

Sustainable Lifestyles Frontier Group

Accelerating business action on consumer behavior change

OUR MISSION

Drive business case clarity: the evidence and arguments to drive action inside business

Foster external engagement: shared insights, challenges, and solutions through engagements with global peers

Facilitate internal engagement: a platform to engage your marketing and finance teams

COMPANIES

AT&T Inc.
eBay Inc.
Johnson & Johnson
McDonald's
Wal-Mart Stores, Inc.

Our Accomplishments

- We are conducting the largest ever multi-brand, multi-audience testing of what works (and what doesn't) when selling sustainability.
- We are launching live-tests with companies to directly track the impact of messages on driving consumer behavior change.
- We are mapping the consumer value of sustainability and allowing companies to understand what benefits promote behavior, and the barriers that hold companies back.

Why Join?

- Partner and collaborate with like-minded brands on innovative in-market testing
- Use research and benchmarking on current practices to enhance company efforts
- Build buy-in and internal alignment around the company's sustainable lifestyles efforts and learn best practices to make the most of your company's activities

Contact

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For More Information

www.bsr.org/slfg