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

Elisa Niemtzow
Director, Consumer Sectors
eniemtzow@bsr.org

For More Information

www.bsr.org/slfg

BSR is a global nonprofit organization that works with its network of more than 250 member companies and other partners to build a just and sustainable world. From its offices in Asia, Europe, and North America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. Visit www.bsr.org for more information about BSR’s 25 years of leadership in sustainability.