

Sustainability Trends in 2022 - And Beyond

2022 and Beyond: what sustainable trends will come to the forefront and bubble over into the mainstream?

From consultants and investors to charity CEOs, conservationists and authors and activist actors, here is what a wide range of experts said about what the biggest sustainable trends that will shape 2022 - and crucially the years to come.

We need systematic change, bold ideas, and radical rethinking of how industries and consumption work - so how are we going to get there?

1. Companies will be forced by government regulations to disclose their climate risks to the public. *Dr Brosnan, President of Deborah Brosnan & Associates & marine explorer*

This will lead to big changes for companies in their share prices, financing options, willingness of investors to invest, and will promote more scrutiny and activism by shareholders. It's already happening in Europe and will soon spread to the US primarily through the SEC. Companies out ahead and show how well they are managing risks and contributing to the environment and social well-being will have greater success.

2. Electric cars will become a mainstream purchase. *Chris Packham, Wildlife TV presenter & conservationist*

Electric cars - looking at the EC market there are exciting new cars coming out. They look funky and have a good range, more people will find the confidence to go down the electric car route. They are also coming down in price, making it more affordable. Before they were an expensive proposition but now it's more manageable.

3. Climate change has to go back on the agenda. *Trewin Restorick, CEO, Hubbub*

2021 we saw a renewed focus on global efforts to fight climate change. The COP26 event in Glasgow saw governments and companies taking increased steps to reduce climate change emissions. The return of the USA to the Paris Climate Commitment built added momentum reinforced by growing citizen concern.

4. On demand apps can help the fight against waste. *Petrice Jones, Actor, Environmentalist and CEO of The One Movement*

We could see a lot of technology meeting sustainability. Potentially apps and services mimicking UberEats model with reusable containers for restaurants. There is a huge opportunity to utilize a subscription model where pick-up of empty containers and delivery of refilled containers happen at the same time.

5. Consumers want real change and leadership. *Sian Conway, founder of Ethical Hour*

I think we're going to see much more political pressure when it comes to sustainability. The conversation has (finally) made its way into the political sphere in many countries and played a big part in the US election. We've had COP26, and there is a huge groundswell of public awareness behind the movement now.

Many consumers have done what they can to make more conscious choices but are starting to realize the power that corporations wield, and that conscious consumerism alone isn't enough, and that big business often won't change unless the legislation changes. In 2020 with the pandemic, we've seen what can be achieved in a short space of time when the political will is there, and I think people are now less willing to tolerate weak climate policies and lengthy 2050 targets.

6. Cities are leading the way with bold ideas. *Rob Hopkins, author of From What Is To What If*

It will be a time when big bold ideas for reimagining how cities feed and power themselves, create new jobs, and engage and retrain people will become the norm. It will be a time when cities are out-competing each other to get to zero carbon first and to come up with the most imaginative strategies for doing so.

7. Alternative protein is where it's at. *Francesco Majno, founder, Small Giants*

The upcoming decade is expected to witness an unprecedented transition from traditional meat-based proteins to a wider range of alternatives. Among the different alternatives, insects are among the most promising ones. They are incredibly sustainable and super high in protein. I do not think 2022 will be 'the year' for edible insects in the west but one of the years that will lead towards this 'small giant' food revolution. Consumers are increasingly more aware of the health advantages and positive environmental impact of these alternatives and the demand is rising.

8. Ethical investing is now a mainstream issue. *Chris Duncan, Director of Communications, Client Earth*

Climate-friendly pensions are becoming more important. Almost every single working person in the UK is now a pension fund member and the whole market is worth £2.2 trillion but it's almost impossible for individuals to find out where their own money is invested. We know that much of it will be invested in industries that are fueling climate change and consumers are waking up to that. We expect to see a much bigger range of green pension options.

In conclusion, these trends could also impact investors in the future and how Bond&Devick aims to use investment managers who could potentially benefit from these trends and others.

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