

# Navigating the Credibility Deficit

Many companies are taking the sustainable transition very seriously. Consumers don't think so:

**81%**

think the corporate world is not doing enough around the climate crisis

**78%**

think the business world is not doing enough around social injustice

However, consumers demand this:

**83%**

think it is the job of companies to make positive change

**54%**

expect companies to help them live more sustainably

When consumers ask companies to take leadership in the sustainable transition. And companies do. So why do consumers think so little is happening?

## The Sustainable Credibility Deficit

Only **6,4%**

of consumers believe companies are telling the truth when they talk about their climate actions

Only **7,7%**

of consumers believe companies are telling the truth when it comes to their social actions

### WHY IS THIS?

#### Greenwashing

59% of corporate communication on sustainability is considered greenwashing

#### The storytelling

of sustainable products does not follow the same rules as storytelling of conventional products

What are the drivers of credible sustainability communication?

#### Drivers of credibility

<b>Honesty</b> 0,435	<b>Commitment</b> 0,269	<b>Urgency</b> 0,146	<b>Shared Value</b> 0,1
			<b>Clarity through Details</b> 0,093

Standardised regression coefficient

Advertising on sustainability that people believe

IS

SHOWS

CREATES

**Truthful & Detailed**

**Commitment & Urgency**

**Shared values**

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