



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

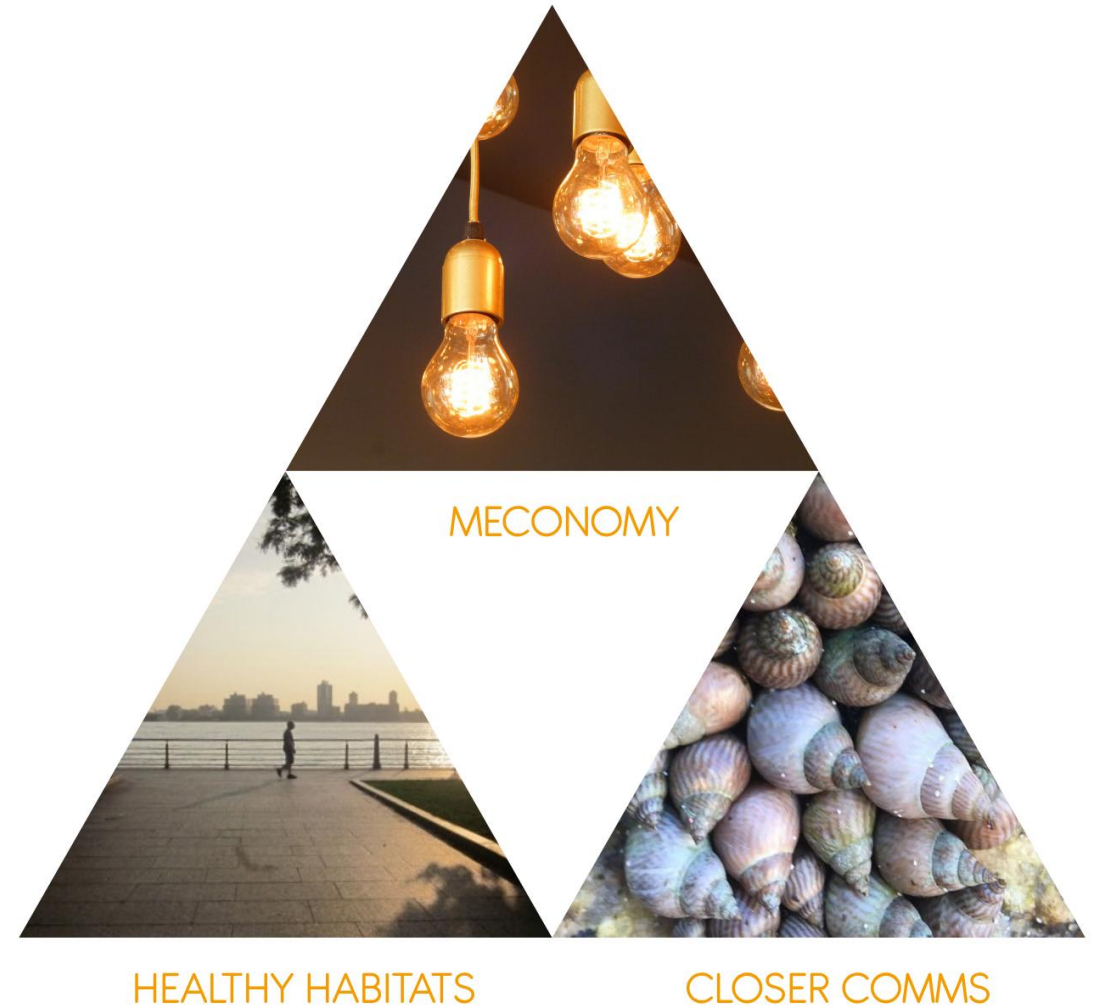
People are focused on conservation. Of their own resources.

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.

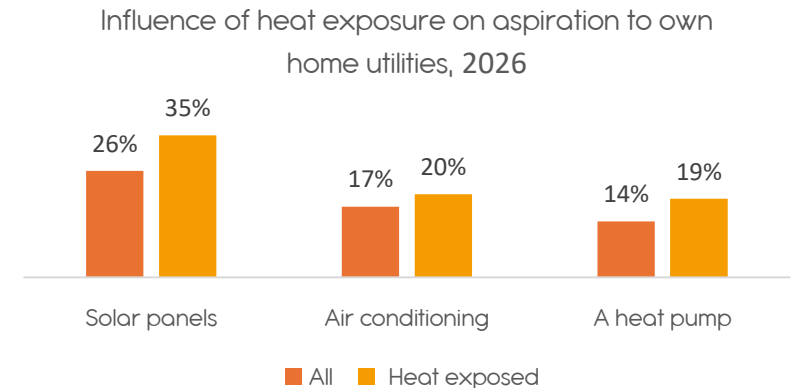
Recognising, investing in and communicating around that is key.

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'.

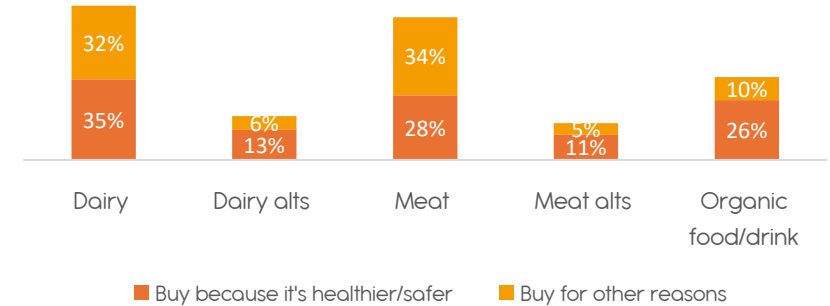
It's a mainstream need for protection and prudence.

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 and landscaping studies ensure that:

- your products and campaigns deliver the economic, wellbeing and environmental 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
- inspire company wide buy in

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 services



Maximise your market and category opportunities

Want to go further into your market and category-specific challenges?

Our bespoke report, presentation and project deliverables are tailored to match your specific briefs.

We offer:

- data deep dives
- primary research
- foresight
- scenario planning
- benchmarking
- conference and corporate presentations

Syndicated services

Thrive by meeting people's popular needs

People's Eco '26 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.

Illustrated with 100+ inspirational innovation examples.

Available as:

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

More information at www.ecovox.co.uk

The book cover for 'People's Eco '26' features the **ecovox** logo at the top. The title 'People's Eco '26' is prominently displayed in a large, orange, sans-serif font. Below the title is a large, stylized triangle composed of three smaller triangles. The top triangle is dark and contains several glowing light bulbs. The bottom-left triangle shows a person walking on a path towards a city skyline at sunset. The bottom-right triangle is filled with many seashells. The word 'MECONOMY' is written in orange across the center of the triangle. An orange banner in the top right corner reads 'EARLY BIRD 10% Discount'. Below the triangle, the words 'HEALTHY HABITATS' and 'CLOSER COMMS' are written in orange. At the bottom, a paragraph reads: 'How your customers experience their environment, what they expect from your business and how to communicate to them. A playbook for action.' A small circular logo is in the bottom right corner.

ecovox

People's Eco '26

EARLY BIRD
10% Discount

MECONOMY

HEALTHY HABITATS

CLOSER COMMS

How your customers experience their environment, what they expect from your business and how to communicate to them.
A playbook for action.

Our human element

We couldn't just do this with AI

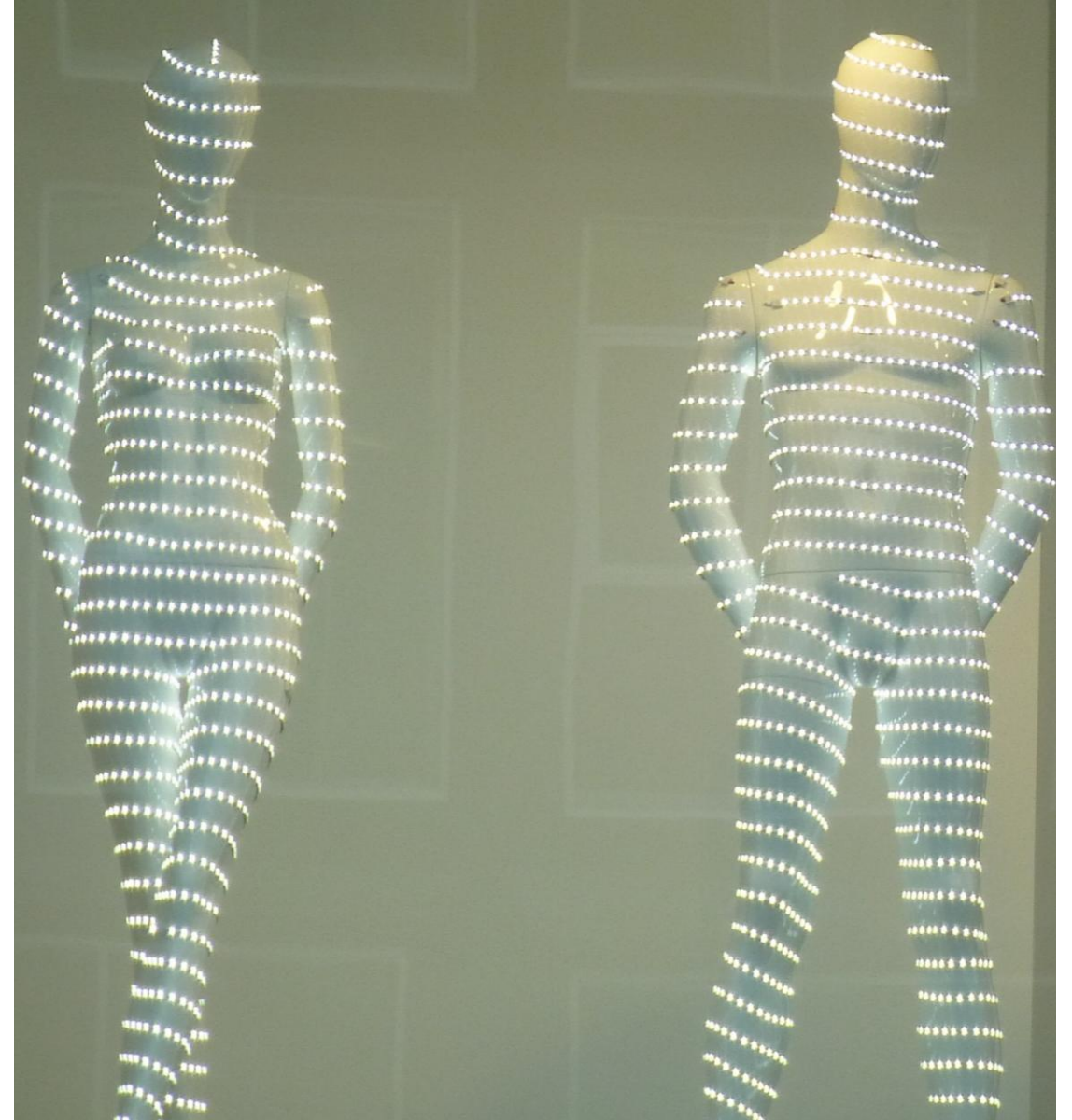
We're not about tracking what people buy or search for, treading water in the 'say do' gap or offering data points for validation.

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 needs in the consumer and competitor landscapes



A **leading cereals brand** wanted to explore how best to communicate 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.

Demonstrating thought leadership

Strengthening client partnerships through sharing insights

A **leading paper manufacturer** wanted a keynote presentation to open and bolster its bi-annual client conference.

This project delivered:

- insights on consumers' sustainability concerns, priorities and desired communications
- category-specific information on the 'so what?' for retail and E-commerce, packaging for shipping and transportation and recycled vs. fresh fibre products
- an external expert perspective to engage and challenge both the paper manufacturer and its client attendees

The presentation was built from syndicated data and supplemented by a Q&A session and further panel discussion with retailers, brand owners and suppliers.



New consumer insights for innovation

Using foresight and primary research to stay ahead of trends



A **national electricity distributor** wanted to explore opportunities to innovate based on insights from macro trends and consumer attitudes and behaviours in its market.

This project delivered:

- tracked insights on public energy usage, experience of shortages, expectations of government and companies, appetite for utilities and transport innovation
- foresight analysis on how demographic, lifestyle, retail, environmental, employment and technology macro trends would impact on energy demand
- global, multi sector innovation scanning of energy (and other) innovations meeting popular needs
- 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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