

# Tomorrow's Leaders Are Raising the Bar on **Sustainability**

Young people, particularly women and people of color, expect brands to become part of the climate change solution — in significantly higher numbers than the general population. These leaders of tomorrow are highly engaged on sustainability and committed to doing tangible and substantive work to create a better world for everyone.

Young women of color say their awareness of how their choices impact the environment is increasing, and they expect brands to hold themselves to the same high standards.

**72%** of young women (18 to 34 years old) say **taking action to fight climate change is a top concern**, compared with 59% of U.S. adults overall.

**51% of young women** in the U.S. are **aware that there are more “green” jobs** available than there are people to fill them.

**More than one-third of** young women and young women of color want to learn more from organizations about **how they can influence environmental policies that affect their communities.**

WE's research found that young women of color say these are the three most important actions for brands to take to make an impact on environmental sustainability:

**1** **Educate the public** on how to be more sustainable

**2** Show them how they can **influence environmental policies**

**3** **Promote green jobs and green skills** in college and other post-high school programs of study



# Delivering on Evolving Expectations

There are great opportunities for brands to engage and partner with these groups to help them make better choices — and to prove they're keeping their end of the bargain.



## Taking Concrete Action

**67%** of young women of color say **brands have a significant role to play in addressing climate change issues**, compared with 56% of U.S. adults overall.

Brands and leaders must back up their sustainability pledges with quantifiable metrics and tangible results — and offer future green leaders meaningful ways to get involved.



## Speaking Honestly and Clearly

**70%** of young women say **brands should be transparent when informing the public about their actions** in response to current and emerging issues in society.

To communicate with this group, a robust social media strategy is essential: 77% of Gen Z and 72% of millennials turn to social media for news and information at least once a week.



## Educating and Uplifting

**Nearly half** of young women (45%) and young women of color (46%) say **educating people and communities on steps they can take to be more sustainable** is among the most important actions for organizations to take.

By investing in education and connecting with young people before they enter the workforce, brands can build a strong talent pipeline and empower future leaders.

## Learn More

Find out how this research can help brands build connections with the next generation by contacting [Purpose@we-worldwide.com](mailto:Purpose@we-worldwide.com).

Female-founded, female-led and fiercely independent, WE Communications is a full-service global communications agency. We work with clients in the midst of transformation and help them define what they stand for, show up with purpose, engage audiences on sustainability programs and commitments, and meet business goals.

### Sources

**Women & Sustainability Leadership.** WE Communications and YouGov, September 2022, with 2,462 adults, segmenting out those who identify as female.

**Brands in Motion: The Bravery Mandate: Make It Real.** WE Communications and YouGov, October 2022, with 7,194 consumers in seven global markets and 1,682 in the U.S., segmenting out those who identify as female.

**Statista.** Gen Z news consumption sources in the U.S. 2022. Gen Z news consumption sources U.S. 2022.

**Statista.** News consumption frequency among millennials in the U.S. 2022, by source. Millennials' news consumption sources in the U.S. 2022.

