Nov 10, 2021 · Twitter for iPhone

I followed through on my 2021 resolution to not buy fast fashion, and it was amazing. I developed skills like mindful consumption and authentic personal style. Going forward, I'll be following the 80/20 rule, shopping 80% sustainably, because I can't resist Mango forever.

5:33 AM · Jan 1, 2022 · Twitter for iPhone

The longer it goes on, the more I think 100 times to buy fast fashion products. The price is indeed affordable, but there are more sustainable and affordable options if you are looking for it 😎

10:43 PM · Nov 7, 2021 · Twitter for Android

# Negative

as if most rich people don't go through "sustainable" luxury fashion as if it's fast fashion anyways...this isn't the burn you think it is

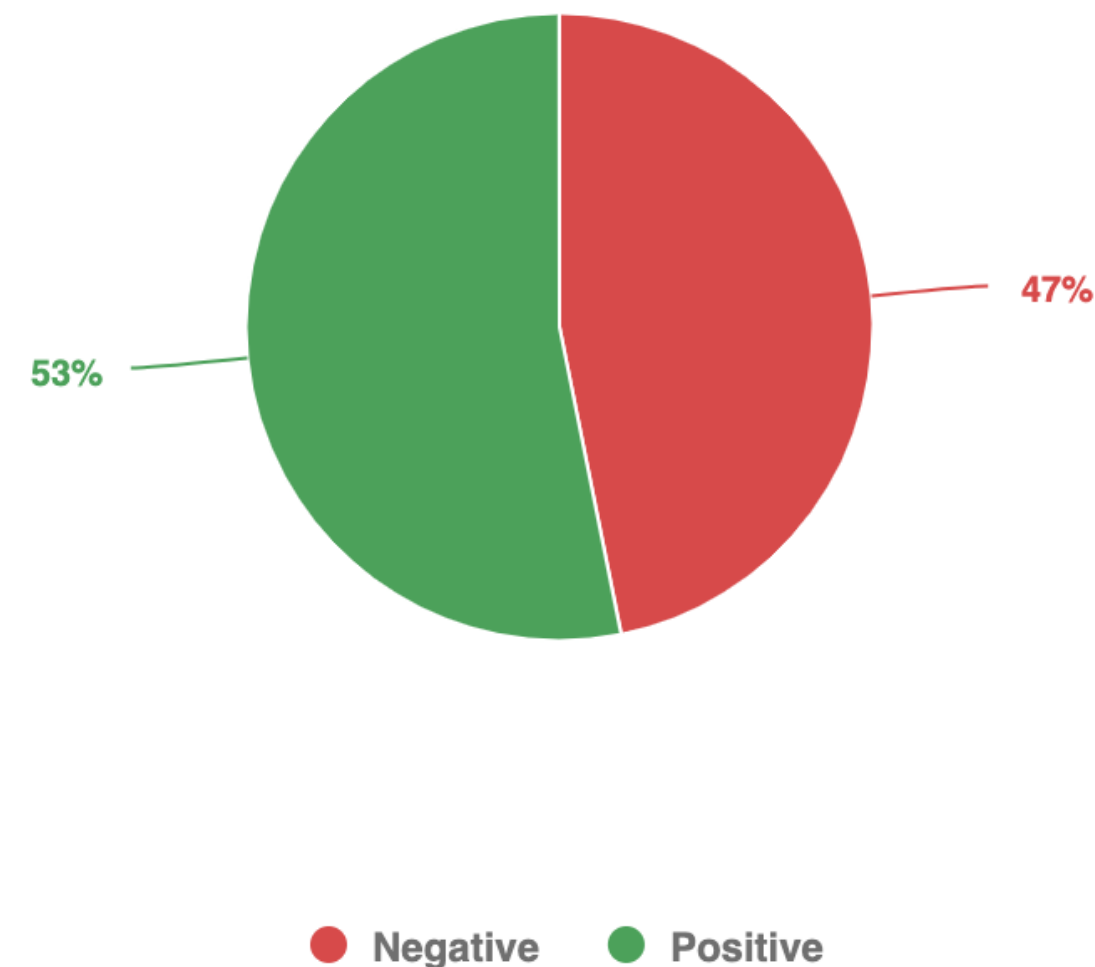
1:25 AM · Dec 8, 2021 · Twitter for iPhone

I'm all for sustainable fashion but companies charging more for using "recycled materials" makes absolutely no sense. How does charging more for sustainable fashion and less for fast fashion make a difference?? The performative activism makes me so sick 🤢🤢

5:30 AM · Dec 9, 2021 · Twitter for iPhone

Not surprised to see the backlash against fast fashion has been co-opted by the marketing depts of fast fashion brands, e.g. "slow fashion." Genuinely sustainable, high quality products can't really be done on the cheap. Because you have to pay people real wages

2:54 PM · Nov 8, 2021 · Twitter for iPhone



Sustainable fashion does not become sustainable solely due to the material sourced and used, but also how it's consumed. The fashion industry too is sometimes guilty of performative activism done under the name of sustainability; sustainability as a label, slow fashion as greenwashing

Similarly, fast fashion does not necessarily become evil (particularly to those who cannot afford or access other options) as long as one is conscious of the decisions taken while shopping, reusing or recycling clothes

# Implications

## INDIVIDUAL-LEVEL

Conscious consumption – choosing wisely (wherever possible)

Reduce wastage – reuse, donate, shop from thrift stores

Advocating use of sustainable practices

## BRAND-LEVEL

Sustainably sourcing of raw materials – use of regional or local industries to support the business

Reduce wastage in production – reuse or recycle

Move away from the negative aspects of fast-fashion – short seasonal supply that results in waste, ethical labour practices, reduction of pollution

Transparency of the process

## POLICY-LEVEL

Ensuring brands abide by sustainable practices

Creating accountability for brands and manufacturers

# | Transportation



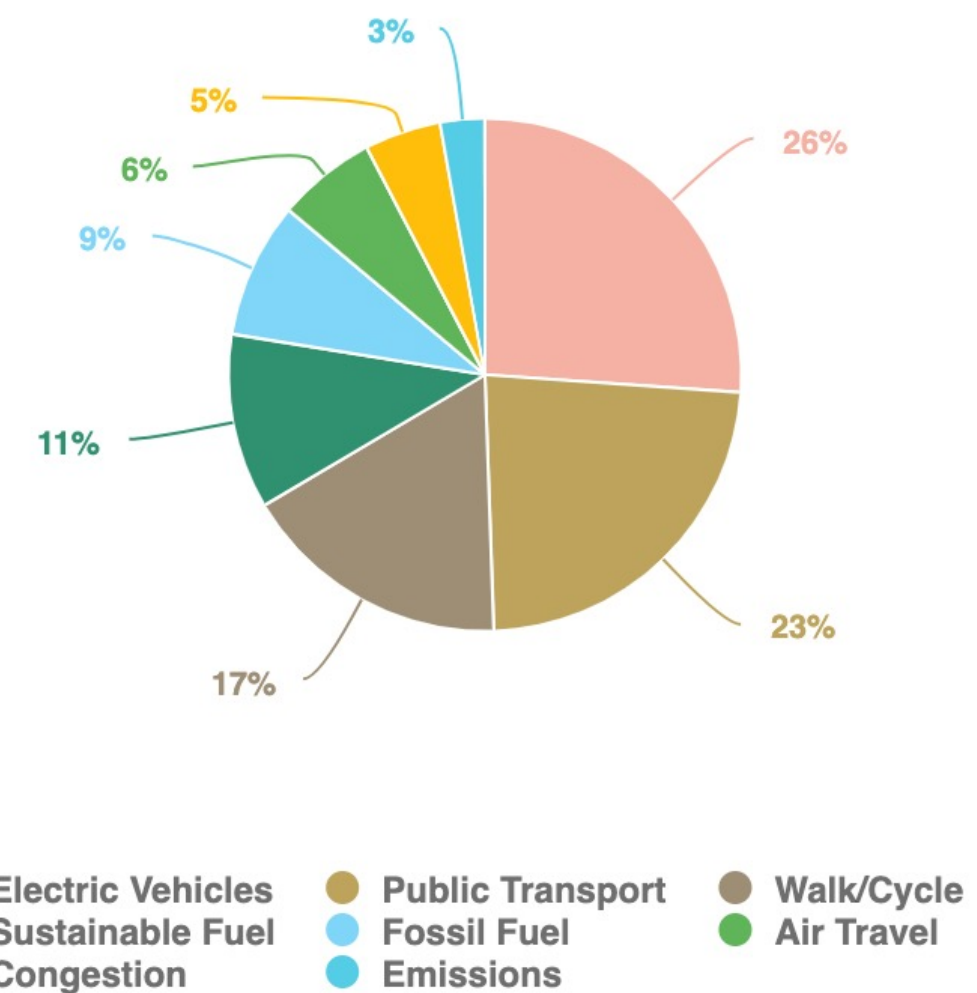
# Transportation: breakdown



Transportation as a sector stands at an important intersection in the conversations around sustainability

There are numerous factors involved in transportation that are perilous to the health of the planet and humanity – from toxic emissions, depletion of resources, hastening climate change

Thus, there is great potential for change by taking the right steps. The onus and the ability to create this change shifts to the brands and policy makers, rather than being solely a consumer-driven movement



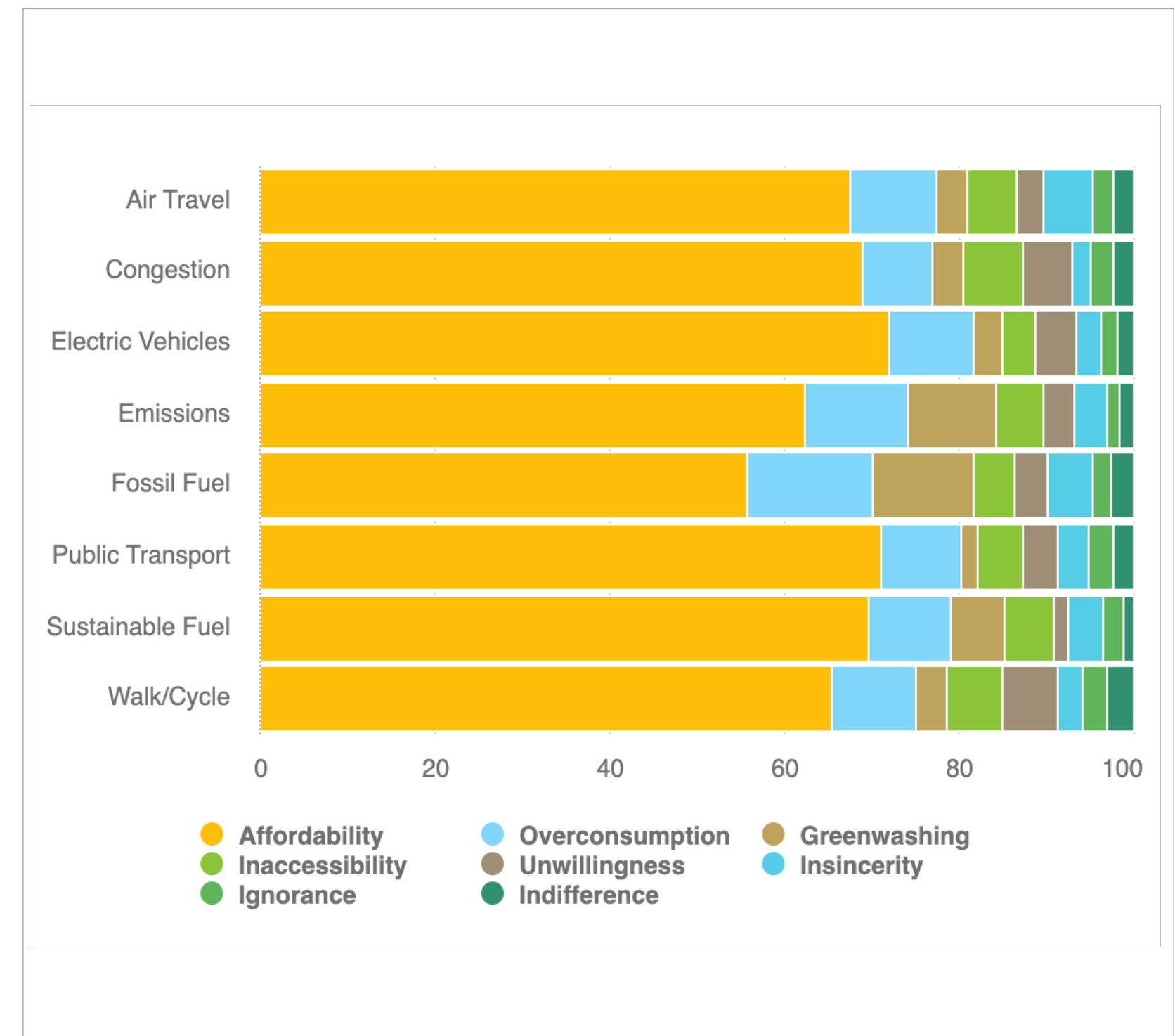
# Sustainable transportation: barriers to change



From the consumer point-of-view, the barriers exist in terms of what is made available to them – access to EVs, access to affordable alternate modes of transportation etc.

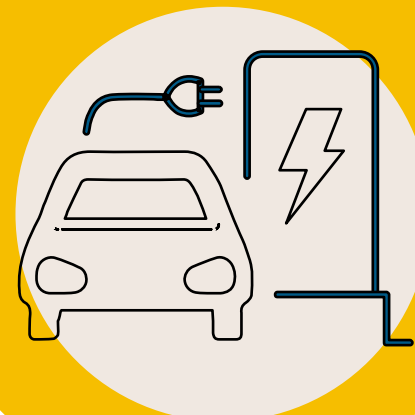
The power to change remains firmly in the hands of brands and policy makers to change the course of the transportation sector towards a more sustainable future

Beyond environmental sustainability, how can business move towards the change while making profitable decisions?



# Trending theme I

## ELECTRIC VEHICLES



Electric Vehicles (EVs) have been at the forefront of conversations around transportation and sustainability. There has been a sharp rise in the sector that has been slowly becoming a strong contender as an alternate to fossil-fuel vehicles<sup>1</sup>

While Tesla and other car manufacturers grab most headlines, EVs have the potential to create change through other modes as well – particularly in public transport and fleet vehicles<sup>2</sup>

Many governments and brands are taking actions<sup>3</sup> to encourage and enable a greater role for EVs in the future of transportation

<sup>1</sup> strong contender as an alternate to fossil-fuel vehicles

EVs are a more sustainable alternative to ICE because the latter spews CO2 and EVs can be powered by renewables, including solar-powered charging stations as well as rooftop solar.

<sup>2</sup> particularly in public transport and fleet vehicles

FedEx  
@FedEx

We are proud to see our new e-bikes delivering on the streets of Canada. It's all part of our Priority Earth initiative to help deliver a more sustainable future. 🌍

ICYMI: Pierce Transit launched 6 new electric buses today, bringing us closer to our goal of converting 20% of our bus fleet to electric by 2030.

<sup>3</sup> governments and brands are taking actions

MyGovIndia  
@mygovindia

Private sector will be encouraged to create sustainable and innovative business models for battery and energy as a service, improving the efficiency in the EV ecosystem: FM @nsitharaman #AatmaNirbharBharatKaBudget

11:42 AM · Feb 1, 2022 · Twitter for iPhone

The Democrats  
@TheDemocrats

By replacing old transit vehicles and investing in more electric vehicles, the Bipartisan Infrastructure Law will get more folks where they're going in a way that's safer, faster, and more sustainable.

2:40 AM · Dec 10, 2021 · Sprout Social

# Trending theme 2

## PUBLIC TRANSPORT



Affordable and accessible public transport can go a long way in reducing the ill-effects caused by road vehicles

However, many cities lack an efficient and accessible public transport network<sup>1</sup> that fails in a number of ways – poor connectivity, too expensive, too infrequent

Measures taken to correct this requires heavy investment<sup>2</sup> from governments, but these decisions enable more members of the public to choose sustainable options over private vehicles<sup>3</sup>, and ultimately reduce the pollution in the air

<sup>1</sup>many cities lack an efficient and accessible public transport network

brb fantasizing about a los angeles with sustainable, accessible, affordable public transportation

11:44 PM · Jan 14, 2022 · Twitter Web App

It's truly goofy how our cities relentlessly punish people who choose to take the affordable, sustainable, and healthy modes of transport.

<sup>2</sup>measures taken to correct this requires heavy investment

We need transit that gets people everywhere - not just downtown. Transit that's quick, reliable, easy, and prioritized over car traffic. The transit experience is pretty good along certain routes but becomes a challenge outside of those.

1:40 AM · Dec 5, 2021 · Twitter for Android

<sup>3</sup>choose sustainable options over private vehicles

Public transit should be efficient and frequent enough that you don't even need to check schedules. The USA and many other countries need serious investment in public infrastructure, right now the car is objectively the best mode of transport, which is not sustainable.

2:38 PM · Nov 25, 2021 · Twitter for Android

imagine a world where the dozens of people making a sustainable choice to take the bus had priority over a couple of selfish people just sitting in their cars



# Trending theme 3

## WALK/CYCLE



Walking and cycling may be the most sustainable modes of individual commute over short distances

Governments must encourage and enable such behaviours by providing safe and convenient measures<sup>1</sup> – walkways, bike lanes, and other incentives to choose the more sustainable options

By creating spaces – such as neighbourhoods, markets and malls and other public spaces – around sustainable transport options<sup>2</sup>, cities become healthier and more liveable

<sup>1</sup> encourage and enable such behaviours by providing safe and convenient measures

More than a third of car trips made by Londoners could be walked in under 25 minutes, and two thirds could be cycled in under 20 minutes 🚶 🚲

We need to significantly reduce our city's car use to ensure a greener, more sustainable future.

9:11 PM · Jan 11, 2022 · Twitter Web App

We need fully integrated networks of protected bike lanes in every city in California.

This is key to creating a healthier, safer, more sustainable state for all of our residents, and confronting the climate change crisis.

9:44 AM · Jan 24, 2022 · Twitter for iPhone

<sup>2</sup> creating spaces around sustainable transport options

Walkable neighborhoods are the most in-demand places to live in America.

They're also among our most productive, sustainable, diverse, & healthy places to live. Not only is the market demanding more of them, but it's the right way to build.

Banks, planners, & cities: your move.

10:35 PM · Jan 4, 2022 · Twitter for iPhone

Seriously tired of the follow-up to protected bike lanes saving lives and climate change mitigation being "Well, what do business owners and drivers think?" Why the fuck are we consulting these people like they actually understand sustainable and equitable urban planning?

8:37 AM · Dec 6, 2021 · Twitter for iPad

# Trending theme 4

## FOSSIL & SUSTAINABLE FUELS



The issues with fossil fuel aren't about the environmental impact of fossil fuel alone, but also our dependence on fossil fuels that makes other alternatives less viable at the same scale

With the environmental impact and limited resource that is fossil fuel, many are trying to move towards a greener, more sustainable and renewable alternative

The challenge is to find an alternative that remains to be sustainable and renewable at a large scale<sup>2</sup> – while remaining economically viable enough to convince users to make the shift<sup>3</sup>

### <sup>1</sup>our dependence on fossil fuels

Our dependence on fossil fuels has the world in an economic and ecological stranglehold, struggling to break free toward a more sustainable path. We have all of the technology necessary to build a carbon-free society. It's a matter of making the investments NOW.

7:45 AM · Dec 3, 2021 · Hootsuite Inc.

It's still moving AWAY from them and the more expensive we make fossil fuels the faster we move toward sustainable options. If we would invest more time and money into developing them instead of dragging our feet we wouldn't stay stuck in this in between for so long

10:42 AM · Dec 10, 2021 · Twitter for iPhone

### <sup>2</sup>sustainable and renewable at a large scale

As a country we need a long term energy plan that is sustainable, affordable and realistic. Trying to be 100% green and then import anything energy intensive from countries that use lots of coal is utterly moronic. So are windfall taxes on fuel production.

2:14 AM · Jan 17, 2022 · Twitter for iPhone

### <sup>3</sup>economically viable enough to convince users to shift

If there was a sustainable fuel option at a garage / gas station, but it cost 30p more per litre - would you buy it? #COP26

4:46 PM · Nov 2, 2021 · Twitter for iPhone

We need investment in more sustainable fuels which make it more affordable to the every day person

10:57 PM · Nov 8, 2021 · Twitter Web App

# Trending theme 5

## AIR TRAVEL



Air travel is a necessary evil in modern transportation<sup>1</sup>. It consumes a vast amount of resources, namely fossil fuel

More recently, there have been moves to include Sustainable Aviation Fuels (SAF)<sup>2</sup> in the running of aircrafts. While the technology isn't perfect – marginal gains in sustainability and more expensive – this is a step in the right direction for the industry

Increasing fuel efficiency is also a way of cutting down<sup>3</sup> on the resources used

<sup>1</sup> air travel is a necessary evil in modern transportation

That's right. Our unelected obscenely rich overlords shuttling into Davos on their private jets just want a fairer and more sustainable world.

5:25 AM · Jan 20, 2022 · Twitter Web App

<sup>2</sup> moves to include Sustainable Aviation Fuels (SAF)



United Airlines ✓  
@united

Today, United will be the first in aviation history to fly a passenger flight using 100% sustainable aviation fuel (SAF).

This flight will serve as a turning point in the industry's effort to combat climate change.



General Electric ✓  
@generalelectric

In October, a Boeing 787 flight from London to Abu Dhabi operated by @etihad Airways scored a 72% reduction in carbon emissions using GE's existing technologies.

12:49 AM · Dec 7, 2021 · Twitter for iPhone

<sup>3</sup> increasing fuel efficiency is also a way of cutting down

Fleet renewals (and ensuing fuel efficiency from new planes), operational efficiencies, and sustainable aviation fuel are biggest tools in an airline's sustainability toolkit, says Amelia Deluca, managing director of sustainability at @Delta. #SkiftLive

11:15 PM · Nov 17, 2021 · HubSpot

# Trending theme 6

## CONGESTION



Urban planning needs to address the means in which it encourages and enables different modes of transport<sup>1</sup>. Reducing the number of cars on the road cuts down emissions, cuts down traffic and makes it easier for people to opt for better and more sustainable means

This has to come from governments and policy makers creating the barriers and incentives to move away from cars<sup>2</sup> and towards other forms of transportation

<sup>1</sup> encourages and enables different modes of transport

Transit/Planning Twitter, a question: does anyone know of a municipality that has an explicit goal of removing car lanes as part of their sustainability strategy?

Something like a goal in a strategic plan that says, "In 2022 we have a target of removing/repurposing 10 miles of existing roadway for non-car/SOV use."

7:16 PM · Jan 2, 2022 · Twitter for iPhone

In the push for more sustainable transport - take away our parking at hospitals and encourage us to cycle/run/take the bus - but how many of the decision makers have lived experience of the fear of traveling in the dark, or have the insight of [@ross\\_moy?](#) [#shewasgoingforarun](#)

<sup>2</sup> creating the barriers and incentives to move away from cars

Our Mobility Credits pilot scheme in Coventry offers £3,000 to spend on public transport for people who trade-in their old polluting car.

I'm pleased to announce we've added the option to trade in your car and buy bikes instead using the mobility credits.

# Trending theme 7

## EMISSIONS



Transportation, as a whole, contributes to about 25% of all emissions in the world<sup>1</sup>

Increasing efficiency, using sustainable fuels, and use of other modes of transportation<sup>2</sup> can be implemented to bring the emission levels down  
Many brands have made commitments towards zero emissions<sup>3</sup> in the following decades

<sup>1</sup> transportation, as a whole, contributes to about 25% of all emissions in the world

Transportation accounts for nearly 25% of all global emissions. Explore the initiatives that will help make transportation more sustainable in our new Insights article.

<sup>2</sup> increasing efficiency, using sustainable fuels, and use of other modes of transportation

The [@BJP4India](#) government has also committed resources to improving the infrastructure of Railways by electrification of railways and save the country both money in fuel costs and reduce emissions to ensure climate sustainability.

7:21 PM · Dec 21, 2021 · Twitter for iPhone

<sup>3</sup> many brands have made commitments towards zero emissions

 Volvo Car UK  
@VolvoCarUK

As long as people continue to buy SUVs, we want to make sure there's a more sustainable choice on the market. We are continuously working to reduce the lifecycle emissions of every vehicle we make, with a goal of true zero emissions by 2040. [#ZeroOmissions](#)

10:03 PM · Nov 11, 2021 · Twitter Web App

14 nations have now issued a Declaration on Zero Emission Shipping by 2050. Shippers, including [#Amazon](#), [#Ikea](#) and [#Unilever](#), have pledged to only move cargo on ships using zero-carbon fuel by 2040. Change is coming and shipping needs to accelerate its shift to sustainable fuels.

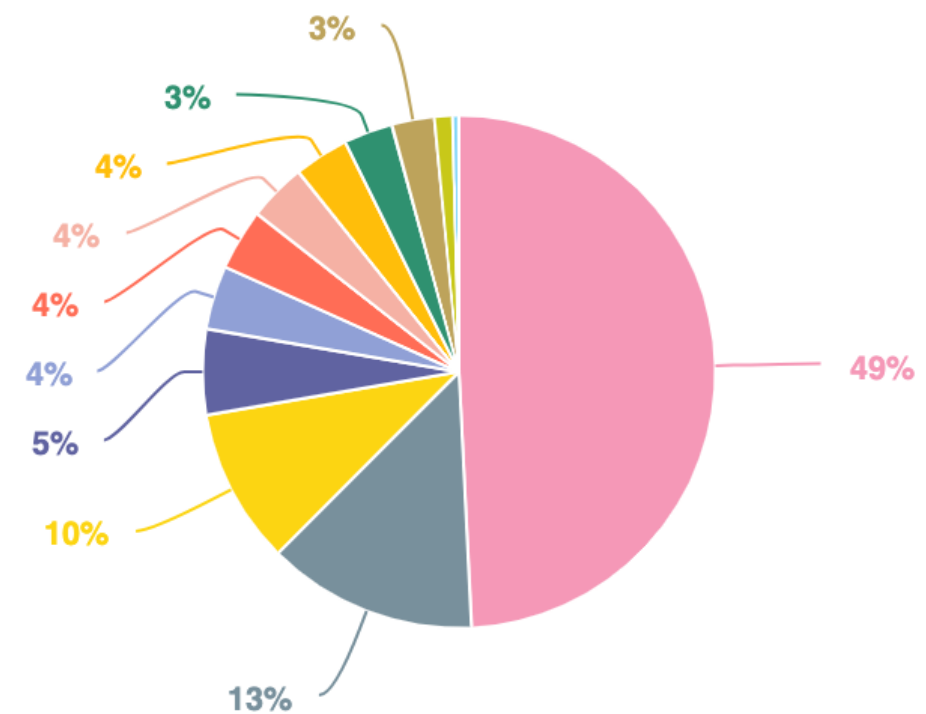
10:22 AM · Nov 8, 2021 · Twitter for iPhone

# Top mentioned brands



Tesla is clearly at the forefront of conversations around sustainability in this industry, dominating nearly half of the mentions

As a whole, EVs and the adoption of this among the legacy brands in the traditional automobile industry are the topics of conversation



# Several top brands are looking to champion the change to EVs

## | Making good progress |



Tesla has made electric cars accessible and aspirational, and its success has forced many others to recalibrate their priorities and their efforts

Tesla has made big steps in developing the charging infrastructure that is necessary for the EV industry to show growth

## | Needs more work |



Ford is one of the more prominent legacy brands in the automotive space that has taken steps in creating EV alternatives

The brand has had its success in engaging car enthusiasts and sustainability energy enthusiasts alike

## | Needs more work |



General Motors (GM) is sometimes accused to being too reactive, in capitalizing on the EV market and having previously tried to slow the growth of the industry

However, GM has diversified by expanding into electric delivery fleet trucks to FedEx and Walmart via its EV wing, BrightDrop

The way I see it. EV demand is never going to be the issue. It's about scaling production. Who can do it best while building a sustainable business model. Tesla is the only modern EV that has scaled production... who is next... [\\$tsla](#) [\\$rivn](#) [\\$lcid](#) [\\$ggpi](#) [\\$fuv](#)

5:34 AM · Nov 16, 2021 · Twitter for iPhone

Rivian is one of the more interesting EV companies. Sounds like they could be big players in the EV game (backed by Ford and Amazon) with big plans for sustainability. Plus, standard AWD vehicles making big power? The car enthusiast in me is very excited

10:46 PM · Dec 14, 2021 · Twitter for iPhone

[.@BrightDrop](#) just announced that [@Walmart](#) is coming onboard as our newest customer with a reservation of 5K EVs. [@FedEx](#) is also adding 2K EVs to their original reservation with plans to add up to 20K more. It's incredible to help two powerhouses reach their sustainability goals.

1:36 AM · Jan 6, 2022 · Twitter Web App

# Positive



We are proud to see our new e-bikes delivering on the streets of Canada. It's all part of our Priority Earth initiative to help deliver a more sustainable future. 🌍

Safe, sustainable transportation is how we take on the climate crisis, expand economic opportunity and create a healthier and more breathable New York.

The battery swapping policy and rapid expansion of EV charging infra will help convert both customers and manufacturers that were on the fence about EVs. An excellent route to move toward sustainable mobility.  
[#Budget2022](#) [#EV](#) [#ElectricVehicles](#)  
[#BatterySwapping](#)

12:06 PM · Feb 1, 2022 · Twitter for iPhone

# Negative

Infrequency and poor dependability due to COVID are why I haven't returned as a rider even though my station is 2 blocks from my house. I bought an ebike for my 2 days in-office instead.

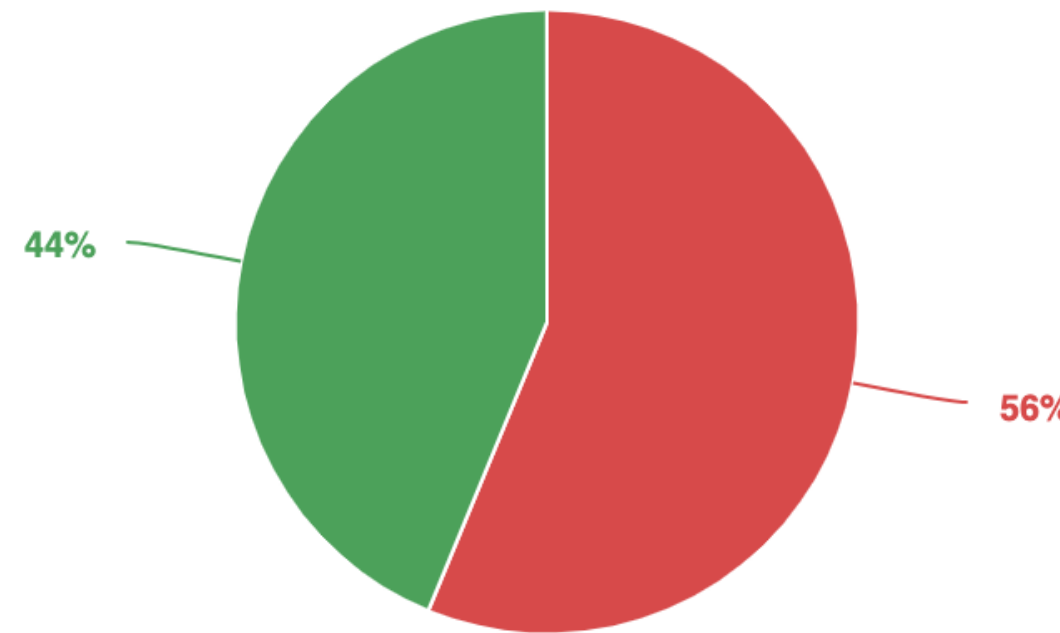
9:28 PM · Jan 20, 2022 · Twitter for iPad

it may be expensive to build transit but at least it provides a sustainable alternative to traffic.

spending billions on widening roads is just idiotic and just makes things worse

Our approach to everything else is just as stilted, and [#COP26](#) is only embedding my frustrations at this in relation to global warming. Scant mention of the actual sustainable transport solutions we have, just an eternal focus on doing everything the same as always.

1:47 PM · Nov 4, 2021 · Twitter for Android



● Negative ● Positive

There is a sense of frustration that arises when the desire to change is present, but the access or ability to do so is limited.

Infrastructure that has the power to make an impact in sustainability lies in the hands of companies and governments, and hence the onus is on them to move the needle towards a better and more sustainable future



# Implications

## INDIVIDUAL-LEVEL

Reducing private motor vehicles wherever possible – opting for public transport, walking or cycling short distances

Choosing modes of transport that maximise efficiency – fuel consumption and mileage

## BRAND-LEVEL

Legacy automobile companies continuing strong efforts to improve the EV space

Focusing not only on electric cars, but other forms of transport (buses, fleet vehicles, cargo etc.)

Improving the EV infrastructure – charging stations, energy storage

## POLICY-LEVEL

Reducing the dependence on private motor vehicles

- Creating accessible and affordable public transport systems
- Walkways and bike lanes to encourage and support other forms of commute

Encouraging a shift towards use of renewable energy and fuels

Keeping emissions in check

# Food & farming

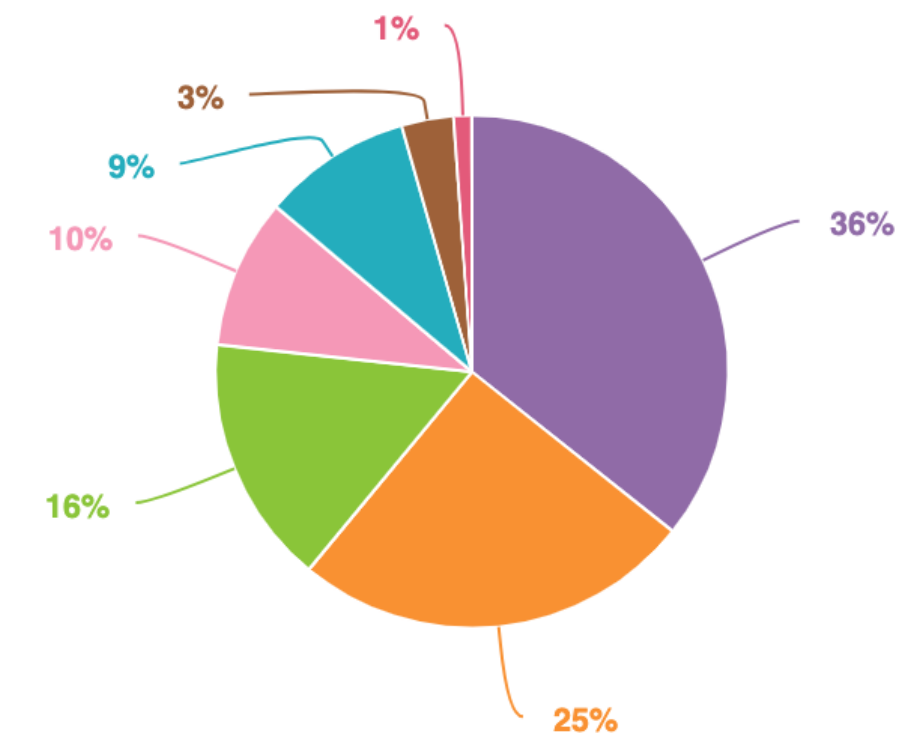
# Food & farming: breakdown



The farming, production and transport of food to feed a rapidly growing population requires sustainable interventions

There are a number of current practices in farming and in the food industry that are viewed as short-sighted, driven by greed and unsustainable in the long run

The means of production today results in over-farming, over-fishing, factory farms, immense food waste, and encroachment on forests and wildlife for increasing farmland



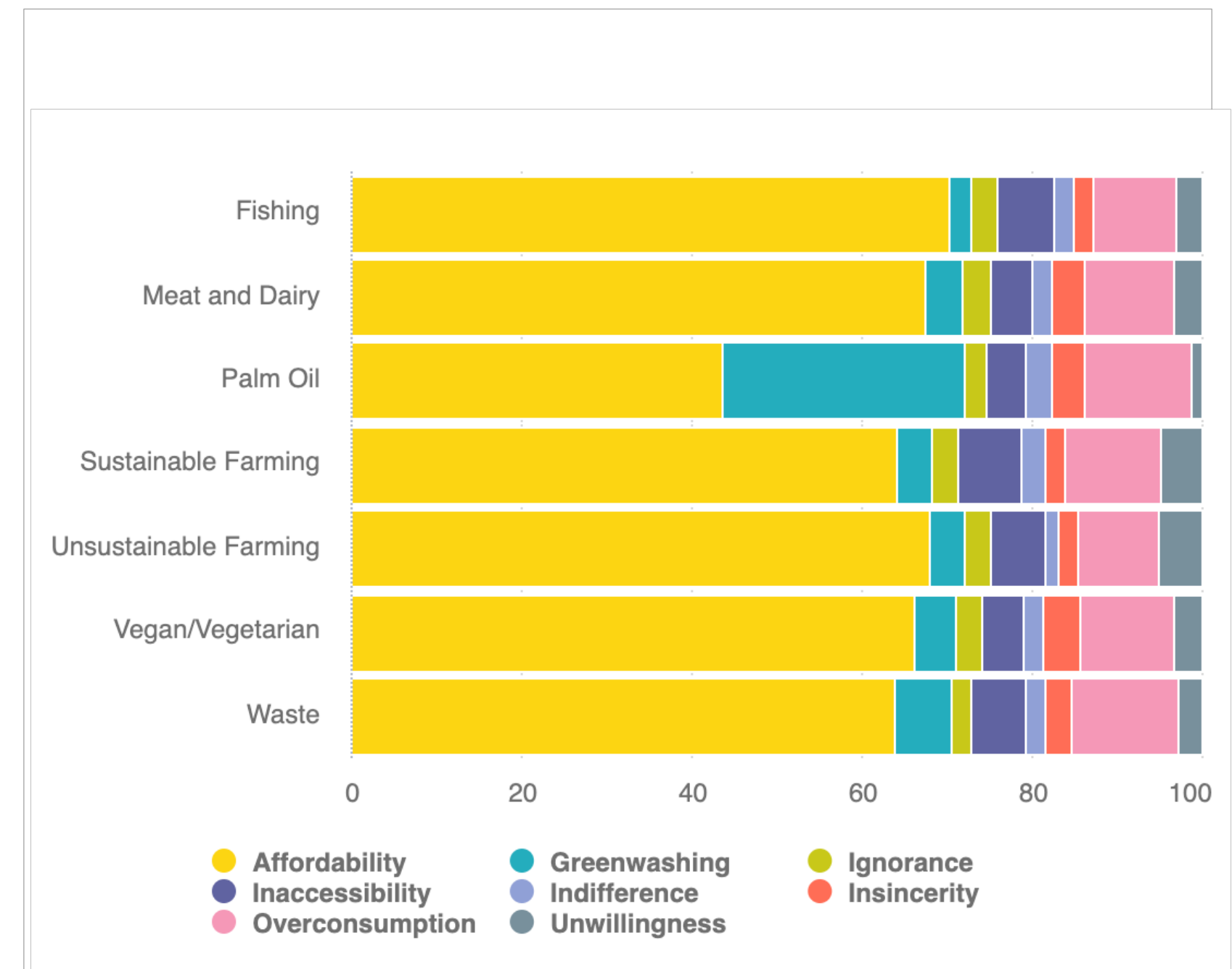
● Sustainable Farming    ● Meat and Dairy    ● Vegan/Vegetarian  
● Waste    ● Fishing    ● Unsustainable Farming  
● Palm Oil

# Food: barriers to sustainability



In order to create a more sustainable process for food production, there has to be collaborative efforts made by all parties involved

Government policy to encourage sustainable farming, fishing and meat production. Brands making decisions to opt for sustainable measure, and ensuring that their environmental impact is negated or significantly reduced. Consumers who make the lifestyle and shopping decisions that pressure the brands and policy makers



# Trending theme I

## SUSTAINABLE FARMING



Sustainable farming is seen as a means to consider the needs of the people it provides, as well as the environment<sup>1</sup> in which it exists – both in the short term, as well as the long term

There are a number of different sustainable agricultural practices that can be used to increase efficiency, sustain growth, maintain soil health – and still produce enough to feed the world

Regenerative farming, biodynamic farming, vertical farming<sup>2</sup> are just some examples of methods used and advocated to sustainably maintain and build a holistic practice in agriculture

<sup>1</sup> consider the needs of the people it provides, as well as the environment



Parmparagat Krishi Vikas Yojana aims to promote natural resource based integrated & climate resilient sustainable farming system that ensures increase of soil fertility, natural resource conservation, on-farm nutrient recycling & minimize dependence of farmers on external inputs

11:25 AM · Dec 16, 2021 · Twitter Web App

"Take care of your soil, take care of your place, and it will take care of you."

Sustainable farming practices like pasture-based farming & regenerative ag have worked for centuries & are part of a more just food system, free from harm and exploitation. [#NoFactoryFarms](#)

<sup>2</sup> regenerative farming, biodynamic farming, vertical farming

FM [@NicolaSturgeon](#) welcomed £42.2m of inward investment to Scottish agri-tech and vertical farming innovator [@IntelligentGS](#) at [#COP26](#) tonight, before meeting pupils from [@GracemountPS](#) to hear what they've been learning about the role of food production in climate change.

Have you seen the model of biodynamic farming?

Model for sustainable agriculture, ecology and culture based around natural cycles

It is really fascinating

4:59 PM · Dec 30, 2021 · Twitter for iPhone

# Trending theme 2

## MEAT & DAIRY



Unsustainable animal husbandry results in torturous conditions for animals such a factory farms<sup>1</sup>, deforestation, a sharp rise in global emissions<sup>2</sup>, and food waste (both in animal feed and by-products)

Sustainable consumption, and ethical practices<sup>3</sup> in rearing animals can severely curb the negative impact of the meat and dairy industry

<sup>1</sup> torturous conditions for animals such a factory farms

Realistically this must be accompanied by a reduction in meat consumption

Cards face up, this is a personal failing of mine, and I am moving towards more plant based meat substitute in my diet

The factory farm based livestock industry is cruel and inhumane

10:45 PM · Nov 9, 2021 · Twitter for iPhone

99% of meat, dairy and eggs in the US are from factory farms but I personally don't contribute - I buy my mine from a local sustainable grass fed organic free range pasture farm that my uncle owns where the animals all have names, long lives and painless deaths 🥰

6:27 AM · Nov 24, 2021 · Twitter for iPhone

<sup>2</sup> deforestation, a sharp rise in global emissions

We don't highlight enough that current agricultural and animal husbandry practices contribute to greenhouse emissions

<sup>3</sup> sustainable consumption, and ethical practices

We believe that meat reduction can help lessen the demand for animal products and catalyze a shift from factory farming toward more sustainable, kinder farming practices that reduce pressure on the environment.

11:27 PM · Jan 16, 2022 · Buffer

# Trending theme 3

## VEGAN & VEGETARIAN



The essence of the vegan philosophy is to abstain from the cruel practices of the meat industry and therefore not to harm or exploit animals<sup>1</sup>

In addition to a vegetarian diet, there are a number of meat substitutes and plant-based foods<sup>2</sup> that supplement the diet effectively

However, trend-hopping on veganism has led to some unsustainable practices such as driving up the popularity of exotic and imported foods<sup>3</sup> that do not help the sustainability cause

### <sup>1</sup>not to harm or exploit animals

Animal agriculture uses 80% of arable land and 41% of freshwater. It also produces 60% of agricultural emissions, causes wildlife extinction and loss of biodiversity. The future answer is producing food through innovative processes and a move towards vegetarianism.

12:45 PM · Nov 17, 2021 · Twitter for iPhone

### <sup>2</sup>meat substitutes and plant-based foods

They really are coming out with some great products. The last couple of years I have been able to make recipes I used to make with vegan ingredients and I think they taste great.

1:07 AM · Nov 2, 2021 · Twitter for iPhone

### <sup>3</sup>driving up the popularity of exotic and imported foods

I know, but a lot of the healthy vegan foods involve imports - the cost of production has been placed on another country AND involve transport.

Sustainable food needs to take into account all of that. Local beef/lamb/venison can potentially be less impact than S. American soy.

6:14 PM · Nov 28, 2021 · Twitter for Android

I agree that factory farming is wrong, but 'plant based' doesn't automatically mean 'sustainable', especially when you live in a country that cannot provide a seasonal supply of plant based foods.

Once you start importing food, you've lost the 'sustainable' argument.

1:51 PM · Nov 8, 2021 · Twitter Web App

# Trending theme 4

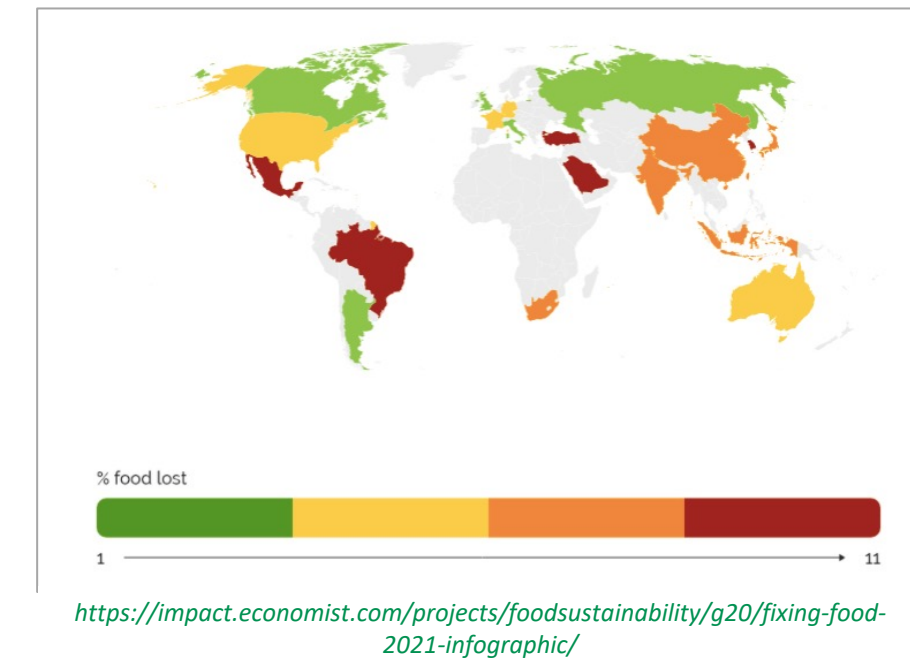
## FOOD WASTE



There are two types of wasted food: food loss, and food waste<sup>1</sup>

This is a result of over-farming, inefficient transportation and storage, wasteful manufacturing processes

Global food waste is major issue in sustainability. When left unmanaged, food waste results in the release of harmful greenhouse gases such as methane and carbon dioxide<sup>2</sup>, contributing to global warming and climate change



<sup>1</sup> food loss, and food waste

Today's **#Foodtruth**: The answer to food waste is hidden in your refrigerator. **#Food** that is thrown out both at home & on the **#farm** is the largest contributor to food waste. **#sustainability**

5:30 AM · Jan 20, 2022 · CoSchedule

<sup>2</sup> release of harmful greenhouse gases such as methane and carbon dioxide

New food production solutions can reduce emissions by 6.7 gigatonnes annually.

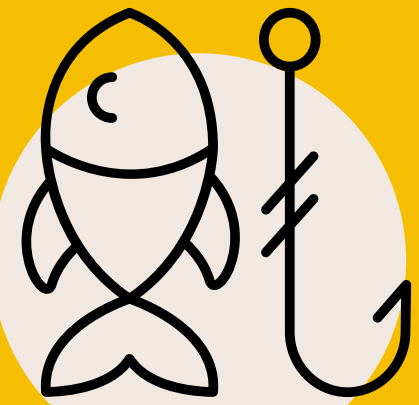
And shifting diets to a more plant-based (more sustainable diet) and reducing food waste can reduce emissions by more than 2.0 gigatonnes annually.

4:40 AM · Jan 28, 2022 · Typeshare.co



# Trending theme 5

## FISHING



Inefficient, careless and greedy practices in fishing<sup>1</sup> results in the accidental death of various species of marine life that weren't intended to be captured in nets and through trolling. These careless practices also result in the destruction of the marine ecosystem and coral reefs

Over-fishing has caused declining populations<sup>2</sup> of salmon, tuna, sharks and many other species of marine life

Fish farms too have wasteful and harmful practices<sup>3</sup> that hurt the larger ecosystem

### <sup>1</sup> inefficient, careless and greedy practices in fishing

Intensive fish farms rely on large volumes of wild-caught fish as a food source, and it is estimated that one-fifth of all wild-caught fish are used to feed farmed fish. This is hardly an efficient, sustainable system.

8:27 PM · Dec 27, 2021 · Buffer

WWF India works with communities to help them reduce bycatch and protect marine biodiversity by encouraging use of square mesh cod-end.

[#WorldFisheriesDay](#)

12:42 PM · Nov 21, 2021 · Twitter for iPhone

### <sup>2</sup> over-fishing has caused declining populations

Unsustainable overfishing is a major threat to the ocean, including sharks. Support sustainable fishing practices by buying sustainable seafood.

4:06 AM · Dec 16, 2021 · Twitter for iPhone

Sustainably managed wild fisheries support food and nutritional security, livelihoods, and cultures. Harmful fisheries subsidies—government payments that incentivize overcapacity and lead to overfishing—undermine these benefits yet are increasing globally.

[#stopfundingoverfishing](#)

### <sup>3</sup> fish farms too have wasteful and harmful practices

Salmon farming is not sustainable. There are no written rules or regulations anywhere which say how it ever can be.

This is another open ended statement. It is an invitation to the salmon industry to keep on keeping on.

# Trending theme 6

## UNSUSTAINABLE FARMING



Agricultural practices are often slow or resistant to change, in the belief that it has been done a certain way<sup>1</sup> for years, if not centuries.

In reality, the practices have been shifting towards unsustainability to cope with the unrealistic rise in demand<sup>2</sup> due to the growth in population, monocropping, climate change and other factors

Unsustainable farming leads to soil erosion, poor harvests, poor pest management, poisoning our soil and water supplies, destruction of both farmland and wild forests<sup>3</sup>

<sup>1</sup> slow or resistant to change, in the belief that it has been done a certain way

We have this whole debate the wrong way round

We are centring the consumer and eater... and we should be centring the farming systems and what they can produce sustainably

Focus on eliminating bad farming practices and systems through regulation and making farming work better - what food that creates will sort itself out without us policing people's diet

1:09 AM · Nov 10, 2021 · Twitter for iPhone

<sup>2</sup> shifting towards unsustainability to cope with the unrealistic rise in demand

Senator Grassley has presided over the redefining of agriculture into agribusiness. Farmers are tenants, profit margins are owned by the big 5 industry giants, sustainability is an afterthought, and obfuscation hides the culprits. Thanks for giving me something BIG to fix, Chuck.

7:41 PM · Jan 24, 2022 · Twitter Web App

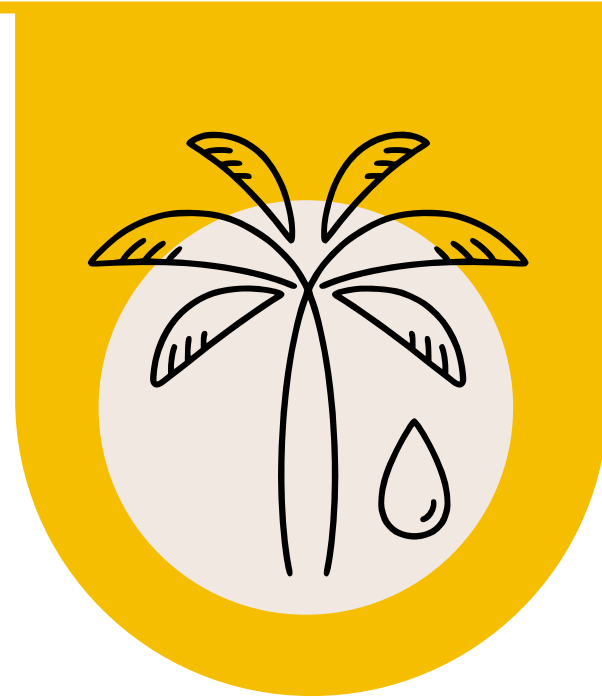
<sup>3</sup> destruction of both farmland and wild forests

Pesticides 'cost double the amount they yield', study finds

The penny has already dropped for many farmers questioning their agronomic advice.

# Trending theme 7

## PALM OIL

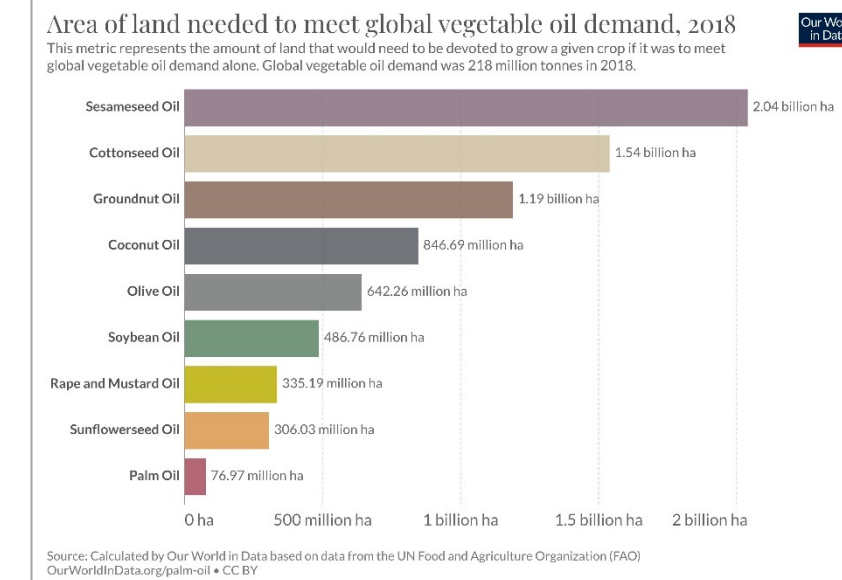


**Palm oil is a contentious issue in certain parts of the world. On one hand, palm oil production is vastly more efficient in the volume of oil produced<sup>1</sup> per hectare of land**

On the other, a majority of the world's palm oil comes from a handful of sources primarily located on the island on Borneo – split between Indonesia and Malaysia. The production of palm oil (due to its growing demand) encroaches on precious rainforest<sup>2</sup> land threatening the wildlife, particularly the habitat of orangutans

Efforts to do so sustainably have often been called out for greenwashing and for continuing to be exploitative<sup>3</sup>

**<sup>1</sup> palm oil production is vastly more efficient in the volume of oil produced**



**<sup>2</sup> production of palm oil (due to its growing demand) encroaches on precious rainforest**

All land that has been used for oil palm crops is tainted by the blood of orangutans. There is a legacy of destruction and death. There is no such thing as sustainable palm oil. The Western world should break its dependency on cheap vegetable oil.

3:02 AM · Jan 3, 2022 · Twitter for Android

**<sup>3</sup> called out for greenwashing and for continuing to be exploitative**

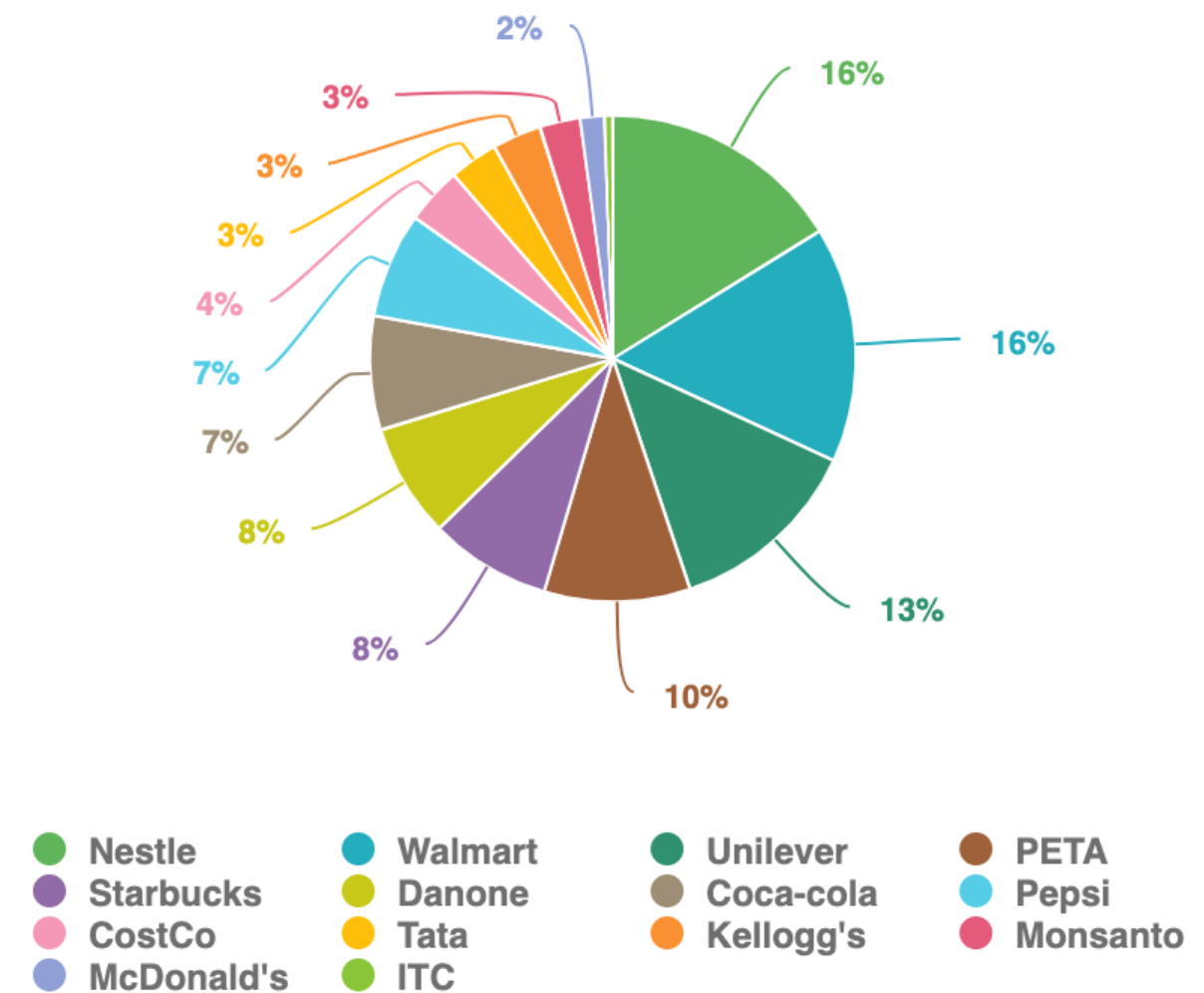
It makes me really angry. There is so much green washing it's impossible to trust sustainable palm oil, easier just to boycott completely. The Orangutan Land Trust particularly bad - jumped on conversations I've had with their rhetoric but have nothing of substance to say.

# Top mentioned brands



There have been a number of brands that are called out for harmful attitudes and practices, but many are also slowly moving towards decisions that will shape a different future

Many brands take an active interest in creating a sustainable environment in which their business is run – and the impact that they leave behind is not one of greedy overconsumption



# Several household names are performing well or beginning to change their behaviour

## Making good progress



Nestlé has been previously called out for being one of the more egregious offenders for their unsustainable and exploitative practices

Nestlé has taken strong measures in the right direction to remedy the situation – supporting communities, use of recyclable/reusable materials, sustainably sourcing etc.

## Making good progress



Unilever has been hailed for the many measures that the brand has taken towards sustainability. The brand often scores well on indices that measure the progress and health of a brand in the sustainability space

## Needs work



PepsiCo, through its various brands, has taken initiatives to take care of the people and environments that are part of the brand's larger ecosystem

Sustainable sourcing, improving farming practices and giving back to ensure a more equitable distribution of resources is their commitment to sustainability

Nestlé triples cocoa supply chain sustainability funding, with focus on human rights! 🥰  
The funding will be split between improving cocoa traceability, reducing the environmental impact of farms and supporting human rights of cocoa farming communities. 🇨🇰

[#cocoa](#) [#sustainable](#) [#news](#)

3:06 PM · Jan 28, 2022 · Twitter Web App

Unilever often pops up as an example of a sustainable company. In fact, this is reflected in their ESG rankings.

MSCI = AA

S&P = 84/100

Refinitiv = 92/100



One of our Positive Agriculture goals is to sustainably source all of our key ingredients by 2030: and we're already on our way with [@lays](#). Get an inside look:

# Positive



Waitrose & Partners   
@waitrose

We're proud to be recognised for our efforts to make the Partnership a more sustainable business. The job isn't done but we are working hard to better understand our emissions and setting science-based targets to help us reach net-zero across our farming supplier network by 2035.

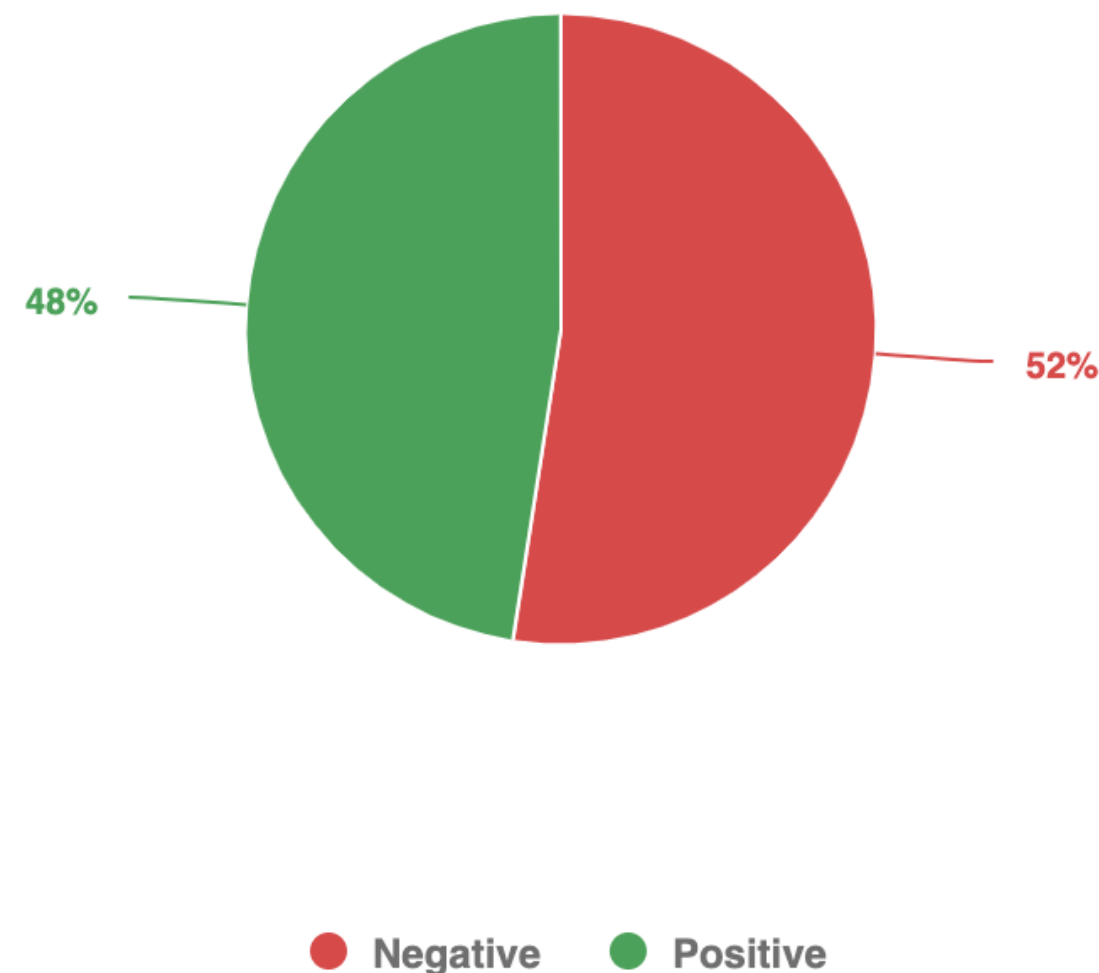


Compassion in World Farming   
@ciwf

Replying to @Blue\_Tweedle

Hi, this is always what we'll advocate for at Compassion. We want to see a reduction in meat and dairy, with people eating more plant based foods, so all animals can be raised in higher welfare and sustainable farms!

10:23 PM · Nov 3, 2021 · Sprout Social



# Negative

As a very proud Chef I'm sick of the supermarkets jumping all over the Plant Based processed garbage diets, thinking they are saving the planet. I use local sustainable ingredients with as small a carbon footprint as possible, not 30+ ingredients from all over the planet

1:27 PM · Nov 7, 2021 · Twitter for iPad

British beef isn't produced on Amazon rainforest that's been cut down?! Our beef is amongst the most sustainable there is. Yet the government seems hell bent on doing trade deals so that it is beef from the likes of Brazil that is on supermarket shelves!! FFS!!! Exasperated

1:34 PM · Nov 2, 2021 · Twitter for iPhone

While individual dietary choices can pressure bigger change, the larger problem exists in the manner in which the food industry operates today. Vegan and new healthy diets are not sustainable if it depends on mass import and unsustainable food targets on environments that are not built for farming at scale

On the plus side, many businesses are committed to ensure that their supply chains are more sustainable in their sourcing, labour, packaging/use of plastics etc.

# Implications

## INDIVIDUAL-LEVEL

Conscious consumption – cutting down on meat products, opting for locally available products over those that are imported

Reduce food wastage

Supporting local (small) markets

## BRAND-LEVEL

Sustainably and regionally sourcing produce and raw materials – supporting these practices within the brand's supply chain

Reducing food waste

Reducing use of single-use and other plastic packaging

Ethical treatment of animals in the meat and food industry – free-range and other farms that focus on animal welfare

## POLICY-LEVEL

Encouraging local and sustainable farming, fishing and animal husbandry through policies that curb harmful practices

Decreasing a dependence on imports, where the same foods can be locally provided

Strong laws to prevent encroaching wildlife and natural habitats, deforestation etc.

Designing a better future  
with brave new thinking

Thank you

**Quantum Digital Listening**

Abhimanyu Kumta  
Cianan O'Dowd – *Team Lead*

[www.quantumcs.com](http://www.quantumcs.com)

