

Biodiversity, sustainability, consumption

WELEDA
Nature
Study
2022

Biodiversity is a well-known concept among the Australians – and important to them

Australia

Biodiversity – the term is on everyone’s lips. Especially in connection with global warming and increasing extreme weather events, “biodiversity” and the threat it poses regularly come up in public discussion. According to experts, the preservation of biodiversity, nature conservation and climate protection go hand in hand. The Weleda Nature Study 2022 has, therefore, investigated the understanding of the term as well as attitudes and commitment of the population in a representative survey in several countries worldwide. The results for Australia¹ show: the term has a broad but concrete meaning for the population, and for

many, biodiversity makes important contributions to us and our environment. To do their part in preserving biodiversity, Australian people already do a lot in their everyday lives – from following the rules of conduct in nature reserves to reducing their own packaging waste and buying regional and seasonal products. But the results also show that, for some, theoretical willingness might be greater than actual commitment. What is encouraging is that many Australian people believe that their individual actions in the area of sustainability can make a big difference! ■

Biodiversity contributes to



- 65 %** the balance and health of ecosystems
- 52 %** soil and air quality
- 38 %** slowing down climate change
- 22 %** peace on earth

We already do a lot to preserve biodiversity



- 70 %** follow the rules in nature reserves
- 60 %** mainly buy seasonal and regional groceries
- 58 %** avoid packaging waste
- 34 %** buy more second-hand products
- 31 %** are willing to pay a higher price for a sustainable product

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STUDY PROFILE:

¹Diversity? Indispensable! Weleda Nature Study 2022 on Biodiversity. Online Survey by Nielsen on behalf of Weleda. Sample: 1.016 persons of the Australian population from age 18, survey period 5-19 April 2022