

“For the world to meet the Paris Agreement’s 1.5°C temperature goal, governments need to move to emergency mode and strengthen the ambition of their 2030 targets and current policy action”

Climate Action Tracker



Closing the climate gap 2024

An annual report on progress towards sustainable consumer lifestyles in the UK

Ethical Consumer
Research Association
OCTOBER 2024



CLIMATE
GAP
REPORT

Sponsored by
Ecology Building Society



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Foreword to Ethical Consumer's Closing the Climate Gap 2024

We're pleased to again sponsor this Ethical Consumer report. A lot has happened since the 2023 report, including a change in UK government to an administration with a far more positive outlook than its predecessor towards climate action.

While it's still early days in terms of new policies and legislation, we hope initial commitments – such as improving more homes' energy efficiency and greater use of renewables – will progress at pace. We all must continue to hold politicians to account to ensure warm words don't turn out to be hot air.

Continuing shortfalls in good-quality data remain a concern, calling into question how standards are set and the robustness of some targets. We welcome the review of national targets, with an updated pathway to Net Zero due early next year. Timely and reliable data is also important for consumers so they can make informed decisions. We want everyone reading this report to remember the power you hold.

This report acknowledges the millions of small changes individuals are making which collectively yield bigger benefits. That can be tweaks to your diet or transport choices, reducing food waste or changing how you heat your home – there's a cumulative power of many small actions!



Another small action lies in the power we all hold to ask companies about their climate obligations. And if you're not satisfied with their answers, you have the power to take your custom elsewhere.

As a business originally seen as very much outside the mainstream, we know it can take time to normalise meaningful changes in attitudes and behaviours.

Having been founded by people who dared to think differently about finance, Ecology understands that businesses can choose to lend their power in addressing social and environmental issues. We're active in professional networks and industry campaigns, whether that's for better energy efficiency standards for homes or transparency against greenwashing.

That's why we support Ethical Consumer's endorsement for more businesses to drive positive change for climate and nature.

It's for all of us – businesses and individuals – to act and agitate for the change we believe in. So we all need to keep moving forwards. Together.

GARETH GRIFFITHS
Chief Executive, Ecology Building Society



1.

Introduction

The key aim of this report is to simplify data for consumers on the UK's progress towards decarbonisation, and to help identify key actions we need to take.

The graphs in the report are tracking data in four impact areas that together account for about 75% of UK consumer emissions: Food, Heating, Transport, and Consumer Goods. They include targets for the year 2030, most of which are based on work by the Climate Change Committee (CCC), which advises, and challenges, the UK government.





For each area, we situate consumer action alongside actions for governments and companies, list some key campaigns to support, and overall we provide a total of 50 links to relevant guides and articles on our website. We will suggest more actions and activities on a monthly basis over the next year through our Climate Gap action group.

We continue to push for the UK to make a 'fairer' contribution to the global target, and again raise questions of whether an economic growth focus for our societies still makes sense.



2.

Key Findings and Summary report card

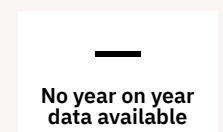
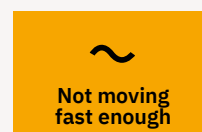
Four key impact areas (c.75% total UK emissions)	Food (c.26%)	Heating (c.14%)	Transport (c.25%)	Consumer goods (c.10%)
2019-2030 consumer targets based on the CCC 'Balanced Pathway'	c. 13% CO ₂ e reduction	c. 23% CO ₂ e reduction	c. 44% CO ₂ e reduction	40% CO ₂ e reduction
Consumer intentions	34-77% willing	27-50% willing	40-58% willing	39-73% willing
Where have we got to? (current position against baseline)	c.10% reduction in reported meat and dairy consumption per week (2022) 14% increase in food waste (2018-2022)	17% reduction in residential emissions (2023)	13% reduction in car and aviation emissions (2022)	2023 selected company reporting shows emissions reductions, but wider 2021 DEFRA data shows a 0.01% increase
Priorities for government	Rebalance agricultural policy	Subsidise heating solutions	Halt airport expansion	Require full supply chain emissions reporting
Priorities for companies	More plant options on menus	Develop creative funding and support campaigns	Reduce business travel and transport	Focus more on reducing supply chain emissions
Priorities for consumers. In each impact area, supporting political campaigns is at least as important as reducing our own emissions	Reduce meat and dairy	Insulate and choose heat pumps where possible	Choose lower carbon travel where possible	Increase repair and buying secondhand
What's the gap? (reduction needed from latest position to get to CCC target)	13% still to reduce	8% still to reduce	Now 35% to reduce	40% still to reduce
Are we moving fast enough on each indicator?	 Meat, Dairy, Food Waste	 Carbon Emissions, Heat Pumps, Insulation	 Cars, Planes, EVs	 Carbon Emissions, Reports, Repairs

The CCC targets provide a valuable idea of how reductions could be distributed across the impact areas we are looking at. However, see [Section 5](#) for discussion of deeper changes.

Key to tables:

The multicoloured bar refers to the 3 indicators on each of the 4 report cards.

c. = circa or approximately



See [Section 8](#) for the references for this card.

Key Findings

Given the extraordinary hostility of the last government towards meaningful climate action, we did not have high hopes for the figures in this year's Climate Gap report. It was expected to be another round of checking data to confirm what we already know: runaway climate change is around the corner, the future looks bleak and politics is broken.

So in one sense, the most surprising thing about this year's report is that any progress is being made at all.

2.1

Against all odds, some progress is being made

If we look at our summary report card we can see that:

- for Food and Heating the pace of reduction looks promising to meet the CCC's 2030 goals;
- Transport may be moving in the right direction, but not fast or far enough; and
- More consumer goods companies are reporting emissions going down

Another way of looking at the report card is that, for the twelve areas we look at, four appear to be moving fast enough, three might be, one is a don't know, and only four are definitely not.

So one truth is that, despite everything, millions of people in the UK are taking small actions, which together are enough to move the dial. This would include, for example, actions around around meat and dairy choices.

In addition hundreds of thousands of professionals in businesses, local authorities and civil society are putting their shoulders to the wheel and making vital changes too. There are good talented people out there, and increasing numbers of them are focussed on addressing the climate emergency on a full time basis and in quite strategic ways. This is also moving the dial.

A sense of optimism is important.

2.2

The targets need a proper sense check as governments are urged to move to 'emergency mode'

Of course there are some serious qualifications to this optimism. The first is that, as we see in section 5, the targets themselves do not seek deep enough cuts in the light of what we now know, and will need revising soon. This has been a key finding in our last two reports too.

In February 2024 it was reported that global warming had exceeded 1.5 degrees over a whole year, for the first time. The world's sea surface was also

at its highest ever recorded average temperature.¹ “The scientific community has repeatedly warned that warming of more than 1.5°C risks unleashing far more severe climate change impacts and extreme weather and every fraction of a degree of warming matters.” Even at current levels of global warming, the World Meteorological Organization confirmed in June that “there are already devastating climate impacts.”²

The organisation Climate Action Tracker, which rates the credibility of governments’ net zero plans, said in 2024 that “for the world to meet the Paris Agreement’s 1.5 °C temperature goal, [governments] need to move to emergency mode and strengthen the ambition of their 2030...targets and current policy action.”³

Strengthening these targets is already on the CCC’s agenda, and it is due to report on new ones in ‘early 2025’.

2.3

Poor data quality in this area is increasingly of concern

The second qualification to our optimism is that the quality and timeliness of the data that we are making these observations from needs a lot of work before we can be properly confident that they are right.

Although this has been a constant refrain of all our reports, we have constructed a new table to illustrate the stark reality of the problems we all face trying to understand, let alone manage down, the consumer carbon emissions of the UK in a timely and urgent way (see [Section 5.1](#)).

For example, meat and dairy consumption are showing encouraging trends downwards, but the latest data is from 2022. It is possible that this trend has reversed in the current year, but we wouldn’t know whether more interventions or resources were needed to address these changes until 2026.

There are also no updated figures of insulation installations, and the reductions seen in home heating emissions which are thought to be due to a warmer winter and high costs, may not hold without the investments needed.

1 <http://www.bbc.com/news/science-environment-68110310>

2 <https://wmo.int/news/media-centre/global-temperature-likely-exceed-15degc-above-pre-industrial-level-temporarily-next-5-years>

3 <https://climateactiontracker.org/publications/the-cat-ndc-guide/>

The change of government looks promising

Last year, the backtracking by the Conservatives on climate measures was a serious setback, but we have since had a change of government, and some of the decisions were quickly reversed.

For example, the de-facto ban on onshore wind turbines has been lifted, and there are plans to reinstate both the 2030 phase-out date for new petrol and diesel cars, and obligations on landlords to improve the energy efficiency of rented homes.

The former chief executive of the CCC has even been appointed as head of ‘Mission Control for Clean Power’, in charge of decarbonising the UK’s electricity by 2030.

However, increased action needs to be spread across a broader range of sectors. “In particular, contributions from transport, buildings, agriculture and land will need to accelerate fast,” say the CCC, as currently, “the country is not on track” to meet its 2030 emissions reduction target. It added that “Our assessment is that only a third of the emissions reductions required to achieve the 2030 target are currently covered by credible plans.”

Political action remains important

Although the new administration has impressed many people with its swift action around climate goals, there are inevitably other areas which remain a cause of concern. For example, campaigners are worried about Labour’s position on airport expansion and oil and gas licensing.⁴

Our report emphasises the need for political action to push for the wide range of changes still needed to reach the UK’s targets and, as in previous years, we list campaigns to support in more detail on [Section 6](#).

Political action also needs to include asking deeper questions, such as whether the targets themselves are robust enough, whether an economic growth focus for our societies still makes sense, and how to challenge the ongoing extractivism that is happening to enable the ‘green transition’. We continue to explore growth and degrowth in [Section 5.2](#) below.

4 <https://www.theguardian.com/business/2024/sep/15/theres-something-in-the-air-uk-airport-expansion-gears-up-for-takeoff>

We shouldn't forget wider political reform too

Although our unreformed political process delivered us a new government in July that was more sympathetic to the pleas of climate scientists, this does not mean that it makes sense to reduce the pressure for wider political reform that we first raised in last year's report.

The failure of our current political arrangements, both here and abroad, to deliver sensible climate leadership two decades ago, when some of the dangerous impacts we are seeing now could have been more easily addressed, is a systemic problem which is likely to recur repeatedly.

We have not discussed this area more widely here but four key elements we identified in the 2023 report were:

- voting system reform
- reforming political finance
- addressing climate disinformation, and
- protecting the right to protest.

Our new climate action group

In 2023 we started to plan for a Climate Gap action group, to engage with readers over the year between the launch of this year's report and the next. We have been collecting contributions through short surveys in Ethical Consumer's email newsletters, asking for personal stories of climate actions, and reviews of motivational media.

Each month we'll send out an email with a range of actions to choose from, from campaigns to support, events to join, and simple practical things to do with friends. Each quarter will focus on one of the four impact areas in this report. We will also include details on the Campaigns page of the magazine.

See end of [Section 6](#).

3.

The Climate Gap report cards

3.1

Food (c.26% total UK emissions)

	Actions for Government	Actions for Companies	Actions for Consumers												
<p>Meat consumption</p> <p>Grams per person per week</p> <table border="1"> <caption>Meat Consumption Data</caption> <thead> <tr> <th>Year</th> <th>Grams per person per week</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>1047</td> </tr> <tr> <td>2020</td> <td>1041</td> </tr> <tr> <td>2021</td> <td>998</td> </tr> <tr> <td>2022</td> <td>903</td> </tr> <tr> <td>CCC Target 2030</td> <td>836</td> </tr> </tbody> </table>	Year	Grams per person per week	2019	1047	2020	1041	2021	998	2022	903	CCC Target 2030	836	<p>Use public procurement</p> <p>Rebalance agricultural policy</p> <p>Assess future trade deals</p> <p>Promote alternatives to meat and dairy</p>	<p>Better carbon labelling</p> <p>More plant-based options</p> <p>More investment in alternatives</p> <p>C Support the Climate and Nature Bill</p>	<p>Reduce meat consumption</p> <p>C Support the Climate and Nature Bill</p> <p>C Support the Sustain alliance</p>
Year	Grams per person per week														
2019	1047														
2020	1041														
2021	998														
2022	903														
CCC Target 2030	836														
<p>Dairy consumption</p> <p>Grams per person per week</p> <table border="1"> <caption>Dairy Consumption Data</caption> <thead> <tr> <th>Year</th> <th>Grams per person per week</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>2708</td> </tr> <tr> <td>2020</td> <td>2676</td> </tr> <tr> <td>2021</td> <td>2772</td> </tr> <tr> <td>2022</td> <td>2554</td> </tr> <tr> <td>CCC Target 2030</td> <td>2165</td> </tr> </tbody> </table>	Year	Grams per person per week	2019	2708	2020	2676	2021	2772	2022	2554	CCC Target 2030	2165	<p>Use public procurement</p> <p>Rebalance agricultural policy</p> <p>Promote alternatives to meat and dairy</p>	<p>Better carbon labelling</p> <p>More plant-based options</p> <p>More investment in alternatives</p> <p>C Support the Sustain alliance</p>	<p>Reduce dairy consumption</p> <p>C Consider joining the Vegan Society</p> <p>C Consider supporting Animal Rising</p>
Year	Grams per person per week														
2019	2708														
2020	2676														
2021	2772														
2022	2554														
CCC Target 2030	2165														
<p>Food waste</p> <p>Million tonnes per year</p> <table border="1"> <caption>Food Waste Data</caption> <thead> <tr> <th>Year</th> <th>Million tonnes per year</th> </tr> </thead> <tbody> <tr> <td>2018</td> <td>8</td> </tr> <tr> <td>2022</td> <td>9.1</td> </tr> <tr> <td>CCC Target 2030</td> <td>5.3</td> </tr> </tbody> </table>	Year	Million tonnes per year	2018	8	2022	9.1	CCC Target 2030	5.3	<p>Mandate food waste reporting for companies</p> <p>Funding for food waste prevention</p>	<p>Reduce supply chain waste</p> <p>Report on food waste annually</p> <p>C Support Feedback's work on waste</p> <p>C Support WRAP</p>	<p>Reduce food waste</p> <p>C Support Feedback's work on waste</p> <p>C Support Electoral Reform Society</p>				
Year	Million tonnes per year														
2018	8														
2022	9.1														
CCC Target 2030	5.3														

The CCC targets provide a valuable idea of how reductions could be distributed across the impact areas we are looking at. However, see [Section 5](#) for discussion of deeper changes.

More details on each campaign appear in [Section 6](#).

C = campaigns to support

See [Section 8](#) for the references for this card.

Food report card narrative

Meat and dairy

Dietary changes have a huge potential for reducing greenhouse gases, not only those released during production, but also those that could be captured by land not used for production. Although reducing food waste is important too, switching to plant-based diets would have much more impact.⁵

We have continued to use figures from DEFRA's Family Food Dataset to track meat and dairy consumption, which suggest a 10% reduction in meat consumption and 8% reduction in dairy consumption between 2020-2021 and 2021-2022.

The CCC 2024 progress report did not comment on this reported reduction, but stated that “The Agriculture and Horticulture Development Board, an arm's length body of the Government, continues to invest in proactive marketing campaigns to encourage meat and dairy consumption, despite the evidence showing that a reduction in meat and dairy consumption supports a shift towards low-carbon, sustainable and healthy diets.”

Food waste

Reduction in food waste could lower emissions by leading to reduction in excess food production, and reducing methane production from its decomposition.

In 2023, the Waste and Resources Action Programme (WRAP) published its first updated household and supply chain food waste figures since 2018, and there had been an increase.

The CCC did not comment directly on food waste in its 2024 Progress Report, but did state, “Emissions in the agriculture, land use and waste sectors have shown very little progress over recent years. These sectors need to be delivering meaningful falls in emissions each year by 2030”. It also stated “If the UK is to achieve a 30% reduction in its own methane emissions, the pace of recent reductions will need to approximately double”, and “there has been insufficient progress on recycling and composting, and energy from waste emissions have substantially increased”, when there should instead be a managed reduction in waste going to EfW facilities.

5 George Monbiot, 2023, Regeneration, Penguin Books, p135

See Ethical Consumer website for:

Shopping guides to:

Meat alternatives

Vegan & Plant Milks

Vegan Cheese

Butter & Spreads

Articles on:

Climate action: 10 steps to cut down on meat and dairy

Climate impact of meat, vegetarian and vegan diets

Climate action: 10 steps to reduce food waste

Four useful apps for cutting food waste

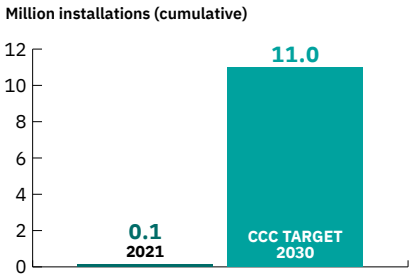
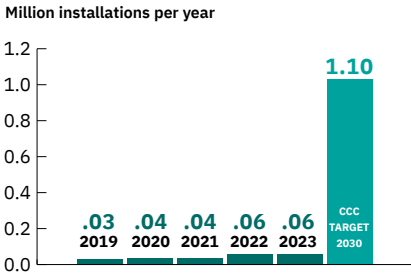
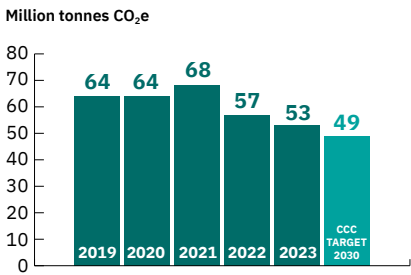
From Food Consumer to Food Citizen

Carbon impacts of food

Plant based milks versus dairy milk

3.2

Heating (c.14% total UK emissions)

	Actions for Government	Actions for Companies	Actions for Consumers
<p>Home insulation installations</p> <p>Million installations (cumulative)</p> 	<p>Subsidise</p> <p>Provide clear and consistent framework</p> <p>Mandate and enforce quality standards</p>	<p>Insulate commercial buildings</p> <p>Develop creative funding instruments</p> <p>Address the skills gaps</p>	<p>Insulate your home</p> <p>C Support the Warm this Winter coalition</p> <p>C See the Great Homes Upgrade toolkit</p>
<p>Heat pumps installed</p> <p>Million installations per year</p> 	<p>Subsidise</p> <p>Support rapid growth in trained heat pump installers</p> <p>Remove policy costs from electricity prices</p>	<p>Install heat pumps in commercial buildings</p> <p>Develop creative funding instruments</p> <p>Address the skills gaps</p>	<p>Get a heat pump if suitable for your home</p> <p>C Support Just Stop Oil non-violent direct action</p> <p>C Find a United for Warm Homes local group</p>
<p>Emissions from home heating</p> <p>Million tonnes CO₂e</p> 	<p>Subsidise</p> <p>Provide clear and consistent framework</p> <p>Mandate and enforce quality standards</p>	<p>Reduce demand through smarter heating</p> <p>C Support Business Declares</p>	<p>Reduce demand</p> <p>C Support the Climate and Nature Bill</p> <p>CW Support the right to protest via Amnesty and Liberty</p>

The CCC targets provide a valuable idea of how reductions could be distributed across the impact areas we are looking at. However, see [Section 5](#) for discussion of deeper changes.

More details on each campaign appear in [Section 6](#).

C = campaigns to support

CW = wider political campaigns

See [Section 8](#) for the references for this card.

Heating report card narrative

Insulation

Heating accounts for about 14% of UK emissions, and over three quarters of that is from homes. Our homes are among the worst insulated in Europe. Government funded insulation installations for fuel-poor homes were over 1.5 and 2 million in 2010-2012, but suddenly dropped to the hundreds of thousands, and have still not been revived over 10 years later. With targets of an average of more than 1 million installations needed per year, and only 100,000 in 2021 (the CCC has no more recent figures), we're still way off.

The CCC 2024 progress report listed as a priority that the new government needs to "address the gap left by removing obligations on landlords to improve the energy efficiency of rented homes". The new government has stated that it plans to do this.

Heat pumps

A heat pump is a very low-carbon heating option, even more so as the electricity grid decarbonises further. The CCC 2024 progress report noted again that installations were significantly off track, at "just over 60,000 in 2023, only a 4% increase compared to the previous year." The number of trained installers is also off track.

However, applications for the Boiler Upgrade Scheme, which includes an increased grant to install a heat pump, were up 62% in the first four months of 2024 compared to the same period in 2023. Strong signalling that supportive policies such as this will continue to be fully funded, is a necessary part of plans to accelerate heat pump roll-out, say the CCC.

It states, "The total installation rate seen in 2023 will need to increase substantially by the end of the decade, to ensure that approximately 10% of current homes are heated by a heat pump, compared to around 1% today. The UK is significantly behind other European countries." The Netherlands for example has increased the number of heat pump installations per household by nearly 10 times over the past decade through the introduction of financial incentives. 40% of the increase in installation rate needed in the UK is likely to come from new-build properties, but a considerable scale-up of heat pump retrofits in existing buildings is also required.

The CCC also stated that "Removing policy costs from electricity prices will ... ensure the lower running costs of heat pumps"; "The electricity to gas price ratio is lower in countries that have higher uptake of heat pumps. For example, electricity is between 1.5 and 2.5 times more expensive than gas in the Netherlands ... while in the UK, it is more than 3.5 times as expensive. This makes heat pumps significantly more expensive to run in these countries, resulting in lagging heat pump sales."

Other measures recommended by the CCC include removing planning barriers for heat pump installation, and reversing the rollback of the Clean Heat Market Mechanism, which was delayed in April 2024 by a year, just weeks before it was due to start. It will “impose a requirement for heat pumps to make up a certain minimum percentage of each boiler manufacturer’s sales each year, similar to how the ZEV mandate works for EVs.” Knowledge of heat pumps is also an enabling factor. Over 90% of people report knowledge of electric vehicles, compared to “50% with knowledge of heat pumps, although this figure has risen from 15% in the past four years.”

Residential emissions

Emissions from residential heating did fall again in 2023 and the CCC say it thinks this indicator is on track. However, it thinks that high gas prices and warmer-than-average temperatures are playing a role, as most of the supporting indicators they measure, such as insulation and heat pump installations explained above, are falling further off track. The CCC state that “Government-funded energy efficiency measure installations have not been increasing, but installations outside of these programmes are a key data gap. This makes it difficult to determine the role of energy efficiency improvements in reductions in energy demand in buildings. Energy efficiency is particularly important for the UK as its housing stock is one of the oldest and worst insulated in all of Europe, with only 15% of homes being built after 1990.”

See Ethical Consumer website for:

Shopping guides to:

Heat Pumps

Energy Suppliers

Solar thermal

Solar Panels

Articles on:

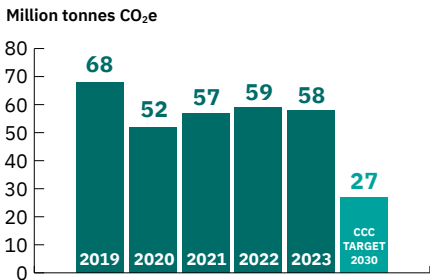
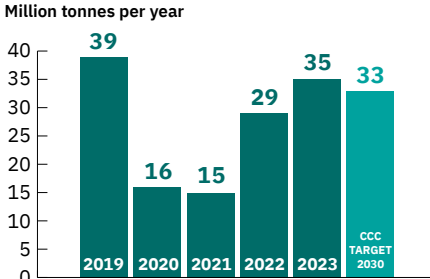
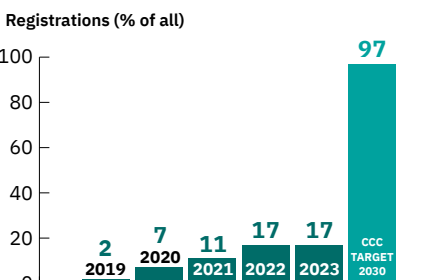
Climate action: Seven steps to insulate your home

Climate action: 11 steps to smart heating

In the smart home: smart thermostats

What is community energy?

Do green energy tariffs make a difference?

	Actions for Government	Actions for Companies	Actions for Consumers														
<p>Annual emissions from cars</p> <p>Million tonnes CO₂e</p>  <table border="1"> <caption>Annual emissions from cars (Million tonnes CO₂e)</caption> <thead> <tr> <th>Year</th> <th>2019</th> <th>2020</th> <th>2021</th> <th>2022</th> <th>2023</th> <th>CCC Target 2030</th> </tr> </thead> <tbody> <tr> <td>Value</td> <td>68</td> <td>52</td> <td>57</td> <td>59</td> <td>58</td> <td>27</td> </tr> </tbody> </table>	Year	2019	2020	2021	2022	2023	CCC Target 2030	Value	68	52	57	59	58	27	<p>Introduce climate statutory duty for councils</p> <p>Sense check road building</p> <p>Support walking, cycling and public transport</p>	<p>Sell more electric vehicles</p> <p>Continue innovating on decarbonising HGVs</p> <p>Reduce distance travelled</p>	<p>Reduce distance travelled and switch to lower carbon travel where possible</p> <p>C Support Sustrans</p> <p>C Support the Transport Action Network</p>
Year	2019	2020	2021	2022	2023	CCC Target 2030											
Value	68	52	57	59	58	27											
<p>Annual emissions from aviation</p> <p>Million tonnes per year</p>  <table border="1"> <caption>Annual emissions from aviation (Million tonnes per year)</caption> <thead> <tr> <th>Year</th> <th>2019</th> <th>2020</th> <th>2021</th> <th>2022</th> <th>2023</th> <th>CCC Target 2030</th> </tr> </thead> <tbody> <tr> <td>Value</td> <td>39</td> <td>16</td> <td>15</td> <td>29</td> <td>35</td> <td>33</td> </tr> </tbody> </table>	Year	2019	2020	2021	2022	2023	CCC Target 2030	Value	39	16	15	29	35	33	<p>Halt airport expansion</p> <p>Frequent-flyer levy</p> <p>Encourage efficiency gains</p> <p>Aviation tax reform</p>	<p>Replace business travel</p> <p>Increase plane efficiency</p> <p>Plan towards a just transition for aviation industry</p>	<p>Reduce flying if possible</p> <p>C Join Friends of the Earth</p> <p>C Support Transport and Environment (T&E)</p>
Year	2019	2020	2021	2022	2023	CCC Target 2030											
Value	39	16	15	29	35	33											
<p>Electric car registrations</p> <p>Registrations (% of all)</p>  <table border="1"> <caption>Electric car registrations (Registrations % of all)</caption> <thead> <tr> <th>Year</th> <th>2019</th> <th>2020</th> <th>2021</th> <th>2022</th> <th>2023</th> <th>CCC Target 2030</th> </tr> </thead> <tbody> <tr> <td>Value</td> <td>2</td> <td>7</td> <td>11</td> <td>17</td> <td>17</td> <td>97</td> </tr> </tbody> </table>	Year	2019	2020	2021	2022	2023	CCC Target 2030	Value	2	7	11	17	17	97	<p>EV purchase subsidies</p> <p>Support rapid rollout of charging infrastructure</p> <p>Mandatory zero-emission sales targets</p>	<p>Switch to electric cars and vans</p> <p>Invest in charging infrastructure</p> <p>C Support the Climate and Nature Bill</p>	<p>If you need a car, replace it with a fully electric vehicle as soon as possible</p> <p>CW Support Stop Funding Heat's disinformation work</p>
Year	2019	2020	2021	2022	2023	CCC Target 2030											
Value	2	7	11	17	17	97											

The CCC targets provide a valuable idea of how reductions could be distributed across the impact areas we are looking at. However, see [Section 5](#) for discussion of deeper changes.

More details on each campaign appear in [Section 6](#).

C = campaigns to support

CW = wider political campaigns

See [Section 8](#) for the references for this card.

Transport report card narrative

Cars and electric cars

Transport accounts for about a quarter of our emissions, and surface transport emissions are higher than buildings, industry, agriculture, or aviation, but the pandemic showed us it is possible to make rapid and deep cuts.

The CCC 2024 progress report stated, “Surface transport emissions fell slightly, despite overall vehicle-kilometres increasing. This represents the first time that the uptake of electric vehicles (EVs) has had a meaningful impact on the direction of emissions trends.” It observed that there has been “some sustained reduction in overall car-kilometres travelled following the COVID-19 pandemic”. Although the figures have rebounded from the substantial drop during the pandemic, they remain 6% below pre-pandemic levels. “This suggests that changes in travel patterns (e.g. increased home-working) have resulted in a sustained reduction in car travel demand.” However, “The growth in the market share of battery-electric cars stagnated last year despite preceding years of rapid growth, bringing levels to 16.5%, and below our recommended pathway for the first time.”

It stated, “The coming seven years will require substantial reductions in surface transport emissions. The recent rate of emissions reductions will need to increase significantly, which will require the rate of electric vehicle uptake to accelerate rapidly”. Ethical Consumer believes that reducing car demand is crucial alongside switching to electric cars, because they have problems of their own due to the materials and energy needed.

The CCC does acknowledge that “continued delays to local transport plan guidance, the inconsistency of the revised roads policy statement with emissions objectives and the redistribution of some HS2 funding to road-building schemes have further weakened the policy landscape around transport demand”, and recommends as a priority that the UK government should “Publish guidance to local authorities on what should be covered in local transport plans to enable people to switch to lower-carbon modes of travel.”

“The annual reduction in surface transport emissions across the rest of the decade must be more than four times what we have seen in 2023” it says, recommending that the UK Government should “Reinstate the phase-out of new fossil-fuel cars and vans by 2030” after it was pushed back to 2035 in September 2023. The new government plans to do this, but would still allow the sale of some hybrid cars.

“Electric vehicles are expected to be significantly cheaper to own and operate over their lifetimes than petrol or diesel vehicles within the next few years (in some segments of the market, this is already true), so any undermining of their roll-out will ultimately increase costs to motorists” says the CCC.

“2023 has seen good progress in installation of charging infrastructure, with the public network expanding by more than a third”, it says.

“This growth will need to continue, with annual installation rates needing to reach treble this number by the end of the decade to reach the Government’s goal of 300,000 by 2030.” The Government should “Remove planning barriers for EV chargers.”

Aviation

“Emissions in aviation rose by 15.5% as demand continued to rebound from the pandemic”, noted the CCC. Although aviation remains lower than before the COVID-19 pandemic, it continues to grow quickly, “presenting a risk that it may increase beyond pre-pandemic levels in the next year of data. It is therefore too early to say whether this indicator is on track.”

It recommends the UK should stop airport expansion without a UK wide capacity management framework. “After a framework is developed, there should be no net airport expansion unless the carbon intensity of aviation is outperforming the Government’s emissions reduction pathway and can accommodate the additional demand.” It only mentions lowering demand when suggesting the Scottish Government should “consider other policy levers, such as information provision, to encourage a reduction in the number of flights taken, while considering the needs of island communities.”

Ethical Consumer believes the target for reducing aviation emissions in particular could be much more ambitious, especially as in the UK, only 15% of people take 70% of all flights.⁶ Further airport expansion applications are still under consideration to accommodate continued growth but our campaigns section (in [Section 6](#)) list some ways to challenge this. For example, Friends of the Earth has links to various airport campaigns, as well as local groups around the country.

See Ethical Consumer website for:

Shopping guides to:

[Travel Booking](#)

[Cars and electric cars](#)

[Bikes & Electric bikes](#)

Articles on:

[Climate action: 10 steps to choosing electric vehicles](#)

[Climate action: 10 Steps to drive and fly less](#)

[Carbon impacts of different type of travel](#)

[An end in sight for fossil-fuelled motoring](#)

[Can car sharing be part of a different transport future?](#)

6 <https://neweconomics.org/2021/07/a-frequent-flyer-levy>

	Actions for Government	Actions for Companies	Actions for Consumers														
<p>Clothing, furniture & electricals</p> <p>Million tonnes CO₂e</p> <table border="1"> <caption>CO₂e Emissions (Million tonnes)</caption> <thead> <tr> <th>Year</th> <th>CO₂e (Million tonnes)</th> </tr> </thead> <tbody> <tr> <td>2018</td> <td>26.6</td> </tr> <tr> <td>2019</td> <td>26.9</td> </tr> <tr> <td>2020</td> <td>23.7</td> </tr> <tr> <td>2021</td> <td>27.0</td> </tr> <tr> <td>2023</td> <td>16.14</td> </tr> <tr> <td>OUR TARGET 2030</td> <td>-</td> </tr> </tbody> </table>	Year	CO ₂ e (Million tonnes)	2018	26.6	2019	26.9	2020	23.7	2021	27.0	2023	16.14	OUR TARGET 2030	-	<p>Collaborate on carbon pricing internationally</p> <p>Invest in more timely data collection</p>	<p>Decarbonise supply chains</p> <p>Design lower impact product lines</p> <p>C Support the Climate and Nature Bill</p>	<p>Try to reduce overall levels of consumption where possible</p> <p>C Support Extinction Rebellion</p>
Year	CO ₂ e (Million tonnes)																
2018	26.6																
2019	26.9																
2020	23.7																
2021	27.0																
2023	16.14																
OUR TARGET 2030	-																
<p>Supply chain carbon reporting</p> <p>% of companies reporting</p> <table border="1"> <caption>% of companies reporting</caption> <thead> <tr> <th>Year</th> <th>% of companies reporting</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>38</td> </tr> <tr> <td>2022</td> <td>63</td> </tr> <tr> <td>2023</td> <td>70</td> </tr> <tr> <td>2024</td> <td>80</td> </tr> <tr> <td>OUR TARGET 2025</td> <td>100</td> </tr> </tbody> </table>	Year	% of companies reporting	2021	38	2022	63	2023	70	2024	80	OUR TARGET 2025	100	<p>Require supply chain (scope 3) carbon reporting annually</p>	<p>Report supply chain emissions annually</p> <p>Reduce in line with Paris goals</p> <p>C Subscribe to Ethical Consumer!</p>	<p>Choose brands reporting on carbon in their supply chains</p> <p>C Support the Climate and Nature Bill</p>		
Year	% of companies reporting																
2021	38																
2022	63																
2023	70																
2024	80																
OUR TARGET 2025	100																
<p>Consumer repair and re-use</p> <p>% of items bought 2nd hand/repaired</p> <table border="1"> <caption>% of items bought 2nd hand/repaired</caption> <thead> <tr> <th>Year</th> <th>% of items bought 2nd hand/repaired</th> </tr> </thead> <tbody> <tr> <td>2022</td> <td>20</td> </tr> <tr> <td>2023</td> <td>52</td> </tr> <tr> <td>OUR TARGET 2030</td> <td>-</td> </tr> </tbody> </table>	Year	% of items bought 2nd hand/repaired	2022	20	2023	52	OUR TARGET 2030	-	<p>Extend repairability obligations</p>	<p>Design for repairability</p> <p>Price spare parts fairly</p> <p>C Join the Wellbeing Economy Alliance</p>	<p>Choose second hand products and repair</p> <p>C Support the Restart Project</p> <p>CW Support Transparency's work</p>						
Year	% of items bought 2nd hand/repaired																
2022	20																
2023	52																
OUR TARGET 2030	-																

Same actions as last year

The CCC targets provide a valuable idea of how reductions could be distributed across the impact areas we are looking at. However, see [Section 5](#) for discussion of deeper changes.

More details on each campaign appear in [Section 6](#).

C = campaigns to support

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See [Section 8](#) for the references for this card.

Selected Consumer Goods report card narrative

Carbon footprints of clothing, furniture and electrical goods

As we predicted last year, the carbon footprint of consumer goods has risen again post-pandemic. For more detail see the next section on our primary research in this area.

Supply chain carbon reporting

Of the 40 companies we check each year for full Scope 3 emissions reporting, which includes the production and processing of materials going into products and the use of products after sale, the proportion reporting rose from 70% to 80%.

Of those that had year-on-year Scope 3 figures to compare, more were now going down than up. 20 of the 40 companies checked showed Scope 3 figures going down, compared to 12 last year. You may have noticed the target on this graph is for 2025 rather than 2030. In 2025 we hope that all companies will be reporting and we can move on to tracking the overall decline (we hope) in emissions.

Consumer repair and re-use

For figures of consumer repair and re-use, this year we have changed the data source, and therefore also restated the target. We're looking to get from about '1 in 5' items being repaired or bought secondhand, to '1 in 2'. In other words, we're aiming for less than half of clothes, furniture and electricals to be bought as new, and of course for the quantity bought overall not to increase.

See Ethical Consumer website for:

Shopping guides to:

Ethical Clothing Brands

Fridges and freezers

Dishwashers

Technology guides and features

Articles on:

Climate action: 10 steps to choosing sustainable brands

Climate action: How to increase repairing, upcycling and buying second-hand

How to buy secondhand furniture and recycle old furniture

The carbon cost of clothing

10 tips to turn your back on fast fashion

Is there plastic in my clothes?

How to buy second-hand clothes, and repair and upcycle clothing

Recycling, repairing and reusing electrical goods

Buying refurbished and second hand tech

Environmental issues in the tech industry

Libraries of Things Directory

4.

Our primary research for the Consumer Goods impact area

In this section we try to tease out meaningful data about the climate impacts of the consumption of selected material goods in the UK.

The CCC stated in 2024 the same as the year before: “While we report emissions primarily on a territorial basis, as this is how the UK’s targets are measured, it is also important to consider overseas emissions associated with UK consumption.”

It did again display a graph comparing UK emissions on a consumption and territorial basis. The consumption emissions included the UK’s territorial emissions, its share of international aviation and shipping, and the UK’s gross imported emissions, minus emissions from the production of exports, and did not include emissions from land use change.

The CCC does not devise or track against targets for the UK’s consumption emissions, therefore we have created our own targets for this section of the report.

(a) Carbon footprints of clothing, furniture and electrical goods

As in previous years we are using data produced by the University of Leeds and published by [DEFRA](#).

It shows the estimated carbon footprint increasing by 13.84% from the previous year. This is likely to be telling us little more than that the pandemic lockdowns reduced people’s ability to buy consumer goods. If the 2020 year is ignored though, there is still no evidence of any trend towards reducing emissions, in fact the opposite, with the data showing 2021 as the year with highest emissions of the four shown.

As before, the most recent data was three years old by the time it was released, in May 2024. As in previous years too, the data looks to have been re-stated, so that the figures we are reporting here are different again to those reported in the past.

It remains a key finding in this report that the government should work to address the data quality and timeliness of consumption emissions particularly.

UK consumption emissions of various goods, in ktonnes CO ₂ e				
	2018	2019	2020	2021
Clothing	8,223	8,862	7,502	8,300
Footwear	2,026	2,123	1,717	1,987
Furnishings, carpets etc	7,290	7,110	6,393	7,404
Household textiles	2,944	2,788	2,672	2,868
Household appliances	1,007	856	793	931
Telephone and telefax equipment	1,457	1,601	1,296	1,248
Audio-visual, photo and info processing equipment	3,715	3,653	3,377	4,300
	26,662	26,993	23,751	27,037

(b) Supply chain carbon reporting

The growth of comprehensive Scope 3 carbon reporting at major consumer brands in the UK that we have identified since our first report in 2021 is continuing. Four more are now reporting, but its not certain we'll reach 100% by 2025. 10 of those that reported were showing carbon emission increases. 20 were reporting reductions. If we are to make net zero by 2050 (or earlier) we need to be seeing reductions everywhere.

The [Appendix](#) contains the detailed findings in this dataset.

Supply chain emissions disclosure summary

Supply chain emissions disclosure summary				
Sectors (# of companies searched)	2021	2022	2023	2024
Electrical (10)	8	9	9	10
White Goods (7)	1	4	5	5
Global Apparel (3)	2	3	3	3
Clothing (10)	2	6	7	8
Furniture (10)	2	2	4	6
TOTAL	15	24	28	32
% reporting	37.5	60	70	80

It would be good to see explanations from more of the companies still not reporting as to why. They are: Dreams, Furniture Village, Haier, Oak Furniture Land, Poundland, Sports Direct, TK Maxx and Whirlpool.

(c) **Consumer repair and re-use**

In the original 2021 Climate Gap Report, in the absence of a national target for the reduction of consumer goods carbon impacts, Ethical Consumer applied the CCC's interim general target across all sectors of a 40% cut on 2019 levels by 2030. This meant that, for individuals, by 2030, we set a target for nearly half of all the clothes, furniture and electrical goods that we buy to be either second-hand or repaired.

Working out whether this is happening in the real world is more complicated, as there is little comprehensive and regular data collection in this area. As the government is beginning to introduce regulations to help encourage activity in this space (such as the 2021 '[Right to Repair](#)' Law), it is strange not to be trying to track whether they are having any impact.

In the three previous climate gap reports we have used a YouGov survey of consumer behaviours to see what was happening. Although relatively easy to collect, this data was quite expensive and, as it seemed to fluctuate quite a bit from year to year, we were beginning to be concerned about how helpful it really was.

This year we have therefore set out to see whether we can go about gathering the information we need in a different way. The new tables combine data mainly from market research companies' estimates of market size with data from WRAP and the ONS.

As in other areas in the Climate Gap report, the information is quite dated (mainly for 2022), and in some cases of variable quality. With market size estimates sometimes varying by as much as 100%, WRAP says in its 2024 Textiles Market Situation Report that "there is a lack of reliable data in this area, [and that] figures should act as an estimation only."

Given that this area is quite critical for impact reduction it would be good for the government to increase the level of resources put into real time data gathering in this as in other areas of the report.

Averaged rates of repair and reuse for all types of goods assessed and combined are 19.7%, as calculated in the last column of the Repair table below. This year we've restated the target as a 40% cut on the remaining amount bought new, which on top of the current rate of repair and buying secondhand, brings that rate up to about 52%.

We're looking to get from about '1 in 5' items being repaired or bought secondhand, to '1 in 2'. In other words, we're aiming for less than half of clothes, furniture and electricals to be bought as new, and of course for the quantity bought overall not to increase.

Second Hand

Second Hand			
	New Sales	Second Hand Sales	Proportion %
Clothes (tonnes) 2022	1,420,000	276,000	19.44 (of weight)
Electricals (£) 2023	22,490,000,000	5,462,000,000	24.29 (of sales)
Furniture (£) 2022	12,040,000,000	782,000,000	6.5 (of sales)
Average			16.74

Our results appear to show that around 19% of clothes sold (by weight) in 2022 were second-hand, and that around 24% of electrical goods sold (by sales value, including phones, computers and washing machines) were second hand too. Although this appears quite positive, it is only six years now to increase this to meet our target of 52%.

The new figures for clothes are lower than we were getting in our YouGov surveys, where respondees estimated that 34% of their purchases were secondhand. The new figures for electricals and furniture are looking at the cash value of second hand sales (which are generally cheaper than buying new), so they may be understating the relative proportion of goods being sold in this way.

Repair

Repair				
	New Sales	Repair Revenue (2022)	Proportion %	Combined % secondhand and repair
Clothes	n/a	n/a		19.44
Electricals (£) 2023	22,490,000,000	1,659,863,000	7.37	31.67
Furniture (£) 2023	12,040,000,000	189,000,000	1.57	8.06
Average			4.47	19.72

We have been unable to locate calculations or estimates of the rates of clothing repair being undertaken in the UK. These are more commonly undertaken at a household level and therefore are more difficult to track without survey data. We would be interested to hear if anyone has ideas for how this or proxies (such as sales at haberdasheries) might be obtained.

5.

Making sure the targets still make sense

Although the CCC has been doing a great job amidst baffling levels of hostility from the last administration particularly, this doesn't mean that we shouldn't discuss what they could do better.

There are three main areas which we think could do with some attention.

(a) Tracking consumption emissions against a target

In previous Climate Gap reports we have reflected that it would be good if the CCC could be helping to track consumer goods impacts too. This goal needs resources to be done properly.

In its 2022 report the CCC did say:

“We do not currently track UK consumption emissions against an indicator pathway but intend to set one out in the coming year, against which we will track future progress (see Chapter 14, section on Trade, Carbon Leakage and Reducing Consumption Emissions). As part of our future monitoring, we will consider the effects of trade policy, international leadership and energy and resource efficiency policy.”⁷

This does not appear to have happened yet. It would be great if it could begin now.

It also came to the same conclusion we did about the quality of government data in this area in its 2024 report. “The magnitude of this [latest data] revision reflects the large uncertainty in the estimated emissions from imports and emphasises the importance of improving the quality (and timeliness) of consumption emissions statistics.”⁸

(b) Reviewing targets in the light of the UK's 'fair share' emissions allocation

We repeat each year that the UK's targets do not take account of the emissions of overseas supply chains for goods we consume, and that the projected net-zero scenarios all include carbon removal technologies which are both unproven and would cause problems of their own. These factors, as well as the other environmental and social crises the world is facing alongside climate change, all point to the need to focus far more on reducing the demand for energy and material use, rather than maintaining or even increasing the

⁷ CCC Annual Report to Parliament 2022 at p 97

⁸ CCC. Progress in reducing emissions 2024 Report to Parliament

current excessive levels of consumption, that are actually driven by a minority of the world's people. On top of this, as we mentioned last year, the UK has been underspending on its promised contribution to climate finance for poorer nations to adapt.

Later this year at the COP29 (the 29th United Nations Climate Change conference), a new global target for climate finance is due to be agreed. It is called the New Collective Quantified Goal (NCQG). A key message from civil society organisations, such as Christian Aid in the UK, is that climate finance should not continue to be delivered mostly as loans that increase the severe impacts of debt. Instead, climate finance should come as grants, based on the Common but Differentiated Responsibilities and Respective Capabilities principle (CBDR-RC) that was formalised as far back as 1992, stating that countries which contributed more to climate change have more responsibility, and capability, to address it. The case is growing for reframing the discourse of climate finance, not as generosity from the richer countries, but as a climate debt owed to poorer countries.

The organisation Climate Action Tracker looks at 32 major governments around the world and rates the credibility of their net zero plans. Its approach includes the concept of a 'fair share range' for each country's contribution to global climate targets, constructed from the range of fairness estimates found in published scientific literature, which include assessments of a country's historic responsibility and current capability.⁹ Against two of their four indicators, the UK's approach is rated as insufficient (see below and next page).¹⁰

Climate Action Tracker on the UK's net zero plans

1. Targets – against fair share: *Insufficient*¹¹

'We rate the UK's 2030 domestic emissions reduction target of at least 68% below 1990 levels as "Insufficient" when compared to its fair-share emissions allocation. The "Insufficient" rating indicates that the UK's fair-share target in 2030 needs substantial improvement to be consistent with limiting warming to 1.5°C. These improvements need to come in the form of additional financial support for emissions reductions in developing countries, as well as greater ambition in reducing UK emissions. If all countries followed the UK's current approach, warming would reach up to 3°C.'

⁹ <https://climateactiontracker.org/methodology/comparability-of-effort/>

¹⁰ <https://climateactiontracker.org/countries/uk/>

¹¹ Actually framed as NDCs against fair share [Nationally Determined Contributions]

2. Climate finance – *Highly insufficient*

‘The UK’s international public climate finance contributions are rated “Highly Insufficient.” The UK remains committed to climate finance in the post-2020 period, but contributions to date have been far below its fair share. To improve its rating, the UK needs to accelerate commitments to increase climate finance. The UK’s climate finance is not sufficient to improve the fair share rating, and the CAT rates the UK’s overall fair share contribution as “Insufficient”.’

It would be good if the CCC could explicitly acknowledge these reflections and either amend its recommended approach in the Seventh Carbon Budget ‘due early 2025’ or explain why it did not agree that they were necessary.

(c) Making sure the targets still make sense

The 2030 targets for the UK’s pathway to net zero which we use in our reports were set by the CCC in a December 2020 document.¹² Quite a lot has changed since then, in areas such as the understanding of climate science, in the continued under-delivery of carbon capture technologies, and in the ‘headwinds’ of uncooperative government decision-making.

A review of these targets is already underway. As Climate Action Tracker explains:

“From November this year [2024], national governments need to submit 1.5°C aligned 2035 NDC targets, but for the world to meet the Paris Agreement’s 1.5 °C temperature goal, they need to move to emergency mode and strengthen the ambition of their 2030 NDC targets and current policy action.”¹³

A strengthened ambition should obviously include addressing the ‘fair share’ and ‘failures on international climate finance’ issues raised above too.

Fixing these issues will not be trivial. Hopefully a less hostile government will be able to provide the ‘emergency mode’ resources necessary to help. We note that the CCC “will publish its advice on the Seventh Carbon Budget and an updated path to Net Zero early in 2025”.¹⁴

¹² CCC, 2020, The Sixth Carbon Budget, the UK Path to Net Zero,

¹³ <https://climateactiontracker.org/publications/the-cat-ndc-guide/>

¹⁴ CCC. Progress in reducing emissions 2024 Report to Parliament

5.1

The quality and timeliness of data

Latest Data Available	2021	2022	2023	2024 (Monthly)	2024 (Hourly)
Meat consumption		●			
Dairy consumption		●			
Food waste		●			
Home heating CO ₂ emissions			●		
Heat pumps installed			●		
Home insulation installations	●				
Emissions from cars			●		
Emissions from aviation			●		
Electric car registrations				●	
Consumer goods CO ₂ emissions	●				
Supply chain carbon reporting			●		
Consumer reuse and repair					
Inflation				●	
GDP				●	
FTSE Share Prices					●

In the introduction to this report we noted that “the quality and timeliness of the data that we are making our observations from needs a lot of work before we can be properly confident that they are right.”

Although this has been a constant refrain of all our reports, we thought we would construct a table this time to illustrate the stark reality of the problems we all face trying to understand, let alone manage down, the consumer carbon emissions of the UK in a timely and urgent way. As shown by the highlighted rows above, data related to economic growth is collated on a far more frequent basis, while important data related to climate action is out of date.

For example, meat and dairy consumption are showing encouraging trends downwards, but the latest data is from 2022. It is possible that this trend has reversed in the current year, but we wouldn’t know whether more interventions or resources were needed to address these changes until 2026.

In the same way, CO₂ emissions from consumer goods look like they are going up. We might have taken recent actions to address this (such as introducing incentives to repair) when it had already reversed for other reasons.

In an ideal world, we might combine online monthly questions across all twelve areas to a large representative consumer panel (such as that operated by Kantar), with monthly ONS updates of sales and economic data in key areas.

We know that factors such as ‘make the right choice the cheapest option’ and ‘do first, tell second’ can deliver consumer behaviour change on ethics at scale. With monthly data, interventions can be checked for impact and refined and improved over short time periods, helping to deliver the kind of change at the pace we need when we are in ‘emergency mode’.

In our last report particularly, we focussed a lot of attention on the increasing number of voices arguing that the kind of changes needed to reduce emissions effectively would be impossible in a world of infinite economic growth.

Since then, we have been reporting on aspects of the ‘degrowth’ movement further in our Climate Gap column on the Campaigns page of Ethical Consumer magazine. In EC207 we outlined an excellent report by Konzeptwerk in Germany: ‘A Societal Transformation Scenario to limit global warming to 1.5°C’, which put forward non-growth ways to meet human needs. In EC208 we profiled DEAL, the Doughnut Economics Action Lab, and the resources they have for businesses, schools and local government. In EC209 we celebrated the many Beyond Growth conferences that were taking place around Europe this year, and announced that our own conference in November would be themed around degrowth too.

We have also noted that last year a new coalition of civil society organisations, the EU Raw Materials Coalition, formed in response to the escalating demand for metals pivotal to the green and digital transitions globally. It includes Amnesty, Oxfam, Friends of the Earth Europe, Client Earth and many more that we often reference in our work, who are now standing behind a vision that advocates “moving beyond an unsustainable growth-based economic paradigm that is based on endless extraction”.

Extracts from a 2024 article by the Transnational Institute (TNI) reveal the scale of the material demand, and the unevenness of consumption: “it is estimated that the production of e-vehicles could increase 15-fold by 2050”, and the EU “is already consuming 25–33% of metals produced globally with just 6% of the world’s population”.¹⁵ The accompanying TNI report, ‘The Raw Materials Rush’, goes into more detail on how high demand from the EU “will put more pressure on resource-rich countries, their ecosystems and water resources while fuelling social conflict”.

Even if we were to remain ‘growth agnostic’, it is clear that the quality and timeliness of data issue is so critical, that it will be tricky to manage our societies to properly address consumer impact issues alongside other economic policies for which, tellingly, data is both current and timely.

15 <https://www.tni.org/en/publication/the-raw-materials-rush – article>

6.

Direct political campaigns to support

In the 2022 Climate Gap report we wrote at length about how it was now widely recognised that reducing individual impacts would not be enough to create the required consumer carbon emissions reductions quickly enough, and that consumers also needed to consider political engagement at the same time.

We therefore introduced a ‘top five political actions for consumers’ in each of the four impact areas of our climate gap report: Food, Heating, Transport, and Consumer Goods. As in 2023, we’ve reproduced short descriptions of them and contact details again for convenience, and more information about why we chose the ones we did appears in the 2022 report.

In 2023 we introduced the notion that, because of the problems we were having with Conservative party leadership on climate change, companies needed to join in campaigning too where appropriate.

The Climate and Nature Bill, for example, welcomes corporate supporters. Where it is clear to us that corporate members are welcomed in a campaign we have put a ‘CORP’ icon next to them in the list below. Some campaigns also appear under actions for companies in the report cards earlier in this report.

We would also recommend that companies look specifically at joining Business Declares, as we are doing at Ethical Consumer: ‘A quiet but powerful gathering of stakeholders, professionals and people in business, to show business support for government action on climate and nature.’ (<https://businessdeclares.com>).

Wider political campaigns appearing on report cards:

Amnesty International, and Liberty, defend people’s fundamental rights to peaceful protest.

<https://www.amnesty.org/>

<https://www.libertyhumanrights.org.uk/>

Stop Funding Heat challenges ‘the way newspapers, news sites and online platforms spread climate lies in the pursuit of sales, clicks or vested interests’.

<https://stopfundingheat.info/>

Transparency International ‘aims to end the corrupting influence of big money in UK politics and to instil integrity into the conduct of those in public office.’

<https://www.transparency.org.uk/>

Food

Reducing food consumption emissions in the UK – top five political actions for consumers.

1. Support the Climate and Nature bill, which aims to require the UK government to systematically address all consumption (and other) impacts according to the best available science.

www.zerohour.uk/ **CORP**

2. Support 'Sustain', an alliance of organisations working together for a better food system. Amongst other things they work on: future trade deals, public procurement and agricultural policy.

www.sustainweb.org/get-involved/ **CORP**

3. Support 'Feedback', a charity campaigning for (amongst other things) mandatory food waste reporting.

feedbackglobal.org/about-us/get-involved/ **CORP**

4. Join the Vegan Society, which campaigns for more plant options on menus, for more plant options to be 'procured' into public institutions, and on agricultural policy too.

www.vegansociety.com/take-action/campaigns/climate-emergency

5. Support Animal Rising for non-violent protest action to speed the transition to a plant-based food system.

www.animalrising.org

Heating

Reducing home heating emissions in the UK – top five political actions for consumers.

1. Support the Climate and Nature bill, which aims to require the UK government to systematically address all consumption (and other) impacts according to the best available science.

www.zerohour.uk/ **CORP**

2. Support Warm this Winter – a coalition of environmental and antipoverty groups like Greenpeace and Oxfam calling for: emergency support with heating bills, help to upgrade homes, access to cheap renewable energy and an end to expensive oil and gas.

www.warmthiswinter.org.uk/get-involved

3. Join United for Warm Homes, a Friends of the Earth project to support people to set up local campaigns in their own communities.

unitedforwarmhomes.uk/

4. Support the Great Homes Upgrade – A similar campaign to the above, from the New Economics Foundation with a toolkit for actions supporters can take locally.

greathomesupgrade.org/

5. Support Just Stop Oil – A high profile non-violent direct action campaign, whose name says it all.

juststopoil.org/

Transport

Reducing transport emissions in the UK – top five political actions for consumers.

1. Support the Climate and Nature bill, which aims to require the UK government to systematically address all consumption (and other) impacts according to the best available science.

www.zerohour.uk/ **CORP**

2. Support Transport & Environment (T&E), a Europe-wide coalition of environmental groups campaigning for a zero-emission mobility system.

www.transportenvironment.org/get-involved/campaign-with-us/

3. Join Friends of the Earth, which has been a key player, along with other groups, opposing airport expansions, and arguing for a frequent flyer levy and aviation tax reform.

friendsoftheearth.uk/climate/airport-expansions

4. Support Sustrans, a high profile national charity promoting walking and cycling.

www.sustrans.org.uk/ **CORP**

5. Support the Transport Action Network, which supports local groups to fight cuts to bus services and to oppose damaging road schemes.

transportactionnetwork.org.uk/

Consumer Goods

Reducing consumer goods emissions in the UK – top six political actions for consumers.

1. Support the Climate and Nature bill, which aims to require the UK government to systematically address all consumption (and other) impacts according to the best available science.

www.zerohour.uk/ CORP

2. Join the Wellbeing Economy Alliance (WEAll) – from degrowth to zero carbon procurement, the WEAll is a new global network of organisations working to transform the economic system.

weall.org/about CORP

3. Support the Restart Project which is campaigning for a right to repair in the UK.

therestartproject.org/right-to-repair/ CORP

4. Subscribe to Ethical Consumer – (yes we know) because we use our publishing to pressurise companies to report Scope 3 emissions emissions and to design coherent carbon reduction plans.

www.ethicalconsumer.org CORP

5. Support Extinction Rebellion which uses non-violent civil disobedience to address the climate emergency in decentralised groups.

extinctionrebellion.uk/ CORP

6. In 2023 we added supporting WRAP to possible business actions under this section. The Waste and Resources Action Programme (which operates as WRAP) works with businesses, individuals and communities to achieve a circular economy, by helping them reduce waste, develop sustainable products and use resources in an efficient way.

wrap.org.uk CORP

CALL TO ACTION

If you want monthly prompts, we will be suggesting more actions and activities over the next year through our Climate Gap action group.

Each month we'll send out an email with a range of actions to choose from, from campaigns to support, events to join, and simple practical things to do with friends. We will also include details on the Campaigns page of Ethical Consumer magazine.

Each quarter will focus on one of the four impact areas in this report, but we will also go wider and deeper, for example, looking at banks, and system change. Here are a few more links from our website, that didn't quite fit into the four areas of focus so far:

[60 actions to help tackle climate change](#)

[Which consumer actions cut the most carbon?](#)

[Banks, climate change and the environmental crisis](#)

[A guide to carbon divestment for your personal finances](#)

[Are corporate net zero claims worthless?](#)

[How to beat climate concern](#)

[The Lush Spring Prize](#)

Also see Ethical Consumer's YouTube channel:

[Are you boycotting Barclays Bank?](#)

In the three previous iterations of the Climate Gap report we have looked at and highlighted recent surveys which shed light on consumer willingness to take each of the actions identified in the report. We have continued to do this where new data is available, and information appears in the summary report card.

For each of the four impact areas, we give figures showing the range of results found for different surveys relating to the three indicators tracked on the individual report cards.

This year sees a slight increase in consumers expressing willingness to adopt more sustainable behaviours around food waste, installing heat pumps, and choosing alternatives to travelling by car.

FOOD:

34-77% willing

We could find no new survey data on willingness to reduce dairy consumption, so we will stick with the 34% willing to reduce dairy consumption we found last year.

The range of values in surveys on meat consumption includes 61% of people willing to cut down their meat consumption, and 39% claiming to have already reduced consumption of meat.

On food waste, one survey finds that 44% of consumers say they consistently or often reduce food waste through careful planning, composting or recycling, another that 69% 'have reduced food waste', another that 77% claim to 'avoid/minimise throwing away food'.

HEATING:

27-50% willing

DESNZ found that over a quarter (27%) of people in owner-occupier households said they would be likely to install any type of heat pump (whether air source, ground source or hybrid). Which's new annual survey found that 37% of homeowners took the first step of looking for information about insulation.

DESNZ found that 80% of people choose to 'minimise the amount of energy used at home', however this was referring to actions such as washing at lower temperatures, or switching off lights, not reducing heating. Unfortunately no more recent survey was found on reducing heating than our previous source from 2021.

TRANSPORT:

40-58% willing

Which? found that 46% of people said they would consider buying an electric car in the future. This had dropped from 64% in 2021 and 53% in 2022. We should also comment that this varies hugely from the RAC survey we used last year, which has also seen a slip from 14% to 13% in 2023. The main message seems to be that willingness is reducing on this. The Which survey gives main reasons as cost of buying and installing charging point at home, as well as availability of public charge points. RAC also cite lack of charging points and reliability, then cost of electricity.

The Which survey found that 58% of drivers reported using alternative travel. They also found that '4 in 10 holidaymakers have made sustainable choices to reduce the amount of time that they are flying'.

Other sources found 49% of people choosing to 'walk or cycle instead of using a car', and that 34% 'have reduced air travel'.

CONSUMER GOODS:

39-73% are willing

One 2023 survey found consumers claiming to have done 'sustainable shopping' actions in the following proportions: Repaired/fixed an item – 55%; Bought second hand 46%; Bought sustainable brands 39%; Reduced the amount of new goods bought 61%

And in 2024 the Big Issue reported that 73% of Londoners had expressed a willingness to repair items.

For each of these ranges, more detail and references are available in Summary report card 'notes and sources' in [Section 8](#).

Notes and sources for the summary report card

The columns are labelled A to E and the rows numbered from 1 to 10.

Row 1: % total UK emissions, 2019

- B1 Estimates of food impact vary most widely, from as low as 13% (not including land use change) to as high as 30% (including land use change). We have gone for a mean point of the figures that include land use change.
- C1 Calculated from DEFRA, 2021, Consumption Emissions, and Final UK greenhouse gas emissions national statistics: 1990-2019
- D1 Calculated from DEFRA, 2021, Consumption Emissions, and Final UK greenhouse gas emissions national statistics: 1990-2019
- E1 Annual greenhouse gas and carbon dioxide emissions relating to UK consumption in the following categories: clothing; footwear; furnishings, carpets etc; household textiles; household appliances; telephone and telefax equipment, audio-visual, photo and info processing equipment. In our first report, they made up 26 million tonnes of CO₂e which was only 3.6% of total emissions (of the 703 million tonnes total in 2018). However, because the larger dataset contains some other large elements (like miscellaneous goods and services, other recreational equipment, other major durables for recreation and culture etc) which would take the total well above 10% this is the number we have chosen for a broad understanding of relative impact in this area. In time, we may be able to discover more about these elements, which would allow us to include them in our measurements with more confidence.

Row 2: Targets

Note that summary table targets are shown as CO₂e reduction, whereas the targets in each separate report card are often in other units.

- B2 c.13% carbon reduction from diet change and food waste. Taken from the Sector chart for Agriculture, line 486, in the Sixth Carbon Budget – Charts and data in the report. This uses the same graph as last year, which was read off as 15%, but now we have the actual figures which show 13%.
- C2 This refers to the overall emissions target for residential buildings on the heating report card. See references for targets on that card.
- D2 In previous years on this report card we used a target for the whole transport sector including for example HGVs and vans as well as cars and aviation. To be more consistent with the Transport card we are now using only figures for cars and aviation. Calculated from same sources as Transport card which give figure for emissions in 2019 as 68mt for cars, and 39mt for aviation = 107mt; as well as targets for 2030 as 27mt for cars, and 33mt for aviation = 60mt. 60/107 = 56%, or a 44% cut.
- E2 See Consumer Goods Report Card notes.

Row 3: Intentions

These figures show the range of results found for different surveys in each impact area.

- B3 **Food:** 34% reported being willing to reduce dairy consumption, 61% willing to reduce meat consumption, 77% claim to 'avoid/minimise throwing away food'.
- Dairy:** No update found on previous source: IPSOS Earth Day 2022 April 2022 Global Survey. Stated **34%** in UK said they were likely to make the following changes within the next year: 'Eating fewer dairy products or replacing dairy products with alternatives such as soya milk'.
- Meat:** <https://www.eating-better.org/news-and-reports/reports/the-public-want-to-eat-better-and-less-meat-policy-needs-to-catch-up/> states 61% are willing to eat less meat, but this is mainly for cost and health reasons. 42% listed carbon as a reason, presumably 42% of the 61% willing, which would be 25%. However we have used the **61%** figure.

Previously we decided that we were looking for intentions related to making more sustainable choices and we did not use this survey. We used the IPSOS Earth Day 2022 April 2022 Global

Survey, which stated 37% in UK said they were likely to make the following changes within the next year: 'Eating less meat, or replacing the meat in some meals with alternatives such as beans'.

Another survey was found with 39% claiming to have already reduced consumption of meat. <https://www.statista.com/statistics/1056522/sustainable-shopping-behavior-of-uk-shoppers/>

Food waste: An update to a survey we have previously used, <https://www.wrap.ngo/sites/default/files/2024-03/WRAP-UK-Household-Food-Waste-Tracking-Survey-Autumn-2023.pdf> states that the level of agreement with the statement 'I have been making more of an effort lately to reduce my food waste' was 67%. However, Which?'s Annual Sustainability Report 2023 found that 44% of consumers say they consistently or often reduce food waste through careful planning, composting or recycling, Statista found that 69% 'have reduced food waste', www.statista.com/statistics/1056522/sustainable-shopping-behavior-of-uk-shoppers/ and UK DESNZ Public Attitudes Tracker: Net Zero and Climate Change found **77%** claim to 'avoid/minimise throwing away food'.

- C3 **Heating:** 27% in owner-occupier households said they were likely to install a heat pump, **37%** of homeowners took the first step of looking for information about insulation, 50% said they were willing to reduce how much they heat their home.

Insulation: No updated figures in Winter 2023 DESNZ Public Attitudes Tracker update. Spring 2024 update only 8 pages, previously was 43 pages, no new figures. Used Which survey, 37% of homeowners took the first step of looking for information about insulation: www.which.co.uk/policy-and-insight/article/empowering-homeowners-to-insulate-their-homes-through-improved-awareness-and-information-aZajL4L2eROk

Heat pumps: DESNZ Public Attitudes Tracker: Heat and Energy in the Home: Winter 2023, UK: page 10: (**27%**) of people in owner-occupier households said they would be likely to install any type of heat pump. No update Spring 2024.

Reducing heating: Steentjes, K., Poortinga, W., Demski, C., and Whitmarsh, L., (2021). UK perceptions of climate change and lifestyle changes. CAST Briefing Paper 08 cast.ac.uk/wpcontent/uploads/2021/03/CAST-Briefing-08.pdf D3

- D3 **Transport:** 40% (4 in 10 holidaymakers have made sustainable choices to reduce the amount of time that they are flying), 46% expecting to buy an electric car, 58% of drivers reported using alternative travel to cars.

Cars: There were no updated figures in the DESNZ Public Attitudes Tracker: Net Zero and Climate Change Summer 2023 update. We used a Which survey that found **58%** of drivers reported using alternative travel to cars: Consumer attitudes, behaviours and barriers towards Sustainability: Which?'s Annual Sustainability Report 2023

www.which.co.uk/policy-and-insight/article/consumer-attitudes-behaviours-and-barriers-towards-sustainability-a40dZ1t0smax

Aviation: Which?'s Annual Sustainability Report 2023 found that '**4 in 10** holidaymakers have made sustainable choices to reduce the amount of time that they are flying'.

www.which.co.uk/policy-and-insight/article/consumer-attitudes-behaviours-and-barriers-towards-sustainability-a40dZ1t0smax

Statista found that 34% 'have reduced air travel', www.statista.com/statistics/1056522/sustainable-shopping-behavior-of-uk-shoppers/

Electric cars: <https://www.rac.co.uk/drive/features/rac-report-on-motoring-2023/> states 13% drivers expect their next vehicle to be battery electric powered, down from 14% in 2022. Figure rises if you include conventional and plug in hybrids.

Which? found that **46%** of people said they would consider buying an electric car in the future. www.which.co.uk/policy-and-insight/article/consumer-attitudes-behaviours-and-barriers-towards-sustainability-a40dZ1t0smax

- E3 **Consumer Goods:** 39% said that they bought sustainable brands. Up to 73% (of Londoners) were willing to repair items.

Carbon footprint / Carbon disclosure: Bought sustainable brands **39%**: <https://www.statista.com/statistics/1056522/sustainable-shopping-behavior-of-uk-shoppers/>

Repair and reuse:

One 2023 survey found consumers claiming to have done 'sustainable shopping' actions in the following proportions: Repaired/fixing an item - 55%; Bought second hand 46%; Bought sustainable brands **39%**; Reduced the amount of new goods bought 61%. <https://www.statista.com/statistics/1056522/sustainable-shopping-behavior-of-uk-shoppers/>

And in 2024 the Big Issue reported that **73%** of Londoners had expressed a willingness to repair items. <https://www.bigissue.com/news/environment/repair-week-2024-london-recycles-save-money/>

Row 4: Where have we got to

These are current reductions against the baseline, rather than a reduction made in the latest figures.

- B4 Figures for food are not measured in emissions, but in consumption per person per week. 2022: 903g meat, and 2554g dairy per week = 3457g, and is almost a 10% cut from 3755g 2019 baseline.
- C4 See Heating card for residential buildings emissions. 53mt in 2023 is a 17% cut from 64mt 2019 baseline.
- D4 See Transport card. 58Mt (modelled) for cars and 35mt for aviation = 93mt in 2023. This is a 13% cut from 107mt 2019 baseline, but has increased since 2022.
- E4 See Consumer Goods card. Carbon footprints of 40 selected clothing, furniture and electrical goods companies have been restated to 26.9 in 2019, and 27 in 2021, a 0.01% increase from baseline.

Row 5: What's the gap?

Reduction still needed – this looks at the latest position against the target, rather than how much of the original cut needed remains.

- B5 **Food:** although consumption of animal products is reported to have decreased almost 10%, food waste has increased over 13%. These figures do not map neatly into changes in CO₂. In the absence of data that CO₂ has fallen, we are stating that a 13% cut is still needed.
- C5 **Heating:** from 53mt in 2023 to 49mt target requires an 8% reduction.
- D5 **Transport:** from 93mt in 2023 to 60mt target requires a 35% reduction.
- E5 **Consumer goods:** from 27mt in 2021 to 16.14mt target requires a 40% reduction. With restated figures from Leeds, target was restated.

Actions needed

See individual report card references for sources

Food report card: notes and sources

CCC Targets

Meat: CCC, 2020, The Sixth Carbon Budget, the UK Path to Net Zero, page 165

Dairy: CCC, 2020, The Sixth Carbon Budget, the UK Path to Net Zero, page 165

Food waste: CCC, 2021, Progress in Reducing Emissions, Report to Parliament, page 119.

Year on year figures

Meat: Calculated from DEFRA Family Food Datasets 2021-2022. Household Purchases and Eating Out are used, both carcass and non-carcass meat.

Dairy: Calculated from DEFRA Family Food Datasets 2021-2022. Both Household Purchases and Eating Out datasets are used but only milk, yoghurt and fromage frais, cream, cheese is counted for Household Purchases, and cheese, yoghurt and fromage frais and milk for Eating Out, with cheese in other products such as quiche ignored for simplicity. All is counted at 1:1 apart from hard cheese which is counted at 10 grams of milk for each gram of cheese.

Food waste: The Waste and Resources Action Programme (WRAP) published the latest update in 2023. <https://www.wrap.ngo/sites/default/files/2023-11/WRAP-Food-Surplus-and-Waste-in-the-UK-Key-Facts-Nov-2023.pdf> Note: WRAP now includes on-farm waste, 1.6Mt. The source of our food waste target (CCC, 2021, Progress in Reducing Emissions, Report to Parliament, page 119) listed WRAP's previous figure not including on-farm waste. Therefore we assumed the CCC target did not include on-farm food waste and deducted 1.6Mt from the 10.7Mt total to get 9.1Mt.

Priority actions for government

Eating Better Alliance. Three of 24 levers for government, food service, retailers, food producers and investors. www.eating-better.org/better-by-half/government/

Two of eight policy recommendations from Global Feedback. www.tabledebates.org/blog/whyclimate-emergency-demands-food-waste-regulation

Action to promote alternatives to meat and dairy is inferred from the criticism on page 82 of the CCC 2024 Progress Report, that 'The Agriculture and Horticulture Development Board, an arm's length body of the Government, continues to invest in proactive marketing campaigns to encourage meat and dairy consumption, despite the evidence showing that a reduction in meat and dairy consumption supports a shift towards low-carbon, sustainable and healthy diets.'

Priority actions for companies

Eating Better Alliance. Three of 24 levers for government, food service, retailers, food producers and investors www.eating-better.org/better-by-half/

Heating report card: notes and sources

CCC Targets

Insulation: CCC 2022 Progress Report, Charts and Data, tab C4 from line 156. Including target amounts of cavity & solid wall, and roof insulation, starting from 2021. No longer including floor as the annual figures (found in 2022 Progress Report as stated, but not 2023) do not.

Heat pumps: CCC, 2021 Progress in Reducing Emissions, Report to Parliament, page 111

Emissions: CCC, 6th Carbon Budget Sector Specific Summary for Buildings on p45 had a graph which was read as showing a 23% cut needed for all buildings. CCC 2022 Progress Report, Charts and Data, tab C4 line 23 showed 64 Mt actual emissions for Residential buildings. In the absence of a Residential only target we are using the all building cut of 23%.

Year on year figures

Insulation: CCC 2022 Progress Report, Charts and Data, tab C4, line 158-160. No figure found in 2023 or 2024 Charts and Data. Figure does not include cumulative installations since 2019, as the cumulative target stated above starts counting from 2021.

Heat pumps: CCC 2024 Progress Report, Charts and Data, Fig 3.2, line 38. Restated figures for previous years also.

Emissions: CCC 2024 Progress Report, p19 and Fig 1.2. States that emissions from residential buildings fell by 7.2%. Used previous figure of 57Mt x 0.93 = 53Mt.

Priority actions for government

All these actions and targets are inferred from their discussion in the CCC 2021 Progress in Reducing Emissions, Report to Parliament, CCC 2021. Some also appear explicitly in the Joint Recommendations document too at p9.

Added in 2024: 'Support rapid growth in trained heat pump installers', and 'Remove policy costs from electricity prices', from CCC 2024 Progress Report.

Priority actions for companies

Installing the technologies in commercial buildings is common sense.

Develop creative funding instruments is an explicit request of the Heat Pump Federation (www.hpf.org.uk/campaigns) but is widely discussed elsewhere, such as www.local.gov.uk/financing-green-ambitions-full-report

Skills gaps are explicitly referred to in CCC's 2021 Progress Report to Parliament. Joint Recommendations at p23.

A smart system plan is part of the CCC's 2021 Progress Report to Parliament. Joint Recommendations at p28.

Transport report card: notes and sources

CCC Targets

Cars: Target was restated in 2023. The 2023 supporting Charts and Data on the tab for Fig 4.3 listed car emissions as 68.93mt in 2019. The Sixth Carbon Budget – Dataset (Version 2 – December 2021) on the tab titled 'Subsector level scenario explorer' shows abatement by sector, and lists cars and vans together as having 52.57mt abatement by 2030. The 2023 supporting Charts and Data on the tab for Fig 4.3 list car emissions alongside van emissions, and over 5 years up to 2019, cars make up about 80% of the emissions of cars and vans combined. If we assume cars should account for 80% of the abatement of cars and vans together, that would be $.80 \times 52.57\text{mt} = 42\text{mt}$ by 2030. Using a 2019 figure of 68.93mt, and abating 42mt, would leave 26.9mt. $26.9/68.93 = .39$ which would mean a 61% reduction.

Aviation: Target was restated in 2023. 2023 Progress Report, Charts and Data, Fig 10.2.

Electric cars: CCC, 6th Carbon Budget p98. In the Balanced Pathway the 100% date is set for 2032 at the latest.

Year on year figures

Cars: CCC 2024 Progress Report, page 28, Table 1.1. Surface transport figure given as 103Mt. Cars made up 56.6% of surface transport in CCC's 2022 figures. $56\% \text{ of } 103 = 58\text{Mt}$.

Aviation: CCC 2024 Progress Report, page 28, Table 1.1.

Electric cars: CCC 2024 Progress Report, page 12.

Priority actions for government

CCC's 2021 Progress Report to Parliament. Joint Recommendations. Various pages.

Halt airport expansion and aviation tax reform are part of the CCC's 2021 recommendations.

A frequently flyer levy has been raised by the CCC previously and is widely supported: www.bbc.co.uk/news/science-environment-56582094 www.transportenvironment.org/challenges/planes/subsidies-in-aviation/

Added in 2024: Introduce climate statutory duty for councils is called for by Climate Emergency UK, and the UK100: <https://climateemergency.uk/blog/press-release-climate-emergency-uk-calls-for-action-on-climate-to-be-a-legal-duty-for-councils/>

www.uk100.org/press-release/2024/06/councils-want-new-climate-duty-part-relationship-reset-next-government-new

Priority actions for companies

Sell more electric vehicles is a re-framing of a government action above.

Decarbonising HGVs is inferred from the CCCs 2021 Report to parliament.

Reducing distance is common sense.

Aviation actions appear in the Joint recommendations CCC's 2021 Progress Report to Parliament p21-22 and are inferred as actions companies can take too.

Electric car actions are inferred from above.

Changed in 2024: 'Develop sustainable aviation fuel' action replaced with 'Plan towards a just transition for aviation industry'.

<https://stay-grounded.org/100-so-called-saf-flights-called-out-for-being-distracting-marketing-gimmicks/>

<https://stay-grounded.org/100-saf-flight-ad-ban-shows-it-to-be-a-marketing-gimmick/> <https://stay-grounded.org/250-organisations-demand-red-lines-for-aviation-bailouts/>

Selected consumer goods report card: notes and sources

Targets

Carbon footprint: We are applying the CCC's territorial targets to imported emissions. The CCC's scenarios include interim targets (on the way to net zero by 2050) of a 68% cut by 2030 on 1990 levels and 78% by 2035. Territorial emissions fall from 522 million tonnes in 2019, to 316 in 2030, in other words, a cut of 40% by 2030.

Other sector specific programmes, such as that from WRAP for textiles, have set similar targets. WRAP's is for a 50% reduction by 2030. wrap.org.uk/media-centre/press-releases/changingclothes-reduce-climate-change-textiles-2030

Carbon disclosure: If companies need to be reducing supply chain (scope 3) emissions by (say) 40% by 2030, then how can we track whether this is happening? We can only do this if they are publishing what these emissions are. Not all are doing it properly right now, and we can't wait until 2030 for them to begin reporting, by which time it may be too late. Therefore we have set a target for 100% reporting by 2025. At that point we can move to tracking the decline (if any) in the collective reported emissions between then and 2030.

Repair and reuse: If rates of repair and buying secondhand are increasing then this should be reducing consumer demand for new products. Averaged rates of repair and reuse for a range of goods assessed and combined were 19.7%. This year we've restated the target as a 40% cut on the remaining 80% bought new, which on top of the current rate of repair and buying secondhand, brings that rate up to about 52%. Although this will not, on its own, lead to a 40% reduction in the carbon impact of consumption it will make a contribution, and hedge against producers failing to meet their own 40% target.

Year on year figures

Carbon footprint: Annual greenhouse gas and carbon dioxide emissions relating to UK consumption in the following categories: clothing; footwear; furnishings, carpets etc; household textiles; household appliances; telephone and telefax equipment, audio-visual, photo and info processing equipment. <https://www.gov.uk/government/statistics/uks-carbon-footprint> – UK full dataset 1990 – 2021. Including conversion factors by SIC code...using the Summary Product tab and the table for CO₂e.

Carbon disclosure: Bespoke Ethical Consumer research into the state of Scope 3 (supply chain) emissions reporting at the 40 largest consumer goods companies (clothing, furniture, electricals and household) operating in the UK. The detailed table appears at the [Appendix](#).

Repair and reuse: Average rates of repair and secondhand items purchased annually compared to new purchases of clothing, electrical products and furniture/furnishings.

Sources used: see full links below table

	New Sales (for repair and second hand tables)	Secondhand table	Repair table
Clothes (tonnes) 2022	WRAP Textiles Situation Report 2024	WRAP Textiles Situation Report 2024	n/a
Electricals (£) 2023	Global Data 1	gminsights.com	Our own calculation
Furniture (£) 2023	Global Data 2	Global Data 3	Our own calculation

- **WRAP Textiles Situation Report 2024:** www.wrap.ngo/resources/report/textiles-market-situation-report-2024
- **Global Data 1:** www.globaldata.com/store/report/uk-electricals-market-analysis/
- **GM insights.com:** www.gminsights.com/industry-analysis/europe-second-hand-electronic-products-market
- **Global Data 2:** www.globaldata.com/store/report/uk-furniture-and-floorcoverings-market-analysis/
- **Global Data 3:** [caluclation based on data from] www.globaldata.com/media/retail/uk-furniture-resale-market-growth-will-surge-40-8-2022-2027-forecasts-globaldata/

Our own calculations:

From: UK Business, activity, size and location, 2022 (Turnover by SIC code 2022 ONS.xls)

Electricals: Repair of communication equipment (994,813,000) + Repair of consumer electronics (231,813,000) + Repair of household appliances and home and garden equipment (433,237,000) = 1,659,863,000.

Repair of furniture and home furnishings:189,899,000.

Priority actions for government

Carbon pricing: Carbon pricing can also encourage a shift of production and consumption choices towards low carbon options. See e.g.: OECD June 2021: “Effective Carbon Rates 2021. Pricing Carbon Emissions through Taxes and Emissions Trading.” This has the advantage of impacting all product supply chains simultaneously. It has the disadvantage that, without mitigating steps being taken, it can have the greatest impact on the poorest people.

Repair: A ‘right to repair’ law came into effect in the UK in July 2021. The Green Alliance particularly has been vocal in asking for improvements: greenallianceblog.org.uk/2021/07/06/the-uks-new-right-to-repair-is-not-a-right-to-repair/

Priority actions for companies

Actions inferred from the targets

Spare parts: The pricing of spare parts was an issue raised by the Green Alliance.

Appendix


Supply chain emissions reporting by 40 large consumer goods companies


Company	Reporting year	Supply chain emissions reporting (Y/N)	Scope 1+2 emissions in CO ₂ e (kt)	Scope 3 emissions in CO ₂ e (kt)	Percentage of Scope 3 to Scope 1+2	Scope 3 going up or down?
ELECTRICAL						
Amazon	2023	Y	17060	51760	75	down
Apple	2023	Y	1262	15980	93	down
Dell Technologies	FY2024	Y	370	30695	99	up
HP	2023	Y	245	19618	99	down
Lenovo Group	2023-4	Y	202	15100	99	down
LG	2023	Y	874	70225	99	up
Microsoft	FY2023	Y	8222	16624	67	up
Panasonic	FY2023	Y	1838	127370	99	up
Samsung Electronics	2023	Y	18303	119730	87	down
Sony	2022	Y	966	20454	95	up
WHITE GOODS						
Arcelik	2023	Y	168	32100	99	up
BSH	2023	Y/Partial*	581	335100	100	down
Electrolux	2023	Y	69	38541	100	First
Haier	2023	N	651			?
Miele	2022	Y	149	12051	99	down
Toshiba	FY2022	Y	8	1439**	99	down
Whirlpool	2023	N/Partial*	441	49501	99	down
GLOBAL APPAREL BRANDS						
Adidas	2023	Y	164	5895	97	down
Inditex	2023	Y	439	16418	97	up
Nike	FY2023	Y	282	16546	97	down

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Company	Reporting year	Supply chain emissions reporting (Y/N)	Scope 1+2 emissions in CO ₂ e (kt)	Scope 3 emissions in CO ₂ e (kt)	Percentage of Scope 3 to Scope 1+2	Scope 3 going up or down?
CLOTHING COMPANIES						
ASOS	FY2022	Y	15	1739	99	No update
Asda	2022	Y	575	27720	98	down
H&M	2023	Y	55	8532	99	down
JD sports Fashion	2023-4	Y	78	5939	99	up
John Lewis	2023-4	Y	210	5616	96	down
Marks and Spencer	2022-3	Y	361	5200	99	22-23 restated
Next	2024	Y	87	2201	96	up
Primark Stores	2023	Y		7019		up
Sports Direct / Frasers	FY2023	N				?
TK Maxx	FY2023	N				?
FURNITURE						
Argos (Sainsbury's)	2021	Y	706	25379	97	down
B&Q	2023-4	Y	189	18500	99	down
DFS	FY2023	Y	21	372	95	down
Dreams	2022***	N	10	Transport only		?
Furniture Village	2022-3	N	4	Transport only		?
IKEA	FY2023	Y	345	23645	99	down
John Lewis	2023-4	Y	210	5616	96	down
Oak Furniture Land	2023	N	2	Transport only		?
Poundland	CY22	N	27	incomplete		?
SCS	2022-3	Y	6	95	94	down

 changes since last year

 not reporting full Scope 3 emissions

* Partial Scope 3 figures

BSH: does include 'purchased goods and services'.

Whirlpool: Only includes 'use of sold product'.

** Toshiba: Big drop in Scope 3 figures compared to last year appears to be due to substitute for high GWP gas in switchgear in power plants.

*** Dreams: 2023 accounts not available at time of writing. Due by 30.9.24

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