



Priceless Planet Coalition

Last year, Mastercard launched the Priceless Planet Coalition and committed to **restoring 100 million trees in five years**, uniting the efforts of merchants, banks, cities and consumers to take action and fight climate change.

COVID-19 APPEARS TO BE ENCOURAGING GROWTH IN CONSUMER PASSION FOR THE ENVIRONMENT

A new global study, commissioned by Mastercard, shows the pandemic is prompting billions¹ to consider more sustainable behaviors and reveals almost three in five (**58%**) are more mindful of their impact on the environment since COVID-19



A large proportion of adults across the world (**85%**) state they're willing to take personal action to combat environmental and sustainability issues in 2021

Social media has increased awareness around environmental and climate change issues by **30%** since the beginning of the pandemic

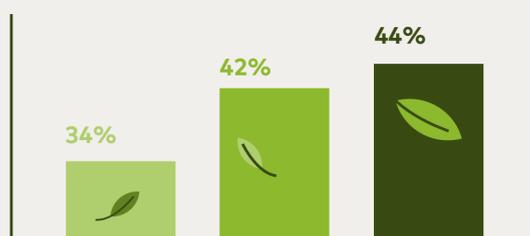


Over **three in five (62%)** across the globe admit it's more important than before that companies behave in more sustainable and eco-friendly ways

Last year Mastercard developed the Priceless Planet Coalition with merchants, banks, cities, businesses and consumers to restore **100 million trees** in five years



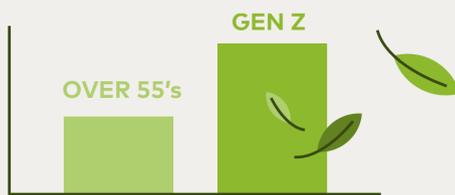
Out of **24 countries** surveyed across the world, over half (**54%**) of people believe it's more important to reduce their own carbon footprint since COVID-19



Top three reasons people feel environmental and sustainable issues are more important now compared to before: having more time to think about environmental impact (**44%**), seeing discarded PPE (**42%**) and feeling more connected to the local community (**34%**)



Younger generations are most willing to take personal action against climate change



Social media continues to drive awareness of environmental issues. Over the last 12 months, findings show Gen Z (**36%**) are two times more aware of environmental and sustainable issues via social media compared to over 55's (**17%**)



Buying more carefully and being more aware of purchases (**42%**) is the top change consumers are planning to make after the pandemic with females (**47%**) leading this trend compared to men (**38%**)



Reducing waste (**37%**), air and water pollution (**35%**), along with tackling the issue of plastic pollution in packaging and products (**35%**) are the top three issues consumers think companies and brands should focus, besides dealing with Coronavirus



Recycling more (**41%**) and pausing for moments to appreciate nature (**37%**) are two major actions people across the world plan to take in 2021

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 25519 adults. Fieldwork was undertaken between 19th January - 5th March 2021. The survey was carried out online. The figures have been weighted and are representative of all country adults (aged 18+).