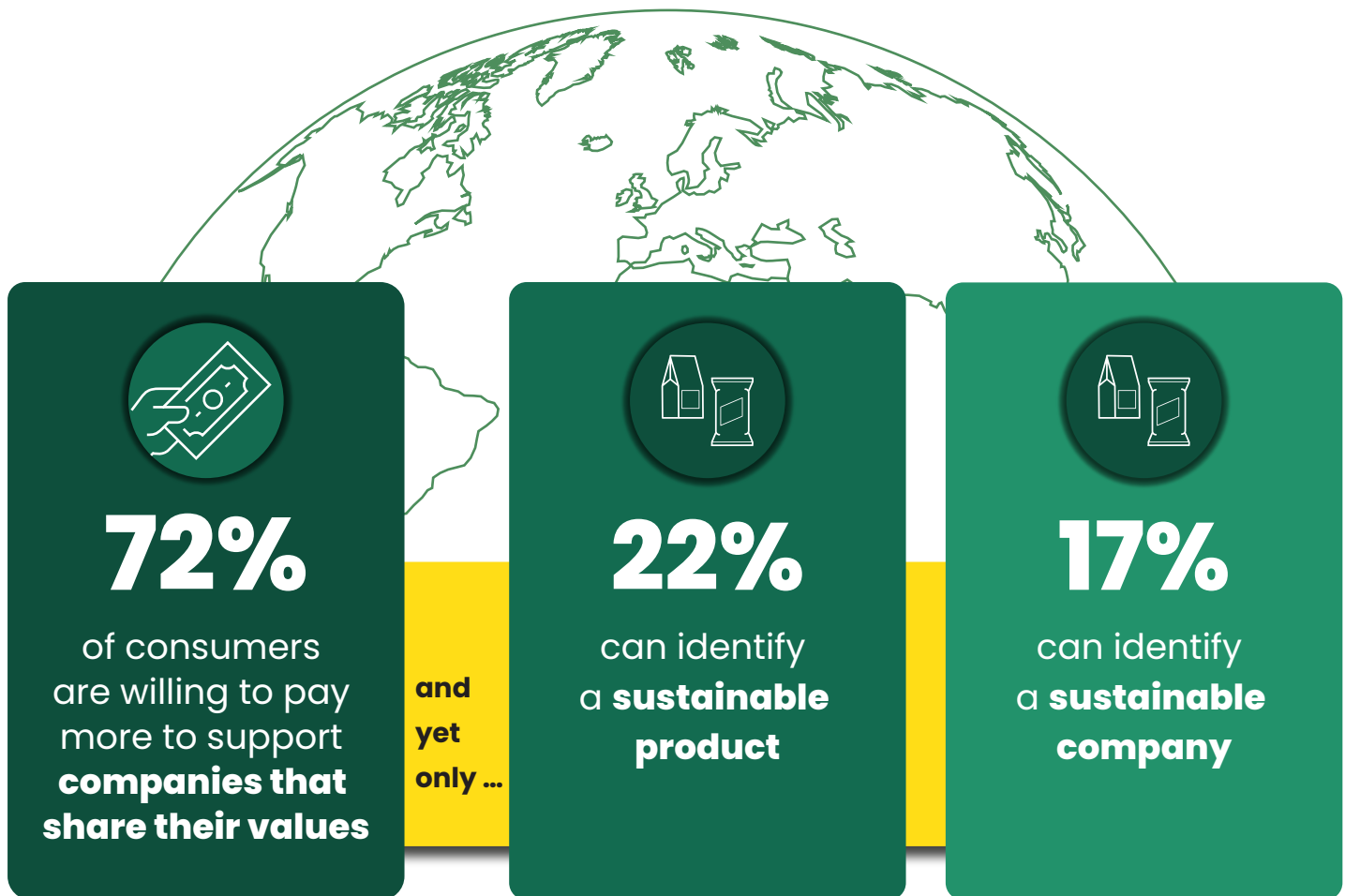


# Sustainability Today:

## The Opportunity Gap

Many consumers say they are willing to spend extra money in support of sustainable companies, yet most consumers remain unsure which products and companies support sustainability goals.



**Hartman Analysis:** This may be less a reflection of stagnant knowledge and more a result of moving goalposts. As public understanding of environmental concerns grows more nuanced, consumers may be finding it harder to navigate which products and companies best address each individual concern.

You can obtain the Sustainability 2021: Environment and Society in Focus report at The Hartman Group's website: [hartman-group.com](https://www.hartman-group.com)