

GlobeScan WorldView 2026

Connecting Insights across Stakeholders and Society to Guide the Year Ahead

January 2026



Contents

Foreword from Chris Coulter, CEO, GlobeScan	3
Introduction	4
Six Headlines	5
1. The polycene and an epidemic of insecurity	5
2. A strong desire for different and better leadership	8
3. Sustainability at a crossroads	11
4. Politicized, but not polarized: the world is not as divided as it seems	13
5. Corporate greenhushing has accelerated, yet demand for sustainability grows	15
6. Health and well-being at the core of a new narrative	17
WorldView 2026 Report Inputs	21
Thank You to Our Stakeholder Community	23
About GlobeScan	24



Foreword from Chris Coulter, CEO, GlobeScan



As we reflect on the profound disruption and complexity that shaped 2025, it is clear that our world is navigating a convergence of challenges, from geopolitical tensions and economic instability to the rapid transformation brought by artificial intelligence. Amid these forces, the sustainability agenda stands at a crossroads, facing renewed scrutiny and resistance, yet the existential threats of climate change and biodiversity loss continue to grow.

As an insights and advisory firm, GlobeScan specializes in trust, sustainability, and engagement. In addition to serving clients around the world, part of our mission is to help inform the global agenda by designing and sharing what we hope are useful contributions for decision makers in business, government, and civil society. While we have conducted annual trends webinars, we have never integrated our insights into one place to help us all better understand key trends and shifts in societal and stakeholder views and behaviors.

When thinking of what to call this report, we came across the German word *weltanschauung*.

While this translates as *worldview* in English, it has a richer and deeper meaning in German: a fundamental concept or philosophy that describes an individual's or group's framework for understanding the world, reality, and humanity's place within it, all shaped by culture, beliefs, experiences, and values. For social scientists focused on social research, this is very much music to our ears.

We are pleased to introduce GlobeScan's *WorldView 2026* report, which represents an effort to connect the dots across the diverse perspectives we heard in 2025 and offers a nuanced and interconnected story of where the world is, where it might be heading, and what this means for business, government, and civil society.

None of this work would be possible without the generous participation of our community of experts and stakeholders who diligently share their views and perspectives through our quantitative surveys, qualitative interviews, and roundtables. GlobeScan's enduring purpose, even in challenging times like those we are faced with today, is to help co-create a more sustainable and equitable future. We are deeply grateful for the contributions of our community of stakeholders and experts to our research projects in 2025. These well-informed insights, both for public-facing work and for our custom research and advisory for clients, really do help to shape the direction of some of the most influential organizations in the world.

Thank you.

Introduction

2025 was a year of profound disruption and complexity, with companies, governments, and civil society contending with a convergence of local, regional, and global challenges. We have witnessed a rise in armed conflicts, deepening humanitarian crises, geopolitical tensions, new trade disputes, and shifting alliances, which have complicated the regulatory and economic landscape. Economic instability has remained a constant, with enduring inflation and the effects of trade wars rippling across markets and creating growing pressures to address rising inequality. In parallel, the rapid development and deployment of artificial intelligence is transforming industries and economies, presenting both unprecedented opportunities and new risks for business and society. Amid these forces, the sustainability agenda faces renewed scrutiny and resistance, particularly in Western markets where rollbacks in regulation and rising backlash against ESG initiatives persist alongside the existential and growing threats of climate change and biodiversity loss.

Beneath the headlines, GlobeScan's global stakeholder and public opinion research reveals a more nuanced and interconnected reality. GlobeScan's *WorldView 2026* report connects the dots across diverse viewpoints to tell a more comprehensive story of where the world is going and the implications for business, governmental organizations, and NGOs.

The six headlines of *WorldView 2026* include:

1. **The polycene and an epidemic of insecurity**
2. **A strong desire for different and better leadership**
3. **Sustainability at a crossroads**
4. **Politicized, but not polarized: the world is not as divided as it seems**
5. **Corporate greenhushing has accelerated, yet demand for sustainability grows**
6. **Health and well-being at the core of a new narrative**

Each of the key findings we highlight in this report contains a link to the detailed report we released in 2025. You will be able to click on these links for a more in-depth understanding of the topic or the finding.



1. The polycene and an epidemic of insecurity

The last 12 months have made it clear that volatility is no longer a temporary phenomenon but is instead a fixture of today's operating context. The world is experiencing overlapping crises: geopolitical tensions, economic instability, social divisions, and environmental degradation. These are all part of what Thomas Friedman has coined the term "polycene" to describe our era of unprecedented complexity and interconnected crises, which is leading to rising levels of insecurity across society.

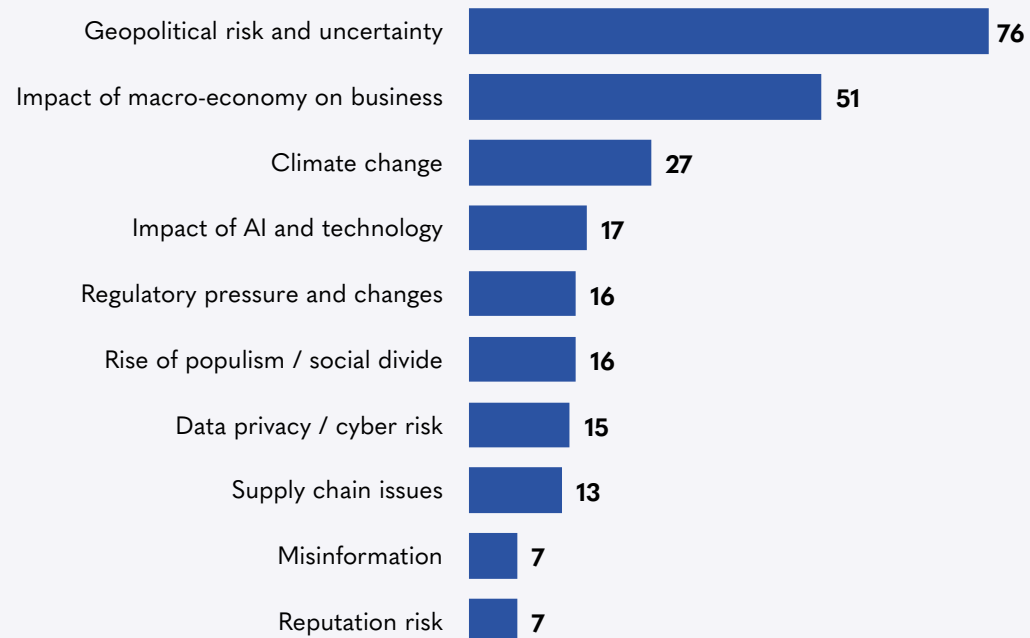
For businesses, governments, and NGOs, navigating the polycene means that risk management and scenario planning have become even more strategic, reinforcing Peter Drucker's view that "plans are worthless, but planning is invaluable." In this context, building greater security (national security, economic security, cultural security, environmental security, etc.) has become a scarce but valuable commodity, and looking for integrated ways to build greater personal and societal security is therefore a new strategic imperative for leadership organizations.

What the world told us in 2025

- **Geopolitics is now the biggest risk facing business:** Geopolitical risk remains the dominant concern for Corporate Affairs leaders (people inside companies who are responsible for managing stakeholder relations, external affairs, and reputation). In 2025, 76 percent rank it as their top risk for business, up from 47 percent five years ago. Macroeconomic instability also increased in importance, reshaping the risk landscape across industries and geographies. (Read more in the [Oxford-GlobeScan Global Corporate Affairs Survey 2025](#).)

Short-term Risks to Global Business

Open-ended, Total Mentions, (%), 2025



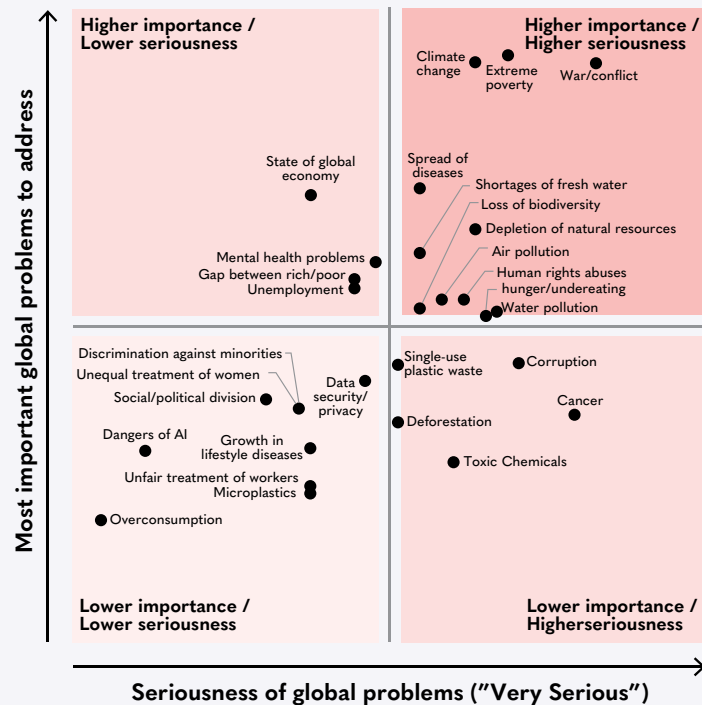
Q40. What are the biggest risks for global businesses over the next two years? (2025 n=245)

Source: [Oxford-GlobeScan Global Corporate Affairs Survey Report 2025](#), p.8

- **Conflict, poverty, and climate change are top global societal concerns:** When asked to rate and rank a series of 29 global problems, people across the 33 markets we surveyed identify war and conflict, extreme poverty, and climate change as the most salient issues to address. This trifecta of issues reinforces the multifaceted nature of top concerns expressed by people around the world. In contrast, concerns about AI are much more muted in comparison. (Read more in the [Societal Shift Report](#).)

Perceived Seriousness vs Importance of Global Problems to Address

Average of 33 Markets, 2025



T90. And which of these global problems do you think are most important to address?

Source: GlobeScan Radar 2025



- **Consumers have been hit hard by economic and environmental pressures:** The increased cost of living is the most personally felt challenge for consumers around the world, with 58 percent saying they are “greatly affected.” Climate change, water pollution, and lack of access to public healthcare are also widely felt to have impacts on people’s lives, reinforcing the many pressures affecting the global public. (Read more in the [Societal Shift Report](#).)



Implications for 2026

1. **Dynamic risk management / materiality has arrived:** Organizations need to move beyond static risk registers and adopt dynamic, real-time approaches to assessing political, economic, environmental, and social risks. This requires incorporating a wider range of perspectives and data sources, the regular updating of risk scenarios, materiality analysis, and being prepared for rapid shifts in the external operating environment.
2. **Treat trust and social legitimacy as strategic assets:** In a world shaped by conflict, economic pressure, and broadly felt insecurity, stakeholder expectations are higher and more fragmented. Clear, honest, and consistent communication is critical, but so is active listening. Organizations are increasingly judged not only on what they say, but on how they navigate geopolitical tensions, economic difficulties, and their real-world consequences.
3. **Collaboration is essential to navigate systemic risks:** No organization can manage the multi-dimensional polycene risks alone. The interconnected nature of today’s challenges demands deeper collaboration across sectors, stakeholders, and geographies. Trust is central to effective collaboration, especially for going beyond the merely transactional aspects of partnerships to achieve deeper coordination of responses to complex, fast-moving risks.

2. A strong desire for different and better leadership

Trust in institutions, especially governments and global companies, remains stubbornly low and is declining. Paradoxically, the public continues to place the greatest responsibility for addressing urgent issues on these very actors. People recognize that systemic change cannot be achieved by individual action alone. While most are willing to play their part, people expect business and government to lead and create the enabling conditions for collective progress. This “trust-leadership gap” is a defining feature of the current landscape: skepticism about motives and effectiveness, but with a clear demand for leadership and accountability.

In a world where trust is fragile and expectations are growing, stakeholder engagement is viewed as a central pillar of effective trust building. The real opportunity lies in making stakeholder engagement a dynamic, ongoing mechanism for building trust, informing decisions, and driving meaningful change, both within business and across society.

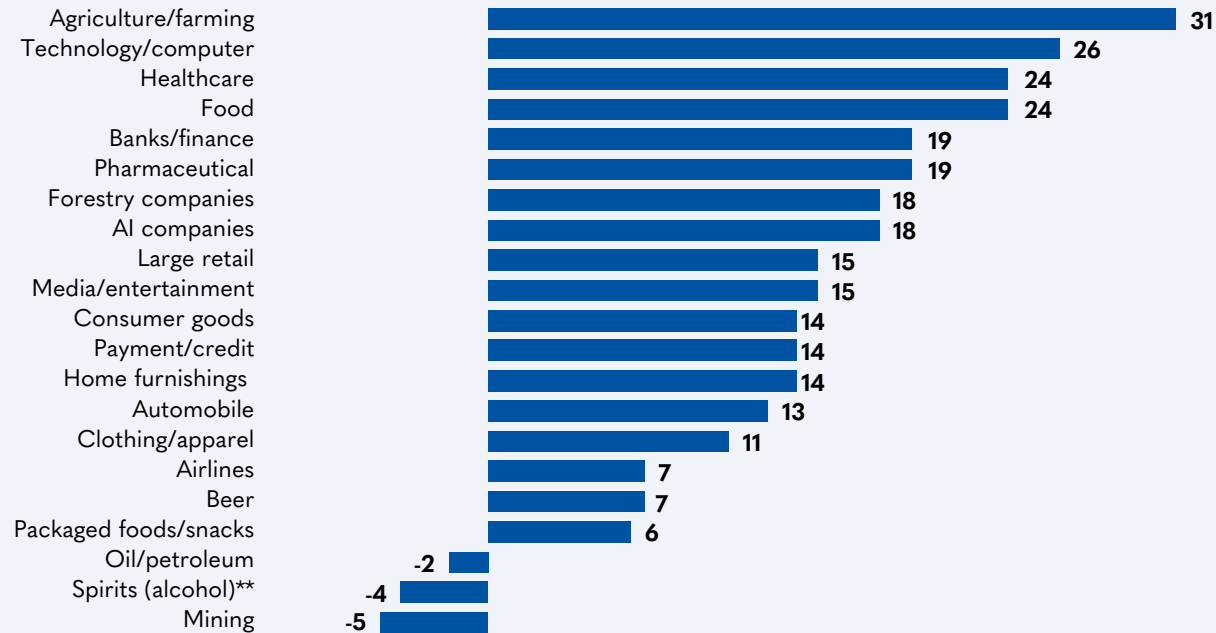
What the world told us in 2025

- **Trust in institutions has declined while science leads:** Globally, people’s trust in national governments and global companies to act in society’s best interests remains low and is in decline, while science and academic institutions are far more trusted. The public places the highest responsibility for addressing climate change on governments (59% “a great deal”) and companies (48%). (Read more in the [Societal Shift Report](#).)
- **A great degree of variability in corporate sector reputation:** Public trust in various sectors to act in the best interests of society varies dramatically. Among the most trusted are agriculture/farming, technology/computer, healthcare, and food. The least trusted are mining, spirits, and oil companies, which are more distrusted than trusted. Several other sectors, while showing a net positive trust rating, are precariously low, including packaged foods/snacks, beer, airlines, and clothing/apparel. (Read more in the [Societal Shift Report](#).)



Performance of Sectors in Fulfilling Responsibilities to Society

Net Performance,* Average of 33 Markets, (%), 2025

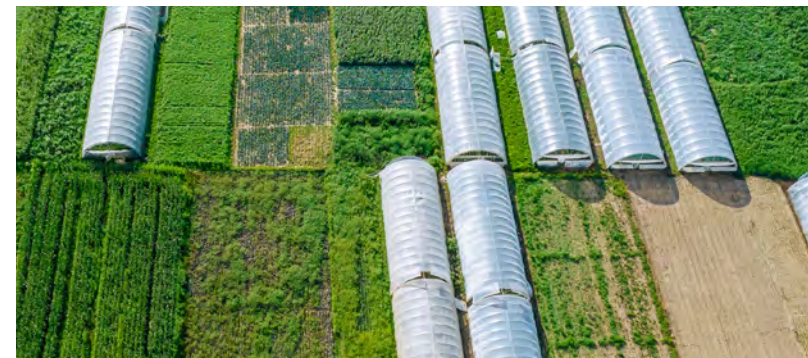


T22. Please rate each of the following types of companies on how well they fulfill their responsibilities to society compared to other types of companies.

*"Among the very best" and "Above average" minus "Below average" and "Among the very worst"

**Spirits (alcohol) not asked in Indonesia and Saudi Arabia

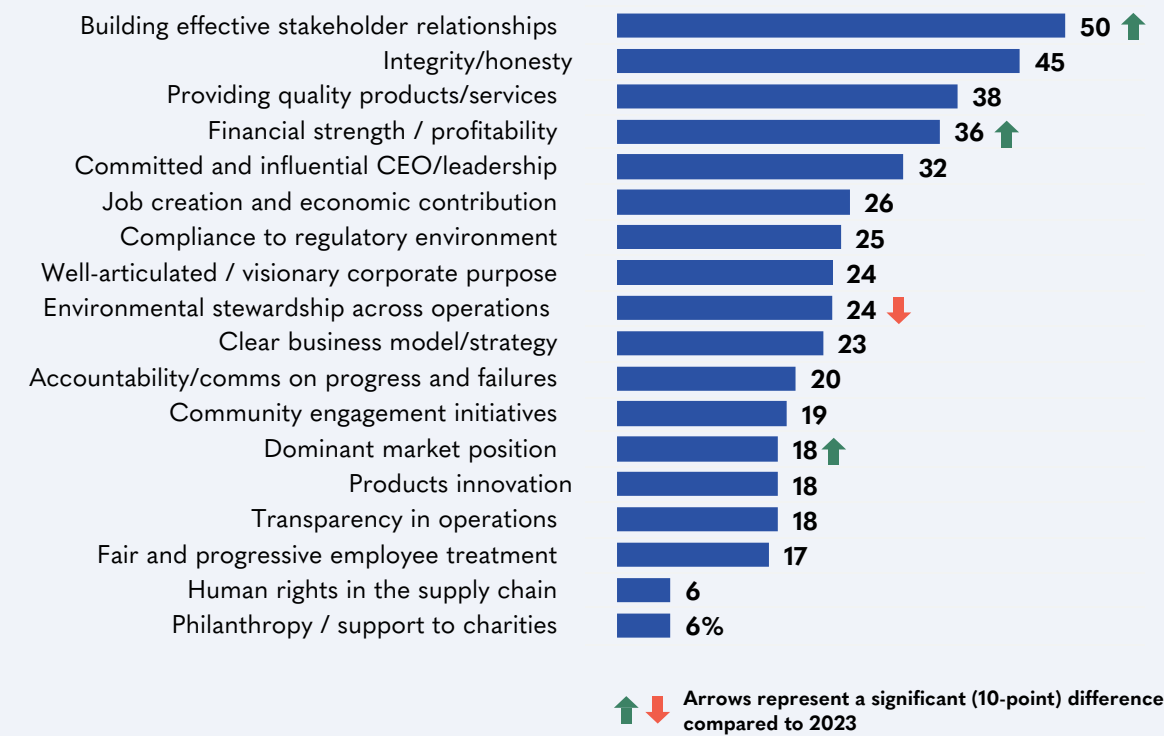
Source: GlobeScan Radar 2025



- Stakeholder engagement is key to trust building:** Building effective stakeholder relationships is the top driver of trust in business, followed by integrity and honesty. Stakeholder mapping, prioritization, and engagement are now central responsibilities for the Corporate Affairs function. (Read more in the [Oxford-GlobeScan Global Corporate Affairs Survey 2025](#).)

Drivers of Trust in Business

Drivers of Trust in Company, Total Mentions, (%), 2025



Q6. What do you think drives trust in your company today? Please select up to five. (n=244)

Source: [Oxford-GlobeScan Global Corporate Affairs Survey Report 2025](#), p.22

Implications for 2026

- Lead with measurable accountability:** As public trust in institutions remains low, organizations should demonstrate clear accountability for their actions and impacts. This means setting impact goals, transparently reporting progress, and acknowledging setbacks or challenges.
- Authenticate through trusted partnerships:** In an era of fragile trust, companies and governments can strengthen credibility by aligning with institutions that enjoy high public confidence, such as academia and NGOs. Authentic partnerships with credible voices can help bridge the trust-leadership gap and demonstrate a commitment to solutions that serve societal interests.
- Move beyond transactional engagement and build thick trust:** Organizations should shift from superficial or one-off engagement activities to ongoing, meaningful dialogue with stakeholders. Engagement should be viewed as a strategic tool for informing decisions and building “thick” trust, which goes beyond transactional relationships and is instead focused on enduring partnerships.

3. Sustainability at a crossroads

Many of the long-term challenges the world faces require new approaches and solutions, most of which align with a transition to sustainable development. However, the global sustainability agenda stands at a pivotal crossroads. While sustainability has become mainstream in business and policy circles, 2025 has exposed deep cracks in the current approach.

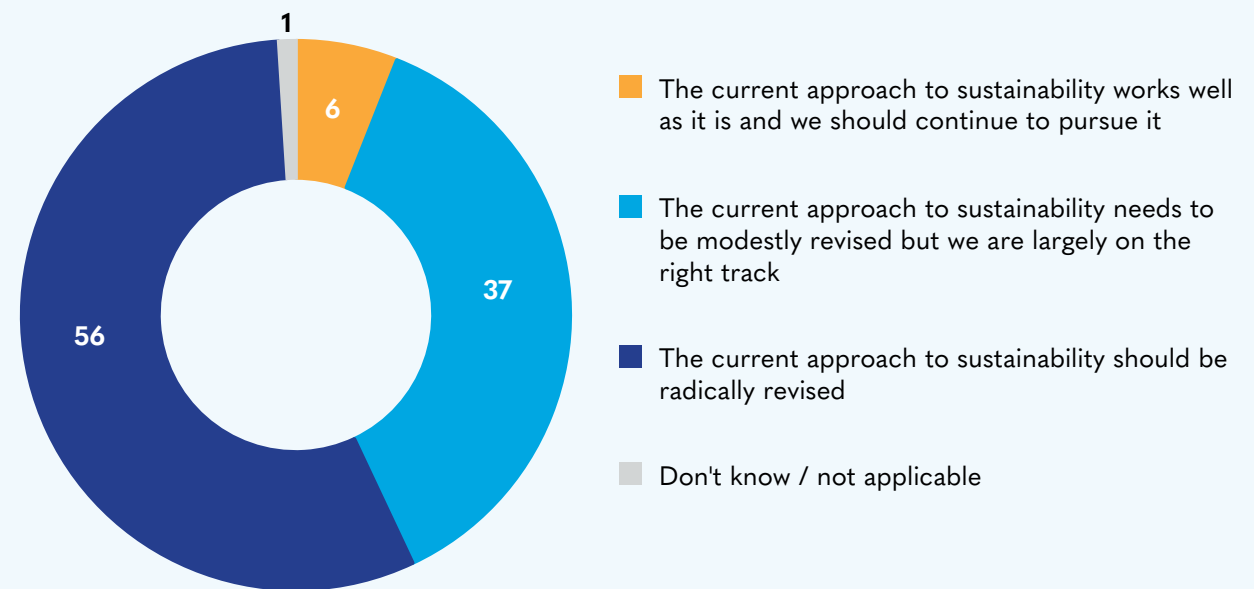
Political and economic shocks, a growing backlash, and declining trust in institutions have challenged momentum on all three pillars of sustainability: economic, environmental, and social. There is a widespread call for a bold rethinking of how we pursue sustainable development, one that is fit for the scale and meets the urgency of today's challenges while adapting to shifts in culture and sentiment of stakeholders.

What the world told us in 2025

- **The current model is failing and performance is rated poorly:** More than half of sustainability experts (56%) say the current approach to sustainability should be radically revised. When asked to rate the performance of institutions, only 5 percent credit national governments as doing an excellent job. Institutional investors (12%) and the private sector (14%) also receive low ratings. (Read more in the [Sustainability at a Crossroads](#) 2025 report.)

Sentiment toward the Current State of the Sustainability Agenda

% of Experts, 2025

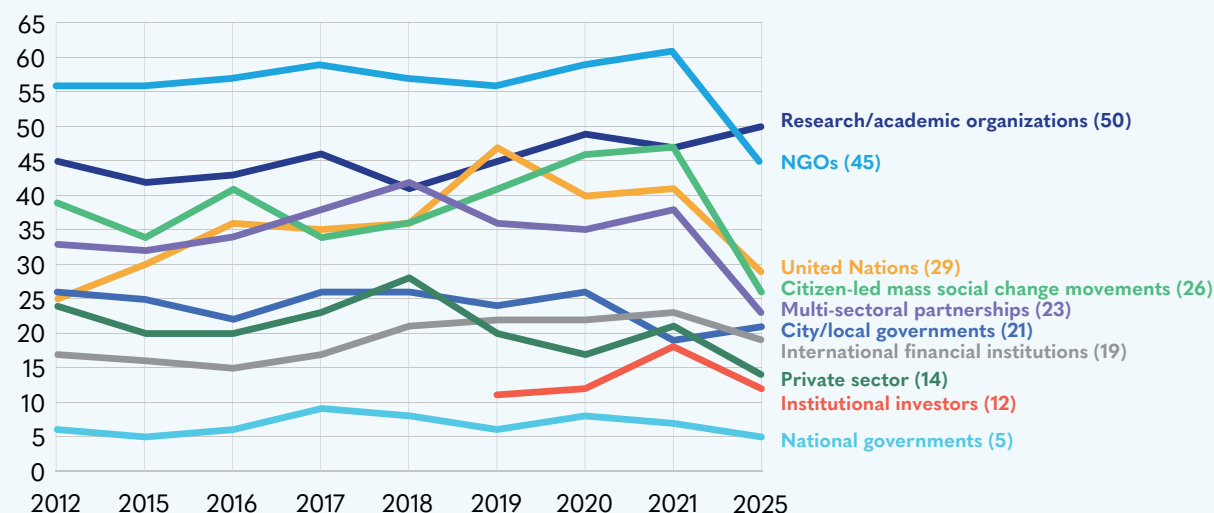


Q. How do you personally feel about the current state of the sustainability agenda?

Source: [Sustainability at a Crossroads 2025](#), p.6

Performance of Types of Organizations on Contributing to Progress on Sustainable Development since the 1992 Earth Summit in Rio

% of Experts Rating "Excellent" (4+5), 2012–2025



Q. How would you rate the performance of each of the following types of organizations in terms of its contribution to progress on sustainable development since the 1992 Earth Summit in Rio?

Source: [Sustainability at a Crossroads 2025](#), p.15

- **Backlash is rising, but unevenly:** Seventy percent of experts say there is significant backlash against the sustainability agenda in their country, up 13 percentage points from 2024. This backlash is especially pronounced in North America, but optimism and support for sustainability are higher in the Global South. (Read more in the [Sustainability at a Crossroads 2025](#) report.)
- **Strategic shift underway:** Experts identify a significant shift in priorities, moving away from principles and frameworks to a focus on innovation and market mechanisms that drive demand for sustainability (i.e., commercialization of, and increasing cultural preferences for, sustainability). (Read more in the [Sustainability at a Crossroads 2025](#) report.)

Implications for 2026

1. **Design sustainability strategies for regional realities:** Organizations can no longer assume that sustainability will be interpreted, supported, or resisted in the same way everywhere. In North America and Europe, strategies must account for political polarization, economic anxiety, and skepticism about institutional credibility. In the Global South, where optimism remains higher, there is greater scope to align sustainability with growth, development, and opportunity. Regional differentiation is becoming essential to maintaining momentum and legitimacy.
2. **Address the backlash by focusing on delivery:** In a context of a backlash and declining trust, ambition alone is insufficient. Organizations need to demonstrate tangible outcomes, whether through cost savings, job creation, innovation, or resilience that connect sustainability directly to lived experiences, especially when it comes to addressing inequality. Visible and tangible impact is increasingly critical to rebuilding confidence, particularly in markets where skepticism is high.
3. **Embrace disruptive approaches:** Given the levels of dissatisfaction with the status quo approach to sustainability, organizations need to embrace innovation and disruptive ideas to reinvigorate the transition to sustainability. The challenges are growing, and collective wisdom suggests we need more efforts that stoke the demand side of sustainability. Technology, commercialization, and activism will all be a part of this new era of sustainability.

4. Politicized, but not polarized: the world is not as divided as it seems

While the sustainability agenda has become more politicized, especially in North America and Europe, the reality beneath the headlines is more nuanced. Public support for environmental and social progress remains broad and resilient.

The rhetoric of division often masks a deeper consensus: most people, regardless of political affiliation or geography, continue to view environmental and social issues as serious and support the transition to a greener, more sustainable economy. The challenge is not whether people recognize the importance of sustainability, but whether they are convinced that the way it is being pursued will deliver tangible value for them.

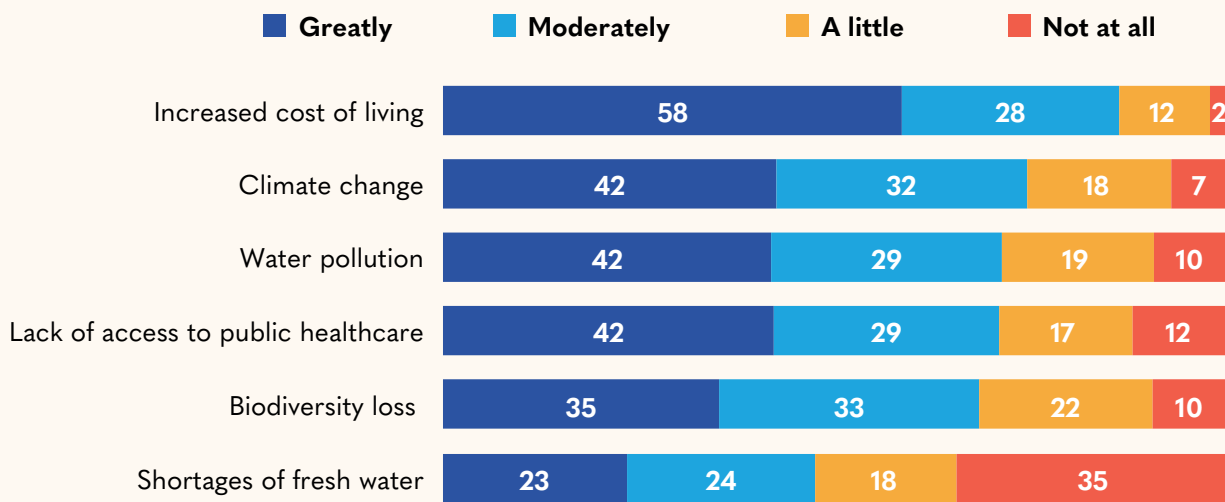


What the world told us in 2025

- Environmental impacts are widely felt:** Nearly three-quarters of people (74%) across the 33 markets surveyed report being greatly or moderately personally affected by climate change, while equally high numbers (71%) report being affected by water pollution. (Read more in the [Societal Shift Report](#).)

Extent Personally Affected by Issues

Average of 33 Markets, (%), 2025



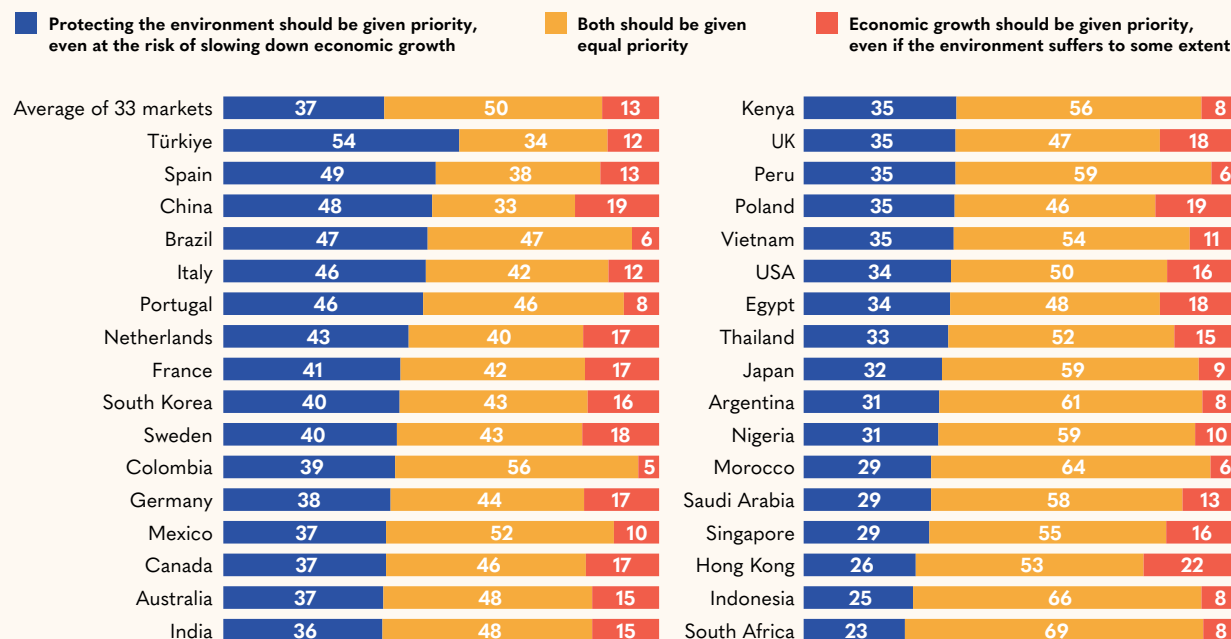
Q: How much are you personally affected by each of the following?

Source: [Societal Shift Report](#) 2025, p.7

- **Environmental protection is not viewed as being incompatible with growth:** Half of respondents believe environmental protection and economic growth should be given equal priority, and around three times as many say that the environment (37%) should be given priority over the economy (13%). (Read more in the [Societal Shift Report](#).)

Economic Growth vs Environmental Protection

Average of 33 Markets and by Market, (%), 2025



Q: With which of these statements about the environment and the economy do you most agree?

Source: [Societal Shift Report](#) 2025, p.11

- **Overwhelming consensus for a green economy:** More than nine in ten people globally say the shift to a green economy is needed. Support for shifting to a green economy is strongest in the Global South, but even in more skeptical markets, majorities are in favor, including 85 percent in the USA. Overall, nearly three-quarters believe a shift to a green economy would have a positive impact on their lives. (Read more in the [Societal Shift Report](#).)

Implications for 2026

1. **Do not mistake noise for majority opinion:** Organizations should be careful not to over-index on the loudest or most polarized voices. Public support for sustainability remains broad, even where political debate is heated. Misreading the landscape can lead to unnecessary caution and missed opportunities.
2. **Shift from persuasion to activation:** The task is less about convincing people that sustainability matters and more about showing how it delivers value in their daily lives. Strategies should focus on making sustainability tangible, practical, and visible, especially as solutions to salient issues like cost of living, health, jobs, and resilience.
3. **Lead with confidence, not defensiveness:** The perception of polarization has created a “permission gap” where organizations hesitate to act despite strong public backing. Leaders who communicate clearly, ground their actions in public priorities, and demonstrate impact can help reset the narrative and expand the space for action.

5. Corporate greenhushing has accelerated, yet demand for sustainability grows

As the sustainability conversation has become more politicized and regulatory scrutiny on sustainability claims has increased, many companies have responded by pulling back on their sustainability communications, a phenomenon now widely referred to as “greenhushing.” Our research shows that consumers are seeing fewer sustainability communications from brands, and their trust in these messages is eroding.

Despite these trends, consumer demand for sustainable products and services has grown in almost every single market we track. Companies have an opportunity to tap into this organic demand and win in the marketplace through more effective sustainability marketing.

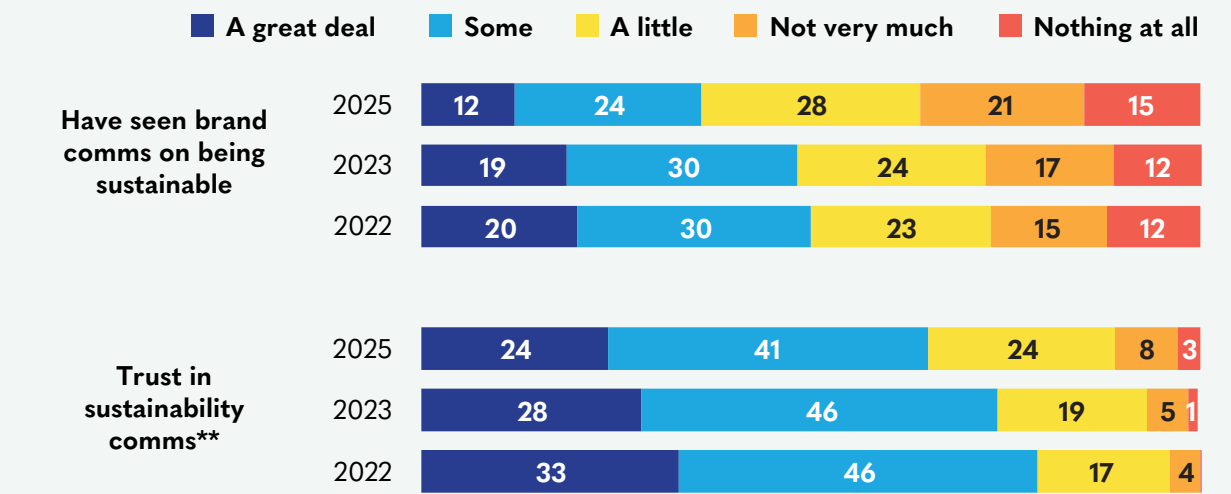


What the world told us in 2025

- **As greenhushing increases, trust declines:** Consumers are seeing fewer sustainability messages from brands, and their trust in these messages is declining. Fewer people recall seeing sustainability communications, and even those who do are less likely to trust them. (Read more in the [Healthy & Sustainable Living Report 2025](#).)

Reach and Trust in Sustainability Communications

Average of Nine Product Categories,* Average of 31 Markets,** (%), 2022–2025



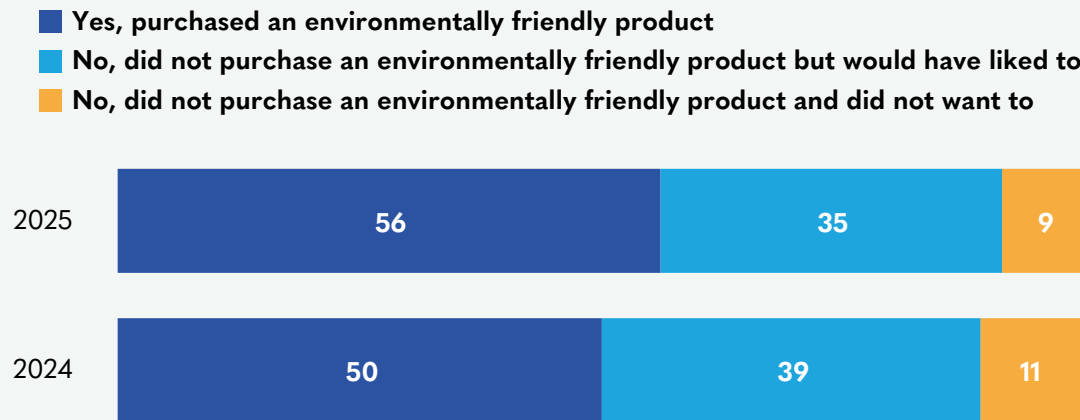
*Includes cars/automobiles, cleaning products, clothing/apparel, electronics, financial services / banking, home furnishings, packaged food/beverages, and personal care products. *For consistent tracking, this chart does not include Morocco and Poland. **Subsample: Those who have heard “a great deal” and “some” of sustainability communications for each product category.

Source: [GlobeScan Healthy & Sustainable Living Highlights 2025](#), p.6

- **However, demand for sustainable products is growing:** Despite the decline in sustainability communications, 56 percent of consumers globally report buying environmentally friendly products, up six points from 2024, and another 35 percent would have liked to have bought an environmentally friendly product but did not do so. Willingness to pay a premium for sustainable products is also rising in many markets. (Read more in the [Healthy & Sustainable Living Report 2025](#).)

Environmentally Friendly Product Purchase in the Last Month

Average of 31 Markets (%), 2024–2025



For consistent tracking, this chart does not include Morocco and Poland as these markets were added to the research in 2025.

Source: [GlobeScan Healthy & Sustainable Living Highlights 2025](#), p.13

- **Consumers are motivated by personal value, not abstract virtue:** Consumers are more motivated by personal priorities such as health, financial well-being, and convenience to make sustainable choices, and are not motivated by environmental concern alone. They want brands to show the positive impact of their choices, to make sustainable options affordable, and offer rewards or recognition. (Read more in the [Healthy & Sustainable Living Report 2025](#).)

Implications for 2026

1. **Sustainability marketing 2.0:** Trust is rebuilt when people can see and feel tangible results. Companies have an opportunity to move beyond generic progress statements and demonstrate clear outcomes with a new wave of sustainability marketing focused on individuals first and foremost, as well as communities and the environment. Data, storytelling, and recognition can help turn sustainability from an institutional narrative into a shared experience.
2. **Reframe sustainability around everyday value:** Consumers are not disengaged from sustainability; rather, they are disengaged from messages that feel abstract or that focus solely on moral or ethical issues and outcomes. Organizations should connect sustainability to personal benefits people care about most such as health, affordability, quality, and convenience, and show how sustainable options improve daily life.
3. **Make sustainable choices easy and rewarding:** Remove barriers to sustainable behavior by making options affordable, convenient, and rewarding. Target sustainability communications around incentives, loyalty programs, or recognition for consumers who make sustainable choices.

6. Health and well-being at the core of a new narrative

In 2025, people around the world increasingly see their own well-being and the health of the planet as deeply intertwined. There is a trend toward more intrinsic motivations for sustainability; in other words, this shift is not just philosophical, it is practical. When sustainability is framed as a pathway to well-being, engagement rises and sustainable behaviors become more accessible and appealing.

For businesses, integrating health and sustainability is not only a way to create value and differentiation, but is also a powerful lever for re-engaging consumers who may feel fatigued or overwhelmed by traditional environmental messaging. There are significant opportunities for a new sustainability narrative centered around health and well-being.

What the world told us in 2025

- **Health risks from climate change loom large:** Nearly half of consumers around the world expect climate change to harm their health within five years, even more so than their finances. Many also worry about the impact on their emotional state and personal safety. (Read more in the [Healthy & Sustainable Living Report 2025](#).)

Anticipation that Climate Change Will Make Aspects of Life Worse in the Next Five Years

Climate Change Will Make “Much” and “Somewhat Worse,” Average of 33 Markets, (%), 2025



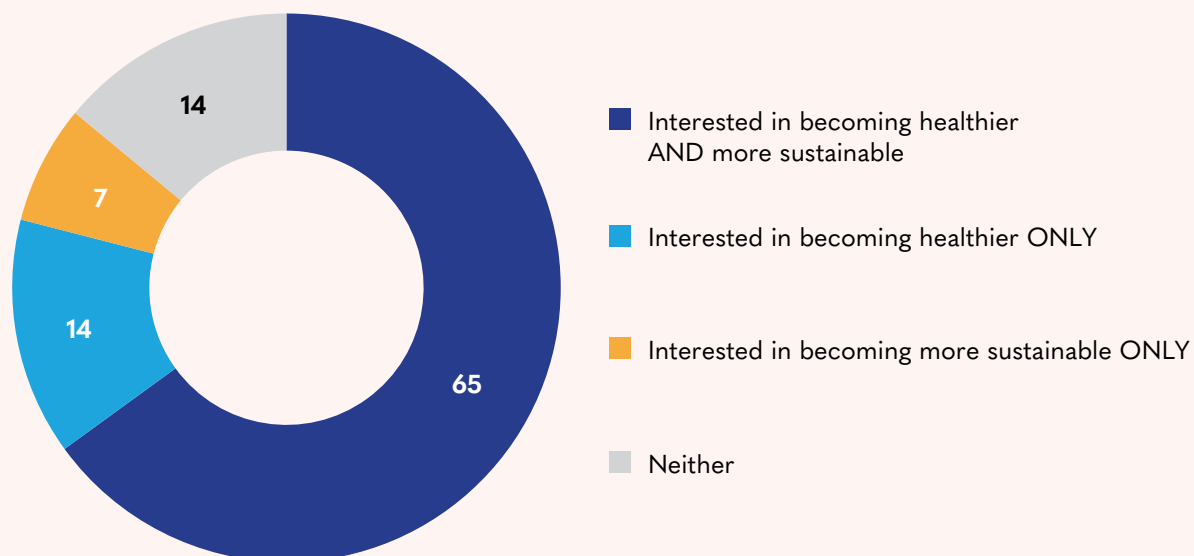
T96. And in the next five years, do you think climate change will make each of the following aspects of your life better or worse?

Source: [GlobeScan Healthy & Sustainable Living Chapter 6: Health Deep Dive 2025](#), p.8

- **Health and sustainability go hand in hand:** Health benefits drive sustainable choices. Two-thirds of global consumers are interested in making their lives both healthier and more sustainable, while only 7 percent want to be more sustainable but not healthier. Living an environmentally friendly lifestyle is also good for people's physical and mental health, with 79 percent agreeing it is good for their physical health and 77 percent agreeing that it is good for their mental health. (Read more in the [Healthy & Sustainable Living Report 2025](#).)

Desire to Change Lifestyle to Be Healthier AND More Sustainable

Desire to Change, Average of 33 Markets, (%), 2025



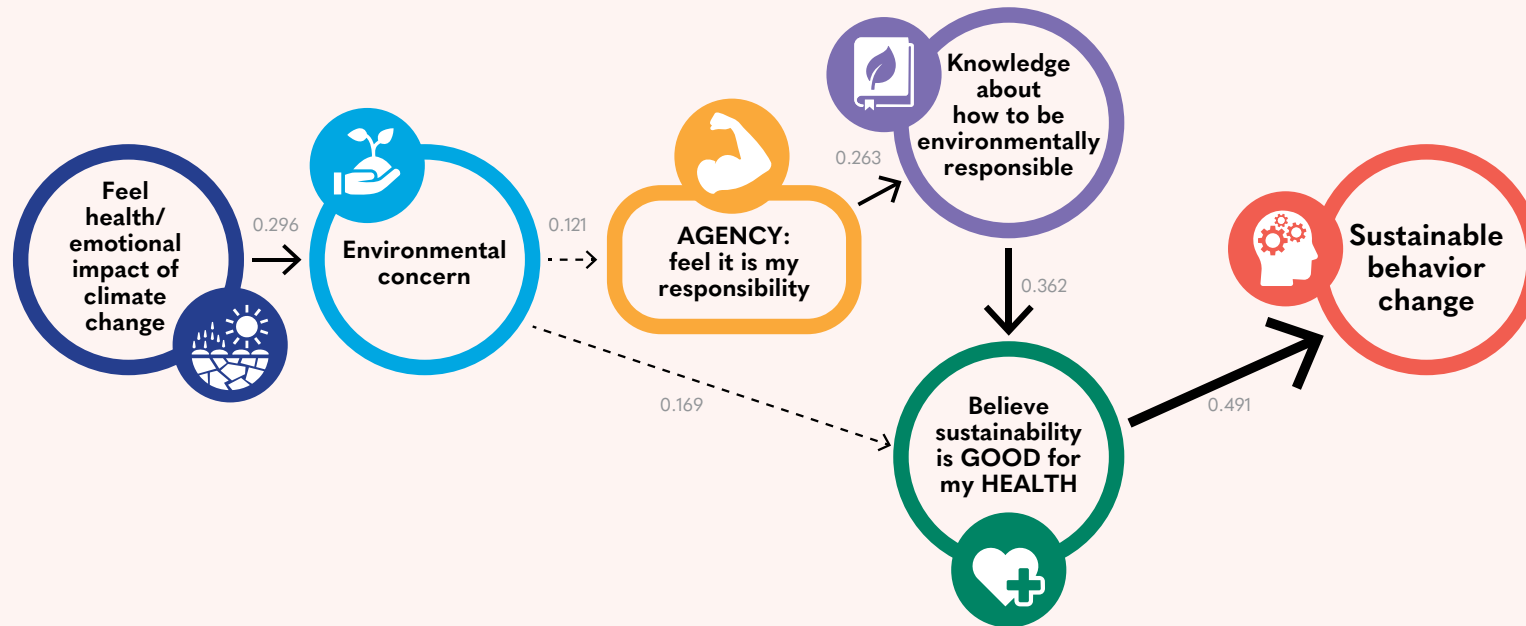
Source: [GlobeScan Healthy & Sustainable Living Highlights 2025](#), p.19

- **Health benefits drive sustainable choices:** GlobeScan's advanced analysis of consumer attitudes shows that perceived health benefits are a key driver of sustainable behavior change. Concern alone does not drive change; people need to see how sustainable living makes life better right now. (Read more in the [Healthy & Sustainable Living Report 2025](#).)



Pathways to Sustainable Living

Structured Equation Modeling, Average of 33 Markets, 2025



Source: [GlobeScan Healthy & Sustainable Living Chapter 6: Health Deep Dive 2025](#), p.21



Implications for 2026

- 1. Connect sustainability to personal well-being:** Organizations should frame sustainability initiatives in terms of their direct benefits to physical and mental health. Linking environmental action and personal well-being can drive greater engagement and motivate behavior change.
- 2. Design solutions for holistic value:** Products, services, and programs should be developed with both health/well-being and sustainability in mind. This dual focus can differentiate offerings and meet the growing demand for lifestyles that are both healthier and more sustainable.
- 3. Empower consumers with knowledge and agency:** Provide clear, actionable information that helps people understand how sustainable choices improve their lives right now, and not just in the future. Support consumers in making informed decisions and help them to feel confident about the impact of their actions.



WorldView 2026 Report Inputs

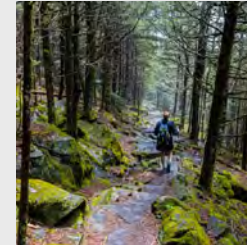
GlobeScan's *WorldView 2026* report draws on the findings and insights of research conducted with diverse public and stakeholder viewpoints around the world, all released in 2025.



Healthy & Sustainable Living 2025: Discover key insights from GlobeScan's 2025 *Healthy & Sustainable Living* report: trends in consumer engagement, green purchasing, and the role of well-being in sustainability.



Societal Shift report: Explore global public opinion on climate change, nature, and net-zero. Insights reveal public sentiment to guide leaders ahead of COP30.



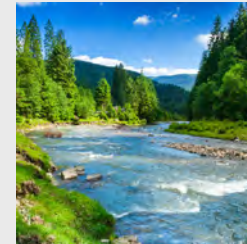
Connected by Nature: What Unites Americans: Explore Americans' shared connection with nature, what they value most in nature, and why they say it matters to protect it. This report reveals insights that can drive environmental action and inspire lasting change for people and the planet.



Global Perceptions of Clean Technologies report: Explore global trends in clean technology adoption in our latest report with Chatham House. Discover how solar, EVs, and affordability challenges shape global attitudes toward sustainable solutions.



People and Planet Consumer Insights and Trends 2025 report: Explore the 2025 *People and Planet Consumer Insights and Trends* report by GlobeScan and Ingka Group (IKEA), revealing global concern about climate change and inequality, and how companies can empower people to take meaningful action.



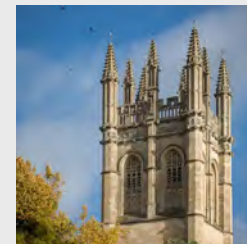
Scaling for Impact: Business-NGO Partnerships report: Discover seven success factors to improve business-NGO partnerships for greater sustainability impact based on insights from water stewardship initiatives, in partnership with Coca-Cola Europe.



Sustainability Leaders 2025 Survey: The *GlobeScan-ERM Sustainability Leaders Survey* reveals expert insights on climate change, corporate leadership, and global sustainability priorities shaping 2025.



Tapping into Solutions report: Explore how European industry can drive water resilience through innovation, collaboration, and strategic policy levers under the EU Water Resilience Strategy.



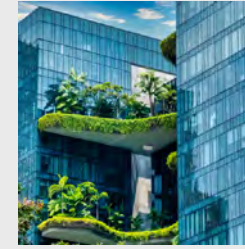
Oxford-GlobeScan Global Corporate Affairs 2025 Survey Report: The *Oxford-GlobeScan Global Corporate Affairs 2025 Survey Report* provides the latest overview of opinions, trends, and challenges through the lens of Corporate Affairs professionals.



Sustainability at a Crossroads 2025 report: The *Sustainability at a Crossroads 2025* report, created by the ERM Sustainability Institute, GlobeScan, and Volans, examines the current state of the global sustainability agenda.



The Future Water Agenda report: The Future Water Agenda report from GlobeScan and WWF offers insights to enhance corporate water stewardship and advance collective action on water challenges.



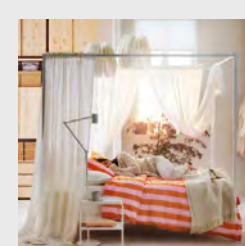
Sustainability Value Triangle: The *Sustainability Value Triangle* report offers practical guidance for finance, IT, and sustainability leaders on how to strengthen collaboration, improve integration, and maximize business value, produced in partnership with Accounting for Sustainability (A4S), SustainableIT.org, ERM Sustainability Institute, and Salesforce.



It takes many: Zalando's new sustainability behavior report outlines a collective roadmap to drive more sustainable consumer choices in the fashion industry.



Beyond the Backlash report: The *Beyond the Backlash* report helps businesses navigate societal expectations, build trust in a polarized world, and enhance their reputation with actionable insights.



IKEA Sleep Uncovered Report: One of the largest sleep studies ever undertaken, the *Sleep Uncovered* Report conducted by GlobeScan for IKEA provides new insights into global sleep habits and differences.



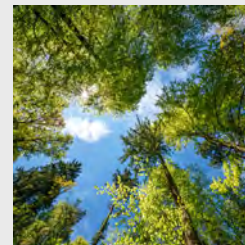
From Anxiety to Agency report: New research from GlobeScan and BBMG highlights the Gen Z dilemma: despite feeling the most impacted by climate change and expressing the highest levels of environmental concern, young people are becoming increasingly disengaged.



The Canadian Healthy & Sustainable Living report: Discover key insights on Canadian consumer trends around healthy and sustainable living, based on GlobeScan's global research on shifting behaviors and market trends.



Sustainability in the USA report: This GlobeScan report explores how American views on sustainability have shifted or stayed the same in 2025 following major political changes in the USA.



Localized Sustainability: The *Localized Sustainability Project* shares insights from Chief Sustainability Officers worldwide, helping companies balance global sustainability goals with local execution.



Thank You to Our Stakeholder Community

GlobeScan is an independent, employee-owned insights consultancy whose purpose is to help co-create a more sustainable and equitable future. We work with large companies, NGOs, and multi-lateral organizations to help them better understand and respond to stakeholder expectations and societal issues.

The only way we can do this effectively is through the generous participation of our expert community in our research projects. In return, we will share exclusive reports, invite you to interesting webinars, and make donations to One Tree Planted, a leading reforestation charity.

For those who gave us their time and insights in 2025, we thank you!

Interested in contributing to this unique *WorldView*?

To get involved, [join our expert community](#) where your opinions will help shape the direction of some of the most influential organizations in the world.



About GlobeScan

GlobeScan is an insights and advisory firm specializing in trust, sustainability, and engagement. We equip clients with insights to navigate shifting societal and stakeholder expectations, crafting evidence-based strategies that reduce risks and create value for their organizations and society.

Established in 1987, we have offices in Cape Town, Hong Kong, Hyderabad, London, Paris, San Francisco, São Paulo, Singapore, and Toronto.

What does this mean for your organization? [Contact us](#) to find out how GlobeScan can support you.

We blend rigorous social science with strategic advisory expertise across three integrated stages, delivered through seven core service areas.

INSIGHT

Understanding the shifting landscape

Helping you understand what is changing, why it matters, and where risks and opportunities lie, now and in the future.

- * Trends & Foresight
- * Materiality & Issues Prioritization



STRATEGY

Crafting evidence-based strategies

Helping you translate insight into credible strategies and narratives that build trust and embed sustainability across the business.

- * Reputation & Trust-Building
- * Sustainability Strategy & Integration



IMPACT

Engaging and influencing for real world results

Helping you move beyond strategy to influence behavior, relationships, and systems by mobilizing collective action and creating lasting impact.

- * Consumer Engagement & Sustainable Living
- * Stakeholder Engagement & Activation
- * Thought Leadership & Advocacy

