July 2023

State of Sustainability - US

"Stress and concern over non-stop social, political and personal issues has consumers deprioritizing sustainable living. Instead they are placing the onus of addressing the climate crisis on brands, governments and other consumers. As unsustainable behaviors remain more common than sustainable ones, brands should encourage small, incremental steps toward sustainability to ...

May 2023

Understanding LGBTQ+ Communities - US

"As LGBTQ+ communities contend with financial uncertainty, strained mental wellbeing and mounting legislative attacks, consumers need more than simply inclusivity exercises from brand allies. LGBTQ+ people and their loved ones fear for the future of LGBTQ+ acceptance and rights in the US. They need and expect brand allies to take ...