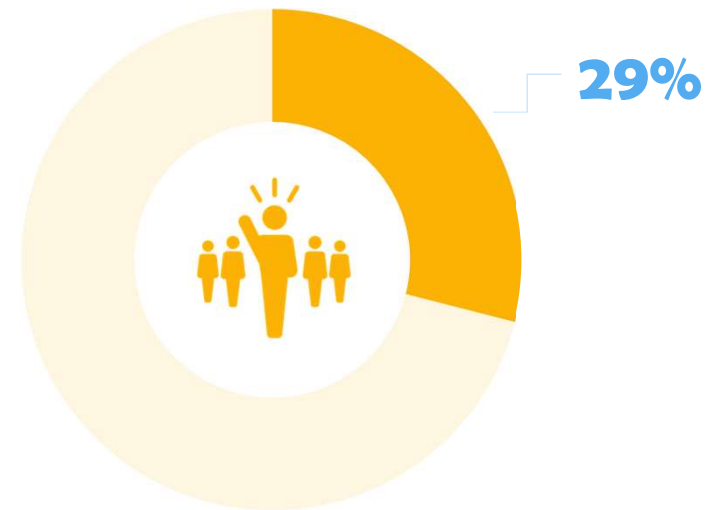




# ungdoms barometern

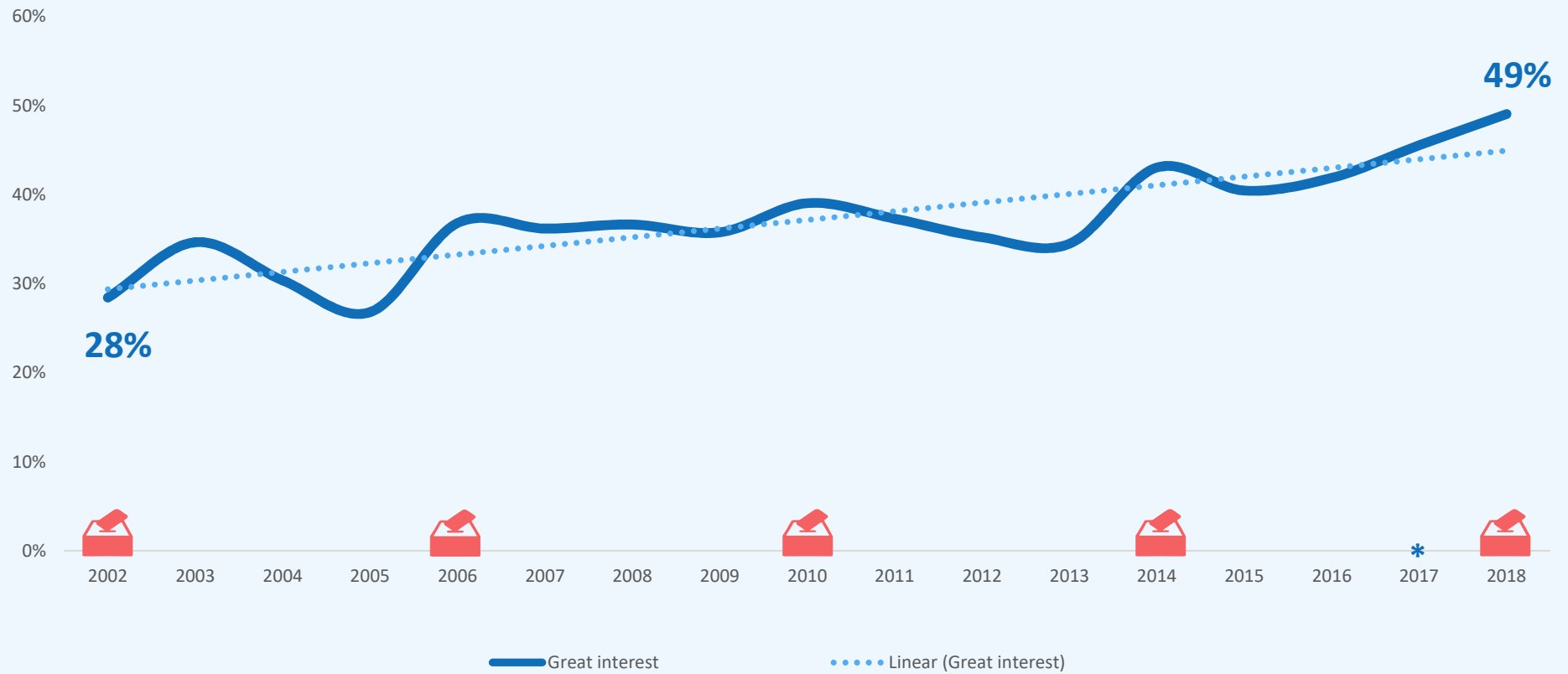
Sustainability reporting forum

## Lack of information on sustainability

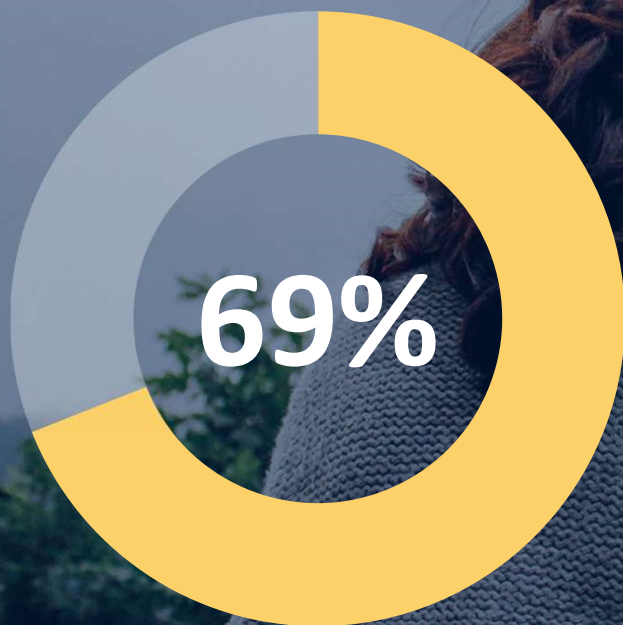


**of young Swedes (15-24 y.o.) think that too little, or bad, information on what one can do as an individual for the environment, prevents them from acting more sustainably**

## Growing interest for politics



Question: How big is your interest in these topics/activities? Respondents answering "4" or "5 – very interested". Alternative: "domestic/foreign politics and community development"  
\* Not researched in 2017. Instead, the average value between 2016 and 2018 is set to complete the graph.



**of Swedish youth (15-24 y.o.),  
feel stressed out over the  
climate\***

Question: Over the past six months, how often/rarely have you felt stressed out over...?

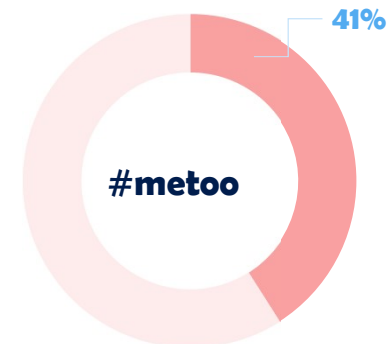
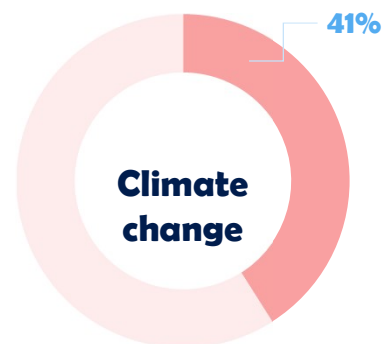
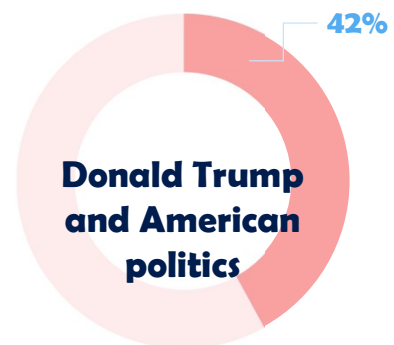
Filter: The climate

\* At least once a month

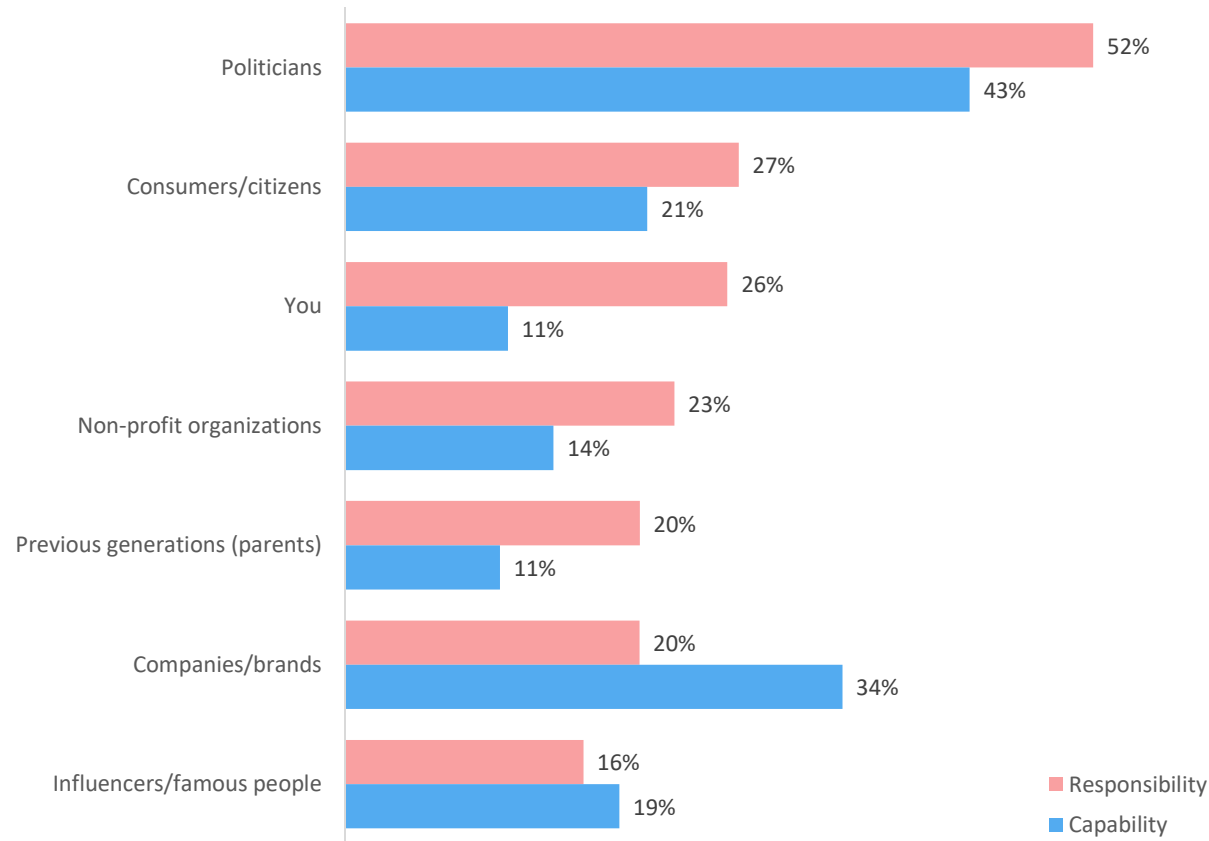
## Which social events/phenomena have affected Swedish youth (15-24 y.o.) most in recent years?



**Every other** young person in Sweden find the **environment** to be the most important social issue right now



## Responsibility vs. Capability: Who can make the world a better place?



Question 1: In general, how much responsibility do you think that [x] has to make the community or the outside world better? [On a scale from 7-1, here only showing '7 – Great responsibility']  
Question 2: In general, how much capability do you think [x] has to actually affect this? [On a scale from 7-1, here only showing '7 – Great capability']

## Acting sustainable by being a conscious consumer

Conscious  
and thoughtful  
purchases

**Searches for information  
before consuming**

Content and  
nutrition more  
important

**Purchases that are  
healthy for the  
environment as well as  
the body**

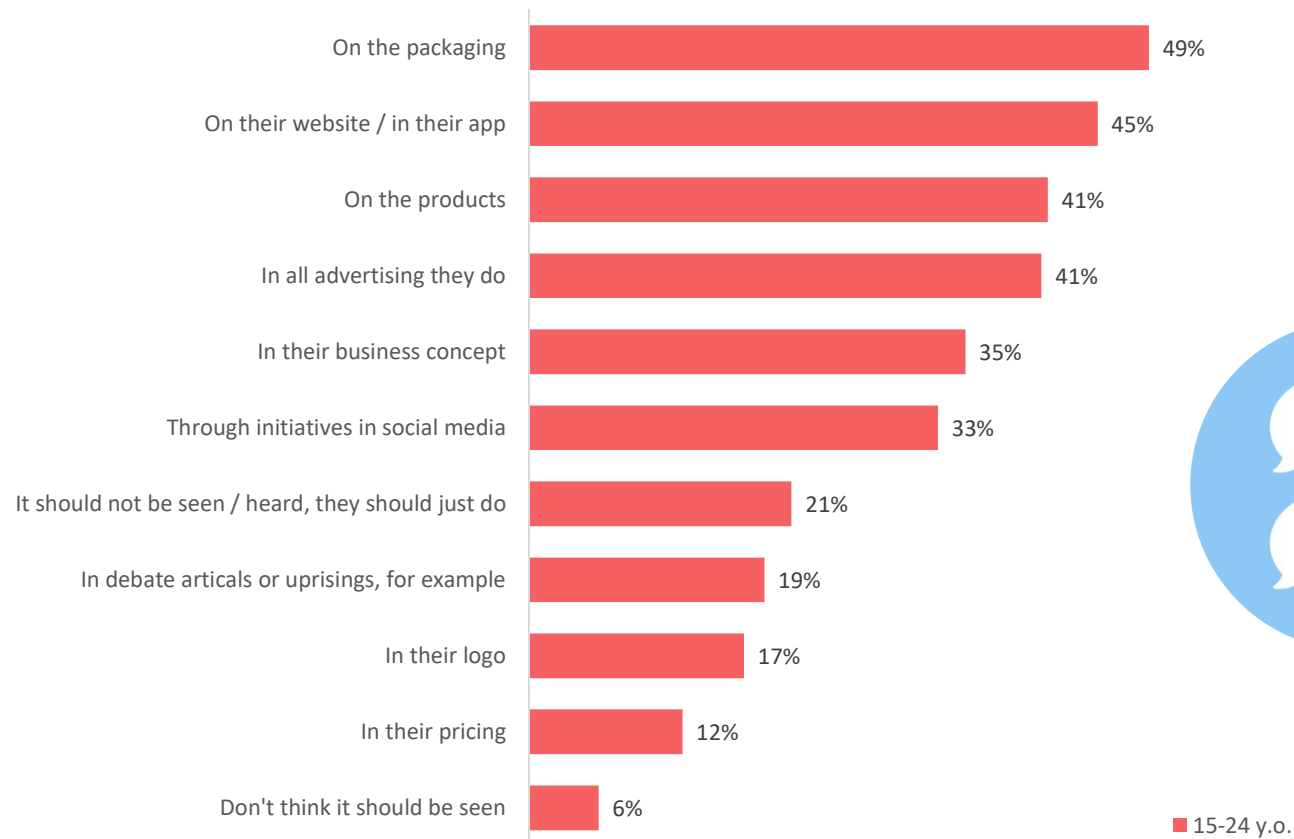
packaging,  
land of produce and  
certifications

**What is the most  
sustainable product I can  
buy today?**

Stops consuming  
products from  
companies that  
doesn't share their  
values

**Also influences friends  
and family to do the  
same**

## 9 out of 10 wants companies and organizations to communicate their sustainability







## Kontakt

Sara Fröhling Lind

+46 73 783 34 37

[sara@ungdomsbarometern.se](mailto:sara@ungdomsbarometern.se)

Thank You