

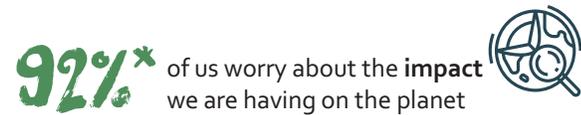
Insight Climate Collective.

Climate Change:
Why act now?

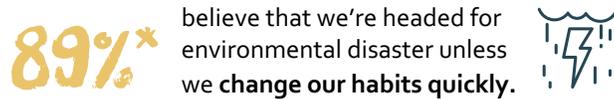
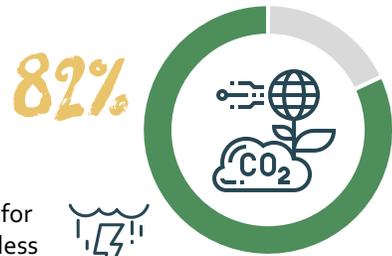


We are in a climate emergency. Change is happening fast, and only accelerating.

The insight sector overwhelmingly agrees that we must act now. From a recent survey conducted by the Insight Climate Collective in partnership with MRS – of 529 UK-based insight professionals, fielded in April 2021- we see clear anxiety but also hope that we can make a difference.



Further **82%*** are **concerned** we are not **decarbonising** quickly enough in this country

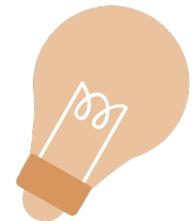
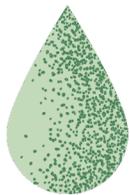


82%* However, **82%*** of us believe we do still have time to make a difference to the climate outlook for the planet.

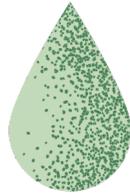
It is with this fusion of concern and hope that the Insight Climate Collective has come together, propelled by the belief that we need **coordinated, systemic action and collaboration** to make positive change happen.

As a step on this journey, we shall shortly be publishing our report, 'Net Zero In Sight', which sets out considerations, case studies, tools and recommendations for insight professionals to contribute towards addressing climate change, individually and collectively.

Under 2008's Climate Change Act, the UK Government set a target outlining an 80% decrease in greenhouse gas emissions by 2050 (as compared to 1990 levels). In 2018, it was clear we needed a rethink. It had emerged that we would need to limit global warming to 1.5°C, and so the Committee on Climate Change was briefed to advise on a new target. Following the Committee's recommendation in June 2019, the UK became the first major economy to commit to 'net zero' emissions by 2050.



By way of context, our emissions have already reduced by 38% from 1990 levels.



This reduction is largely due to changing the way we generate energy, but now we need to look at changing the way we use energy, save energy and what energy we use – for example the elimination of natural gas for central heating or petrol/diesel vehicles.

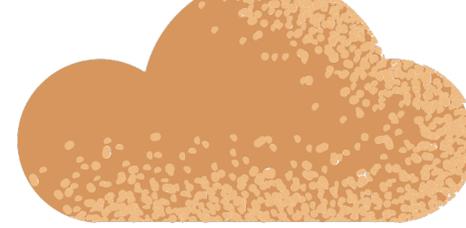
Work by the Energy Savings Trust – below – demonstrates the scale of the challenge across the key areas the UK's carbon emissions need to be reduced, and by how much.

If left unchecked, climate change will be disastrous for us and future generations and significantly exacerbate current threats such as food and water scarcity, which can subsequently quickly lead to conflict.

Undeniably, commercial success is not the primary driver here, but doing nothing will have a significant cost. If we take action now, we could play a part in helping to drive sustained economic stability and better lives while reducing greenhouse gas emissions and building climate resilience.

This is about collective action. It's about the cumulative impact of all our actions, individuals and businesses, and saying 'I am going to do something', not stand by and wait.

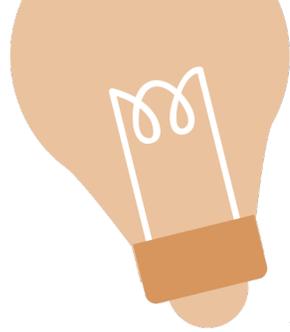
The Insight Climate Collective has been formed to bring together conversations and give voice to all of us concerned about the climate; to influence our own sector to get its house in order, and to use our skills and resources to help our client partners take informed action.



Through insight, we can bridge the myriad gaps between business and people as we navigate a turbulent world.

We can cocreate better outcomes, map out the journey together and drive the small change that can ladder up to something much bigger.





The research sector is rich in behavioural and attitudinal insight and data; we help our client partners develop successful business strategies that impact the world both environmentally and culturally, and have historically been very successful at helping businesses ‘sell more stuff’. We have an important role to play and arguably the resources to make a real difference.

And it’s clear from our own survey of the sector that there is more that we can do together, to alleviate the anxiety of our fellow insight professionals, by helping them and their businesses respond responsibly and impactfully to the climate emergency.

From our survey, we see that:



53% agree / agree strongly that they believe that the leadership of their company **really care about the impact we are having on climate change**



Only 48% agree / agree strongly that they are in a position to **make a difference** on climate change in their work life

Of the barriers to making a change in their work lives, a lack of confidence and a sense of overwhelm are clear:



46% agree / agree strongly that they **don't know where to begin**



43% agree / agree strongly that they don't feel confident that they have **the necessary knowledge to make a difference**

Yet on the upside, feeling that they are making a difference to climate change in their work would make a difference to people in our sector.

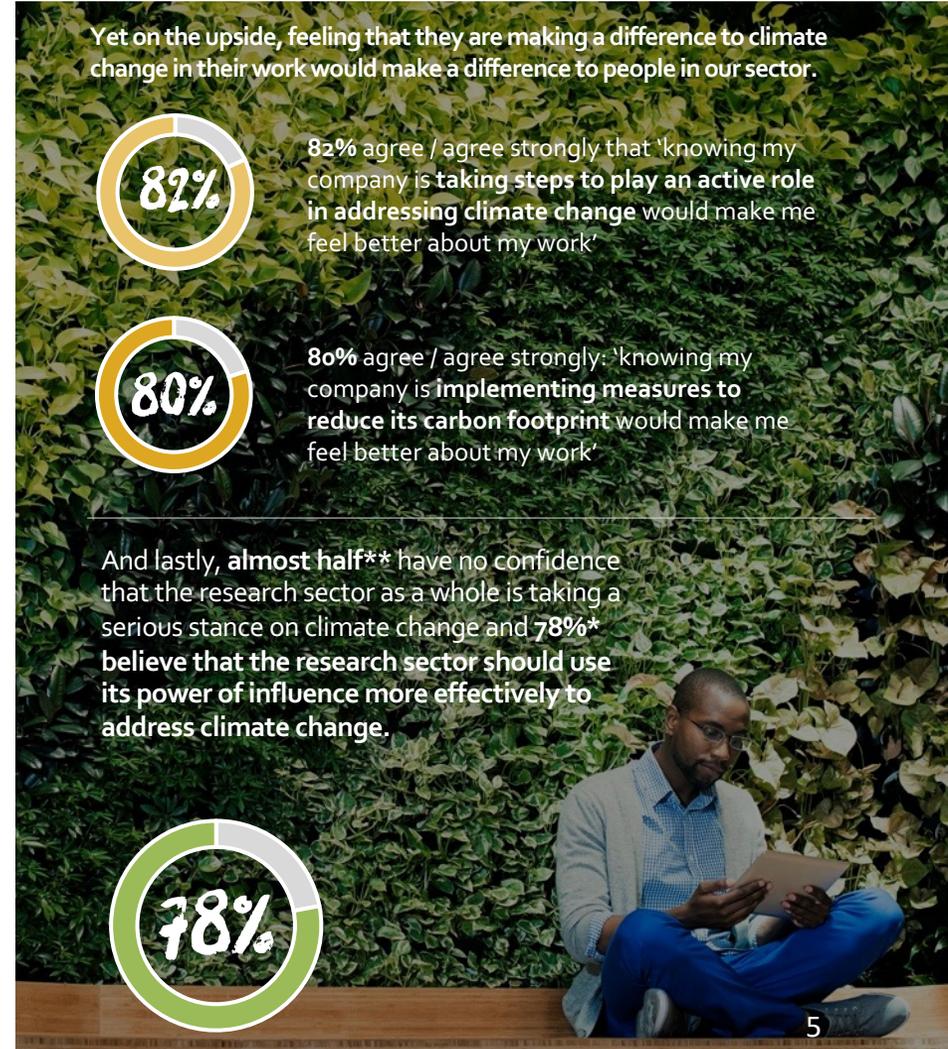


82% agree / agree strongly that 'knowing my company is taking steps to play an active role in addressing climate change would make me feel better about my work'



80% agree / agree strongly: 'knowing my company is implementing measures to reduce its carbon footprint would make me feel better about my work'

And lastly, **almost half**** have no confidence that the research sector as a whole is taking a serious stance on climate change and **78%*** believe that the research sector should use its power of influence more effectively to address climate change.



This is what the Insight Climate Collective is here for: to help the sector use its power of influence for good in the climate emergency.



Please join our [LinkedIn group](#) - and follow for news on the publication of our report and further actions.



In the meantime, please sign up, or lobby your CEO to sign up, to the **MRS Climate Pledge**. Register interest [here](#)

* agree or agree strongly

** 47% are either not confident or not at all confident that the research sector as a whole is taking a serious stance on climate change.

References

Emissions Gap Report 2020. Authors: UNEP, UNEP DTU Partnership
<https://www.unep.org/emissions-gap-report-2020>

SBTis
<https://sciencebasedtargets.org>

