

# The Future of Corporate Advocacy

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Exploring key trends and  
strategies defining the next era  
of corporate advocacy

December 11<sup>th</sup>, 2024



# Key questions for today

- How is corporate advocacy evolving?
- What are the pitfalls to avoid? What do best practices look like?
- How to best engage policymakers moving forward?
- What shall practitioners focus on if they want to make corporate advocacy a priority in 2025?
- And of course, your questions too, in the Q&A section anytime.

**Moderator:**



**Perrine Bouhana**  
Director (Paris),  
**GlobeScan**



## Our featured panelists



**Charmian (Char) Love,**  
Chief International Advocacy Officer,  
**Natura &Co**



**Facundo Etchebehere,**  
Co-Founder & Senior Advisor,  
**Ambition Loop**



**Stefan Crets,**  
Executive Director,  
**CSR Europe**



**Dr. Matthias Altmann,**  
Senior Advisor to International Organizations  
on Corporate Sustainability and Due Diligence



***Stakeholders' view on  
corporate advocacy:***

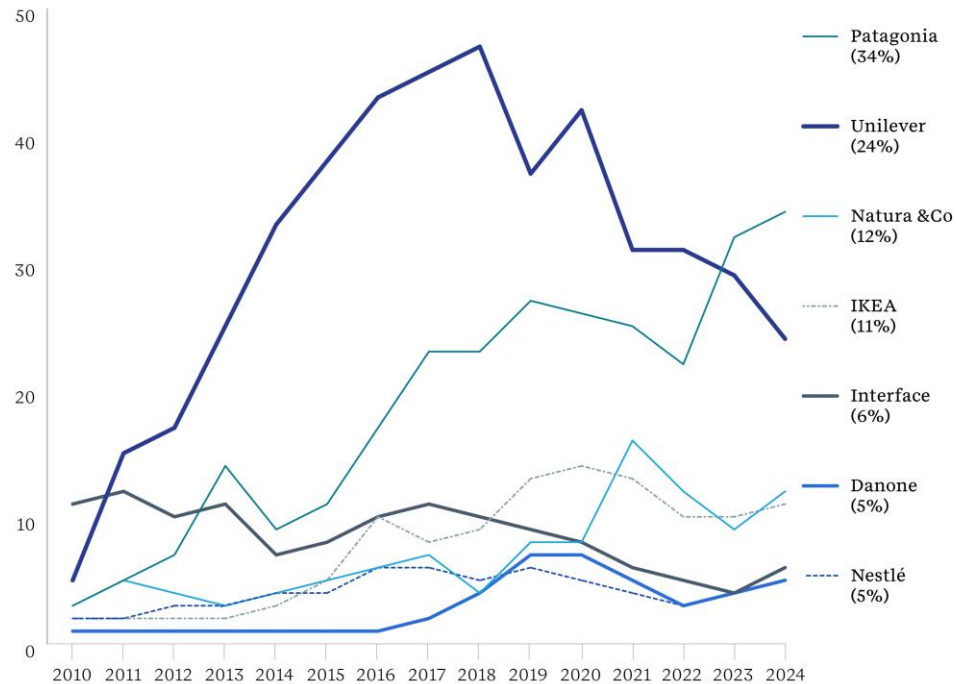
**A key driver of  
recognized leadership  
in sustainability**

# Tracking sustainability leadership since 1994



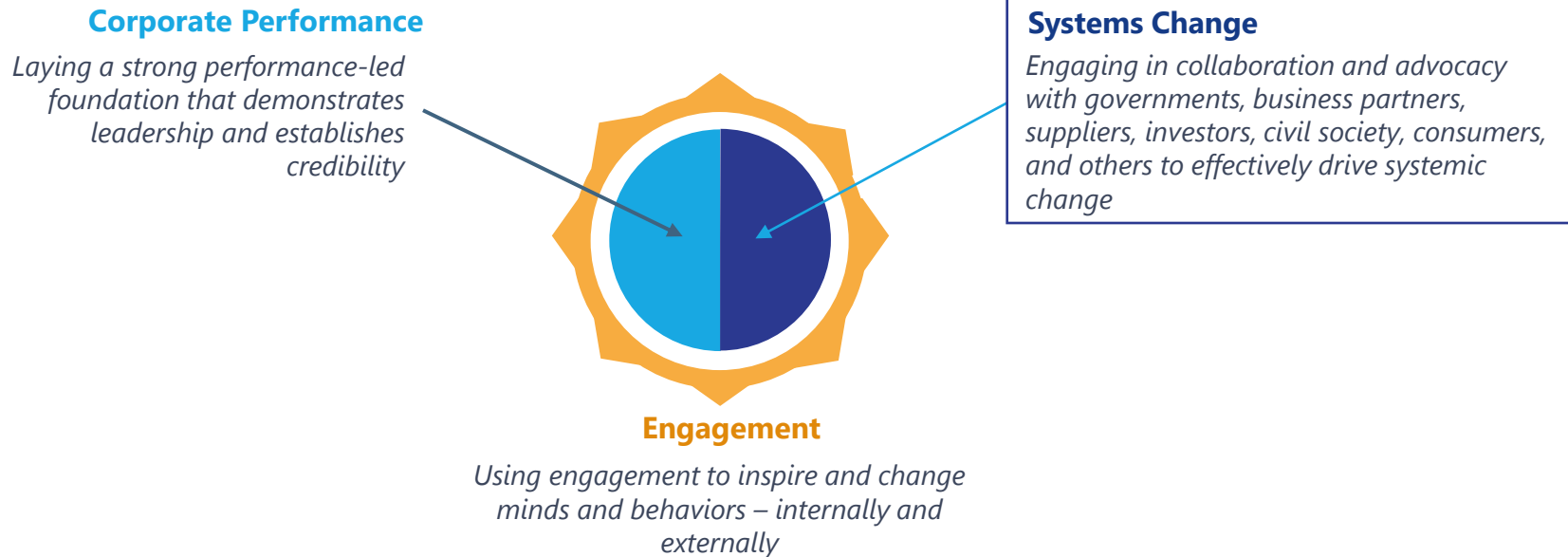
## Sustainability Leaders 2024

% of Experts, Unprompted, 2010-2024



# Recognized leadership framework

Framework derived from longitudinal quantitative research with global stakeholders:





***General public's view  
on corporate advocacy:  
A key, evolving  
expectation of the role  
of business in society***

# Tracking global issues, societal trends, and public expectations since 1997



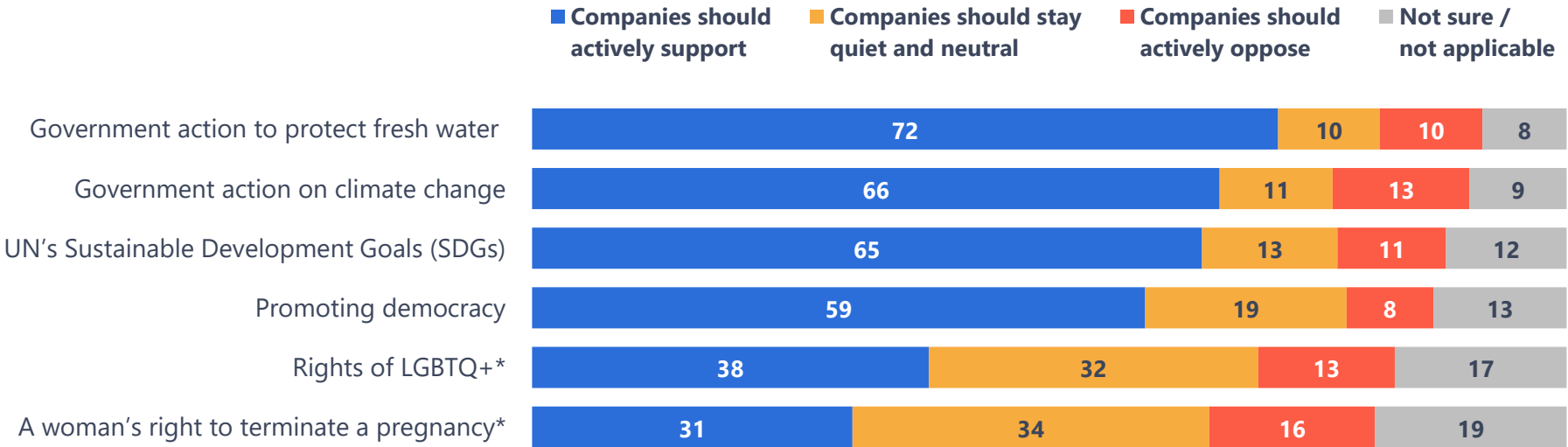
- 30,000+ interviews
- 31 countries & territories
- Approx. 1,000 respondents per country
- July – August 2024



# Businesses are expected to advocate for government action on global challenges such as water, climate change, UN’s SDGs, and democracy

## Expectations for Corporate Advocacy

Average of 27 Countries, 2024

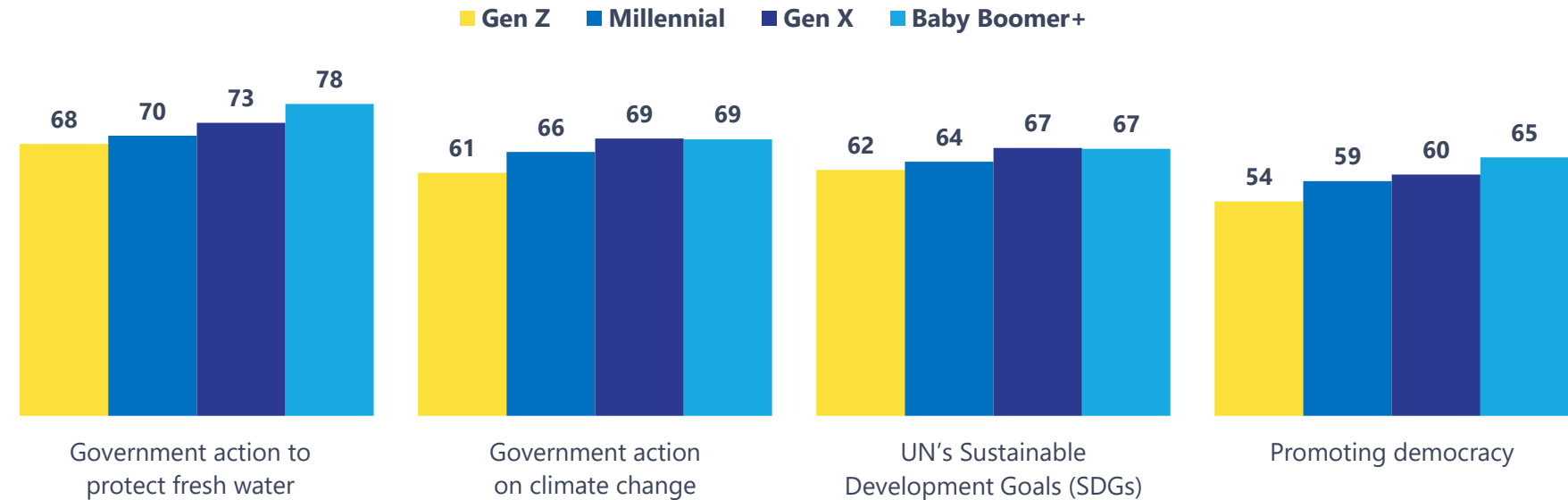


\*Not asked in Saudi Arabia, Türkiye, Indonesia, and Egypt.

# Unexpected champions: Older generations lead in expecting corporate advocacy

## Expectations for Corporate Advocacy

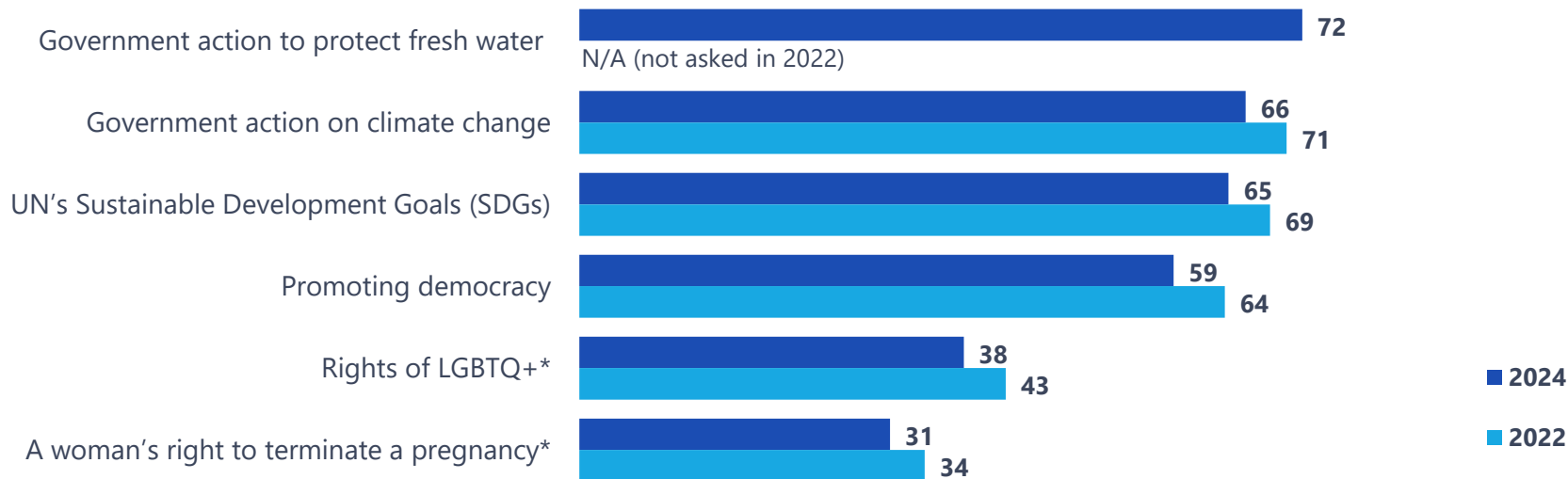
Companies Should Actively Support, Average of 27 Countries, by Generation, 2024



# A decline in public expectations over the past two years, but majorities remain in favor of corporate advocacy on water, climate, SDGs, and democracy

## Expectations for Corporate Advocacy

Companies Should Actively Support, Average of 27 Countries, 2022–2024



\*Not asked in Saudi Arabia, Türkiye, Indonesia, and Egypt.

# Political polarization is impacting corporate advocacy in the U.S., but protecting fresh water emerges as a rare bipartisan expectation

## Expectations for Corporate Advocacy

By Political Affiliation, USA, 2024





## **So, what's next for Corporate Advocacy?**

## Let's turn to our panelists



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## Thank you!

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## About us

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**Know** your world.  
**Lead** the future.

**GlobeScan is a global insights and advisory firm specializing in trust, sustainability, and engagement.**

We equip companies, NGOs, and governmental organizations with the insights they need to make sense of their rapidly changing world and respond to shifting societal and stakeholder expectations.

We help our clients craft evidence-led strategies that reduce risks and create value for themselves and society.

*Our purpose is to co-create a sustainable and equitable future.*

*Learn more: [www.globescan.com](http://www.globescan.com)*



# Our Services

GlobeScan combines advanced social science methodologies with strategic advisory expertise to help organizations navigate their rapidly changing context.



## TRENDS & BENCHMARKING

We identify, understand, and anticipate current and emerging issues, trends, and best practices within your competitive context to help you navigate the fast-moving world.

## REPUTATION & TRUST BUILDING

We uncover the drivers of your reputation and co-create action plans to further build the trust and confidence of your stakeholders.

## MATERIALITY & ESG ISSUES ASSESSMENT

We conduct evidence-based materiality and ESG issues assessments to inform your strategy, engagement, and reporting in line with best practice and regulatory requirements.

## SUSTAINABILITY POSITIONING & STRATEGY

We help you develop sustainability strategies, frameworks, goals, and communications to guide your actions, enhance your impact, and build recognized leadership.

## CONSUMER ENGAGEMENT & SUSTAINABLE LIVING

We help you understand consumer attitudes and behaviors to strengthen your brand and enable more sustainable, healthier choices and lifestyles.

## STAKEHOLDER ENGAGEMENT & ADVOCACY

We identify and engage your most important stakeholders to foster dialogue, collaboration, and advocacy opportunities that drive systemic change.