

# PURPOSE, PROVE IT OR LOSE IT.



→ What does the year hold for people, planet and purpose?

**Using this interactive report**

Find your way around by using the navigation at the top of each page.

At Brandburch, we help businesses find, say and live their purpose. And that means knowing all about the influences and challenges facing companies, people and communities. Now and in the future.

So every year we put together this report of the trends set to define the next 365 days. The environmental, financial and cultural realities we'll all be talking about, and how businesses can be ready.

Whether you're a leader or a conscious consumer, read on to see what's coming your way, and how to get a head start on 2023.

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All the illustrations in this report were created by our Creative Team Lead, David Angulo, using the Ai tool Midjourney.



## Purpose, proof and the permacrisis.

Welcome to the age of the permacrisis, “an extended period of instability and insecurity”, and the Collins English Dictionary Word of 2022. Wherever we look, from ecology to the economy to our societies, we can see the evidence.

- **The climate emergency can be felt all over the world. Ecological disasters are now the norm, and 2022 was Europe’s hottest year on record.**
- **Inflation is reaching new heights. 67% of consumers are now extremely concerned about the rising cost of living (The Future Consumer Index, by EY, Nov. 2022)**
- **The jobs and talent uncertainty has only grown, with the big tech companies laying off thousands of people in late 2022.**



Climate change, inflation  
and the tech & talent transformation

What’s more, many businesses are struggling to maintain a positive reputation. Adidas faced widespread criticism for its silence over Kanye West’s antisemitic comments. Misjudged marketing saw Balenciaga accused of child pornography. Greenhushing has become a popular term as ¼ of companies refused to publish their science-based net zero emissions targets. And people are becoming less tolerant.

But the companies doing it right are at the forefront of a cultural revolution – a “**permapositivity**”. When Patagonia became a 100% for-the-planet business, it showed that a profit-for-purpose business model is entirely possible.

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## STORYPROOFING™

At Brandbuch we call this type of action Storyproofing™ – using the evidence of your purposeful actions to create more authentic, compelling and trustworthy communications.

Because today, we demand more of a business than stories. We demand more than actions. We demand proof. In the age of the permacrisis, if a company thinks it's worthy of our trust, it needs to prove it or lose it.





# 1—THE RISE OF THE ECOLOGICAL CLASS



## #OnePlanetOneClass

How people from every walk of life will come together to form a social demographic defined by environmental attitudes.

Defined not by what we have, but by what we give back.



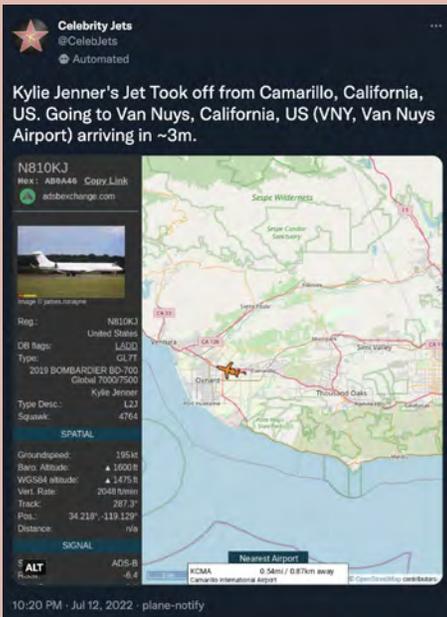
### A STATUS THAT CAN'T BE BOUGHT

Money and resources have always been the measures of our social status – the more we have, the higher up we are. But for the first time in history, a new class will emerge – the ecological class.

### ECO-GUERILLAS AND CLASS WARFARE

2022 saw a wave of eco-activism, mainly carried out by young people trying to get the attention of an apathetic world. These ranged from small-scale stunts like defacing the Mona Lisa to larger operations like Extinction Rebellion rallies. Public shaming also convinced celebrities like Kylie Jenner and Taylor Swift to sell their private jets, and focused the world’s attention on highly questionable decisions by international organizations. Such as appointing an Abu Dhabi oil chief as President of the Cop28 Climate Summit, or holding the 2029 Olympic Winter Games in Saudi Arabia.

But one common factor was that most of these actions targeted the ruling class. Which helps show that **when it comes to climate change, nobody is untouchable.**



Jet tracking



Eco-activism

## GIVING UP PRIVILEGE

We're seeing more wealthy figures give up luxuries to lower their negative impact. Some are small-scale, like King Charles banishing foie gras from his Royal residences. While others seem to redefine what it means to be rich, like the Basf Group heir Marlene Engelhorn campaigning to pay four billion dollars in tax, along with over 200 other millionaires calling for a tax on the super-rich.



Marlene Engelhorn



More exciting than meat

## PLANT-BASED PROGRESS

Eating vegan is one of the most efficient ways we can help the environment. And several Michelin-starred restaurants around the world are finding the creative opportunities in a plant-based menu. For example, the three-Michelin-star chef Niko Romito thinks a vegan menu is now 'more exciting than meat and fish.'

(Source)

### WHAT'S THE REAL PRICE?

Costs of climate loss and damage are estimated at between \$290 and \$580 billion/year in developing countries by 2030, and up to \$1,700 billion in 2050.

**“We estimate that by 2040, over 130 million people could be pushed into extreme poverty by climate change.”**

Axel van Trotsenburg, World Bank Managing Director of Operations.

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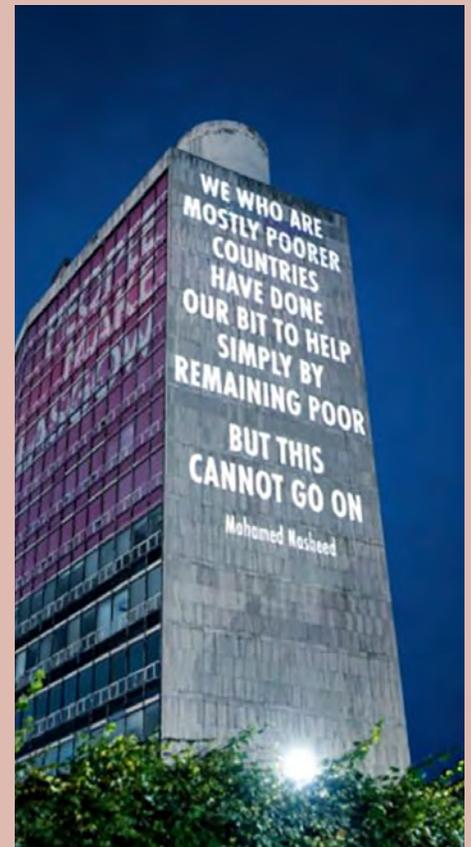
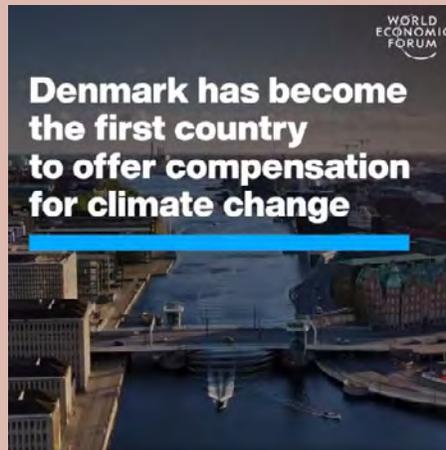
**Will planetary health become more important than personal wealth?**



So what will happen when the countries who pollute the least need support and compensation from the countries who pollute the most?

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**Denmark: €13 million for the developing countries most affected by the effects of global warming**



## THE KEY EVENTS

**“I look forward to visiting Qatar when it has fulfilled all the human rights pledges it made when it won the right to host the World Cup.”**

Dua Lipa

### → **Backlash during the Qatar 2022 World Cup**

Environmental issues and working conditions policies led to the most politicized World Cup ever. Maluma and other artists who participated faced widespread criticism. And many artists who didn't, like Dua Lipa, drew attention to the issues by publicly boycotting the event.

Sponsors faced similar backlash, as people urged them to end their partnerships - further suggesting that successful brands need to commit to political ideals.

### → **A tax on the super-rich by the super-rich**

In a letter to world leaders attending the Davos World Economic Forum, more than 200 millionaires called for world leaders to introduce a tax on super-rich individuals. The letter, published on [costofextremewealth.com](https://www.costofextremewealth.com), is signed by millionaires from 13 countries, including actor Mark Ruffalo and the great-niece of Walt Disney. The letter states, “It is an investment in our common good and a better future that we all deserve, and as millionaires we want to make that investment.”

### → **The Global Shield Against Climate Risks**

The most climate-vulnerable countries have called for a better response to climate change-related loss and damage. And on 14 November 2022 at the COP 27, the G7 joined the V20 Group of 20 vulnerable countries to launch a joint initiative. This year, Germany, France, Ireland, Canada, and Denmark will contribute a combined total of €210 million to the Global Shield. Other countries' contribution announcements are forthcoming.

Some of the first countries to benefit will be Bangladesh, Costa Rica, Fiji, Ghana, Pakistan, the Philippines and Senegal.

**HOW TO TURN THIS TREND INTO STORYPROOFING™**

The ecological class is active, well-informed and has a keen eye for greenwashing. Bring together your DE&I, Sustainability teams and leaders to create a transparent and future-focused impact narrative and report.

One that connects people, planet and profit.



# 2—THE MINIMALISM MINDSET



## #LessIsBest

How minimalist attitudes and innovations from across industries will help all of us make the most of having less.

**Around half of British people say they'll spend less on things like furniture, clothes and electronics (EY, Nov. 2022).**



**And more than 70% of Americans say they've made some changes to personal travel habits (Provident Bank, 2022).**

## THE AGE OF RESTRAINT

In a world of limited resources, limitless consumption simply cannot continue. And with inflation on the rise and rising pressure from the ecological class, 2023 will see more of us embracing a minimalist lifestyle.

Shops are also making cuts of their own. Last Christmas, Swiss supermarkets Coop and Migros and French outlet Valentino went without Christmas lights to reduce energy and spending. And cities like Barcelona, Seville and Bilbao turned off their lights earlier to help share the power with those who really need it.

## REDUCING BY REPAIRING

Save money. Save the planet. Save your favorite jeans. There are plenty of reasons to learn repairing skills.

62% of people, and 95% of Generation Z, are keen to save money by repairing their items. And retailers are joining in. H&M are running repair & remake workshops in Amsterdam. Nike's robotic 'Bot Initiated Longevity Lab' (BILL) lets you customize how your shoes get cleaned and repaired. And following the introduction of the [Digital Fair Repair Act](#) in the U.S., Apple's Self Service Repair opened up the 'black box' of its devices for the first time – selling manuals and tools to help people fix their own devices.



Nike: the Bot Initiated Longevity Lab in London

## REDUCING BY DISRUPTING

Today, innovation isn't as much about making an impact, but reducing the impacts on people and planet. Just look at Asics and MIT's partnership to design the lowest-carbon-footprint shoes on the market. Or Proctor & Gamble's international patent for water-soluble hair care pouches.

## REDUCING BY DEVELOPING

However unstable the future of crypto and blockchain looks, 2022 saw some interesting efforts to embrace minimalism in these industries.

- Balmain and MINTNFT are developing a new NFT-based membership program built on a global carbon-neutral blockchain.
- Burberry has a second NFT collection on Blankos Block Party, which doesn't require crypto mining.
- The Ethereum cryptocurrency updated its software to reduce its carbon emissions by 99%.



The Ethereum cryptocurrency completed a software update that reduced its carbon emissions by 99%.



Burberry: a second NFT collection on Blankos Block Party, which does not require any crypto mining.

## THE KEY EVENTS

### → The Digital Fair Repair Act

This New York State legislation means manufacturers have to let repairers and consumers access diagnostic and repair information for digital electronic parts and equipment. Dropped your iPhone? Now you can be the Genius who fixes it.

### → The Balmain Thread membership program

This series of NFTs gives the “Balmain Army” of owners access to VIP in-person events like curated house collections, dynamic digital experiences, and community voting. The program is built on the XRP Ledger technology, the world’s first major global carbon-neutral blockchain.

### → Digitec Galaxus - honesty is the best policy

This Swiss online retailer is proving its commitment to transparency by letting you see how often customers return their products. You can also see how often products break during the warranty period and how long warranty claims take to be settled.

[\(Source\)](#)

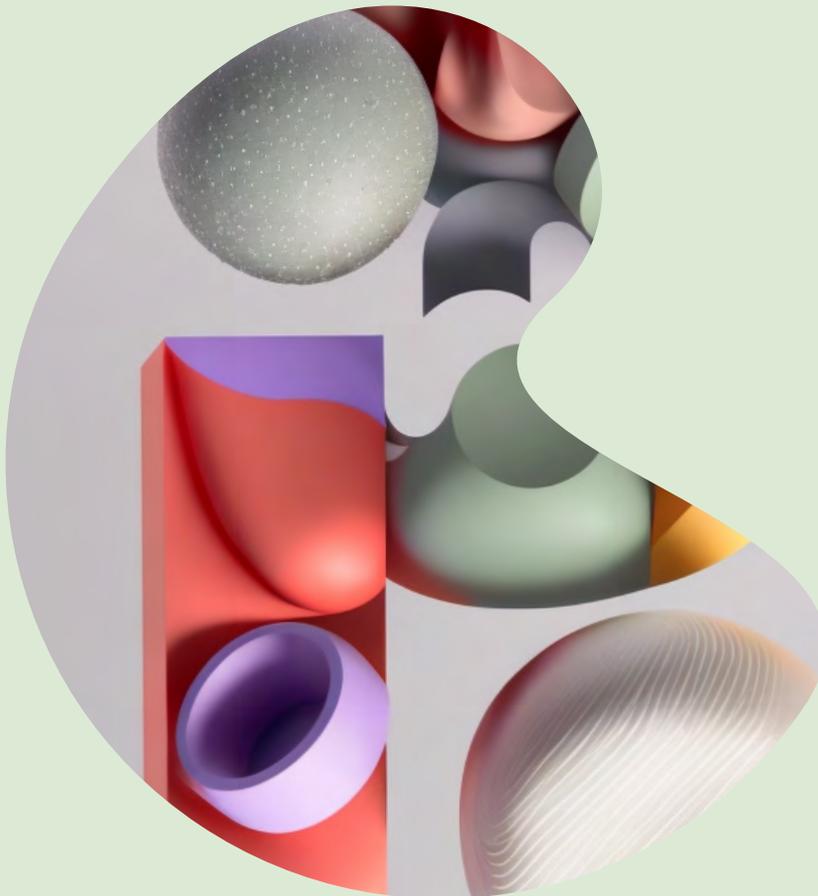


An After Sales Department employee at Digitec Galaxus in Dietikon checks a return.

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### HOW TO TURN THIS TREND INTO STORYPROOFING™

Help people reduce their consumption, even if it seems counterintuitive to your business. Place the proof of your reduction actions at the center of your brand experience and communications.



# 3—REFUSE, REINVENT, REGENERATE



## #TheNew3Rs

How new ideas and emerging technologies can help us get ahead of unsustainable processes.

## RETHINKING THE THREE Rs

As we can see, reduction is coming in all shapes and sizes. But if we're going to truly embrace minimalism, we need to go beyond the classic mantra of Reduce, Reuse, Recycle.

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**76% of Chinese people think the sustainable actions of an organization are just as important as its products** ([www.eeo.com.cn](http://www.eeo.com.cn)).



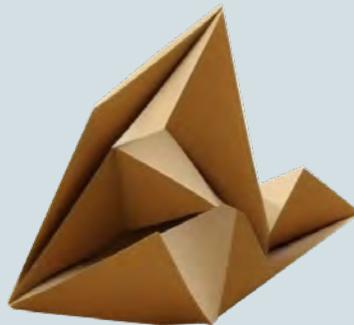
### REFUSE

Before reducing our consumption, we're increasingly refusing products and services that aren't aligned with our values.

But rising inflation and prices can make it harder to stick to our values. And many shoppers are now saving money by choosing less sustainable but more affordable options.

(Source)

**70% of people worldwide say they're prepared to make dramatic lifestyle changes to help tackle climate change** (Wunderman Thompson Data).





Porsche as an investor expects the SCC55 to power its electric vehicles in 2024.

### REINVENT

When we reinvent technology, we reinvent society. And while emerging, low-ecological-footprint technology is making us less dependent on fossil fuels, we can go further. We're seeing exciting new research into energy sources and silicon batteries, and looking forward to innovations that help 'defossilize' manufacturing processes. For example, [Group14](#) has developed silicon carbon battery technology SCC55, and secured the investment of Porsche, who expects to use it as a better power source for its electric vehicles in 2024.

### REGENERATE

At the heart of these cultural shifts is our relationship with the planet. Where once we tried to dominate nature, the ecological class is pioneering a culture where we act as just one part of our ecosystem. And this doesn't just mean protecting and preserving. It's about making amends. Regeneration means cleaning up, replanting and recreating biodiversity, and prioritizing this over urban development. Less ego, more eco.

Parque Ecológico  
Lago de Texcoco, Mexico

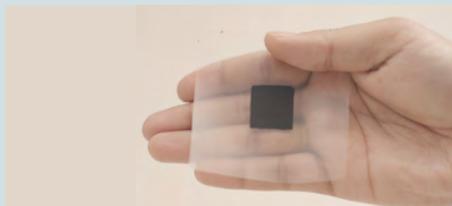


Creating the largest ecological park in the world takes preference over building an airport.



THE KEY EVENTS

→ **Twelve (California)**



The business is already working with Alaska Airlines and Procter & Gamble, and was named one of the Times 2022 Best Inventions.

Named after carbon’s most abundant isotope, carbon-12, this startup makes carbon-based compounds without fossil fuels. With an electrochemical reactor that companies can customize and integrate into their production systems, they can take CO2 from the air or industrial emissions and transform it into hydrocarbon ingredients to make fuels, plastics and other materials.

→ **Parque Ecológico Lago de Texcoco (Mexico)**

After centuries of urbanization and international airport developments, Mexico City is embarking on a huge regeneration project. Parque Ecológico Lago de Texcoco will be the largest ecological park in the world, and will help restore habitats, protect animals and plant life, manage water more responsibly, and cool the capital. At 12,300 hectares, it’ll be 36 times bigger than New York’s Central Park.

**“Our vision is to build the first carbon-negative meat company.”**  
Air Protein Founder  
Lisa Dyson.

→ **Air meat, by Air Protein (California)**

Producing one kilogram of beef generates 70 kilograms of greenhouse gasses and causes widespread deforestation. So Air Protein has developed microbes that turn recycled carbon dioxide into protein that replicates the taste and texture of meat.

The process currently uses CO2 captured from factories, but the company plans to one day remove CO2 directly from the air.

**HOW TO TURN THIS TREND INTO STORYPROOFING™**

Apply the new three Rs to your sustainability strategy and communications. Be honest about your progress and plans, and align your actions with what your stakeholders care about.



# 4—THE TALENT REDISTRIBUTION



## #ReSkillingIt

How the constantly changing job market is redistributing talent in unpredictable ways, and recruitment in lower-wage positions shows that the reasons why we work are more important than ever.

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**This trend wasn't easy to summarize, as it's happening right now. So depending on when you read this, any number of developments could have happened. If you want to discuss how the latest talent market news might affect you, get in touch!**

→ **THE GREAT LET-GO**

While the new three Rs will help most of us change our habits as consumers, how are our work lives changing? 2023 began on a sour note for many, as the tech giants started laying off employees in the thousands:

- IBM: 3,900
- Microsoft: 10,000
- Meta: 11,000
- Alphabet: 12,000
- Amazon: 18,000

There were also redundancies at Salesforce, SAP, Spotify, Twitter, Okta, Philipps, Glovo in Barcelona, Tier in Berlin and Backmarket in Paris. This high-skilled workforce will now be free to explore employers they might not have previously considered, helping to democratize the tech talent market.

It's also worth noting that these companies didn't just let go of employees, they began to let go of the cool Californian work culture.

- Meta employees now have lower food budgets, and are losing their in-house laundry service and taxi credits.
- A 2021 Gartner study found just one in four hybrid workers feels connected to their company's culture, suggesting that this working model might not bring people together.

And with resignations still coming thick and fast, and many of us feeling a lack of job security, it seems a lot of companies have gone from trying to keep employees happy to just trying to keep employees.



Are Tech Layoffs the end of the Office Perk?

→ **THE GREAT LET-ME-GO**

People all over the world are leaving jobs in search of something better. Whether it's a remote role, less physical labor, their own business, or just early retirement, the temptation to take control of our careers is stronger than ever.

- 46% of Americans are planning to make a major career change.
- 70% of American Gen Zs and Millennials are thinking about leaving their jobs in 2023.

But while thousands of people reskill and rethink their lives, far more seem keen to return to the way things were.

→ **THE GREAT LET-ME-IN**

The service, health and hospitality industries are recruiting like never before. In the U.S. in January 2023:

- Restaurants and bars recruited 99,000 people (seasonally adjusted)
- The healthcare industry recruited 58,000
- Retailers recruited 30,000

In fact, January saw U.S. businesses add 517,000 jobs. This was nearly three times what economists had predicted, and helped bring the unemployment rate to 3.4%, the lowest in over half a century (The Wall Street Journal).

→ **THE FUTURE**

So what can we learn from these developments? For starters, Big Tech’s investment in fresh talent during covid now seems like a bad gamble, as they’ve had to let many of these new hires go. And from the great-let go to the great let-me-in, it seems just one thing is clear. Understanding why people work is more important than ever for attracting and retaining talent.

This is a constantly developing trend and the twists and turns are still coming. But there are two interesting factors that could further disrupt the talent redistribution:

- **2/3 new jobs in America are driven by the artisanal movement (Grant McCracken, anthropologist).**
- **Artificial intelligence is predicted to reshape our very notions of talent and skill, and replace employees even up to the level of a CEO.**

But whatever happens, it’s clear that 2023 will see huge numbers of people around the world learning new skills, finding new jobs and exploring new possibilities.



2/3 new jobs in America are driven by the artisanal movement, says Grant McCracken, anthropologist.



Fujian NetDragon Websoft: appointment of an AI-powered virtual humanoid robot called Ms Tang Yu as the CEO

KEY EVENTS

→ ChatGPT (U.S.)

In January 2023, 100 million people used this artificial intelligence to summarize texts, make up stories and answer questions. The technology is so efficient that the State of New York has banned students from using it, out of fear of cheating.

→ Spill

Two former Twitter employees – one who was made redundant and one who left to pursue other projects – have created Spill, “a real-time conversational platform that puts culture first.” With a focus on fair treatment of minority content creators, the platform uses blockchain technology to track how posts go viral and compensate the creators.



“While Spill is for everyone, we are catering to culture drivers who frequently set new trends yet routinely get overlooked and under compensated. Yes, we mean Black creators, Queer creators, and a variety of influential voices outside the US.”  
Alphonzo Terrell

**HOW TO TURN THIS TREND INTO STORYPROOFING™**

Make your company more appealing to current and future employees by redefining and reinventing the workplace culture and community. And close the expectations gap between leaders and employees.



# 5—THE SPIRITUAL MOVEMENT



## #SoulGoals

How prioritizing spirituality and wellness has proven benefits for people and businesses.

## OUR NEED TO BELIEVE

As we learn to bring together our personal and professional lives, we have to wonder where spirituality fits in. Individualism and capitalism are beginning to show their limits, and technology can only help us in the rational world.

So what about our higher-level needs?

- 70% of youngsters believe in parasciences (Ifop x Fondation Jean Jaurès).
- Searches for “How to raise your vibration” are up 145% (Pinterest Predict 2022).
- 78% of Americans feel a need to experience spiritual growth, and half of them say they openly talk about spiritual needs at work (Fortune Magazine).



After the rise of astrology in the recent years, now #witchtok amasses billions of views on TikTok.



Resident Healer Program, at Spa at the Four Seasons New York Downtown.

→ **SPIRITUAL QUESTS**

Exploring the dimensions of our souls can take us to some incredible places. For the more daring, many retreats are now inspired by the ayahuasca ceremony – taking a South American psychoactive potion to discover new connections and better understand ourselves and the world. For the more passive, there are shows like the Goop Lab on Netflix, featuring Gwyneth Paltrow visiting a psychedelic retreat.

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**“We measured the action on the brain of the perfume Phantom for Paco Rabanne developed by the IFF teams.**

**And we were amazed to see that its smell acted primarily on self-confidence and energy.”**

Vincent Thillo,   
Paco Rabanne   
Chief Brands Officer

→ **THE SCIENCE**

With more research and studies, we’re seeing more support for emotional and spiritual practices.

- Many researchers now consider trance states a form of medicine.
- Neuroscience can track the emotional benefits of a fragrance.

Things like this could very soon become measurable promises attached to products, services and experiences – making elevated wellness a tangible benefit. Good news for the beauty and wellness industries, and perhaps many others.



Water Therapy, by The Nue Co: Using the power of olfactory scents to calm the three areas of the brain: the orbitofrontal cortex, the hippocampus, and the amygdala.

## KEY EVENTS

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**“Thanks to hypnosis and meditation, 10,000 patients underwent surgery without general anesthesia.”**

Steven Laureys, director of GIGA-Consciousness

→ **Trance states as medicine (France)**

The University of Paris-VIII now offers introductory courses in “Trance and modified states of consciousness” for health professionals. “Thanks to hypnosis and meditation, 10,000 patients underwent surgery without general anesthesia. It’s time to shake up the medieval structure of our universities!” says Steven Laureys, director of GIGA-Consciousness.

→ **Water Therapy by The Nue Co (U.S.)**

This functional fragrance brand uses patented neuroscientific technology to alter emotional states, invigorate mental energy and boost concentration. Its latest innovation uses mist and olfactory scents to calm three areas of the brain – the orbitofrontal cortex, which is linked to awareness, the hippocampus, which is linked to memory, and the amygdala, which helps sort smells and is linked to our moods and emotions.

→ **The Mandarin Oriental (Hong Kong)**

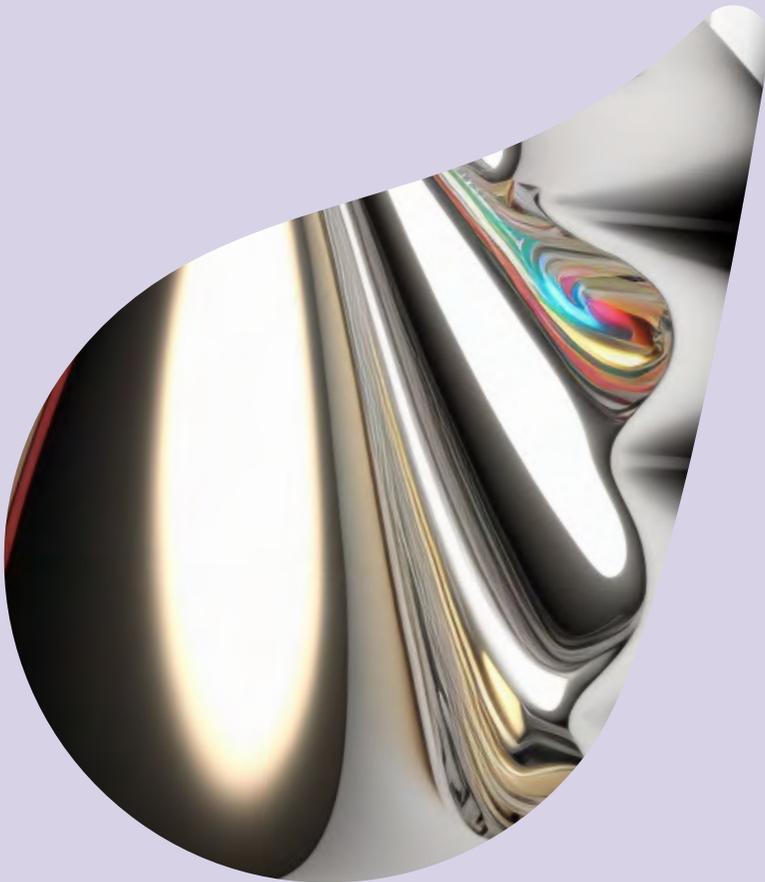
This healing hotel offers treatments in emotional fitness, spiritual healing, and hypnotic journeys. Guests can enjoy a complimentary sleep concierge service with hypnotherapist Malminder Gil, as well as hypnotherapy workshops and inner resilience and mindfulness sessions.

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### HOW TO TURN THIS TREND INTO STORYPROOFING™

Place spirituality at the center of your employer brand.

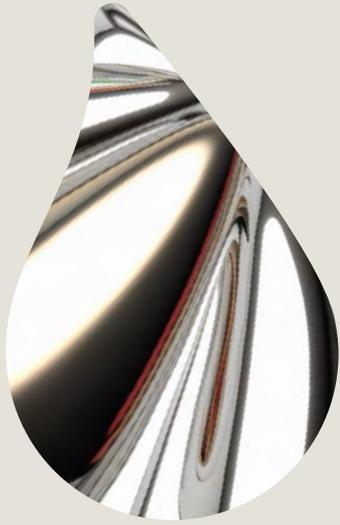
Show talent that they're not only free to express their spirituality, but that you can help them boost their wellness in tangible, measurable ways.



The permacrisis is here, and it looks like it'll live up to its name. We're going to face brand new challenges – ecological, economic, cultural, and even spiritual. But if we're prepared to make bold changes to our lifestyles, our businesses and our mindsets, perhaps we can all enjoy 365 days of permapositivity.



Thank you



## GET A HEAD START ON 2023

If you'd like to discuss any of these trends, or how to apply your purpose to the 2023 world and bring some Storyproofing™ to your communications, just get in touch.

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Special thanks to  
Hugo Willemin

