

# Corporate Social Responsibility

Trend Report 3/2022

LAB8 | Haaga-Helia

TRENDSHUNTER  
CREATE THE FUTURE



This report looks at how brands tackle corporate social responsibility both internally (with employees) and externally (through campaigns, initiatives and more).

Consumers have heavily educated themselves on issues related to climate change, sustainability, racism, economic inequality, climate change and more. As they become more conscious of systemic and global issues, they want to support and associate with brands which do the same. The heightened consumer awareness has pushed brands to address these issues head on, through both consumer facing initiatives and internally.



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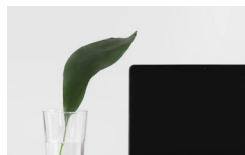
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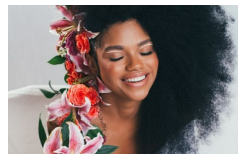
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## Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in the trend report, as well as a breakdown of the scoring system that's used to evaluate the performance of the content in your report.

**Retro Electric**  
The latest vehicles are updating vintage vehicles to have electric capabilities.

**8.8** Popularity: ██████████ Activity: ██████████ Freshness: ██████████

**Customer Insights:** The what and why of major industry shifts. customer Insights are split into two sections: the trend section and the insight section.

**Expedition Camper Vehicles**  
The Expedition 571 is a durable Carbon Fiber Body.

**9.2** Popularity: ██████████ Activity: ██████████ Freshness: ██████████

**Specific Examples:** Carefully selected individual innovations to provide more in-depth analysis.

**Top Lists**

Top Lists are collections of products, services or concepts curated according to a common theme. They provide additional content and provide new perspectives on the topic we explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at [TrendHunter.com/toplists/100](#).

- Top 100 Travel Trends in 2019
- Top 100 Food Trends in December
- Top 30 Pet Innovations

**Clustered Lists:** Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

**8.8**  
Score



**Demographics:**  
The target audience. This value is determined by the researcher, not by site statistics.

**Freshness:**  
The relative newness of an article.

**Activity:**  
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

**Popularity:**  
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

**Overall Score:**  
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

# Megatrend Matrix

Each trend relates to one or more of 18 megatrends defined by TrendHunter.  
The megatrends are categorized under 6 patterns of opportunity (A-F)

 <p><b>A) Acceleration</b> 1. Perfecting One Thing 2. Aspirational icon 3. Exaggerated Feature 4. Reimagined Solution</p>	 <p><b>Prosumerism</b> From user-generated content to maker culture, today's customers are content creators and experts</p>	 <p><b>B) Cyclicity</b> 1. Retro . Nostalgia 2. Generational 3. Economic. Seasonal 4. Repetitive Cycles</p>	 <p><b>Nostalgia</b> Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years</p>
 <p><b>Catalyzation</b> Businesses have taken a role of accelerating the personal development of customers</p>	 <p><b>AI</b> We are entering a transformative new era, denoted by an exponential growth in data, RAM and intelligence.</p>	 <p><b>Naturality</b> The desire for sustainable products. Including local, organic, recyclable and pronounceable ingredients.</p>	 <p><b>Youthfulness</b> The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life</p>
 <p><b>C) Reduction</b> 1.Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription</p>	 <p><b>Instant Entrepreneurship</b> New services make it easier than ever to conceptualize, fund launch and companies</p>	 <p><b>D) Redirection</b> 1. Refocusing 2. Reversing 3.Surprising 4.Gamifying</p>	 <p><b>Tribalism</b> Allegiant groups are more readily formed around specific interests, causes and even companies.</p>
 <p><b>Curation</b> Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p><b>Simplicity</b> In a fast-paced, cluttered world simplicity stands out, resulting in focused businesses &amp; clean design.</p>	 <p><b>Gamification</b> The application of game dynamics to real-world problems results in a world that's more competitive and engaging</p>	 <p><b>Experience</b> In a world abundant with stuff, experience becomes a more important currency and life priority.</p>
 <p><b>E) Convergence</b> 1. Combining + Layering 2. Adding value 3. Co-Branding 4. Physical + Digital</p>	 <p><b>Multisensation</b> Tech, AR and interactive experiences are raising our expectations in the realms of entertainment, retail –even food.</p>	 <p><b>F) Divergence</b> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashioning 4. Generational Rebellion</p>	 <p><b>Authenticity</b> Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p><b>Co-Creation</b> Businesses, products, services and customers are increasingly co-creating an interdependent world.</p>	 <p><b>Hybridization</b> Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p><b>Personalization</b> Small batch production technologies and more personalized media are creating an expectation for personalized</p>	 <p><b>Many-to-Many</b> A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy</p>

# Trends & Insights

## Overlooked Opportunities & Examples

The global customer trends and insights highlight the what and why of major industry shifts.

They are split into two sections:

1. [the trend section](#), which identifies a new opportunity in a given industry, and
2. [the insight section](#), which explores the specific target customer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.





# Rewarded Sustainability

Brands and institutions create reward programs for eco-friendly habits

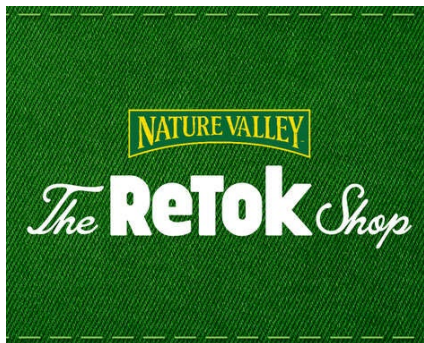


# Rewarded Sustainability

## Brands and institutions create reward programs for eco-friendly habits

**Trend** - Businesses and institutions are increasingly incentivizing sustainable consumer habits with programs that reward them when they make eco-conscious decisions. These programs are linked to everything from recycling to shopping.

**Insight** - The convenience of today's consumption culture has had an enormous impact on the environment, but also makes it difficult for consumers to extract themselves from the cycle of buying products just to throw them away not long after. Making sustainable choices comes with costs and challenges, and consumers are increasingly turning to brands that help incentivize sustainable purchase decisions to make it easier to be eco-friendly.



### Sustainable Rewards Shops

The Nature Valley ReTok Shop Connects People to Back-to-School Supplies



### Gamified Recycling Programs

ZeLoop is a Blockchain-Based Gamified Recycling App for Food Packaging



### NFC-Enabled Recycling Programs

The SPRITE Recycling Scheme Leverages Near-Field Communication Tech



### Singaporean Recycling Initiatives

Tortoise The Label Has Created a System to Incentivize Recycling

8.0  
Score



- Gamification
- Experience
- Naturality

4 Featured, 36 Examples

31,881 Total Clicks

URL: [Hunt.to/486751](https://hunt.to/486751)



## Extended Benefits

Brands prioritize family benefits and perks in order to retain employees

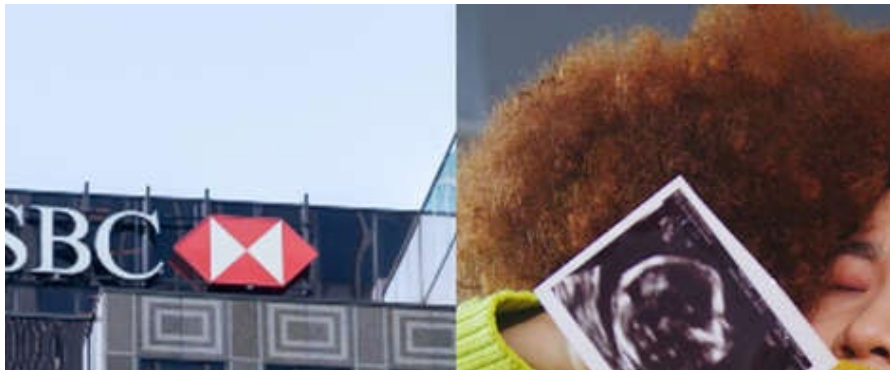


# Extended Benefits

## Brands prioritize family benefits and perks in order to retain employees

**Trend** - As it becomes more difficult to juggle work responsibilities with family responsibilities, some businesses are prioritizing employee retention with more thorough benefits that help employees pay and plan for everything from fertility treatments to adoption.

**Insight** - Family planning is becoming increasingly challenging due to the necessity of two-income households. With affordability and time being major barriers when it comes to starting or growing a family, employees are increasingly looking towards employers that prioritize cost-reduction and flexibility in their employee benefits and perks.



### Family-Building Employee Benefits

HSBC Adds New Family-Building Opportunities for Employees



### Fertility Benefits Campaigns

'Fertility Benefits Matter' Raises Awareness About Employer Funding



### Child Tutor Work Perks

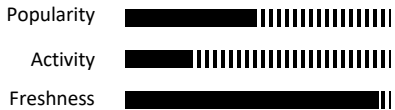
Noodle PRO Tutors Students Online as a Well-Being Benefit for Employees



### Work-Life Balance Policies

The Bank of Ireland Launched a New Paternity Leave Policy for Employees

5.7  
Score



Catalyzation

4 Featured, 31 Examples

58,076 Total Clicks

URL: [Hunt.to/486219](https://hunt.to/486219)

10

★ Advisor Pick

# Ethical Search

Ethical search engines help consumers streamline conscientious purchases



# Ethical Search

## Ethical search engines help consumers streamline conscientious purchases

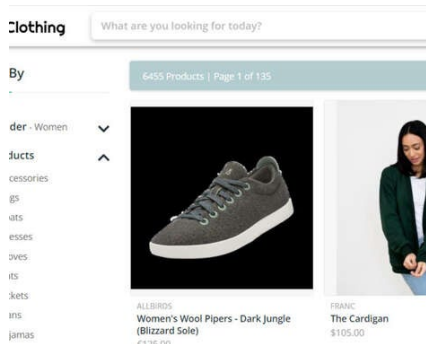
**Trend** - As consumers become more conscious of the impact of their purchases, search engines that search for products that are made sustainably, or from brands that align with their personal values, are becoming more popular.

**Insight** - As consumers become more conscious about the various social, environmental and political issues happening both locally and globally, they're also increasingly choosing to align with brands that are trying to reduce their impact, or make positive changes. This is particularly true of Millennials and Gen Z, who are more likely to shop and live in a way that aligns with their value systems.



### Ethical Fashion Search Apps

Baobab Avenue is a Search Engine for UK-Based Ethical Fashion Brands



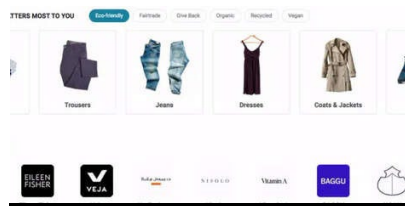
### Sustainable Fashion Search Engines

This Tool Helps American Consumers Access Eco-Friendly Apparel



### Ethical Alternative Search Engines

'Take Care' Helps Consumers find Companies Focused on Ethics



### Ethical Fashion Search Engines

Bing Launches the 'Ethical Shopping' Hub in the US and Canada

7.4  
Score



4 Featured, 28 Examples  
9,016 Total Clicks  
URL: [Hunt.to/485141](https://hunt.to/485141)

# Inclusive Health

Healthcare initiatives are targeted towards Black women





# Inclusive Health

## Healthcare initiatives are targeted towards Black women

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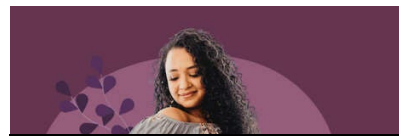
**Trend** - The United States, the healthcare system tends to be discriminatory--particularly towards Black Americans and more specifically, Black women. Some brands are aiming to mitigate these issues with platforms, tools and funding that help promote inclusion in the healthcare industry.

**Insight** - In the U.S. healthcare system, Black women have a higher chance of mortality during childbirth, are less likely to be believed when they have symptoms of pain and illness, and generally have less access to inclusive and comprehensive healthcare. As this discrimination becomes more apparent and activists in this space push for change, some businesses are trying to make healthcare more accessible for this demographic.



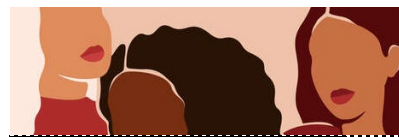
### Black Maternal Health Platforms

Baby Tracking App The Bump Launches 'Black Maternal Health' Hub



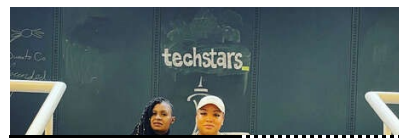
### WOC Pregnancy Support Platforms

Mae Supports Pre-and-Postpartum For Black Women



### Inclusive Birthing Initiatives

Knix & Black Women's Health Imperative Launch New Initiative



### Multifaceted WOC Health Apps

The She Matters App Caters to the Health Needs of Black Women

5.2  
Score

Popularity


Activity

Freshness



 Catalyzation

4 Featured, 44 Examples

 Advisor Pick

54,648 Total Clicks

URL: [Hunt.to/474953](https://Hunt.to/474953)

14

# Disability Wellness

The wellness industry is becoming more inclusion-focused



# Disability Wellness

## The wellness industry is becoming more inclusion-focused

**Trend** - The "wellness" industry, which encompasses innovative self-care practices that prioritize mental and physical health, is now offering products and services that are specifically designed for people with disabilities. This shift includes everything from intimacy toys to VR-based fitness programs that are designed for individuals who deal with accessibility issues.

**Insight** - In recent years, consumers in North America have become more vocal about inclusion and how important it is to cater products, services, and marketing to people in a way that prioritizes underserved consumers. In particular, many people with disabilities face accessibility concerns in their everyday routines, and activists and allies in this space are increasingly pushing for adequate representation for both personal needs and luxuries.



### Braille ID Skincare Packaging

Humanist Beauty is a "Radically Inclusive" Beauty Brand



### Accessible VR Fitness Classes

FitXR Releases Workouts Designed for Those with Mobility Issues



### Disability-Focused Footwear Initiatives

Tmall Reintroduces Its Adaptive 'One Shoe Program'



### Disability-Friendly Deodorant Designs

This Deodorant Caters to People With Physical Disabilities

7.2  
Score



- Personalization
- Authenticity

4 Featured, 36 Examples

29,501 Total Clicks

URL: [Hunt.to/469326](https://hunt.to/469326)

16

# Ethical Metaverse

Companies are bringing social good campaigns to the metaverse





# Ethical Metaverse

## Companies are bringing social good campaigns to the metaverse

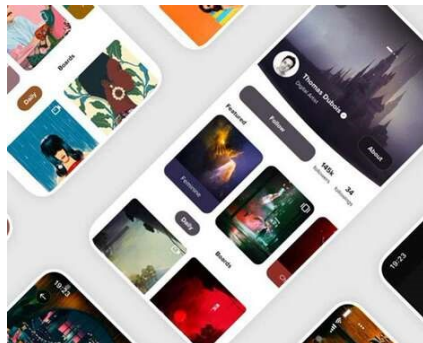
**Trend** - Companies across various industries are taking to the metaverse to spread awareness of ongoing societal issues in the physical world. These initiatives have been expressed through NFTs, metaverse avatars, and social services that encourage users to continue supporting humanitarian efforts.

**Insight** - The metaverse has allowed users to engage in new methods of communication that hone in on technological advancements. In a bid to reach virtual audiences, humanitarian and philanthropic organizations are communicating their efforts using the newly available technology. This brings real-world issues to the platform's forefront, making it accessible to metaverse users who subscribe to social activism.



### Inclusive NFT Marriages

'Closeup City Hall' Will Immortalize Marriages on the Blockchain



### Eco-Friendly NFT Marketplaces

Bubblehouse is Making NFTs Accessible and Environmentally Friendly

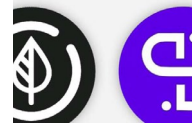


### Homelessness Metaverse Campaigns

Will is the First Homeless Person in the Metaverse



### Women-Focused NFT Residencies



### Environment-Supporting NFT Initiatives



### Ukraine-Supporting NFT Collections

6.9  
Score



⚡ Catalyzation  
🚫 Authenticity

6 Featured, 49 Examples

33,315 Total Clicks

URL: [Hunt.to/476259](https://hunt.to/476259)

18





# Specific Examples

## Relevant Ideas & Case Studies

These ideas and case studies can consist of anything from campaigns, concepts, products, services and more.

This section offers a more detailed exploration into those individual standout innovations that relate to social good responsibility.

# Educational Chocolate Campaigns

## The Ritter Sport Colorful World of Chocolate is Eye-Catching

The Ritter Sport Colorful World of Chocolate activation is part of the chocolate brand's #DiscoverRitterSport promotion and aims to educate consumer on the brand's sustainability ethos.

The activation is located in the Frankfurt Airport and operated in partnership with Media Frankfurt, and features an array of interactive elements. These aspects will offer ample information to travelers on the brand's sustainability ethos, while also encouraging consumers to try out a product from the Travel Retail Exclusives range. The interactive nature of the activation is sure to draw in travelers as they wait for their flight or peruse the retail offerings. The campaign will be running through August to make the most of the busy summertime travel season.

Marketing Manager Travel Retail, Ritter Sport Kerstin Krüger explained the Ritter Sport Colorful World of Chocolate activation further saying, "This storytelling promotion has been a great way to showcase our sustainability journey and bring our cute sloth mascot Don Choco to life. He is both our brand ambassador and central character for the promotion; by replicating the activation's visual imagery across digital billboards [continued online]



7.8  
Score



9 Related

5,242 Total Clicks

URL: [Hunt.to/486691](https://Hunt.to/486691)

# Ethically Sourced Chocolate Treats

## Tony's Chocolonely's and Ben & Jerry's Advocate Social Justice

Tony's Chocolonely's and Ben & Jerry's are two companies that are known for their social justice advocacy and now they are teaming up to end modern slavery and child labor in the chocolate industry.

As part of this shared mission, the companies are introducing new treats for next year. Launching in January 2023, Chocolatey Love A-Fair is a new flavor from Ben & Jerry's based on Tony's popular milk caramel sea salt bar. There's also Tony's Chocolate Love A-Fair, two new Tony's bars inspired by Ben & Jerry's Strawberry Cheesecake and Chocolate Fudge Brownie ice cream flavors.

The cocoa beans used in these decadent chocolate treats are sourced through Tony's Open Chain and going forward, Ben & Jerry's will begin converting its ice cream portfolio to Tony's Open Chain.



8.5  
Score



9 Related  
3,610 Total Clicks  
URL: [Hunt.to/486439](https://Hunt.to/486439)

# Compostable Coffee Packaging

## Dark Woods Coffee Teams Up With Parkside on New Sustainable Packaging

Boutique coffee label Dark Woods Coffee has teamed up with Parkside, a sustainable packaging company specializing in compostable bags, to install a commercial composter at Dark Woods roasters as well as improve its packaging designs. The new Dark Woods packaging will also be completely compostable and will be the first sustainable solution to be rolled out by the new partnership.

"Park2Nature is a 100% compostable solution. It delivers the performance Dark Woods needed, and it can do the same for any food or beverage product. For example, formats are available where gas flushing is required, making it also an ideal solution for other applications, such as fresh or cooked meat and fresh produce packaging," said Paul McKeown, speciality sales director at Parkside.



7.9  
Score



9 Related

4,530 Total Clicks

URL: [Hunt.to/486432](https://hunt.to/486432)



# Recyclable Food Delivery Packaging

## Wagamama is Introducing Recyclable Delivery Bowls

Wagamama has announced it will be introducing new recyclable delivery bowls in a bid to offer a more sustainable alternative for consumers to appreciate.

The company has said the move will help it to eliminate 330-tonnes of virgin plastic from its supply chain on a yearly basis. The packaging itself is made out of crystalized polyethylene terephthalate (cPET), which is a food-safe material crafted using 70% recycled content. The remainder of the packaging will be crafted out of plastic, which the company claims is required to ensure the containers maintain their structural integrity.

Wagamama CEO Thomas Heier spoke on the new recyclable delivery bowls saying, “Reducing our use of virgin plastics is a complicated mission – but one we have been dedicated to for four years. This has been driven by the belief that we needed to do better for our guests, teams and the planet.”



6.8  
Score

Popularity



Activity



Freshness



7 Related

3,680 Total Clicks

URL: [Hunt.to/486252](https://hunt.to/486252)

23



# Corporate ESG Initiatives

## IBM Announced its New 'IBM Impact' ESG Reporting Framework

IBM announced the launch of a new internal Environmental Social and Governance (ESG) monitoring and reporting framework named 'IBM Impact.' The IBM Impact program structures its three pillars of analysis around environmental impact, equitable impact, and ethical impact, as the tech giant renames the ESG program to better suit its specific operations.

As part of the environmental impact, IBM announced that it would target sustainability across its entire operations. This includes using reusable energy, reducing consumption of single-use energy, and keeping waste out of hazardous landfills. In terms of the equity impact, IBM has implemented new diversity and inclusion goals that relate to hiring patterns, corporate responsibility, and positive workforce initiatives.

Lastly, IBM will address its ethical impact by leveraging smart technologies to educate suppliers and partners on its ethical business practices. This also includes incentive programs, diversity goals, and more.



7.4  
Score

Popularity



Activity



Freshness



9 Related

3,830 Total Clicks

URL: [Hunt.to/486012](https://hunt.to/486012)

# Inclusive Accessibility-Focused Furnishings

## Pottery Barn Releases 'The Accessible Home' Collection

Pottery Barn has launched 'The Accessible Home' collection, a range of items geared towards providing solutions for consumers living with disabilities, injuries, and aging individuals who need additional support. The collection includes items for the bathroom, living room, bedroom, and kitchen, and comprises items like consoles, pivot mirrors, grab bars, motion lift chairs, and more. The Pottery Barn brand has claimed that it is the first luxury home company in these categories to offer consumers an accessibility-focused collection.

Select items in 'The Accessible Home' collection are compliant with the Americans with Disabilities Act. Marta Benson, Pottery Barn's President, assures consumers that "[o]ur mission is to incorporate accessibility into everything we do — providing beautiful, thoughtful design that makes a home a more comfortable place for everyone."

'The Accessible Home' collection is available on the Pottery Barn website.



7.0  
Score

Popularity



Activity



Freshness



9 Related

3,070 Total Clicks

URL: [Hunt.to/484288](https://Hunt.to/484288)

25

# Inclusive Chocolate Packaging

## Purdys Chocolate's 'Holiday Braille Box' Features Braille

At the tail end of last year, boutique Canadian chocolate brand Purdys Chocolate released the 'The Holiday Braille Box,' a specialty chocolate box purposefully designed to accommodate people with visual impairments.

According to the company, the innovative box sold out almost immediately online before Christmas, which is why the company will be re-releasing it as a general item. The box itself comes equipped with a braille chocolate legend, braille tabs, and even a QR code that, once scanned, will bring users to an accessibility-focused screen reader version of the box's chocolate legend.

"So much of the chocolate experience is visual, and it's something that a lot of people really take for granted. We're really proud to take steps toward making these experiences accessible to more people," said Kriston Dean, VP of sales and marketing with the chocolatier.



6.0  
Score

Popularity



Activity



Freshness



7 Related

7,572 Total Clicks

URL: [Hunt.to/484205](https://hunt.to/484205)

# Inclusive Esports TV Shows

## Prime Video's IUP Shows the Challenges Women Face in Competitive Gaming

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Prime Video announced a new original series titled 'IUP.' This series is meant to show the barriers to entry that women face in the competitive gaming and esports spaces, as well as the experiences of women in these spaces. The show centers around a female professional gamer who faces sexism at gaming tournaments, leading to her deciding to start an all-girls esports team.

The show is intended to be empowering, spreading messages of inclusivity, motivation, and overcoming hardship as the cast of characters reshape the public opinion on the esports industry through active change. The show stars well-known actresses such as Ruby Rose, who plays the coach for the esports team, and Paris Berelc, who plays the main protagonist Valerie Lee.



5.2  
Score

Popularity



Activity



Freshness



9 Related

1,102 Total Clicks

URL: [Hunt.to/483401](https://hunt.to/483401)

27



# Charitable NFT Programs

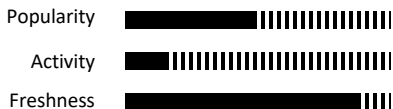
## Suh Family Foundation Donates to the Astronaut Club Charity

Voice, the digital art marketplace, partnered with Suh Family Foundation to support digital artists. The partnership includes Suh Family's \$40,000 commitment to Voice's Astronaut Club Charity Matching Program. The initiative was designed for nonprofit and family foundations and worked to support emerging artists in Web3. Voice created the Astronaut Club with a select group of champions, helping empower creators by providing a friendly guide into the metaverse.

"The Suh Family Foundation is passionate about helping individuals on their journey to empowerment," said Katya Suh, co-founder of the Suh Family Foundation. "Our work with the Foundation aligns so closely with Voice's dedication to supporting multicultural artists, and we look forward to all the great work this partnership will empower artists to create."



5.0  
Score



9 Related

2,336 Total Clicks

URL: [Hunt.to/482461](https://hunt.to/482461)

# Accessibility-Focused Gaming Controllers

## The 8BitDo Lite SE Supports Differently Abled Players

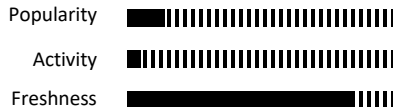
The 8BitDo Lite SE gaming controller is a peripheral for differently abled gamers to help them enjoy an immersive gameplay experience unlike what's possible with existing hardware on the market.

The controller is designed with a flat backside along with a nonslip mat to keep the device stable on a surface and accommodate use on a flat surface. Controller features like the L3 and R3 buttons have been transitioned to dedicated buttons for enhanced ease of use, which is the same for the analog sticks.

The 8BitDo Lite SE gaming controller features buttons throughout the design with decreased resistance to reduce the amount of pressure players need to apply for activation. A built-in vibration motor provides tactile feedback for touch-limited players.



**3.4**  
Score



9 Related

6,969 Total Clicks

URL: [Hunt.to/481280](https://Hunt.to/481280)

# Climate Crisis-Themed Pavilions

## Stefano Boeri Interiors Designs a Timberland Floating Forest

Stefano Boeri Interiors works in collaboration with Timberland to create a new floating forest that essentially is a tree-filled pavilion that floats on top of the Darsena waters in Milan. Boeri states that “This Floating Forest is a green graft in the heart of Milan, an ecosystem with a very high variety of species, capable of multiplying natural biodiversity that will activate environmental benefits associated with urban forestry also in connection with other green spaces in the city.” It has two entrances and is designed to be multisensory.

The brand talks about the floating forest, stating that is it "not only to convey new forms of environmental responsibility and new ways of occupying and transforming urbanized spaces but to offer a place of intersection and reconciliation between the natural sphere and human beings.”



6.4  
Score



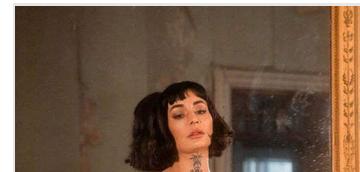
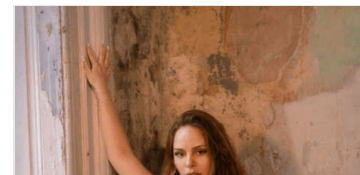
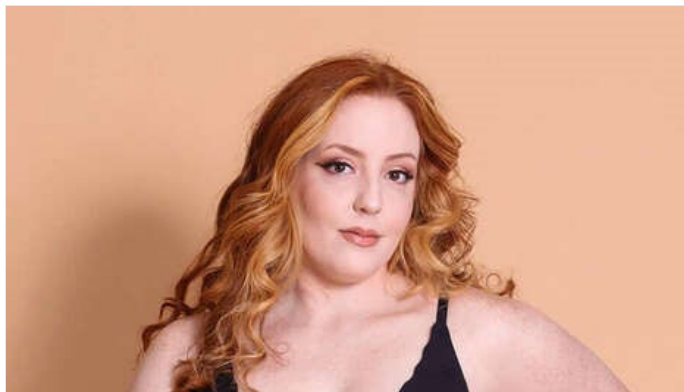
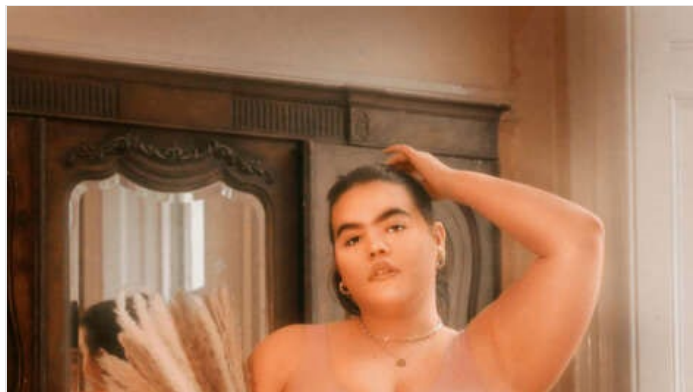
9 Related  
12,417 Total Clicks  
URL: [Hunt.to/480886](https://Hunt.to/480886)

# Size-Inclusive Shapewear Brands

## ShapellX Offers Inclusive Shapewear for All Situations

'ShapellX' is an online shapewear and underwear retailer that originally launched in 2019. Since its debut, the brand has grown to become a hotspot for size-inclusive, versatile shapewear that compliments a number of different situations. ShapellX has soft, flexible collections, thermal collections designed for insulation in cold weather, sweat-resistant collections of shaped activewear, and more.

ShapellX places a focus on inclusivity and diversity. As such, each of its collections are available in a full range of sizes to compliment different bodies and colors to pair with different skin tones. The brand frequently releases new collections, such as the new ShapellX swimwear collection for the summer of 2022 which includes bodysuits and body-shaping swimwear for the summer season.



7.3  
Score

Popularity



Activity



Freshness



9 Related

13,841 Total Clicks

URL: [Hunt.to/480236](https://hunt.to/480236)



# Inclusive Culture-Honoring Collaborations

## Bricks & Wood and K-Swiss Join Forces on a New Capsule

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Streetwear imprint Bricks & Wood works in collaboration with K-Swiss on a new collection that celebrates the creativity of Black designers. The new range aims to capture the importance of inclusivity, community, and culture by paying attention to the design evolution of the emerging talents.

The capsule itself is made up of sweatsuits in either a dusty chalk color or a stone blue hue. The text that details the chest of the hoodies and down the sweatpant's legs reads "For Daily Use Design Program" in an embossed application. It also celebrates Dazo Anderson, who is the uncle of Kacey Lynch, the CEO and Founder of Bricks & Woods, and the first Black shoe designer at K-Swiss. To honor Anderson, the brand features a signature K-Swiss sneaker.



3.8  
Score

Popularity



Activity



Freshness



9 Related

3,350 Total Clicks

URL: [Hunt.to/479399](https://hunt.to/479399)

32

# Charitable Empowering Skate Sneakers

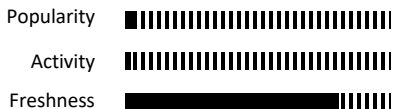
## Skate Like a Girl Launches its Own Nike SB Dunk Low Sneaker

Skate Like a Girl works in collaboration with Nike on a new iteration of the SB Dunk Low sneaker model that is designed from an inclusive angle. The brand has been fostering a community that is passionate about skating since 2000 and has been functioning as a nonprofit organization that aims to “promoting confidence, leadership, and social justice through skateboarding.”

The new sneaker model is designed with an upper that is done up in an off-white hue and then decorated with hints of maroon that overlays on top. It also comes with two lacing options that match either color. The lateral side of the sneaker spotlights the pleated Swoosh branding in a red-orange tone and the heel rounds out the sneaker with artwork of two arms linking.



**2.9**  
Score



9 Related  
2,476 Total Clicks  
URL: [Hunt.to/479171](https://hunt.to/479171)

# Social Justice Nail Polishes

## The Limited-Edition essie x révolutionnaire Series Just Launched

LAB8

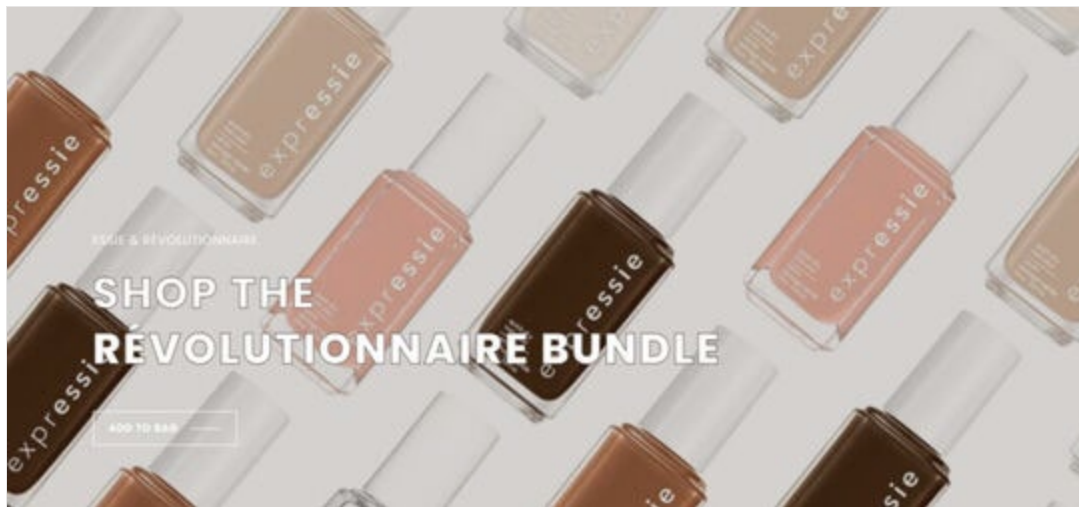
Haaga-Helja

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CREATE THE FUTURE

Beloved nail polish brand essie recently announced a new partnership with Nia and Justice, the faces behind social justice platform and brand révolutionnaire to launch a limited-edition collection. The collection includes 6 shades from expressie by essie, including 'take the espresso,' 'cold brew crew,' 'buns up,' 'millennium momentum,' 'daily grind,' and 'always transparent.'

As a lifelong dancer, Nia wanted every dancer to celebrate the skin they were in. This prompted the launch of révolutionnaire's inclusive clothing line that served to empower all. The brand has transformed in a bigger movement to "empower individuals to use their dreams to fuel revolutions through a social network for changemakers."

Together, essie and révolutionnaire created a collection of shades that pays homage to the social justice brand's mission and origin story -- #youessieyourstory. Through this partnership with révolutionnaire, essie is asking its community to share how color inspires them, and celebrate connection through infinite story-telling possibilities.



6.0  
Score



9 Related

3,584 Total Clicks

URL: [Hunt.to/478699](https://hunt.to/478699)

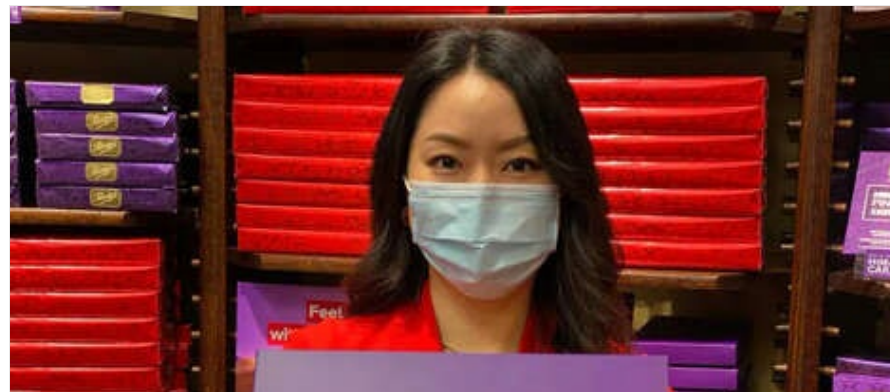
34

# Braille-Friendly Holiday Chocolates

## Purdys Chocolatier Created a Braille Box to House its Treats

Purdys Chocolatier, a Canadian chocolate company, created a braille box to house its chocolate treats during the holiday season. The accessible packaging is geared towards folks with visual impairments who rely on the sense of touch to dictate their reading.

The chocolatier created a holiday box of chocolates over the Christmas holiday with both a braille label and a braille legend for the chocolates inside. Purdys consulted with members of the blind and partially sighted community to design the box and the braille legend. While there is much left to do to create more inclusive packaging across all its products, the brand is hopeful that this step will increase inclusivity and awareness across the food and snack industry.



8.3  
Score



9 Related

6,085 Total Clicks

URL: [Hunt.to/475243](https://Hunt.to/475243)



# Carbon-Reduced Office Buildings

## Mass Timber is Used for the Meyer Memorial Trust Building

The Meyer Memorial Trust building is located in Portland's Albina neighborhood. The building serves as the headquarters for the charitable foundation focused on racial, social, and economic justice.

To reduce the building's carbon footprint, the architects at Lever Architecture used structural plywood where possible throughout the building. The building is designed to embody the foundation's commitment to equity and sustainability. Lever Architecture used input from the organization's staff throughout the project to ensure it was creating a design suitable for all. The building boasts three levels and 19,800 square feet. It is roughly shaped rectangularly and stretches across a wedge-shaped site. Its facades are clad in grey-stained cedar and custom steel panels to create a play of light and shadow throughout the day.



6.2  
Score



9 Related

13,431 Total Clicks

URL: [Hunt.to/473671](https://Hunt.to/473671)

# Global Crisis Fashion Shows

## Balenciaga's Autumn Winter 2022 Range is Dedicated to Climate and War

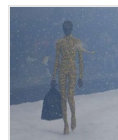
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CREATE THE FUTURE

Balenciaga is dedicating its Autumn Winter 2022 collection to global crises. The last two years have seen the decline of global stability through the ongoing climate crisis, the pandemic, and now the war in Ukraine. The luxury label showcases its new collection at the Paris Fashion Week show with a dedication to Ukraine and the climate crisis.

The show's set design was created to reference the ongoing climate issues. It features a human-made blizzard within a cylindrical, glass-walled structure designed in collaboration with Niklas Bildstein Zaar. To show its solidarity with Ukrainians, Balenciaga decorated the audience's chairs with oversized t-shirts rendered in the colors of the Ukrainian flag. The show plays on the idea of a snow globe that preserves a memory; similarly, Balenciaga is preserving the memory of the climate crisis and Ukraine's struggle.



8.6  
Score

Popularity



Activity



Freshness



9 Related

5,521 Total Clicks

URL: [Hunt.to/473589](https://hunt.to/473589)

37

# Black History Month Apparel

## Nike Unveiled its Black History Month Range and Donation Initiative

Nike unveiled its Black History Month clothing collection and a new donation initiative as part of its 2020 commitment to racial justice. The sporting brand is donating a total of \$7.75 million to four education innovation initiatives and social justice reform organizations.

The clothing collection continues the company's ongoing celebration of Black heritage that first began in 2005. Apparel bearing the phrase "Future Movement" is featured throughout the collection. In addition, the athleticwear retailer introduced three sneaker styles designed by Black creators. The sneakers feature Easter eggs throughout the design scheme, such as flags of African and Caribbean countries to showcase solidarity among black communities across the world. Nike will also launch a new episode of its Future Movement Broadcast on February 22nd to further support the launch.



8.4  
Score

Popularity



Activity



Freshness



9 Related

4,035 Total Clicks

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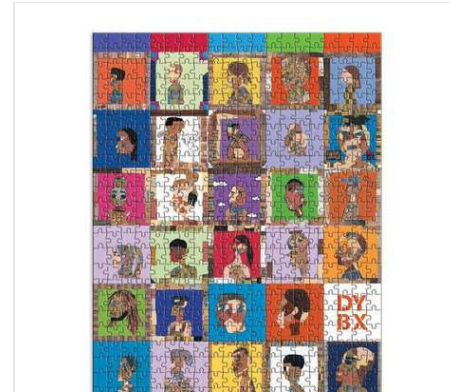
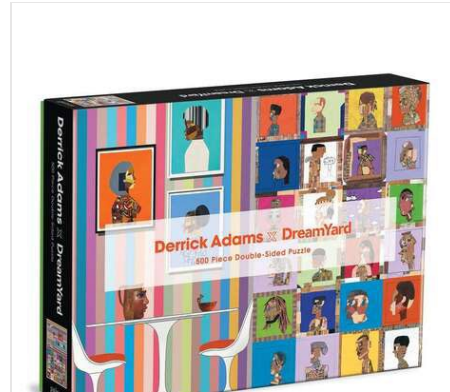
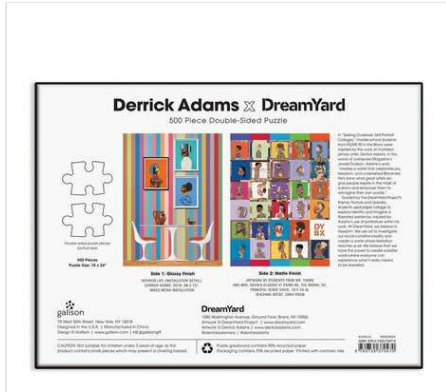
38

# Social Good Puzzles

## The ‘Derrick Adams X Dreamyard’ Puzzle Aims to Empower Youth

The ‘Derrick Adams x Dreamyard 500 Piece Double-Sided Jigsaw Puzzle’ is a puzzle that gives back. Derrick Adams is an artist whose pieces focus on how African American Experience connects with art history, American iconography, and consumerism. According to the description, “DreamYard In School Programs provide over 150 residencies and after school programs to more than 45 Bronx public schools, combining standards-based art instruction with social justice pedagogy systems to inspire students to develop character, scholarship and artistic voice to create change.”

Its double-sided design features Derrick Adams pieces on one side, while the other has artwork made by the Dreamyard middle school students who were inspired by Adams’ work. One side has a matte finish to easily differentiate the pieces, while the other has a shiny finish. 100% of the net proceeds of this puzzle will be put towards the DreamYard scholarship fund. On the Galison website, [continued online]



**4.4**  
Score



9 Related

7,572 Total Clicks

URL: [Hunt.to/469527](http://Hunt.to/469527)



# Diversity-Focused Writing Communities

## Hallmark Launches Writing Community Dedicated to Black Women

Iconic greeting card company Hallmark has recently launched a writing community for Black women called the Mahogany Writing Community. Currently, the community hosts eight writers who create content on romance, friendship, motherhood, and sisterhood.

Writers in the community include several notable Black professionals such as podcast host Jamie Grace, Grammy-nominated artist Kennesha Buycks, poet Tonya Ingram, and social worker and writer Faith Brookes. Founded 34 years ago, Hallmark's Mahogany sub-brand has always focused on creating a diverse range of greeting cards. However, this is the first time Mahogany has put together a community dedicated to Black women -- a move that Alexis Kerr, vice president of Mahogany, sees as a "big part of Mahogany's growth as a brand."

"We are creating a place where Black women can trust that their unique stories will be told, that their truths will be heard and honored, and their collective culture celebrated through the vibrant spectrum of their individual experiences," said Kerr in a recent press statement.



5.5  
Score



8 Related

6,350 Total Clicks

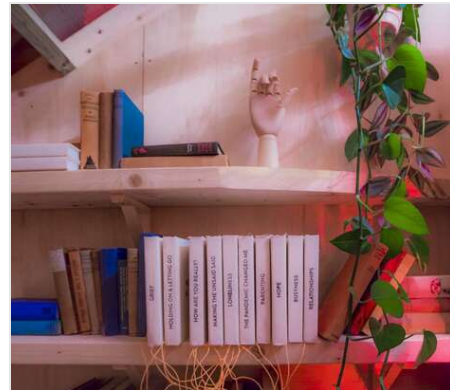
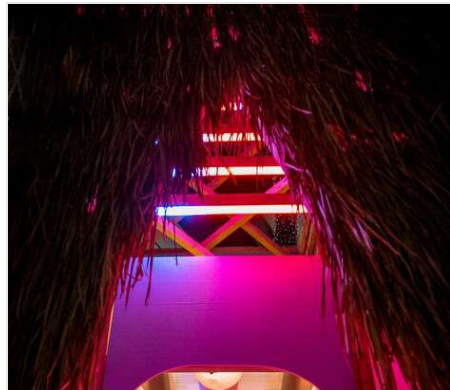
URL: [Hunt.to/469411](https://Hunt.to/469411)

# Mental Health Library Pop-Ups

## Feelings Library Dedicated Space to Londoners' Mental Health

Therapy service Self Space collaborated with Caukin Studio to create Feelings Library in London, a pop-up library that helps to support mental health. The small space is styled like a tropical hut and on the inside, people are given the privacy to journal.

The design of the pop-up library helps to bring awareness to mental health and encourages people to get their feelings out in a healthy way. The safe space for journaling is set right in the middle of the city yet it creates a sense of calm and escape with its tropical feel and the seclusion that it offers. The studio intended for the space to be "a vessel for everything we want to discard" and it is lined with self-help books.



8.0  
Score

Popularity



Activity



Freshness



9 Related

8,640 Total Clicks

URL: [Hunt.to/467127](https://Hunt.to/467127)

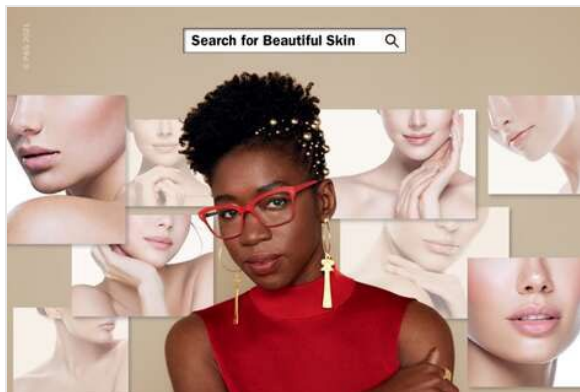
41

# AI-Targeted Diversity Campaigns

## Olay Addresses the Lack of Diversity Within the Coding Industry

Olay has partnered with an Algorithmic Justice League (AJL) to launch a diversity campaign during the U.S. National Coding Week. The new #DecodetheBias campaign aims to fix the exclusionary bias found within technology. The lack of diversity in the computer science industry produces algorithms that create an exclusionary bias. From social media filters, apps, and search engines, these algorithms often exclude women of color.

The #DecodetheBias will help raise awareness of this AI-related issue within the beauty industry and how it reinforces exclusionary beauty standards. #DecodetheBias spotlights actor Buolamwini as the face of the campaign and will sponsor over 1,000 girls to attend coding camp. Lastly, Olay will look into its own web-based tool, Olay Skin Advisor, and ensure it is inclusive of all skin tones.



5.9  
Score



9 Related

9,947 Total Clicks

URL: [Hunt.to/460509](https://Hunt.to/460509)

# Socially Conscious Sunglasses

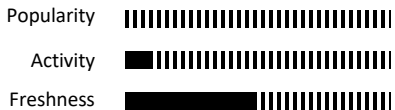
## Warby Parker and Entireworld Team Up to Create Colorful Sunglasses

Warby Parker and Entireworld teamed up to create socially conscious sunglasses. The two American brands collaborated to bring consumers their colorful take on Warby Parker's classic Hatcher sunglasses. A portion of the sales from the upgraded collection will be donated to the Equal Justice Initiative.

The unisex pair of retro aviator frames are given a fresh look with four limited-edition shades. Fans of the cult classic Hatcher sunglasses can now sport the design in pink, jade, midnight blue, and oxblood. These colors are meant to brighten and enhance the 1970s-inspired style. Scott Sternberg, the designer of the Entireworld clothing label, believes that color has the power to transcend and uplift the community, thereby encouraging inclusivity through the upgraded sunglasses collection.



1.9  
Score



9 Related

9,486 Total Clicks

URL: [Hunt.to/457517](https://hunt.to/457517)



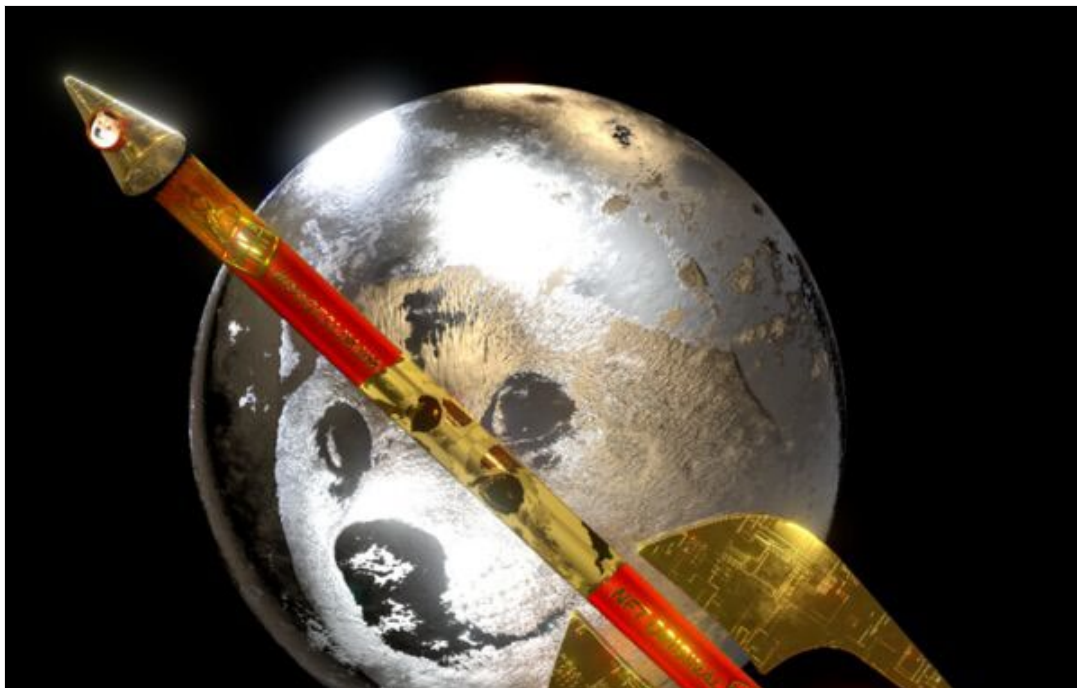
# Charitable Snack-Themed NFTs

## The Very First Slim Jim NFT Supports the World Central Kitchen

Slim Jim, the beloved American snack brand, has launched its very first non-fungible token, which will be available for auction until April 24th, 2021.

All net proceeds from the auction will go towards the World Central Kitchen, which provides emergency food relief and resilience programs to empower communities. On top of the proceeds raised from the NFT auction, Slim Jim will also donate an additional \$10,000 to the organization. The highest bidder will receive a galactic-themed artwork that combines the Shiba Inu DOGE with a Slim Jim that's been outfitted with some gold rocket pieces so that it can shoot off into space.

The snack-themed NFT was fittingly launched on 4/20, and is set to surpass \$800 just two days into bidding.



5.7  
Score

Popularity



Activity



Freshness



9 Related

11,907 Total Clicks

URL: [Hunt.to/451038](https://hunt.to/451038)

# LAB8 Trends | What We Offer?

The future is full of changing factors and new opportunities. To understand the future of customers and innovations, predicting changes is essential. LAB8's Trends spots rising trends and answers your questions about the most recent phenomena in your field.

## Identify future trends and scenarios

LAB8's trend report provides an overview of the hottest topics in the service industry, taking a peek at rising and hidden trends. Our customized workshops delve into trends and future scenarios important for your business.



## LAB8's Trends Workshops:

- 1. Guided trend workshop**  
Our guided trend workshop uses the Consumer Trend Canvas tool to find trends important for your company. Identifying trends is an important part of finding innovation opportunities.
- 2. Guided scenario workshop**  
Led by LAB8's specialists, the workshop helps your company develop and test scenarios by making assumptions about future prospects and changes.

TRENDS



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# LAB8 | Customised Trend Reports

As a corporate customer of LAB8, you can get customised reports on your sector or field of interest.

Schedule and scope can be arranged depending on your needs.

[More information ►](#)



TRENDS

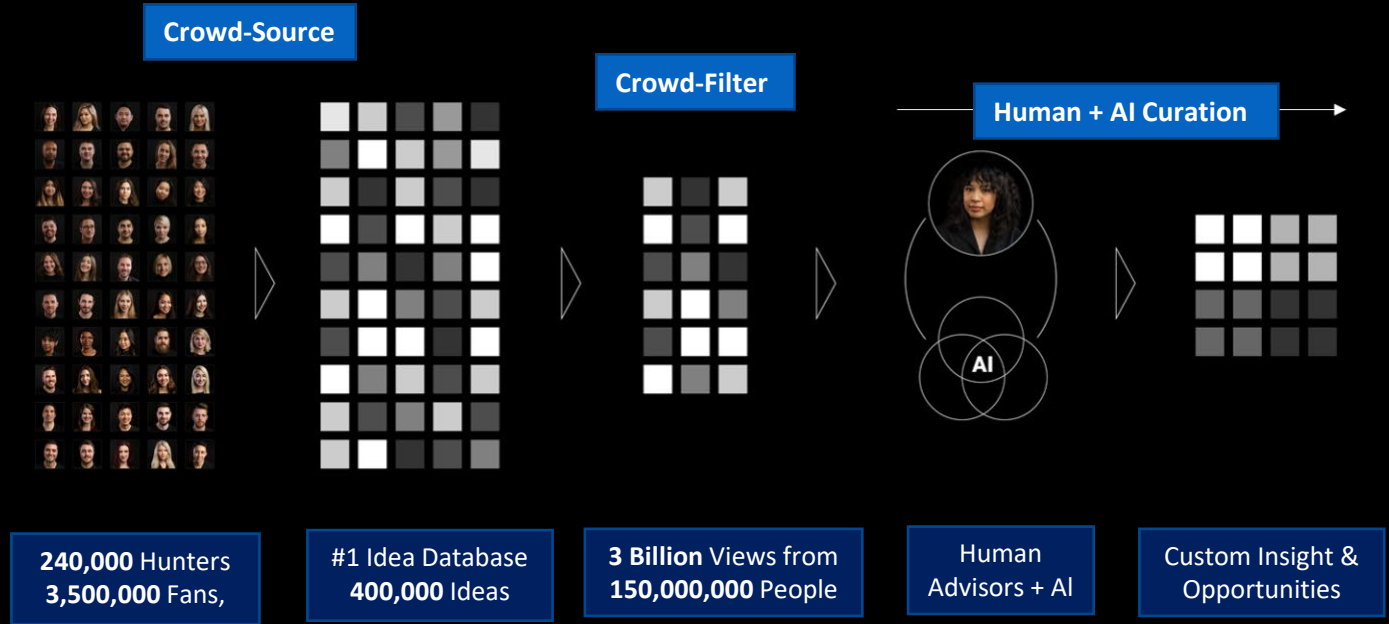


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# Report Process

TrendHunter has built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

LAB8 Customizes a trend report utilizing the Hospitality Barometer four times a year together with TrendHunter.



After TrendHunters curation, we ask the Haaga-Helia's Hospitality barometer to review the trends and how they apply in the Finnish hospitality and retail field.



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