



The Green-Feminine Stereotype and the Eco- Gender Gap:

How Gender Impacts Sustainable
Consumption in the Triangle, NC Area

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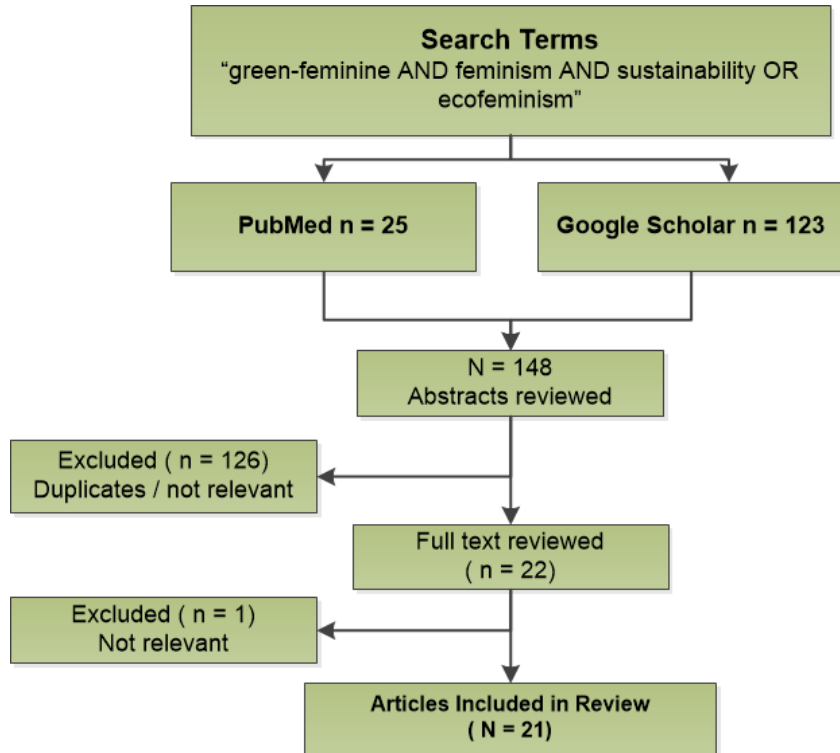


**What is the Green-
Feminine Stereotype?**

**What is the
Eco-Gender Gap?**

& Why Does it Matter?

Methods



In-Depth Interview
Literature Review

NC STATE
UNIVERSITY



Findings

Green-Feminine
Stereotype and the Eco-
Gender Gap

Why Women Care
About the Environment
More Than Men

Solutions to Gender
Disparities in
Sustainability









Policy Recommendations

MASCULINE BRANDING OF PRODUCTS

- Gender-Neutral Marketing

POLICY INCENTIVES

- Lower Taxes on Sustainable Products / Tax Rebate
- Recycling Incentives
 - Reverse Vending Machine
 - Container Deposit Legislation (CDL)
 - 10-Cent Plastic Bag Fee