

# AIB SUSTAINABILITY INDEX - WAVE 3



## SUSTAINABILITY STILL HIGH ON THE AGENDA FOR IRELAND DESPITE THE CHALLENGES OF COVID-19

AIB undertakes this research to drive awareness and track the changes in attitudes, behaviours and intentions regarding climate and environmental sustainability in Ireland amongst consumers.

The index is calculated based on a number of key questions which are then combined to give an AIB Sustainability Index score that is anywhere between zero (neither interested in nor practicing sustainability) and 100 (interested in and practicing sustainability).

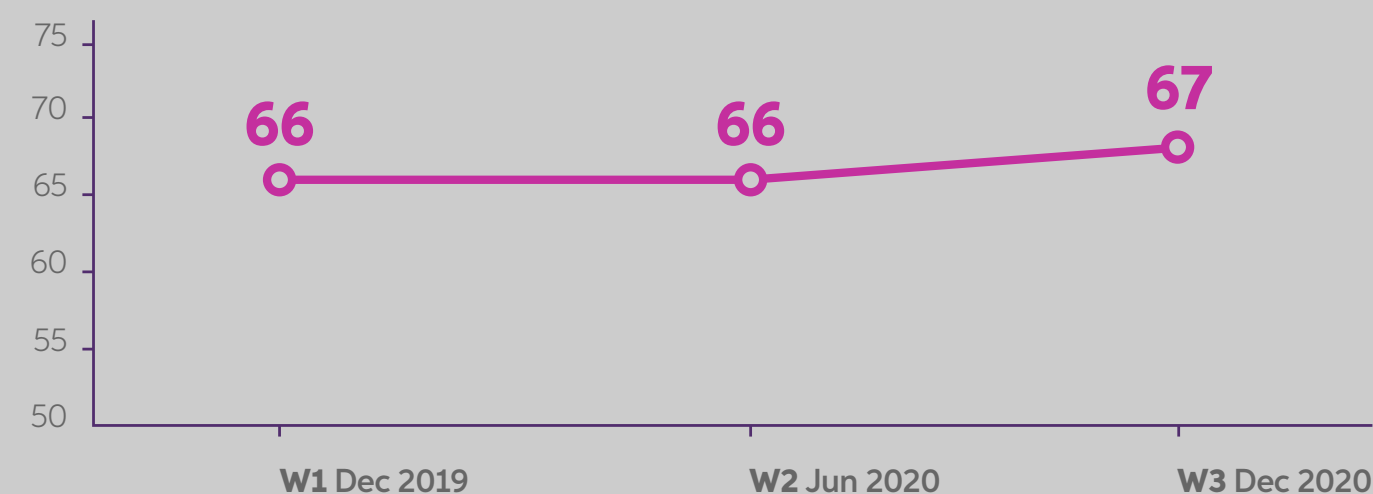
The index at 67 this wave has stayed quite steady since the first wave which was pre COVID-19. The steady nature of the index shows the importance Irish people place on the environment in which we live. We can see one in three Irish people say they are already being impacted by climate change with another third believing they will feel it in the next decade. Over half believe that human activity is mainly responsible, and three quarters of Irish feel a sense of personal responsibility for living sustainably. As we go into 2021 over half say that their new year's resolutions will include living more sustainably.

As perceptions toward how we travel, eat, heat our homes and what we consume changes, six in ten people say a business's positive sustainability credentials have an impact on their decision to buy that firms products or services. AIB have been developing products to fit these consumer needs as we recognise that supports are needed to help change societal behaviour, and we will not be found wanting in helping our customers adapt and transition.

Commenting on the findings, Colin Hunt, CEO of AIB said:

**“MANAGING CLIMATE CHANGE IS THE MOST IMPORTANT CHALLENGE FACING THIS GENERATION. THAT IS WHY EARLIER THIS YEAR WE COMMITTED TO ACHIEVING CARBON NEUTRALITY ACROSS OUR OPERATIONS BY 2030, USING A NET ZERO APPROACH. THAT MEANS CUTTING GREENHOUSE GAS EMISSIONS TO AS CLOSE TO ZERO AS POSSIBLE - THROUGH ELIMINATION OF CARBON RATHER THAN OFFSETTING IT. WE MUST ALSO LOOK BEYOND OUR OWN OPERATIONS AND THE GREATEST IMPACT THAT WE CAN HAVE ON IRELAND'S CARBON FOOTPRINT IS BY SUPPORTING OUR CUSTOMERS AND HELPING THEM TO TRANSITION TO A LOW CARBON ECONOMY. IT IS OUR AMBITION THAT GREEN LENDING SHOULD ACCOUNT FOR 70 PER CENT OF OUR NEW CUSTOMER LENDING BY 2030. AS WE ENTER A NEW YEAR, IT'S HEARTENING THAT THE AIB SUSTAINABILITY INDEX SHOWS THAT PEOPLE ARE PLANNING TO LIVE MORE SUSTAINABLY. AT AIB, WE TOO HAVE PUT SUSTAINABILITY AT THE CENTRE OF OUR STRATEGY AND WILL CONTINUE TO SUPPORT OUR CUSTOMERS TO TRANSITION TO A LOW CARBON FUTURE BY FUNDING RENEWABLE ENERGY PROJECTS AND FINANCING THE BUILDING AND PURCHASE OF ENERGY EFFICIENT HOMES.”**

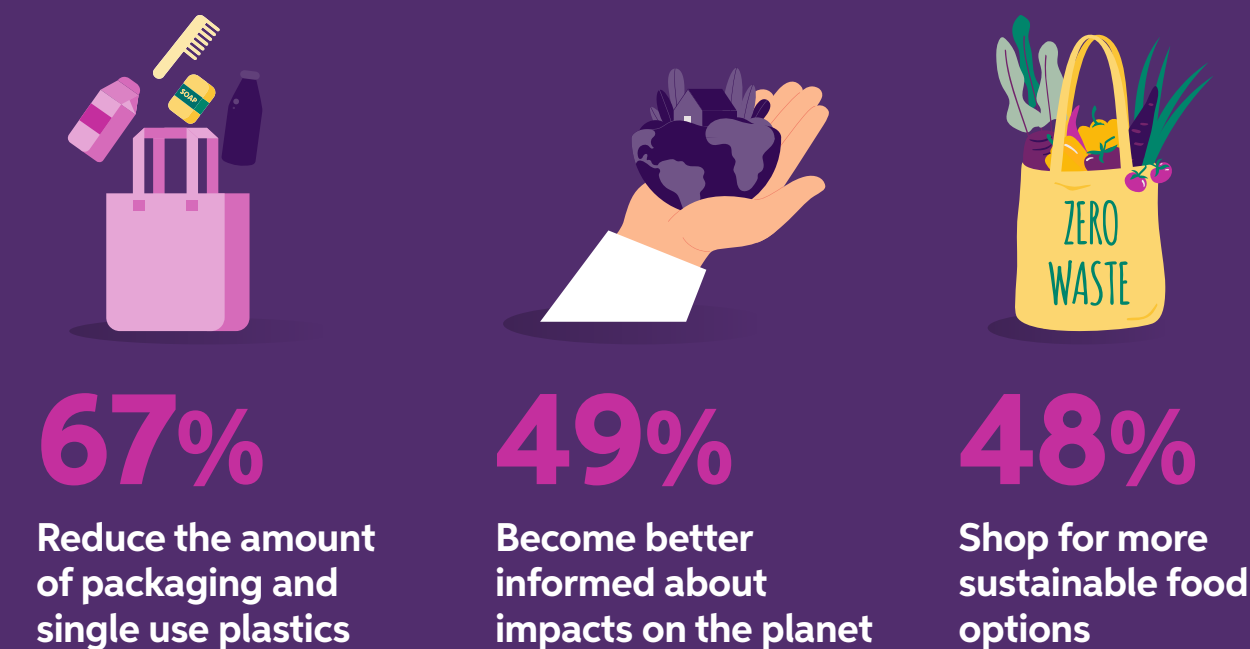
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## IRISH INTENTIONS ON MAKING LIVING MORE SUSTAINABLY A NEW YEAR'S RESOLUTION



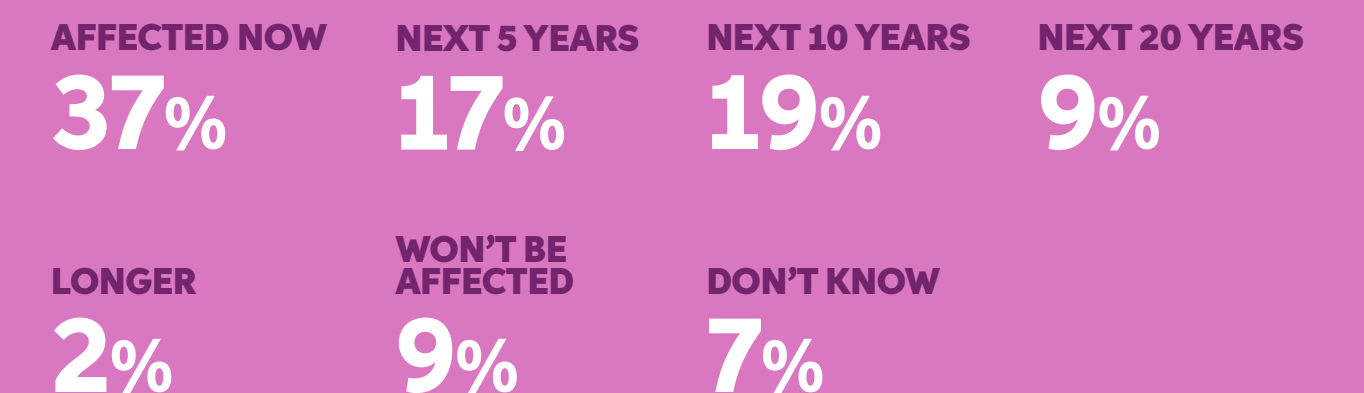
## DOMESTIC CONSUMPTION CHANGES THAT IRISH PEOPLE ARE LIKELY TO MAKE THIS YEAR



## IRISH ATTITUDES ON WHETHER OR NOT PEOPLE'S ACTIONS AFFECT CLIMATE CHANGE








## WHEN IRISH PEOPLE BELIEVE CLIMATE CHANGE IS LIKELY TO AFFECT THEIR LIVES



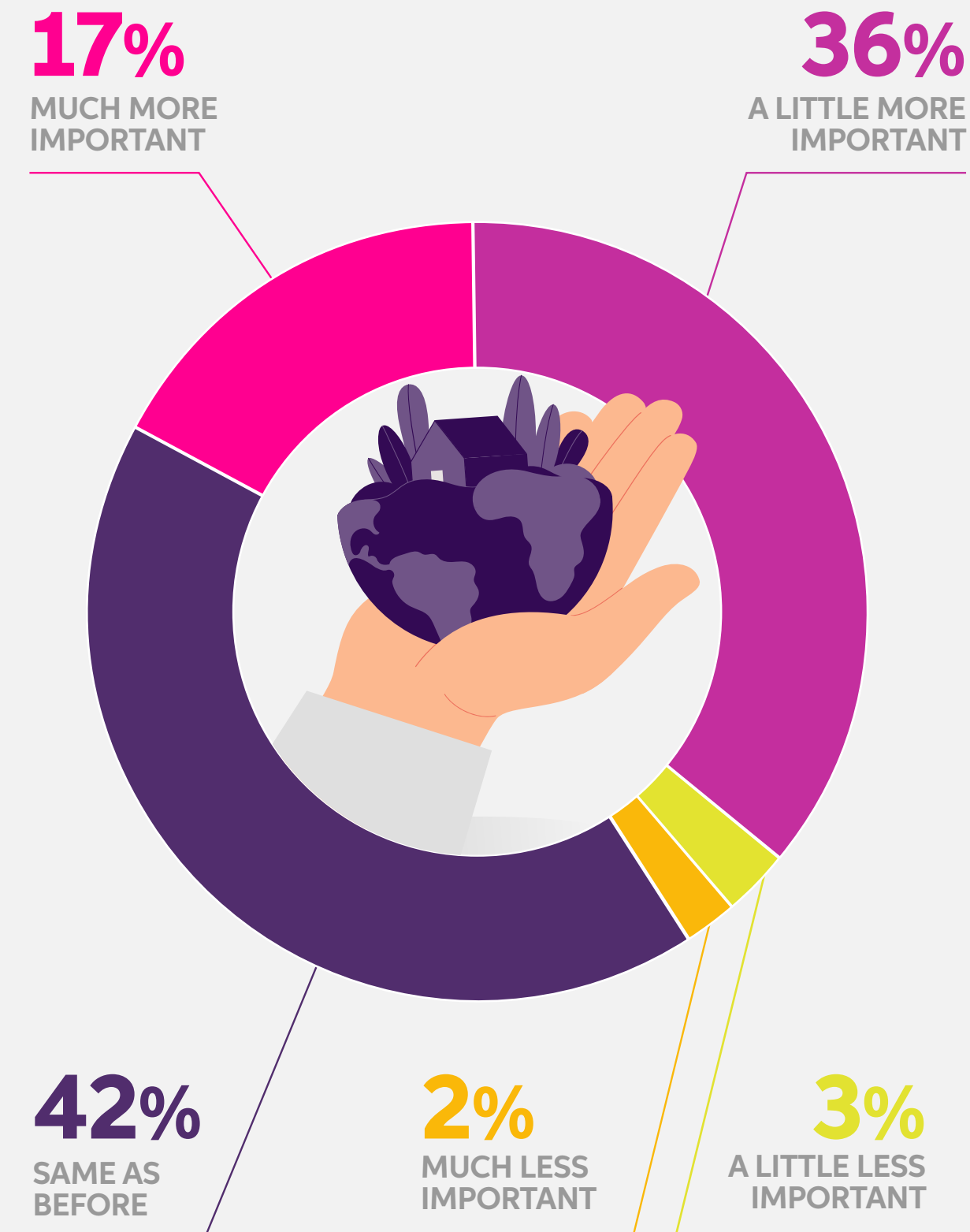
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## WILLINGNESS OF IRISH PEOPLE TO PAY HIGHER PRICES FOR PRODUCTS OR SERVICES IF THEY EMITTED SIGNIFICANTLY LESS GREENHOUSE GASES

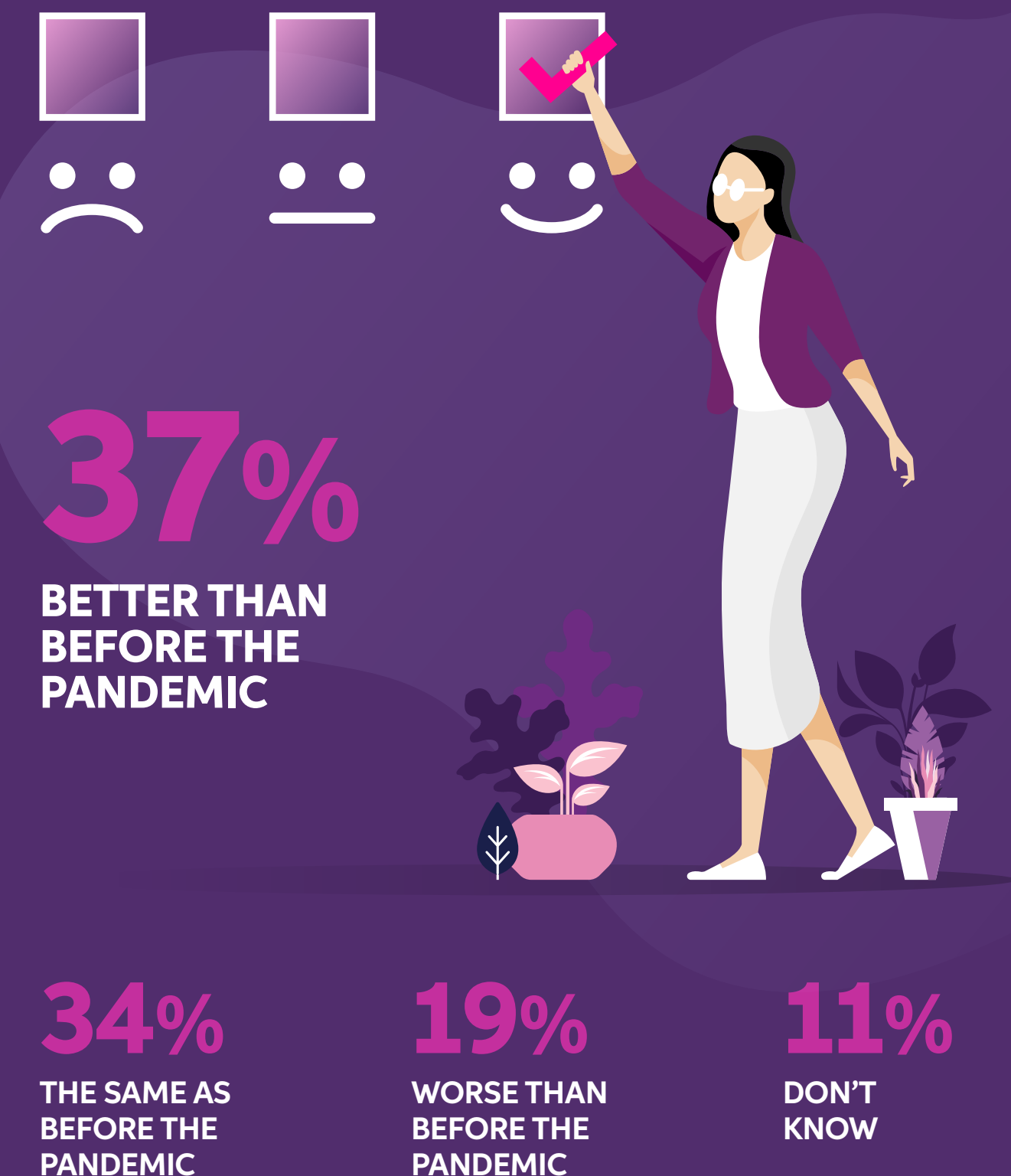
	WILLING TO PAY A LOT MORE	WILLING TO PAY A LITTLE MORE	NOT WILLING TO PAY ANY MORE	DON'T KNOW	N/A
 HOME HEATING	4%	44%	45%	5%	1%
 HOUSEHOLD ELECTRICITY	4%	40%	52%	4%	1%
 CARS	5%	37%	45%	5%	7%
 AIRPLANE TICKETS	6%	42%	40%	6%	5%
 FOOD	5%	44%	47%	3%	-

## PUBLIC OPINION ON THE IMPORTANCE OF SUSTAINABILITY SINCE COVID-19 BEGAN



**95%** OF US BELIEVE SUSTAINABILITY IS STILL A PRIORITY IN 2021

## HOW IRISH PEOPLE FORESEE THEIR QUALITY OF LIFE ONCE THE PANDEMIC IS OVER



The findings from the AIB Sustainable Index is based on responses from an online survey conducted during late Nov 2020 to Early Dec 2020 by Amarach Reserach. The sample of 1,000 respondents was a nationally representative sample. If you'd like to learn more about what AIB is doing to support Ireland through its transition to a low carbon economy please [click here](#)