

SAY DO SUSTAINABILITY STUDY WAVE 3 2025

WHAT IS SDSS?

The Say Do Sustainability Study offers pivotal insights into the UK's current sustainability landscape. The SDSS Brand Index serves as a groundbreaking benchmarking tool that quantifies how consumers perceive brands' sustainability efforts. We also leveraged our AI-driven tool ThoughtScape and our proprietary sustainability segmentation to deeply understand and interpret the nuanced consumer perspectives on sustainability.

KEY FEATURES



Brand Index Inclusion

Your brand's performance on sustainability and purpose will be part of the SDSS Brand Index, tracking consumer perceptions and behaviours related to your brand's positive impact.



Customised Insights

Access detailed, actionable insights to understand your brand's sustainability strengths and areas for improvement.



Consumer Behaviour Focus

SDSS captures not just what consumers say about your brand's sustainability, but also how they act, providing a clearer picture of how consumers engage with your brand's commitments.

WHAT'S INCLUDED

- Participation in the SDSS Brand Index for your specific sector.
- A detailed report outlining how consumers perceive your brand's performance in sustainability.
- Comparative insights within your category (optional, depending on the package).
- Full consumer landscape report, including actionable insights for enhancing your sustainability and purpose strategies (Comprehensive Package).

INVESTMENT OPTIONS

Basic (£1,900)

Inclusion in the Brand Index Individual report on your brand's performance.

Enhanced (£3,250)

Basic + Comparative insights into how your brand performs within your category.

Comprehensive (£4,750)

Enhanced + Full Consumer landscape insights and purpose workshop delivering practical steps for improvement.