



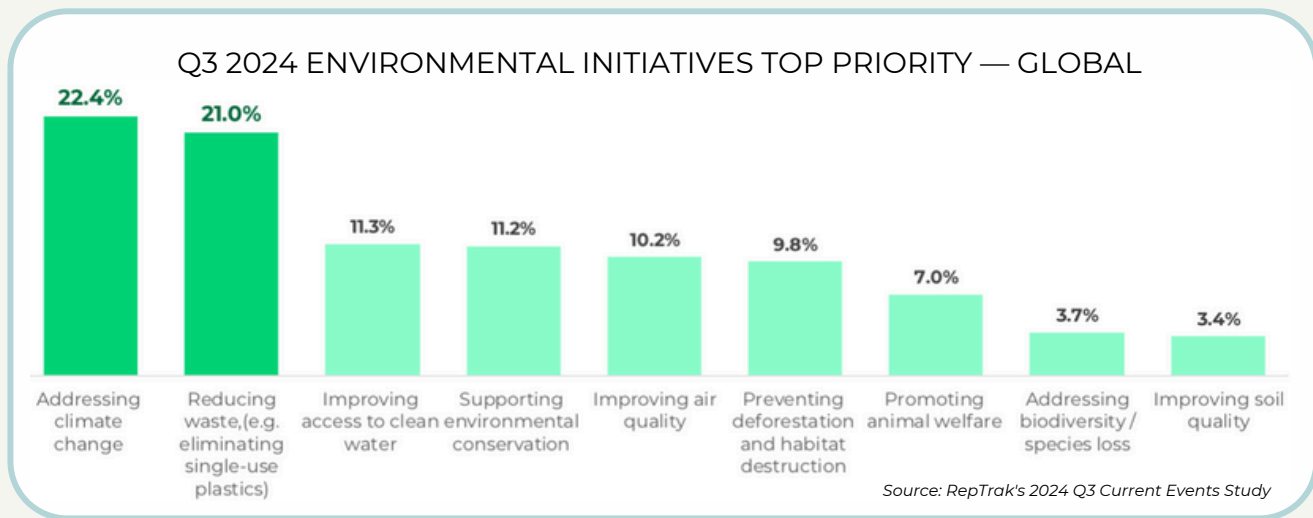
Q3 REPUTATION TRENDS

Sustainability Stakes Just Got Higher

Why Climate Change Should be Everyone's Business

Corporate reputation is inherently dynamic, and it fluctuates frequently. That's why RepTrak is dedicated to keeping tabs on current corporate reputation trends, so you can focus on meeting stakeholder demands accordingly. With the world's most advanced reputation intelligence data, we can see the real reputational impacts of current events and social sentiment.

In Q3, environmental concerns have rocketed to the top of stakeholders' priority lists, creating a pivotal moment for companies to prove their commitment to sustainability. Our current events data reveals a powerful truth: climate change and waste reduction aren't lofty wishes — they're non-negotiable for building trust and maintaining a competitive edge. We're here to help you understand exactly where stakeholders' priorities lie, so you can start planning your 2025 reputation strategy with precise actions.



Stakeholders made it clear that climate change (22.4%) and waste reduction (21.0%) are the top environmental concerns they expect corporations to address.

Stakeholders are more invested in sustainability than ever before, and addressing these concerns is not just good for the planet — it's good for business. By taking action on climate change and waste reduction, companies can enhance their reputation, build trust, and position themselves as leaders in corporate responsibility.

Let RepTrak data guide your decisions and ensure your next sustainability step is a reputational leap forward.