Insight Action

Q3 Current Events Data



Climate change and waste reduction are the most critical environmental priorities globally

- → Identify relevant climate change and waste issues align your efforts with local priorities and communicate them authentically.
- Tailor outreach to younger generations by emphasizing impact while keeping a broad focus to engage older stakeholders.



Public sentiment on Alremains mixed

- → If speaking out on AI is right for your company, address the growing skepticism educate stakeholders on how AI is being used with clear guidelines around data privacy and regulatory compliance.
- ♦ Showcase success stories from sectors where AI has had positive, real-word impact (such as Telecommunications and Financial Services).



Data protection and cybersecurity efforts significantly improve public perceptions

- Regularly update stakeholders on security improvements to emphasize your ongoing commitment to data protection.
- Develop a crisis communication plan to address potential cybersecurity incidents, ensuring quick and effective responses.



Corporate political involvement poses reputational risks

- Limit political involvement to issues that directly impact your business, and communicate these decisions clearly.
- ★ Engage younger audiences who are more receptive, while maintaining neutrality where possible to avoid alienating other stakeholders.



Learn more about corporate reputation trends on our blog

Learn more

