Electrolux

THE CHANGE-MAKERS REPORT

Envisioning the future of better living

A study based on the views of almost 14,000 young people

www.electrolux.com

A better tomorrow – according to the youth of today

Today's youth: the individuals who will be most affected by the decisions we currently make. Their time for running the world will come, but their perspective is needed now.

This generation of young people will face complex challenges over the coming decade.* As they look towards setting up their own homes, sustainable living is a more pressing issue for them than for any generation to come before.

Meanwhile, there is Electrolux: a name that already exists in many homes. As a global appliance manufacturer, we develop solutions that can not only improve life at home — both in terms of ease and enjoyment — but can also help unlock pathways towards more sustainable living. This is something we believe people of all ages want to embrace.

When it comes to more tailored desires, we can't assume we know what young people want or what their vision for future sustainable living is — but we need to find out. In order to ensure that our efforts align with the requirements and ambitions of the future, we have to lend an ear to the very people who will be around for more of it.

That's why we've conducted a survey of 13,886 people from 13 countries – all aged between 15 and 20 – which forms the basis of this report. In addition to the survey, we are also gathering insights from an online questionnaire and assembling a team of change-makers, consisting of young people collaborating alongside leading change-makers already established in the sustainability realm.

The objective is to feed the insights gathered from these initiatives into our innovations over the coming years. In turn, we aim to shape better living by strengthening the degree to which the products we bring into people's homes can serve the needs and wants of the very people who will be using them.

*United Nations. (2019). "UN World Youth Report: Addressing the complex challenges facing young people today."

Key findings

Worries & fears

Many youths express feelings of anxiety towards global sustainability threats. Pollution, pandemics and natural disasters are among the major concerns. [p. 10]

A significant portion of this generation is willing to make drastic lifestyle changes in the interests of the planet. [p. 12]

Solutions & responsibilities

There is a strong sense that system-wide changes will be needed in order to transition to a more sustainable society. [p. 16]

Many young people believe it is them who will lead the change towards a more sustainable future. [p. 18]

Food

Cost and supply factors — as well as lack of knowledge — impact some young people's ability to eat more sustainably. [p. 30]

There is a high interest among youth towards growing and preparing their own food at home. [p. 33]

Clothing care

Young people are generally aware of issues relating to excessive consumption of clothing, but some feel that fashion is hard to give up. [p. 41]

Many young people point to a lack of knowledge about how to wash sustainably as a possible barrier preventing people from taking better care of their clothes. [p. 47]

Wellbeing at home

The COVID-19 pandemic has made the home an increasingly important part of many young people's wellbeing. [p. 59]

There is strong desire among this group for smart home systems that can provide health and dietary advice. [p. 64]

Future living

For this generation, there is no "one" type of home (e.g., house, apartment, farmhouse, collective) that clearly stands out as the ideal for a future sustainable home. [p. 72]

In the eyes of many youths, the smart home of the future produces its own energy and reuses water. [p. 79]

Table of contents

Introduction	p. 2
Key findings	p. 3
About the study	p. 5
Worries & fears	p. 7
Solutions & responsibilities	p. 14
Food	p. 26
Today	p. 28
Challenges	p. 30
Tomorrow	p. 33
Clothing care	p. 39
Today	p. 41
Challenges	p. 47
Tomorrow	p. 49
Wellbeing at home	p. 54
Today	p. 56
Challenges	p. 62
Tomorrow	p. 64
Future living	p. 71
The future sustainable home wishlist	p. 84
Three types of future living	p. 86
The eco-smart home	p. 87
The communal home	p. 90
Biophilic city life	p. 93
Region summaries	p. 96
Our efforts	p. 109

About the study

The study, commissioned by Electrolux, is predominantly based on quantitative data collected from 13,886 individuals — aged between 15 and 20 — across 13 countries. These countries are key markets for Electrolux.

Data collection was facilitated by an agency specialized in the field and took place between February 19 and March 16, 2021, using digital questionnaires. Quotas were set on age, gender, and geographical distribution, in order to achieve as large a spread as possible.

For many questions, respondents were asked to indicate the extent to which they agreed with a given statement, using a score of 1 to 5.

Percentages and charts in this report that are based on such questions reflect the number of individuals who scored 4 or 5.

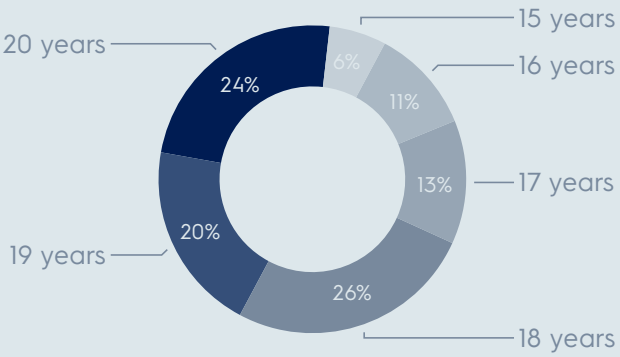
This report contains findings from the questionnaire as well as worded responses gathered from qualitative interviews. For the latter, 17 semi-structured interviews were conducted with 15-to-20-year-olds across the same 13 countries in which quantitative data was collected.

Quotes that appear in this report are the opinions of the interviewees and do not necessarily reflect Electrolux's views and opinions.

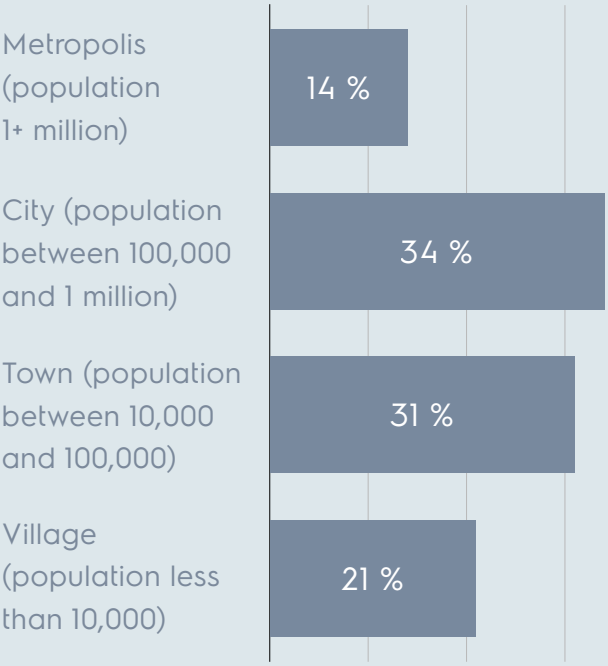
13,886 responses from 13 countries*

* Sweden, France, Poland, UK, Germany, Thailand, Australia, Vietnam, Brazil, Argentina, Chile, USA, Israel

Respondents per age



Demography



Respondents per country

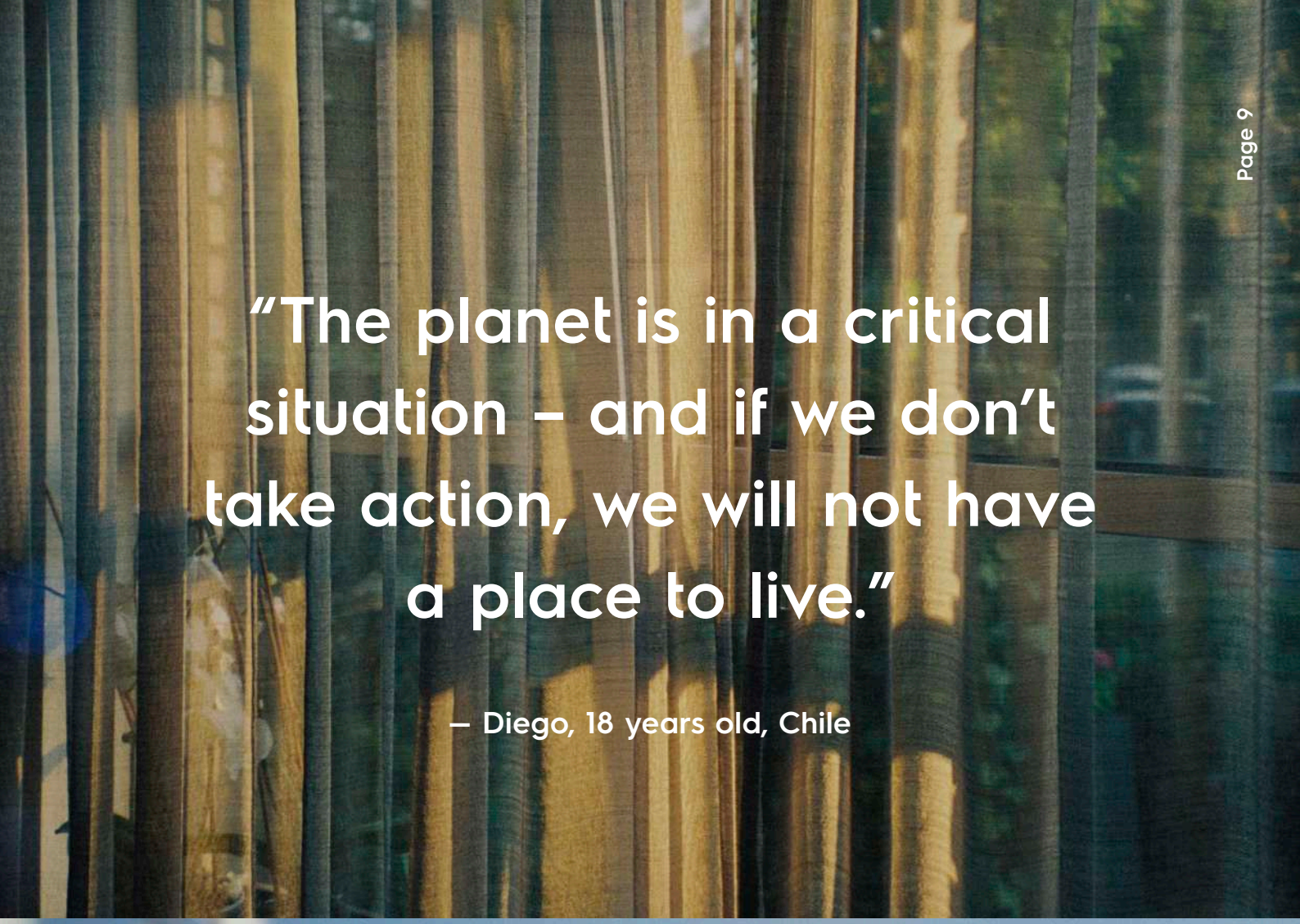
Sweden	1008
France	1005
Poland	1010
UK	1005
Germany	1002
Thailand	1127
Australia	1139
Vietnam	1011
Brazil	1005
Argentina	1101
Chile	1215
USA	1003
Israel	1255

Worries & fears

What are the youth of today most worried about when thinking about the future? In their eyes, what are some of the most pressing challenges? And are they willing to make lifestyle changes in response to them?

“It pains me that we are losing things we will never get back.”

– Emma, 18 years old, UK



"The planet is in a critical situation – and if we don't take action, we will not have a place to live."

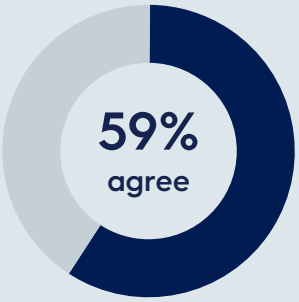
– Diego, 18 years old, Chile

"For me, it's definitely going to be a transition because our society today isn't built to be sustainable. It's really not built to last in any way."

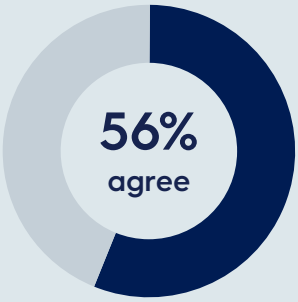
– Sharona, 18 years old, USA

The most important issues

More than half of the young respondents agreed that sustainability is the single most important global issue today. Almost 6 in 10 respondents agreed that they are very anxious about global sustainability threats.



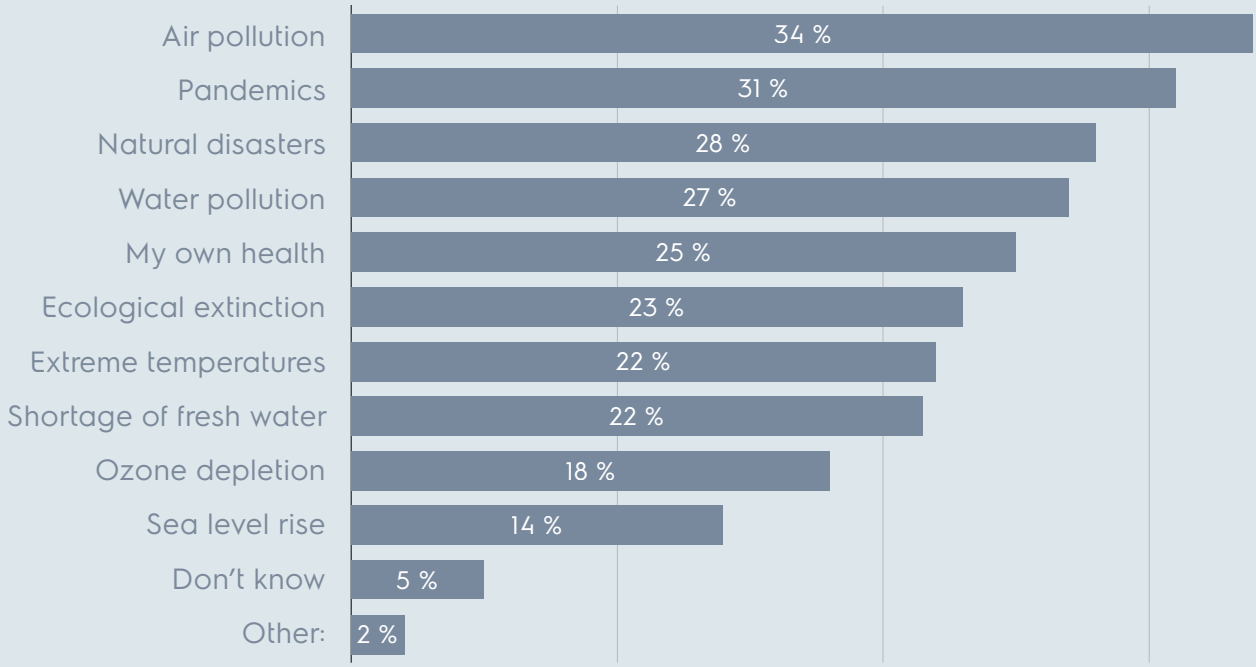
"I am very anxious about global sustainability threats."



"Sustainability is the single most important global issue today."

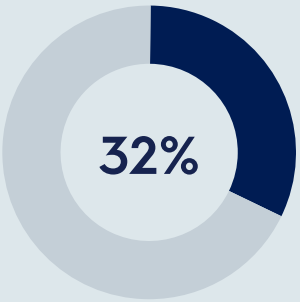
Question: To what extent do you agree with the following statements regarding sustainability? Those who answered 4 or 5.

Which of the following effects of living unsustainably do you worry about?



Respondents could select up to three alternatives.

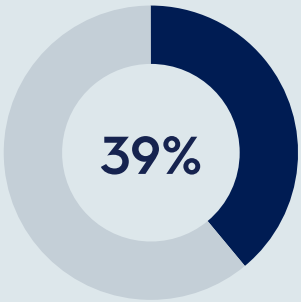
North America



Respondents in the US indicated they worried the most about their health

32% compared to a global average of 25%

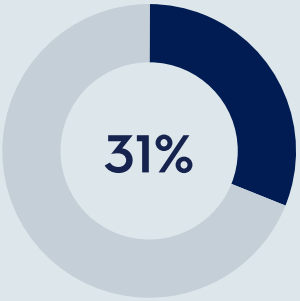
Latin America



Respondents in Brazil, Argentina and Chile indicated they worried the most about water pollution

39% compared to a global average of 27%

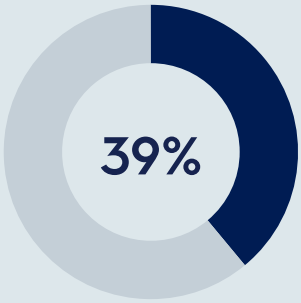
Europe



Respondents in Germany, France, the UK, Poland and Sweden indicated they worried about natural disasters

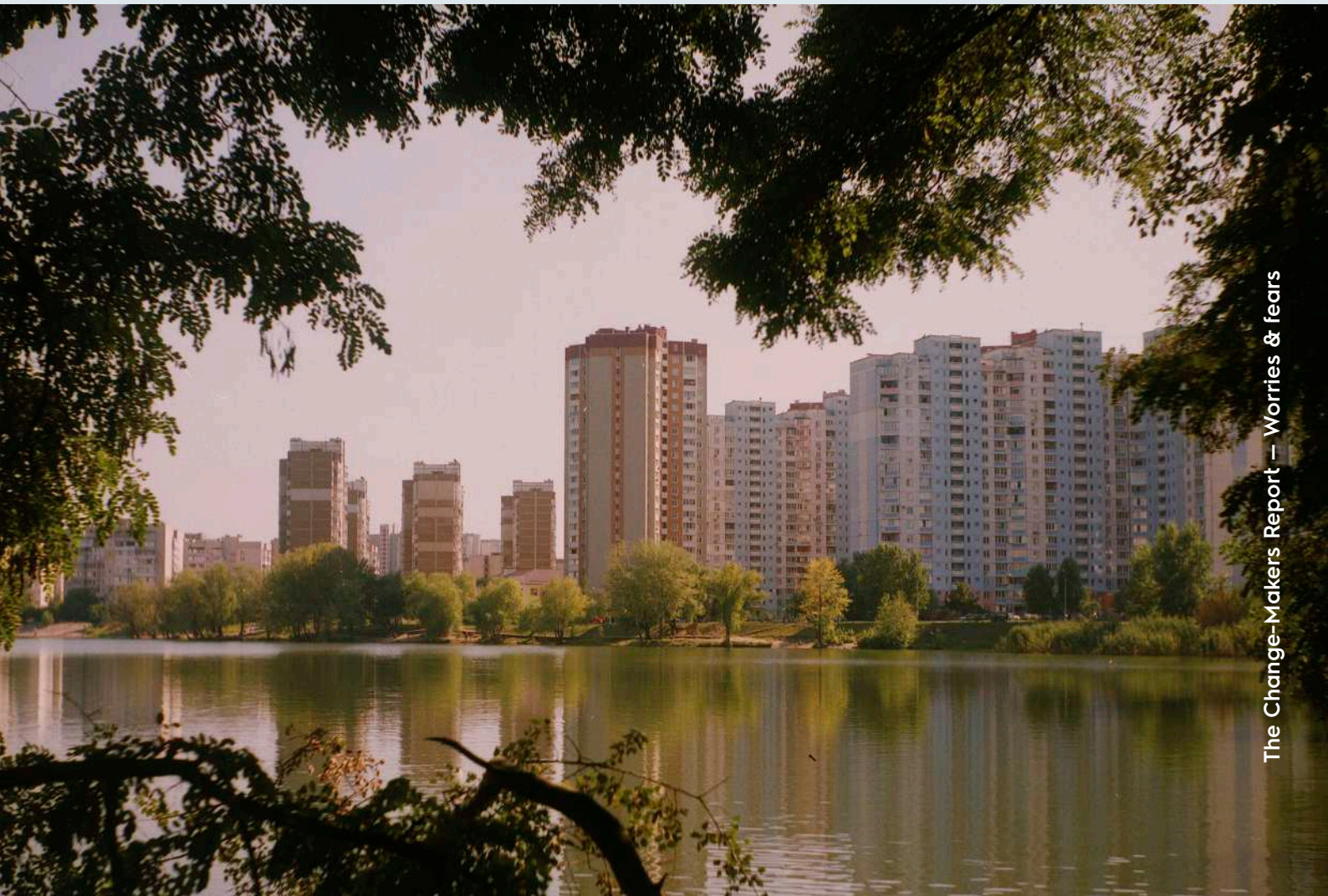
31% compared to a global average of 28%

Asia-Pacific, Middle East & Africa



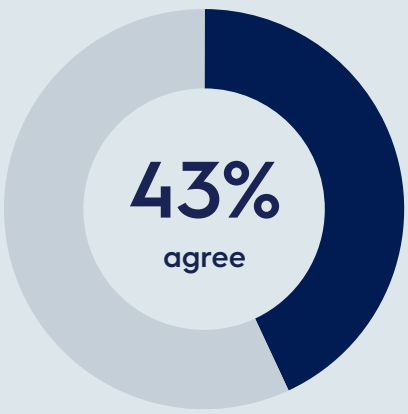
Respondents in Vietnam, Thailand, Australia and Israel indicated they worried the most about pandemics

39% compared to a global average of 31%

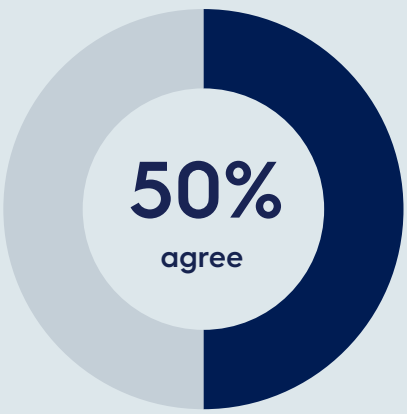


Willingness to make lifestyle changes

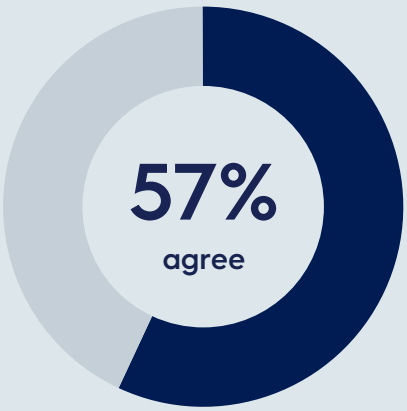
Our survey found that more than half (57%) of the respondents showed a willingness to make drastic lifestyle changes in order to save the planet. This sentiment was particularly noticeable in the respondents from within Latin America (66%).



"We will solve the climate crisis." [1]



"We are more optimistic about the future." [1]

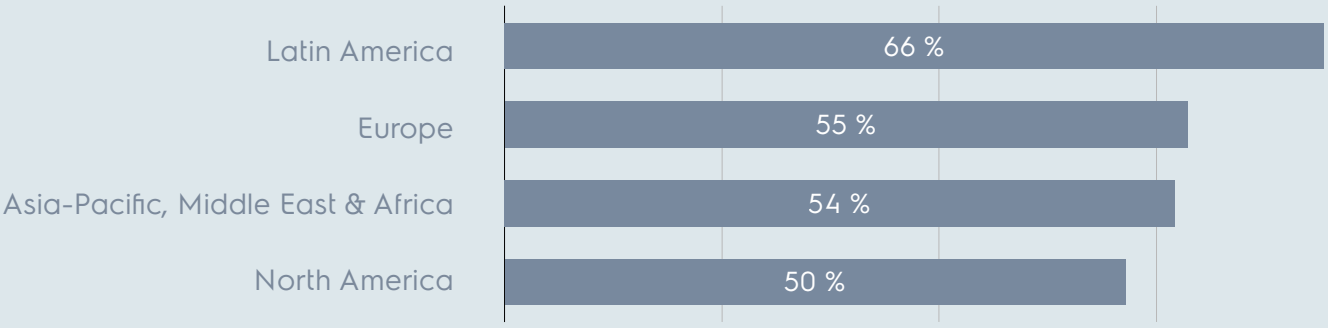


"I am willing to drastically change my lifestyle in order to save the planet." [2]

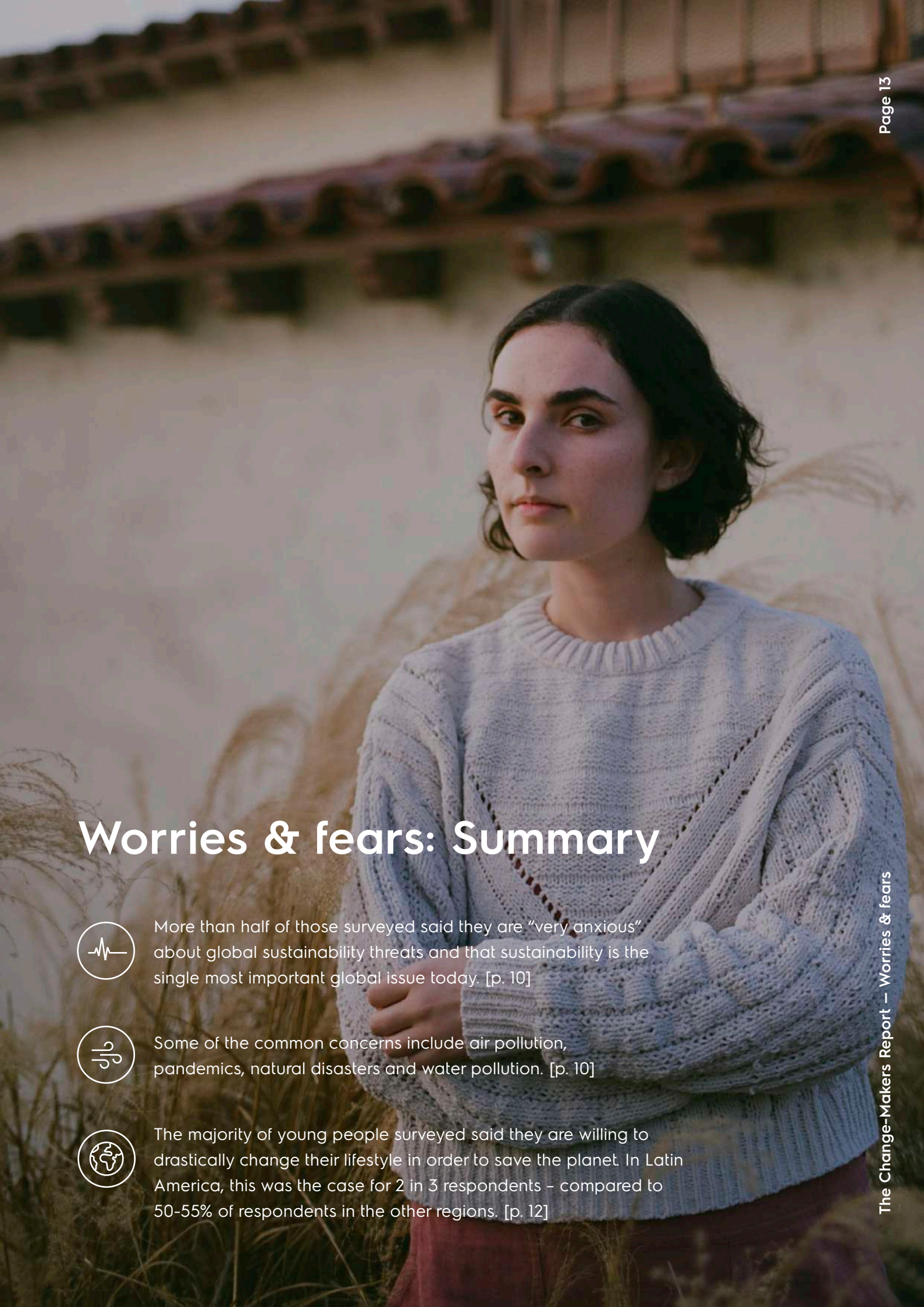
[1] Question: To what extent do you agree with the following statements about differences between your generation and previous generations? Those who answered 4 or 5.

[2] Question: To what extent do you agree with the following statements regarding sustainability? Those who answered 4 or 5.

Percentage per region who agreed with the statement: "I am willing to drastically change my lifestyle in order to save the planet."



Those who answered 4 or 5.



Worries & fears: Summary

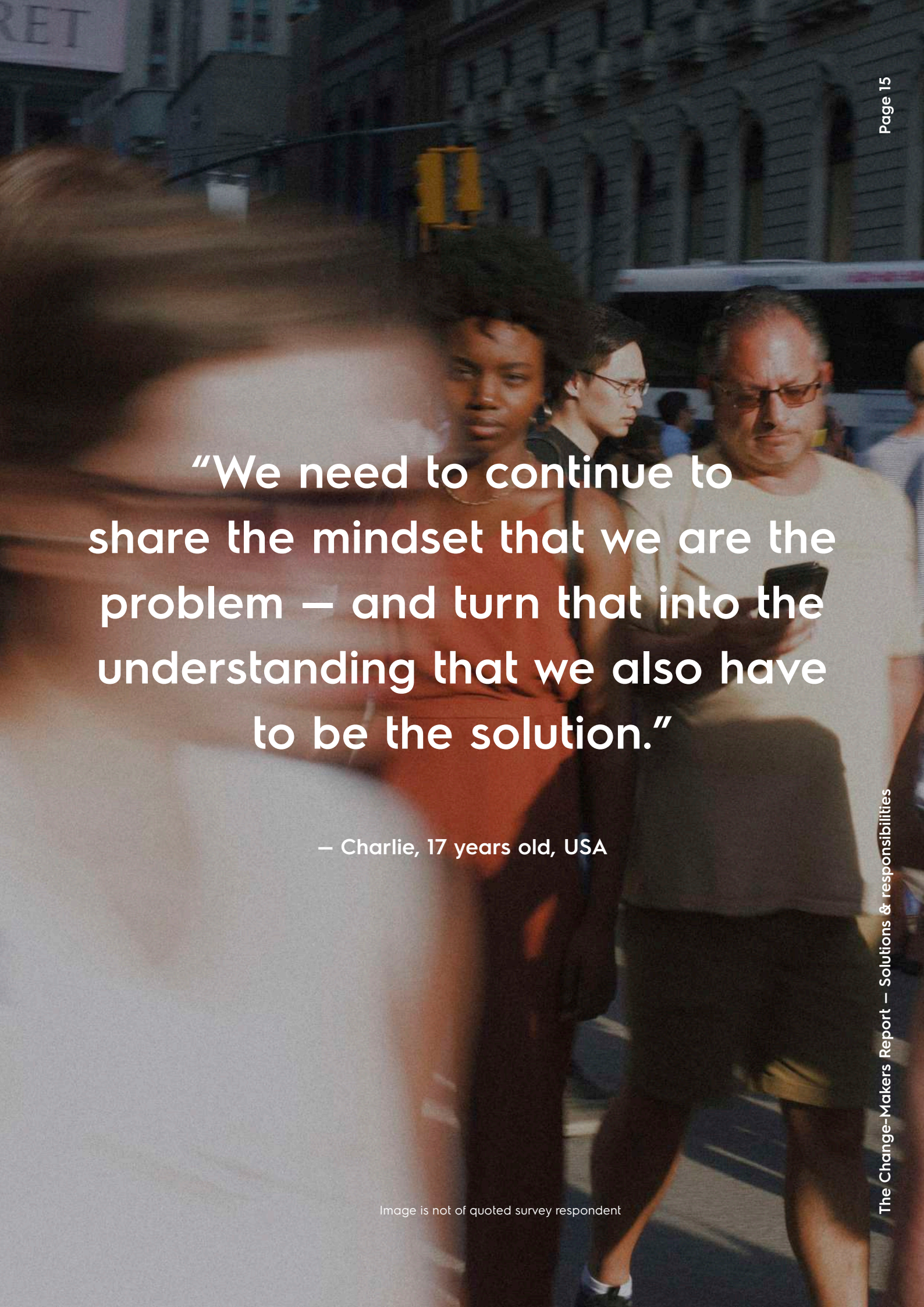
More than half of those surveyed said they are "very anxious" about global sustainability threats and that sustainability is the single most important global issue today. [p. 10]

Some of the common concerns include air pollution, pandemics, natural disasters and water pollution. [p. 10]

The majority of young people surveyed said they are willing to drastically change their lifestyle in order to save the planet. In Latin America, this was the case for 2 in 3 respondents - compared to 50-55% of respondents in the other regions. [p. 12]

Solutions & responsibilities

Do today's young people believe that solutions to the climate crisis are within reach? Who do they view as key players if the world is to transition to a more sustainable society?



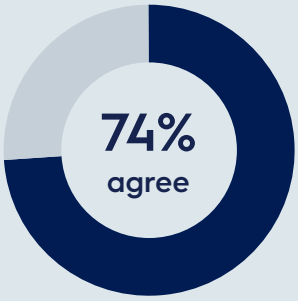
"We need to continue to share the mindset that we are the problem – and turn that into the understanding that we also have to be the solution."

– Charlie, 17 years old, USA

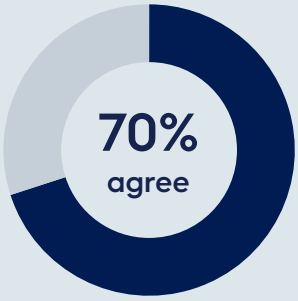
Image is not of quoted survey respondent

Pathways to more sustainable living

When it comes to the mission of sustainability, respondents regarded education (73%) with greatest importance. A much smaller portion (44%) pointed towards traditional ways of living as being the solution.



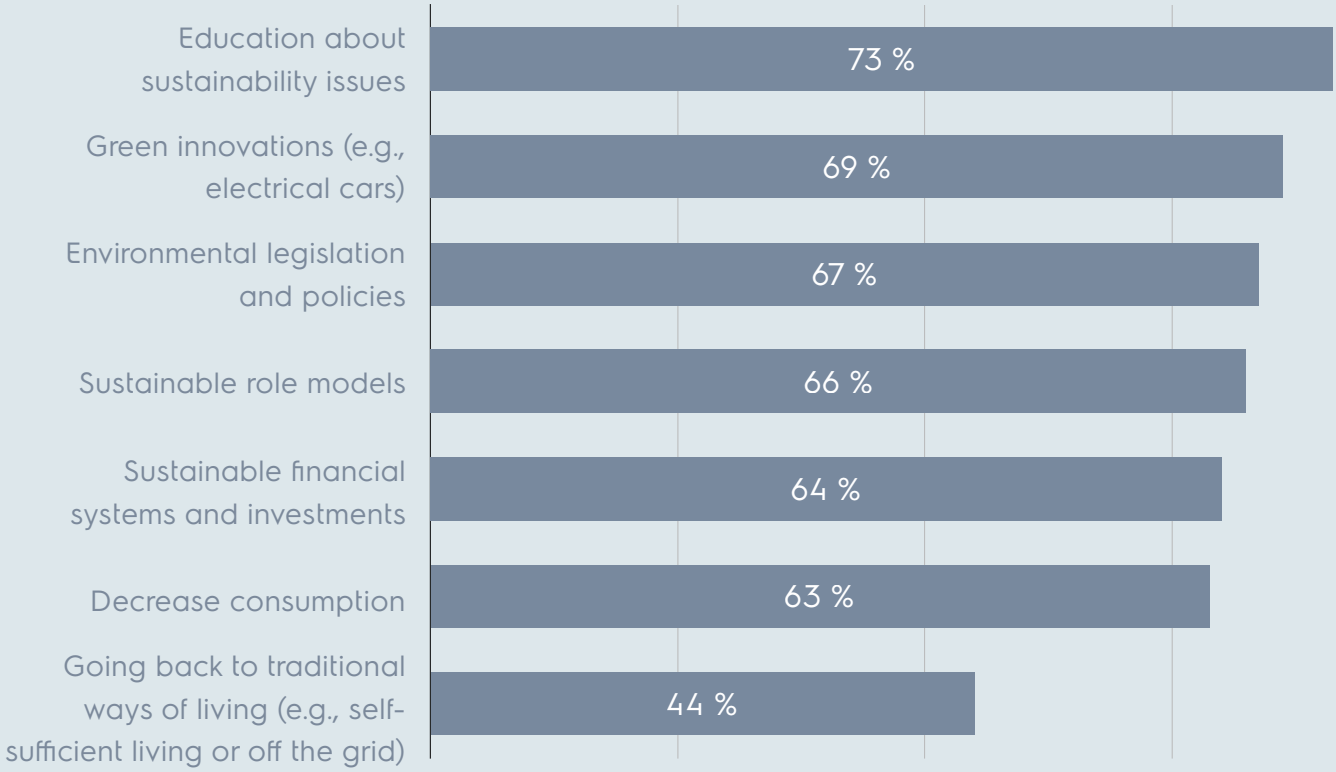
"It's up to everyone to take their responsibility to act sustainably."



"It's crucial that we make system-wide changes to transition to a sustainable society."

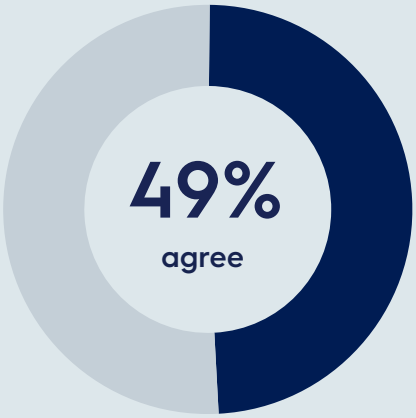
Question: To what extent do you agree with the following statements regarding sustainability? Those who answered 4 or 5.

How important are the following solutions in order to transition to a more sustainable society?



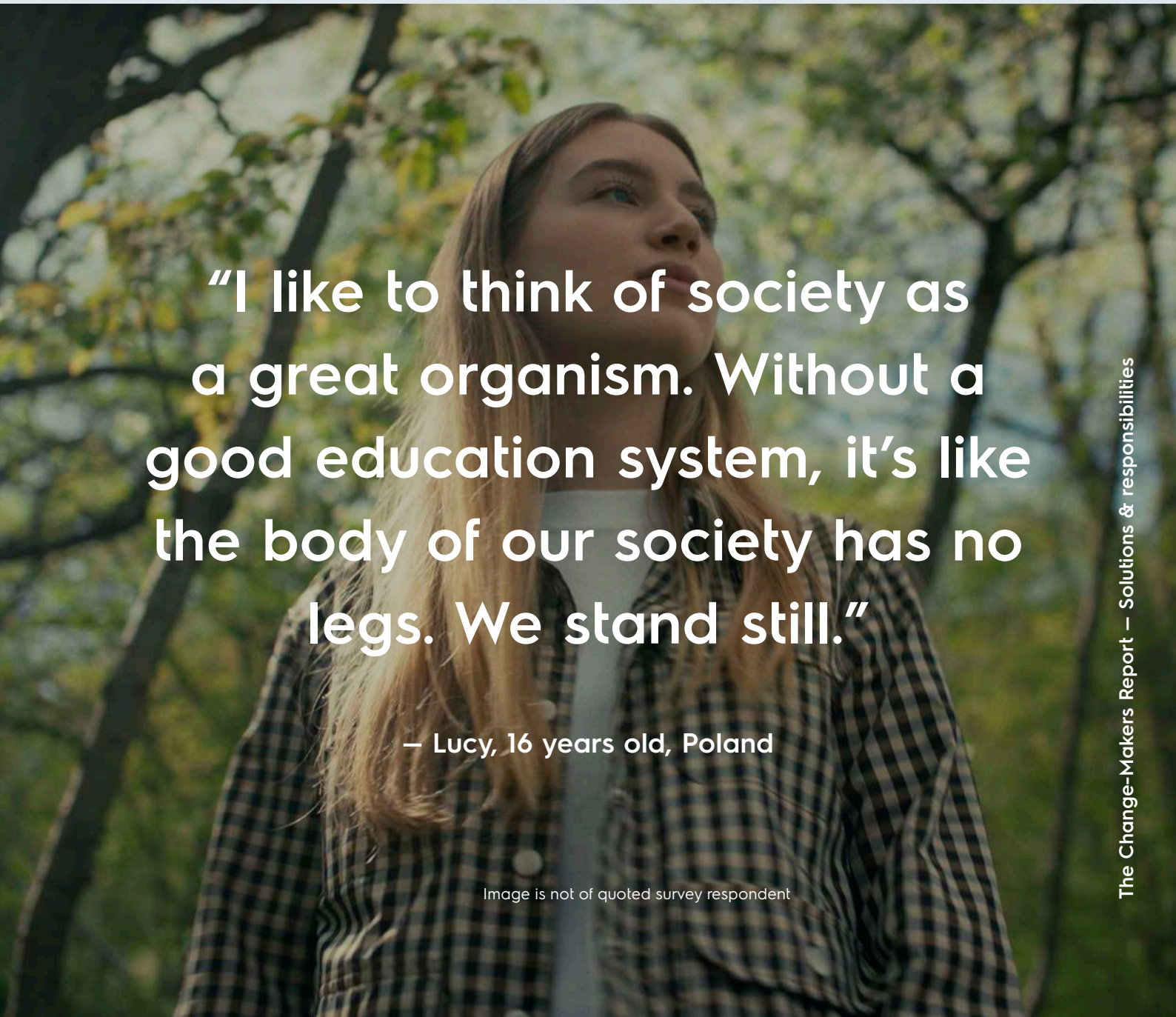
Those who answered 4 or 5.

Living more sustainably



"I actively try to influence others to live more sustainably."

Question: To what extent do you agree with the following statements regarding sustainability? Those who answered 4 or 5.



"I like to think of society as a great organism. Without a good education system, it's like the body of our society has no legs. We stand still."

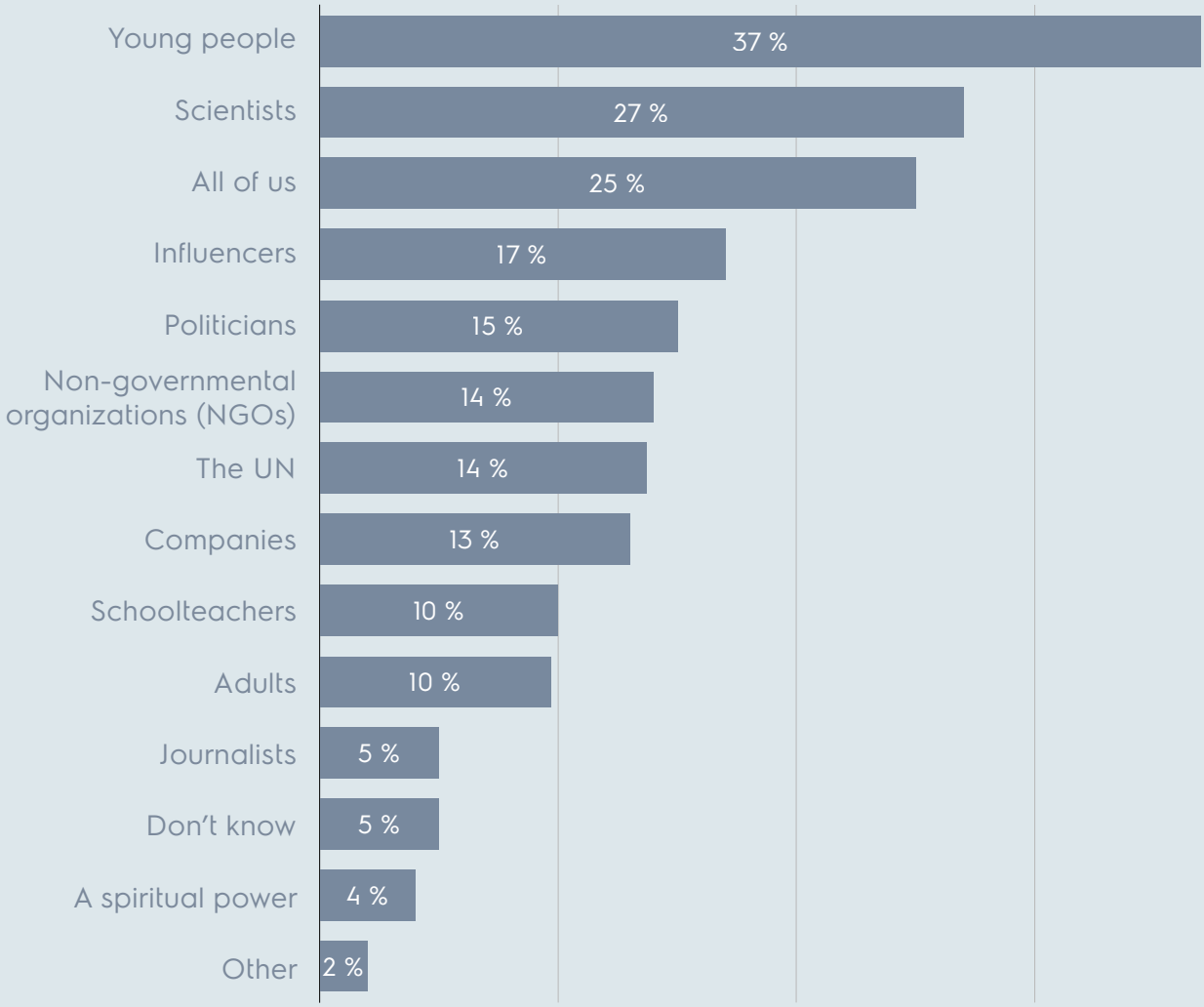
— Lucy, 16 years old, Poland

Image is not of quoted survey respondent

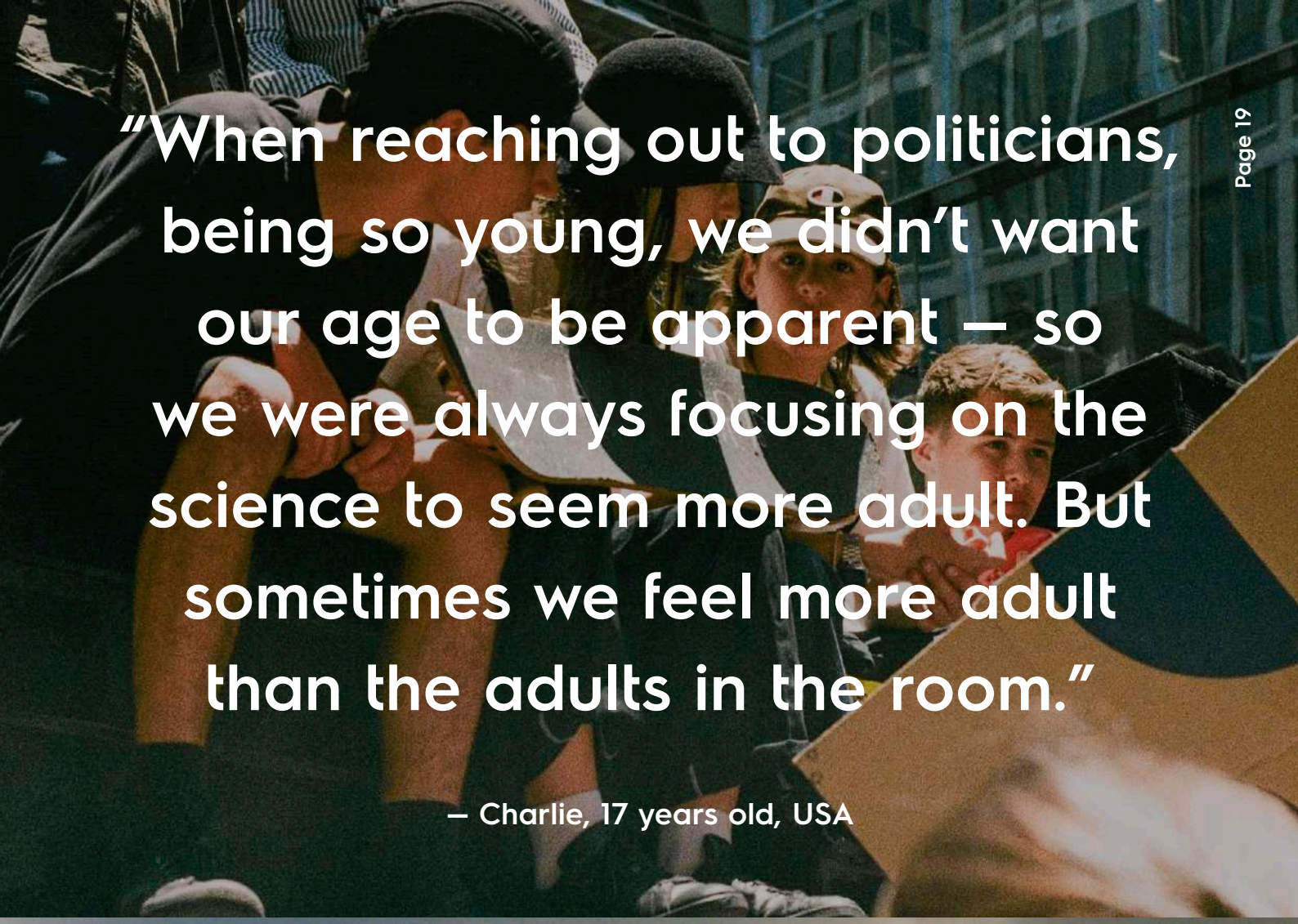
Leading the change

Young adults believe more in themselves than any other actor to lead the way. When asked who will lead the change towards a more sustainable future — with the option to select up to three responses — the most common answer was "young people" (37%). Only 10% consider adults as capable of making the necessary changes, while only 13% believe in companies' capabilities.

Who will lead the change towards a more sustainable future?



Question: Who will lead the change towards a more sustainable future? Select a maximum of three alternatives.



"When reaching out to politicians, being so young, we didn't want our age to be apparent — so we were always focusing on the science to seem more adult. But sometimes we feel more adult than the adults in the room."

— Charlie, 17 years old, USA

"If we start to make a change when we are young, we will grow up and become responsible adults that can continue to make changes. But I also believe that it is never too late to change."

— Diego, 18 years old, Chile

Images are not of quoted survey respondents

Faith in companies leading the change

13%

Only 13% believe that companies are capable of making the necessary changes

19%

Sweden and Germany have the highest trust for companies...

4%

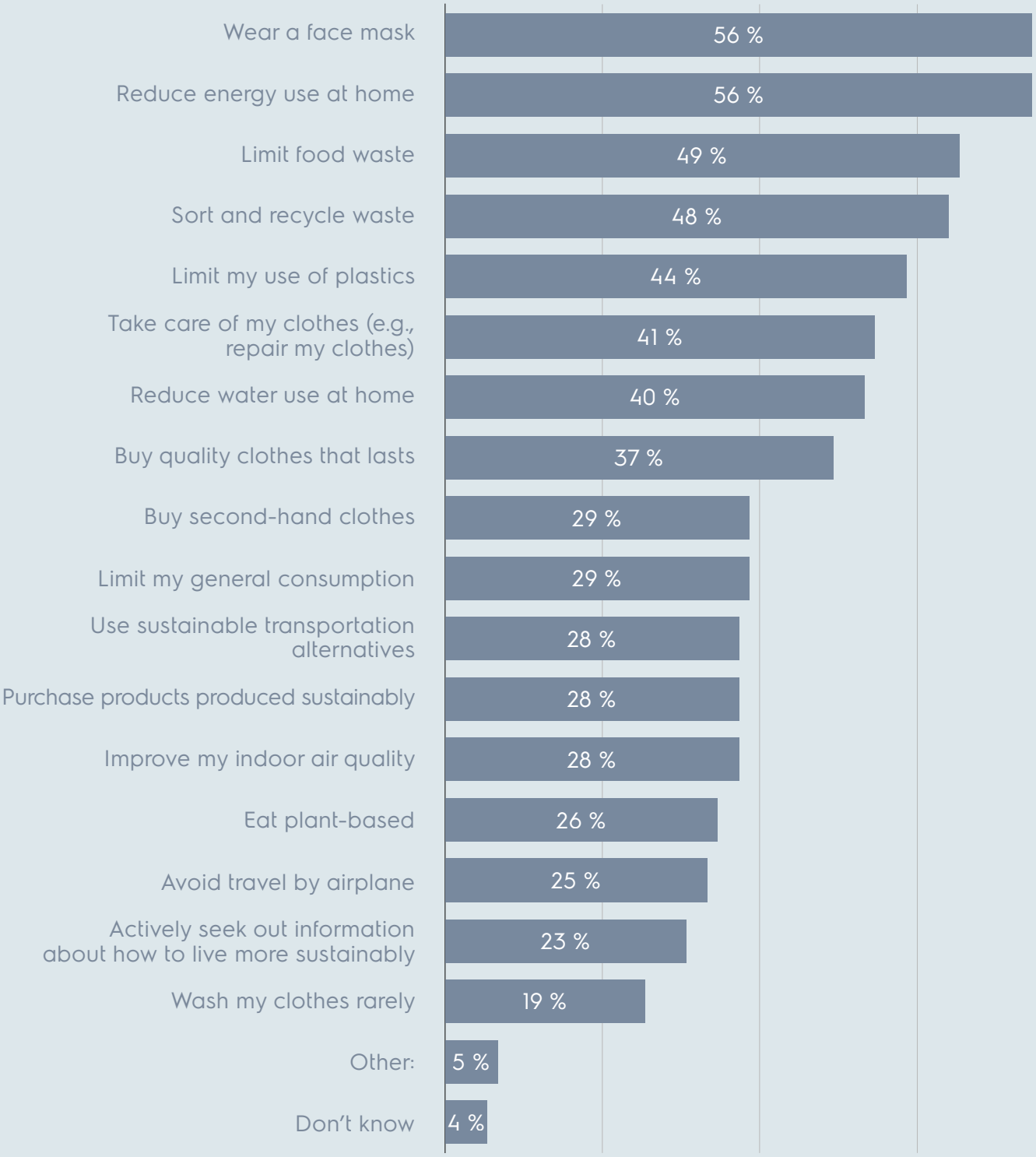
... while Thailand has the lowest

Question: Who will lead the change towards a more sustainable future? Respondents could select up to three alternatives; see figure on page 18.

"Brands use a lot of sustainability communication because people are into it. As a consumer, you have to do your own research. If only one collection a year is sustainable, you are still giving your money to them to make the other unsustainable collections."

— Alanis, 20 years old, France

Which of the following sustainable behaviors do your practice in your everyday life?



Which of the following sustainable behaviors do you practice in your everyday life? Respondents could select any number of responses.

Attitudes towards tech

Our study observed that young people are interested in a more sustainable relationship with tech and electronics.

Fewer but better technological devices

"I bought a device that is both an oven and microwave, which I really like. 2-in-1. One less product. That is so smart. There are so many devices that you use like, once a month, which feels so unnecessary."

— Hannah, 20 years old, Germany

Recyclable tech

"I often wish that electrical devices were made so you could easily separate the plastic and metal — and other materials — in order to recycle it better. Or maybe even reuse."

— Diego, 18 years old, Chile

Sharing lesser-used appliances

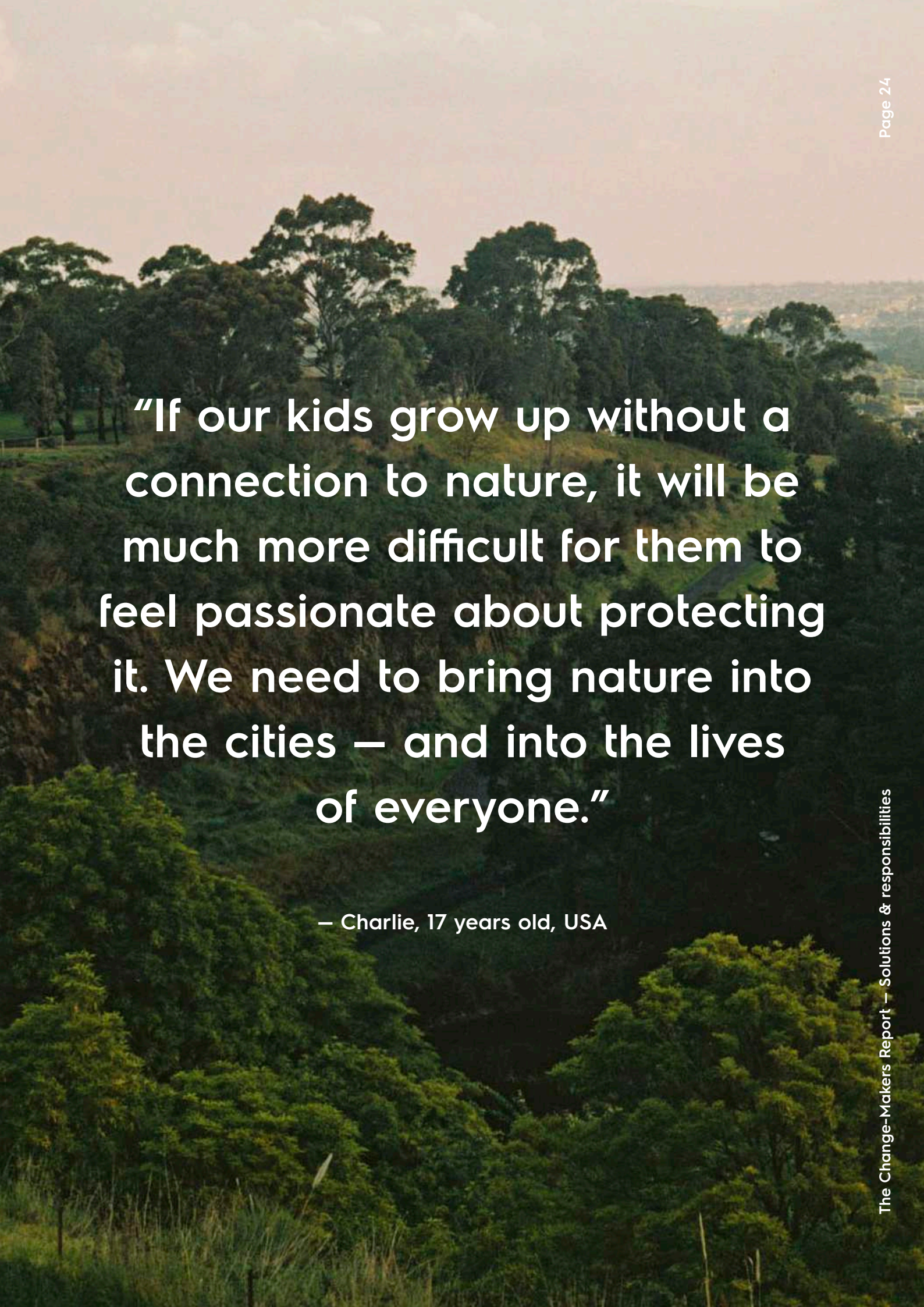
"It would be nice if there was a way to share things a bit more — like the washing machine or maybe the lawnmower — the stuff you don't use every day. Maybe you could share as a neighborhood so everyone doesn't need to have their own stuff."

— Alanis, 20 years old, France

Letting go of branded tech

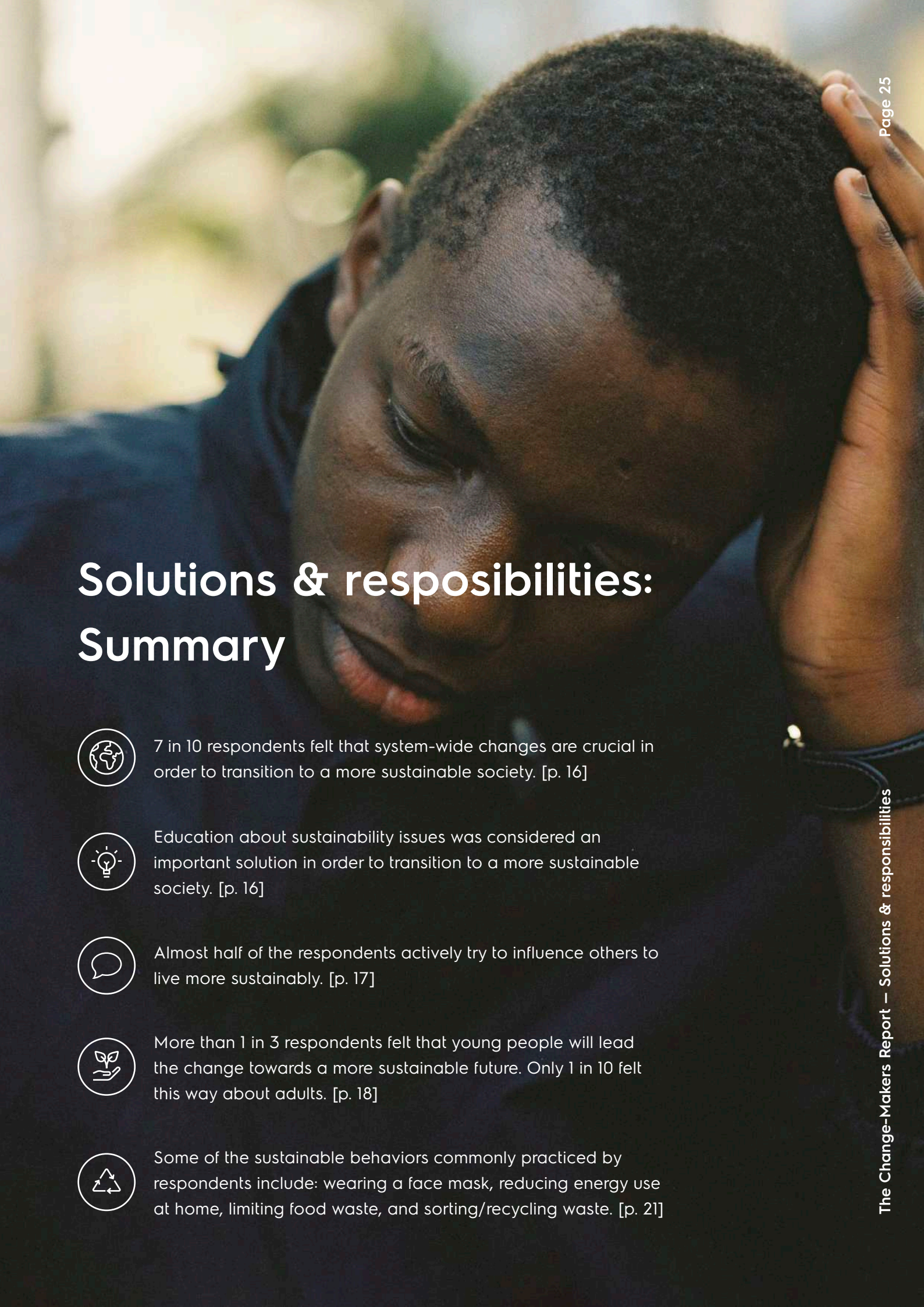
"I used to feel pressured to have the latest electronics because I had a certain brand. When I switched to another brand, I realized it doesn't matter what phone I have because nobody knows what the brand is. As I've gotten older, I've understood that it's just a phone."

— Emma, 18 years old, UK



"If our kids grow up without a connection to nature, it will be much more difficult for them to feel passionate about protecting it. We need to bring nature into the cities — and into the lives of everyone."

— Charlie, 17 years old, USA



Solutions & resposibilities: Summary

7 in 10 respondents felt that system-wide changes are crucial in order to transition to a more sustainable society. [p. 16]

Education about sustainability issues was considered an important solution in order to transition to a more sustainable society. [p. 16]

Almost half of the respondents actively try to influence others to live more sustainably. [p. 17]

More than 1 in 3 respondents felt that young people will lead the change towards a more sustainable future. Only 1 in 10 felt this way about adults. [p. 18]

Some of the sustainable behaviors commonly practiced by respondents include: wearing a face mask, reducing energy use at home, limiting food waste, and sorting/recycling waste. [p. 21]

Food

What are today's youth currently doing to reduce the climate impact of their food choices? Are there social or economic barriers that are holding them back from doing more? And how do they envision their ideal kitchens for tomorrow?

Food: The current landscape

An estimated 17 percent of total global food production is being wasted. [1]

In 2019, close to 750 million – nearly one in ten people in the world – were exposed to severe levels of food insecurity. [2]

39% of adults aged 18 or over are overweight, according to estimates for 2016. [3]

Food accounts for approximately a quarter of global greenhouse gas emissions. [4]

What we eat, how much we eat, how much food is wasted, and how food is produced will all need to change dramatically if the Paris Climate Agreement's central goal is to be met. [5]

[1] United Nations Environment Programme. (2021). Food Waste Index Report 2021. Nairobi: 8.

[2] FAO, IFAD, UNICEF, WFP and WHO. (2020). "The State of Food Security and Nutrition in the World 2020. Transforming food systems for affordable healthy diets." Rome, FAO: xvi.

[3] World Health Organization. (2021). "Obesity and overweight." Fact sheet

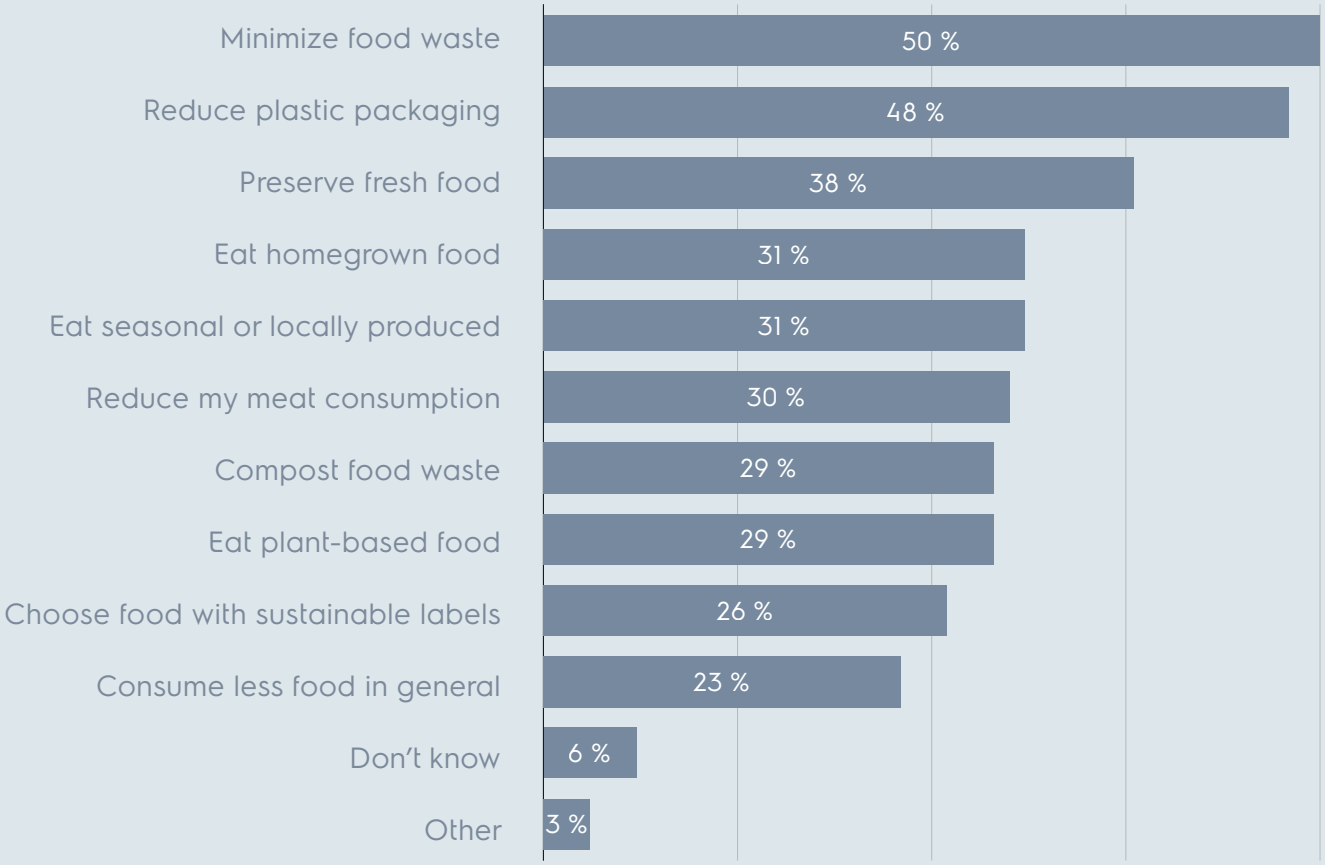
[4] Poore, J., & Nemecek, T. (2018). "Reducing food's environmental impacts through producers and consumers." Science, 360 (6392): 987-992.

[5] Clark, Michael A., Nina GG Domingo, Kimberly Colgan, Sumil K. Thakrar, David Tilman, John Lynch, Inês L. Azevedo, and Jason D. Hill. (2020). "Global food system emissions could preclude achieving the 1.5° and 2° C climate change targets." Science, 370 (6517): 705-708.

Today

Our study found that young people have come a long way in transitioning to more sustainable food habits. A key sentiment echoed by a number of respondents is that it is more "within reach" nowadays.

Which of the following behaviors connected to a sustainable approach to food do you practice today? I try to...



Respondents could select any number of responses.

Eating more plant-based food

29%

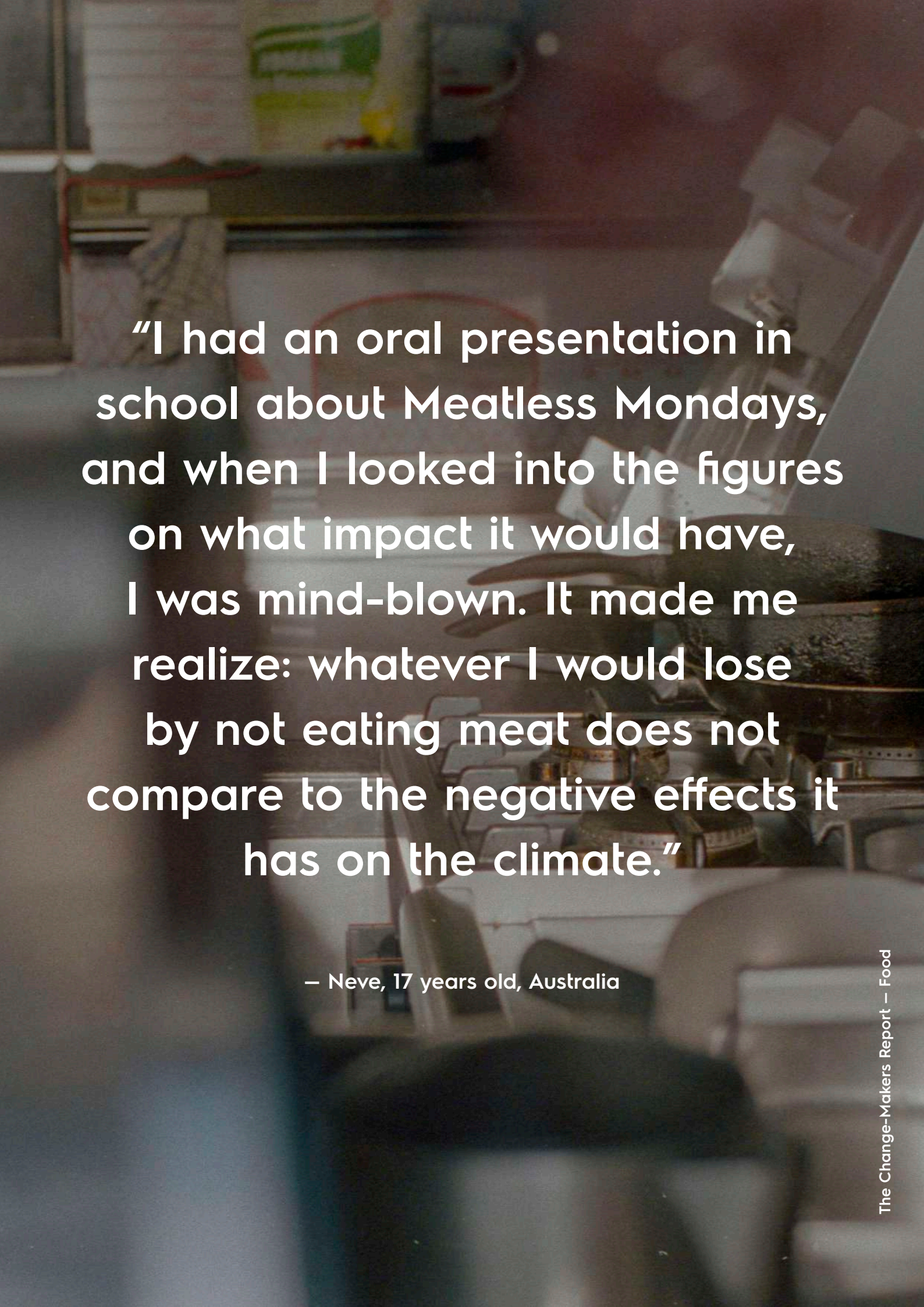
actively try to eat more plant-based food

39%

Latin America has the highest percentage of young people actively trying to eat more plant-based food...

24%

... while North America has the lowest



"I had an oral presentation in school about Meatless Mondays, and when I looked into the figures on what impact it would have, I was mind-blown. It made me realize: whatever I would lose by not eating meat does not compare to the negative effects it has on the climate."

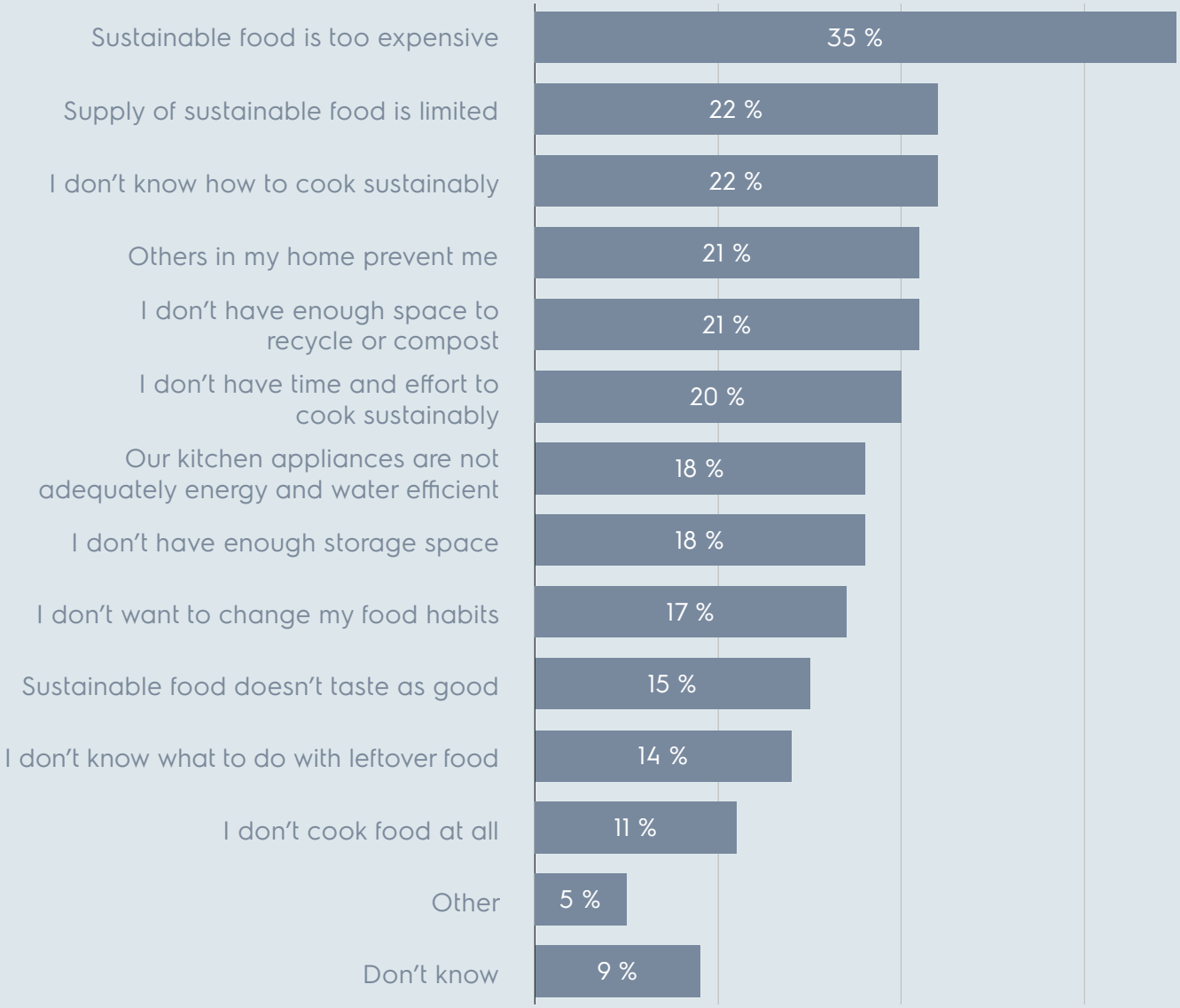
— Neve, 17 years old, Australia

Challenges

Our study observed that young people don't lack motivation or know-how but that social norms and affordability are the main barriers holding the respondents back from more sustainable food habits.

Across the four regions, respondents in Latin America were the most motivated to abandon meat (35%, compared to 30% on average) — but they also expressed high social resistance towards doing so, citing others in their home preventing them from practicing a more sustainable approach to food (26%, compared to 21% on average).

What is currently preventing you from practicing a more sustainable approach to food?



Respondents could select any number of responses.

Pressure and palates

24%

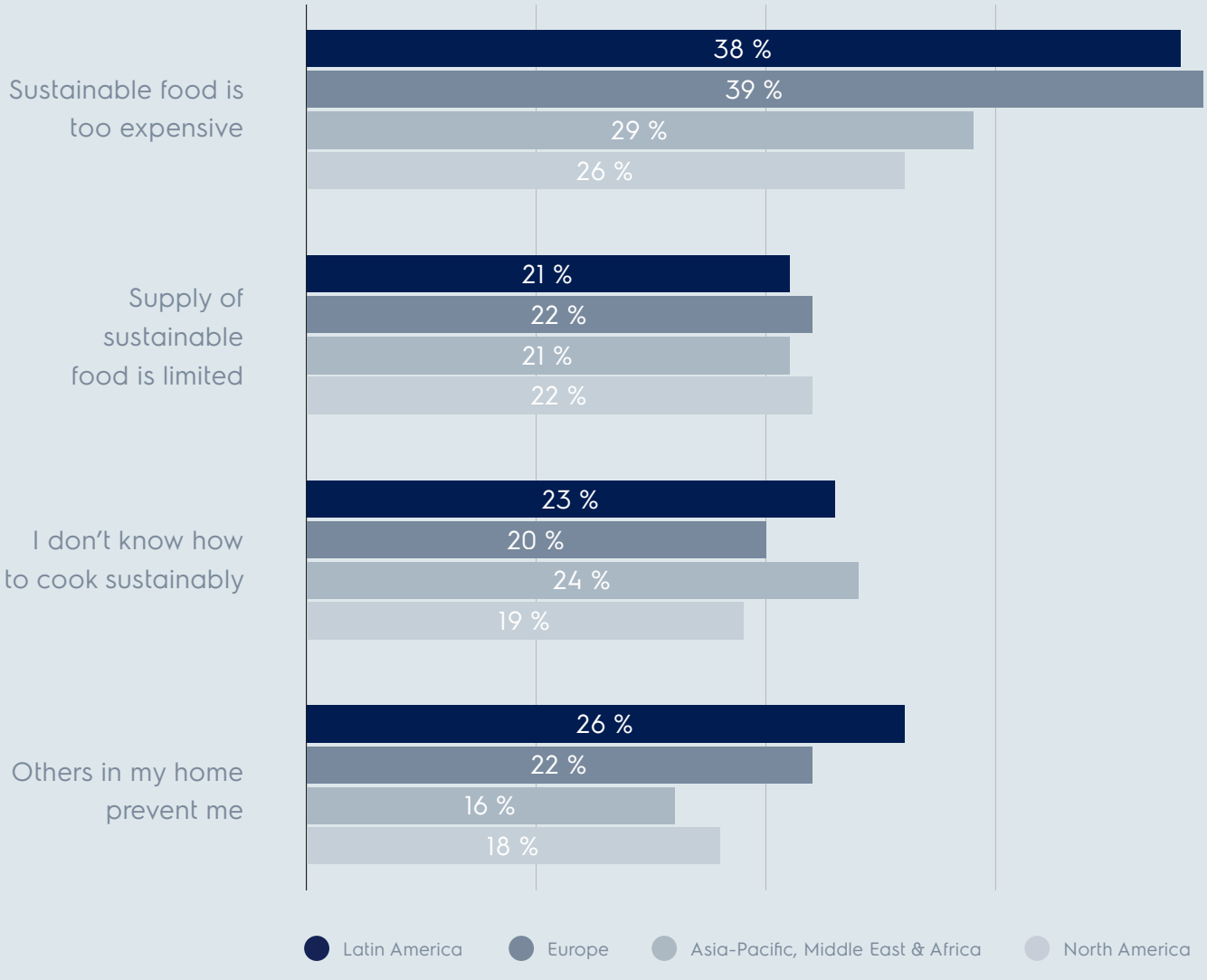
of female respondents say that others in their home prevent them, compared to 17% of male respondents.

18%

of male respondents say sustainable food doesn't taste as good, compared to 13% of female respondents.

Question: What is currently preventing you from practicing a more sustainable approach to food? Respondents could select any number of responses (see figure on page 30).

By region — More respondents in Latin America and Europe consider sustainable food too expensive



Question: What is currently preventing you from practicing a more sustainable approach to food? Respondents could select any number of responses (see figure on page 30).

"I try to eat healthier food, but it depends on the economy. Often the vegetarian options [like] salad are really expensive and will not even keep me satisfied for so long."

— Diego, 18 years old, Chile

"We celebrate everything in Chile with a barbecue. It is a big part of the culture. A lot of people think a meal without meat isn't a proper meal."

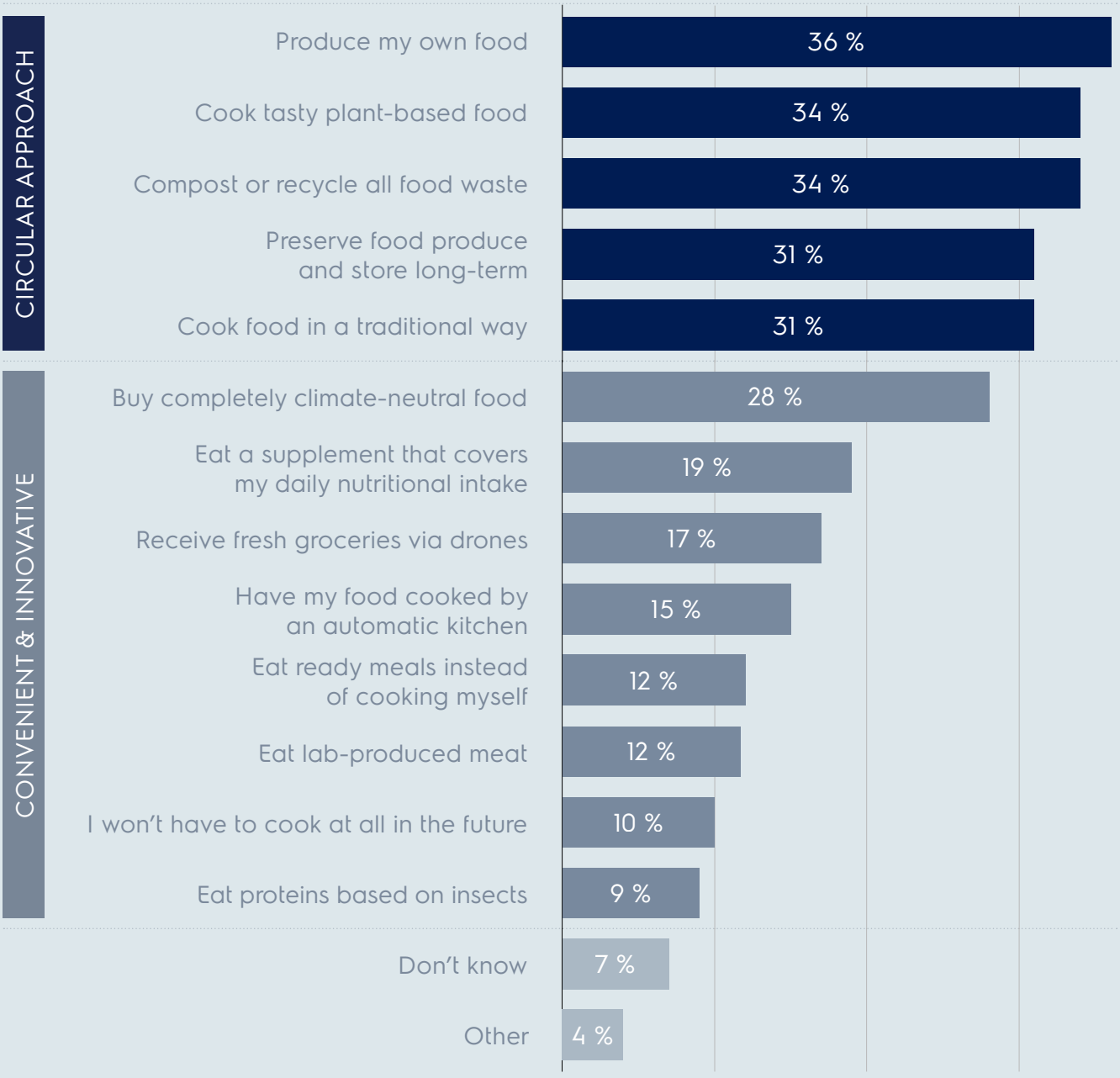
— Diego, 18 years old, Chile

Tomorrow

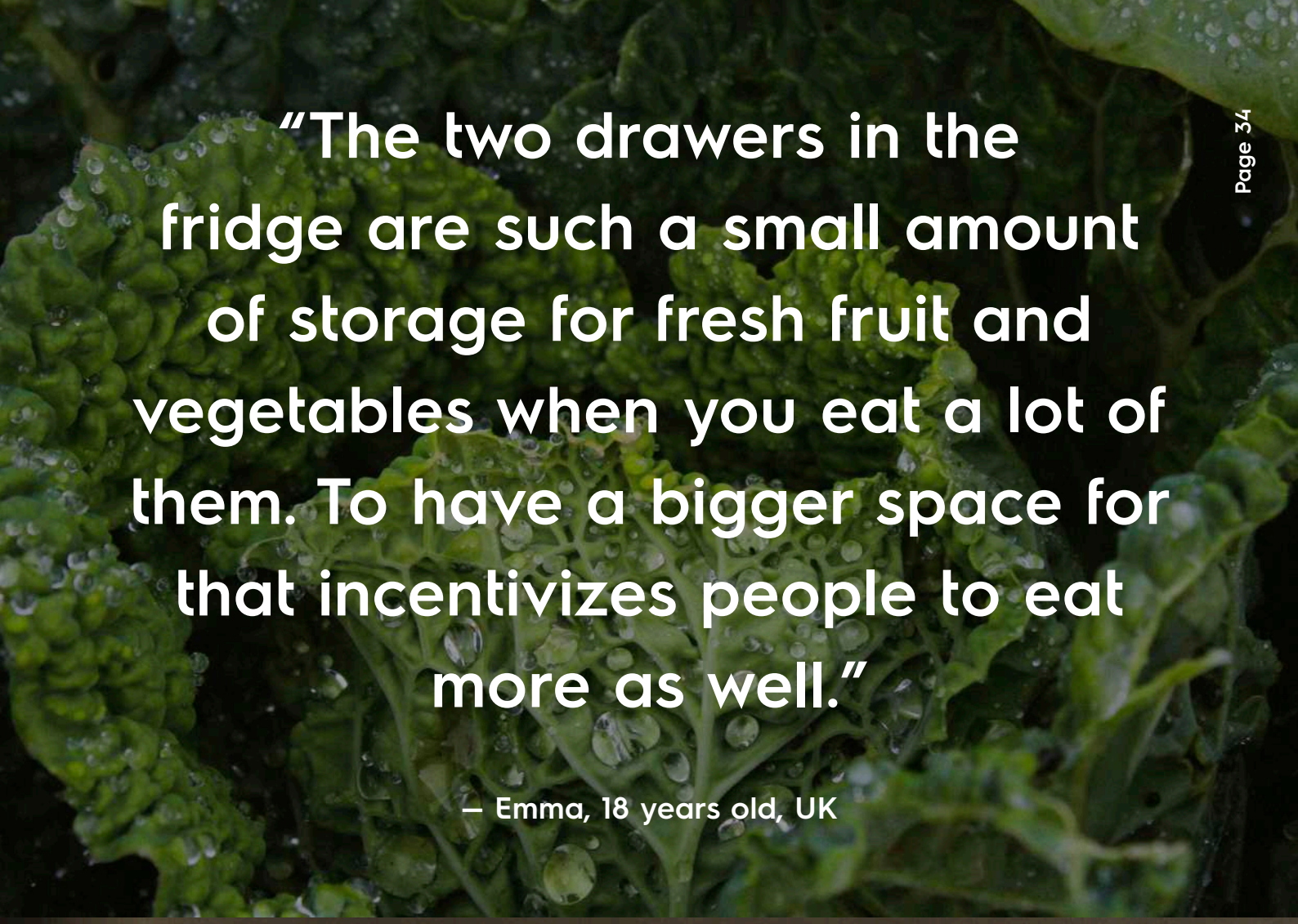
When thinking about the tastes of tomorrow, respondents were more commonly drawn toward food options that brought a circular approach (producing one's own food; cooking tasty plant-based food; composting and recycling).

These were favored over convenient or innovative options (nutritional supplements; groceries delivered by drones; eating lab-produced meat).

In my future sustainable home, I want to be able to:

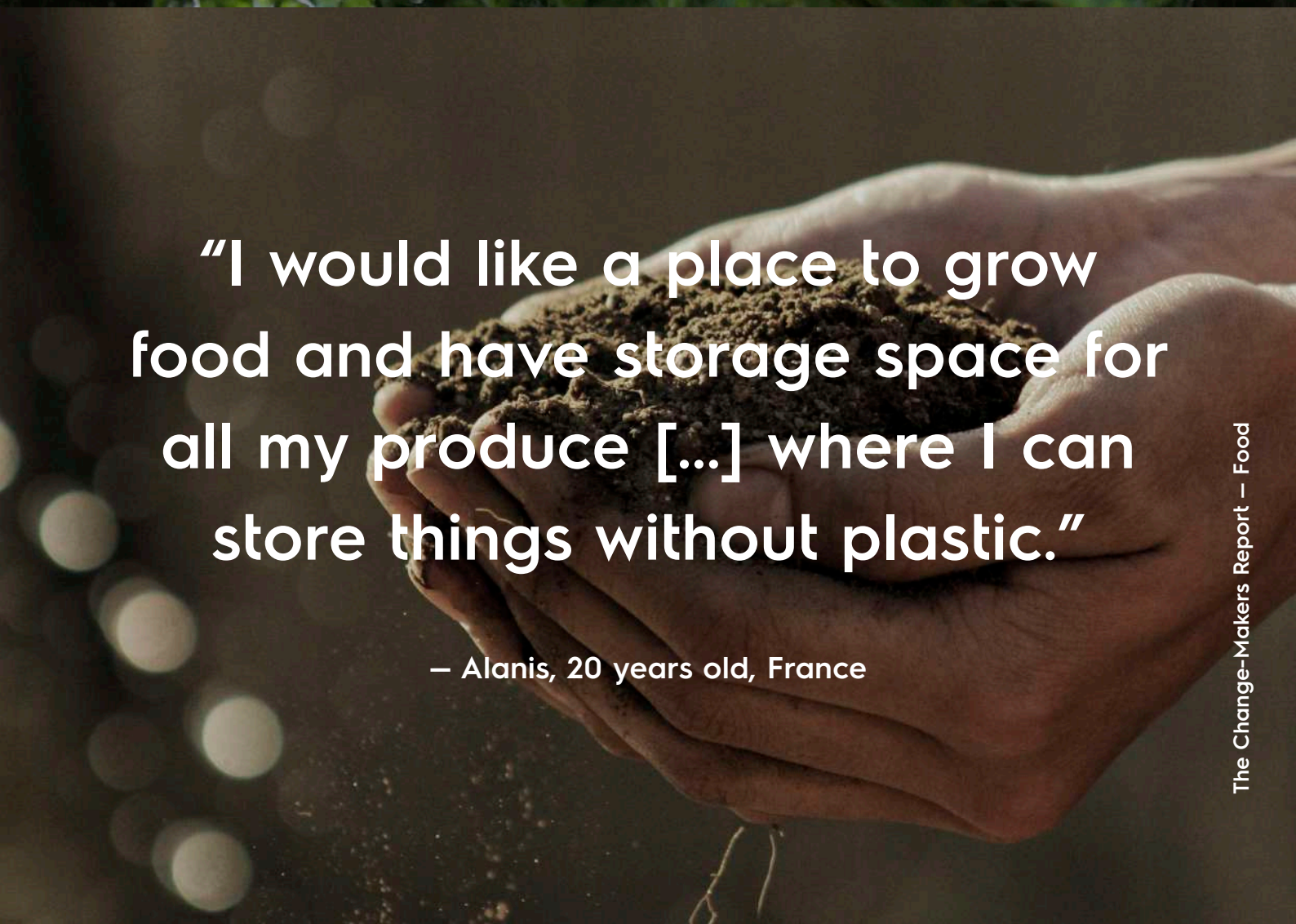


Respondents could select any number of responses



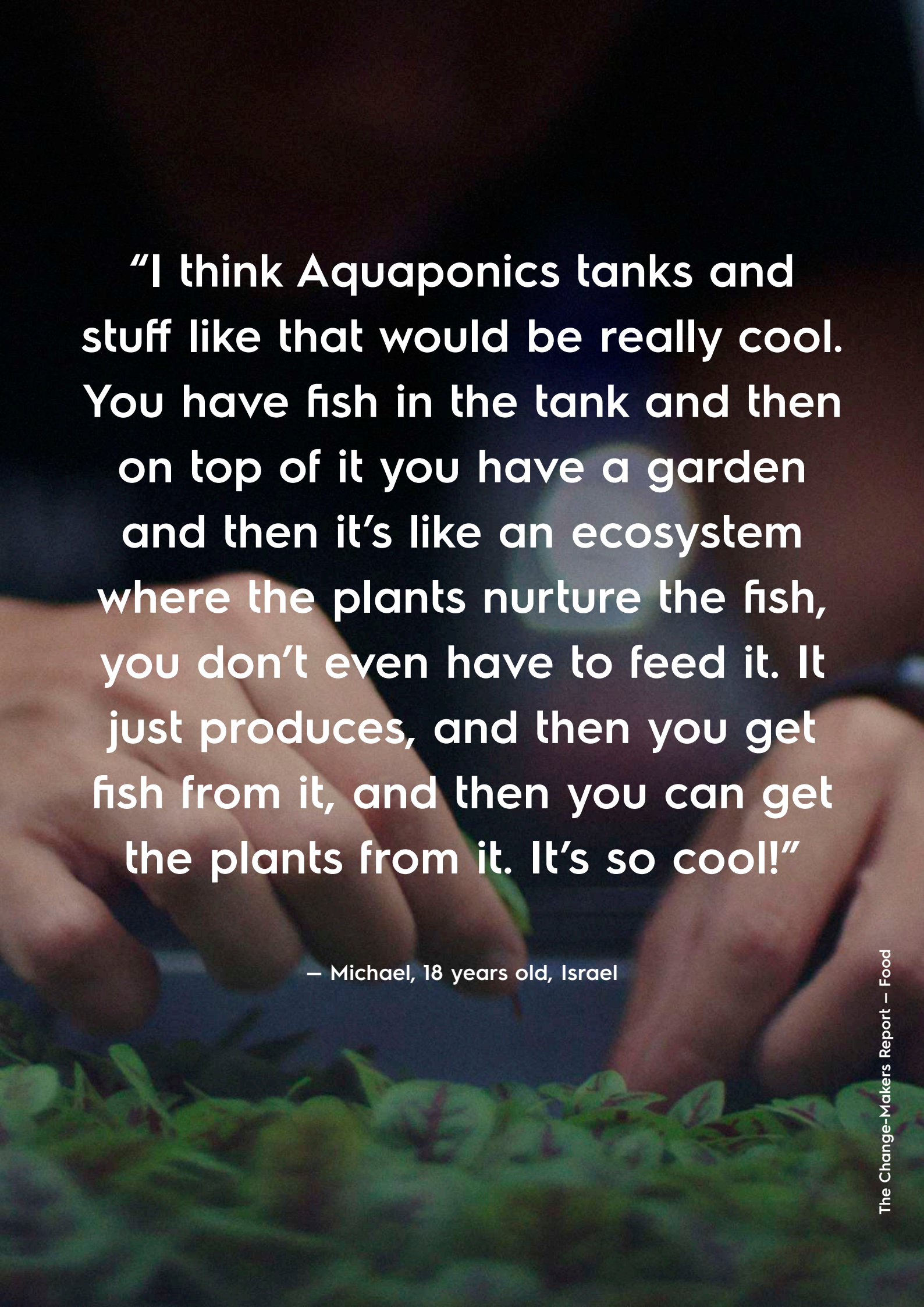
"The two drawers in the fridge are such a small amount of storage for fresh fruit and vegetables when you eat a lot of them. To have a bigger space for that incentivizes people to eat more as well."

– Emma, 18 years old, UK



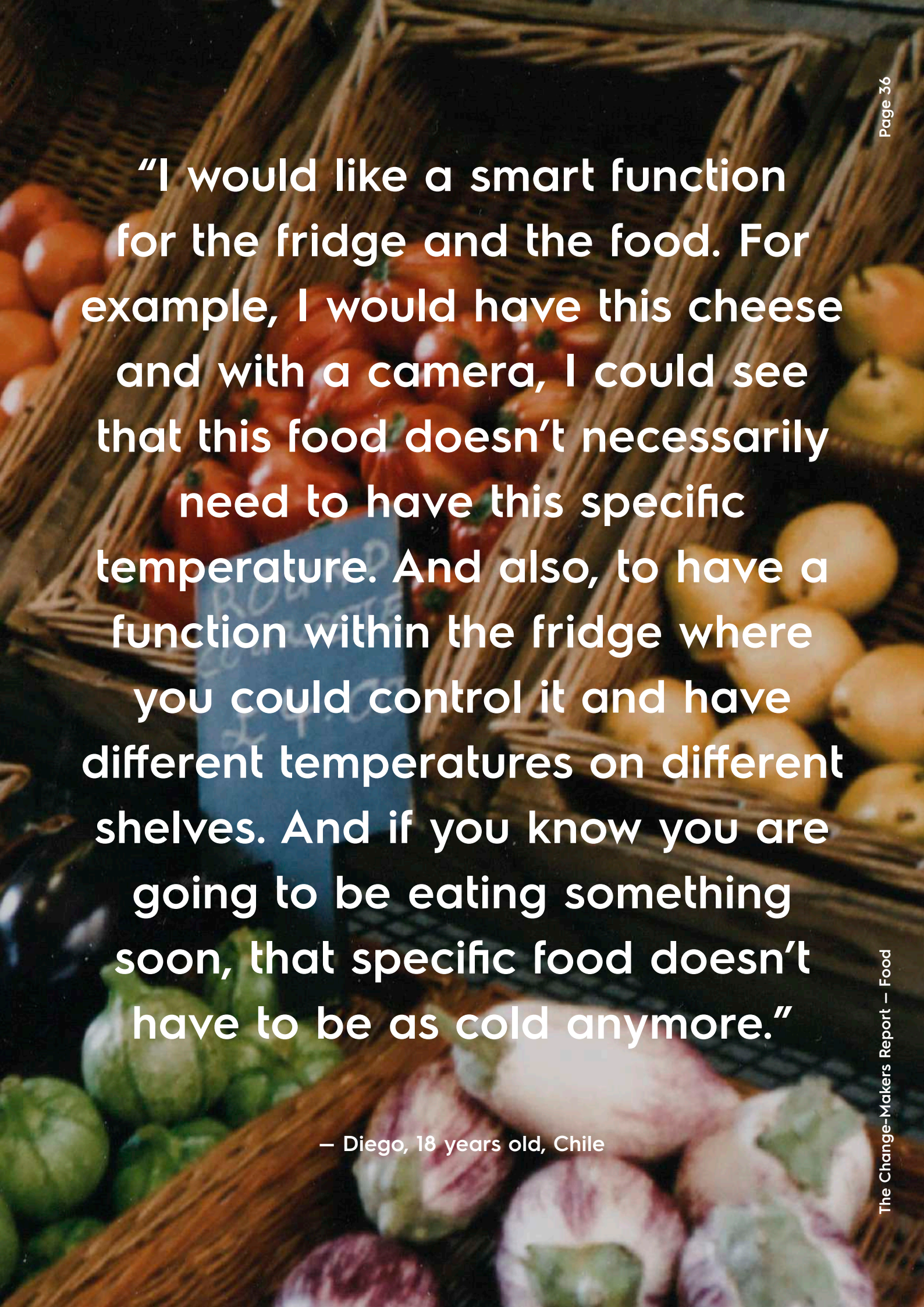
"I would like a place to grow food and have storage space for all my produce [...] where I can store things without plastic."

– Alanis, 20 years old, France



"I think Aquaponics tanks and stuff like that would be really cool. You have fish in the tank and then on top of it you have a garden and then it's like an ecosystem where the plants nurture the fish, you don't even have to feed it. It just produces, and then you get fish from it, and then you can get the plants from it. It's so cool!"

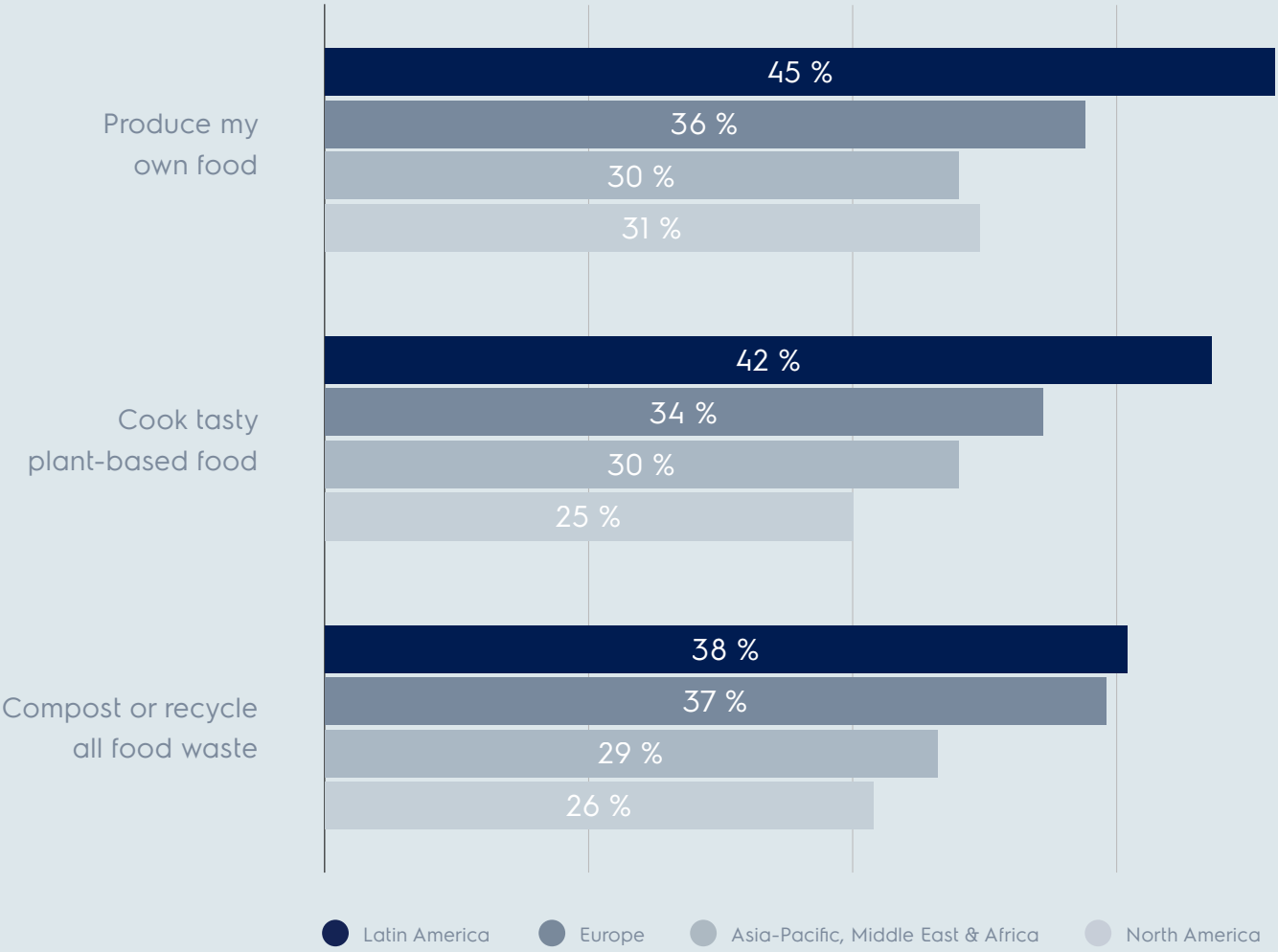
— Michael, 18 years old, Israel



"I would like a smart function for the fridge and the food. For example, I would have this cheese and with a camera, I could see that this food doesn't necessarily need to have this specific temperature. And also, to have a function within the fridge where you could control it and have different temperatures on different shelves. And if you know you are going to be eating something soon, that specific food doesn't have to be as cold anymore."

— Diego, 18 years old, Chile

By region — Respondents in Latin America showed higher interest in adopting sustainable food habits in their future homes



Question: "In my future sustainable home, I want to be able to…" Respondents could select any number of responses; see figure on page 33.

Food: Summary

Half the young people surveyed say they try to minimize food waste, while 30% said they try to reduce meat consumption. [p. 28]

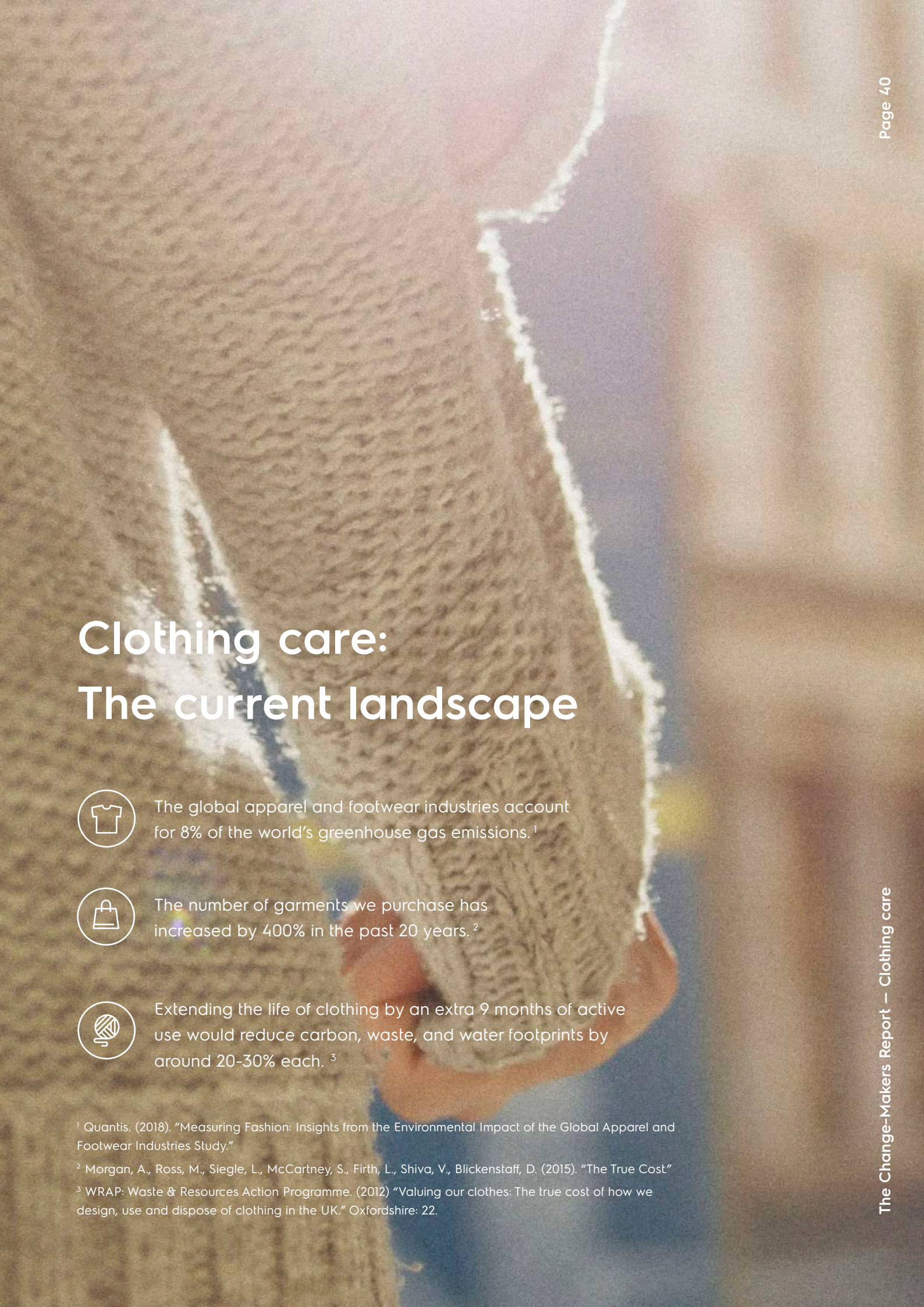
There appear to be economic barriers to eating more sustainably, with more than one third of respondents saying that sustainable food is too expensive. [p. 30]

When it comes to their future sustainable homes, over a third of respondents wanted to produce their own food, cook tasty plant-based food, and compost or recycle all food waste. [p. 33]

Only 12% of respondents said they would like to eat lab-produced meat, while only 10% said they won't have to cook at all in their future sustainable home. [p. 33]

Clothing care

How conscious are today's youth about the impact of their own clothes-buying habits? With regard to care, how knowledgeable are they about washing in ways that can extend the lives of their clothes – or about washing in ways that can be more water and energy efficient?



Clothing care: The current landscape

The global apparel and footwear industries account for 8% of the world's greenhouse gas emissions. [1]

The number of garments we purchase has increased by 400% in the past 20 years. [2]

Extending the life of clothing by an extra 9 months of active use would reduce carbon, waste, and water footprints by around 20-30% each. [3]

[1] Quantis. (2018). "Measuring Fashion: Insights from the Environmental Impact of the Global Apparel and Footwear Industries Study."

[2] Morgan, A., Ross, M., Siegle, L., McCartney, S., Firth, L., Shiva, V., Blickenstaff, D. (2015). "The True Cost."

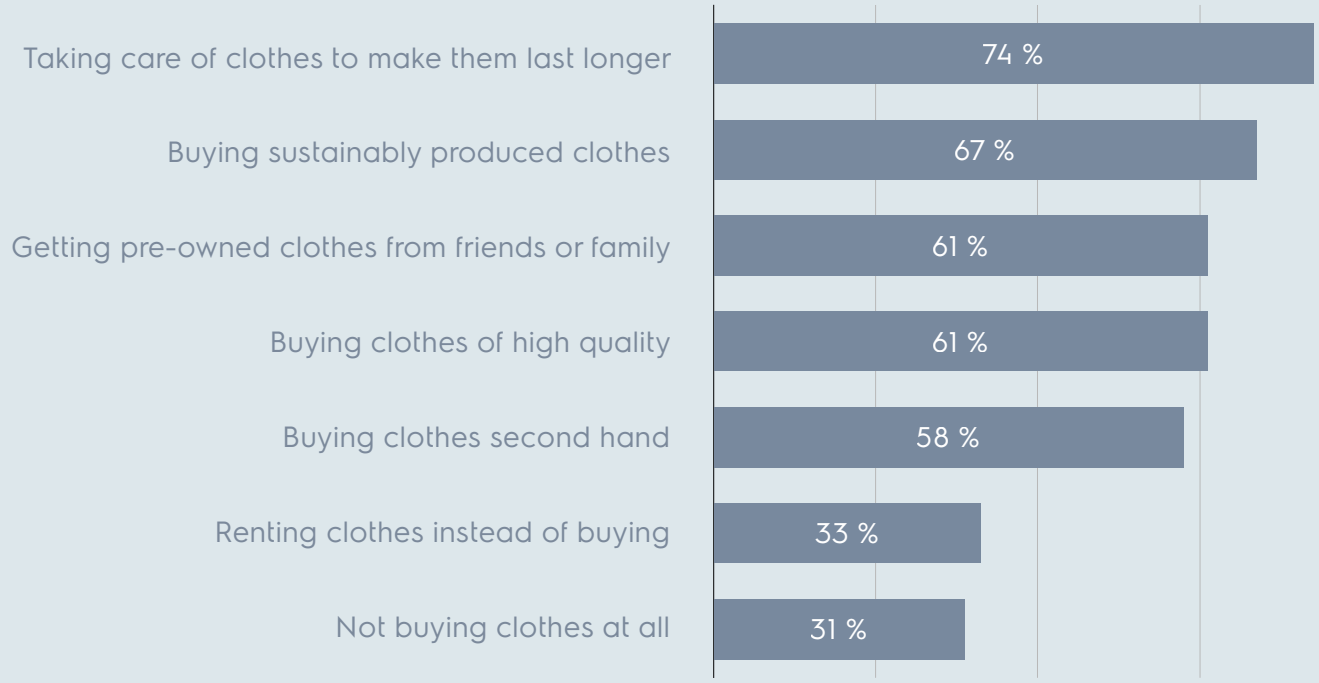
[3] WRAP: Waste & Resources Action Programme. (2012) "Valuing our clothes: The true cost of how we design, use and dispose of clothing in the UK." Oxfordshire: 22.

Today

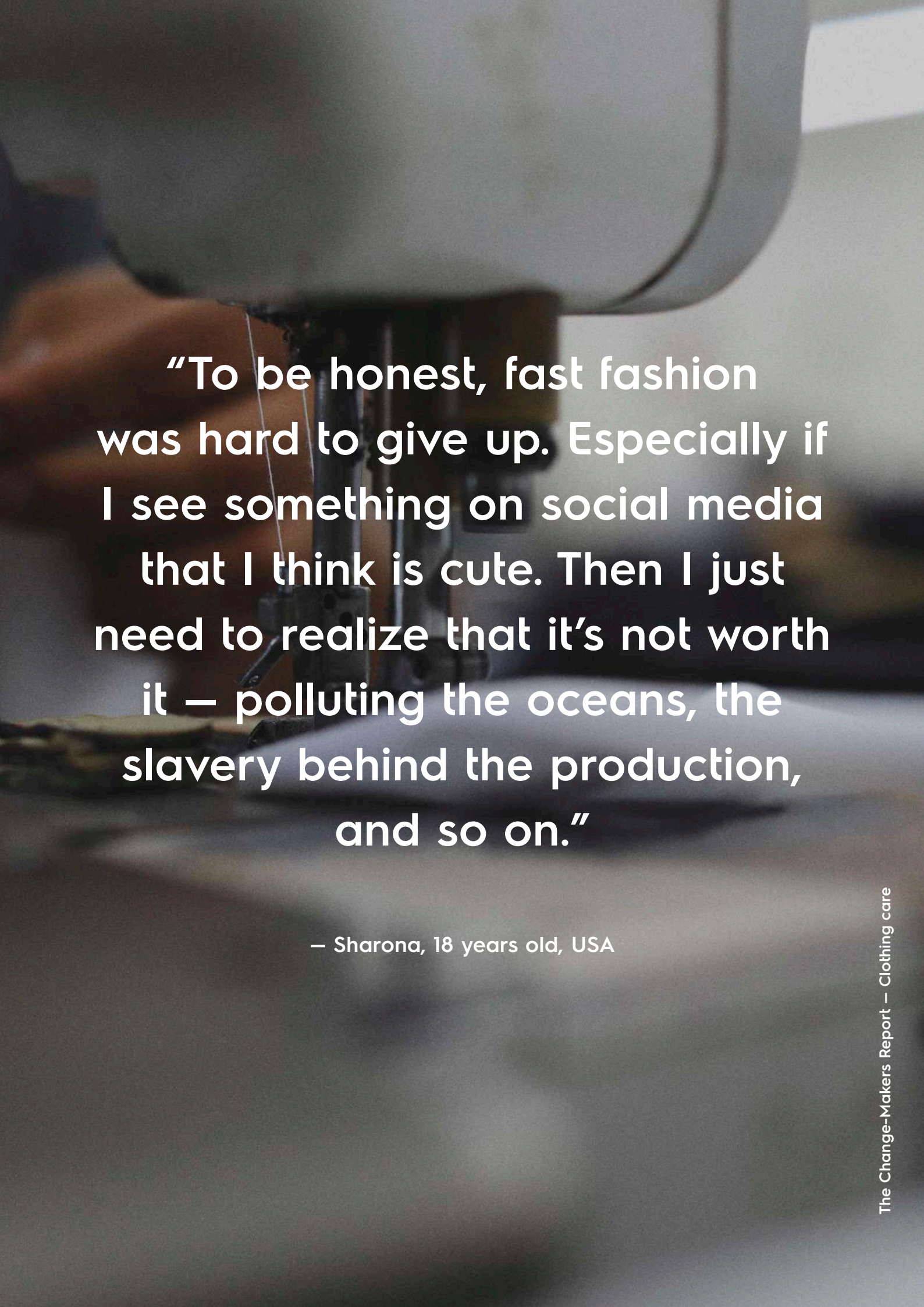
Our study observed that while many young people are well aware of the negative impact of the fashion industry, there is a common sentiment that fashion is one of the hardest things to give up.

However, while "fast fashion" is seen as a hard trend to buck, there are signs it could be making way for "made to last" — indicating that perhaps new isn't necessarily better.

How sustainable are the following approaches to the use of clothes?



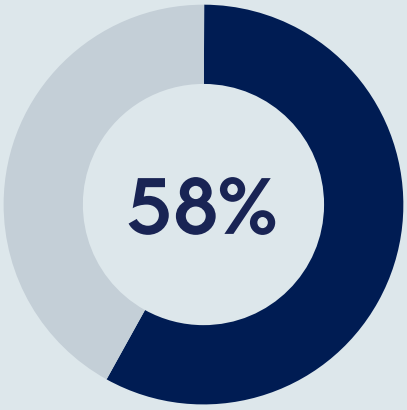
Question: How sustainable are the following approaches to use of clothes?
Those who answered 4 or 5.



"To be honest, fast fashion was hard to give up. Especially if I see something on social media that I think is cute. Then I just need to realize that it's not worth it – polluting the oceans, the slavery behind the production, and so on."

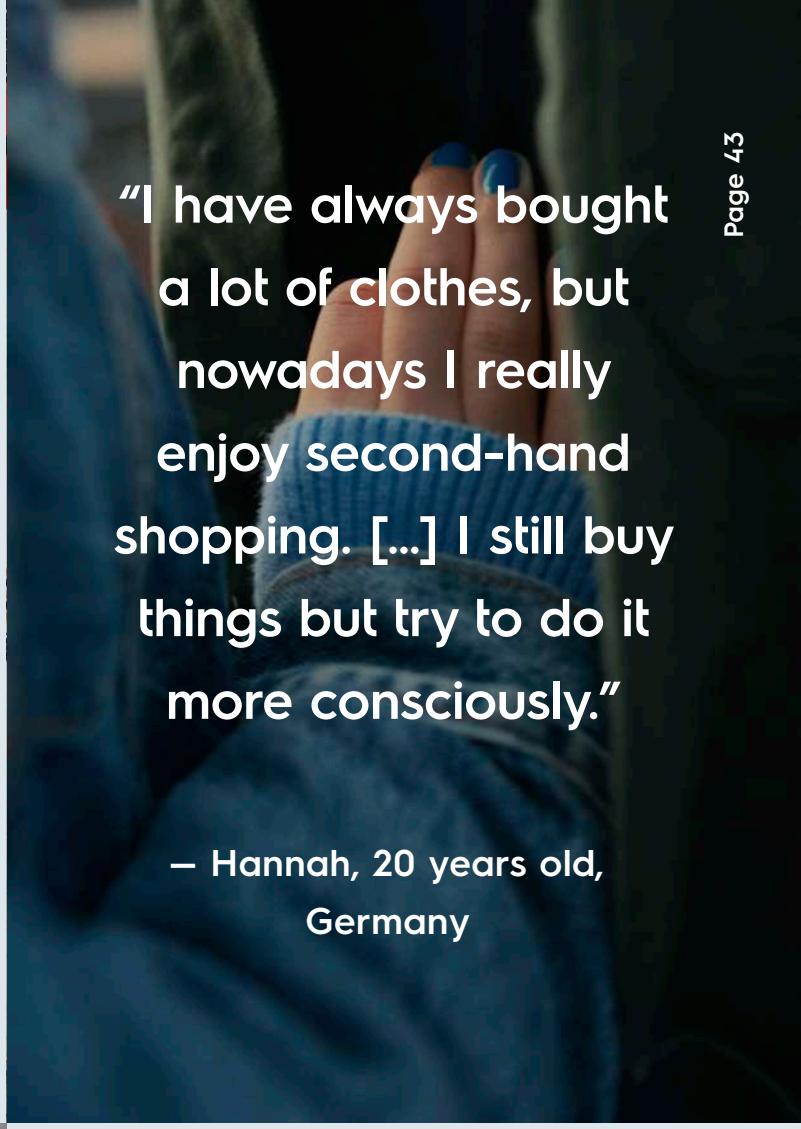
– Sharona, 18 years old, USA

Vintage fashion



consider buying second-hand clothes as a highly sustainable approach to fashion

Question: How sustainable are the following approaches to use of clothes? Buying clothes second hand. Those who answered 4 or 5.



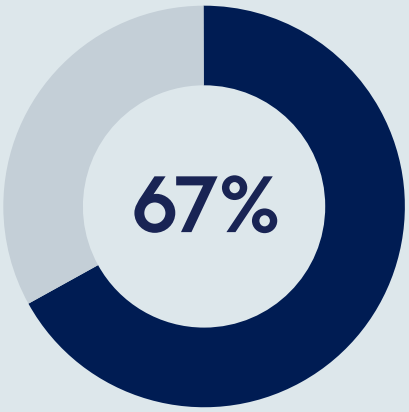
"I have always bought a lot of clothes, but nowadays I really enjoy second-hand shopping. [...] I still buy things but try to do it more consciously."

— Hannah, 20 years old, Germany

"We have enough clothes on the planet for everyone. We should focus more on circular consumption and reuse."

— Hannah, 20 years old, Germany

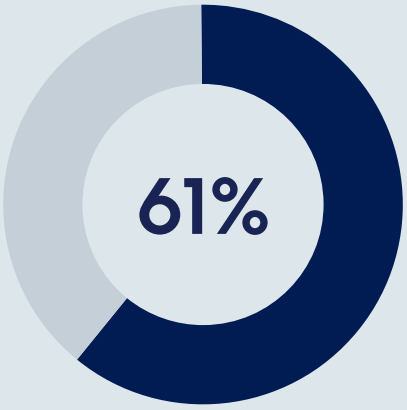
Production considerations



perceive clothes produced sustainably as a highly sustainable approach to fashion

Question: How sustainable are the following approaches to use of clothes? Buying sustainably produced clothes. Those who answered 4 or 5.

Inherit clothes



perceive getting previously owned clothes from friends or family as a highly sustainable approach to fashion

Question: How sustainable are the following approaches to use of clothes? Getting previously owned clothes from friends or family. Those who answered 4 or 5.

"I don't buy clothes, but I use clothes from family members or friends. And then I pass clothes on when I don't want them anymore."

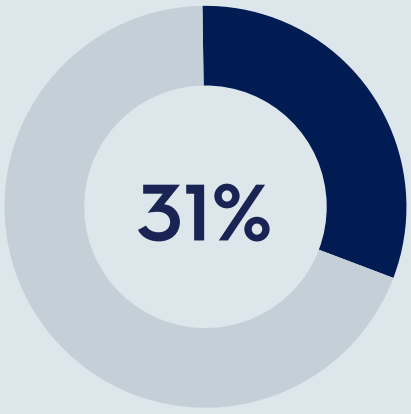
— Michael, 20 years old, Israel

Image is not of quoted survey respondent

"I think the shopping culture is too strong. Maybe what we buy will change, but I don't see shopping as an activity disappearing any time soon."

— Michael, 20 years old, Israel

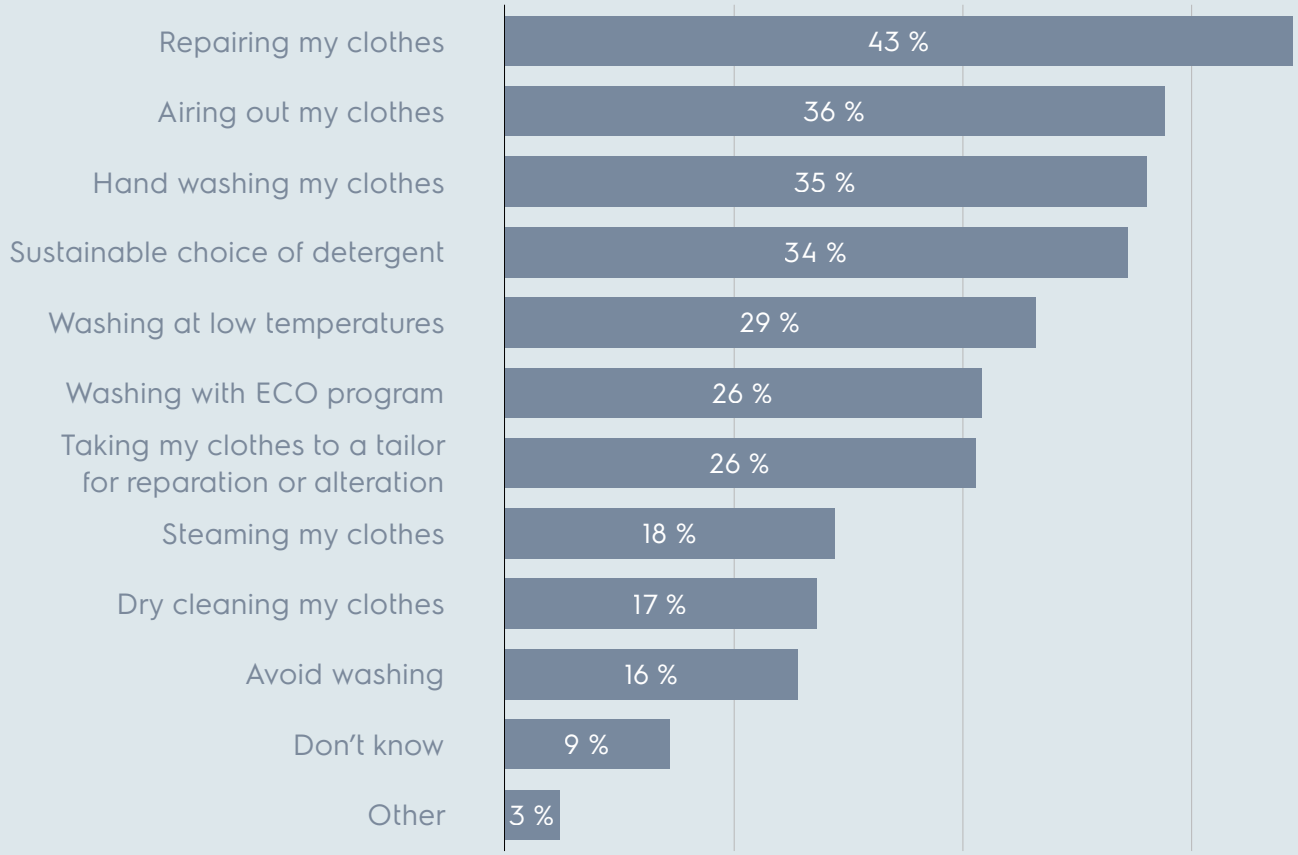
Cease buying clothes



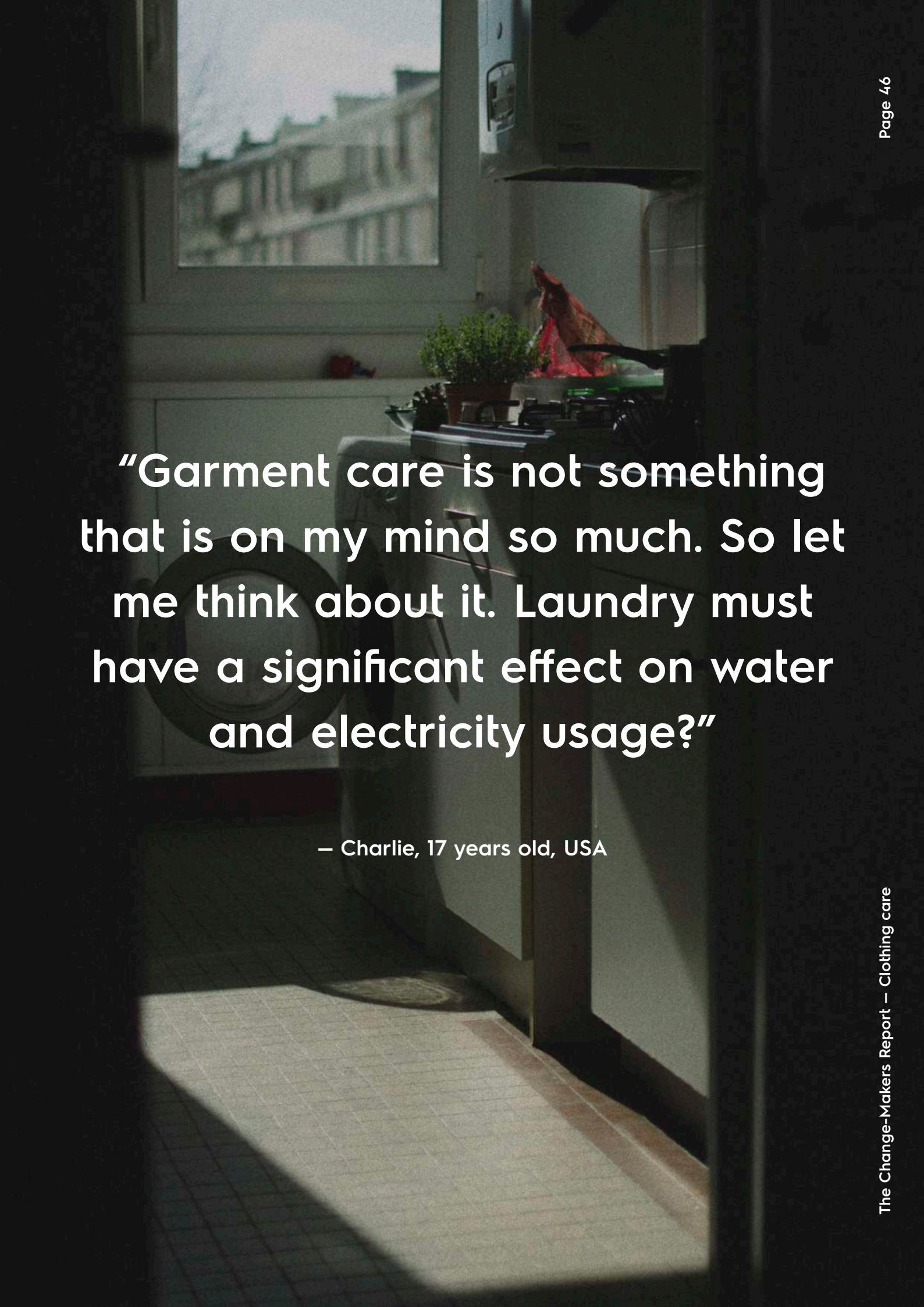
perceive not buying any clothes at all as a highly sustainable approach to fashion

Question: How sustainable are the following approaches to use of clothes? Not buying any clothes at all. Those who answered 4 or 5.

Which of the following do you believe are effective ways to take care of clothes to extend their lifetime?



Respondents could select any number of responses.



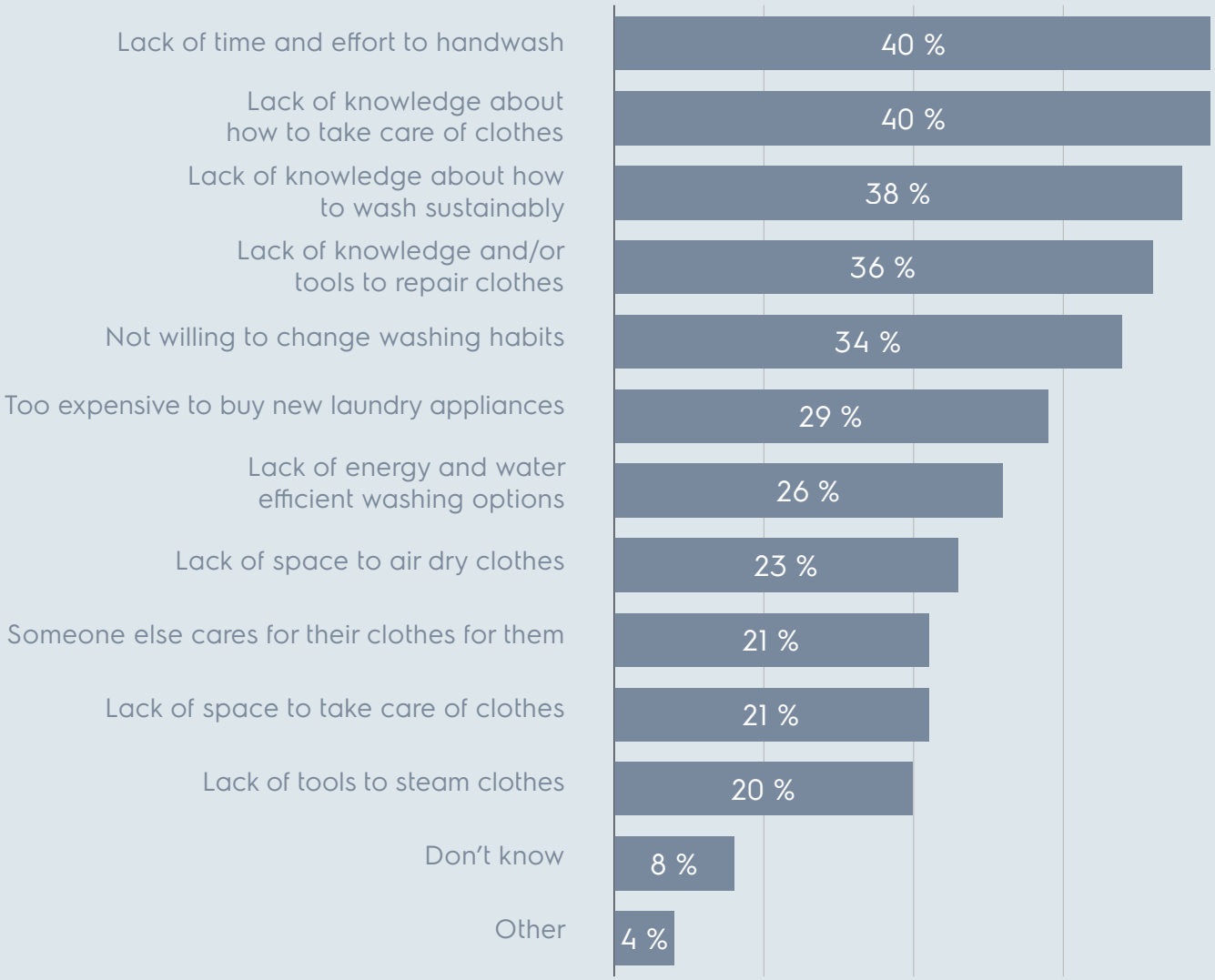
“Garment care is not something that is on my mind so much. So let me think about it. Laundry must have a significant effect on water and electricity usage?”

— Charlie, 17 years old, USA

Challenges

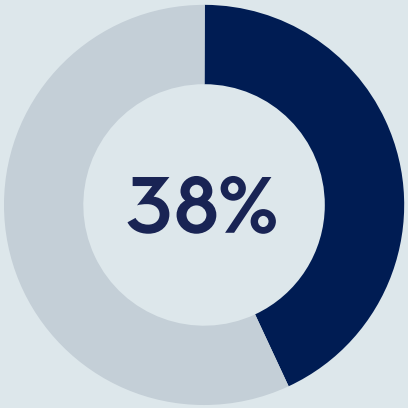
The study found that young people in general appear to be motivated to change their washing habits but may lack the know-how when it comes to taking better care of their clothes.

Which of the following do you think prevents people from taking better care of their clothes?



Respondents could select any number of responses.

Knowledge gaps



say lack of knowledge about how to wash sustainably may prevent people from taking better care of their clothes

Question: Which of the following do you think prevents people from taking better care of their clothes? Lack of knowledge about how to wash sustainably. Respondents could select any number of responses; see figure on page 47.

"It's a mystery what happens in the washing machine. You just press the button like your mom taught you. There's no advertising on how to wash your clothes more sustainably. I've never actually seen any information on how to do that."

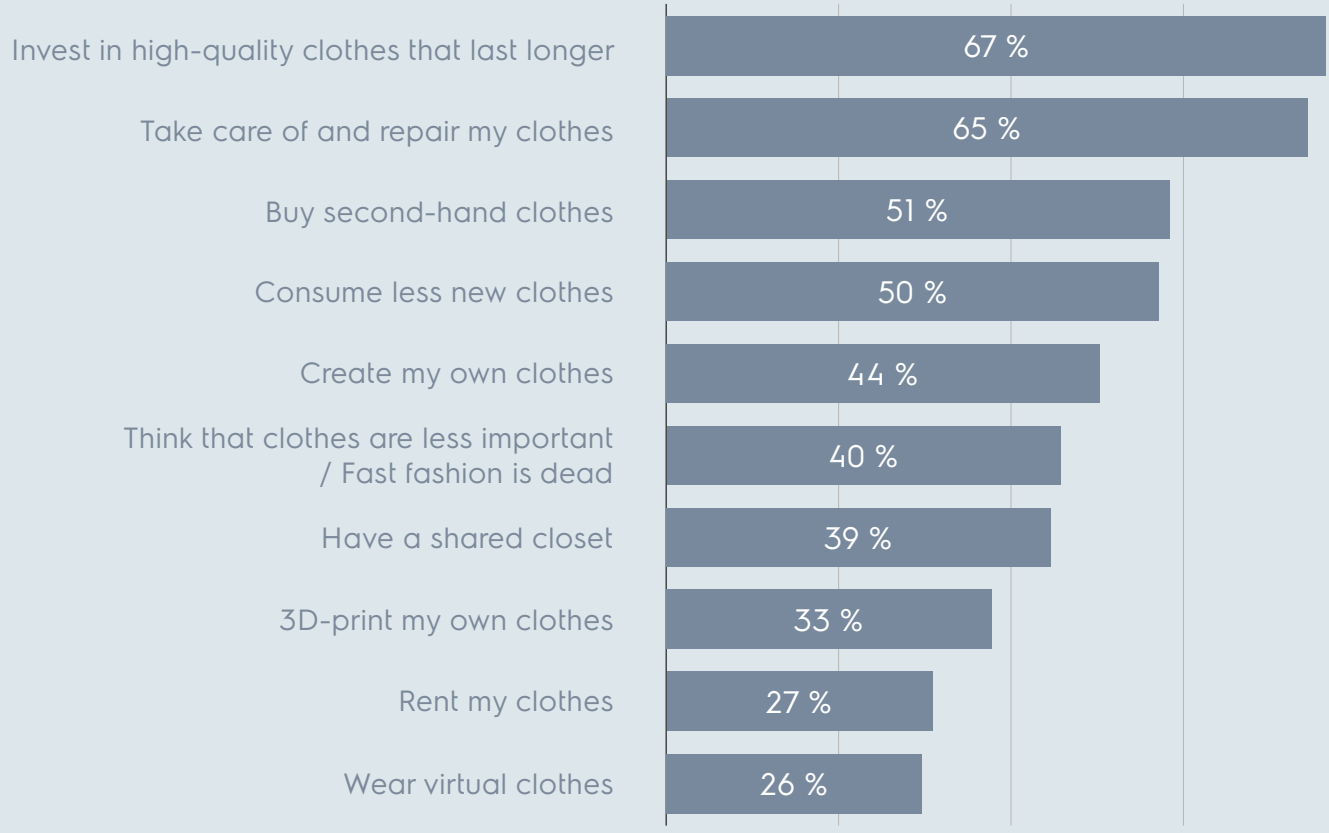
— Alanis, 20 years old, France

Tomorrow

When thinking about their future sustainable clothing habits, respondents most commonly pointed to investing in high-quality clothes that last longer (67%).

Other popular responses supported a trend toward a more circular approach of reduce, reuse, repair, and recycle — as opposed to simply repurchasing.

In 2030, with regard to sustainable clothing habits, I will...

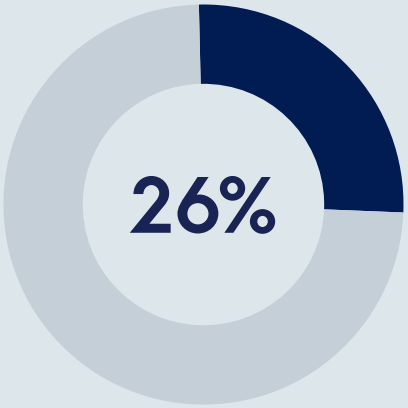


Question: To what extent do you agree with the following statements about sustainable clothing habits in 2030? "I will..." Those who answered 4 or 5.

"I like the idea that is coming up more: these companies where you rent clothes for a period and then give [them] back. Also, genius to rent clothes that you don't wear that often, like a prom dress or wedding dress."

— Hannah, 20 years old, Germany

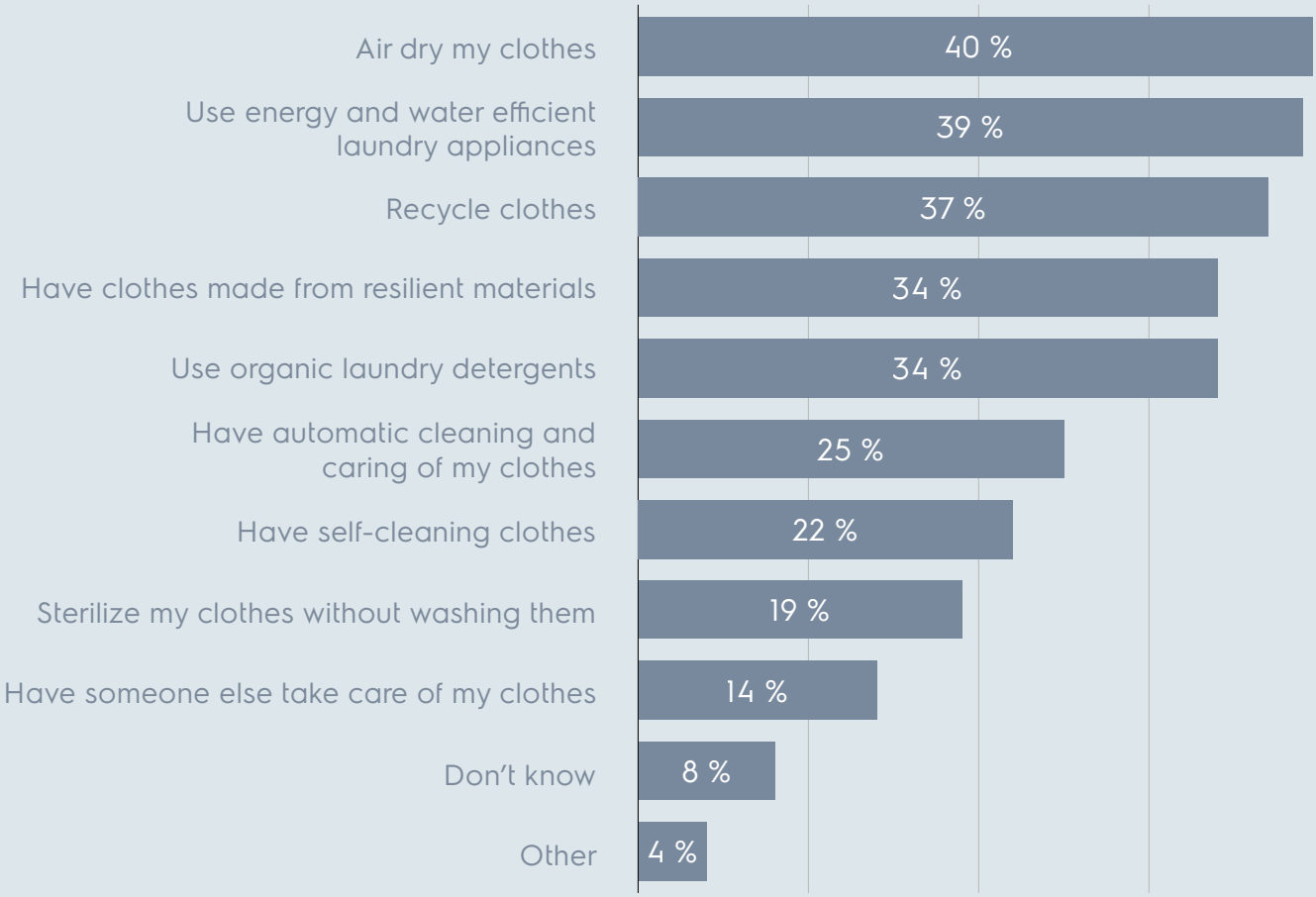
Wearing virtual clothing



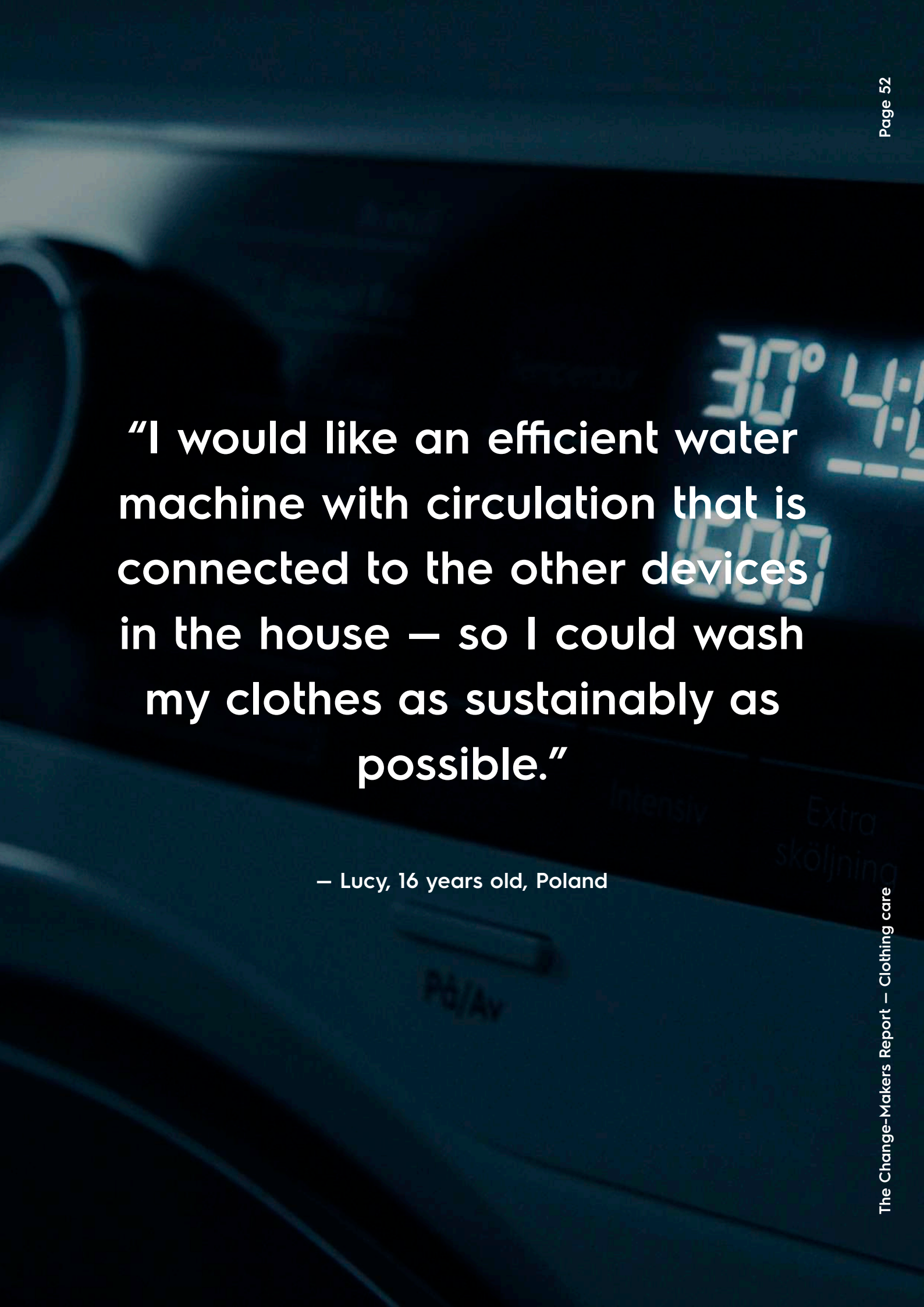
agree that they would wear virtual clothes in the future (such garments are "worn" in images and videos on social media using augmented reality)

Question: To what extent do you agree with the following statements about sustainable clothing habits in 2030? "I will... wear virtual clothes." Those who answered 4 or 5.

In my future sustainable home, I want to be able to...



Respondents could select any number of responses.



"I would like an efficient water machine with circulation that is connected to the other devices in the house – so I could wash my clothes as sustainably as possible."

– Lucy, 16 years old, Poland

Clothing care: Summary

Almost three quarters of the survey respondents felt that taking care of clothes to make them last longer is a highly sustainable approach to fashion. [p. 41]

29% of the respondents felt that washing at low temperatures is an effective way to take care of clothes to extend their lifetime. [p. 45]

38% believed that lack of knowledge about how to wash sustainably is preventing people from taking better care of their clothes. [p. 47]

When looking to their 2030 sustainable clothing habits, 67% of respondents said they would invest in high-quality clothes that last longer. Almost as many, 65%, said they would take care of and repair their clothes. 51% said they would buy second-hand clothes. [p. 49]

With respect to their future sustainable home, 40% said they want to be able to air dry their clothes, while 39% said they want to use energy and water efficient laundry appliances. [p. 51]

Wellbeing at home

What do today's young people value when it comes to everyday wellbeing? Has the COVID-19 pandemic impacted the role of the home to them? And what sort of relationship do they strive to have with their domestic surrounds?

Wellbeing at home: The current landscape

92% of the world's population lives in places where air quality levels exceed WHO limits.[1]

Controlling air quality indoors, where we spend most of our time, is becoming increasingly important.

[1] World Health Organization. (2016). "WHO releases country estimates on air pollution exposure and health impact." News release. Geneva.

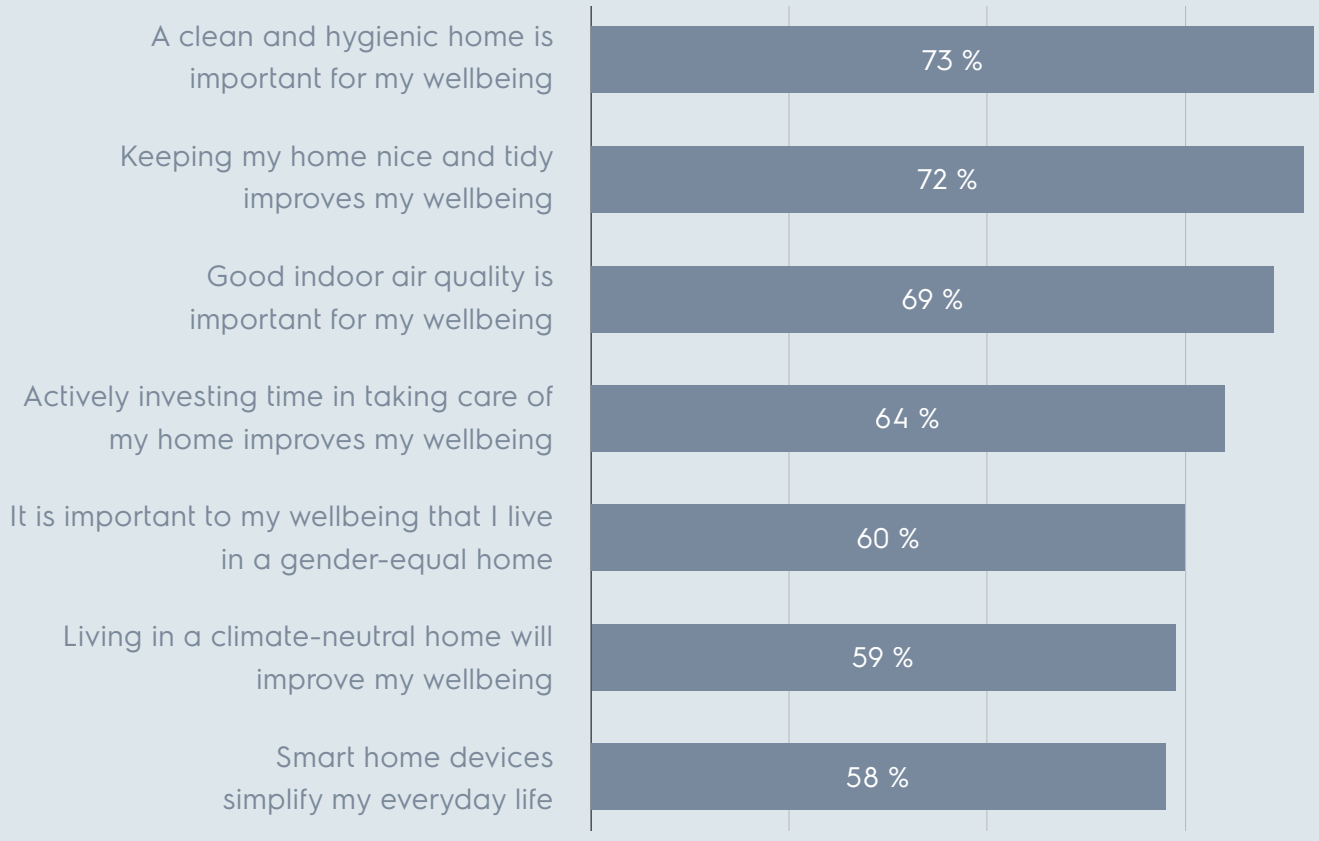
Today

For the young people surveyed, the home plays a central role in a person's wellbeing: a space to recharge and socialize with loved ones.

Many respondents indicated that keeping their home tidy improves their wellbeing (72%), and almost as many felt that good indoor air quality is important for their wellbeing (69%).

It was observed that the home has become increasingly important in light of the COVID-19 pandemic (which was ongoing during the data collection period).

What is important to young people's wellbeing at home?



Question: To what extent do you agree with the following statements about wellbeing at home? Those who answered 4 or 5.

"My home environment is important for me to feel good. I want to have it nice around me, and I put a lot of energy into creating a nice home environment."

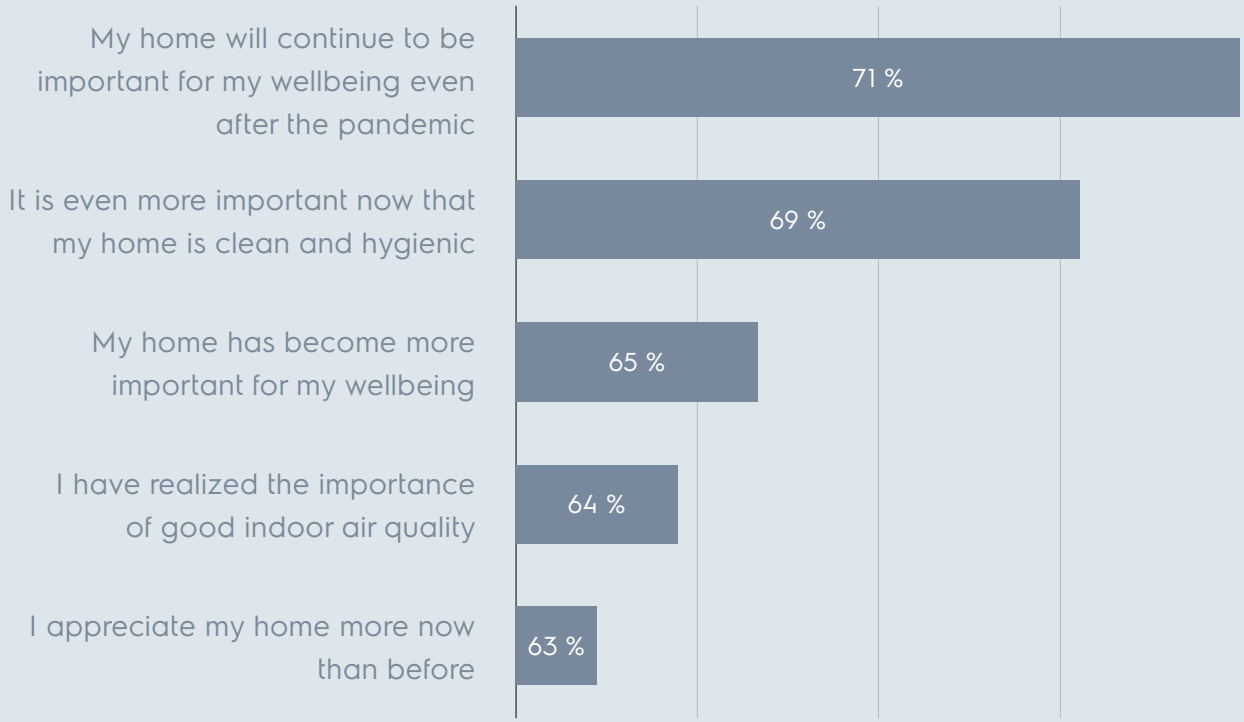
– Hannah, 20 years old, Germany

Image is not of quoted survey respondent

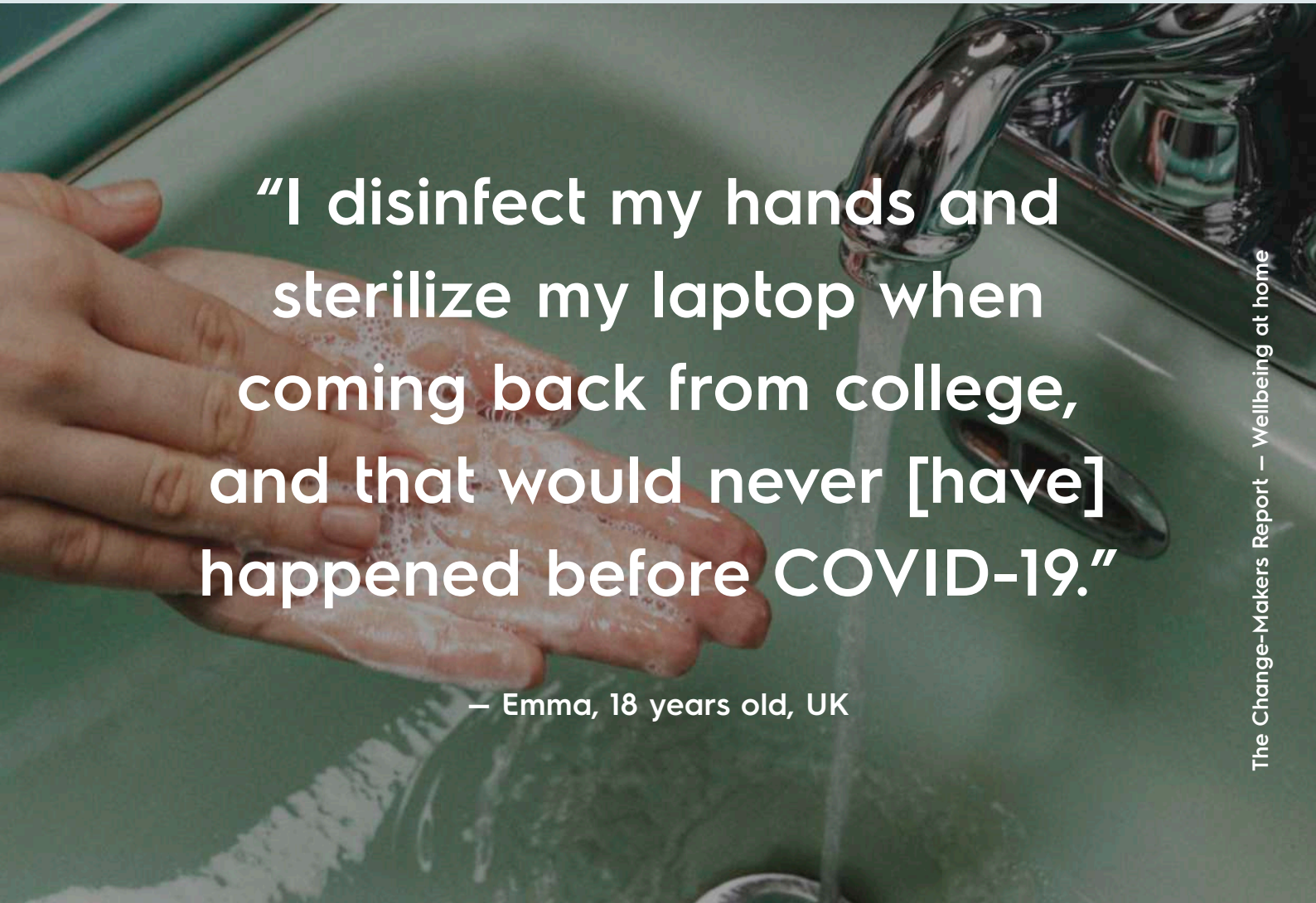
"When I have a clean room, I feel better. I feel that I have control over my life."

– Neve, 17 years old, Australia

The COVID-19 pandemic has influenced higher importance on the home for wellbeing



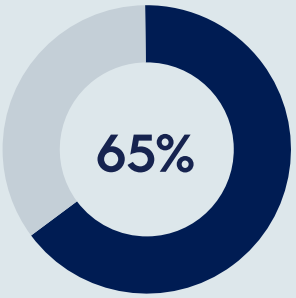
Question: Considering the ongoing [COVID-19] pandemic, to what extent do you agree on the following statements? Those who answered 4 or 5.



"I disinfect my hands and sterilize my laptop when coming back from college, and that would never [have] happened before COVID-19."

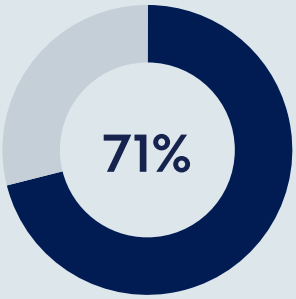
— Emma, 18 years old, UK

Shifting importance towards the home for wellbeing



agree that the home has become more important in light of the pandemic

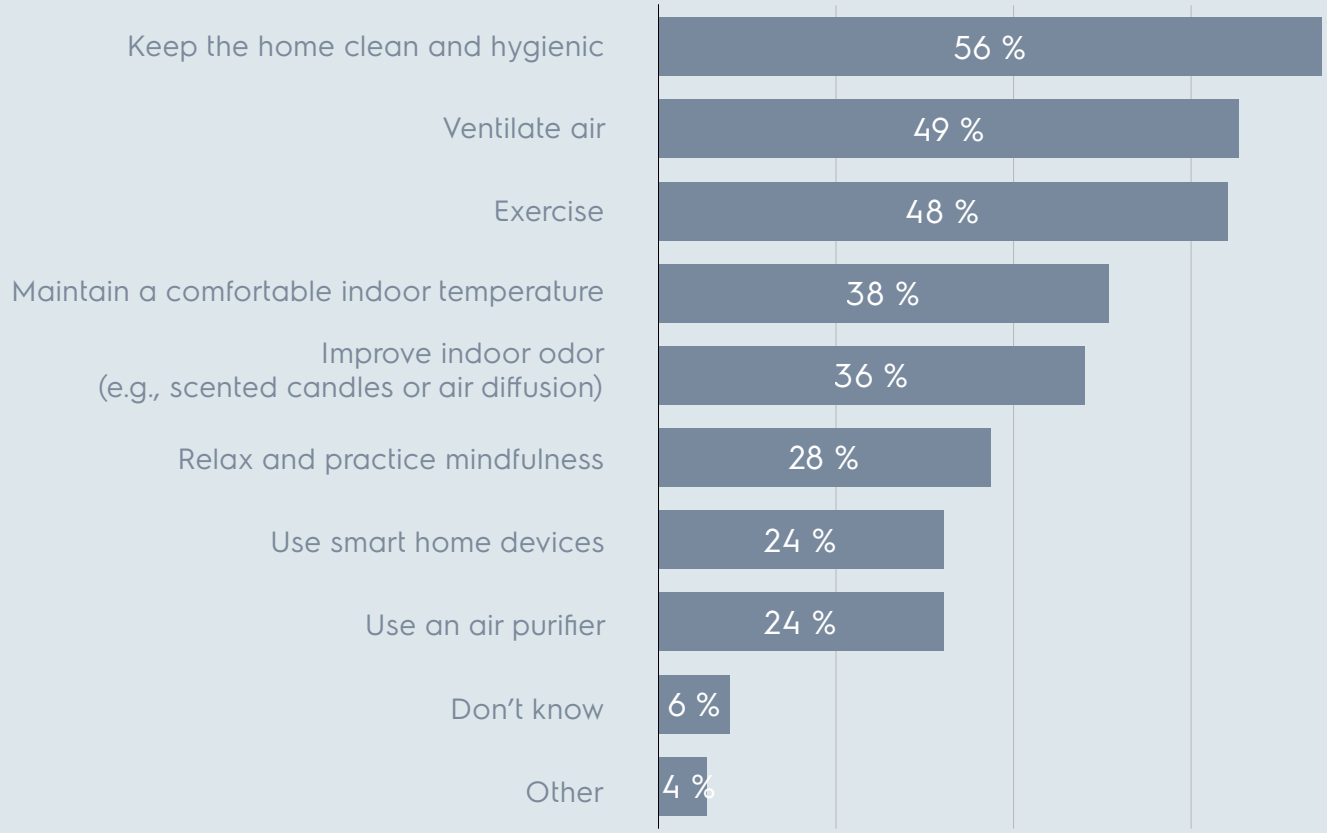
Question: Considering the ongoing [COVID-19] pandemic, to what extent do you agree on the following statements? "My home has become more important for my wellbeing." Those who answered 4 or 5.



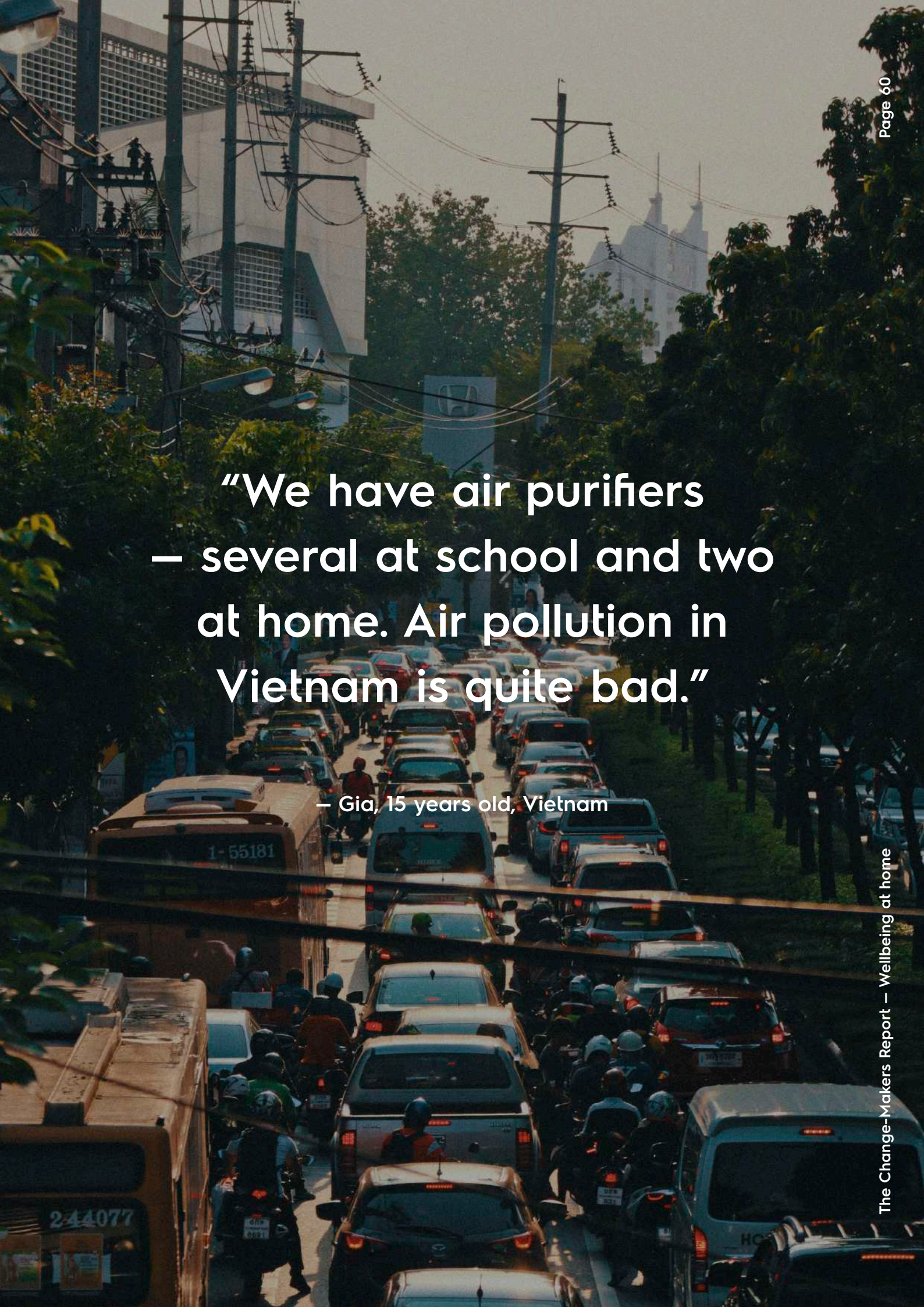
agree that their homes will remain important for their wellbeing beyond the pandemic

Question: Considering the ongoing [COVID-19] pandemic, to what extent do you agree on the following statements? "My home will continue to be important for my wellbeing even after the pandemic." Those who answered 4 or 5.

Which of the following behaviors do you practice to maintain and improve your wellbeing at home?



Respondents could select any number of responses.



"We have air purifiers — several at school and two at home. Air pollution in Vietnam is quite bad."

— Gia, 15 years old, Vietnam

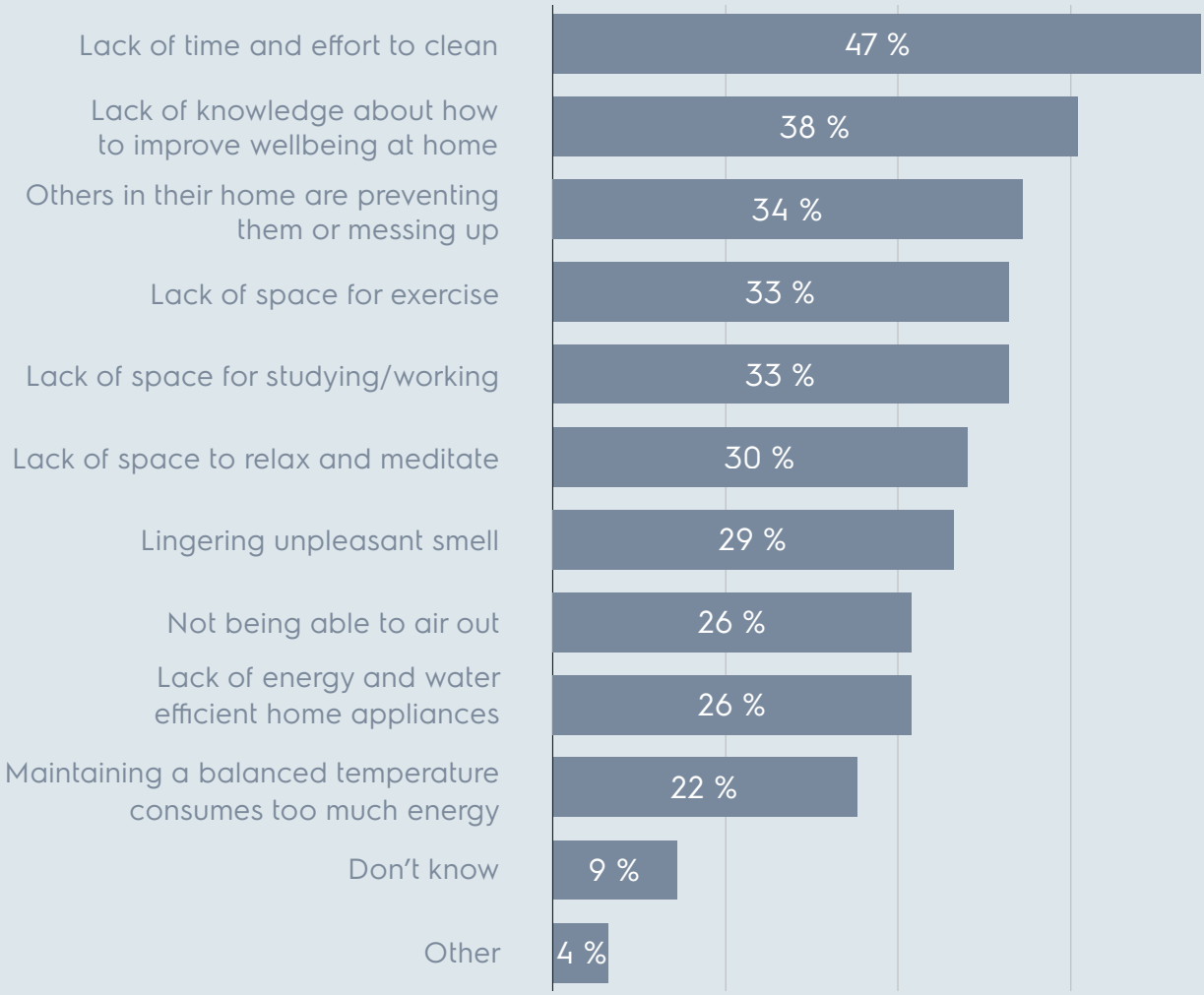
"I try to protect myself by using an air filter. It's necessary for every household to have that because the air is so toxic. I know it's difficult to tackle air pollution because we must deal with manufacturing and cars, but it's really hurting people."

– Tina, 15 years old, Thailand

Challenges

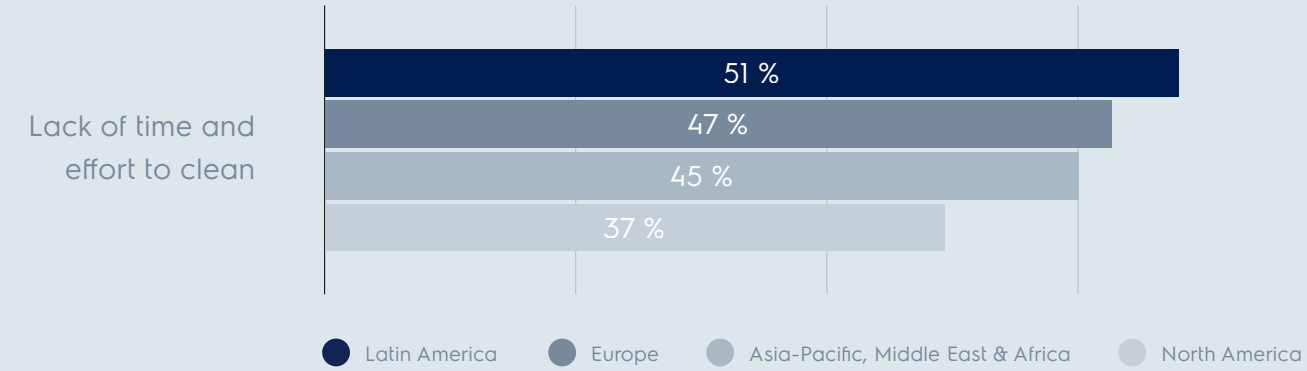
The study reveals that 47% believe lack of time and effort to clean is preventing people from improving their wellbeing at home, while 38% believe that lack of knowledge is holding people back.

What do you think is preventing people from improving their wellbeing at home?

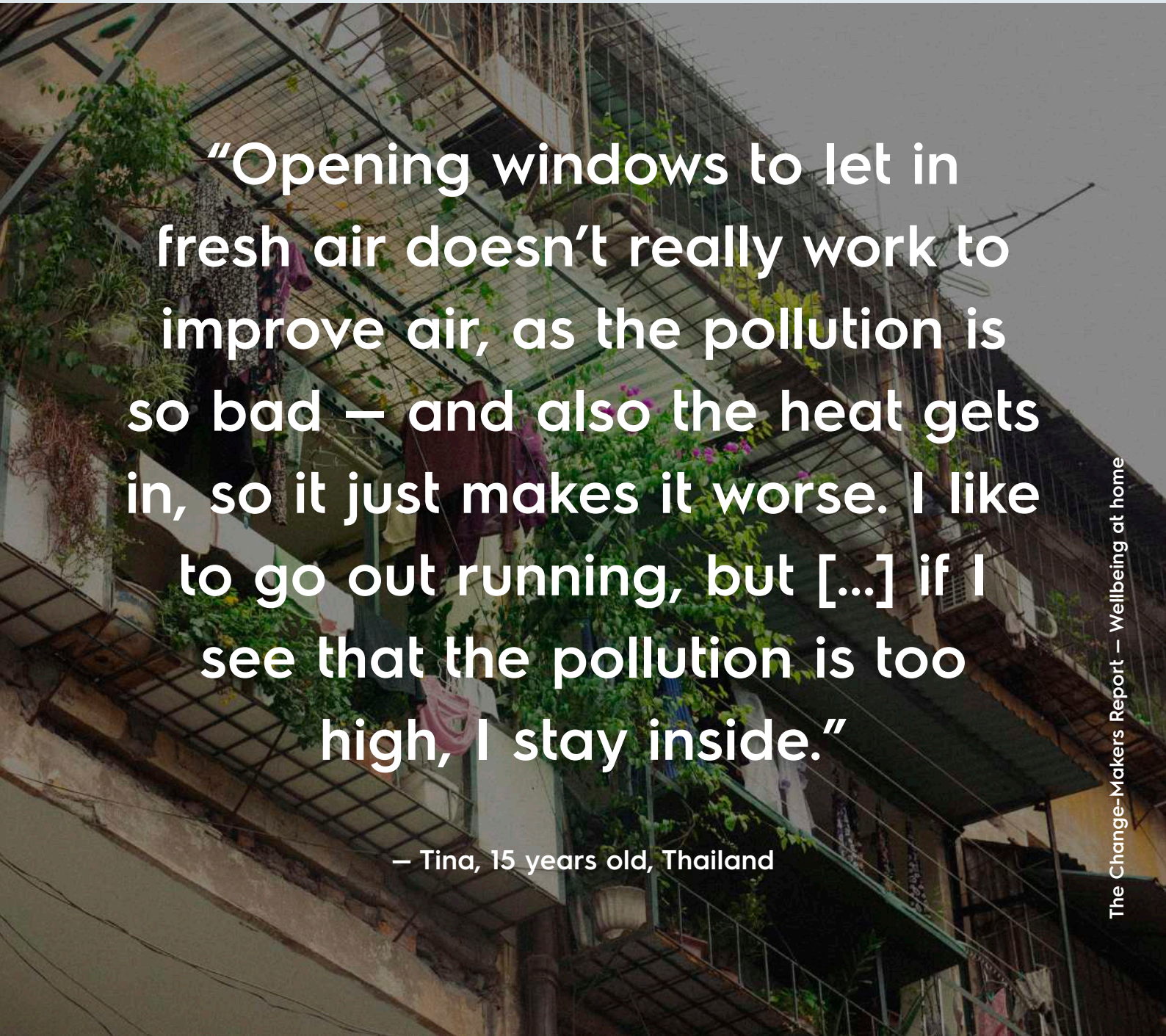


Respondents could select any number of responses.

By region — time and effort for cleaning



Question: What do you think is preventing people from improving their wellbeing at home? Respondents could select any number of options; see figure on page 62.



"Opening windows to let in fresh air doesn't really work to improve air, as the pollution is so bad — and also the heat gets in, so it just makes it worse. I like to go out running, but [...] if I see that the pollution is too high, I stay inside."

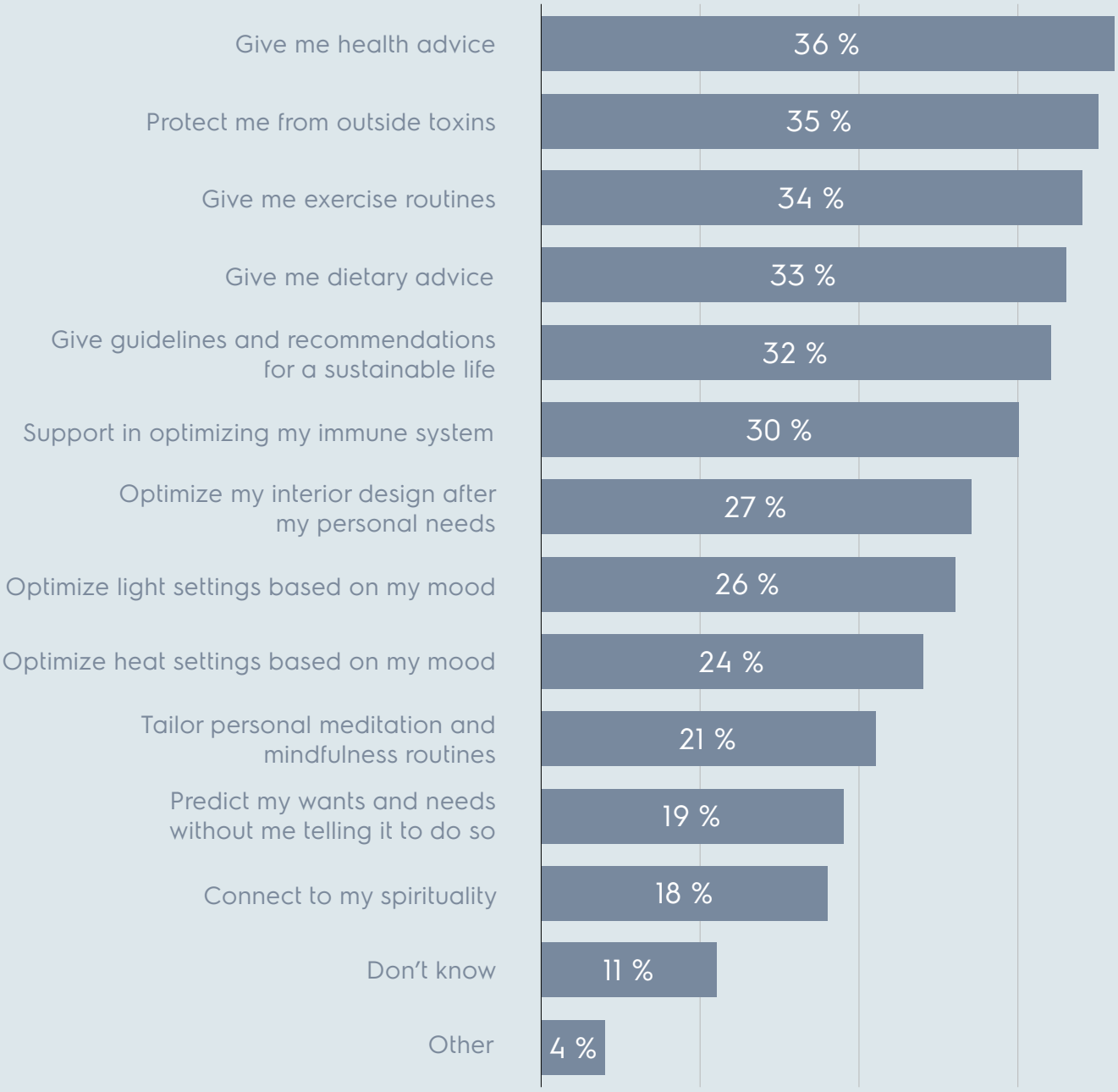
— Tina, 15 years old, Thailand

Tomorrow

When it comes to their future sustainable homes, the young people surveyed showed a particularly strong interest in systems that provide health advice (36%) and protection from outside toxins (35%).

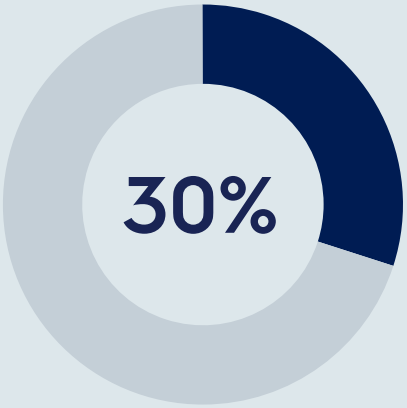
These features were more commonly selected than the ability to personalize light (26%) and heat (24%) settings.

In my future sustainable home, I would be able to rely on smart home systems to...



Respondents could select any number of responses.

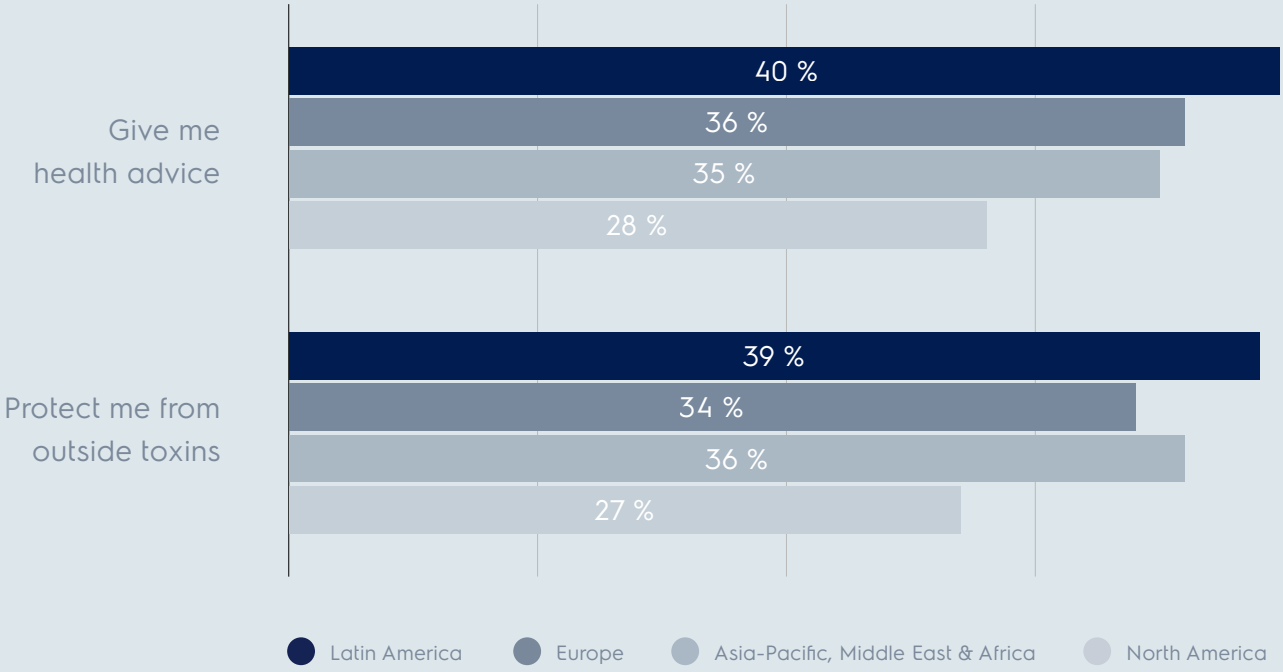
Smart home systems



would welcome a smart home system that helps optimize their immune system

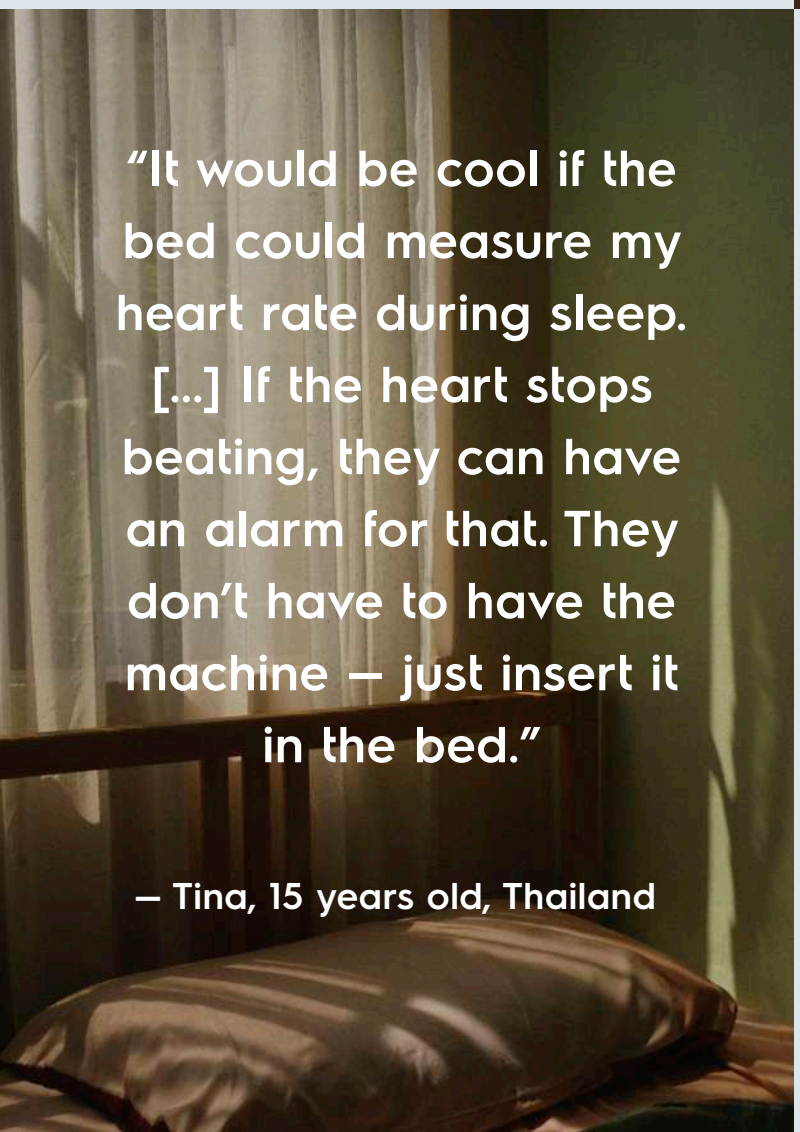
Question: "In my future smart and sustainable home, I would be able to rely on smart home systems to... support in optimizing my immune system." Respondents could select any number of responses; see figure on page 64.

By region — In my future sustainable home, I would be able to rely on smart home systems to...



Respondents could select any number of responses; see figure on page 64.

What would young people like to have in their future homes?



"It would be cool if the bed could measure my heart rate during sleep. [...] If the heart stops beating, they can have an alarm for that. They don't have to have the machine – just insert it in the bed."

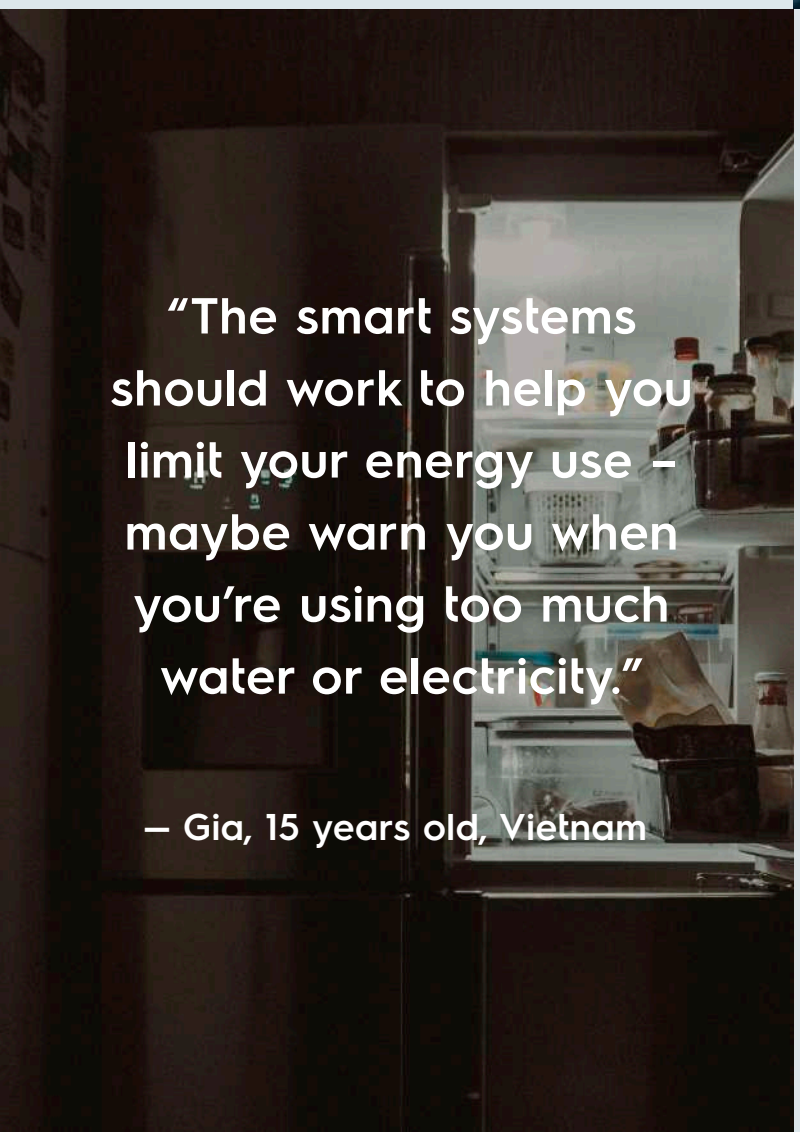
– Tina, 15 years old, Thailand

Medical advice on heart rate and sleep

Smart home systems that optimize energy consumption

"I would like to have everything automatic and connected to the internet so I can control everything and, by that, have more sustainable electricity consumption – which will be cheaper, sustainable, and cooler!"

– Diego, 18 years old, Chile



"The smart systems should work to help you limit your energy use – maybe warn you when you're using too much water or electricity."

– Gia, 15 years old, Vietnam

Systems that nudge users toward more sustainable behaviors

Connection with nature

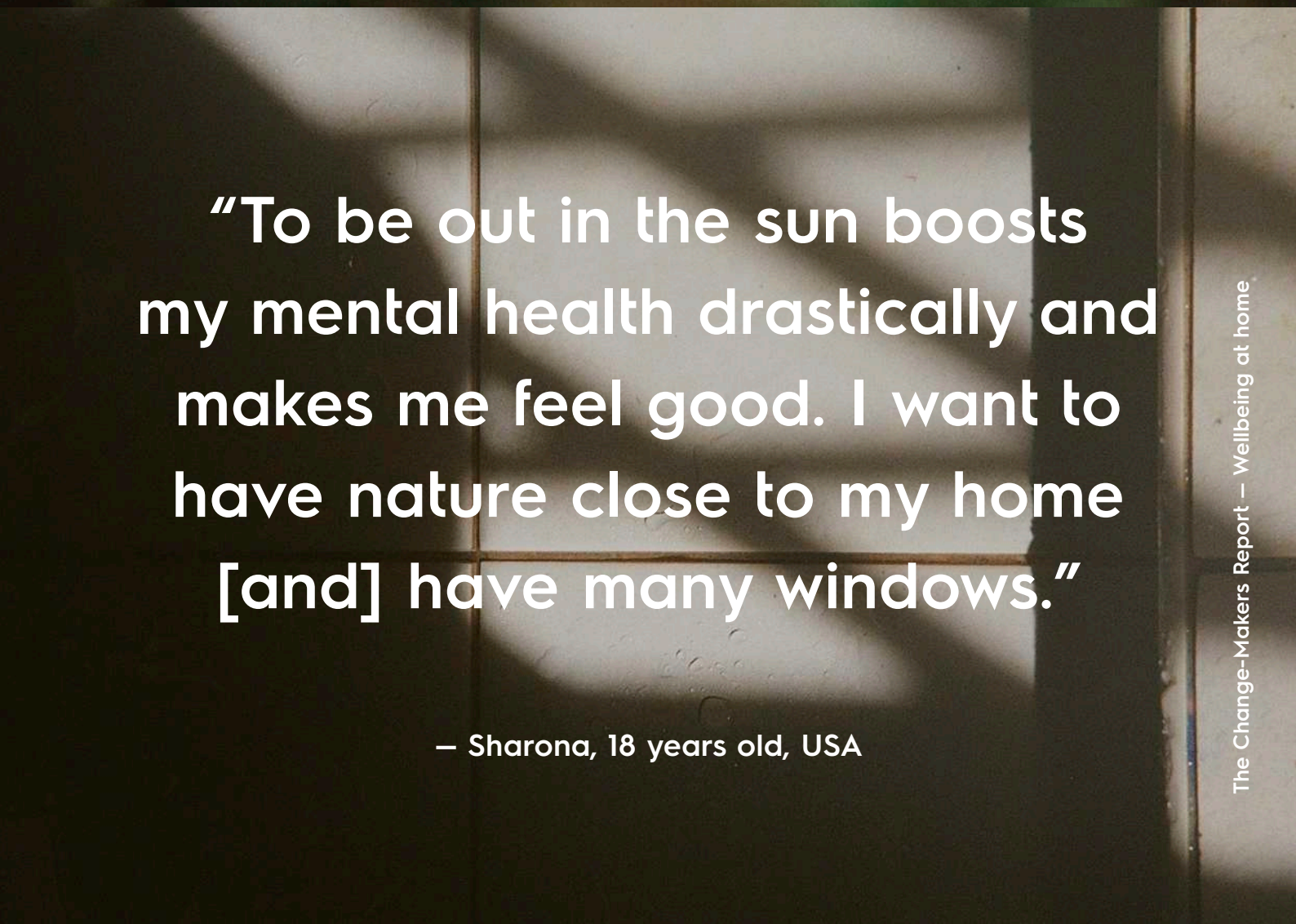
The young respondents said, of their ideal future homes, it's not just about having technological capabilities. Some said they want more of nature incorporated into their home, given its physical and mental healing properties.

"Being close to nature is the most important tool for me to feel well. Nature actually has healing power. People in hospital recover better if they have a room with a window looking out on nature than people without."

– Alanis, 20 years old, France

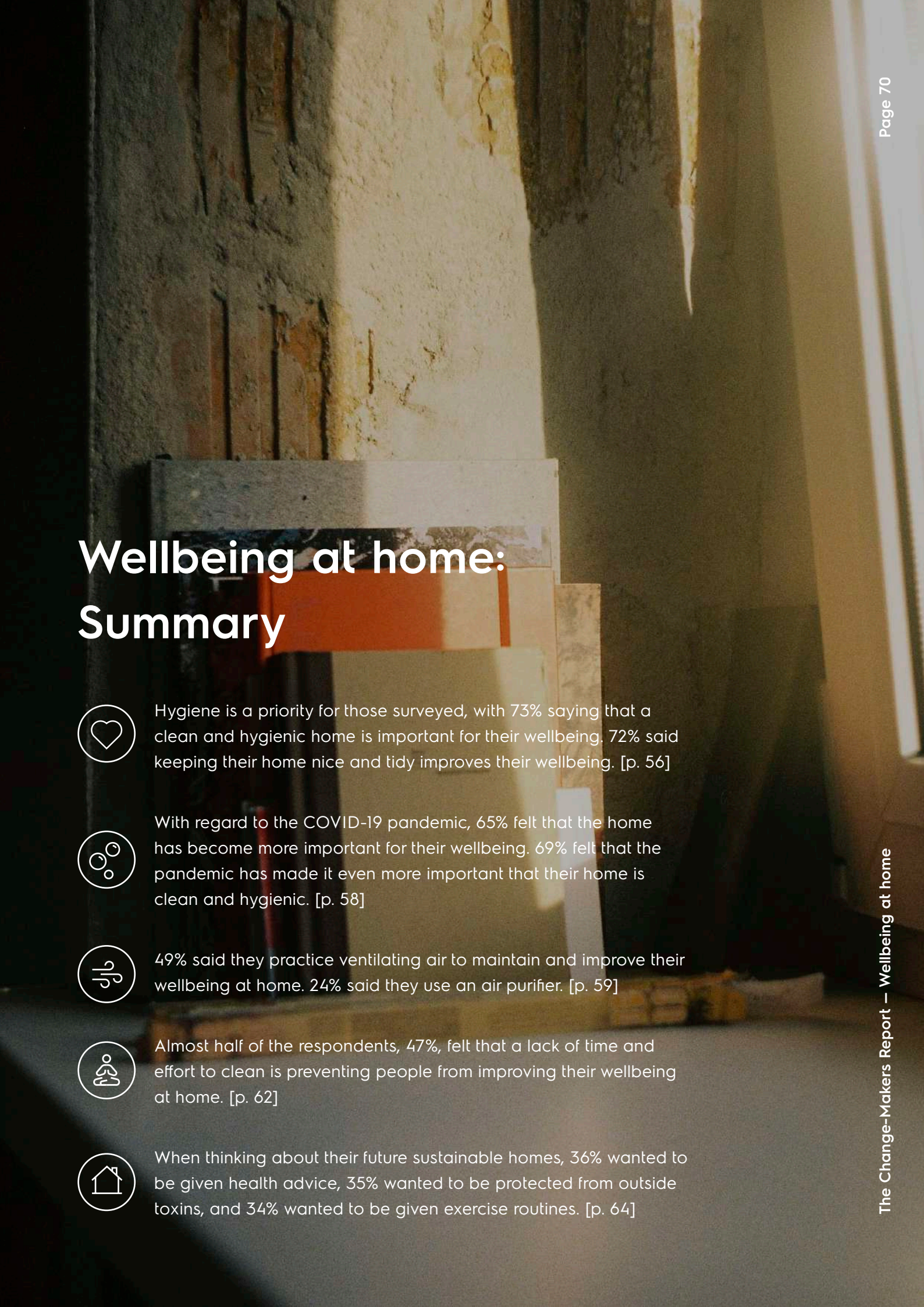
"It's important for me to have a garden around the house, especially now that we use so many screens. The color green is actually good for the eyes — it helps the eyes recover."

— Tina, 15 years old, Thailand



"To be out in the sun boosts my mental health drastically and makes me feel good. I want to have nature close to my home [and] have many windows."

— Sharona, 18 years old, USA



Wellbeing at home: Summary

Hygiene is a priority for those surveyed, with 73% saying that a clean and hygienic home is important for their wellbeing. 72% said keeping their home nice and tidy improves their wellbeing. [p. 56]

With regard to the COVID-19 pandemic, 65% felt that the home has become more important for their wellbeing. 69% felt that the pandemic has made it even more important that their home is clean and hygienic. [p. 58]

49% said they practice ventilating air to maintain and improve their wellbeing at home. 24% said they use an air purifier. [p. 59]

Almost half of the respondents, 47%, felt that a lack of time and effort to clean is preventing people from improving their wellbeing at home. [p. 62]

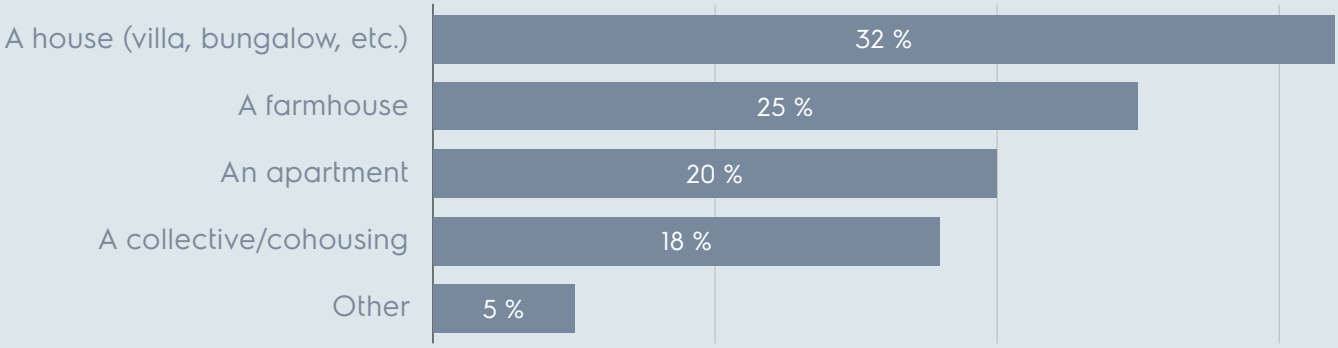
When thinking about their future sustainable homes, 36% wanted to be given health advice, 35% wanted to be protected from outside toxins, and 34% wanted to be given exercise routines. [p. 64]

Future living

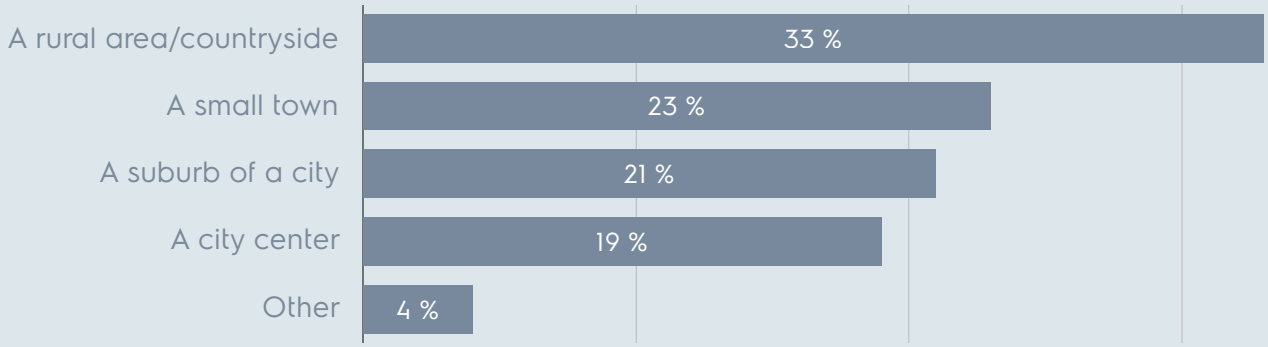
What do the youth of today want when they think about their living situations for tomorrow? Where do they see themselves ideally living, with whom, and with what features and functions at their avail?

What is the future sustainable home to you?

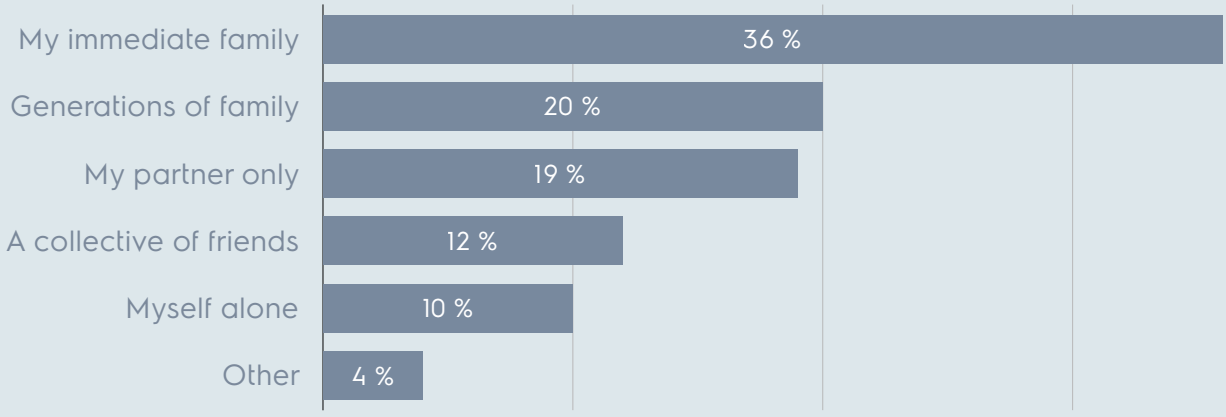
The future sustainable home is...



The future sustainable home is located in...



The most sustainable way to live is with...



Respondents could select only one option.

What about having kids?

Many respondents said that starting a family is not a given

19%

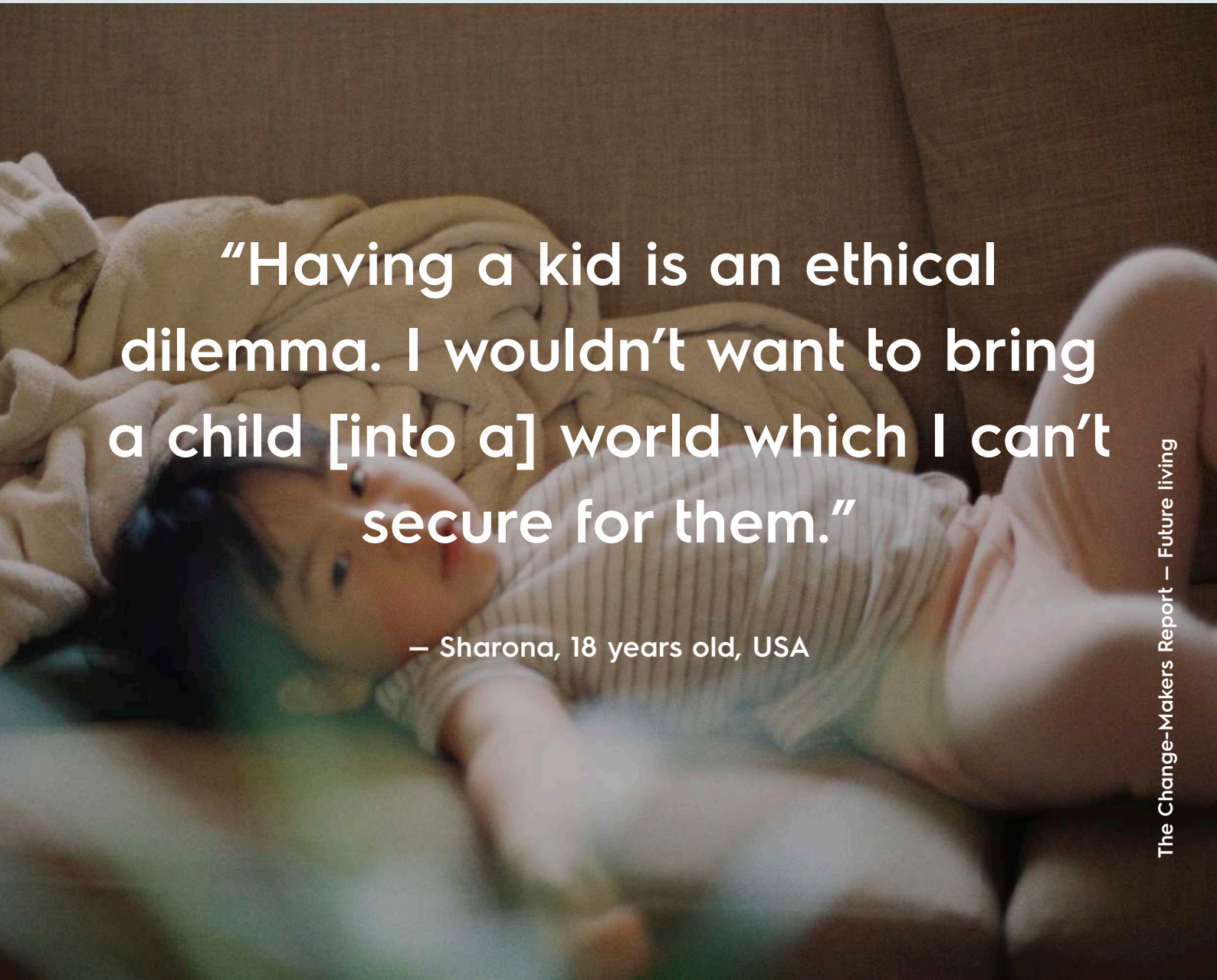
said living with their partner only is the most sustainable way of living in the future

Question: "The most sustainable way to live is with... my partner only." Respondents could select only one option; see figure on page 72.

10%

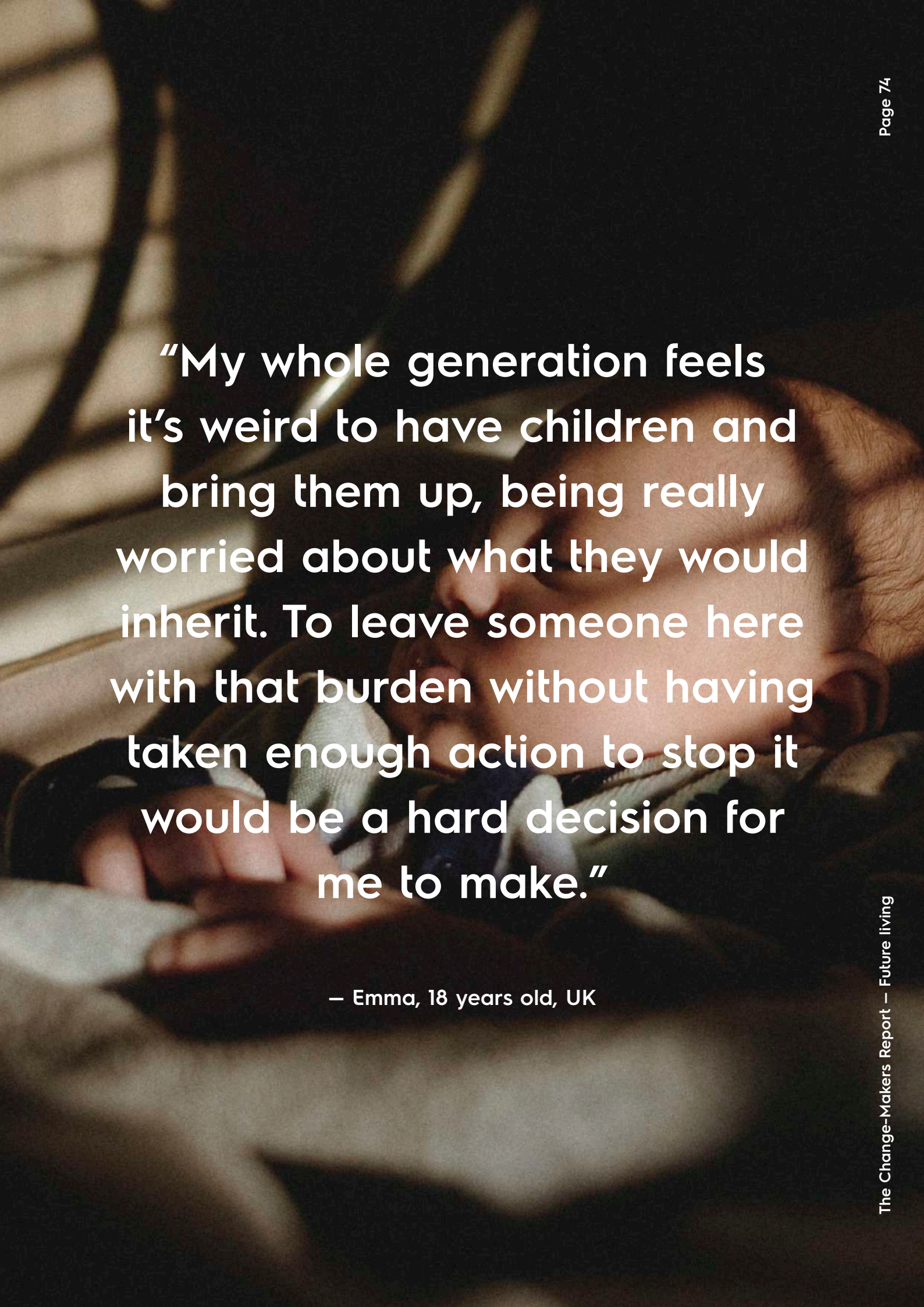
said that of living alone

Question: "The most sustainable way to live is with... myself alone." Respondents could select only one option; see figure on page 72.



"Having a kid is an ethical dilemma. I wouldn't want to bring a child [into a] world which I can't secure for them."

— Sharona, 18 years old, USA

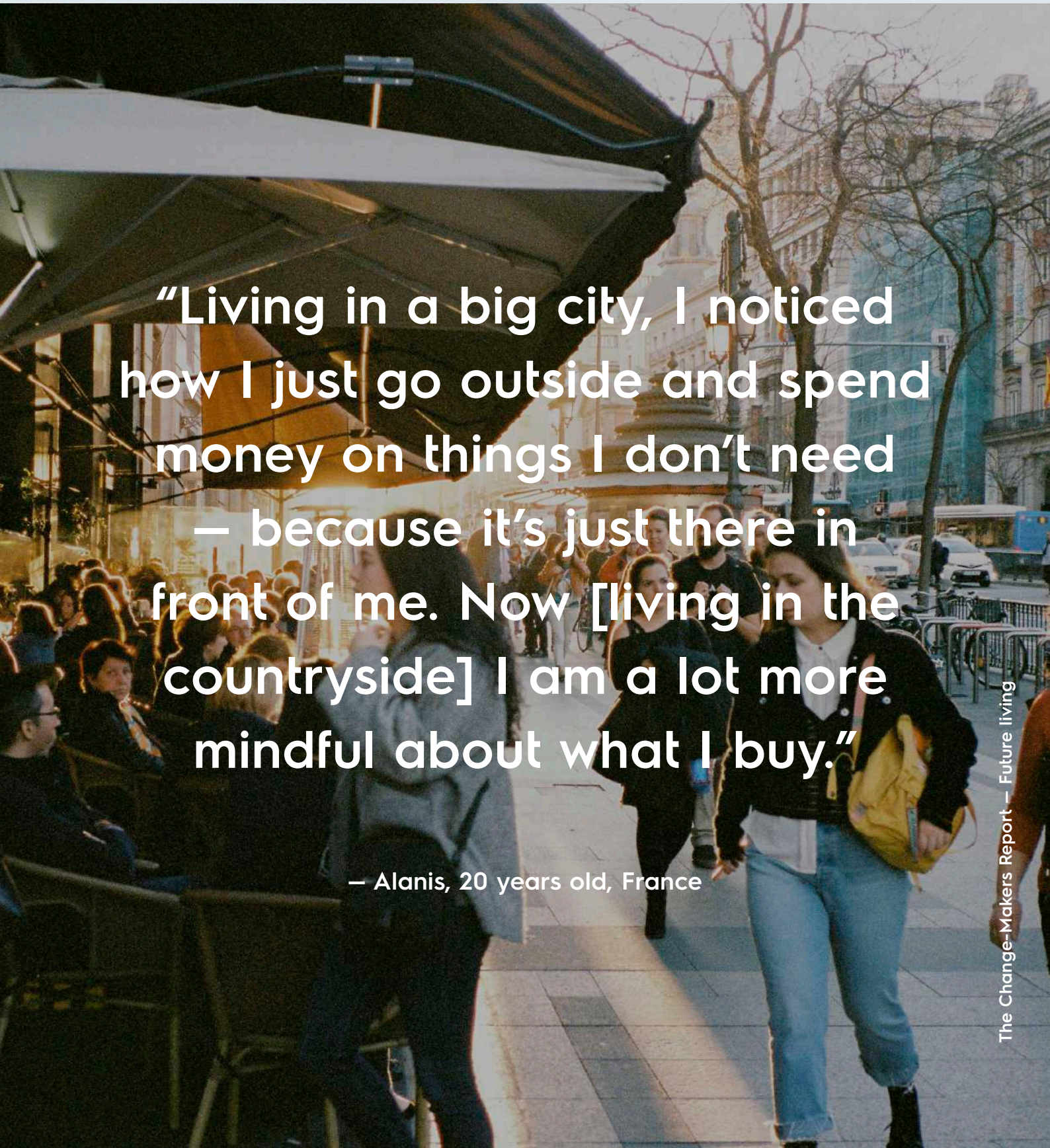


"My whole generation feels it's weird to have children and bring them up, being really worried about what they would inherit. To leave someone here with that burden without having taken enough action to stop it would be a hard decision for me to make."

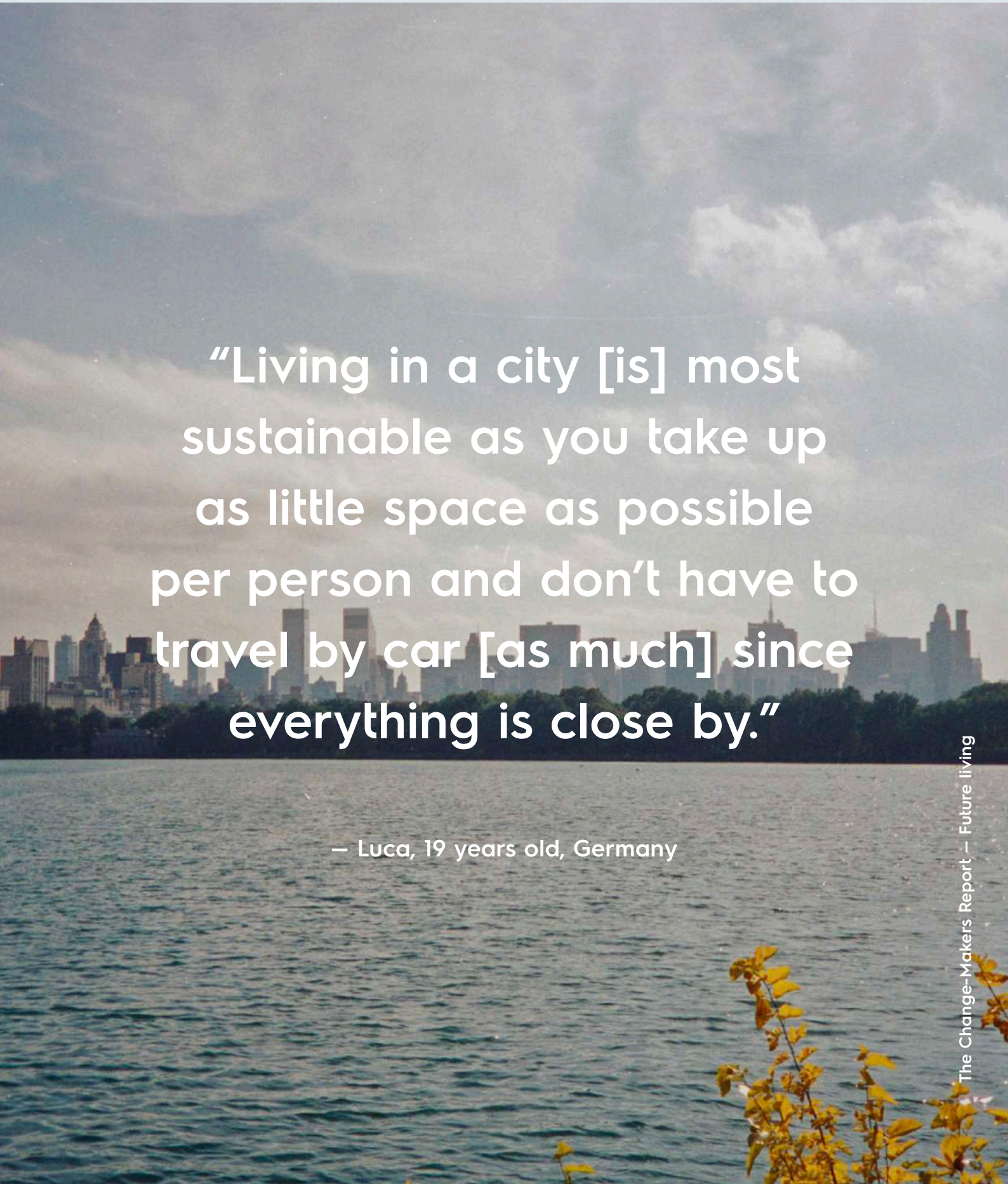
— Emma, 18 years old, UK

City living

Some respondents associated city living with stress and unnecessary consumption.



Others said they view the city as the optimal place to live sustainably, as it offers more options for smart and effective use of resources.



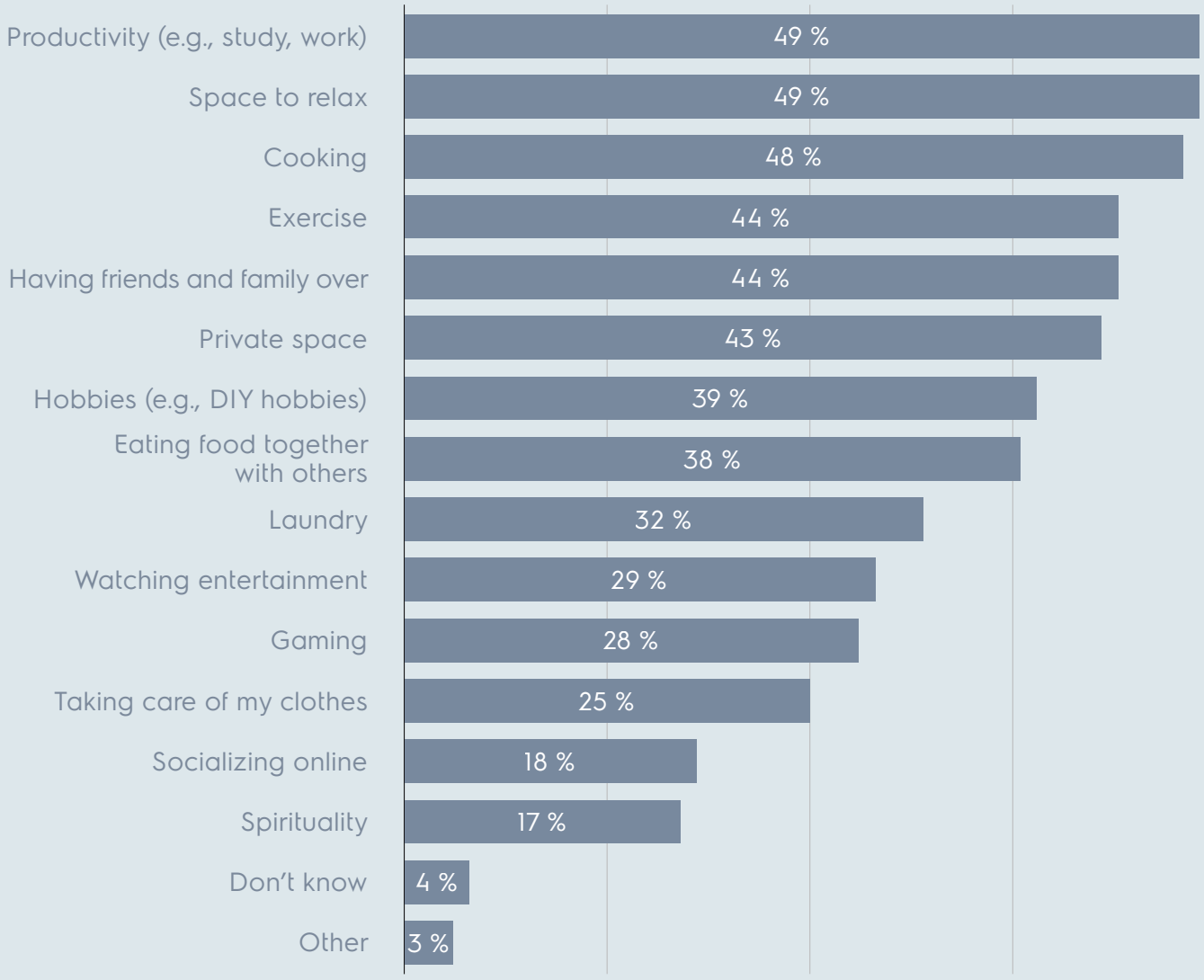
"Living in a city [is] most sustainable as you take up as little space as possible per person and don't have to travel by car [as much] since everything is close by."

— Luca, 19 years old, Germany

Future living spaces

The respondents most commonly cited space for productivity (49%) and relaxation (49%) as most important when it comes to their future sustainable homes. These were followed by cooking (48%) and exercise (44%), while entertainment and other forms of recreation were less commonly chosen.

What kind of space is important for you to have in your future sustainable home? Space for...



Respondents could select any number of responses.

North America

Respondents in the US were higher represented when it came to wanting space for gaming (34%), watching entertainment (37%), online socializing (24%), and laundry (39%)

Latin America

Respondents in Brazil, Argentina and Chile showed comparatively higher interest in space for hobbies (42%), spirituality (25%), exercise (50%), and productivity (61%)

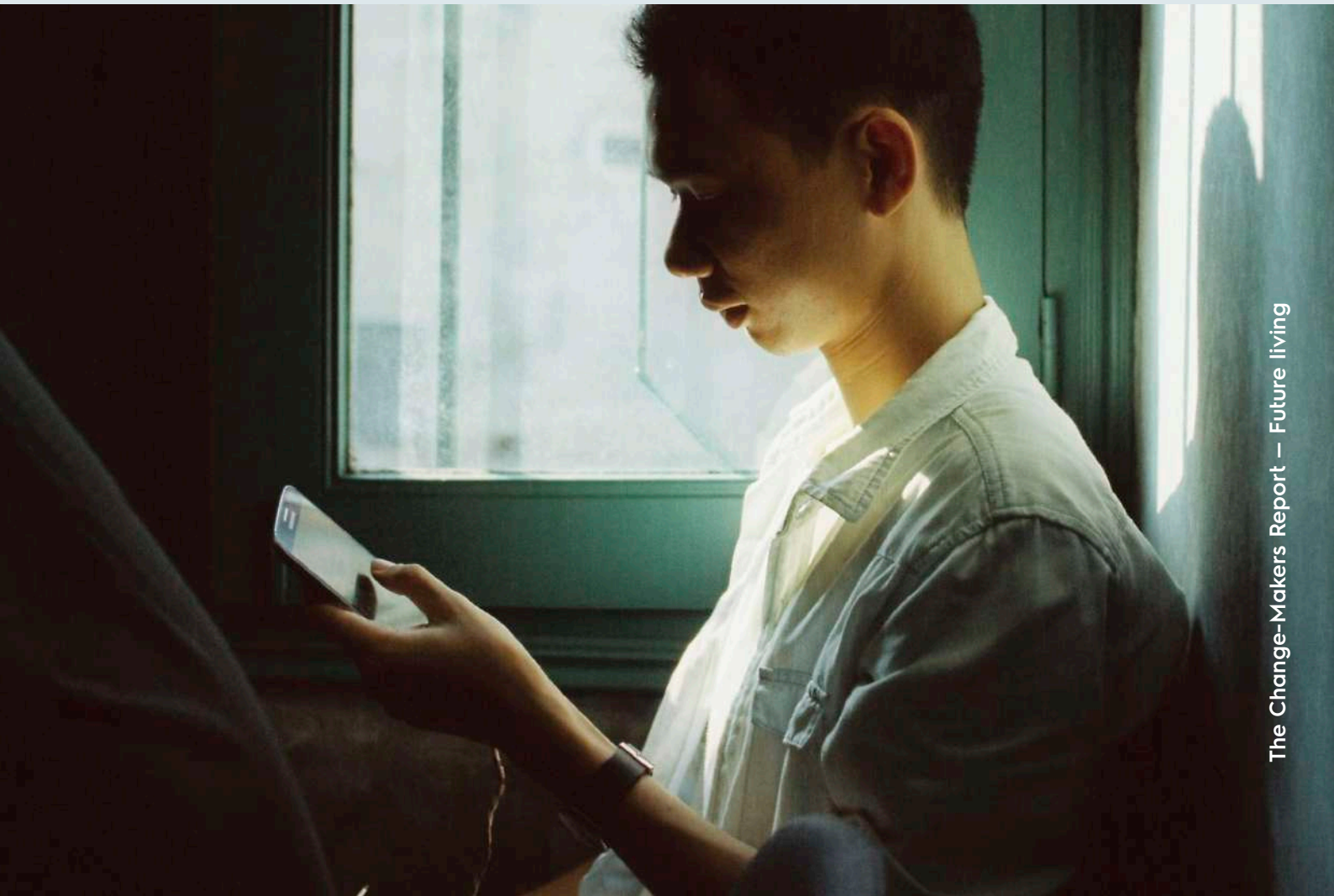
Europe

Respondents in Germany, France, the UK, Poland and Sweden indicated greater interest in space for cooking (53%), having friends and family over (46%), and eating together with others (46%)

Asia-Pacific, Middle East & Africa

Respondents in Vietnam, Thailand, Australia and Israel showed relatively high interest in wanting private space (45%) and using space for relaxation (49%)

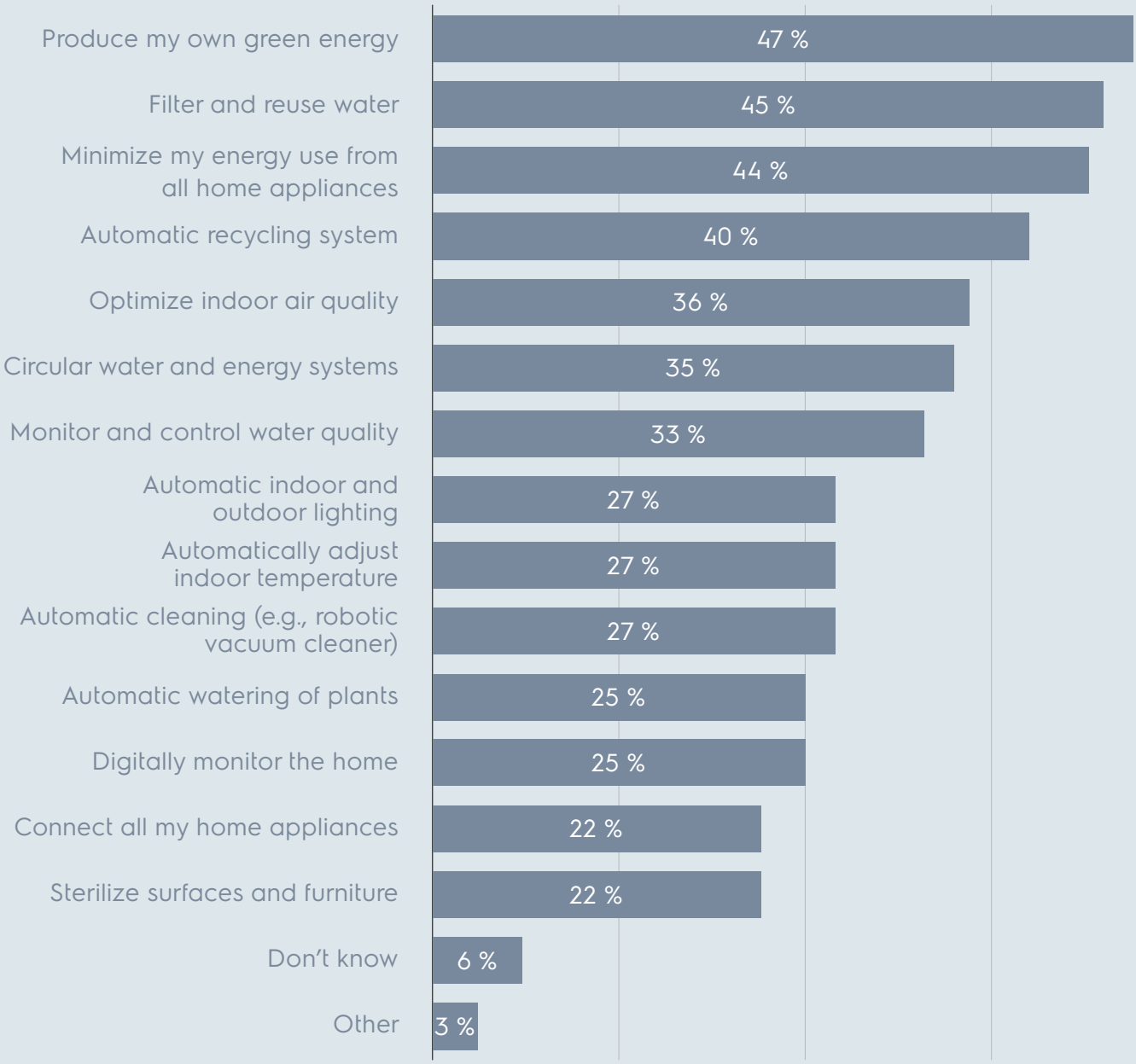
Question: What kind of space is important for you to have in your future sustainable home? "Space for..." Respondents could select any number of responses; see figure on page 77.



The most desirable smart home features

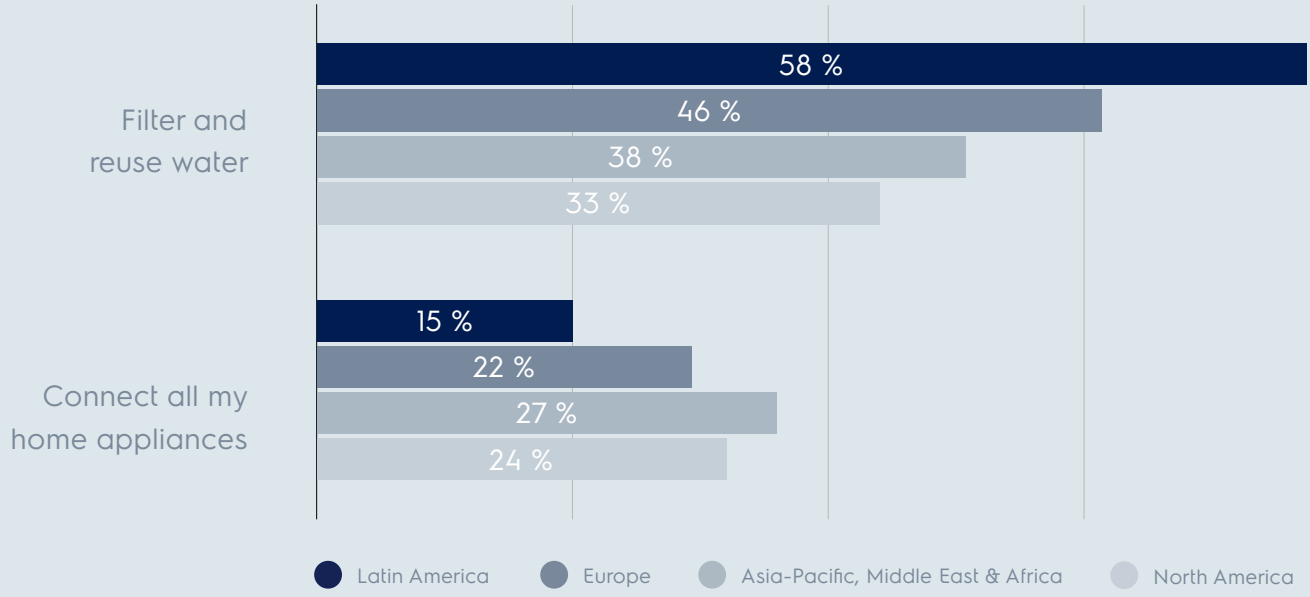
Many of the young people surveyed felt that the smart home of the future produces its own green energy (47%) and filters and reuses water (45%) throughout the household. This was observed as more important than systems that tailor the environment to one's personal needs.

What would you like your future sustainable home to enable you to do?



Respondents could select any number of responses.

By region — Latin America showed the highest desire to filter and reuse water, while Asia-Pacific, Middle East & Asia had comparatively higher interest for connecting home appliances



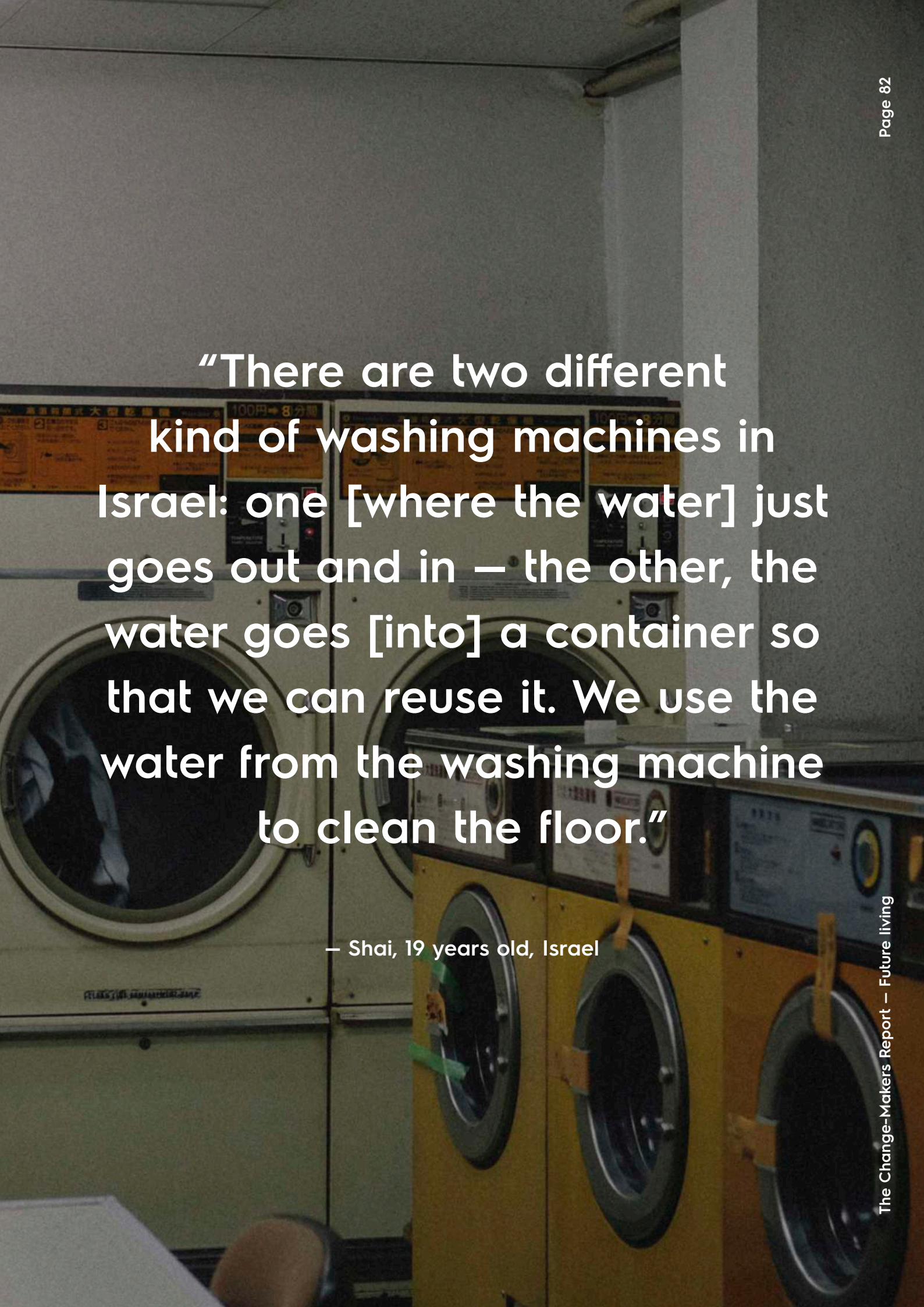
Question: What would you like your future sustainable home to enable you to do? Respondents could select any number of responses; see figure on page 79.

"The bathrooms should be adapted to be more sustainable. The sink and the toilet should be connected so that after you wash your hands, the same water is used to flush the toilet."

— Diego, 18 years old, Chile

"In my future home, I would like smart technology that uses less water and less energy – and that tells you when [you have] used your water quota for the day. So it measures and controls for sustainable behaviors regarding energy and water use."

– Gia, 15 years old, Vietnam



“There are two different kind of washing machines in Israel: one [where the water] just goes out and in — the other, the water goes [into] a container so that we can reuse it. We use the water from the washing machine to clean the floor.”

— Shai, 19 years old, Israel

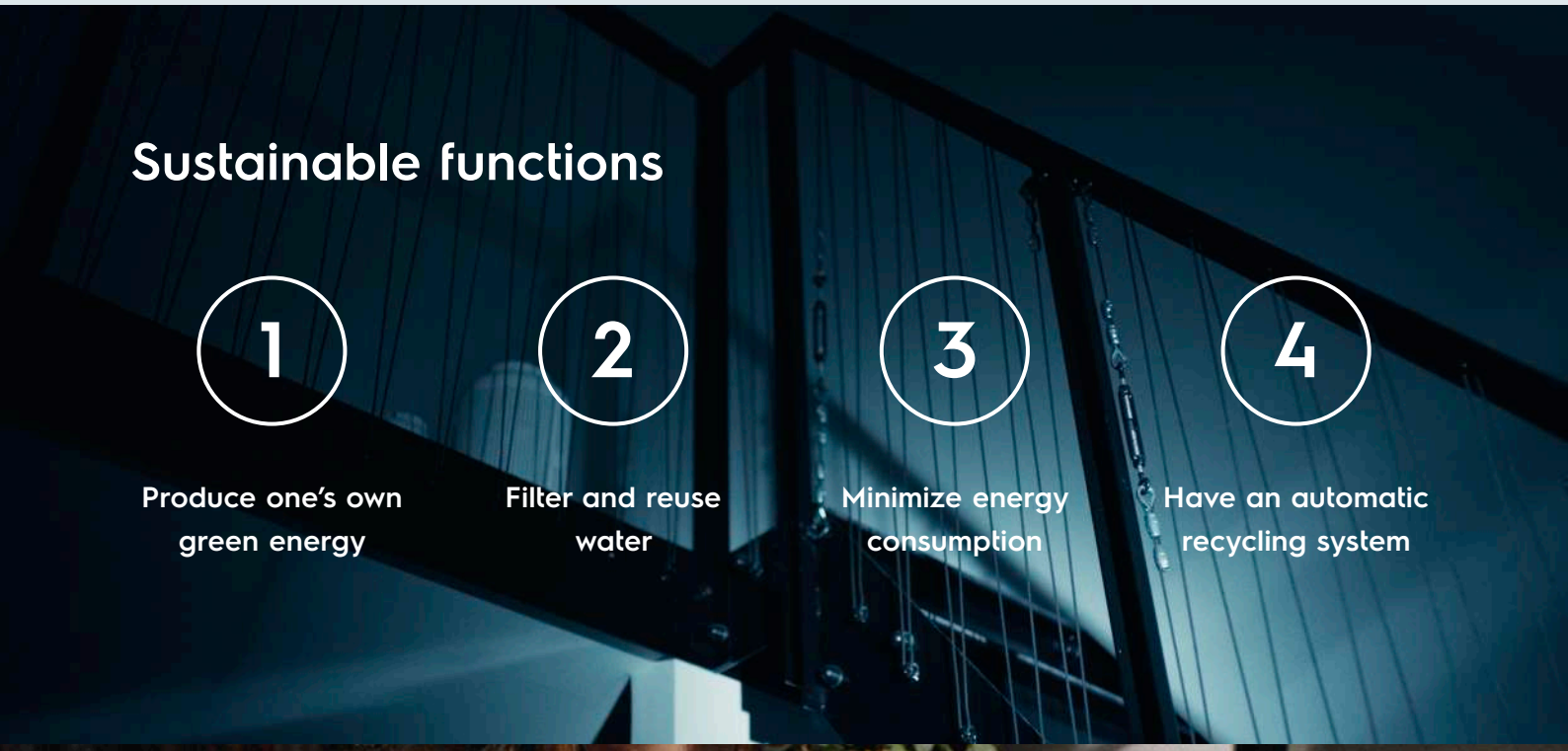
"I would like my future house to be independent, so solar panels are a big one for me. The UK is quite a windy place, so people have little wind turbines in the garden that are really cool. I want to make [my future home] off-the-grid and as self-sustaining as possible."

— Emma, 18 years old, UK

The future sustainable home wishlist

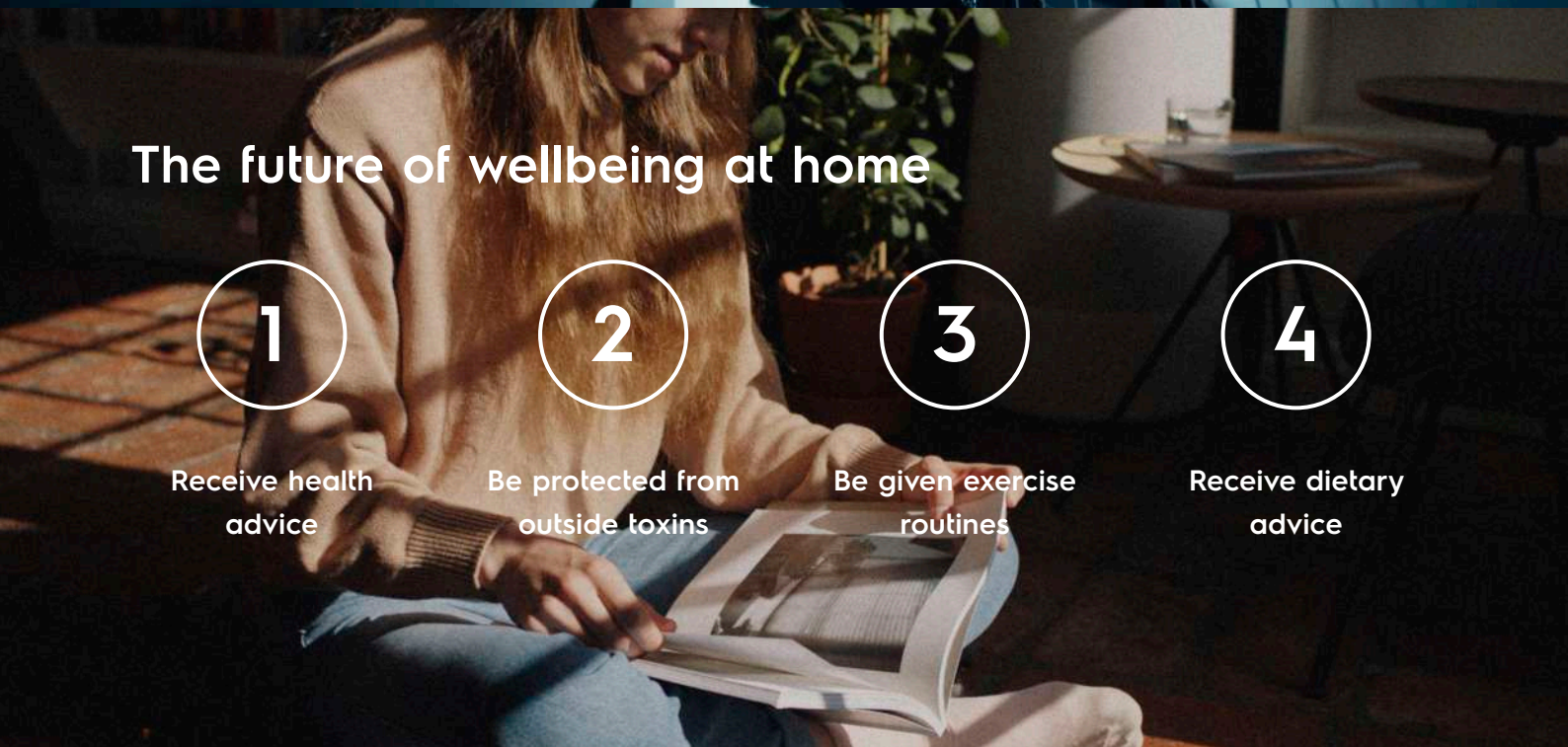
Based on themes revealed during this study, we've put together this hypothetical wishlist of dream home features.

This encompasses just some of the features, functions and practices that the respondents were commonly drawn towards.



Sustainable functions

1. Produce one's own green energy
2. Filter and reuse water
3. Minimize energy consumption
4. Have an automatic recycling system

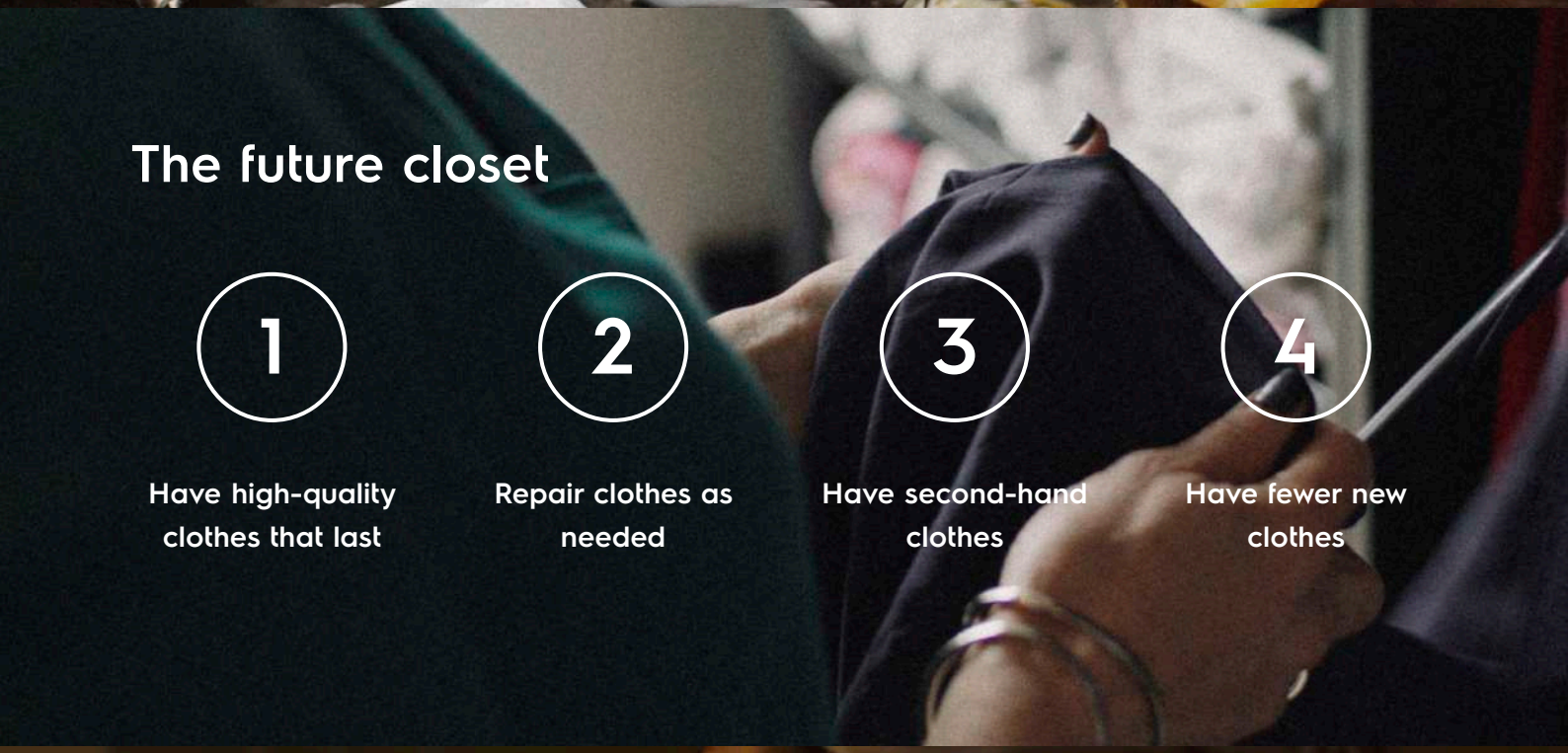


The future of wellbeing at home

1. Receive health advice
2. Be protected from outside toxins
3. Be given exercise routines
4. Receive dietary advice

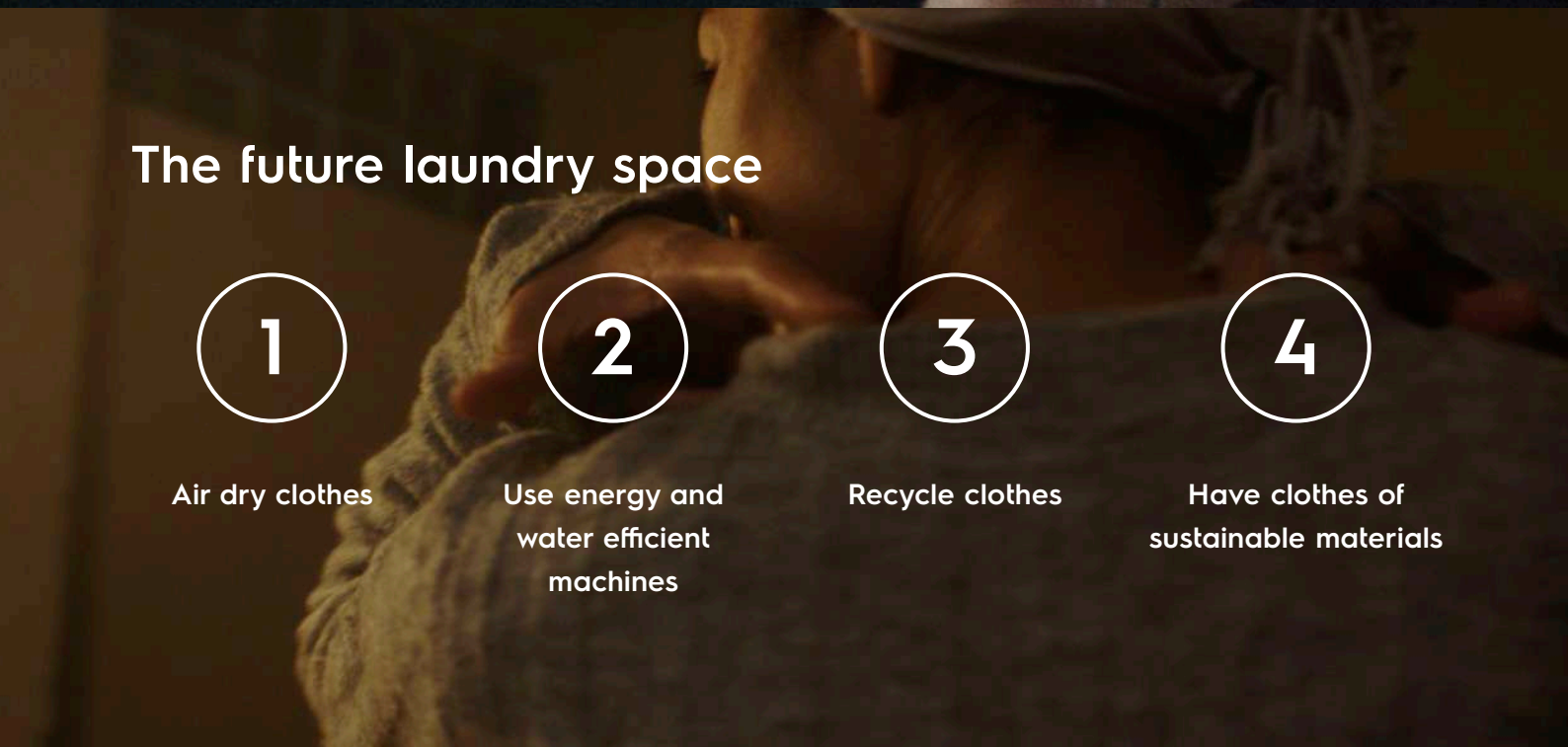
The future kitchen

1. Produce one's own food
2. Cook tasty plant-based dishes
3. Compost or recycle all food waste
4. Preserve food and store long term



The future closet

1. Have high-quality clothes that last
2. Repair clothes as needed
3. Have second-hand clothes
4. Have fewer new clothes



The future laundry space

1. Air dry clothes
2. Use energy and water efficient machines
3. Recycle clothes
4. Have clothes of sustainable materials

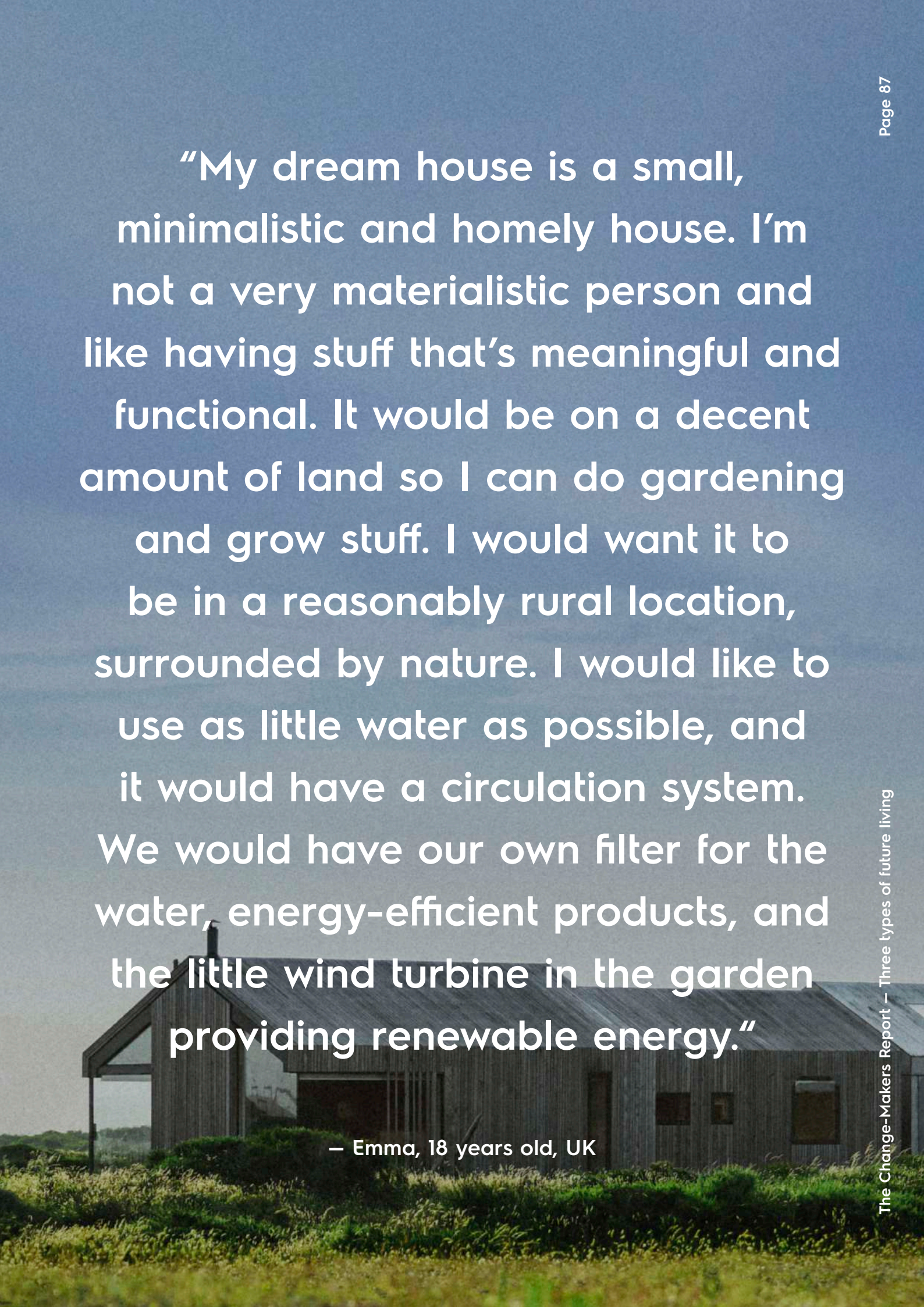
Three types of future living

Based on the findings of this study, we can present three hypothetical concepts of living. These concepts aim to cater to some of the common themes that respondents were drawn to.

The eco-smart home

The communal home

Biophilic city life



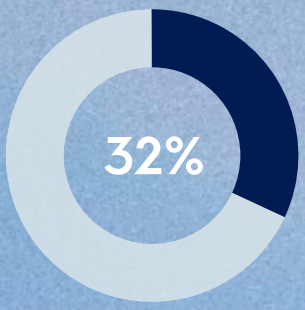
"My dream house is a small, minimalistic and homely house. I'm not a very materialistic person and like having stuff that's meaningful and functional. It would be on a decent amount of land so I can do gardening and grow stuff. I would want it to be in a reasonably rural location, surrounded by nature. I would like to use as little water as possible, and it would have a circulation system. We would have our own filter for the water, energy-efficient products, and the little wind turbine in the garden providing renewable energy."

– Emma, 18 years old, UK

The eco-smart home

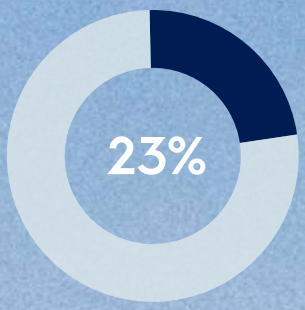
This future home is a sanctuary where green innovation ensures the home uses minimal natural resources. It is self-sufficient in green energy and makes use of every single drop of water whenever it can: from the rainwater to the dishwasher to water from the washing machine. The greywater is used to irrigate the garden with an automatic sprinkler system. The home is an ecosystem in and of itself, facilitated and supported by technical features. It's a place where you feel safe, comfortable, and in harmony with nature. It doesn't have to be big or have a lot of features – just enough to enable a healthy, active and flexible lifestyle.

The eco-smart home caters to



want to live in a house

Question: The future sustainable home is...



want to live in a small town

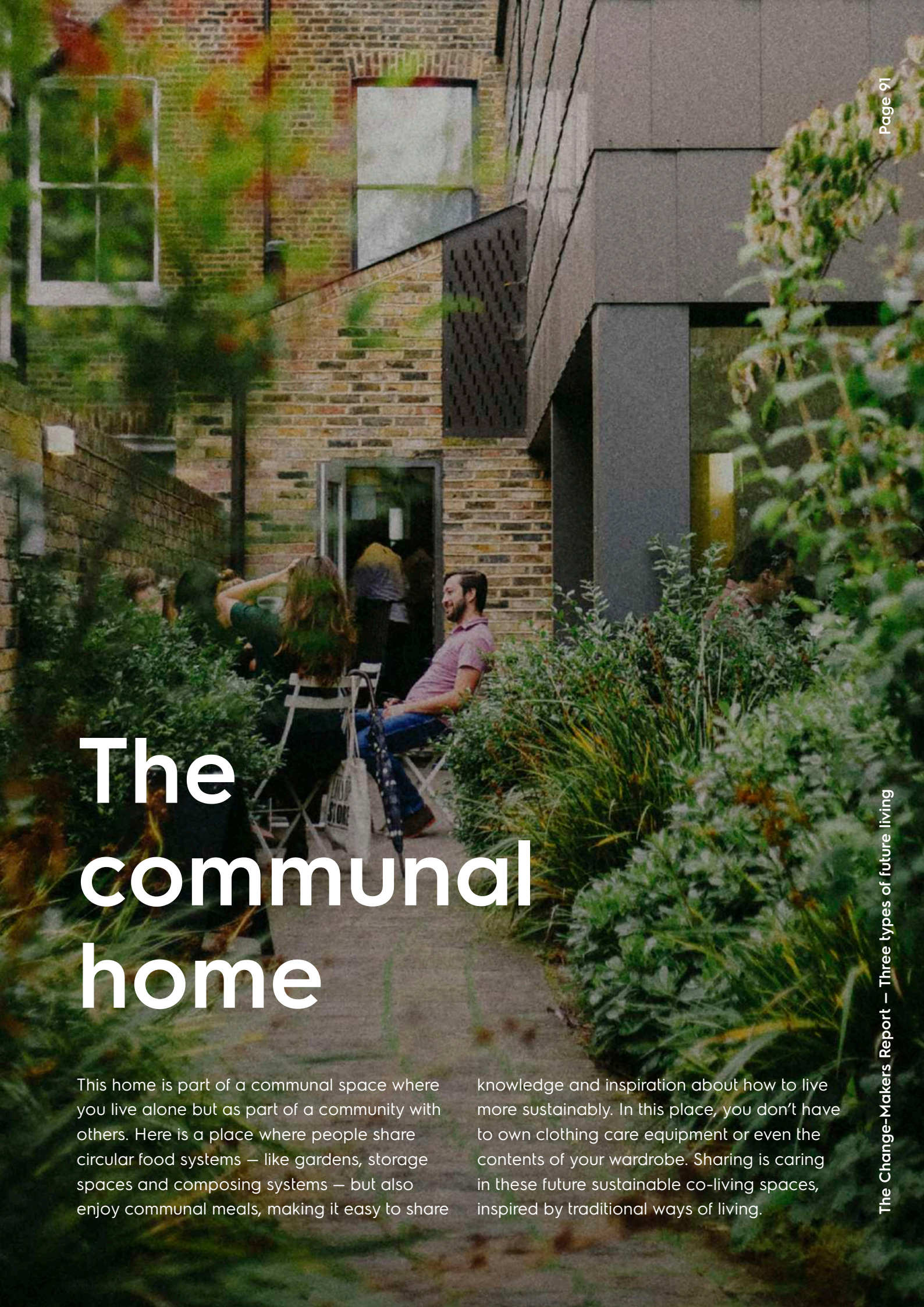
Question: The future sustainable home is located in...

Key features

- Located outside the city
- Built from sustainable and resilient materials
- Self-sufficient in clean, green energy
- Smart systems to optimize energy consumption
- Solutions to save rainwater and clean it from pollutants
- System to take care of and reuse excess water; e.g., from washing and cleaning
- Greenhouse or garden to grow own food, along with a compost

“My dream is to start a community center where people can grow food and share knowledge and skills around mental health and sustainability. Where we can organize cook-alongs, beach cleanings and farmers’ markets.”

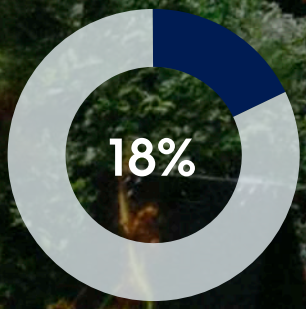
— Alanis, 20 years old, France



The communal home

This home is part of a communal space where you live alone but as part of a community with others. Here is a place where people share circular food systems – like gardens, storage spaces and composing systems – but also enjoy communal meals, making it easy to share knowledge and inspiration about how to live more sustainably. In this place, you don't have to own clothing care equipment or even the contents of your wardrobe. Sharing is caring in these future sustainable co-living spaces, inspired by traditional ways of living.

The communal home caters to



want to live in a collective

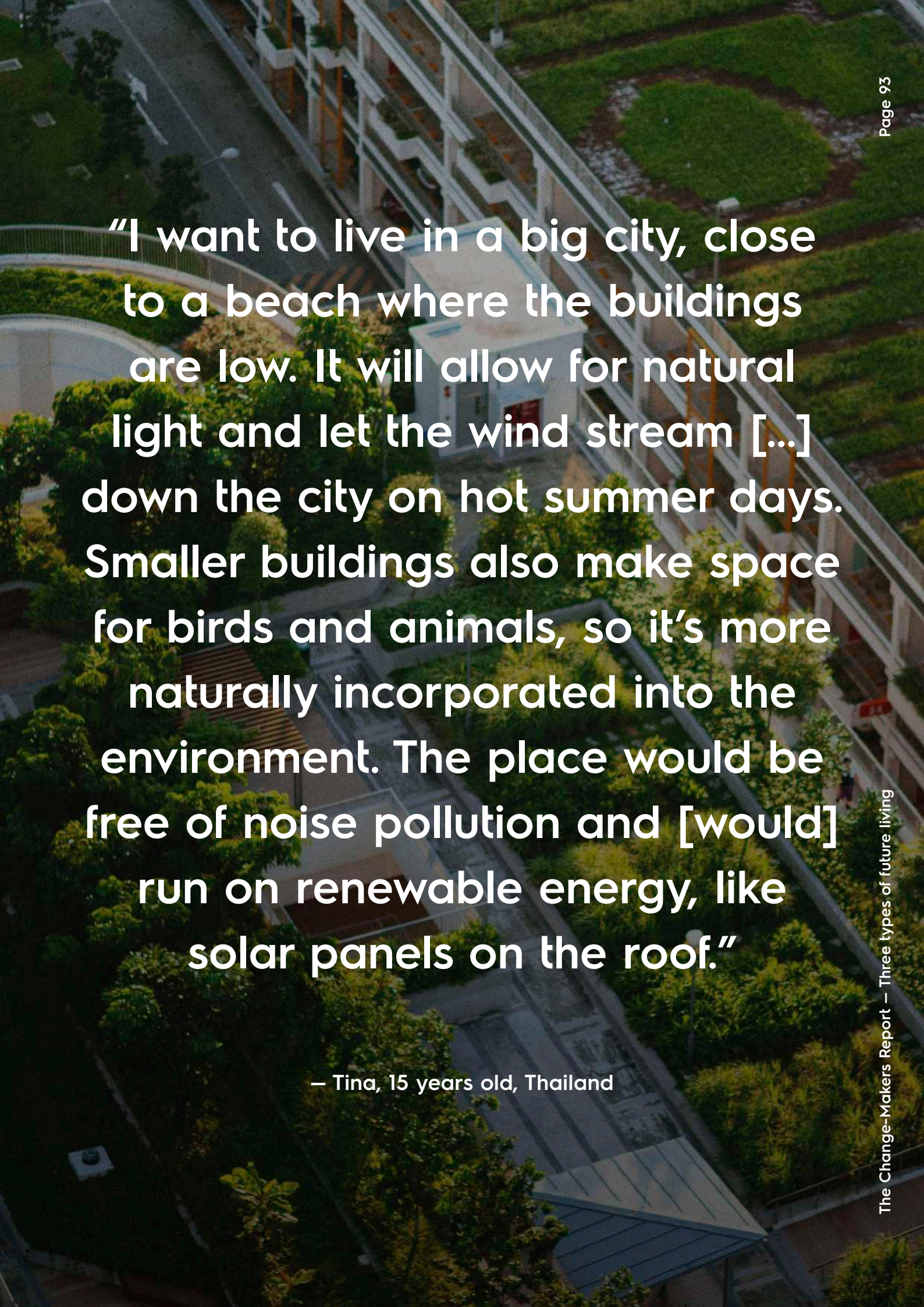
Question: The future sustainable home is...

want to live in a rural area

Question: The future sustainable home is located in...

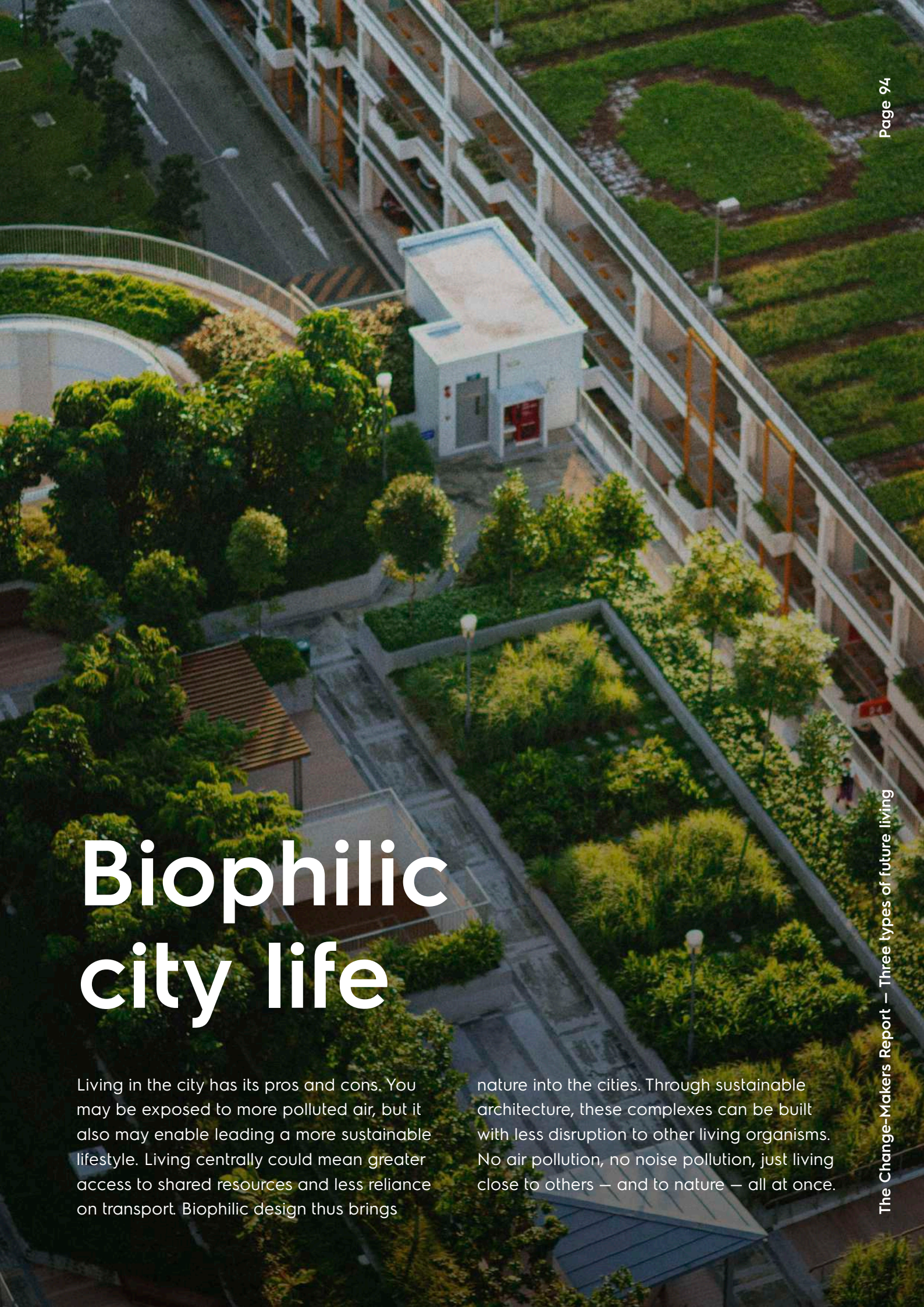
Key features

- Spaces for social meals
- Shared garden, farming spaces, and laundry facilities
- Shared wardrobe and home appliances
- Circular food systems, from growing crops to composting
- Smart and natural storage space for vegetables and fresh produce



“I want to live in a big city, close to a beach where the buildings are low. It will allow for natural light and let the wind stream [...] down the city on hot summer days. Smaller buildings also make space for birds and animals, so it’s more naturally incorporated into the environment. The place would be free of noise pollution and [would] run on renewable energy, like solar panels on the roof.”

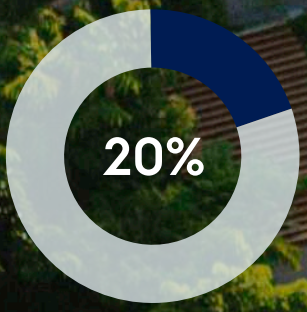
— Tina, 15 years old, Thailand



Biophilic city life

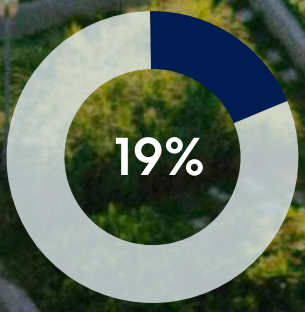
Living in the city has its pros and cons. You may be exposed to more polluted air, but it also may enable leading a more sustainable lifestyle. Living centrally could mean greater access to shared resources and less reliance on transport. Biophilic design thus brings nature into the cities. Through sustainable architecture, these complexes can be built with less disruption to other living organisms. No air pollution, no noise pollution, just living close to others — and to nature — all at once.

Biophilic city life caters to



want to live in an apartment

Question: The future sustainable home is...



want to live in a city centre

Question: The future sustainable home is located in...

Key features

- Biophilic design and sustainably engineered buildings
- Shared mobility and transport solutions
- Access or close proximity to shared resources; e.g., gyms, libraries, green spaces
- Buildings that are energy and water efficient
- Connected smart home appliances and features
- Access to many sources of renewable energy

Region summaries

Latin America

Europe

Asia-Pacific, Middle East, Africa

North America

Latin America

When it comes to their future sustainable home, the respondents in Brazil, Argentina and Chile showed the highest interest in producing their own food (45%, compared to 31-36% in the other global regions) and cooking tasty plant-based food (42%, compared to 25-34%) [1].

The young people here showed a strong relationship to nature, with high concern for climate change and the strongest concern, compared to other regions, for ocean pollution.

There was also a stronger tendency towards system-wide changes when discussing the transition to a more sustainable society.

[1] Question: "In my future sustainable home, I want to be able to..." Respondents could select any number of responses; see figure on page 33.

Worries & fears

39%

say they worry about water pollution (average: 27%)

Question: Which of the following effects of living unsustainably do you worry about the most? Respondents could select up to three alternatives; see figure on page 10.

Solutions & responsibilites

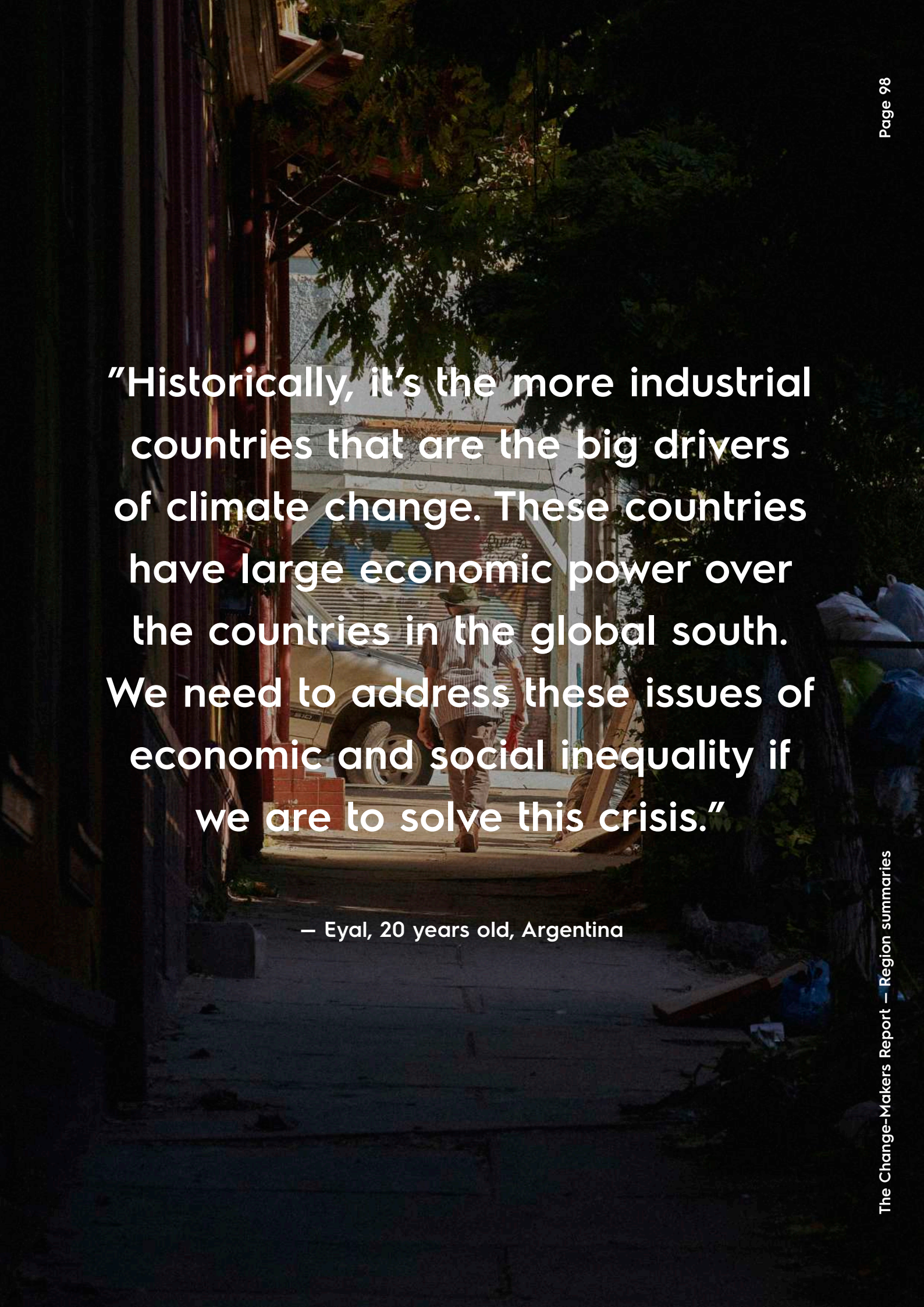
64%

say they reduce their energy use at home (average: 56%)

Question: Which of the following sustainable behaviors do you practice in your everyday life? Respondents could select any number of responses; see page 21.

"I live in Chile, and that is sometimes a bad thing because it's terribly hot. And I can actually see all the smoke and pollution in the air. There is a lot of contamination in Santiago."

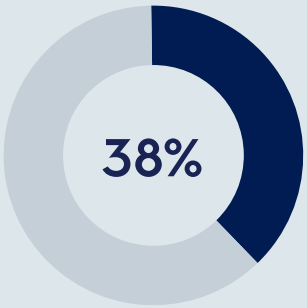
— Diego, 18 years old, Chile



"Historically, it's the more industrial countries that are the big drivers of climate change. These countries have large economic power over the countries in the global south. We need to address these issues of economic and social inequality if we are to solve this crisis."

— Eyal, 20 years old, Argentina

Food

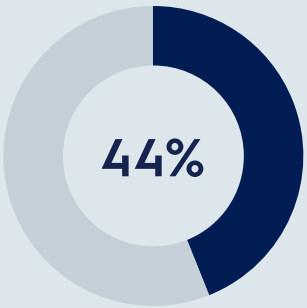


say that sustainable food is too expensive (average: 35%)

Latin America was the region with the lowest percentage to select: "I don't cook food at all." (9% compared to 11-14% in other regions)

Question: What is currently preventing you from practicing a more sustainable approach to food? Respondents could select any number of responses; see page 30.

Clothing care

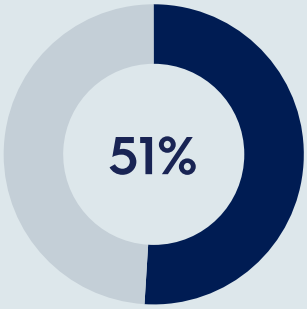


think people are held back by lack of knowledge about how to take care of their clothes (average: 40%)

This was the region with the lowest percentage to select: "Lack of space to take care for clothes." (17%, compared to 22-24%)

Question: Which of the following do you think prevents people from taking better care of their clothes? Respondents could select any number of responses; see page 47.

Wellbeing at home

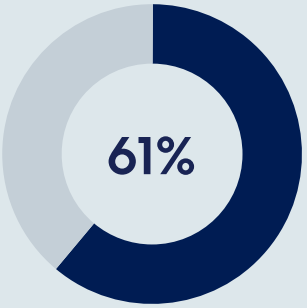


think people are held back by lack of time and effort to clean (average: 47%)

This was the region with the lowest percentage to select "Lack of energy and water efficient home appliances." (21%, compared to 25-28%)

Question: What do you think is preventing people from improving their wellbeing at home? Respondents could select any number of responses; see page 62.

Future living



say they want space for productivity (average: 49%)

Latin America was also the region with the highest percentage to desire space for hobbies (e.g., DIY hobbies). (42%, compared to 36-39%)

Question: What kind of space is important for you to have in your future sustainable home? "Space for..." Respondents could select any number of responses; see page 77.

Europe

The youth surveyed in Germany, France, the UK, Poland and Sweden expressed strong concern for environmental sustainability and showed the highest concern (31%, compared to 23-28% for other regions) for natural disasters. A great sense of individual responsibility — to take action towards slowing down the pace of climate change — could be observed across this group.

Despite living in generally comfortable circumstances, many said they felt anxious about the effects of climate change, motivating them to desire a more sustainable lifestyle for themselves.

Question: Which of the following effects of living unsustainably do you worry about the most? Respondents could select up to three alternatives; see page 10.

Worries & fears

31%

say they worry about natural disasters (average: 28%)

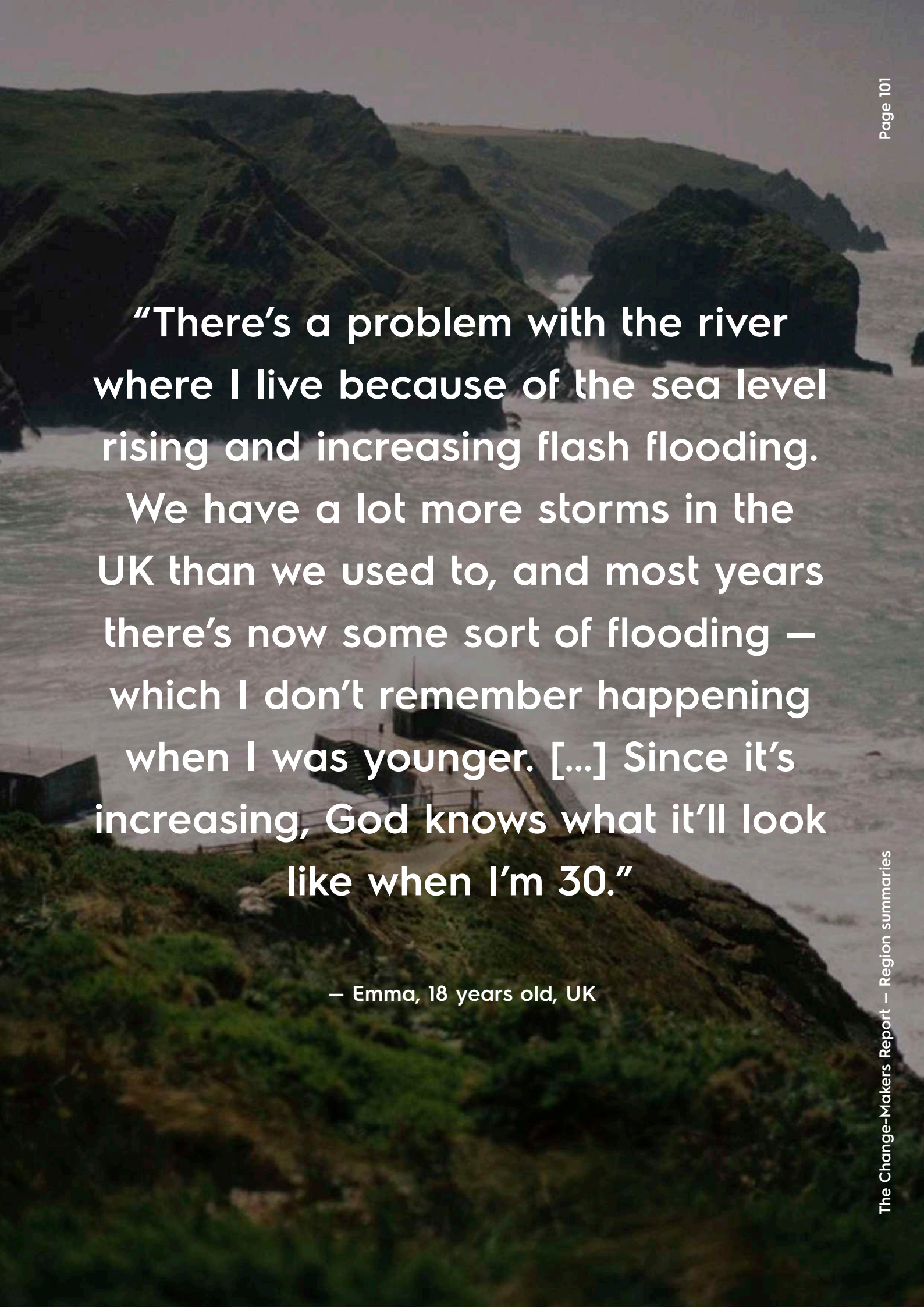
Question: Which of the following effects of living unsustainably do you worry about the most? Respondents could select up to three alternatives; see figure on page 10.

Solutions & responsibilites

61%

say they sort and recycle waste day-to-day (average: 48%)

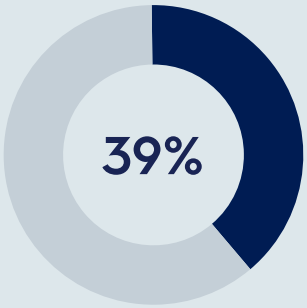
Question: Which of the following sustainable behaviors do you practice in your everyday life? Respondents could select any number of responses; see page 21.



"There's a problem with the river where I live because of the sea level rising and increasing flash flooding. We have a lot more storms in the UK than we used to, and most years there's now some sort of flooding — which I don't remember happening when I was younger. [...] Since it's increasing, God knows what it'll look like when I'm 30."

— Emma, 18 years old, UK

Food

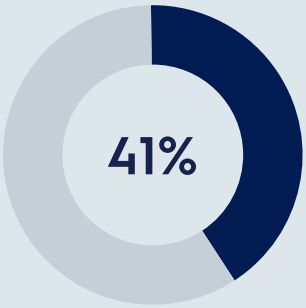


say that sustainable food is too expensive (average: 35%)

Europe was the region with the lowest percentage to select: "I don't have space to recycle or compost." (17% compared to 19-25% in other regions)

Question: What is currently preventing you from practicing a more sustainable approach to food? Respondents could select any number of responses; see page 30.

Clothing care

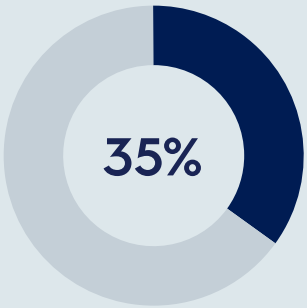


think people are held back by lack of time and effort to hand wash (average: 40%)

This was the region with the highest percentage to select: "Lack of space to air dry clothes." (26%, compared to 20-23%)

Question: Which of the following do you think prevents people from taking better care of their clothes? Respondents could select any number of responses; see page 47.

Wellbeing at home

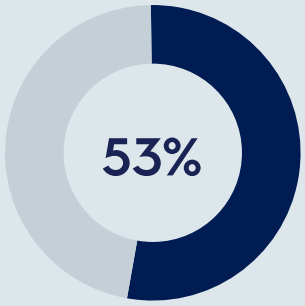


think others in the home are messing up or preventing people from improving their wellbeing at home (average: 34%)

Europe was also the region with the highest percentage to select: "Maintaining a balanced temperature consumes too much energy." (23%, compared to 21-22%

Question: What do you think is preventing people from improving their wellbeing at home? Respondents could select any number of responses; see page 62.

Future living



say they want space for cooking (average: 48%)

This was also the region with the highest percentage to desire space for eating food together with others. (46%, compared to 31-40%)

Question: What kind of space is important for you to have in your future sustainable home? "Space for..." Respondents could select any number of responses; see page 77.

Asia-Pacific, Middle East & Africa

The young people surveyed in Vietnam, Thailand, Australia and Israel highlighted different challenges depending on where they live, but they share a belief in the benefits of technology and renewable energy. There was also a higher concern (39%, compared to 25-29% for other regions) towards pandemics.

Many respondents from this region indicated they wanted a more comfortable life.

Compared to other regions in this survey, this group showed lower anxiety towards global sustainability threats in general, although there was a high concern for air pollution (38%, compared to 26-33%).

Question: Which of the following effects of living unsustainably do you worry about the most? Respondents could select up to three alternatives; see page 10.

Worries & fears

39%

say they worry about pandemics (average: 31%)

Question: Which of the following effects of living unsustainably do you worry about the most? Respondents could select up to three alternatives; see figure on page 10.

Solutions & responsibilites

45%

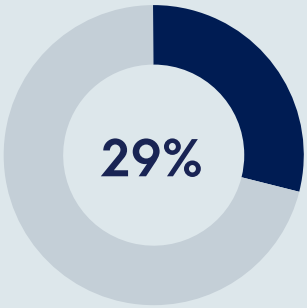
say they limit their use of plastics (average: 44%)

Question: Which of the following sustainable behaviors do you practice in your everyday life? Respondents could select any number of responses; see page 21.

"We don't have much time left, and sometimes it feels like it's too late already. I am extremely worried about global warming. And here in Israel, the sea is so polluted by companies and their littering that you cannot even go for a swim."

— Shai, 19 years old, Israel

Food

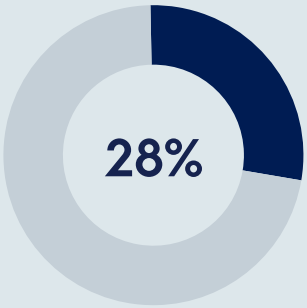


say that sustainable food is too expensive (average: 35%)

Asia-Pacific, Middle East & Asia was the region with the highest percentage to select: "I don't know how to cook sustainably." (24%, compared to 19-23% in other regions)

Question: What is currently preventing you from practicing a more sustainable approach to food? Respondents could select any number of responses; see page 30.

Clothing care

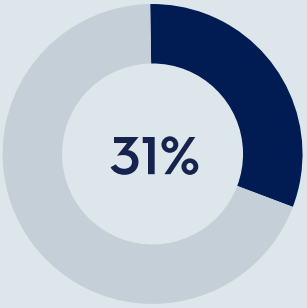


think people are held back by lack of energy and water efficient washing options (average 26%)

This was the region with the lowest percentage to select: "Someone else cares for their clothes for them." (19%, compared to 21-23%)

Question: Which of the following do you think prevents people from taking better care of their clothes? Respondents could select any number of responses; see page 47.

Wellbeing at home

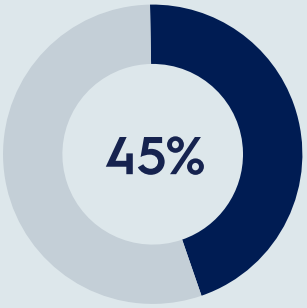


think people's wellbeing is hindered by lingering unpleasant smells (average: 29%)

This was also the region with the highest percentage to select: "Lack of energy and water efficient home appliances." (28%, compared to 21-27%)

Question: What do you think is preventing people from improving their wellbeing at home? Respondents could select any number of responses; see page 62.

Future living



say they want space for privacy (average: 43%)

The region showed a comparatively low desire for space for taking care of their clothes. (19%, compared to 25-32%)

Question: What kind of space is important for you to have in your future sustainable home? "Space for..." Respondents could select any number of responses; see page 77.

North America

The respondents in the US generally showed a more individualist approach to sustainable living, with the exception of a portion of individuals who exhibited more socially progressive values.

The region showed the least consensus towards the statement "Sustainability is the most important global issue today." (49%, compared to 52-63% for other regions.) There was moderate agreement that it is up to every one of us to act more sustainably (62%, compared to 71-80%). Several people in this group expressed frustration towards previous generations for not having done more to address the issue.

North America was the region that showed the highest concern towards how living unsustainably impacts one's health.

Question: To what extent do you agree with the following statements regarding sustainability? Those who answered 4 or 5.

Worries & fears

32%

say they worry about their own health (average: 25%)

Question: Which of the following effects of living unsustainably do you worry about the most? Respondents could select up to three alternatives; see figure on page 10.

Solutions & responsibilites

58%

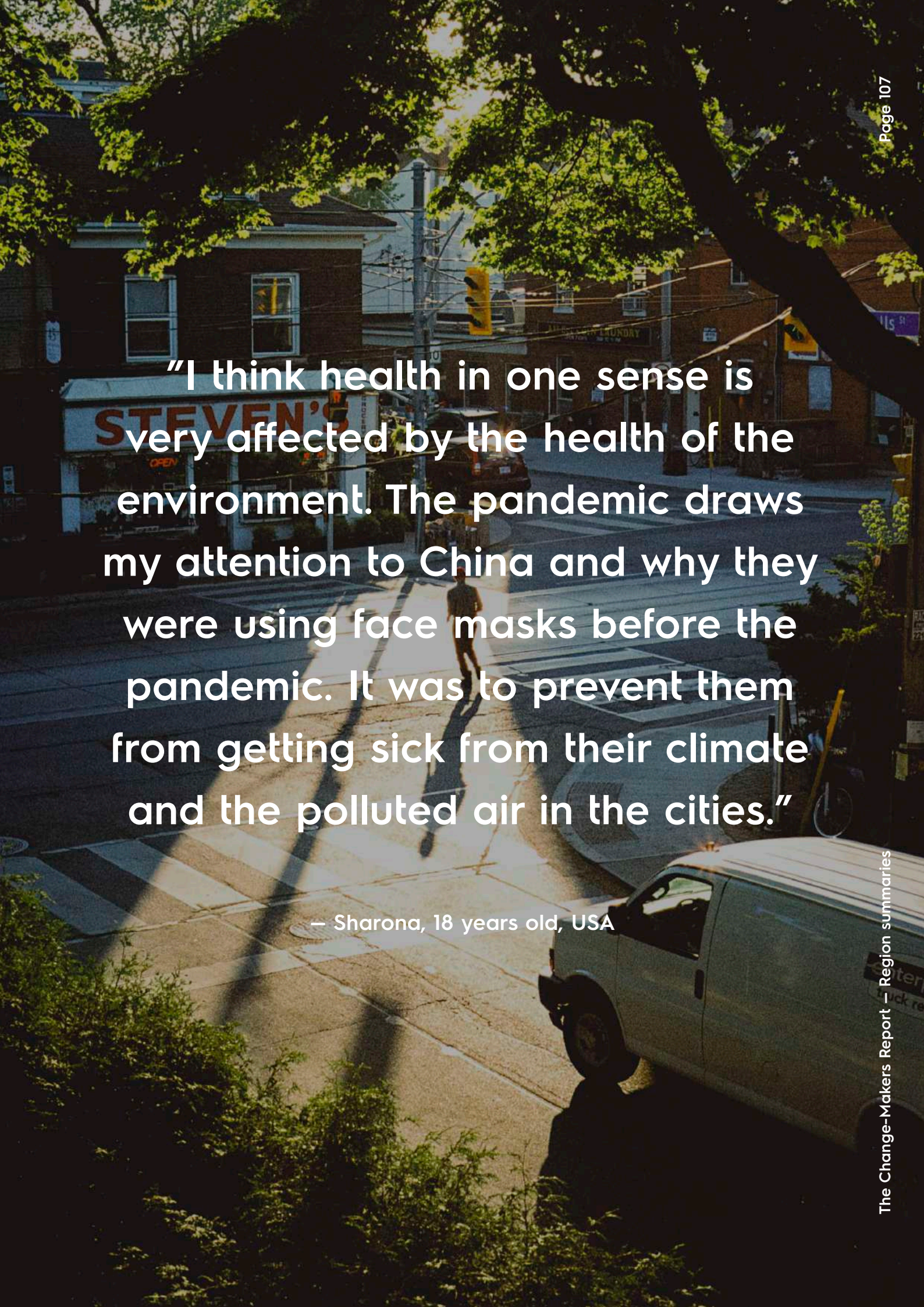
say they wear a face mask day-to-day (average: 56%)

Question: Which of the following sustainable behaviors do you practice in your everyday life? Respondents could select any number of responses; see page 21.

"Having that constant connection to nature is what fueled [me] to work on climate change. [...] There are so many things we can do about it now."

– Charlie, 17 years old, USA

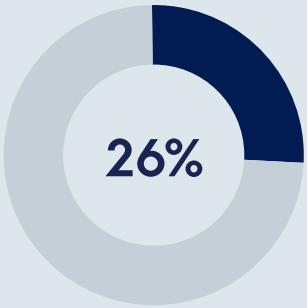
Image is not of quoted survey respondent



"I think health in one sense is very affected by the health of the environment. The pandemic draws my attention to China and why they were using face masks before the pandemic. It was to prevent them from getting sick from their climate and the polluted air in the cities."

— Sharona, 18 years old, USA

Food

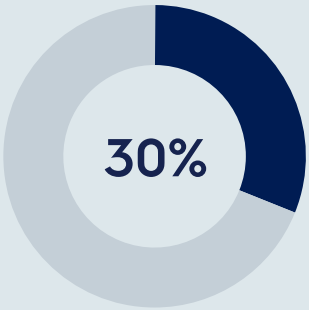


say that sustainable food is too expensive (average: 35%)

North America was the region with the lowest percentage to select: "I don't know how to cook sustainably." (19%, compared to 20-24% in other regions)

Question: What is currently preventing you from practicing a more sustainable approach to food? Respondents could select any number of responses; see page 30.

Clothing care

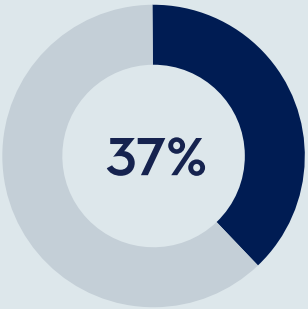


think people are held back by lack of time and effort to hand wash (average: 40%)

While most underrepresented for the above, North America was the region with the highest percentage to select: "Lack of space to take care for clothes." (24%, compared to 17-22%)

Question: Which of the following do you think prevents people from taking better care of their clothes? Respondents could select any number of responses; see page 47.

Wellbeing at home

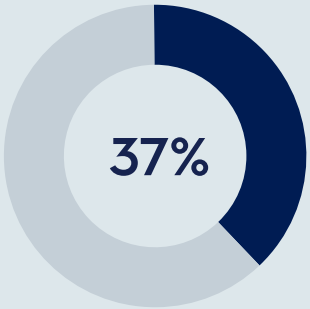


think people are held back by lack of time and effort to clean (average: 47%)

This was also the region with the lowest percentage to select: "Lack of knowledge on how to improve wellbeing at home." (32%, compared to 37-44%)

Question: What do you think is preventing people from improving their wellbeing at home? Respondents could select any number of responses; see page 62.

Future living



say they want space for watching entertainment (average: 29%)

North America was also the region with the highest percentage to desire space for gaming. (34%, compared to 23-30%)

Question: What kind of space is important for you to have in your future sustainable home? "Space for..." Respondents could select any number of responses; see page 77.

Our efforts

How Electrolux works to enable better and more sustainable living

We want to shape a better, more sustainable future

The way we live our daily lives today is unsustainable. It puts a strain on the planet, and much of the adverse impact stems from or is connected to the domain of life at home — which is what we work with, at Electrolux.

So what are we doing about it?

Food

As a world leader in kitchen appliances, we believe Electrolux has both a responsibility and an opportunity to positively contribute to issues related to cooking and food consumption.

Our target for 2030 is to make sustainable eating the preferred choice. We want healthy and sustainable meals to be more desirable, more accessible, and easier to create. That's why we will continue to develop food preservation and preparation solutions that help decrease nutrition loss, and it's why we are joining forces with global culinary experts who can further our mission to inspire more healthy eating.

We aim to promote a future where people consciously — and to a higher degree — favor plant-based options, viewing these as more enriching taste experiences. We believe in developing solutions, functionalities, and ways of cooking that make it easier for people to choose delicious and exciting alternatives to unhealthy or carbon-intensive meal options.

We share practical knowledge on how consumers can reduce food waste in their own kitchens; for example, by showing ways to best store food or make smart use of ingredients and leftovers. By forming partnerships with organizations combating food waste, we are able to increase awareness of the issue and share inspiring ways of reducing waste in one's own kitchen.

Through our Electrolux Food Foundation — a non-profit organization we founded in 2016 — we are able to facilitate further action. The foundation supports and funds local and global Electrolux projects that aim to address food-related challenges. It has a target to engage and inspire 300 thousand kids, consumers and professionals on sustainable food habits and reach a viewership of 300 million, all by 2030. Part of this involves developing digital tools for the programs in order to inspire and educate more people on sustainable cooking and eating.

Clothing care

We want to help people improve their relationship with fashion — so they can continue to enjoy the benefits of self-expression while also knowing they are making more conscious and sustainable choices, both when it comes to caring for clothes they already own and when it comes to how they bring new clothes into their lives.

We want to encourage people to take the best possible care of their existing clothes in order to extend their lifetimes — from practicing gentle washing habits to repairing clothes. We also want to continue developing and encouraging ways of washing and drying that have a reduced environmental impact.

"Make it last" is a global awareness campaign we launched in 2020 to inspire consumers to practice better care for their clothes — with a view to making them last longer. Such practices can help reduce the number of garments needed in one's wardrobe. This was our first pan-regional campaign, and it included branded websites with inspiration and care tips for consumers to modernize their laundry habits and choose more sustainable options.

Wellbeing at home

While heating and cooling appliances help promote health and wellbeing in the home, we must work to minimize their impact on the environment. Our ambition is to raise consumer awareness of the fact that how one chooses to heat or cool their home does make a difference — and that optimizing one's indoor climate can significantly reduce energy use.

At the same time, we are continuing to innovate in temperature control technology to ensure that we bring such advances into more homes. We hope to inspire better home care habits by providing solutions that actively guide consumers toward more sustainable practices — practices that are also conducive to a positive sense of wellbeing.

Company

Efficiency improvements in recent years, together with a shift toward renewable electricity, have reduced energy consumed at our manufacturing sites, per product, by around 45% (compared with 2005). These changes have also contributed toward an absolute reduction of our CO2 emissions by more than 70% since 2015.

But we're not slowing down. The Electrolux Group target for 2030 is to be climate neutral with zero carbon emissions from its operations. Looking further ahead, Electrolux has pledged its commitment to the United Nations Global Compact – Business ambition for 1.5°C – for net-zero emissions throughout its value chain by 2050, in line with the 1.5°C Paris Agreement climate target.

In addition to these targets, our Zero Landfill program has the objective of reducing the amount of waste sent to landfill or incinerated without energy recovery. To achieve this, we work to reduce the waste we generate and identify opportunities for reusing waste materials. And, when it comes to circularity, our goal for 2030 is for our product ranges to be made from at least 50% recycled plastic.

Final thoughts

While we will always do our best to address global challenges, it goes without saying, we can't get there alone. Across industries and sectors, we all need to listen, learn and work – to ensure that the products and services we make available to today's youth effectively cater to their hopes and dreams for living better tomorrow.

They are, after all, our future change-makers.

We, along with other companies, government leaders, scientists, activists – and of course, the youth of today – all play essential roles in determining what sustainable living looks like in the years and decades to come.

www.electrolux.com