

Methods for enhanced engagement: exploring Gen Z perspectives on Net Zero

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Foundation

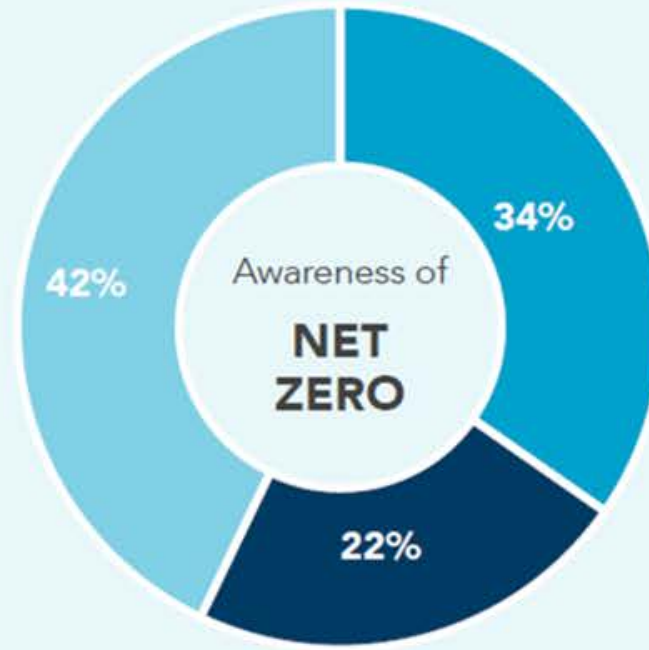
in partnership with Co-op

BASIS
SOCIAL

LIVITY



HOW DO YOUNG PEOPLE VIEW AND UNDERSTAND NET ZERO AND JUST TRANSITION?



- A great deal / A fair amount
- Just a little
- Heard of it but know nothing about it / Know nothing about it

SOURCE:

B1. We are now going to share a series of terms related to the environment. Please tell us how much, if anything, you know about each of them.

BASE:

All respondents (1032)

GEN Z(ERO)

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HOW DO YOUNG PEOPLE
VIEW AND UNDERSTAND
NET ZERO AND JUST
TRANSITION?

81%

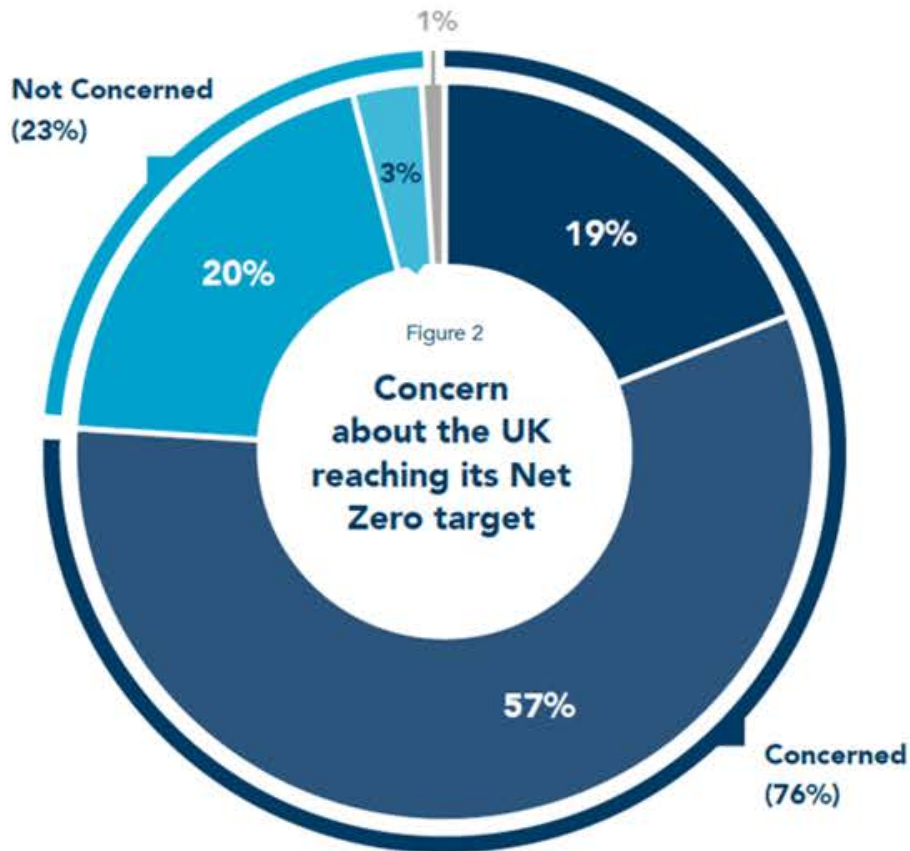
want more education to understand
how the UK can reach Net Zero

GEN Z(ERO)

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HOW DO YOUNG PEOPLE VIEW AND UNDERSTAND NET ZERO AND JUST TRANSITION?



- Very Concerned
- Fairly Concerned
- Not Very Concerned
- Not At All Concerned
- Don't Know

SOURCE: C1. How concerned, if at all, are you about the UK reaching its Net Zero

BASE: All respondents (1032)

GEN Z(ERO)

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NET ZERO - MORE OF AN OPPORTUNITY THAN A THREAT?

72%

view meeting net zero as more of an opportunity than a threat

GEN Z(ERO)

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SOURCE:

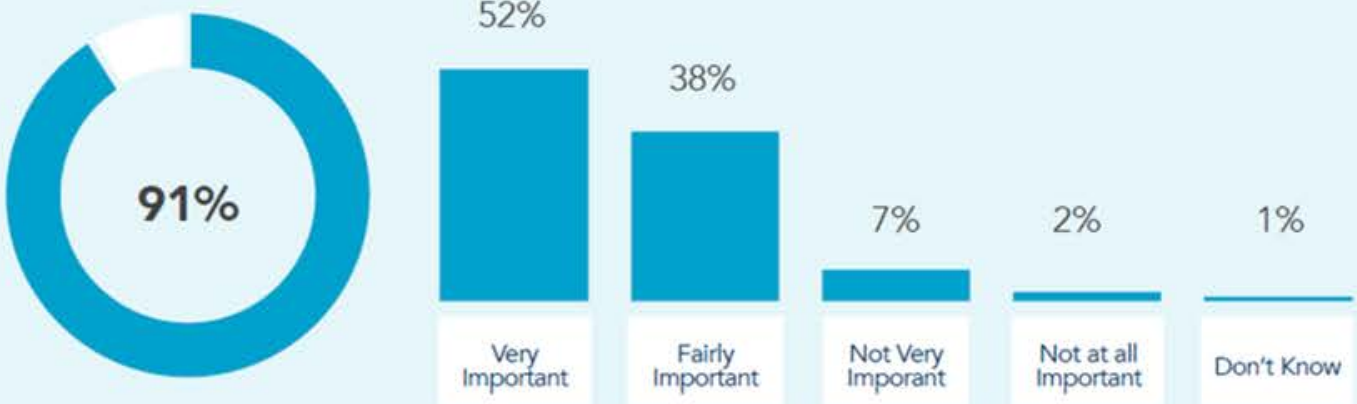
B1. We are now going to share a series of terms related to the environment. Please tell us how much, if anything, you know about each of them.

BASE:

All respondents (1032)

Generational Importance

% who think it is important for young people to be involved in decisions about how to reduce the UK's emissions to hit Net Zero by 2050.



INVOLVING YOUNG PEOPLE IN NET ZERO POLICY

SOURCE:

D6. How important is it for young people like you to be involved in decisions about how to reduce the UK's emissions in order to hit Net Zero by 2050?

BASE:

All respondents (1032)

GEN Z(ERO)

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INVOLVING YOUNG PEOPLE IN NET ZERO POLICY



'Not believing it would change anything'

57%

cite as the top reason for not getting involved in decisions about Net Zero

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METHODOLOGY

STEP 1

WHAT?

Literature review on Net Zero futures conducted in partnership with academic experts. Interviews with 10 UK climate and policy specialists.

STEP 2

WHAT?

Partnering with communications specialists, Livity, and a leading sustainability influencer to create a series of TikTok style videos introducing the concept of Net Zero, the UK's strategy and the concept of the 'just transition'.

STEP 3

WHAT?

A seven-day online community, moderated by Basis Social and Livity researchers, engaging 44 young people from diverse backgrounds recruited from across the UK.

STEP 4

WHAT?

An online survey with a nationally representative sample of 1,032 16 to 24 years olds living in the UK.

STEP 5

WHAT?

Two online focus groups, comprising 16 young people recruited from the online community.

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STIM



COMMUNITY



CHATBOT



inca

**inquisitive
natural
conversation
agent**



What concerns you about how fair the impact of getting to net zero will be for people in the UK?

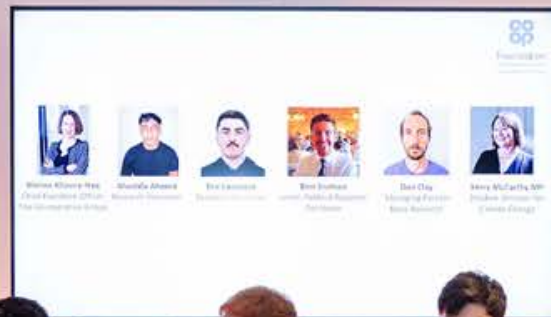
People with more money can still buy meat or take holidays abroad – the impact will be unequal.



Ok, so you are concerned about inequality. Can you say any more about this?



Gen Z(ero):
Creating a pathway to a
greener, fairer future?



Gen Z
Creating a p
greener, fai



