

# BEHAVIOUR CHANGE WORKS

## A POSITIVE QUICK FACT FILE

Since banning plastic straws in 2022 Sydney harbour has seen a **31%** reduction in **plastic straws** and a **71%** reduction in **plastic bags** found within the harbour area

**Consumer boycotting** and protests led to the total ban of **microbeads** in cosmetics

A town in Ireland has **banned** all **single-use cups**

**Fridays for Future** activists stopped a **new shale oil facility** being granted in Estonia

The electric car market has seen a **35% increase** in sales in one year and electric car sales now take up **18%** of the **global car sales market**

In 2023 **Meat** consumption is **down 14%** since 2012

Households in Ashton Hayes reduced their **overall carbon footprint** by **21%** since the start of a carbon neutral project focussing on behaviour change

The rise of Zero Waste shops are **forcing large supermarkets to adapt**. Waitrose started its "Unpacked" campaign and Sainsbury's and Marks and Spencers introduced refill stations due to **75% of customers trying to reduce plastic**

A city in the Netherlands has banned all **adverts** relating to **meat, aviation and fossil fuels**