



# Causes That Count 2024

REPORT

The 50 issues that matter most to  
people this year.



# Causes That Count 2024

Welcome to the fourth edition of Causes That Count, Revolt's annual index ranking the 50 issues that matter most to consumers around the world right now.

The report is intended as a guide for those managing purposeful brands, businesses and non-profits, providing insight into which causes are top of people's minds.

As a new addition to this year's report, we've explored six **converging causes** that look at long established issues through a new lens. By digging into the areas where two causes intersect - like air pollution and mental health, or care for the elderly and work life balance - purpose practitioners can find underserved areas of need and unique ways to show up and create impact in the world. We've chosen six that are evolving and emerging spaces. They're not exhaustive but we hope that they will be interesting to many of you.

There's no right way to read this report so do get stuck in, check out the different sections and follow the links to dig deeper into our sources.

If you find a cause you would like to explore further, there's nothing we enjoy more so do get in touch and let's join forces to create some meaningful impact in the year ahead.






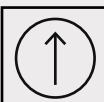
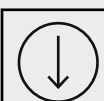


**Alex Lewis**

Co-founder and Strategic Lead



# Top 50

## Key

	Economic
	Environment
	Political
	Social
	Technology
	Moving up
	Moving down
	New entry
	Non mover

01	Poverty, hunger and homelessness in my country	(NM)
02	Large-scale conflict and wars	(↑)
03	Climate change	(↑)
04	Unemployment and job security	(↓)
05	Access to healthcare	(↓)
06	Government transparency, corruption and threats to democracy	(NM)
07	Famine and food security	(↑)
08	Access to quality education	(↓)
09	Crime, violence, gun control	(↑)
10	Extreme poverty around the world	(↑)
11	Mental health issues	(↑)
12	Access to water and sanitation around the world	(↓)
13	Care for the elderly	(↓)
14	Responsible spending and debt	(↑)
15	Fair wages	(↓)
16	Pollution of my local environment	(↑)
17	Global public health issues	(↓)
18	The health of our oceans	(↑)
19	Support for people with disabilities	(↑)
20	Income inequality	(↓)
21	Cyber and data security	(↑)
22	Natural disaster prevention and relief	(NM)
23	Paying taxes fairly	(↑)
24	Work-life balance	(↑)
25	Unifying our country and communities	(↑)
26	Recycling and waste	(↓)
27	Decline of family relationships	(↓)
28	Equal opportunities in the workplace	(↑)
29	Obesity, access to healthy food and exercise	(↑)
30	Deforestation	(↓)
31	Support for public services	(↑)
32	The refugee crisis	(↑)
33	Protecting vulnerable people online	(↑)
34	Addiction (drugs, alcohol and gambling)	(↓)
35	Race relations and racism	(↓)
36	Child labour	(↓)
37	Universal access to technology and the internet	(↓)
38	Ethical business practices	(↓)
39	Biodiversity and species extinction	(↓)
40	Animal rights	(NM)
41	Artificial intelligence's impact on people and society	(↑)
42	The plastic crisis	(↓)
43	Negative impact of technology (screen time, addiction etc)	(NM)
44	Issues with our media	(NM)
45	Gender inequality	(↓)
46	Self esteem and body image	(↓)
47	Loneliness	(↑)
48	Religious tolerance	(↓)
49	Fake news	(↓)
50	Sexuality and gender identity rights	(NM)

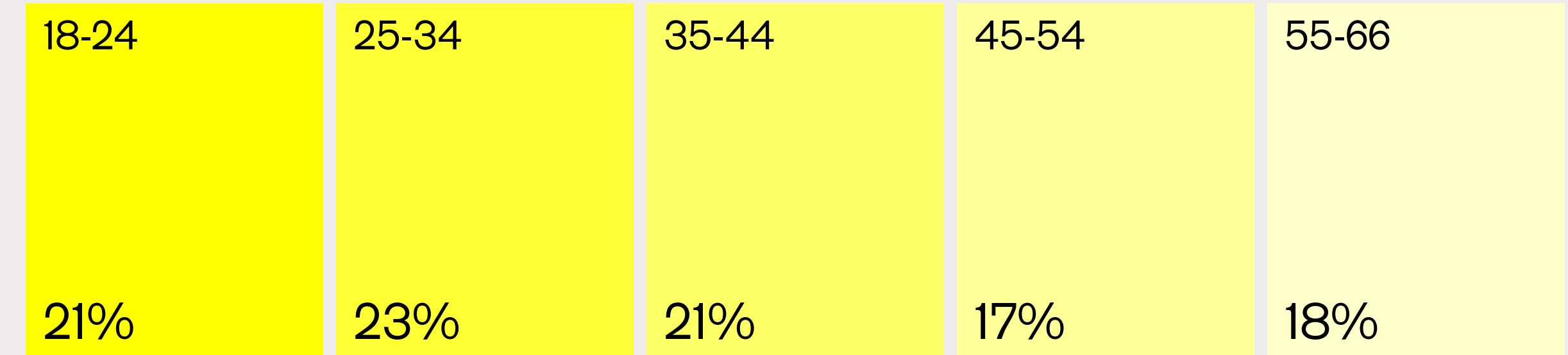
# Methodology

Our Index combines unprompted and prompted responses from 5000 people surveyed by Attest during December of 2023. The final scoring recognized the strength of feeling across 5 markets, weighing each country equally.

## Brazil

Male 49%

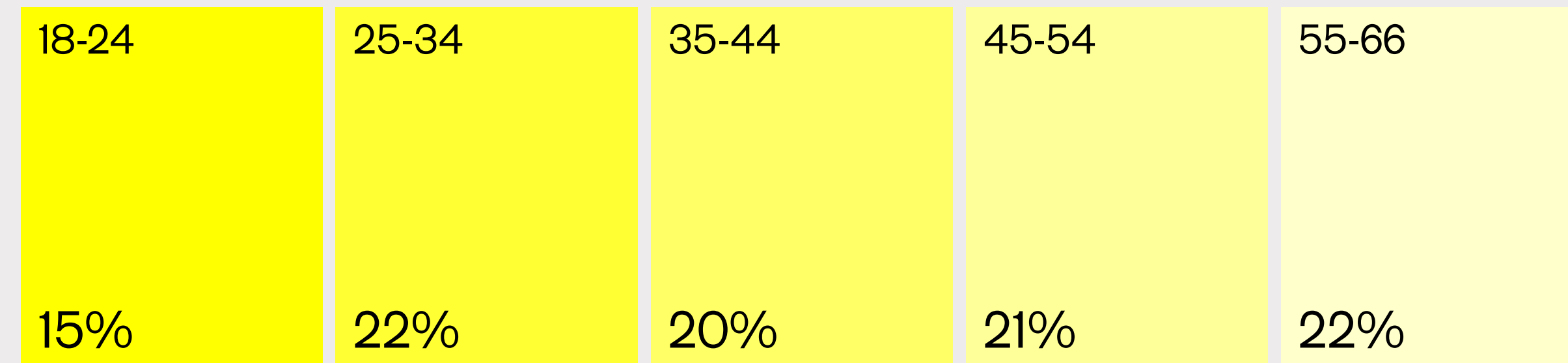
Female 51%



## US

Male 49%

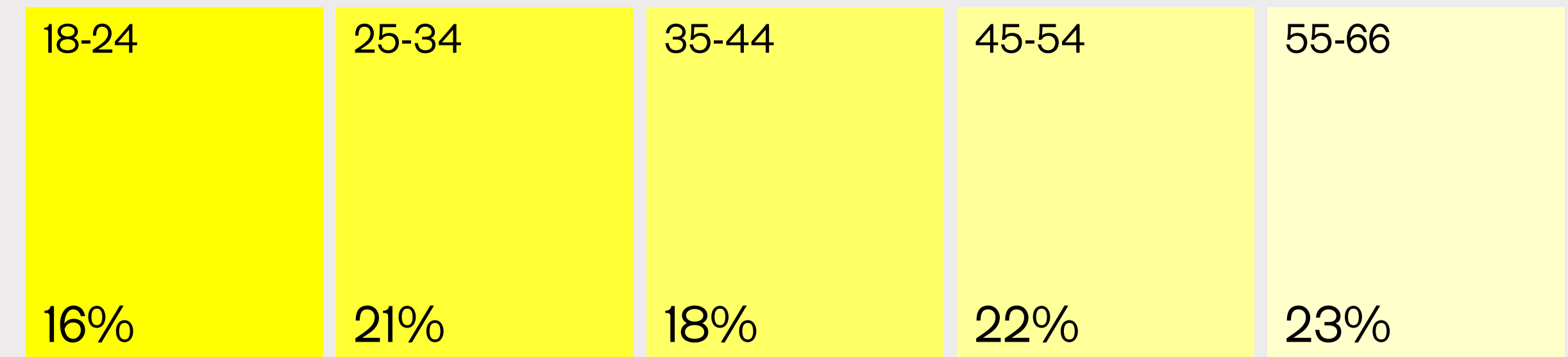
Female 51%



## China

Male 51%

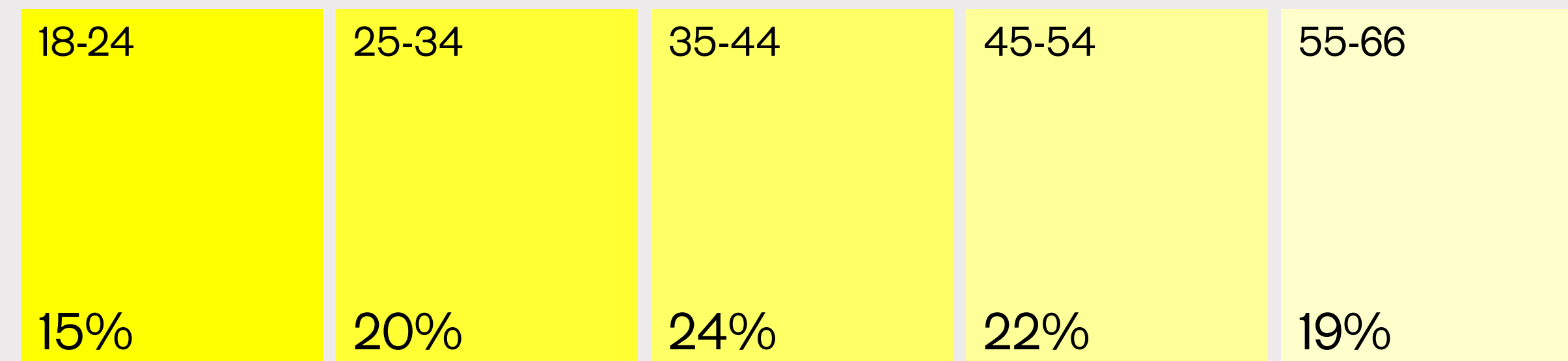
Female 49%



## UK

Male 49%

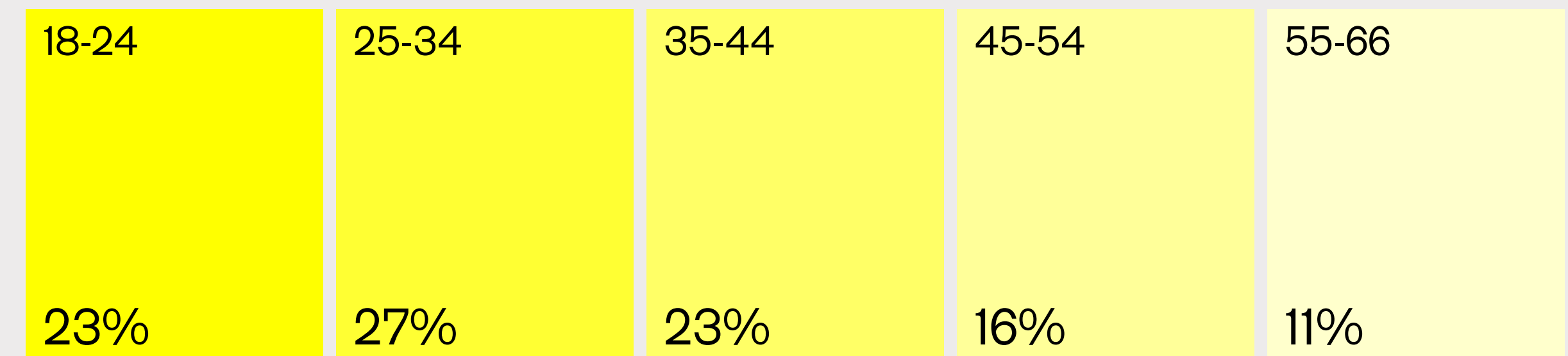
Female 51%



## India

Male 51%

Female 49%







# Overview

After a year that was shaped by rising inflation and a growing cost of living crisis across many countries, we've seen high ranking and strong climbing social causes that paint a picture of populations under strain, seeking help from their governments to cope through uncertain times. Indeed, **Poverty, hunger and homelessness** is the number one issue in every country we surveyed, except China where it comes second to **Climate Change**. Intriguingly, China, India and Brazil have all seen a steep climb in the importance of **Work life balance** suggesting that, while times may be hard, many are feeling that they have little more to give and others are coping well enough to seek a more rounded life.

2023 was also a year defined by **Large scale conflict and wars**, the second highest ranking cause. While the frontline in Ukraine has remained relatively static, casualties continue to rise and geo-politics evolve. The on-going conflict between Israel and Hamas is causing concerns about a humanitarian crisis and fears of escalation across the region.

Several of the top ten issues have ranked highly in previous years, suggesting a degree of stability in the top concerns, many of which feel 'era defining' and, like **Climate change**, are not easily solvable.

There are also lower ranked but fast climbing causes that are worth keeping an eye on such as **Artificial intelligence's** impact on people and society (climbing 5 places), **Protecting vulnerable people online** (6 places) and **The refugee crisis** (climbing 9), all of which carry momentum into the year ahead.

Of course, the question for businesses is how to respond to these changing concerns. There are several options on the table, some requiring small adjustments, others more significant re-alignment and investment. Stepping in to support nonprofits, initiatives and programs aimed at alleviating crises can have direct impact but might not always make sense from a brand-building perspective. Innovating, adapting or simply re-framing the role of products and services can go a long way to improving consumer engagement if the opportunity exists. Employee engagement at times of tragedy and conflict is essential, especially when race and religious tensions are heightened. Leaders need to have accurate sources of information, act to ensure the safety of colleagues, donate or support appropriately and think carefully about whether a public statement will contribute positively or inflame a situation.



# Key highlights

## Top 10

01	Poverty, hunger and homelessness in my country
02	Large-scale conflict and wars
03	Climate change
04	Unemployment and job security
05	Access to healthcare
06	Government transparency, corruption and threats to democracy
07	Famine and food security
08	Access to quality education
09	Crime, violence, gun control
10	Extreme poverty around the world

## Biggest movers

Issue	2023 ranking	2024 ranking	Difference
The refugee crisis	41	32	09↑
Global public health issues	09	17	08↓
Obesity, access to healthy food and exercise	35	29	06↑

## Refugee Crisis

Despite **The refugee** crisis not ranking among the top ten, it has been the highest climbing cause this year. **The refugee crisis** - or series of crises - has become a defining issue of our time. The impact on Europe of refugees from the Syrian conflict may have dominated headlines, but Sudan, Afghanistan, Myanmar and Somalia have also been at the heart of this issue. More recently, the conflicts in Gaza and Ukraine, has most likely contributed to the rise in this year's rankings however the continued politicisation of the crisis has further elevated it into the public consciousness. Moreover, this is an issue with substantial future risk, where 1.2 billion people potentially face displacement due to climate disasters before 2050,<sup>01</sup> and currently, climate refugees do not have sufficient legal protections as they are not covered by the 1951 Refugee Convention. Here brands have a chance to create a positive impact for some of society's most vulnerable individuals while also expanding their customer base (as seen in Mastercard's "Where to Settle"<sup>02</sup> initiative) and discovering new talented employees (as exemplified by Ikea's Refugee Employment<sup>03</sup> Initiative). Participating in schemes that aim to enhance lives can be a win-win for both brands and the affected communities.

## Global Public Health Issues

**Global public health** issues dropped eight places this year, possibly due to the reduced prominence of COVID-19. However, despite fading from the news cycle, public health crises persist, impacting millions worldwide, with rising deaths from treatable diseases. While 2023 saw promising breakthroughs in vaccines for major killers malaria and tuberculosis, the tide is yet to turn and deaths from these diseases continue to rise. Additionally, new challenges are emerging, such as the health effects of plastic, which we delve into further in the "converging causes" section of this report. Brands should scrutinise the current global health scenario, recognising similar opportunities to those presented during the COVID-19 pandemic, such as supporting carers, promoting healthier actions, and leveraging their supply chain to distribute healthcare solutions.

## Obesity, access to healthy food and exercise

**Obesity, access to healthy food and exercise** rose by six places this year. Global food inflation still persisted after a spike in 2022 - with local food prices in half of emerging markets and developing economies increasing by 10.1 percent in the first half of 2023.<sup>04</sup> As experts suggest that 50% of the world will be obese or overweight by 2035 - it's imperative for brands, especially food brands, to help provide affordable nutrition in the form of product innovations, partnerships, meal programmes and charity donations.







For the second consecutive year, the world's attention has been directed towards **Poverty, hunger, and homelessness**. With the notable exception of China, where **Climate change** ranked 1st and **Poverty, hunger, and homelessness** ranked 2nd. The driving force behind this sentiment has been the worldwide surge in inflation; initially coming in the aftermath of COVID-19, it has slightly receded from 8.8% to 6.5% in 2023 and is projected to drop further to 4.1% by 2024.<sup>05</sup>

However the effects of rising food prices, mortgage rates and rental costs continue to take a toll. In Brazil, the number of homeless people increased tenfold in a decade, from nearly 22,000 in 2013 to more than 227,000 in 2023.<sup>06</sup> The U.S. experienced a 12% rise<sup>07</sup> - the most significant one-year jump since 2007. In the UK, the dire prospects for the most vulnerable are exemplified by the fact that the life expectancy of homeless individuals is over 30 years lower than the general population.<sup>08</sup>

Economically, the aftermath is evident, with a growth slump (below 3% this year, down from 3.4% last year)<sup>09</sup> due to rising unemployment, heightening the risk of global hunger and poverty. Kristalina Georgieva, the head of the IMF, projects a meagre growth of around 3% for the next five years, the lowest since 1990—a severe blow for low-income nations.

Amid central banks raising interest rates and an ongoing debt crisis in emerging economies, low-income countries face a double shock from high borrowing costs and declining export demand.

About 15% of low-income countries are already in debt distress, and an additional 45% are nearing it,<sup>10</sup> urging wealthier IMF members to provide more support as more of the population are being dragged into housing instability.

Additionally, more people are becoming food insecure despite food inflation being curbed. Increasingly people are having to skip meals<sup>11</sup> or only afford the basic food staples<sup>12</sup> with some reports of parents forgoing meals for their children to eat.

In the face of escalating inequality, it is crucial for brands to adjust to the changing landscape. Consumers, grappling with financial constraints, are becoming more mindful of their expenditures, focusing on affordable essentials while curtailing luxury purchases due to the increasing strain on meeting basic needs like food and housing. Brands must be cognisant of changing consumer needs whilst simultaneously understanding where and how to provide aid to those who desperately need it.

**3 Related issues**

- Large-scale conflict and wars
- Famine and food security
- Access to water and sanitation around the world

**Market rankings**

USA	#01
UK	#01
Brazil	#01
China	#02
India	#01

**2023 ranking**

#01



## 02 Large-scale conflict and wars

A noticeable climber, **Large-scale conflict and wars** has risen to 2nd, its highest ever ranking. With the threat of escalation in both Europe and The Middle East, celebrity CEO Mark Zuckerberg has chosen 2023 to build himself a \$100m war bunker in Hawaii (and let the world know about it). However, for populations without the means to run away and hide, the reality is clearly weighing more heavily on their minds.

The consequences for those directly affected by current conflicts extend to every facet of their lives, from their mental health to basic living conditions. When forced to abandon their homes, many find themselves part of the growing refugee crisis. The global refugee count surged by a record 35%, totalling 34.6 million,<sup>13</sup> with the situation in Ukraine and revised estimates of Afghans in Iran and Pakistan being major contributors.

Elsewhere, it is important to note that there are several regional and internal conflicts across the world which do not dominate news headlines. The Global Peace index highlights that 79 countries witnessed increased levels of conflict<sup>14</sup> including Ethiopia, Myanmar, Sudan and South Africa. Beyond the literal human toll of conflicts, the global economic impact of violence increased by 17% or \$1 trillion, to \$17.5 trillion in 2022/23, equivalent to 13% of global GDP.<sup>15</sup>

Even for those not directly impacted by war, concerns arise, not just about safety but also about escalating costs. The conflict in Ukraine led to a spike in energy prices in

Europe, causing increased production costs, particularly in food, and subsequently reducing consumer spending. A more recent example is the Israel-Hamas conflict, when increased tensions in the commodities market at one point pushed oil prices beyond \$90 a barrel.<sup>16</sup>

With the increase in ongoing conflicts, it's imperative that brands look at how these conflicts are not only changing the economic landscape, but look to the communities that are damaged. For example, the war in Ukraine has ravaged their agriculture sector leading to a global crisis in the production of grain and food inflation,<sup>17</sup> however there are communities of farmers who are now in destitute situations or displaced from their livelihoods.

Beyond the threats posed to supply chains and inflation, there's an additional worry for marketing departments: the potential brand risk associated with advertising alongside war-related content on social media or as well as associating with states involved in conflict. Recent instances of backlash from consumers come from Zara's<sup>18</sup> misjudged image choices as well as Starbucks,<sup>19</sup> whose fall in market value has been partly attributed to the ongoing boycott against them due to their links to Israel.



### 3 Related issues

- Government transparency, corruption and threats to democracy
- Ethical business practices
- Support for public services

### Market rankings

USA	#02
UK	#02
Brazil	#06
China	#03
India	#09

### 2023 ranking

#05





2023 saw more bleak predictions for the future of our climate - despite progress in policies and legislation around climate mitigation, the IPCC still predicts that warming will exceed 1.5°C before 2030.<sup>20</sup>

In 2023, the world witnessed a series of unprecedented extreme weather events. Afghanistan<sup>21</sup> experienced freezing temperatures as low as -28°C, leading to the deaths of 78 people and the loss of 77,000 livestock. Simultaneously, São Paulo<sup>22</sup> faced devastating landslides, claiming the lives of 65 individuals, a calamity triggered by heavy rainfall.

Globally, this issue has jumped one spot this year, perhaps a correlation to this significant surge in these climate change-related events. The international disaster database EM-DAT<sup>23</sup> reports a 60% increase in deaths from landslides, a 278% rise in deaths from wildfires, and a staggering 340% increase in deaths from storms between 2022 and 2023.

In China, **Climate change** remains in first place, perhaps linked to a remarkable year in air pollution. Pollution levels had been improving since 2013, but 2023 marks the first year that China's national average PM2.5 level has increased year-on-year.<sup>24</sup>

Whilst the realities of climate change are starting to permeate, research shows that consumers increasingly see this link,<sup>25</sup> however the topic perhaps became ever more politically charged. In the UK, Rishi Sunak made the controversial move breaking the net zero consensus. Rishi Sunak announced a weakening of key net zero policies, including pushing back the ban on the sale of new petrol and diesel cars in the UK from 2030 to 2035.

Whilst COP28 stirred controversy not for commendable efforts, but for taking place in Dubai.

In the realm of food insecurity, climate change is also having a large effect. Research showed that British households have to pay an extra £605 for food in 2023<sup>26</sup> due to climate change impacts and historically high oil, gas and fertiliser prices.

As social and economic issues take up the forefront of our media, we need to ensure that we do not ease off in our collective efforts against climate change. It's imperative that brands continue to draw the links from climate change to the tangible effects on their consumers' lives, whether that be extreme weather events or soaring food inflation. As the effects of climate change become increasingly evident, there is a vast opportunity for brands to present their products and services as beneficial to both consumers and the climate.

3 Related issues	Market rankings
Large-scale conflict and wars	USA #16
Famine and food security	UK #04
Access to water and sanitation around the world	Brazil #03
	China #01
	India #03
<b>2023 ranking</b>	<b>#04</b>



## 04 Unemployment and job security

While dropping two positions globally, **Unemployment and job security** has consistently held its rank as a top-two issue for both Brazil and India. However, this year in Brazil, unemployment reached its lowest level since 2015, at 7.8%.<sup>27</sup>

India's unemployment rate increased to its highest level in over two years<sup>28</sup> in 2023, primarily due to rising joblessness in rural areas and youth unemployment.

Elsewhere in the UK, Brazil and US, unemployment has stayed relatively low and stable, however general population statistics can mask inequality within societies. For example, the unemployment rate for black women in the US has increased,<sup>29</sup> and in the UK the disability employment gap has widened.<sup>30</sup> Moreover, inflationary pressures and rising living expenses have led to an increase in the number of people working two jobs.

Job security also remains a worry for many. After a wave of redundancies in the tech sector at the end of 2022 and early 2023, the practice has spread to companies such as Nike<sup>31</sup> and Hasbro.<sup>32</sup> In the US, there were about 605,000 announced layoffs, a 198% increase<sup>33</sup> from last year and the worst first three quarters of job trimming since 2020 and the second-worst stretch since the 2009 recession. The fears are not only affecting everyday workers but also executives - nearly half of workers self-reported that they were concerned about losing their employment, with executives being the most worried (66%).<sup>34</sup>

Many of these concerns with job insecurity manifested in 2023 with an unprecedented amount of strikes particularly in the US

where over half a million workers joined 405 labour strikes throughout the year, ranging from Hollywood's SAG-AFTRA strike<sup>35</sup> to the automotive industry's United Auto Workers' strike.

Elsewhere, the advancement of artificial intelligence has notably accelerated in 2023, intensifying concerns about **Unemployment and job insecurity**. Experts predict AI has the potential to replace approximately 800 million jobs globally by the year 2030.<sup>36</sup>

Amidst concerns about working conditions, economic downturns, and the impact of AI on the future, it is crucial for brands to grasp the importance of cultivating a content and flourishing workforce. Brands possess the potential to elevate their workforce by championing skills development and devising innovative solutions that empower individuals to navigate changing job markets, thereby building resilience against economic challenges.

### 3 Related issues

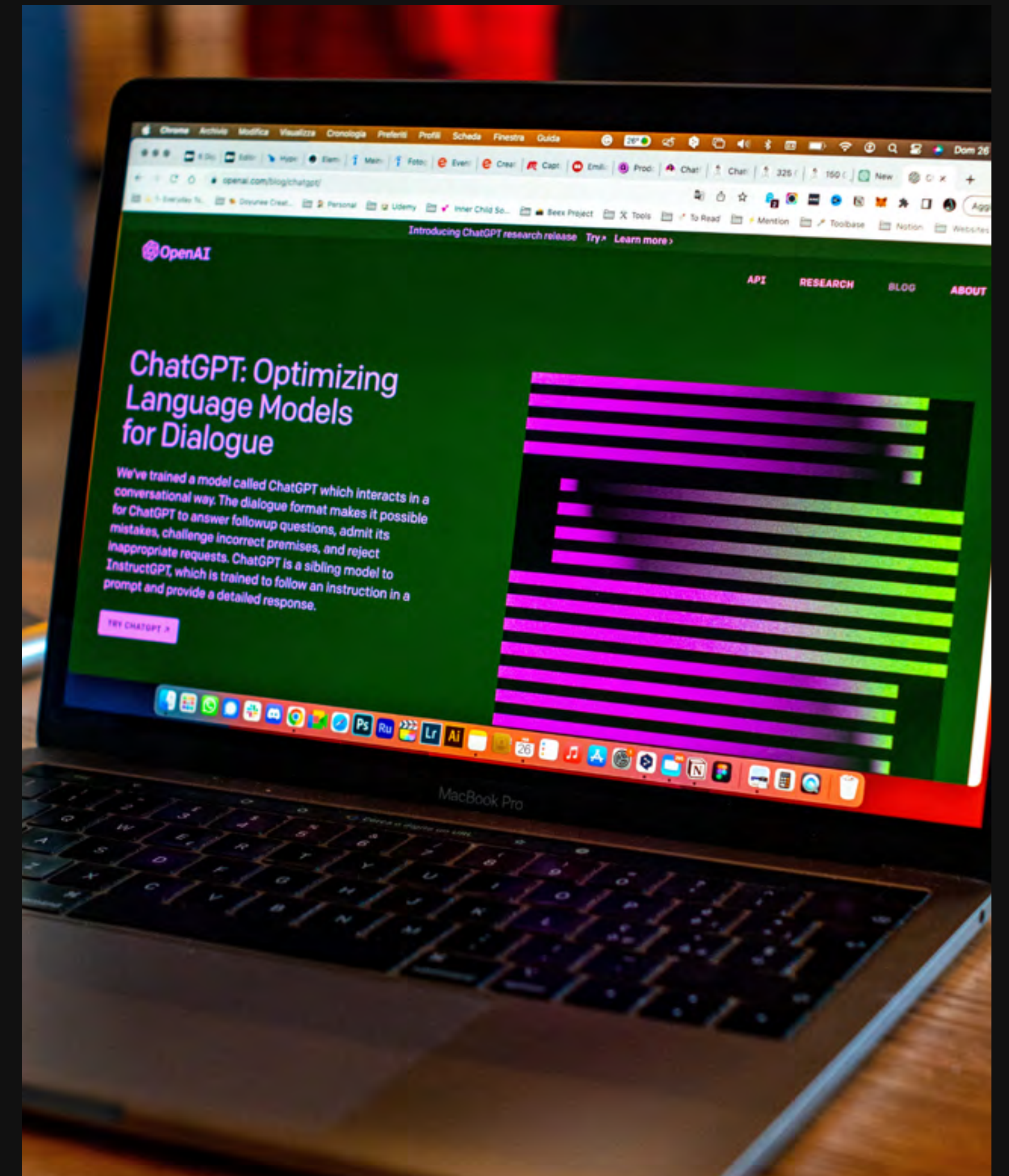
Responsible spending and debt  
Addiction (drugs, alcohol and gambling)  
Access to quality education

### Market rankings

USA #04  
UK #07  
Brazil #02  
China #04  
India #02

### 2023 ranking

#02







With fears of COVID-19 beginning to fade, **Access to healthcare** dropped two places this year, however it still remains a prevalent issue. A stark reality unveiled by a UN General Assembly report exposes that over half of the global population lacks coverage for essential health services<sup>37</sup> as two billion people face severe financial hardship when forced to pay out-of-pocket for necessary services and products.

The U.S., which spends the most per capita, also has the worst health outcomes among high-income nations. Not only do 44% of American adults lack sufficient access to healthcare, but 93% feel that what they do receive isn't worth the costs. Americans face higher chances of premature death, particularly from preventable causes. Moreover, racial disparities in the US persist as 25% of Hispanic adults lack health insurance, compared to just 7% of White, non-Hispanic adults.<sup>38</sup>

Meanwhile in the UK, where this issue ranked 3rd overall, increasing pressure on the NHS has not let up; increasing backlogs, soaring wait times, and dissatisfaction with the quality of care have put the service under scrutiny.

In India, healthcare challenges encompass child undernutrition,<sup>39</sup> high rates of neonatal and maternal mortality, and a growing burden of noncommunicable diseases. Poor healthcare access in India has also been compounded by rural inequality - the rural population of India is around 716 million people (72%)<sup>40</sup> and yet there is a chronic lack of proper medical facilities.

In Chhattisgarh, which is among India's poorest states and also has a significant indigenous population, there's about one doctor for every 16,000 people.<sup>41</sup>

Moreover, experts have highlighted how inflationary and economic pressures are becoming a public health crisis<sup>42</sup> as squeezed wages can spiral into poor health outcomes. As financial strain deepens, individuals may face challenges accessing essential healthcare, leading to delayed medical attention and neglected preventative measures; 36% of Americans have put off or skipped needed healthcare,<sup>43</sup> including prescription drugs, because of cost. Limited resources can result in compromised nutrition, inadequate housing, and heightened stress levels, all of which contribute to deteriorating physical and mental well-being.

Looking ahead, the use of AI in healthcare is being explored.<sup>44</sup> Potential benefits include increased diagnostic effectiveness, reduced overall healthcare costs, and easy information sharing. Despite current limitations and challenges, advanced AI models show promise in diagnostics, early symptom predictions, and drug discovery, indicating a promising future for AI in healthcare.

Brands and businesses can contribute to improve access by addressing financial barriers, supporting healthcare infrastructure, and exploring innovative solutions like AI to improve global access to healthcare. However it's important they understand how consumers' interactions with healthcare changes and how negative healthcare outcomes increase in the midst of economic hardship.

**3 Related issues**

- Gender inequality
- Poverty, hunger and homelessness in my country
- Obesity, access to healthy food and exercise

**Market rankings**

USA	#03
UK	#03
Brazil	#05
China	#08
India	#06

**2023 ranking** #03





**Government transparency, corruption and threats to democracy** has remained at number six in this year's report. Given the various government scandals that have happened in our surveyed markets in 2023, it is unsurprising that people lack trust and confidence in government. 2024 is also set to be the biggest election year in history,<sup>45</sup> with a staggering 4bn people eligible to vote in governmental, legislative, and local elections.

For many in our surveyed markets government interests are no longer aligning with their values and concerns. As one UK respondent put it, "our government is about as corrupt as it gets... they're destroying British values." While some disconnect on which issues are the most important is a feature of politics, a divide on what constitutes right and wrong is more troubling and contributes to a sense that current institutions are no longer fit for purpose.

This lack of trust extends from parties right down to individuals, a recent UK survey<sup>46</sup> found that just 9% of the British public trust politicians to tell the truth. This makes them the least trusted profession in Britain and is in fact the lowest score in 40 years. On the flip side, India scored

high in the 2023 Edelman Trust Barometer<sup>47</sup> with 73% saying they trust the government, businesses, NGOs and media.

Regardless of individual market scores, brands score significantly higher than governments when it comes to trust. While this reflects an opportunity for brands to demonstrate their responsibility and transparency with consumers, it also comes with high expectations on getting it right. In polarised markets like the US and UK, we are seeing brands that get it wrong suffering real consequences.<sup>48</sup>

It's never been more important for brands to understand the causes that matter to their consumers and where they have permission to get involved. Our **Poking the bear report** provides step-by-step guidance for brands looking to make an impact in 2024.

3 Related issues	Market rankings
Large-scale conflict and wars	USA #05
Fake news	UK #05
Ethical business practices	Brazil #04
	China #09
	India #04
<b>2023 ranking</b>	<b>#06</b>



**Famine and food insecurity** has risen one place from the last two reports to 7th as conflicts, disasters and poverty continue to put strain on global food supplies.

As conflict continues in Ukraine, there has been a 29% decrease in its grain production<sup>49</sup> which has had a dramatic effect on global wheat supplies and a rise in global food prices. These Ukrainian exports are crucial to some Asian and African countries which received 92% of Ukrainian wheat between 2016 and 2021.

But a new global conflict is exasperating the issue to a new level. After the horrific events of October 7, Israel's war on Hamas has led to a humanitarian crisis that is in part driven by massive food insecurity. The World Health Organisation estimates 1.84m Palestinians are now food insecure,<sup>50</sup> a figure only set to increase as supplies and aid become harder to access in the Gaza strip.

The United Nations definition of famine<sup>51</sup> is at least 20% of the population facing extreme food shortages, the acute malnutrition rate exceeds 30% and 2 out of 1,000 people die from starvation on a daily basis. Action Against Hunger<sup>52</sup> estimates that approximately 83,000 people in three countries – South Sudan,

Burkina Faso, and Mali – are currently experiencing famine conditions. Reaching Zero Hunger<sup>53</sup> is part of the Sustainable Development Goals set by the United Nations' General Assembly in 2015. Given the current pace of progress, it is unlikely this will be reached by the 2030 goal unless serious action is taken. While many brands have developed and begun actioning climate-related SDGs, there is a real opportunity to emerge as a true leader for Zero Hunger in 2024.

We explore the intersection of food security and disasters on page 37, calling on FMCG brands to plan for disasters in a way many have never considered before.

3 Related issues	Market rankings
Poverty, hunger and homelessness in my country	USA #07 UK #08
Access to healthcare	Brazil #10
Biodiversity and species extinction	China #07 India #10
<b>2023 ranking</b>	<b>#08</b>







Dropping one place from last year, the issue of **Access to quality education** continues to dominate around the world. In the markets we surveyed there were big conversations about what a strong national education system looks like,<sup>54</sup> the working conditions for teachers,<sup>55</sup> gender equality in technology and engineering degrees,<sup>56</sup> and the ongoing effects of the pandemic on school attendance.<sup>57</sup>

Beyond these five markets, education is a key issue around the world. Gender equality remains a major barrier in many places, whether it's due to legislation like in Afghanistan<sup>58</sup> or financial access in some parts of Africa.<sup>59</sup> Equally, while some markets are still fighting for the right for female education, others are concerned about 'boys falling behind' including the growing gap between girls and boys going on to higher education.<sup>60</sup>

It is clear that **Access to quality education** is a complex, highly nuanced issue that needs tailored and market-specific approaches, so how can brands engage meaningfully? One way is partnering or consulting with those fighting the fight already. For example Sunsilk, a Unilever brand, partnered with NGO

Girl Rising in Indonesia to develop the **Explore More Possibilities** educational program. Resources like Open Revolt can link brands to relevant individuals and groups to strengthen the impact of their initiatives.

It's not just primary and secondary level education that is suffering either. A recent UN report on Education highlighted stagnation in tertiary education access.

Research from 2021 suggests a regression, with over 90% predicting reduced higher education access and job prospects for disadvantaged students by 2025, signalling the urgent need for global higher education to address these disparities for inclusive development.

3 Related issues	Market rankings
Child labour	USA #08
Decline of family relationships	UK #09
Income inequality	Brazil #07
	China #10
	India #08
<b>2023 ranking</b>	<b>#07</b>



**Crime, violence and gun control** has risen one place this year and continues to be a large topic of discussion across the globe.

Unsurprisingly in America, this issue continued to rank highly (6th place) as 2023 saw a record 630 mass shootings.<sup>61</sup> Despite a Biden-Harris administration which is pushing for stricter laws on gun control, the American legislature is still in deadlock<sup>62</sup> over any meaningful changes.

On a global scale, research has shown that organised crime has increased with roughly six out of seven people around the world<sup>63</sup> - 83% - now live in countries with high crime.

The Global Organised Crime Index points to economic hardship and political realignment that has caused civic instability, financial fragility, and scarcity of essential resources such as food and fuel which has allowed crime to thrive. An example of where this is acutely felt is in India where violent uprisings in the Manipur region shook the country as ethnic groups fought over land and power. According to government figures,<sup>64</sup> 175 people have been killed in the violence with 1,108 others injured, 4,786 houses burnt and 386 religious structures including temples and churches were vandalised.

Even 'petty crime' is on the rise with shoplifting increasing by 25%<sup>65</sup> in the UK over the past year, with many highlighting the connection to the cost of living crisis and poverty campaigners saying that some theft is 'born of desperation'.

Whilst **Crime, violence and gun control** appears to be a dense and overwhelming topic to approach, the reality is that it is at the forefront of many people's minds, whether it pertains to gun violence or simply the desire for safety on our streets. By genuinely addressing the root causes of these issues, brands have the chance to use their influence for significant social change.

Indeed Arsenal Football Club's "No More Red"<sup>66</sup> platform aims to tackle the underlying causes of youth violence by providing safe spaces and more opportunities for our young people.

3 Related issues	Market rankings
Income inequality	USA #06
Mental health issues	UK #06
Support for public services	Brazil #09
	China #18
	India #21
<b>2023 ranking</b>	<b>#10</b>







**Extreme poverty around the world** has moved up two places into the top ten this year. Eradicating extreme poverty by 2030 is the first of the UN's sustainable development goals, however we are currently off track - 670 million people are estimated to be living in extreme poverty in 2022, an increase of 70 million people compared with pre-pandemic projections.<sup>67</sup> The UN also added that 1.1 billion out of 6.1 billion people<sup>67</sup> in 110 countries surveyed in a report were living in multidimensional poverty in 2023.

Initially, the COVID-19 pandemic was the primary factor contributing to poverty. However, currently global inflation and food insecurity<sup>68</sup> are the main forces exacerbating poverty. Developing countries with impoverished populations, often dependent on the agriculture sector, have faced challenges in 2023, such as conflict and high costs of agricultural inputs. Additionally, the UN's Least Developed Countries have highlighted that structural issues like poor infrastructure and limited access to technology have not progressed at the necessary rates.

An additional layer to extreme poverty is rural inequality, with more than 80% of the world's extreme poor living in rural areas.<sup>67</sup> Poverty rates are nearly three times higher<sup>69</sup> among rural than among urban residents. India saw the highest ranking of this cause at 5th - however the UN praised India for lifting a one-tenth of India's population out of poverty in 5 years,<sup>70</sup> with rural areas seeing the strongest fall in poverty thanks to improvements in malnutrition, education and sanitation.

However it is important to note that extreme poverty is not limited to "developing countries." The younger population in richer countries are being left behind as 1 in 5 children in the world's richest countries are living in poverty,<sup>71</sup> and five higher income countries – the United Kingdom, France, Iceland, Norway, and Switzerland, have seen the greatest increases in the number of children living in households experiencing financial hardship since 2014.

Whilst tackling extreme poverty around the world is an incredibly complex undertaking, we know that the solution is going to require collaboration between businesses and governments. Hence brands have a responsibility to ensure that throughout the supply chain, they are working on sustainable solutions and uplifting communities they impact.

3 Related issues	Market rankings	
Child labour	USA	#14
Care for the elderly	UK	#14
Fair wages	Brazil	#13
	China	#24
	India	#05
<b>2023 ranking</b>		<b>#12</b>





**11** Mental health issues

Amid a global **Mental health** crisis affecting 1 billion people worldwide<sup>72</sup> the UN recognises challenges in our fast-paced world. An increasingly digital world has come with heightened loneliness and anxiety. Fortunately, mental health stigma is decreasing,<sup>73</sup> and progressive workplaces are prioritising employee well-being.<sup>74</sup> Brands addressing anxiety-inducing issues can focus on the hope of solving them; improved working conditions and healthcare policies can also relieve the crisis.

<b>3 Related issues</b>	
Work-life balance	
Access to healthcare	
Sexuality and gender identity rights	
<b>Market rankings</b>	
USA	#10
UK	#10
Brazil	#12
China	#25
India	#12
<b>2023 ranking</b>	#13

**12** Access to water and sanitation around the world



In 2023, 2 billion people worldwide did not have access to clean and safe drinking water, and approximately 4.2 billion people<sup>75</sup> (almost half of the world's population) lacked adequate sanitation services. It's no surprise that this cause is ranked high, rising one place from last year.

<b>3 Related issues</b>	
Pollution of my local environment	
Famine and food security	
Global public health issues	
<b>Market rankings</b>	
USA	#13
UK	#15
Brazil	#11
China	#12
India	#13
<b>2023 ranking</b>	#11

**13** Care for the elderly

Many nations are facing the escalating challenge of a rapidly ageing population. Brazil is projected to reach 64 million seniors by 2050.<sup>76</sup> Urgent measures, including Social Security Reform and a comprehensive care plan, are imperative. Brands need to manage the demographic shift by attracting a new generation while retaining loyal customers.




<b>3 Related issues</b>	
Support for people with disabilities	
Mental health issues	
Support for public services	
<b>Market rankings</b>	
USA	#12
UK	#11
Brazil	#14
China	#20
India	#18
<b>2023 ranking</b>	#15



<b>14</b>	<b>Responsible spending and debt</b>										
<p>With global inflation still biting, young people are saving less. In the U.S., <u>20%</u> of those aged 18 to 24 have unpaid debt sent for collection,<sup>77</sup> which is similar in the UK, showing low percentages for clearing college debt (13%), having a retirement account (31%), and possessing health insurance (57%).<sup>78</sup> Businesses must recognise this demographic's limited income while helping them fulfil their desire for conscious shopping habits.</p>											
<p><b>3 Related issues</b></p> <ul style="list-style-type: none"> <li>Loneliness</li> <li>Unemployment and job security</li> <li>Addiction (drugs, alcohol and gambling)</li> </ul>											
<p><b>Market rankings</b></p> <table border="0"> <tr><td>USA</td><td style="text-align: right;">#11</td></tr> <tr><td>UK</td><td style="text-align: right;">#13</td></tr> <tr><td>Brazil</td><td style="text-align: right;">#19</td></tr> <tr><td>China</td><td style="text-align: right;">#23</td></tr> <tr><td>India</td><td style="text-align: right;">#16</td></tr> </table>		USA	#11	UK	#13	Brazil	#19	China	#23	India	#16
USA	#11										
UK	#13										
Brazil	#19										
China	#23										
India	#16										
<p><b>2023 ranking</b> #16</p>											

<b>16</b>	<b>Pollution of my local environment</b>										
<p>Pollution is the foremost environmental contributor to disease and premature death, <u>claiming over 9 million lives annually</u><sup>81</sup> with air pollution being the primary culprit. This is particularly pressing for India and China, grappling with elevated air pollution levels. Brands play a direct role in this issue, stemming from product disposal and manufacturing processes, striving for zero impact and embracing a circular economy.</p>											
											
<p><b>3 Related issues</b></p> <ul style="list-style-type: none"> <li>Access to water and sanitation around the world</li> <li>Famine and food security</li> <li>Access to healthcare</li> </ul>											
<p><b>Market rankings</b></p> <table border="0"> <tr><td>USA</td><td style="text-align: right;">#31</td></tr> <tr><td>UK</td><td style="text-align: right;">#29</td></tr> <tr><td>Brazil</td><td style="text-align: right;">#17</td></tr> <tr><td>China</td><td style="text-align: right;">#06</td></tr> <tr><td>India</td><td style="text-align: right;">#07</td></tr> </table>		USA	#31	UK	#29	Brazil	#17	China	#06	India	#07
USA	#31										
UK	#29										
Brazil	#17										
China	#06										
India	#07										
<p><b>2023 ranking</b> #17</p>											

<b>15</b>	<b>Fair wages</b>										
											
<p>The fight for fair wages has gained momentum over the past few years, especially in the UK, where <u>industrial actions continue to take place</u><sup>79</sup> to fight for better pay due to the cost of living crisis. The <u>Global Living Wage Coalition</u><sup>80</sup> continues to fight to ensure workers around the world can afford a decent life for themselves and their families.</p>											
<p><b>3 Related issues</b></p> <ul style="list-style-type: none"> <li>Care for the elderly</li> <li>Ethical business practices</li> <li>Support for people with disabilities</li> </ul>											
<p><b>Market rankings</b></p> <table border="0"> <tr><td>USA</td><td style="text-align: right;">#09</td></tr> <tr><td>UK</td><td style="text-align: right;">#12</td></tr> <tr><td>Brazil</td><td style="text-align: right;">#18</td></tr> <tr><td>China</td><td style="text-align: right;">#13</td></tr> <tr><td>India</td><td style="text-align: right;">#25</td></tr> </table>		USA	#09	UK	#12	Brazil	#18	China	#13	India	#25
USA	#09										
UK	#12										
Brazil	#18										
China	#13										
India	#25										
<p><b>2023 ranking</b> #14</p>											

<b>17</b>	<b>Global public health issues</b>										
<p>Since the onset of the COVID-19 pandemic, the world remains vigilant for any future global health threats that could lead to similar devastating impacts. However, <u>experts caution that addressing these challenges will require unparalleled leadership</u><sup>82</sup> a readiness that we currently lack. Brands will need to consider proactively establishing measures to safeguard themselves in the event of a recurrence, especially if governments fail to implement necessary precautions.</p>											
<p><b>3 Related issues</b></p> <ul style="list-style-type: none"> <li>Care for the elderly</li> <li>Access to water and sanitation around the world</li> <li>Income inequality</li> </ul>											
<p><b>Market rankings</b></p> <table border="0"> <tr><td>USA</td><td style="text-align: right;">#23</td></tr> <tr><td>UK</td><td style="text-align: right;">#19</td></tr> <tr><td>Brazil</td><td style="text-align: right;">#15</td></tr> <tr><td>China</td><td style="text-align: right;">#17</td></tr> <tr><td>India</td><td style="text-align: right;">#11</td></tr> </table>		USA	#23	UK	#19	Brazil	#15	China	#17	India	#11
USA	#23										
UK	#19										
Brazil	#15										
China	#17										
India	#11										
<p><b>2023 ranking</b> #09</p>											





**18** The health of our oceans

Ranked 18th this year, the need for action to protect our oceans remains urgent. Global warming is causing rising sea levels, species loss and devastating coastal communities.<sup>83</sup> Additionally, overfishing is jeopardising food security for millions and wreaking havoc on ocean ecosystems worldwide. However, there is optimism with COP 15's groundbreaking 30x30x30 pledge,<sup>84</sup> aspiring to conserve 30% of the Earth's land and sea by 2030, has encouraged brands to set up and take more action.

**3 Related issues**  
 Access to water and sanitation around the world  
 Famine and food security  
 Biodiversity and species extinction

Market rankings	
USA	#24
UK	#20
Brazil	#16
China	#11
India	#14

<b>2023 ranking</b>	#19
---------------------	-----

**19** Support for people with disabilities

We've seen **Support for people with disabilities** gaining momentum over the past few years with products and places<sup>85</sup> created to be more accessible for everyone. However, there is a lot more that brands can do to be fully inclusive, so this issue has remained consistent in its ranking for the past few years. It is also an opportunity for businesses to reach a whole new demographic.



**3 Related issues**  
 Natural disaster prevention and relief  
 Access to quality education  
 Access to healthcare

Market rankings	
USA	#15
UK	#17
Brazil	#20
China	#36
India	#22

<b>2023 ranking</b>	#20
---------------------	-----

**20** Income inequality

While global **Income inequality** persists as a significant challenge, it has dropped two places this year, potentially linked to the anticipated easing of the cost of living crisis in 2024. Yet, a full resolution awaits wage increases for all households, expected to return to 2021 levels by 2027.<sup>86</sup> Despite global growth, wealth disparities persist. Brands who want to act on this issue must remember to look at their own pay structures first.

**3 Related issues**  
 Decline of family relationships  
 Equal opportunities in the workplace  
 Access to quality education

Market rankings	
USA	#17
UK	#19
Brazil	#25
China	#15
India	#17

<b>2023 ranking</b>	#18
---------------------	-----



21

Cyber and data security



Globally, **Cyber and data security** concerns are on the rise, reflected in the UK's five-place jump. A record 2.39 million<sup>87</sup> cybercrime cases in the past year led to an 8.1% surge in the average data breach cost to £4.56 million.<sup>88</sup> With escalating cyberattacks, these concerns are expected to grow, contributing to a projected global cost surpassing \$10.5 trillion annually by 2025.<sup>89</sup>

- 3 Related issues**
- Fake news
  - Government transparency, corruption and threats to democracy
  - Protecting vulnerable people online

**Market rankings**

USA	#21
UK	#25
Brazil	#30
China	#14
India	#15

**2023 ranking** #24

23

Paying taxes fairly

As pay rises push taxpayers into higher tax brackets, concerns about taxation intensify in the minds of consumers, a heightened issue in the UK compared to global rankings. With taxes projected to reach approximately 37% of national income by the next UK election in 2024<sup>91</sup> a level unprecedented since the post-war period, the significance of this concern for UK residents is unsurprising.

- 3 Related issues**
- Government transparency, corruption and threats to democracy
  - Ethical business practices
  - Support for public services

**Market rankings**

USA	#19
UK	#16
Brazil	#28
China	#26
India	#32

**2023 ranking** #25

22

Natural disaster prevention and relief

We've observed a steady rise in the frequency of natural disasters year after year, the total count of climate-related disasters surged from 3,656 in 1980–1999 to 6,681 in 2000–2019 (an 83% increase).<sup>90</sup> Despite this alarming trend, insufficient efforts are underway to prevent and alleviate the impact, particularly in low-income countries, where the most vulnerable populations continue to bear the brunt of these crises.



- 3 Related issues**
- The health of our oceans
  - Famine and food security
  - Support for our public services

**Market rankings**

USA	#22
UK	#23
Brazil	#21
China	#16
India	#26

**2023 ranking** #22

24

Work-life balance

**Work-life balance** has risen by 8 places in both India and China this year. In China, employees often work up to 10 hours a day,<sup>92</sup> contributing to an increase in reported concerns like anxiety and depression. In India, workplace pressure is a significant factor in mental health issues for 31% of respondents.<sup>93</sup> Brands should be mindful, as employees are likely to gravitate towards companies with more favourable policies.



- 3 Related issues**
- Decline of family relationships
  - Fair wages
  - Mental health issues

**Market rankings**

USA	#29
UK	#24
Brazil	#24
China	#22
India	#20

**2023 ranking** #28



## 25 Unifying our country and communities

Combining a frustration with polarisation and divisive culture wars issues with the desire for strong national and local communities, this could be an issue which rises sharply with the run of elections in 2024. In China it remains high as the 6th most important issue where it is most likely shaped by tensions related to Taiwan. For many mainstream brands, unifying 'big ten' causes can be the most effective way of delivering on purpose.

### 3 Related issues

The refugee crisis  
Large-scale conflict and wars  
Issues with out media

### Market rankings

USA	#18
UK	#32
Brazil	#44
China	#05
India	#27

**2023 ranking** #26

## 27 Decline of family relationships



As life expectancy rises across generations, it's unsurprising that concerns about diminishing family relationships have subsided. Nevertheless, in burgeoning urban centres like Brazil, grappling with housing challenges,<sup>96</sup> the issue maintains its significance, securing a notable 7th place in the rankings.

### 3 Related issues

Loneliness  
Access to quality education  
Income inequality

### Market rankings

USA	#25
UK	#35
Brazil	#08
China	#32
India	#24

**2023 ranking** #21

## 26 Recycling and waste

Although the issue has fallen globally this year, the question remains: are our efforts sufficient? In a noteworthy development at COP28, the aluminium industry revealed a collective aim to recycle nearly 100% of aluminium beverage cans by 2050.<sup>94</sup> To support this goal, brands are called to accelerate targets, urging a commitment to achieve a 80% goal by 2023.<sup>95</sup>



### 3 Related issues

Pollution of my local environment  
Access to water and sanitation around the world  
Deforestation

### Market rankings

USA	#34
UK	#26
Brazil	#22
China	#30
India	#19

**2023 ranking** #23

## 28 Equal opportunities in the workplace

While the statistics indicate a record high with 30% of board directors at S&P<sup>97</sup> listed corporations being women globally, the persisting gender imbalance underscores the need for brands to continue to make progress and to enhance their support for women within and outside of the workplace.



### 3 Related issues

Care for the elderly  
Access to water and sanitation around the world  
Income inequality

### Market rankings

USA	#28
UK	#28
Brazil	#33
China	#32
India	#24

**2023 ranking** #29



## 29 Obesity, access to healthy food and exercise

Rising six places, this issue has captured consumer attention, fuelled by soaring food prices in many of our markets, particularly for low-income individuals. Food banks face challenges with falling donations,<sup>98</sup> rising energy costs, and sustained high demand, prompting a call for brands to make healthy food more accessible.



### 3 Related issues

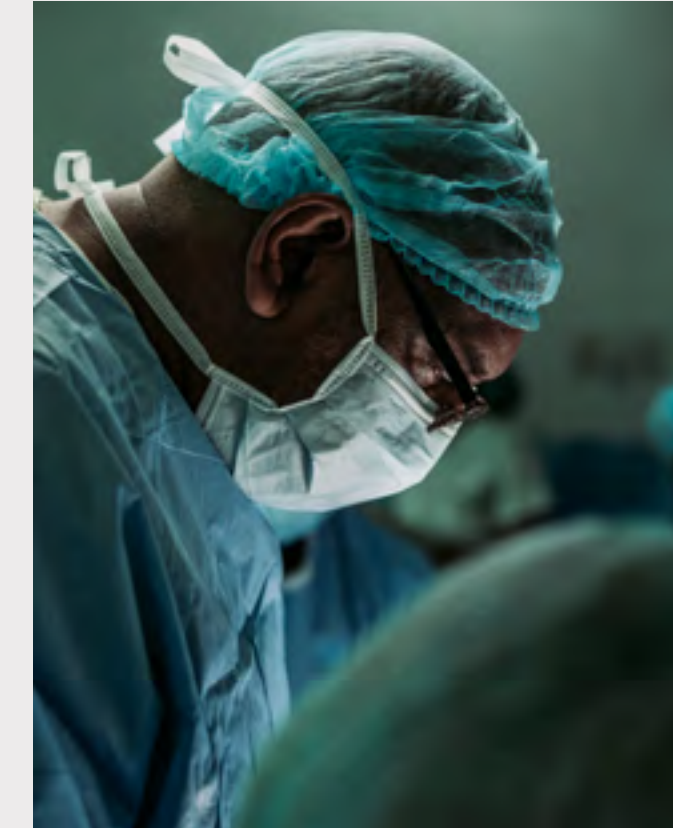
Self esteem and body image  
Issues with our media  
Negative impact of technology (screen time, addiction etc)

### Market rankings

USA	#33
UK	#37
Brazil	#32
China	#39
India	#30

**2023 ranking** #35

## 31 Support for public services



This issue has surged globally, particularly in China, rising by 15 places in the past year. This uptick may be attributed to unprecedented challenges faced by China's healthcare system, marked by an inadequate medical insurance fund and inconsistent insurance reimbursement policies.<sup>100</sup> While brands can't replicate public services they can often augment them and support those who slip through.

### 3 Related issues

Government transparency, corruption and threats to democracy  
Refugee crisis  
Unifying our country and communities

### Market rankings

USA	#30
UK	#22
Brazil	#41
China	#38
India	#29

**2023 ranking** #34

## 30 Deforestation

Consumer concerns about **Deforestation** may have declined as part of false optimism around the effectiveness of carbon offsetting, or perhaps the positive strides made around deforestation by Brazilian president Luiz Inácio Lula da Silva.<sup>99</sup> Businesses should prioritise reaching net-zero emissions, recognising the challenges in accurately predicting CO<sub>2</sub> savings and the tendency for overly generous estimates in carbon credit calculations, resulting in less actual carbon reduction than perceived.

### 3 Related issues

Ethical business practices  
Famine and food security  
Biodiversity and species extinction

### Market rankings

USA	#41
UK	#31
Brazil	#23
China	#37
India	#34

**2023 ranking** #27

## 32 The refugee crisis

The most pronounced increase from 2023 to 2024 has been **The refugee crisis** (rising 9 places globally). UNHCR's latest estimate, surpassed 110 million forcibly displaced individuals<sup>101</sup> including over 36.4 million refugees.<sup>102</sup> This figure continues to rise, notably with almost two million people in Gaza, representing more than 85% of the population who are reported to have fled their homes in response to Israel's military operation following Hamas's attacks on October 7th.

### 3 Related issues

Large-scale conflict and wars  
Child labour  
Religious tolerance

### Market rankings

USA	#39
UK	#36
Brazil	#39
China	#43
India	#47

**2023 ranking** #41



## 33 Protecting vulnerable people online

Monitoring the online landscape is challenging and has prompted stricter global regulations, which led to TikTok facing a €345 million fine for GDPR child privacy breaches.<sup>103</sup> Governments are stepping up, with the UK introducing a new offence against online “Trolls”<sup>104</sup> and the U.S. Senate passing Ossoff’s bill for tech companies to report and remove child sexual abuse material.<sup>105</sup> Businesses need to consider these new laws, be careful which platforms they choose to spend their advertising dollars with.

### 3 Related issues

Mental health issues  
Support for public services  
Addiction (drugs, alcohol and gambling)

### Market rankings

USA	#35
UK	#21
Brazil	#31
China	#46
India	#36

**2023 ranking** #39

## 35 Race relations and racism



While this concern may have receded in consumers’ consciousness over the past year, it is imperative for businesses to consistently prioritise fostering positive race relations and combating racism. Despite fewer high profile news stories in 2023 - fundamental inequalities remain. This commitment is essential for building a more inclusive and equitable society and should always remain at the forefront of business considerations.

### 3 Related issues

Equal opportunities in the workplace  
Access to quality education  
The refugee crisis

### Market rankings

USA	#26
UK	#33
Brazil	#26
China	#42
India	#43

**2023 ranking** #30

## 34 Addiction (drugs, alcohol and gambling)

Concerns about drugs and alcohol are decreasing, likely due to stricter regulations and a surge in wellness trends and better alcohol-free choices. The alcohol-free and low-alcohol category, valued at US \$13 billion<sup>106</sup> across ten key markets, is driven largely by “occasional” low/no alcohol drinkers (43%) rather than those who abstain completely (17%).<sup>107</sup> Retailers must stock alcohol-free and low-alcohol options as consumers increasingly prioritise moderation, presenting a lucrative market for businesses.

### 3 Related issues

Responsible spending and debt  
Ethical business practices  
Loneliness

### Market rankings

USA	#20
UK	#38
Brazil	#34
China	#28
India	#48

**2023 ranking** #31

## 36 Child labour

Globally, 160 million children endure child labour,<sup>108</sup> worsened by labour restrictions and school disruptions from COVID-19.<sup>109</sup> Despite slight progress, about 1 in 10 children still face this issue.<sup>110</sup> The UN urges businesses to prioritise due diligence and eliminate child labour from their supply chains, emphasising corporate responsibility in addressing this injustice.



### 3 Related issues

Extreme poverty around the world  
Ethical business practices  
Access to quality education

### Market rankings

USA	#35
UK	#32
Brazil	#27
China	#45
India	#38

**2023 ranking** #32



## 37 Universal access to technology and the internet

While receding in wealthier countries, concerns about the digital divide intensifies in developing nations like India, rising by 3 places. ITU data highlights profound global connectivity inequality, with 37% (2.9 billion people)<sup>111</sup> having never used the internet. This hinders general population access to learning, work, and healthcare, and businesses miss opportunities in an untapped market.



### 3 Related issues

Equal opportunities in the workplace  
Access to quality education  
Access to healthcare

### Market rankings

USA	#42
UK	#42
Brazil	#27
China	#19
India	#23

**2023 ranking** #36

## 38 Ethical business practices

Ethical consumer demand, notably among the younger generation, is growing.<sup>112</sup> Across age groups, the willingness to spend more on sustainable products has risen, with almost 90% of Gen X open to a 10% or higher premium.<sup>113</sup> Despite stable trust in businesses, concerns about greenwashing claims persist, with over 50% feeling misled. To bolster trust, 34% of consumers<sup>114</sup> view recognition as an ethical/sustainable provider by an independent third party as crucial.

### 3 Related issues

Work-life balance  
Fair wages  
Negative impact of technology (screen time, addiction etc)

### Market rankings

USA	#27
UK	#41
Brazil	#36
China	#34
India	#35

**2023 ranking** #37

## 39 Biodiversity and species extinction

Global biodiversity concerns fell six places this year. Plans to address this issue include the December Montreal agreement, featuring 23 commitments like safeguarding 30% of the planet and reforming \$500 billion in environmentally damaging subsidies.<sup>115</sup> COP 28 mandates governments, including the US and China, to consider nature and carbon stores to limit global heating to 1.5°C. Given this, we expect to see this cause recover a few places in 2024 so rapidly integrating these commitments into climate plans is crucial for governments and businesses.

### 3 Related issues

Access to water and sanitation around the world  
Famine and food security  
Deforestation

### Market rankings

USA	#45
UK	#40
Brazil	#26
China	#27
India	#39

**2023 ranking** #33







**40** Animal rights

While the UK has acknowledged animals as sentient beings, gaps remain, especially in addressing habitat loss due to climate change. While climate change is displacing more animals,<sup>116</sup> consumers in the West are reducing meat consumption<sup>117</sup> and choosing cruelty-free makeup.<sup>118</sup> Despite progress, the ongoing use of 115 million animals in lab experiments<sup>119</sup> reaffirms the need for brands to adopt cruelty-free and sustainable practices to further positive change.

<b>3 Related issues</b>	
The health of our oceans Biodiversity and species extinction Climate change	
<b>Market rankings</b>	
USA	#37
UK	#34
Brazil	#37
China	#48
India	#31
<b>2023 ranking</b>	#40

**41** Artificial intelligence's impact on people and society

This year, AI's prominence led to this cause rising by 5 places, indicating heightened global concern. Job losses,<sup>120</sup> the risks from 'deep fakes'<sup>121</sup> and the potential biases within AI are all central issues. However, alternate visions of AI as a problem solving and innovation tool also exist. Brands must navigate this dual narrative, recognising AI's potential for creativity and efficiency, while thoroughly researching before aligning with any AI tool or platform.

<b>3 Related issues</b>	
Unemployment and job security Unifying our country and communities Self esteem and body image	
<b>Market rankings</b>	
USA	#38
UK	#34
Brazil	#43
China	#48
India	#31
<b>2023 ranking</b>	#46

**42** The plastic crisis

This issue dropped globally by 4 places but rose by 4 places in Brazil, where plastic waste disproportionately affects the country. President Luiz Inácio Lula da Silva initiated a recycling credit program to rectify flawed regulations.<sup>122</sup> However, a strong call persists for businesses to take responsibility for product discards and adopt a more circular economy approach to tackle these challenges.



<b>3 Related issues</b>	
Global public health issues Access to water and sanitation around the world Animal rights	
<b>Market rankings</b>	
USA	#49
UK	#39
Brazil	#42
China	#35
India	#42
<b>2023 ranking</b>	#38



## 43 Negative impact of technology (screen time, addiction etc)

While digital technologies have transformed our lives with an unprecedented range of goods and services, governments face the challenge of keeping pace with rapid change, maximising benefits while minimising risks. Excessive screen time on devices can result in negative health effects,<sup>123</sup> emphasising the need for a balanced approach to technology use. There's an opportunity for brands to innovate and find ways to ensure the positive benefits outweigh the negative for current and future generations.

### 3 Related issues

Self esteem and body image  
Loneliness  
Unifying our country and communities

### Market rankings

USA	#44
UK	#46
Brazil	#40
China	#40
India	#41

**2023 ranking** #43

## 44 Issues with our media

In today's diverse media landscape, numerous platforms offer personalised news, but this comes with the risk of misinformation and polarisation. Twitter's rebrand to X in the summer dominated headlines and symbolised a bigger departure from the brand's strategy and functionality. Despite TikTok's growth, concerns linger about its handling of misinformation, which is a concern as 30% of people say social media is their main way of getting news.<sup>124</sup>

### 3 Related issues

Government transparency, corruption and threats to democracy  
Protecting vulnerable people online  
Cyber and data security

### Market rankings

USA	#36
UK	#44
Brazil	#49
China	#33
India	#45

**2023 ranking** #44

## 45 Gender inequality

**Gender inequality** is gradually decreasing annually, but substantial work remains. The UN reports that, at the current pace, closing gaps in legal protection and eliminating discriminatory laws would take 286 years.<sup>125</sup> Urgent action and investment are crucial, especially with the financial challenges anticipated in 2023, as these could exacerbate the economic gender gap.



### 3 Related issues

Decline of family relationships  
Equal opportunities in the workplace  
Access to quality education

### Market rankings

USA	#48
UK	#47
Brazil	#48
China	#21
India	#28

**2023 ranking** #42

## 46 Self esteem and body image

Despite ranking in the bottom ten two years in a row, this issue suggests a potential all-time low in body confidence. Recent research indicates only 16% of young UK women love their bodies,<sup>126</sup> and nearly one in five men feel shame due to body image concerns.<sup>127</sup> Social media's promotion of unrealistic standards may contribute. Positive shifts are evident with brands like Victoria's Secret adopting inclusive approaches,<sup>128</sup> featuring diverse models. This is not only a good example of how to compete with other brands but also normalising diverse body types, exposing consumers to more representative images.

### 3 Related issues

Issues with our media  
Access to healthcare  
Obesity, access to healthy food and exercise

### Market rankings

USA	#46
UK	#45
Brazil	#46
China	#41
India	#46

**2023 ranking** #45



<b>47</b>	<b>Loneliness</b>										
<p><b>Loneliness</b> is a recognized global public health concern,<sup>129</sup> declared as such by The World Health Organization and supported by an international commission. Its adverse health effects are likened to smoking 15 cigarettes daily. The COVID-19 pandemic heightened awareness of this issue, impacting people worldwide, affecting not just physical health but also academic and economic outcomes. Now acknowledged as a pervasive threat, brands should focus on occasions that bring people together to help tackle the loneliness epidemic.</p>											
<p><b>3 Related issues</b></p> <ul style="list-style-type: none"> <li>Care for the elderly</li> <li>Negative impact of technology (screen time, addiction etc)</li> <li>Addiction (drugs, alcohol and gambling)</li> </ul>											
<p><b>Market rankings</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 80%;">USA</td><td style="text-align: right;">#40</td></tr> <tr><td>UK</td><td style="text-align: right;">#30</td></tr> <tr><td>Brazil</td><td style="text-align: right;">#47</td></tr> <tr><td>China</td><td style="text-align: right;">#49</td></tr> <tr><td>India</td><td style="text-align: right;">#49</td></tr> </table>		USA	#40	UK	#30	Brazil	#47	China	#49	India	#49
USA	#40										
UK	#30										
Brazil	#47										
China	#49										
India	#49										
<p><b>2023 ranking</b> #49</p>											

<b>49</b>	<b>Fake news</b>										
<p>As over 2 billion people gear up for 50+ elections around the world<sup>130</sup> in 2024 - including in the US, India, and across the EU - the threat of fake news persists. Social media firms appear unprepared to combat misinformation during these events. In July 2023, a coalition called on Google, Meta, X, and TikTok to establish election action plans.<sup>131</sup> However, social media companies' silence raises concerns about customer trust and the future perception of online information. Brands should be careful where they advertise at these key calendar moments.</p>											
<p><b>3 Related issues</b></p> <ul style="list-style-type: none"> <li>Government transparency, corruption and threats to democracy</li> <li>Global public health issues</li> <li>Protecting vulnerable people online</li> </ul>											
<p><b>Market rankings</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 80%;">USA</td><td style="text-align: right;">#47</td></tr> <tr><td>UK</td><td style="text-align: right;">#49</td></tr> <tr><td>Brazil</td><td style="text-align: right;">#45</td></tr> <tr><td>China</td><td style="text-align: right;">#44</td></tr> <tr><td>India</td><td style="text-align: right;">#50</td></tr> </table>		USA	#47	UK	#49	Brazil	#45	China	#44	India	#50
USA	#47										
UK	#49										
Brazil	#45										
China	#44										
India	#50										
<p><b>2023 ranking</b> #48</p>											

<b>48</b>	<b>Religious tolerance</b>										
<p>Even though <b>Religious tolerance</b> has remained further down the list among consumers this year, we have seen it become a question many brands have needed to navigate, particularly in the aftermath of the conflict in the Middle East. Retaining humanity and moral clarity will be essential for businesses in the foreseeable future and will likely impact on employee and stakeholder relationships as much as consumer choice.</p>											
<p><b>3 Related issues</b></p> <ul style="list-style-type: none"> <li>Equal opportunities in the workplace</li> <li>Race relations and racism</li> <li>The refugee crisis</li> </ul>											
<p><b>Market rankings</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 80%;">USA</td><td style="text-align: right;">#43</td></tr> <tr><td>UK</td><td style="text-align: right;">#48</td></tr> <tr><td>Brazil</td><td style="text-align: right;">#38</td></tr> <tr><td>China</td><td style="text-align: right;">#44</td></tr> <tr><td>India</td><td style="text-align: right;">#50</td></tr> </table>		USA	#43	UK	#48	Brazil	#38	China	#44	India	#50
USA	#43										
UK	#48										
Brazil	#38										
China	#44										
India	#50										
<p><b>2023 ranking</b> #47</p>											

<b>50</b>	<b>Sexuality and gender identity rights</b>										
<p>For the fourth year, this cause ranks 50th globally. LGBTQ+ rights remain a concern, especially as the community grows, constituting 7% of the US population.<sup>132</sup> In both the US and UK this is an increasingly polarising issue which raises challenges for brands, evident in Bud Light's support for trans activist Dylan Mulvaney. Navigating this landscape is tricky, but firms like Patagonia and Walmart stood firm in their Pride Month support. Revolt's <b>Poking the bear</b> report aids brands in manoeuvring this complex terrain.</p>											
<p><b>3 Related issues</b></p> <ul style="list-style-type: none"> <li>Religious tolerance</li> <li>Protecting vulnerable people online</li> <li>Mental health issues</li> </ul>											
<p><b>Market rankings</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 80%;">USA</td><td style="text-align: right;">#50</td></tr> <tr><td>UK</td><td style="text-align: right;">#50</td></tr> <tr><td>Brazil</td><td style="text-align: right;">#50</td></tr> <tr><td>China</td><td style="text-align: right;">#47</td></tr> <tr><td>India</td><td style="text-align: right;">#40</td></tr> </table>		USA	#50	UK	#50	Brazil	#50	China	#47	India	#40
USA	#50										
UK	#50										
Brazil	#50										
China	#47										
India	#40										
<p><b>2023 ranking</b> #50</p>											



## Country breakdown: UK

### Top 10

01	Poverty, hunger and homelessness in my country
02	Large-scale conflict and wars
03	Access to healthcare
04	Climate change
05	Government transparency, corruption and threats to democracy
06	Crime, violence, gun control
07	Unemployment and job security
08	Famine and food security
09	Access to quality education
10	Mental health issues

### Biggest Risers and Fallers

Issue	2023 ranking	2024 ranking	Difference
Natural disaster prevention and relief	30	23	07↑
Access to quality education	15	09	06↑
Crime, violence, gun control	12	06	06↑
Child labour	21	27	06↓
The plastic crisis	33	39	06↓
Fair wages	05	12	07↓

After a turbulent year of economic uncertainty and Conservative party divide, it seems fitting that the UK's top ten causes have had a bit of a reshuffle.

"Government transparency, corruption and threats to democracy" climbed from 8th place in 2022 to 5th in 2023, unsurprising given headlines have been dominated by stories like the [Covid inquiries](#)<sup>133</sup> and [Nadhim Zahawi's tax affairs](#).<sup>134</sup> With a general election looming in 2024, lack of trust in the current government to act with integrity and transparency make this a cause on top of mind for many of the UK - in November [64% of the British public](#)<sup>135</sup> felt the Conservative party were untrustworthy. As one of our respondents put it - [13 years of Tory rule has ruined this country](#).<sup>136</sup>

Like many other parts of the world, Large-scale conflict and wars was a pressing topic for many Brits. The last three months of 2023 saw hundreds of thousands attend [various demonstrations around the worsening situation in Gaza](#)<sup>137</sup> and the [UK continues to pledge support for Ukraine](#).<sup>138</sup> Concern for civilian wellbeing comes above anything else for most people, with [30% of Brits](#)<sup>139</sup> saying they do not feel more sympathy for one side over the other in the Israel/Gaza conflict.

A new entrant in the top ten this year - **Crime, violence, gun control** at 6th place and **Access to quality education** at 9th place. Knife crime drove a lot of concern from our participants, possibly accelerated by the release of the [UK's largest survey on knife crime](#)<sup>140</sup> in November. The study found that 47% of teens had been a victim or witness of violence in the last 12 months.

**Access to education** was another major concern for the UK, possibly linked to [strike action](#)<sup>141</sup> and the reported increase of absences post-pandemic. Despite these negative headlines, most Brits are satisfied

with the level of education in schools. 49% of Brits (jumping up to 57% for British parents) said the quality of primary schools in Britain is very or fairly good.

Brands in the UK should be mindful of the impact of the general election this year, which will likely heighten existing tensions. Brands that can unite on key issues and represent trust, authority and inclusivity might appeal well to a frustrated nation.

---

"War in Ukraine, it should not be allowed to happen, so many deaths and for what?"

Respondent from UK

---

"Crime, the amount of knife crime has got way out of hand"

Respondent from UK

---

"Our education system is no longer fit for purpose and is failing younger generations"

Respondent from UK



## Country breakdown: US

### Top 10

01	Poverty, hunger and homelessness in my country
02	Large-scale conflict and wars
03	Access to healthcare
04	Unemployment and job security
05	Government transparency, corruption and threats to democracy
06	Crime, violence, gun control
07	Famine and food security
08	Access to quality education
09	Fair wages
10	Mental health issues

### Biggest Risers and Fallers

Issue	2023 ranking	2024 ranking	Difference
Income inequality	26	17	09↑
Loneliness	48	40	08↑
Issues with our media	42	36	06↑
Climate change	10	16	06↓
Global public health issues	16	23	07↓
Recycling and waste	27	34	07↓

The US saw some change to its top ten, but many of the same causes identified in previous reports remain. The most significant change was **Large-scale conflict and wars**, which jumped five places from last year to 2nd place. America's direct involvement in the Israel/Gaza conflict has sparked a national conversation around foreign policy, becoming an electoral issue that is increasing the gap between public and political interests. A poll in December<sup>142</sup> showed that more than 60% of US voters want a ceasefire, while only 11% of lawmakers support an end to the conflict. In 2024, it is likely this gap will increase as fears about the consequences emerge, as one respondent put it, "[the] tensions with foreign countries are close to putting America at war."

Two new additions to the top ten were **Fair wages** and **Mental health issues**. Despite the news that 25 US states will increase minimum wage in 2024,<sup>143</sup> many respondents are feeling the pressure of rising costs that feel like they are rapidly outpacing their earnings. The SAG-AFTRA strike<sup>144</sup> also opened a conversation around fair pay in Hollywood and beyond, part of a larger phenomenon of labor strikes across the country.<sup>145</sup>

The mental health crisis received significant coverage in 2023, with reports that the US suicide rate was at its highest since 1941.<sup>146</sup> For those not at crisis point, the situation is still bleak - a December report estimated that two-thirds of Americans with a diagnosed mental health condition are unable to access treatment<sup>147</sup> even with health insurance.

Although **Climate change** made the top ten for the first time in last year's report, it is back down to 16th place in 2023. Despite a year of record-breaking temperatures and the fact that 63% of Americans expect the results of climate change to get worse in their lifetime.<sup>148</sup> Partisan gaps in climate concern are likely driving this cause down in the national ranking, in this year's index people who vote Republican are 35% less likely to think that climate change is one of the most important issues compared to Democrats.

Brands looking to appeal to US consumers in 2024 should be mindful of these partisan differences when it comes to causes and should focus on issues that unite both Republicans and Democrats, as well as considering how to frame divisive issues in a way that fosters unity. **Mental health** and **Fair wages** are current topics to consider as more Americans become aware of inequalities and failures of the system at large.

### "Costs keep going up but wages don't match"

Respondent from US

#### Polarisation Spotlight



- People who vote Republican are 35% less likely to think that climate change is one of the most important issues compared to Democrats.
- People who vote Democrat are 21% more likely to think that income inequality is an important issue compared to Republicans.

To find out more about how to navigate purpose in the Age of Polarisation - discover our **Poking the bear** report.



## Country breakdown: Brazil

### Top 10

01	Poverty, hunger and homelessness in my country
02	Unemployment and job security
03	Climate change
04	Government transparency, corruption and threats to democracy
05	Access to healthcare
06	Large-scale conflict and wars
07	Access to quality education
08	Decline of family relationships
09	Crime, violence, gun control
10	Famine and food security

### Biggest Risers and Fallers

Issue	2023 ranking	2024 ranking	Difference
Responsible spending and debt	31	19	12↑
Universal access to technology and the internet	35	27	08↑
Care for the elderly	20	14	06↑
Deforestation	16	23	07↓
Income inequality	17	25	08↓
Child labour	25	35	10↓

'Brazil is back' - the words of new Brazilian president Luiz Inacio Lula da Silva, who ousted far-right predecessor Jair Bolsonaro in January. But how much have things really changed in the 5th largest nation in the world?

Unsurprisingly, **Climate change** continues to grow as a cause that matters to Brazilians. Lula da Silva has declared the fight against climate change is "the highest profile" issue of his administration with positive strides made around deforestation and stronger emission reduction targets,<sup>149</sup> yet Brazil continues to grow its oil and natural gas sectors.<sup>150</sup> Brazilians are already feeling the urgency of this cause, having experienced eight heatwaves in 2023<sup>151</sup> with temperatures rising to dangerously high levels. In November, Rio de Janeiro recorded 42.5C - a record for the month.

A new entry into the top ten is **Decline of family relationships**. While Brazil is home to the largest number of Catholics in the world, most women are using some form of contraception. In just one generation, the average family has gone from having more than six children to just one or two.<sup>152</sup> Despite this, an emphasis on family values remains - as one participant in our survey said - "without family we are nothing." The disconnect between family values and the modern world was apparent in our results, as many felt the importance of family was being forgotten. Technology, particularly social media, was one of the most commonly cited challenges to the traditional Brazilian family.

This feels like a moment of potential change in Brazil, but will the promised shifts around climate change make the impact it needs to? Brands have an opportunity to step up where governments appear to be failing and bring hope and action to a growing environmental movement. A slightly more left-leaning government may open up opportunities for

brands to speak more confidently on certain issues that matter to Brazilians, like poverty, healthcare and education, but there needs to be a clear understanding of where a brand has a right to play.

Smaller families may also mean increased disposable income, which provides an opportunity for brands to bridge the gap between what a family looks like in Brazil today, creating new connections and treating occasions.

---

"The world is walking to a tragic end because of climate change"

Respondent from Brazil

---

"The lack of basic principles such as respect and empathy are moving away from the family"

Respondent from Brazil

---

"Increased poverty and social inequality leaves no one safe"

Respondent from Brazil



## Country breakdown: China

### Top 10

01	Climate change
02	Poverty, hunger and homelessness in my country
03	Large-scale conflict and wars
04	Unemployment and job security
05	Unifying our country and communities
06	Pollution of my local environment
07	Famine and food security
08	Access to healthcare
09	Government transparency, corruption and threats to democracy
10	Access to quality education

### Biggest Risers and Fallers

Issue	2023 ranking	2024 ranking	Difference
Gender inequality	44	21	23↑
Fair wages	30	13	17↑
The health of our oceans	22	11	11↑
Ethical business practices	25	34	09↓
Decline of family relationships	18	29	11↓
The plastic crisis	23	35	12↓

In the country's first official year of no Covid restrictions, China retained the same top ten causes as last year, albeit with a lot of movement.

**Climate change** has retained its top spot, unsurprisingly given it has made notable progress on SDGs and emissions reductions,<sup>153</sup> currently ranking 63rd out of 166 countries on the SDG Index. While there is still considerable work to do, it seems Chinese consumers are increasingly conscious of how their purchases impact the planet.<sup>154</sup> 40% of those less price sensitive say a sustainability-oriented/ environment-friendly lifestyle is important to them and 28% are actively changing their way of consumption to be more environmentally friendly.

Brands in China are reacting to this growing climate concern. This year's Earth Day saw local and international brand activations that reflected commitments to sustainability – sportswear label Li-Ning collaborated with Steve Harrington<sup>155</sup> on a limited-edition recycled capsule collection, while L'Oréal and Alibaba announced a strategic green partnership<sup>156</sup> to establish low-carbon standards, develop new products, and create measurable circular economy solutions. For brands looking to make an environmental impact in China, partnerships are proving to be an effective way to make real change.

The biggest mover of China's top ten was **Pollution of my local environment**, which moved from 10th to 6th place. China has been waging a war on air pollution since 2013,<sup>157</sup> but still ranks 25th for worst air quality in the world. As China experienced its "New Normal" in 2023, increasing production, travel and general consumption has led to rising air pollution in its five biggest cities.<sup>158</sup> This may mean that Chinese consumers are concerned about what rising pollution levels mean for them and their family's health.

**Poverty, hunger and homelessness** in my country also stayed at number two. This may reflect disparities in China's social safety net,<sup>159</sup> with Beijing trimming social spending and investing heavily in construction over consumer-oriented services like travel or restaurant dining. Younger Chinese citizens are reportedly feeling the pressure of their own dimming economic prospects,<sup>160</sup> which may also be driving this cause to a top spot.

Brands in China that can represent new opportunities for both people and planet can serve as a remedy to these growing concerns as China settles fully into its post-Covid era.

---

“Climate warming is a problem that humans must pay attention to and solve, otherwise all human disasters will soon come”

Respondent from China

---

“The decline in the economy is related to the work of the people, and the level of living is equal”

Respondent from China

---



## Country breakdown: India

### Top 10

01	Poverty, hunger and homelessness in my country
02	Unemployment and job security
03	Climate change
04	Government transparency, corruption and threats to democracy
05	Extreme poverty around the world
06	Access to healthcare
07	Pollution of my local environment
08	Access to quality education
09	Large-scale conflict and wars
10	Famine and food security

### Biggest Risers and Fallers

Issue	2023 ranking	2024 ranking	Difference
Artificial intelligence's impact on people and society	46	33	13↑
Income inequality	25	17	08↑
Work-life balance	28	20	08↑
Child labour	29	38	09↓
The plastic crisis	30	42	12↓
Deforestation	21	34	13↓

This was our second year including an India deep dive in Causes that Count. In April it officially overtook China with a population of 1,425,775,850 and this growth is not expected to slow anytime soon with an average 86,000 babies being born a day in India<sup>161</sup> compared with 49,400 in China.

India's top three issues have remained steadfast this year, but there have been some interesting movers and additions in the rest of the top ten that require further examination. **Famine and food security** entered the top ten this year, possibly due to droughts in several parts of the country<sup>162</sup> that raised concerns about crop yields and potential food shortages in affected rural areas. The government also banned non-basmati white rice exports in July<sup>163</sup> to curb domestic inflation, raising fears of further increases in global food prices just days after wheat and corn prices were sent climbing by Russia's termination of a key grain deal.

**Government transparency, corruption and threats to democracy** moved from 7th to 4th place this year. This was likely spurred by a number of political scandals that dominated headlines, including the arrest of Manish Sisodia,<sup>164</sup> Delhi's former Deputy Chief Minister, in February in connection with a corruption case relating to Delhi's now-scrapped liquor policy. Next year will see general elections to elect members of the 18th Lok Sabha, India's lower house, which means we will likely see government-related causes score highly in 2025 too.

India's increasing youth population poses interesting opportunities and challenges - worldwide 1 in 5 people under 25 are Indian. Although 92% of Indians<sup>165</sup> feel like their country is a good place for children to

learn and grow, **Access to quality education** remains a key concern, scoring 8th on this year's report. This may be due to growing criticism of the National Education Policy.<sup>166</sup> This overhaul of the national education system is in its third year but critics say it overlooks the root causes of the issues it addresses, proposing radical structural changes without addressing quality enhancement, and creating new institutions while devaluing existing ones.

A number of high profile student strikes<sup>167</sup> during 2023 may also be driving interest for this cause - issues that sparked these strikes ranged from introduction of national exams to discontent regarding fellowship increments.

There is huge potential for brands to connect with a growing generation of young Indians who are challenging government and institutions, but it requires an understanding of the causes that matter to them. Supporting brighter and fairer futures, or tackling the immediate effects of climate change in local communities are two causes that have the potential to make a big difference and generate positive sentiment for your brand.

---

“Unemployment is a very big issue today, it is frustrating the young generation”

Respondent from India

---




# Converging Causes

Welcome to this new section of Causes That Count. This is where we delve into the intersections between seemingly distant causes. Our goal is to show how purpose practitioners can gain a deeper understanding of our changing world, spot 'white space' opportunities for their brands to create impact or simply anticipate future developments in the causes they are committed to.

For example, in **Young, Trans and Homeless** we have looked at the intersection of our highest and lowest ranking causes in a piece that offers hope for broadening the appeal of marginal issues. For more insights on depolarizing purpose, see our [Poking the bear](#) report.


## Rethinking Air Pollution

A new, startling link to suicide




16 Pollution of local environment

11 Mental health issues



## Inevitable Disaster

A new normal for FMCG brands




07 Famine and food insecurity

22 Natural disaster relief




## Unmasking AI

A new body image ideal in the age of AI




41 Artificial intelligence's impact on people and society

46 Self esteem and body image issues




## Work-care balance

A new ask of employment in an ageing world



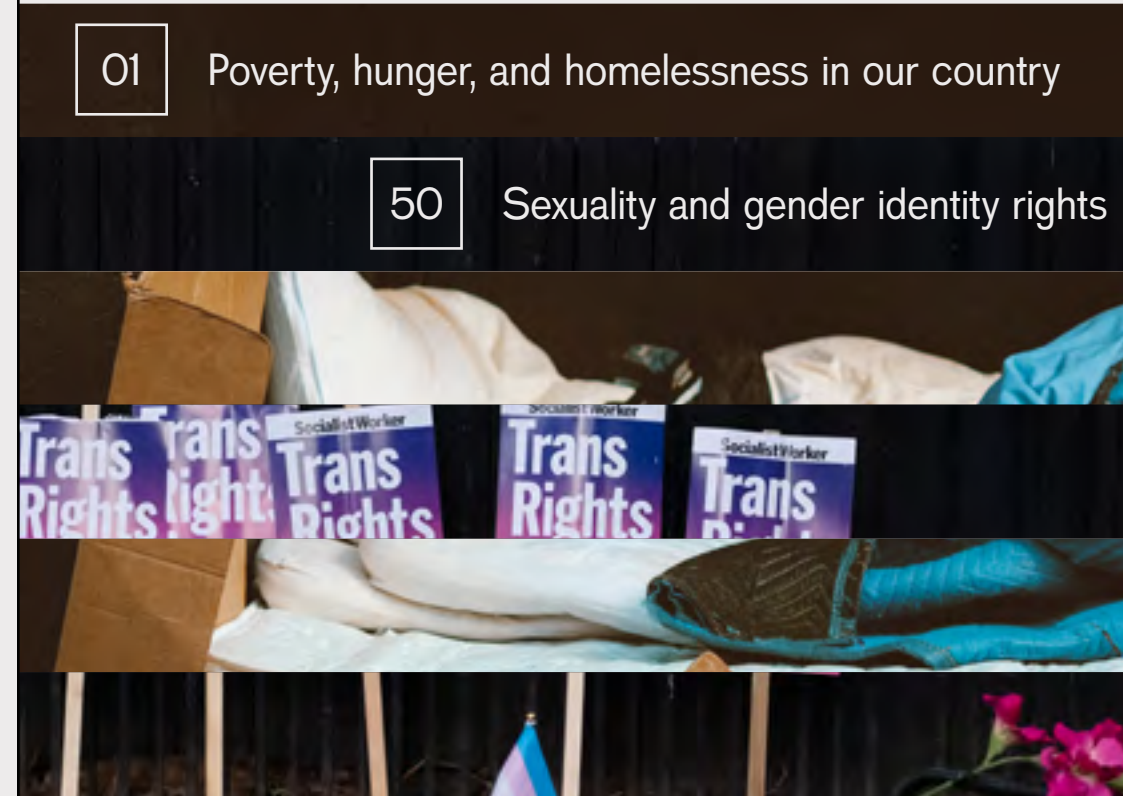
13 Care for the elderly

24 Work-life balance




## Young, Trans, and Homeless

A new generation of marginalized youth




01 Poverty, hunger, and homelessness in our country

50 Sexuality and gender identity rights



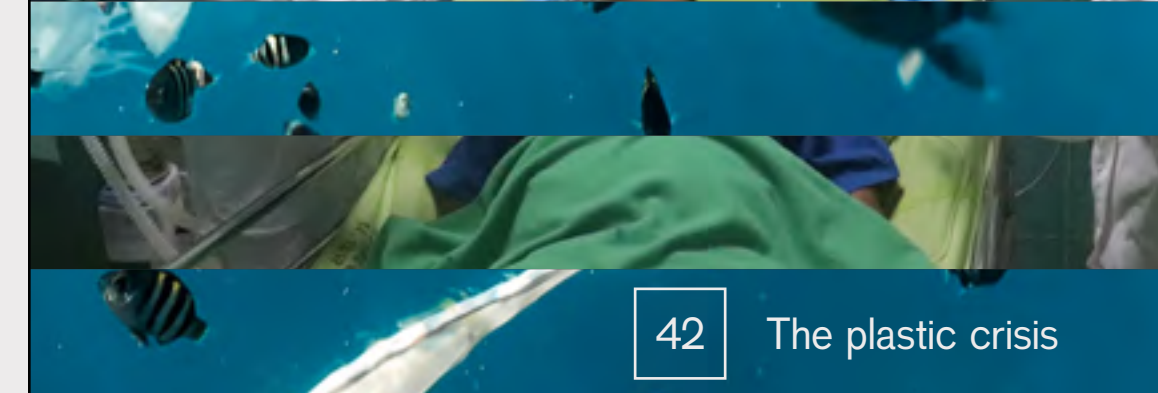
## Plastics Get Personal

A new threat to our bodies



17 Global public health issues

42 The plastic crisis





# Rethinking Air Pollution

## A new, startling link to suicide

We're used to thinking of the short term, physical effects of air pollution, but emerging research means we need to look at it in terms of mental health, specifically suicide, as well. Both of these issues ranked in our top 20 this year suggesting the potential to cause a huge public outcry, as people begin to better understand their link.

57% of the global population living in urban areas<sup>168</sup> are potentially at risk from the air they breathe, water they drink and spaces they inhabit. A danger so insidious, yet for most of us an inescapable and largely invisible part of everyday life.

Research undertaken at Yale University in 2021<sup>169</sup> found significant associations with particulate matter, sulphur dioxide and nitrogen dioxide, and increased suicide risk. These harmful substances can all be attributed to air pollution in urban environments. Nearly 70% of particulate matter<sup>170</sup> is related to the built environment, such as heating buildings, construction and traffic.

Though it's important to remember that an issue as complex as suicide will never have a singular cause and intervention approaches need to be varied and tailored, scientists are nonetheless concerned with this and other research<sup>171</sup> that establish air pollution as one potential cause.

It's not just suicide, other mental health issues are being linked to air pollution too - whether it's heightened levels of depression<sup>172</sup> or anxiety<sup>173</sup> in children exposed to polluted air or increased mental health-related online searches<sup>174</sup> in areas with sustained air pollution exposure. Addressing these issues before they tip into something more life-threatening requires intervention, but this can be more expensive and harder to access in cities. In New York for example, an average therapy session was \$213.40 in 2022.<sup>175</sup>

Brands that have negative associations with air pollution are at risk of being connected to spikes in serious mental health issues if this link is definitively proven, which could increase pressure on the electrification of logistics.

Few are addressing this issue at scale. Some bring solutions for individuals to the table but they are costly, like Dyson's wearable purifier<sup>176</sup> or Siemens' range of home air quality sensors.<sup>177</sup> These technologies are unable to serve the very groups most affected<sup>178</sup> - people of colour, aged 65 or over, and/or those with lower incomes.

In 2024, there is an opportunity for brands to take on this issue in a more effective way. This could be through smarter logistics, supporting city-level distribution to democratise the benefits of clean air, or telling more emotive stories that raise awareness of this worrying intersection.



# Inevitable Disaster

## A new normal for FMCG brands

We're used to thinking of disasters as infrequent events that are managed on a case-by-case basis, but the accelerating rate of natural<sup>179</sup> and man-made disasters<sup>180</sup> has a serious impact on food security in many parts of the world which FMCG brands will need to plan for in a way most are not set up for. While Natural disaster relief is just shy of the top 20 in this year's report, the immediate effects of famine and food security cause much more concern at 7th place.

A study of billion-dollar weather and climate disasters<sup>181</sup> in the US since 1980 found a significant increase in both frequency and cost of these disasters in a 20-year period. Last year, AON's Weather, Climate and Catastrophe Insight Report<sup>182</sup> found that there were 421 notable natural disaster events in 2022, higher than the 21st century average of 396.

With over 80% of the world's most food-insecure individuals<sup>183</sup> residing in disaster-prone regions, FMCG brands need proactive strategies for disasters rather than relying on reactive approaches. While many have been praised for their quick responsiveness in moments of catastrophe, such as LVMH<sup>184</sup> pivoting its production to create hand sanitiser as a response to the COVID-19 pandemic, or Mastercard<sup>185</sup> supporting Ukrainian refugees finding places to live in Poland, these

reactive tactics only address isolated issues rather than preparing for systemic risk.

But short-term approaches are only effective temporarily. As disasters become more commonplace, there is a knock on effect on supply chains, consumer demand, and business costs. Just take the example of home insurance in the US - persistent drought conditions and heatwaves are leading to more and more wildfires across the country. This has led to insurers like State Farm and American International Group halting the sale or renewal of home insurance policies in California<sup>186</sup> which in turn devalues entire neighbourhoods and disrupts the housing market.

For FMCG brands, it is not difficult to imagine a similar set of circumstances impacting supply chains from crop to factory insurance. Coupled with changing consumer demands - how many of us will need confectionery or soft drinks in the wake of disaster? Brands need to put the groundwork in now to understand how disasters will impact their portfolios, comms and supply chains.

But there is also an opportunity for brands to rise to the challenge and carve out a new kind of leadership for one of our most pressing issues. **Disaster marketing** strategies are about adaptation rather than reaction, but those that do it well are few and far between. Collaboration and ambition are potential unlocks for those bold enough to act.

07

Famine and food insecurity

22

Natural disaster relief



# Unmasking AI

## A new body image ideal in the age of AI

The negative implications of **Artificial intelligence** are becoming more apparent with this cause rising five places this year. When the dangers of AI imagery are discussed, the debate is usually centred on the impact on art, copyright, and the potential for many 'white collar' jobs to be made redundant such as designers, programmers and a wide range of administrative roles. However, an overlooked aspect is the effect of AI generated imagery on self-esteem and the perpetuation of body image issues, a cause which ranked 46th this year.

There is currently a rapid rise in the use of AI generated imagery, reshaping the landscape of visual content across various industries. The year has witnessed unprecedented advancements in artificial intelligence, enabling algorithms to produce remarkably realistic and nuanced images that blur the lines between synthetic and authentic visuals. In the past year alone, over 15 billion images have been generated through text-to-image algorithms<sup>187</sup> on programs such as Midjourney, DALL-E-2, Stable Diffusion, and the fastest-growing product is Adobe Firefly, the suite of AI algorithms built into Adobe Photoshop.

The Bulimia Project, a mental health charity, discovered that when prompted to create an image of an 'ideal'

person, over 40% of the images that Midjourney and Dall-E2 were of "unrealistic body types."<sup>188</sup> Experts have suggested that the data sets of images that platforms include are likely biased in favour of "attractive faces,"<sup>189</sup> meaning that these platforms default to an unrealistic body type when creating imagery. There are many causes for concern as these tools are receiving widespread appeal with AI image enhancing filters now commonplace on apps such as TikTok.

Body image concerns have been a rising problem with 40% of young people (26% of boys and 54% of girls)<sup>190</sup> said that images on social media have caused them to worry about their body image. Many will be aware of the work by Dove to take on this issue through their Real Beauty campaign which has won them many plaudits. However brands run the risk of undoing good work and being caught out for promoting unrealistic body ideals if their use of AI imagery goes unchecked.

Brands also have a unique opportunity to be pioneers in this emerging space by promoting authenticity and diversity, and ensuring that the guardrails used to ensure diverse representation are placed on AI generated imagery in the same way they have been for real imagery.



# Work-care balance

## A new ask of employment in an ageing world

In recent years, achieving a harmonious work-life balance has emerged as a paramount concern for companies globally and it has risen four places this year to 21st. When addressing work-life balance, the conversations usually emphasise managing workloads, implementing flexible work policies, and frequently, parents are considered the primary audience for attention in this area. However, there is a group who may be overlooked and need support as they play a central role in **Care for the Elderly**, an issue that ranked 14th this year.

As the global average lifespan increases<sup>191</sup> and medical advancements enhance longevity, households are undergoing a transformative change, with a growing number of individuals finding themselves in the dual role of employees and unpaid caregivers for elderly family members.

There are currently millions of people worldwide who, while maintaining employment, are also dedicating significant portions of their time and energy to caring for ageing parents or relatives. The traditional notion of a clear boundary between professional life and personal caregiving responsibilities is becoming increasingly blurred, challenging established norms in the workplace.

In the US 69% of unpaid carers report having to rearrange their work schedule, decrease their hours, or take an unpaid leave.<sup>192</sup>

The evolving nature of work, driven by technological advancements and the increasing prevalence of remote and flexible work arrangements, has prompted a reassessment of traditional notions surrounding the separation of professional and personal life, and this ought to extend to unpaid carers.

However brands should not simply see this as a new policy to implement in the workplace. This evolving landscape demands a paradigm shift in how brands and companies perceive and address their employees and customers. Between 2015 and 2050, the proportion of the world's population over 60 years will nearly double from 12% to 22%.<sup>193</sup> Additionally, this means that between 2014 and 2039, it's predicted over 70% of projected household growth will be made up of households with someone aged 60 or older.<sup>194</sup>

It's imperative that brands serve carers and the cared for. Those that proactively adapt to the changing dynamics of their workforce will be better positioned to attract and retain talent and foster a positive workplace culture. Moreover those who can serve the carer audience better will be able to create lasting relationships with a consumer base that increasingly mirrors their own employees.



# Young, Trans and Homeless

01

Poverty, hunger, and homelessness in our country

## A new generation of marginalised youth

For the second year running, **Sexuality and gender identity rights** came 50th in our survey. Causes that Count uses a nationally representative sample, ranking the causes with the broadest appeal highest. However, lower ranking causes can be still very pertinent to specific communities and are likely to have a passionate audience who cares deeply about them. But what can be done to elevate a less popular or polarising cause to a broader audience? Our **Poking the bear** report looked at the role of framing to depolarise topics, but another approach is to look at how the issue intersects with more popular, uniting causes and use this as a way in.

The trans community is one of the most passionate and engaged groups in society and they have been more prevalent than ever in 2023. Nonetheless, the trans community has faced ongoing stigmatisation. The mainstream conversation has focused on challenges such as their exclusion in sports,<sup>195</sup> the erosion of legal protections<sup>196</sup> and the need for better healthcare access. However there is an evolving concern that a generation of young transgender individuals are struggling to build a stable foundation for their lives. Instead of embarking on a promising start into adulthood, they often find themselves thrust into the harsh realities of **Poverty,**

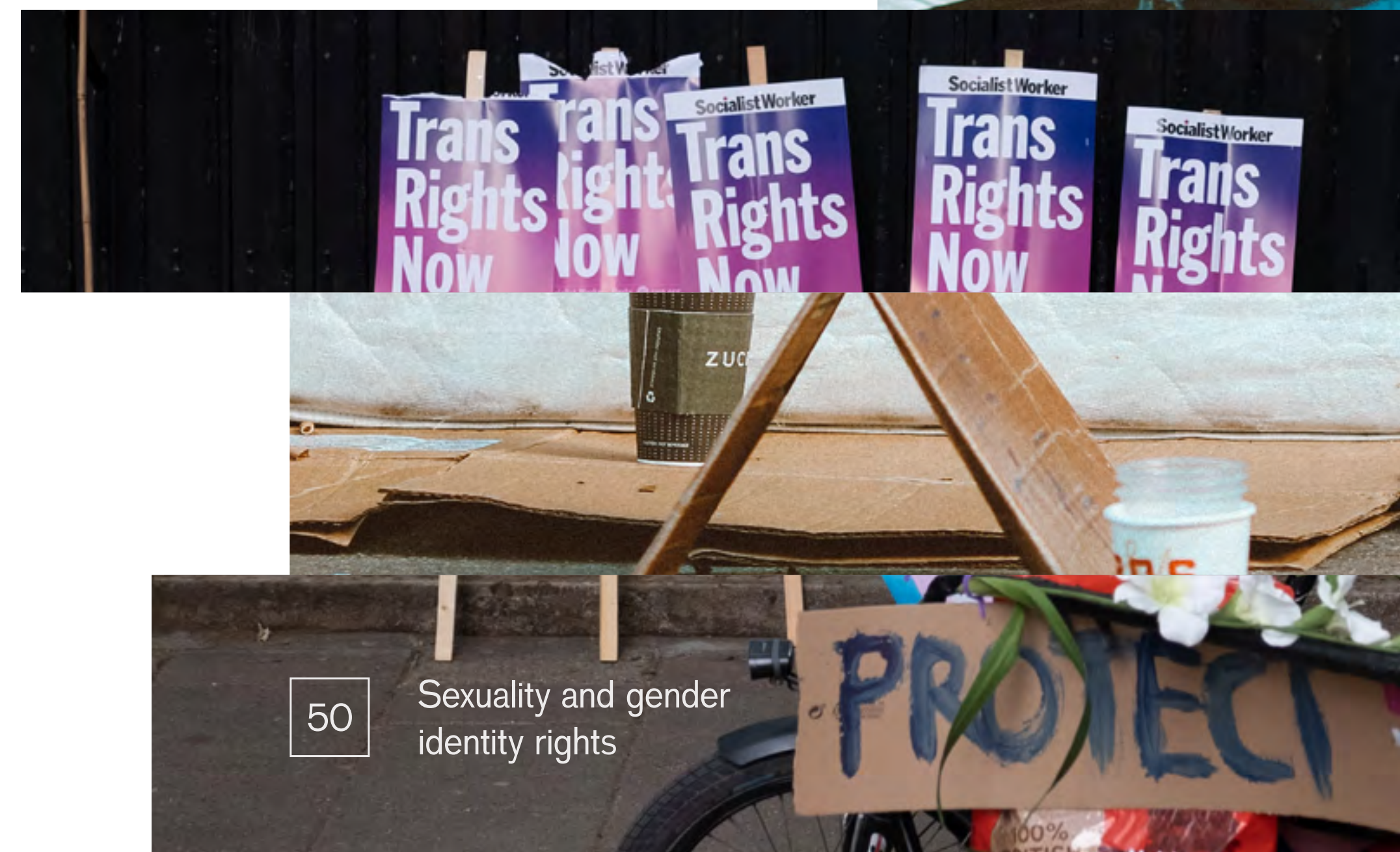
**hunger, and homelessness**—an issue that ranks as the most important issue this year.

Transgender and nonbinary youth are disproportionately at risk of experiencing homelessness or housing instability compared to the rest of population. In the US 38% of transgender girls/women, 39% of transgender boys/men, and 35% of nonbinary youth, experience homelessness compared to 23% of cisgender LGBTQ youth.<sup>197</sup> In the UK, 25% of the trans community have experienced homelessness,<sup>198</sup> compared to 0.6% of the general population.<sup>199</sup> This correlation is a reflection of the multifaceted challenges this community encounters in their pursuit of equality, acceptance, and basic human needs.

Increasing hostility from government policy and the press towards the trans community has ultimately bled into the personal sphere - as "rejection, disapproval and family abuse" is often cited by young trans people as the driving force for becoming homeless, with 61% feeling frightened or threatened by family members. To further compound this, 39% of trans individuals often leave shelters due to inhospitality, absence of gender-affirming facilities, and disrespectful use of preferred names and pronouns.

Brands have the opportunity to authentically support the trans community and be prominent in youth culture by tackling a tangible issue facing the community. By entering the subject through a cause like

homelessness there is an opportunity to elevate an otherwise polarised or marginal issue to a wider supporter base and build a strong, empathetic understanding of the experiences of this marginalised group of young people today.



50

Sexuality and gender identity rights



# Plastics Get Personal

## A new threat to our bodies

While the **Plastic crisis** has dropped four spots this year to 42nd place, an emerging public health link could drive up public concern about this cause in 2024. Many of us have seen the damaging effects of microplastics on our planet, being discovered from our deep oceans<sup>200</sup> to the top of Everest<sup>201</sup> but mounting evidence suggests we need to worry about them in terms of our health too.

Throughout the entire life cycle of plastic, from extraction to disposal, there are proven risks to human health. Nearly half of the 7,000 substances associated with plastic materials contain hazardous properties linked to adverse health effects, according to a United Nations Environment Programme report.<sup>202</sup>

We are starting to see the results of these risks through research which has found plastic in our bodies, from our lungs,<sup>203</sup> bowels,<sup>204</sup> blood,<sup>205</sup> and even in new mothers' placentas<sup>206</sup> and breast milk.<sup>207</sup> Worryingly, this is only the tip of the iceberg - experts warn that the difficulty of detecting microplastics in the human body<sup>208</sup> mean there are likely even more serious health implications we don't yet know.

The most direct evidence comes from studies of workers in industries tied to plastic production, where exposure to harmful chemicals during

production correlates with the development of cancers, cardiovascular and respiratory diseases.<sup>209</sup> Communities near production and waste sites also face heightened risks of premature births, childhood illnesses, and cancers.<sup>210</sup>

But this research is limited to a small number of communities and chemicals, an issue that led to the Plastic Health Map.<sup>211</sup> This cross-research study shows serious gaps in our understanding of the health effects of plastic on human health, for example only 30% of the 1,500 chemicals reviewed have been investigated for human health impacts.

For brands, this issue has the potential to create a huge global outcry and massively up the stakes around the issue of plastic escape. Since most of these plastics enter our system by what we consume, it also raises concerns about what's in our food and drink. Brands that can get ahead of these concerns and demonstrate positive actions can mitigate these concerns and potentially appeal to a wider audience.

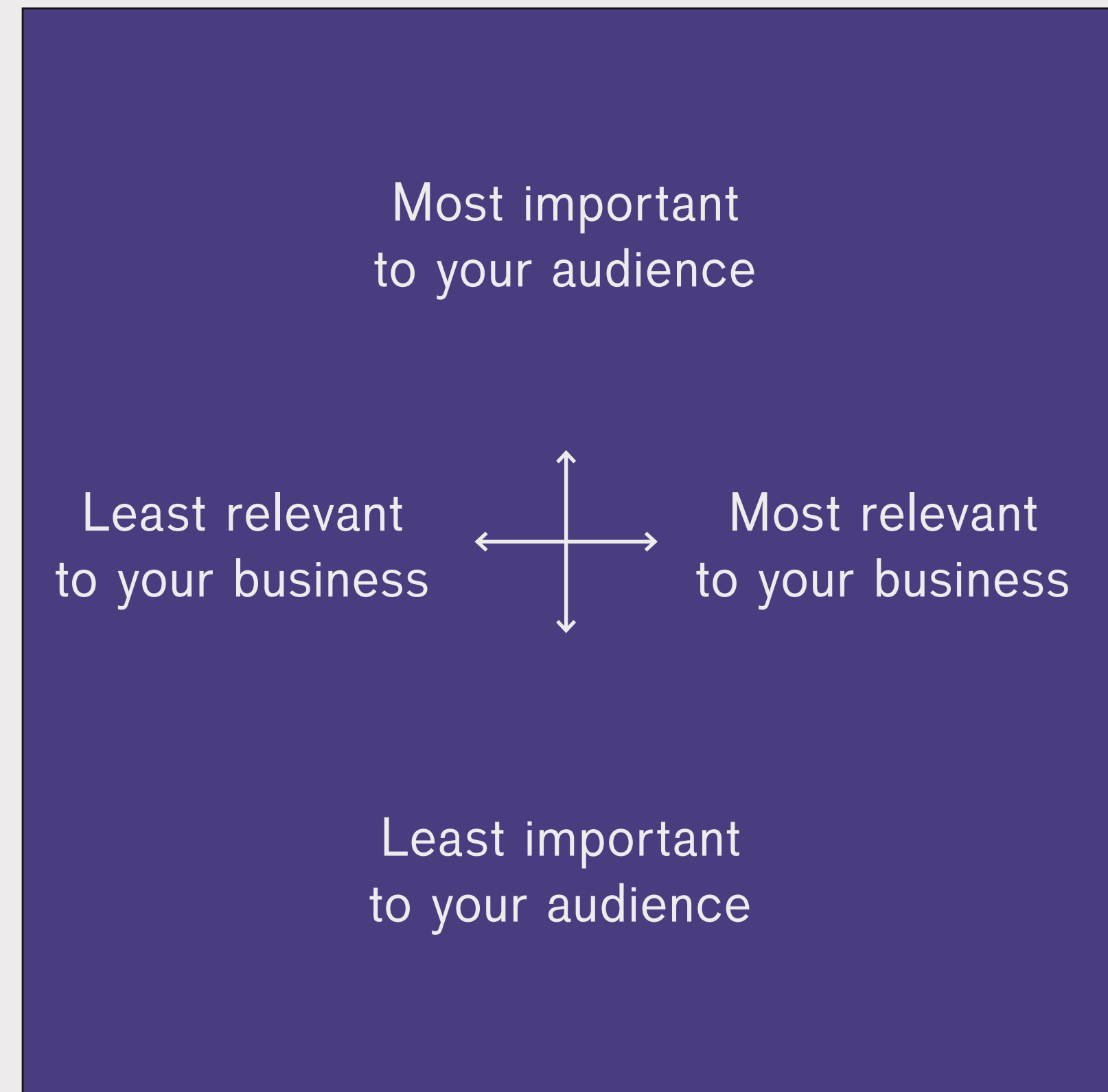
Though few brands are addressing plastic as a health issue, some are investing in innovative alternatives, such as Tom Ford<sup>212</sup> or Elemis<sup>213</sup> with alternatives to traditional thin-film plastic packaging, while startups like One Good Thing<sup>214</sup> are challenging plastic's role in fast-moving consumer goods.



# How To Connect With Consumers On Issues They Really Care About

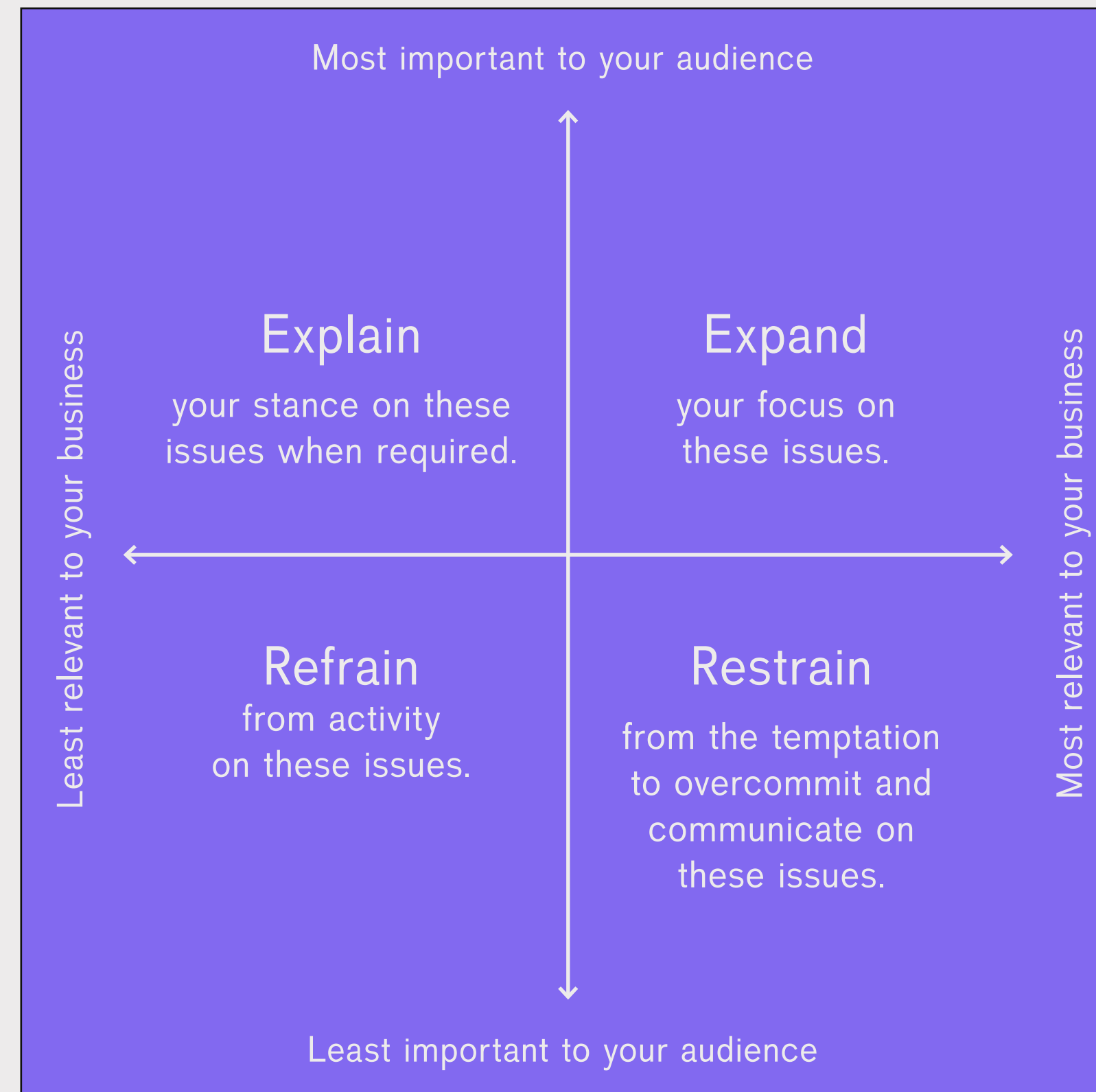
## Step 1

Identify where the causes that matter to consumers and our businesses' ability to drive impact intersect.



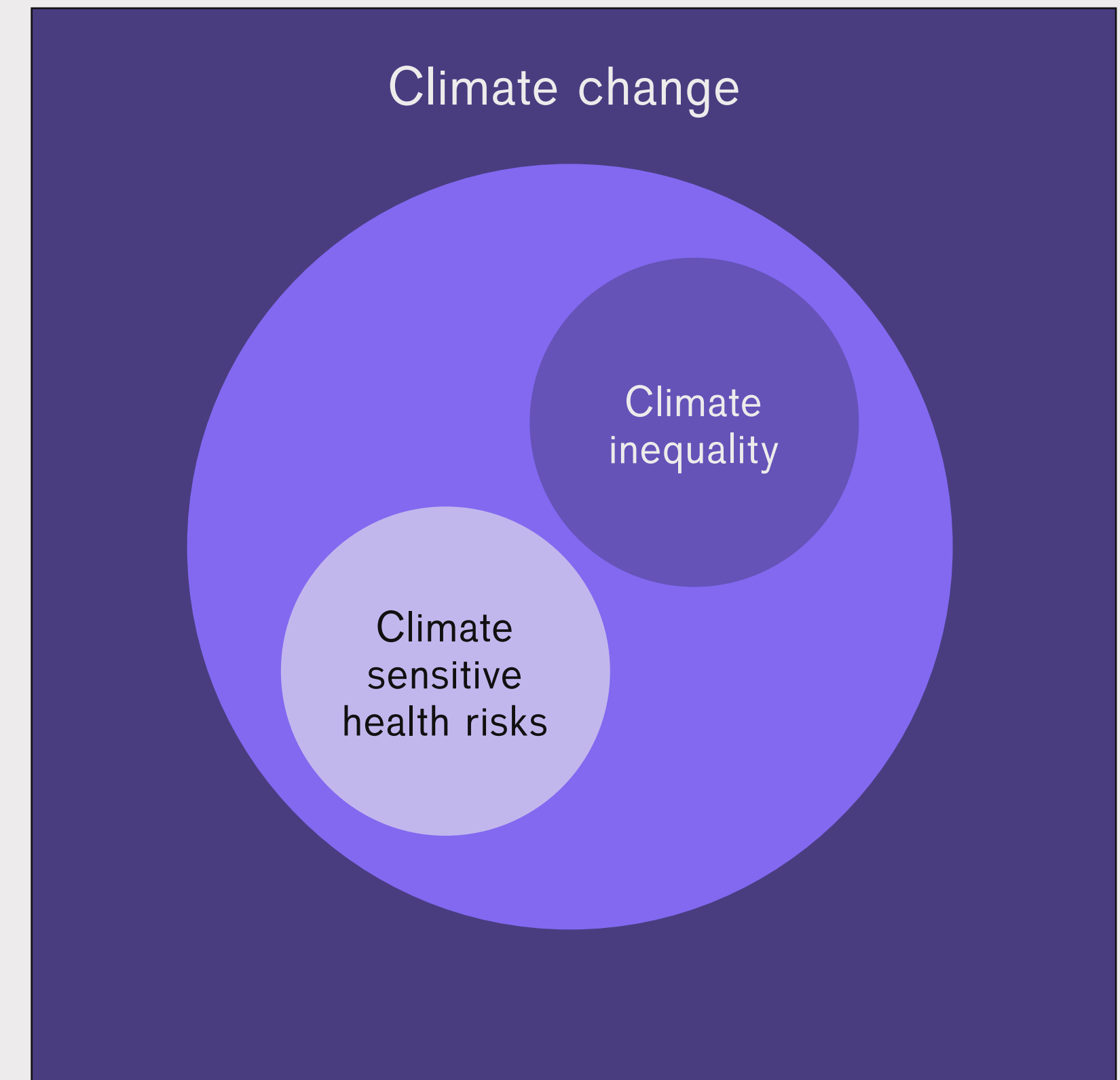
## Step 2

Work out what your role is against these issues, recognising that you don't need to play a role everywhere.



## Step 3

Find your way into the issue by looking for the 'fight within fight' and asking what your business is uniquely placed deliver.





# Poking the bear:

## A report on purpose in the age of polarisation

At Revolt, we are purpose transformation specialists, helping brands navigate the opportunities and obligations purpose provides. To help brands meet the moment, we set out to explore some questions: How are marketers feeling about the path forward? What do consumers expect from brands now? What can we learn from the brands getting it right? What might a refined purpose playbook for the era of polarisation look like?

**Download** the report to read the answers and recommendations, informed by conversations with 30+ purpose, ESG and sustainability professionals and research among 1000 US consumers.







Anthesis guides clients to sustainable performance. We are the world's leading purpose driven, digitally enabled, science-based activator. Our solutions sit at the intersection of sustainability and creativity.

## How we arrive at progress

Brand & Communications

Carbon Projects & Offsetting

Education & Engagement

Environmental Management

Environmental, Social, Governance

Innovation & Capital

Nature

Net Zero & Decarbonisation

Purpose Strategy

Reporting

Social Impact & Human Right

Circular Business Models, Sustainable Products, Packaging & Waste

Supply Chain Sustainability & Responsible Sourcing

Sustainable Finance & Transactions

Get in touch: [anthesisgroup.com/contact](https://anthesisgroup.com/contact)



# Appendix

01. [Think Tank European Parliament](#)
02. [Mastercard](#)
03. [IKEA Social Entrepreneurship](#)
04. [World Bank Blogs](#)
05. [International Monetary Fund](#)
06. [Google](#)
07. [The Wall Street Journal](#)
08. [Northern Ireland Civil Service WELL](#)
09. [IMF Blog](#)
10. [IMF Blog](#)
11. [Yahoo! Finance](#)
12. [CNBC](#)
13. [The UN Refugee Agency](#)
14. [Vision of Humanity](#)
15. [World Trade Organization](#)
16. [The Financial Times](#)
17. [ABC News](#)
18. [BBC News](#)
19. [NY Post](#)
20. [The Intergovernmental Panel on Climate](#)
21. [Reuters](#)
22. [The Guardian](#)
23. [Study Country](#)
24. [Centre for Research on Energy and Clean Air](#)
25. [Pew Research Centre](#)
26. [Energy & Climate Intelligence Unit](#)
27. [BNP Paribas Economic-Research](#)
28. [Bloomberg](#)
29. [Poverty Solutions University of Michigan](#)
30. [TUC](#)
31. [Forbes](#)
32. [The Guardian](#)
33. [Forbes](#)
34. [Forbes](#)
35. [The Guardian](#)
36. [BBC News](#)
37. [The World Health Organization](#)
38. [Centres For Disease Control and Prevention](#)
39. [Harvard T.H, Chan](#)
40. [Optum](#)
41. [AP News](#)
42. [LSE](#)
43. [Forbes](#)
44. [Emeritus](#)
45. [Vox](#)
46. [Ipsos](#)
47. [2023 Edelman Trust Barometer](#)
48. [New York Times](#)
49. [European Council of the European Union](#)
50. [The World Food Programme](#)
51. [USA for UNHCR](#)
52. [Action Against Hunger](#)
53. [Concern Worldwide](#)
54. [The New Indian Express](#)
55. [BBC News](#)
56. [Ace](#)
57. [U.S. News & World Report](#)
58. [The Guardian](#)
59. [The Guardian](#)
60. [The Telegraph](#)
61. [MSNBC](#)
62. [CNN](#)
63. [Global Investigative Journalism Network](#)
64. [Republic World](#)
65. [Sky News](#)
66. [Arsenal FC](#)
67. [United Nations](#)
68. [United Nations](#)
69. [United Nations](#)
70. [Reuters](#)
71. [United Nations](#)
72. [United Nations](#)
73. [Central and Eastern European Online Library](#)
74. [Ripple Match](#)
75. [World Health Organization](#)
76. [Oxford Academic](#)
77. [The Annie E. Casey Foundation](#)
78. [Yahoo! Finance](#)
79. [Personnel Today](#)
80. [Global Living Wage Coalition](#)
81. [The World Bank](#)
82. [Imperial](#)
83. [Data Zone](#)
84. [The New York Times](#)
85. [howstuffworks](#)
86. [Big Issue](#)
87. [databasix](#)
88. [databasix](#)
89. [Analytics Vidhya](#)
90. [Climate Centre](#)
91. [IFS](#)
92. [Teachers Record](#)
93. [BW People](#)
94. [Resource Recycling](#)
95. [Resource Recycling](#)
96. [Wikipedia](#)
97. [Zipper](#)
98. [Independent](#)
99. [The Guardian](#)
100. [National Library of Medicine](#)
101. [Refugee Council](#)
102. [World Vision](#)
103. [Silicon](#)
104. [GOV UK](#)



- |  |   |   |  |  |
|--|---|---|--|--|
| 105. <a href="#"><u>John Ossoff - U.S. Senator For Georgia</u></a> | 131. <a href="#"><u>The Guardian</u></a>            | 158. <a href="#"><u>Yahoo! Finance</u></a>          | 185. <a href="#"><u>Revolt London</u></a>                      | 211. <a href="#"><u>Minderoo</u></a>       |
| 106. <a href="#"><u>The Spirits Business</u></a>                   | 132. <a href="#"><u>Gallup</u></a>                  | 159. <a href="#"><u>The New York Times</u></a>      | 186. <a href="#"><u>The Guardian</u></a>                       | 212. <a href="#"><u>Edie</u></a>           |
| 107. <a href="#"><u>Distill Ventures</u></a>                       | 133. <a href="#"><u>BBC News</u></a>                | 160. <a href="#"><u>WMFE npr</u></a>                | 187. <a href="#"><u>Everypixel Journal</u></a>                 | 213. <a href="#"><u>Edie</u></a>           |
| 108. <a href="#"><u>World Vision</u></a>                           | 134. <a href="#"><u>BBC News</u></a>                | 161. <a href="#"><u>The Guardian</u></a>            | 188. <a href="#"><u>The Bulimia Project</u></a>                | 214. <a href="#"><u>One Good Thing</u></a> |
| 109. <a href="#"><u>U.S. Department of Labor Blog</u></a>          | 135. <a href="#"><u>YouGov UK</u></a>               | 162. <a href="#"><u>The Hindu Business Line</u></a> | 189. <a href="#"><u>The Atlantic</u></a>                       |  |
| 110. <a href="#"><u>Unicef</u></a>                                 | 136. <a href="#"><u>The Guardian</u></a>            | 163. <a href="#"><u>The Guardian</u></a>            | 190. <a href="#"><u>Anna Freud Mentally Healthy School</u></a> |  |
| 111. <a href="#"><u>United Nations</u></a>                         | 137. <a href="#"><u>The Guardian</u></a>            | 164. <a href="#"><u>NDTV</u></a>                    | 191. <a href="#"><u>World Health Organization</u></a>          |  |
| 112. <a href="#"><u>deloitte</u></a>                               | 138. <a href="#"><u>The Guardian</u></a>            | 165. <a href="#"><u>Gallup News</u></a>             | 192. <a href="#"><u>Family Caregiver Alliance</u></a>          |  |
| 113. <a href="#"><u>Forbes</u></a>                                 | 139. <a href="#"><u>YouGov UK</u></a>               | 166. <a href="#"><u>The New Indian Express</u></a>  | 193. <a href="#"><u>World Health Organization</u></a>          |  |
| 114. <a href="#"><u>Sustainability Beat</u></a>                    | 140. <a href="#"><u>Youth Endowment Fund</u></a>    | 167. <a href="#"><u>The Times of India</u></a>      | 194. <a href="#"><u>Urban Institute</u></a>                    |  |
| 115. <a href="#"><u>The Guardian</u></a>                           | 141. <a href="#"><u>BBC News</u></a>                | 168. <a href="#"><u>United Nations</u></a>          | 195. <a href="#"><u>BBC News</u></a>                           |  |
| 116. <a href="#"><u>Taylor &amp; Francis Online</u></a>            | 142. <a href="#"><u>Aljazeera</u></a>               | 169. <a href="#"><u>MDPI</u></a>                    | 196. <a href="#"><u>PBS News Hour</u></a>                      |  |
| 117. <a href="#"><u>Food Manufacture</u></a>                       | 143. <a href="#"><u>CBS News</u></a>                | 170. <a href="#"><u>Urban Health</u></a>            | 197. <a href="#"><u>The Trevor Project</u></a>                 |  |
| 118. <a href="#"><u>Science Direct</u></a>                         | 144. <a href="#"><u>CBS News</u></a>                | 171. <a href="#"><u>EHP Publishing</u></a>          | 198. <a href="#"><u>Crisis</u></a>                             |  |
| 119. <a href="#"><u>Humane Society</u></a>                         | 145. <a href="#"><u>The Wall Street Journal</u></a> | 172. <a href="#"><u>Science Direct</u></a>          | 199. <a href="#"><u>Shelter</u></a>                            |  |
| 120. <a href="#"><u>Forbes</u></a>                                 | 146. <a href="#"><u>The Guardian</u></a>            | 173. <a href="#"><u>EcoWatch</u></a>                | 200. <a href="#"><u>Monabay</u></a>                            |  |
| 121. <a href="#"><u>Tech Xplore</u></a>                            | 147. <a href="#"><u>npr</u></a>                     | 174. <a href="#"><u>Nature Sustainability</u></a>   | 201. <a href="#"><u>National Geographic</u></a>                |  |
| 122. <a href="#"><u>Mongabay</u></a>                               | 148. <a href="#"><u>Pew Research Centre</u></a>     | 175. <a href="#"><u>Zencare</u></a>                 | 202. <a href="#"><u>UN Environment Programme</u></a>           |  |
| 123. <a href="#"><u>BMC Psychology</u></a>                         | 149. <a href="#"><u>The Guardian</u></a>            | 176. <a href="#"><u>Dyson</u></a>                   | 203. <a href="#"><u>ScienceDirect</u></a>                      |  |
| 124. <a href="#"><u>Econsultancy</u></a>                           | 150. <a href="#"><u>The Guardian</u></a>            | 177. <a href="#"><u>Siemens</u></a>                 | 204. <a href="#"><u>The Guardian</u></a>                       |  |
| 125. <a href="#"><u>UNDP</u></a>                                   | 151. <a href="#"><u>The Guardian</u></a>            | 178. <a href="#"><u>Verywell Mind</u></a>           | 205. <a href="#"><u>The Guardian</u></a>                       |  |
| 126. <a href="#"><u>Yahoo! Life</u></a>                            | 152. <a href="#"><u>Statista</u></a>                | 179. <a href="#"><u>Vision of Humanity</u></a>      | 206. <a href="#"><u>The New Yorker</u></a>                     |  |
| 127. <a href="#"><u>Mental Health</u></a>                          | 153. <a href="#"><u>Project Syndicate</u></a>       | 180. <a href="#"><u>Reuters</u></a>                 | 207. <a href="#"><u>The Guardian</u></a>                       |  |
| 128. <a href="#"><u>Financial Times</u></a>                        | 154. <a href="#"><u>China Daily</u></a>             | 181. <a href="#"><u>Pew</u></a>                     | 208. <a href="#"><u>Think Global Health</u></a>                |  |
| 129. <a href="#"><u>The Guardian</u></a>                           | 155. <a href="#"><u>Jing Daily</u></a>              | 182. <a href="#"><u>AON</u></a>                     | 209. <a href="#"><u>The New York Times</u></a>                 |  |
| 130. <a href="#"><u>The Guardian</u></a>                           | 156. <a href="#"><u>Jing Daily</u></a>              | 183. <a href="#"><u>World Food Program USA</u></a>  | 210. <a href="#"><u>The Guardian</u></a>                       |  |
|  | 157. <a href="#"><u>IQAIR</u></a>                   | 184. <a href="#"><u>Financial Times</u></a>         |  |  |



# Image Appendix

Cover.	<a href="#"><u>Naomi August - Unsplash</u></a>
Pg 02.	<a href="#"><u>Call Me Fred - Unsplash</u></a>
Pg 05.	<a href="#"><u>Dean Xavier - Unsplash</u></a>
Pg 06.	<a href="#"><u>Ron Iligan - Unsplash</u></a>
Pg 07.	<a href="#"><u>Nathan Dumlao - Unsplash</u></a>
Pg 08.	<a href="#"><u>Jade Koroliuk - Unsplash</u></a>
Pg 09.	<a href="#"><u>Marcus Kauffman - Unsplash</u></a>
Pg 10.	<a href="#"><u>Emiliano Vittoriosi - Unsplash</u></a>
Pg 11.	<a href="#"><u>Akram Huseyn - Unsplash</u></a>
Pg 12.	<a href="#"><u>Heidi Fin - Unsplash</u></a>
Pg 13.	<a href="#"><u>Li Fuyu - Unsplash</u></a>
Pg 14.	<a href="#"><u>Jody Hong Films - Unsplash</u></a>
Pg 15.	<a href="#"><u>Matteo Modica - Unsplash</u></a>
Pg 16.	<a href="#"><u>Gene Brutty - Unsplash</u></a>
Pg 17.	<a href="#"><u>Hugh Han - Unsplash</u></a> <a href="#"><u>MRJN Photography - Unsplash</u></a> <a href="#"><u>Eduardo Barrios - Unsplash</u></a>
Pg 18.	<a href="#"><u>Ehimetalor Akhere Unuabona - Unsplash</u></a> <a href="#"><u>Photohlgic - Unsplash</u></a>

Pg 19.	<a href="#"><u>Naja Bertolt Jensen - Unsplash</u></a> <a href="#"><u>Grab - Unsplash</u></a>
Pg 20.	<a href="#"><u>Christin Hume - Unsplash</u></a> <a href="#"><u>Kelly Sikkema - Unsplash</u></a> <a href="#"><u>LYCS Architecture - Unsplash</u></a>
Pg 21.	<a href="#"><u>Evgeny Karchevsky - Unsplash</u></a> <a href="#"><u>Caleb Oquendo - Pixel</u></a> <a href="#"><u>Jason Goodman - Unsplash</u></a>
Pg 22.	<a href="#"><u>Joel Muniz - Unsplash</u></a> <a href="#"><u>JC Gellidon - Unsplash</u></a>
Pg 23.	<a href="#"><u>Christina@wocintechchat.com - Unsplash</u></a> <a href="#"><u>Nuno Alberto - Unsplash</u></a>
Pg 24.	<a href="#"><u>Leon Seibert - Unsplash</u></a> <a href="#"><u>Margaret Polinder - Unsplash</u></a>
Pg 25.	<a href="#"><u>Chuko Cribb - Unsplash</u></a> <a href="#"><u>Antoine GIRET - Unsplash</u></a>
Pg 26.	<a href="#"><u>Duncan Shaffer - Unsplash</u></a>
Pg 33 & 34.	<a href="#"><u>Joice Kelly - Unsplash</u></a> <a href="#"><u>Maxim Tolchinskiy - Unsplash</u></a>
Pg 33 & 35.	<a href="#"><u>Keagan Henman - Unsplash</u></a> <a href="#"><u>Wade Austin Ellis - Unsplash</u></a>
Pg 33 & 36.	<a href="#"><u>Ai Generated</u></a> <a href="#"><u>Monika Kozub - Unsplash</u></a>
Pg 33 & 37.	<a href="#"><u>Raychan - Unsplash</u></a> <a href="#"><u>Jan Baborák - Unsplash</u></a>
Pg 33 & 38.	<a href="#"><u>Ehimetalor Akhere Unuabona - Unsplash</u></a> <a href="#"><u>Jon Tyson - Unsplash</u></a>

Pg 33 & 39.	<a href="#"><u>Mufid Majnun - Unsplash</u></a> <a href="#"><u>Naja Bertolt Jensen - Unsplash</u></a>
Pg 42.	<a href="#"><u>Siora Photography - Unsplash</u></a>



The intelligence brands need on their  
purpose transformation journey.

# Revolt Intelligence

Find out more  
[newbusiness@revoltlondon.com](mailto:newbusiness@revoltlondon.com)  
[@revoltlondon](#)

REVOLT.™



REPORT