



# iReach Briefing 21<sup>st</sup> October

## The risks of Consumer perceptions of Green Washing to Brands CSR Strategy



**Free Zoom Webinar – The risks of Consumer perceptions of Green Washing to Brands with Sustainability or Climate Action initiatives. Running on 21<sup>st</sup> October from 12.30pm to 1.10pm.**

**Join us for this free online Webinar to learn from new and unique iReach research insights on the risks of Consumer perceptions of Green Washing, to Brands with CSR Strategies and Plans around Sustainability and Climate Action.**








This new Briefing in our Series of 3 briefings for Q4 2020, explores how Consumers in Ireland engage and react to Brands that are promoting Climate Change and Sustainability initiatives. This is the second of 3 related briefings, all building on unique iReach consumer research insights, to enhance CSR Action plans for 2020 and 2021.

iReach offers an extensive range of qualitative, quantitative digital research methods across traditional and innovative approaches making market research more dynamic, more impactful and more cost effective. iReach is unique in having Consumer and Business Research Panels which are augmented by specialist panels such as our Pre-millennial or Tweens and Youth Panels. Other panels include Mums & Infants, Primary Shoppers and Family@Home communities.

### **Consumer Attitudes to Sustainability and Climate Action Initiatives – Attitudes and Perceptions of Green Washing and the risks to Brands in Ireland**

In this new briefing we will be exploring Consumer attitudes to Green Washing both within Industries as well as exploring case studies of 2 leading brands in Ireland and how Consumers react to their Sustainability credentials.

Consumer perceptions of Green Washing and the Risks to Brands in Ireland.

-  What do Consumers believe is Green Washing ?
-  What do different Generations (X, Y and Z) see as Green Washing ?
-  Which industries do Consumers believe are Green Washing most ?
-  Fast Fashion Industry Case Study - Consumer perceptions of Green Washing
-  Sectors in Ireland Case Study - How do consumers score individual Brands
-  Brands in Ireland Case Study - How do consumers score Sustainability initiatives of 2 Brands
-  Risks to Brand CSR Initiatives with the impact of perceptions of Green Washing

**For more details on this briefing or to register, please email [juliette.byrne@ireachhq.com](mailto:juliette.byrne@ireachhq.com) or telephone 01-214 3740.**

## **iReach Insights**

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods – Qual, Quant and Digital - to deliver deeper insights from better research.

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