



Popular insights on ecology and economy to help you thrive



Helping you communicate credibly on Sustainability

How we help companies

We are a market research consultancy dedicated to helping business communicate credibly on sustainability.

Our data insights, expertise and solutions make businesses:

- meet real customer needs and compete commercially
- be culturally attractive to prospective partners
- achieve a united, committed employee culture
- provoke and inspire innovation



Sustainability is about meeting popular needs

Do you recognise these pain points?

Your customers "don't care" and "can't afford" sustainability in this economic and geopolitical climate.

Your responsible compliance and investment cannot be communicated for fear of greenwashing.

Our research provides some answers:

Consumers are not apathetic. They are pragmatic.

We know that people *do* care about **"eco"**.

They *do* care about the **eco**nomy of not wasting money or resources.

They *do* care about the **eco**logy of *their* environment: and feeling part of something tangible and collective.

You *can* benefit from innovating to meet these needs and by celebrating them in your communications.



Our Methodology

What our research reveals

By asking the right questions we can unlock engagement and profitability by building an understanding of your customers:

- How they perceive and experience their environment
- What they expect from your business
- How to communicate to them

How we reframe eco issues to make them personal at scale

Our 'Trio of Truths' framework is grounded in our research findings and the values of economy, health and community.

MECONOMY

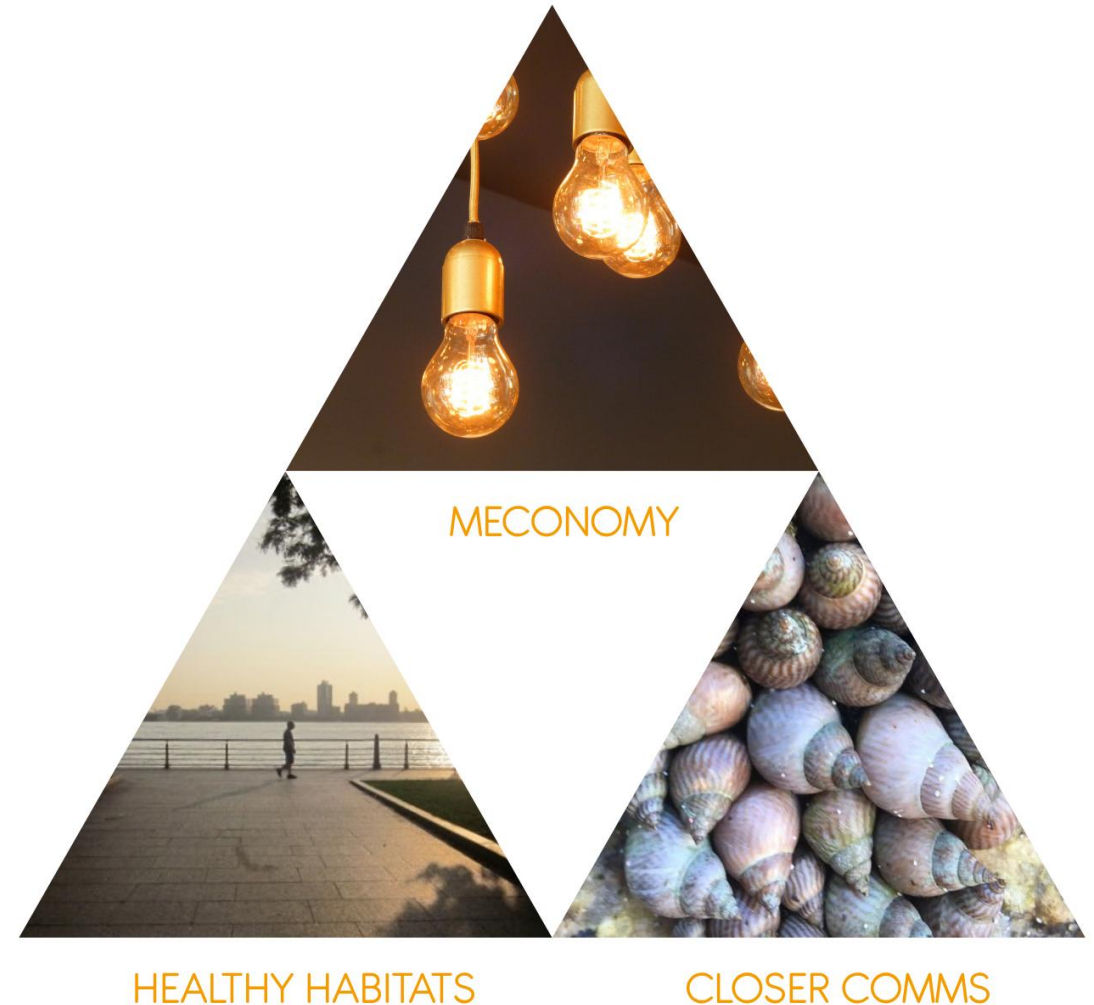
People are focused on conservation. Of their own resources.

HEALTHY HABITATS

Protecting the bodies and environments that people live in is what counts.

CLOSER COMMS

People want messages and metrics delivering visibility, tangibility and immediacy



An opportunity to capitalise on what people prioritise

It's too late to "future proof" against something that's already here

EcoVox's respondents are experiencing climate change as an economic and existential health threat. Right now.

Economic, technological, environmental and legislative forces are driving us towards greater efficiency and safety whether we like it or not.

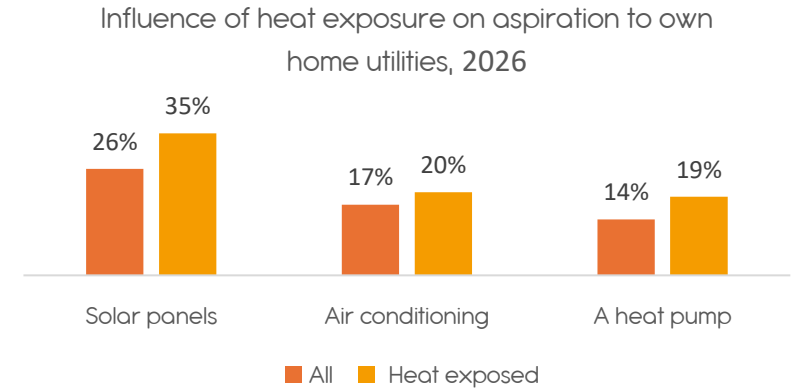
Recognising, investing in and communicating around that is key.

23%

Of Italians have experienced weather that damaged their property or vehicle in the past 12 months

93%

Of new generation capacity in the US came from solar, wind and batteries in 2025



China: sales of Facekinis to protect against UV rays grew 50% in the first half of 2025

\$250bn

Bill for extreme weather and natural disaster damage in 2023

An opportunity to capitalise on what people prioritise

Sustainability must be popular instead of premium

This isn't a voluntary 'nice to have'.

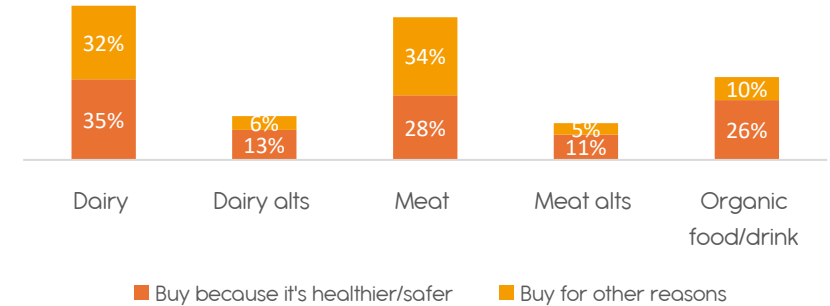
It's a mainstream need for protection and prudence.

It should be celebrated and enjoyed for making us safer, healthier and better off as part of a redefinition of "green issues".

99%

Of the world's population breathe air that exceeds WHO pollution guideline limits

Proportions of people regularly buying products "because they're healthier", 2026



31%

"Finding ways to save money or reduce everyday costs" is one of people's top 3 ways to feel free or happy – #3 response.



UK: Found it on Depop campaign celebrates the joy of discovering unique, stylish second-hand items

\$367bn

Projected value of global market for used clothes in 2029

The kind of businesses we help

Richard Cope founded EcoVox to address a recurring business challenge: how to engage people on environmental issues in ways that build trust, relevance and commercial momentum.

He worked for two decades in market research, foresight and consultancy, helping some of the world's biggest brands achieve their objectives in scenario planning, product development, customer engagement and communications strategy.

He is a graduate of the Cambridge Institute for Sustainability Leadership programme and has been conducting and analysing market research surveys on environmental issues since 2021, authoring the *Global Outlook on Sustainability* study series at Mintel.

He is a regular keynote speaker and panellist for the likes of Anuga, Cosmoprof, Food Ingredients Europe, the Market Research Society, Tuttofood and Vitafoods.



How we can help you

Communicate to compete commercially

Our consumer insights on engagement and priorities ensure that:

- your products and campaigns deliver – and celebrate – the economic, health and community benefits that people want
- your proposition stays relevant and ahead of competitors

Provoke and inspire innovation

Our Foresight, Primary Research and Landscaping services enable you to innovate in response to:

- macro trends
- shifting consumer appetite and demand
- inspirational, global, cross-sector examples





How we can help you

Achieve a united, committed employee culture

Within organisations, purpose is a proven differentiator when it comes to attracting the best talent and then keeping them happy and loyal, reducing churn and costs.

Our bespoke insight presentations help:

- C-Suites comply with government educational directives
- secure company wide buy in for sustainability initiatives justified by benefits

Be culturally attractive to prospective partners

Externally it's important to demonstrate and share your understanding of – and commitment to – environmental initiatives that have popular economic, health and community benefits.

Our insights and expertise can co-create and enhance your:

- research white papers
- conference events.

Working with us



Consulting and training services



Want help going further into your market and category-specific challenges?

We can deliver:

- projects using syndicated data to respond to your specific briefs around foresight, benchmarking, scenario and campaign planning
- new primary research-driven projects
- white papers, conferences and media content
- internal training modules making the “why” and “how” cases for action and communication

Contractor and fractional services



Need to bring sustainability insights and expertise into your existing strategic, innovation and marketing functions?

We can:

- integrate sustainability data and expertise into your broader operations, teams and objectives.
- deliver project-based deliverables and timelines.
- provide ongoing scheduled support and commitment to your strategy, goals and objectives.

Syndicated services

Want a business-wide resource for meeting people's popular needs?

Our *People's Eco '26* report has 60+ data charts on:

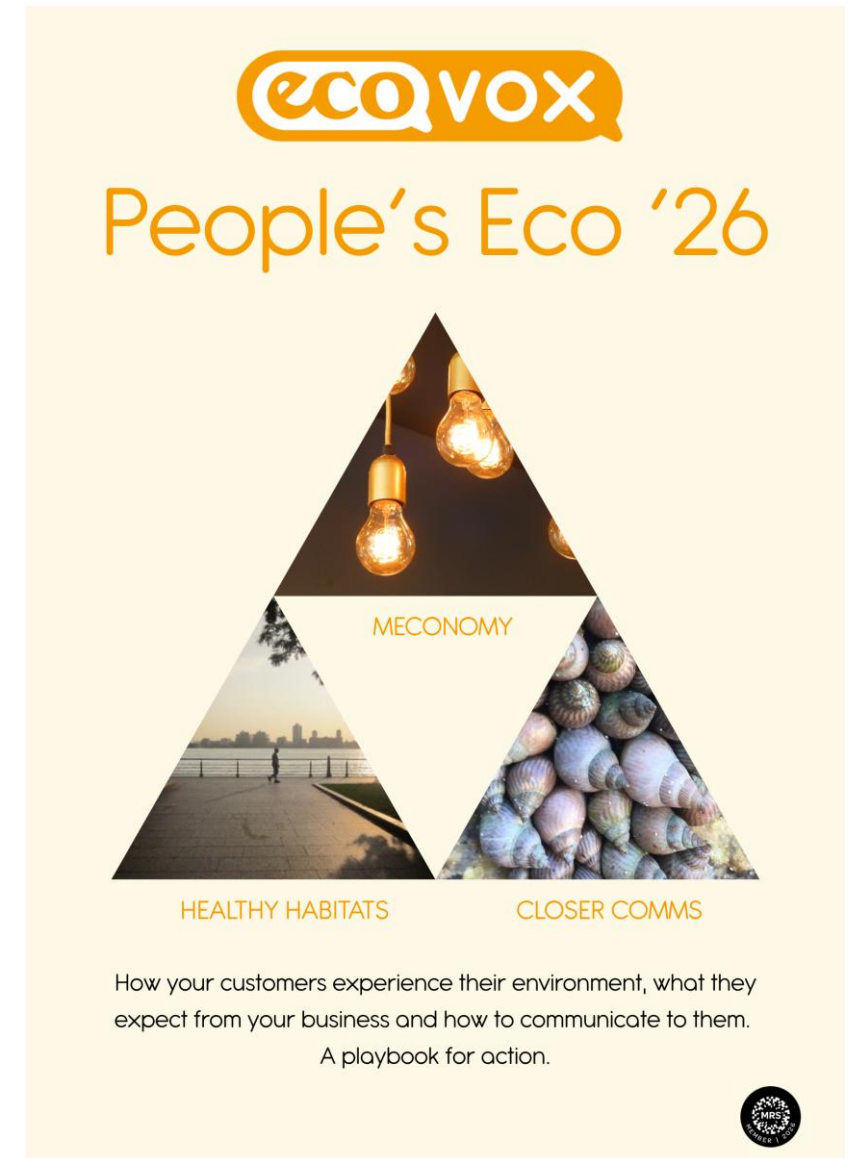
- how your customers perceive and experience their environment
- what they expect from your business
- how to communicate to them

Based on market research conducted across the UK, France, Germany, Italy, Spain and the US, this playbook for action delivers our framework and vision for how to achieve popular engagement on eco issues by making them personal at scale.

Contextualised against the global outlook for climate, resources and energy and illustrated with 100+ inspirational innovation examples, this report is available as an interactive PDF and a presentation customised towards your needs to ensure business-wide usage and impact.

- standalone, interactive PDF at £3,995 + VAT
- packaged with a presentation at £4,995 + VAT

More information at www.ecovox.co.uk



Working with us

Your needs

A business-wide resource on how to achieve popular engagement on eco issues.

You have the bandwidth and people in house to use, act on and apply this.

Fresh insight and expertise to explore and understand challenges specific to your current and potential markets and categories.

Integration of expertise into your existing strategic, innovation, insights and marketing functions, where you lack the resource or the need for a full-time role.

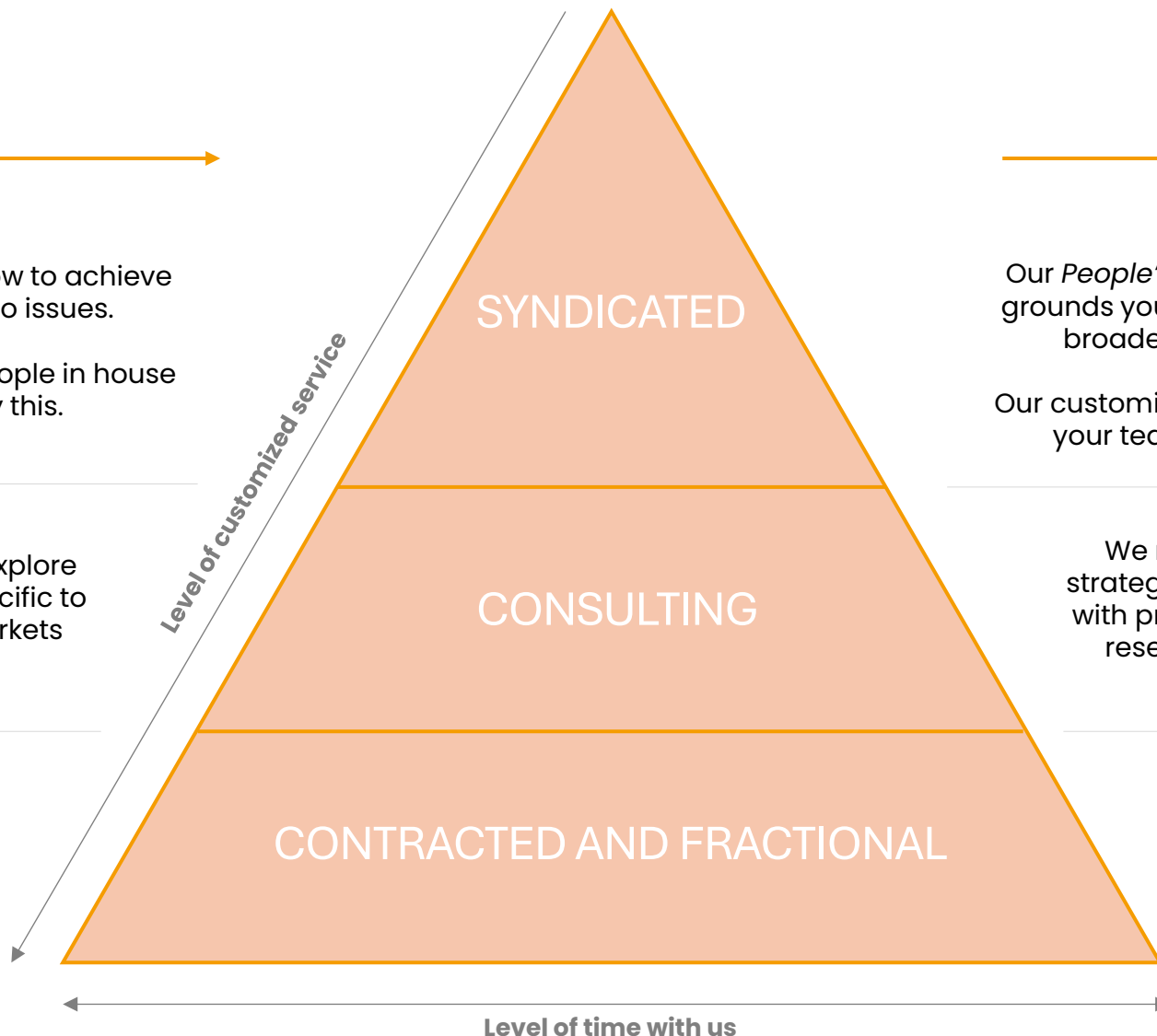
Our services

Our *People's Eco* report is a playbook for action that grounds you in your customer's shoes, as well as the broader macro and competitor landscape.

Our customized presentation options will get you and your teams started in activating its insights.

We respond to specific foresight, innovation, strategy, campaign and thought leadership briefs with projects using syndicated, primary and desk research. Priced according to project scope.

Ongoing, scheduled support for your teams through training and research development, working to your targets and deadlines. Priced according to day rates and duration.



Our human element

We couldn't just do this with AI

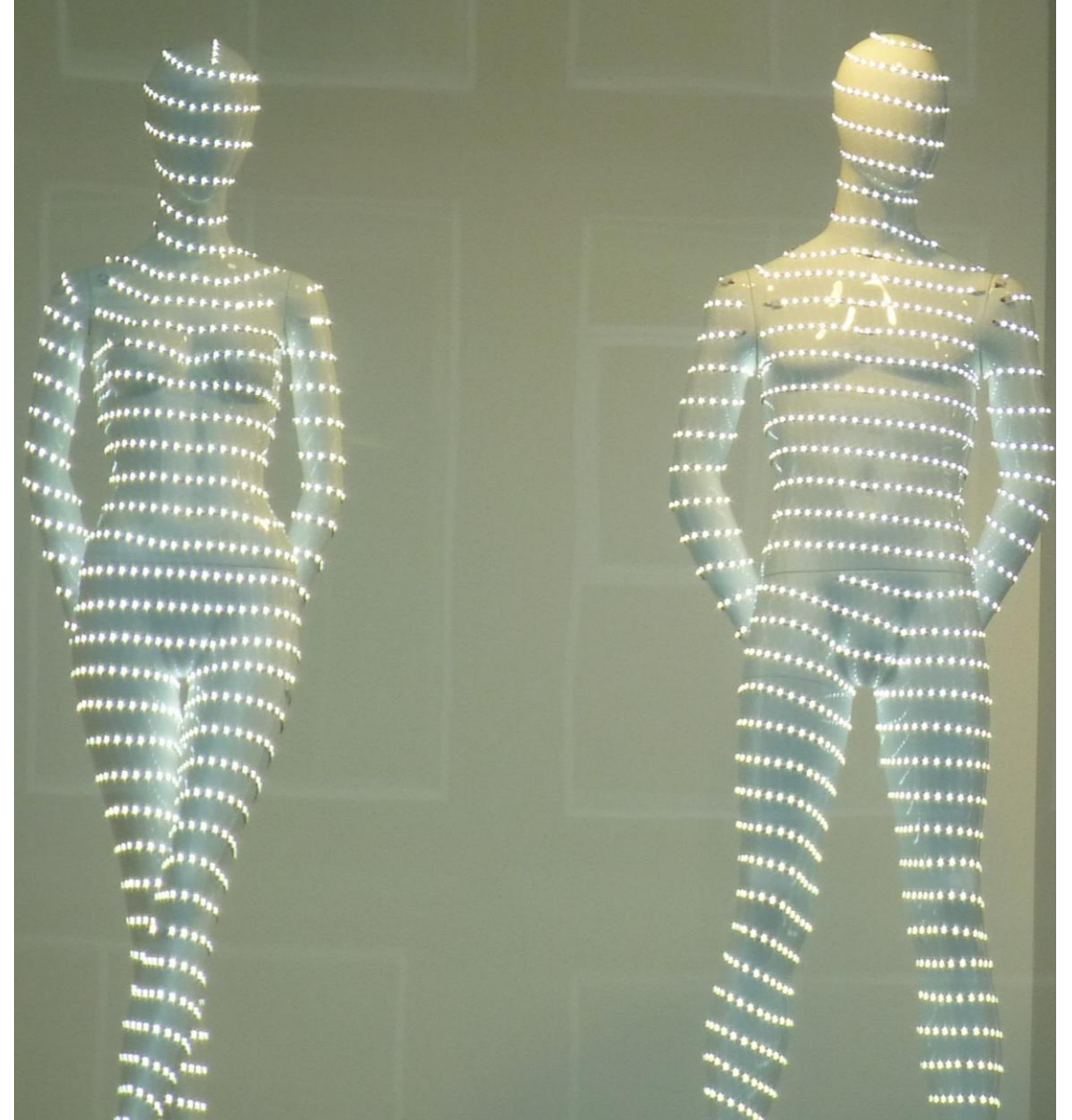
We're not about tracking what people buy or search for, treading water in the 'say do' gap or offering data points for validation.

Our empathetic approach is to:

- ask questions grounded in the everyday realities of people's experiences and needs
- strive for in person, personal relationships to achieve maximum relevancy and impact for you

The **ProVox** interviews on our site are part of this.

They aim to connect you with the professional solution providers out there in the market who are working across business, branding, government and art to address those same challenges that you face.



Case studies



Communicating to compete commercially

Meeting consumer needs and edging out peers



A **leading cereals brand** wanted to explore how best to communicate around regenerative agriculture – and broader sustainability – to consumers and learn from how competitors were doing it.

This project delivered:

- consumer insights on engagement and priorities by market and how they should be communicated to
- competitive understanding of how cereals and broader food and drink brands were communicating sustainability across packaging and campaigns
- inspirational examples, revelations of white spaces and recommendations for the brand's strategic direction

Bespoke report deliverable and presentation using syndicated data and landscaping content.

A consumer and peer-validated strategic grounding in how – and how not to – communicate going forward in order to match expectations and differentiate the brand.

Demonstrating thought leadership

Awakening client partnerships by sharing a fresh perspective

A **leading paper manufacturer** wanted a keynote presentation on what consumers expected from responsible packaging companies for its client conference.

This project delivered:

- a conceptual reframing of “sustainability” needs around resource, health and community consciousness, built on insights around concerns, priorities and desired communications
- an external expert perspective to engage, stimulate, entertain and challenge both the paper manufacturer and its client attendees
- category-specific information on the ‘so what?’ for retail and E-commerce, packaging for shipping and transportation and recycled vs. fresh fibre products
- ongoing conversations with clients and prospects and repeat invitations for subsequent keynotes



Innovating ahead of consumer and macro trends

Co-created primary research and landscaping



A **national electricity distributor** wanted to explore opportunities to innovate based on insights from macro trends and consumers' energy attitudes and behaviours.

This project delivered:

- tracked insights on public energy usage, experience of shortages, expectations of government and companies, appetite for utilities, infrastructure and transport innovation
- foresight analysis on how broader demographic, lifestyle, retail, environmental, employment and technology macro trends would impact on energy demand
- global, multi sector innovation scanning of energy (and adjacent sector) innovations meeting popular needs
- strategic conclusions tailored to the client's framework around beliefs, supply and brand,

Bi-annual, bespoke report deliverables and presentations using both syndicated and new, co-created primary survey data analysis, as well as landscaping content.



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