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# Visual GPS

Your guide to choosing the right visuals for any project



## Sustainability Stands Its Ground

Discover the importance of including eco-friendly images and videos in your visual strategy during this time of crisis.

1254182237, coldsnowstorm





# Refresh your visual strategy with COVID-19 in mind

Sustainability is an enduring Force that's universally relevant across generations, gender, and regions, and even amidst the chaos of COVID-19, it's clear that consumers are more than willing to put the effort in to practice sustainability. And they want brands to do the same, with new research showing that **81%** of people surveyed globally say that companies should be environmentally aware in all their advertising and communication.

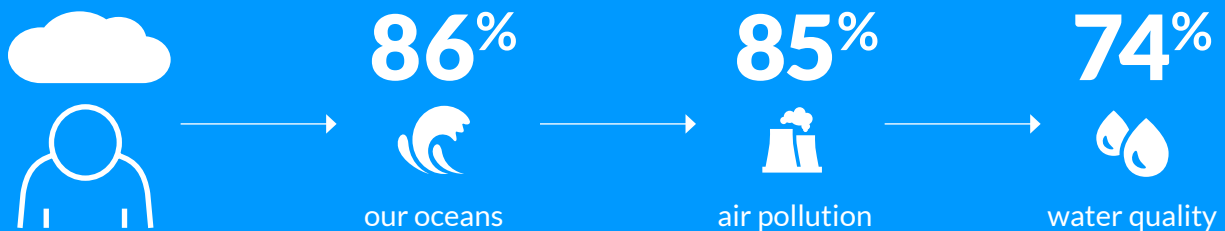
In light of this, I'm happy to announce that we've partnered with Climate Visuals, the world's only evidence-backed program for climate change photography, to present guidelines for visualizing sustainability. These guidelines show you how to find and use relevant visual content to communicate your commitment to sustainability—and inspire your audience to action.

*Rebecca Swift*

Global Head of Creative Insights  
at Getty Images

People all over the world have taken a stand for the environment and against pollution, deforestation, and plastic—and they want to see brands take their eco-initiatives further by using visuals that feature sustainable themes and details.

## Consumers are worried about what's to come regarding...



## ...and they're doing their part for a sustainable future





# Rethink representations of sustainability

**Visual Insight.** Once symbolized by polar bears, solar panels, and icebergs, sustainable imagery is now evolving to include new visuals that feel more impactful for the modern consumer, especially during the COVID-19 crisis. Although well-known sustainable imagery still proves popular, it's a good idea to also include visuals that aren't as obviously tied to the sustainability movement, but still signify it for your more discerning customers.

Looking for images and videos? [Find them here.](#)

Need some inspiration? Check out this article:  
[The Shift to a Circular Economy](#)

Here's what the research says

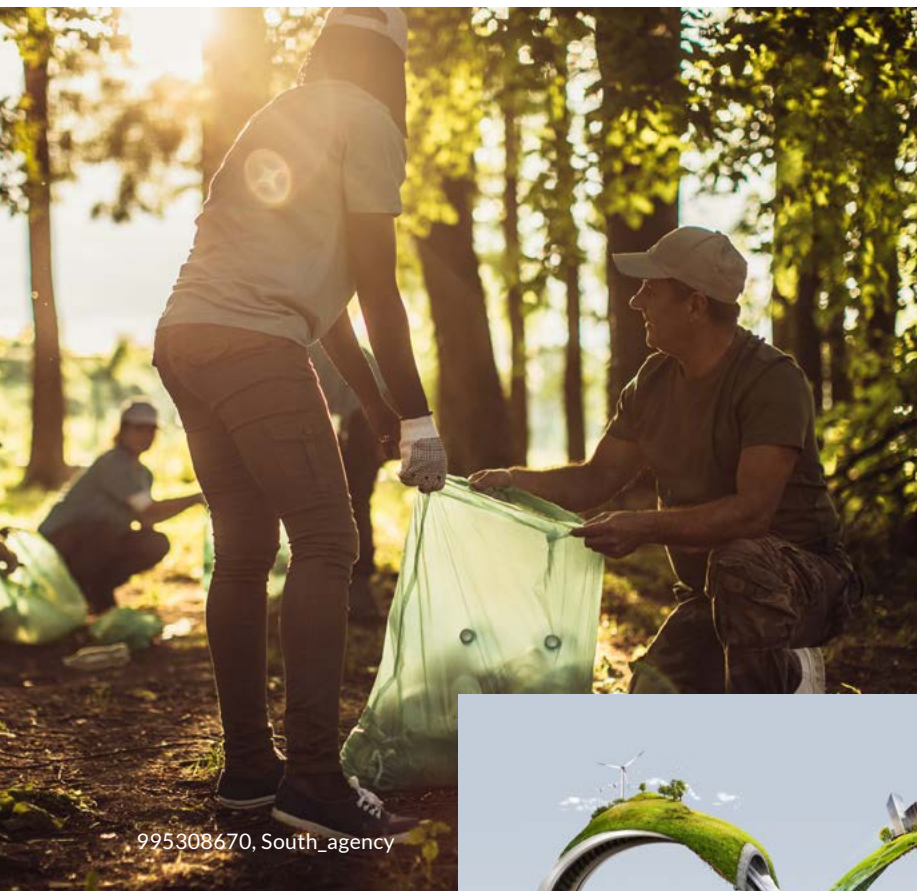
🔍 microplastics

**+230%** increase in searches for microplastics

**+201%** increase in searches for circular economy

**+124%** increase in searches for polar bear

**+120%** increase in searches for solar panel







# Make conscious, eco-friendly choices

**Visual Insight.** Make sure you're meeting modern standards of sustainability by rethinking how you choose images and videos for every project. Include details such as reusable to-go cups or metal straws to convey your commitment to sustainability and show that you're taking a thoughtful approach in your environmental efforts.

Looking for images and videos? [Find them here.](#)

Need some inspiration? Check out this article: [Goodbye Disposable Cups](#)

## Here's what the research says

**79%**

are actively trying to reduce the amount of plastic they use



**53%**

only buy from brands that make an effort to be eco-friendly



1265066769, Thomas Barwick



681806570, Ippei Naoi



1173369978, Richard Drury



# Sustainability is for all... but may look different to everyone.

**Visual Insight.** Strive to include representation across all demographics in your visual stories, as climate change affects people all over the world.

Looking for images and videos? [Find them here.](#)

Need some inspiration? Check out this article:  
[Visual GPS: Sustainability](#)

## Here's what you need to know

Visualizing the direct impact of environmental issues on humans, as well as nature and animals, makes imagery resonate more.

### Insights by generation

- Gen Z is more likely than other generations to want imagery that captures emotions
- Regardless of generation, the most impactful images are those that show the direct impacts of both environmental issues on people's daily lives and that humans have on animals and nature

### Insights by region

- People in APAC and South Americans are more likely to want images that make them feel hopeful versus people in North America and Europe
- Regardless of region, people believe images that show the direct impact of environmental issues on people's daily lives are among the most impactful factors, and in APAC in particular, this is the single most impactful factor
- South Americans are more likely than people in other regions to want both images that show people who look like them making a difference in the environment and also images that show the direct impact that humans have on animals and nature



1137545268, Justin Lambert



585859171, Thomas Barwick



1097910052, nadia\_bormotova





# Help consumers overcome present-day fears by visualizing a sustainable future

**Visual Insight.** Consumers are twice as likely to agree that a brand is committed to sustainability if they show how people are working and doing their part towards creating a more sustainable future.

Looking for images or videos? [Find them here.](#)

Need some inspiration? Check out this article: [Earth Day: The Environment During COVID-19 and Beyond](#)

## Here's what you need to know

Although 46% of consumers know that they should care more about the environment, that feeling is trumped by convenience. By using aspirational and future-facing imagery, you can support their sustainable efforts and make them feel like they can make a positive impact on the world.

## Here's what you need to do

Show a wide range of visuals that portray environmentally aware choices, ranging from small lifestyle changes to industries investing in new, innovative technologies and initiatives that'll lead to sustainability on a large scale.



Interested in learning more about how  
you can tell engaging visual stories with  
the latest consumer insights?

Reach out to our sales professionals,  
or explore the full report at [VisualGPS.com](https://VisualGPS.com).

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