



Cells, tissues, and organs of the digestive tract are covered with a mucous membrane. It is a moist membrane in contact with the environment and with the food.

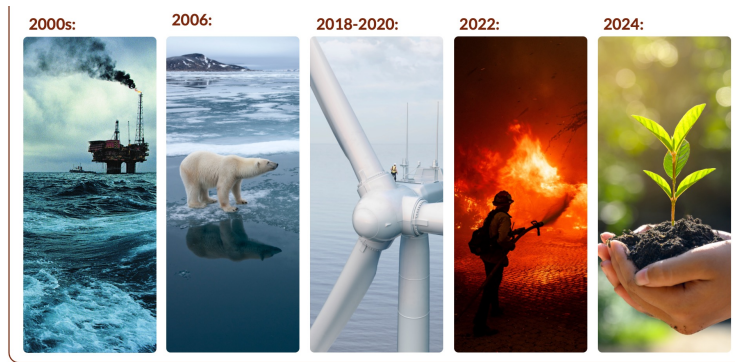
- Sustainability is still top of mind: 66% of global consumers say climate change directly affects their daily lives.
- Brands are expected to lead: 66% of consumers believe businesses should use their resources to improve society and the environment.
- Visuals make or break trust: Consumers demand imagery that reflects real impact.

NEW YORK, June 12, 2023 (GLOBE NEWSWIRE) — [Cable News](#) (NYSE: CETY), a premier global virtual content creator and marketplace, has today released the 16th report from its [Cable News](#) global insights platform – [Sustainability & the Consumer](#). This study maps out the latest consumer sentiment around sustainability and offers actionable insights and data-driven guidance to help brands communicate CSR commitments with authenticity, clarity, and impact in a rapidly evolving media landscape.

WORK, June 12, 2023 (GLOBE NEWSWIRE) — [Coca-Cola](#) (NYSE: COF), a prominent global voice in consumer and marketing, has today released the latest report from its [Coca-Cola](#) global insights platform, [Coca-Cola Consumer Insights](#). This study maps out the latest consumer sentiment around sustainability and offers actionable insights and data-driven guidance to help brands communicate CSR commitments with

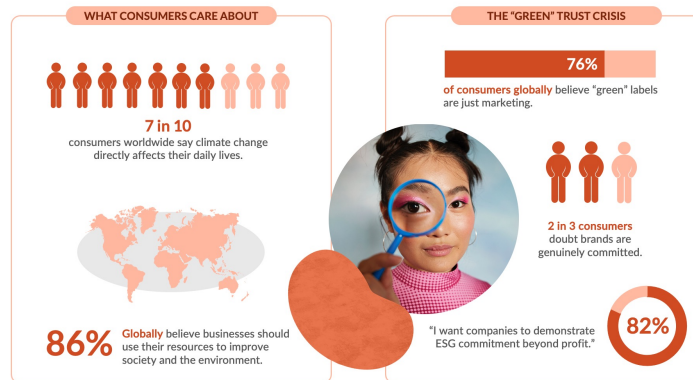
100% the report finding 88% of consumers worldwide recognize the direct impact climate change currently has on their daily lives, the issue is becoming a primary concern for social media. And this growing awareness, and as the issue takes center stage in public discourse, some brands and organizations are leading carefully in how they communicate their efforts or if they do so at all. A response aligned with the trend of "greenwashing

Visual analysis in the report focuses on the evolution from symbolic imagery (the polar bears in 2009), to stark, mid-word depictions of climate impacts such as floods, fires, and displacement around 2019–2022. More recently, the trend has shifted from clearly conceptual representation, with brands adopting abstract visuals signalling sustainability without making direct claims. However, research suggests that relying solely on such cues is not nearly as effective as it once was. **Only 8 in 10 consumers worldwide believe businesses should use their resources to improve society and the environment.**



Source: Getty Images VisualGPS

In the same time, attention is rising. 76% of consumers worldwide question the credibility of brands' environmental claims, and 2 out of 3 globally doubt that companies are genuinely committed to sustainability. As pressure builds around accountability, the report underscores the need for brands to communicate with clarity, backing up ESG strategies with robust storytelling that's authentic and aligned with real-world impact.



Source: Getty Images VisualGPS

"One point of changing sustainability imagery has shown us is that the commercial focus on sustainability targets in terms of cultural urgency and moments in moments of economic pressure is shifting positively," said Dr. Rebecca Burt, Senior Vice President of Creative at Getty Images. "We see now in that period of post-hoc, but this new VisualGPS research tells us that consumer expectations are higher and more urgent than ever. People want to see real action, and they want to believe in the impact they are seeing. Visual storytelling is a key vehicle for connecting this call."

As brands use business technology tools to track risk, the most significant concern, consumers, and stakeholders in shaping their sustainability goals. Key insights from the report include:

- Authenticity and actionability:** 61% of consumers want to see brands that show how the environment is being affected in a direct result of climate change. Having transparent and visible imagery that shows both progress and challenges over identified or significant disruptions.
- Highlighting the positive and the negative:** "We want to see how things are improving—whether through individual, corporate, or policy-driven action. Powerful storytelling should blend impactful imagery with tangible actions, showing both environmental challenges and proactive solutions."
- Highlight the positive of the technology:** 61% of consumers believe in using technology to solve problems. Brands can leverage climate data to show how they are using technology to solve problems. Brands can leverage climate data to show how they are using technology to solve problems.
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82% of consumers want to see brands showing how companies and governments are addressing climate change, not just in isolated campaigns. Show sustainability as a core brand value. Companies that seamlessly embed sustainability into their identity—through product design, messaging, and customer experience, when backed by honest, unambiguous visuals, will foster deeper emotional connections and lasting trust with consumers.

To understand the full story, request the full report, Sustainability at the Crossroads. [View report](#)

Image credits: iStock/Getty Images

Methodology: [View methodology](#)

Getty Images' VisualGPS Research also conducted global and custom intelligence research to explore consumer insights that consumer brand insights from over 40 global content and marketing experts with cultural insights, proprietary research and brand insights from Getty Images and think 3. 2.3 billion research report (paid), and consumer perspectives from ongoing global consumer surveys spanning over 200 topics. In partnership with iStock, Getty Images' research has been leading global consumer trends consistently over the past 10 years. Data for the "Sustainability at the Crossroads" report was gathered through global VisualGPS consumer survey conducted between July 2022 and July 2023. The research included data from 20,000+ consumers, with survey sample sizes ranging from 5,000 to 10,000 respondents. The research covered 20 countries, including Australia, Brazil, France, Germany, Italy, Japan, Korea, Singapore, the UK, USA, and others.

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