

Enabling consumers to live more healthy and sustainable lives is an enormous opportunity for brands to build more trust, loyalty and market share and help to solve environmental and social challenges while doing so. For brands, learning how to best engage with consumers around sustainability is vital for long term success.

GlobeScan's 2020 Healthy & Sustainable Living research program consists of surveys of 1,000 consumers in each of 27 markets and builds on 20 years of GlobeScan consumer research in the areas of sustainability, branding and reputation. Results will help organizations engage with consumers by better understanding the diverse mindsets that shape their barriers to, and triggers of, more healthy and sustainable living.

Building upon the 2019 study, this cost-effective program will not only provide new and better global insights with regional, audience-specific and category-centric intelligence to companies but will do so through an evidence-led approach that allows for shared learning and engagement with peers. It is designed to serve the needs of colleagues in marketing, communications and sustainability functions.

Deliverables

At a cost of \$15,000, subscribers will receive the following:

- | A customized briefing delivered by senior GlobeScan advisors
- | Invitation to attend exclusive convenings with other corporate leaders to learn and share with each other in this challenging area
- | Reports and briefings designed and delivered in PowerPoint, including interpretation and implications, charts suitable for insertion into other decks, etc.
- | Full access to detailed statistical tables
- | Unlimited access to our interactive data visualization tool
- | Ongoing advice and support from senior GlobeScan advisors
- | Ad hoc opportunities for additional joint thought leadership publications or platforms

The Healthy & Sustainable Living research platform consists of three pillars: Insights, Thought Leadership and Learning:

- | **Insights:** The latest topical and instructive findings on a global scale with local granularity will help you understand current market dynamics and timely shifts on current issues. Use these insights to better connect with consumers on what matters to them and their world and build brand equity, while helping to mobilize new healthy and sustainable behaviors.
- | **Thought Leadership:** A coordinated and curated program of thought leadership will offer a host of activities to increase exposure, amplify the branding of each participating organization and expand engagement on this critical topic with more stakeholders.
- | **Learning:** A platform for peer engagement and learning to collaborate on content and insights, as well as exchange experiences and ideas.



Topic List (To Be Developed In Consultation with Participating Companies)

Contextual trends (concerns, trust, sector responsibility)

Behavior change (willingness to change specific behaviors, motives, responsiveness to triggers)

Social influence (peer pressure, identity, feelings and rationale)

Sustainable diets (issues awareness, motivation)

Circular economy (receptiveness to emerging concepts)

Statistical analysis and modelling (demographics, indexes, drivers, segmentation, etc.)

Timing

March/April: Questionnaire design

June: Data collection across 25+ countries

July: Analysis/reporting, initial internal sharing of results

August: Full report

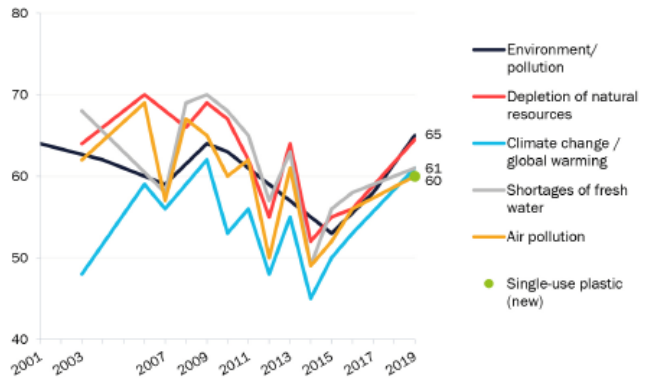
August-December: Customized briefings, additional analysis

Participating Countries



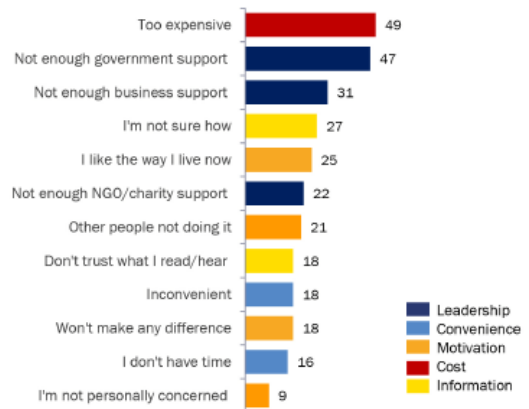
Argentina Australia Brazil Canada China France
 Germany HongKong India Indonesia Italy
 Japan Kenya Mexico Nigeria Russia
 Saudi Arabia Singapore South Africa
 South Korea Spain Sweden
 Thailand Turkey UK USA Vietnam

Seriousness of Environmental Problems
 "Very Serious," Average of 17 Countries,* 2001–2019



*Includes Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Kenya, Mexico, Nigeria, Russia, Spain, Turkey, UK, and USA. Not all countries were asked in all years. This question was previously asked in GlobeScan's Radar research programme, using an in-person and telephone methodology.

Barriers to Improving Lifestyle to be More Healthy and Sustainable
 Total Mentions, Average of 25 Countries, 2019



Contact Us

For more information and to discuss the opportunity to secure your membership, please contact:

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