

## Brand Trust in the News: September 9 - 16

### **As Global Solid Waste Tops 1.3 Billion Tons Per Year, How Can Brands Step Up?**

September 9, 2019 – The world generates more than 1.3 billion tons of solid waste annually, according to a report published by Harvard Business Review. In the U.S., about 80% of what Americans throw away is recyclable, yet the recycling rate is only 28%. To bring this into perspective, every month, Americans throw out enough glass bottles and jars to fill up a giant skyscraper, but all of these jars are recyclable.

Consumers are starting to pay attention.

In a recent survey of 54 of the world's leading brands, almost all reported that consumers are showing increasing consciousness of sustainable lifestyles. A recent Unilever research study revealed that 33% of consumers are choosing to buy products from brands that honor the environment and social responsibility. The study uncovered that approximately half (53%) of U.K. consumers claimed to feel better when they bought sustainable products. In the U.S., this statistic rose dramatically to 78%. Read more in [Brink News](#).

### **Trust-Washing: 4 Key Steps In Building Trust In The Heartland**

September 9, 2019 – We trust brands a lot less these days. The 2019 Edelman Brand Trust Survey underlined that point, putting a term to the feeling consumers have when they realize a brand is crossing its fingers behind its back. Trust-washing. But trust, especially in the Heartland, is more important than ever.

Brands: Don't Tell Me, Show Me

The worst business deal I ever did was with a guy who told me what an honest, strong Christian he was. He told me how much integrity he had and how trustworthy he was. He was the opposite and a complete crook.

Customers will know the real essence of a brand by how they communicate, treat employees, contribute to the community, and respond to controversial subjects. Brands can say what they are all day long, but a true brand is revealed in the actions it takes when no one is looking or listening. I've heard it said that integrity is who you are in the dark. Same for a brand.

Trust is at the core of the Heartland culture; a true foundational element. From the early settlers to current deal making, most agreements are done on a handshake. Heartlanders only do deals with brands on handshakes too. It's an expectation that you do what you say you're going to do. And when you don't, trust evaporates. Read more in [Forbes](#).

## **51 major CEOs ask Congress for federal privacy law blocking state rules**

September 10, 2019 – Fifty-one chief executives at major U.S. corporations, including Amazon, AT&T and IBM, are urging Congress to pass federal consumer privacy legislation that would block states from implementing their own regulations on data privacy.

The Business Roundtable, a coalition of major CEOs, sent a letter to lawmakers Tuesday, urging them to act quickly to pass what would be the nation's first comprehensive privacy law.

"There is now widespread agreement among companies across all sectors of the economy, policymakers and consumer groups about the need for a comprehensive federal consumer data privacy law that provides strong, consistent protections for American consumers," the letter reads. "A federal consumer privacy law should also ensure that American companies continue to lead a globally competitive market." Read more in [The Hill](#).

## **Consumers' Trust in Brands Has Fallen to a New Low. Surprised? Probably Not**

September 11, 2019 – Last September, in the wake of news that the now-defunct Cambridge Analytica had harvested the personal data of millions of Facebook members without their consent and then deployed it for shady political purposes, Mark Zuckerberg found himself beneath the hot lights of a Congressional hearing. Looking uncomfortable in his navy blue suit, sometimes stammering his responses, the Facebook founder offered many an explanation and apology, including:

"It will take some time to work through all of the changes we need to make, but I'm committed to getting it right."

Doubtless that was the best thing to say—but it was too little, too late. Prior to the scandal, 79% of Facebook users said they were confident that the social media platform was "committed" to protecting the privacy of their personal information. But just one week after the Cambridge story broke, that number plummeted to 27%, a 66-point nosedive. Read more in [AdWeek](#).

## **No More Excuses: The Apparel Industry isn't Doing Enough to Slow Climate Change**

September 11, 2019 – It can be a touchy subject, but this is no time for hurt feelings. The apparel industry simply isn't doing enough when it comes to climate change.

In a provocative, no-holds-barred episode of the Sustaining Voices podcast, produced in partnership with Cotton Incorporated, Sourcing Journal publisher Caetha Crawford explores whether our incremental changes are having the impact needed. Joining her are Morton Lehmann, chief sustainability officer for Global Fashion Agenda, and Jeff Wilson, senior business development manager of sustainability for NSF International. Read more in [Sourcing Journal](#).