

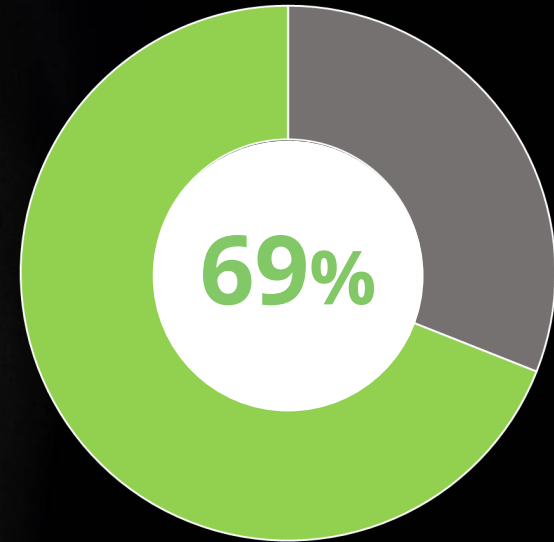
SUSTAINABILITY & CONSUMER PACKAGED GOODS

WHO'S WALKING THE TALK?

Consumers tend to look beyond the simple prospect of companies or brands "doing the right thing" or being "responsible." Consumers expect a company to openly share its sustainability practices with the public.

Consumers' Desire for More Transparency

About seven in ten consumers would like companies' sustainability practices to be **more visible.** →



73%

of consumers are familiar with the term "transparency" as it relates to a company's business practices.