



New Data Reveals a “Sustainability Revolution” in Marketing: 90% of Creatives Ready to Pivot for People and the Planet

Content For Good & Co. releases the 2026 Forces For Good Survey, signalling a definitive end to “business as usual” in the marketing industry.

Berlin, Germany, March 2026 — A new global survey of marketers and creatives reveals that 90% are ready to change their daily workflows to prioritise social and environmental impact, marking a decisive shift in the purpose and practice of modern marketing. Released today by Content For Good & Co., the [2026 Forces For Good Survey Report](#) signals a structural

transformation within the industry: sustainability is no longer a niche concern. It is the professional majority.

As public ESG commitments are being recalibrated in some boardrooms, the data shows that marketing professionals are not retreating. On the contrary, they are accelerating. The 2026 survey demonstrates that the industry's talent base is actively seeking to align campaigns, client work, and internal decision-making with planetary and social boundaries.

The findings point to an evolution in marketing's role. For decades, the industry's mandate was clear: drive growth through consumption. Today, marketers are redefining their brief. The new mandate centres on influence as a lever for restoration of ecosystems, communities, and trust.

The report identifies both momentum and friction. While 90% of respondents expressed readiness to rewire their work for good, 36% cited a communication breakdown with their Marketing Lead or CMO as their primary barrier to action. Although the ambition is present, it's still challenging to find alignment at the leadership level.

From rising sea levels threatening coastal cities to visible shifts in food systems and packaging, sustainability is no longer abstract. The implications are tangible, and so is the marketing response. As Angeley Mullins (Founder & CEO, GTM Advisor & Mentor at Aetheris Ventures), a fierce supporter of the Force for Good movement in 2026, explains, "We're getting away from greenwashing and moving toward real stories. We're finding out what sustainability actually means for everyday people, in their city, in their work."

That shift, however, requires internal momentum. "You need champions. Things move forward because someone keeps pushing. You don't need a perfect plan," Angeley adds, underscoring the report's finding that leadership alignment remains a critical unlock for industry-wide change.

“Marketing has spent decades perfecting the art of driving consumption,” said Megan Thudium, Founder of Content For Good & Co. “Now, we’re seeing a historic shift as the industry’s greatest minds realise that those same levers of influence are our best hope for driving climate action. 90% of marketers are ready for change. They’re looking to redefine the purpose of our profession.”

The survey suggests that being an “ecomarketer” is a commitment grounded in everyday decision-making, encompassing supplier choices and campaign narratives, as well as budget allocation and measurement frameworks. Ethical marketing, when deployed with intent, represents one of the most scalable tools available for systemic change.

The 2026 Forces For Good Survey was distributed to marketers and creatives worldwide, spanning in-house teams, agencies, and independent professionals. The full report, including detailed data analysis and recommended leadership actions, is available for download via Content For Good & Co.’s website.

About Content For Good & Co.

[Content For Good & Co.](#) is a purpose-driven media organisation that places people and the planet at the centre of everything we do, with a mission to reshape marketing to be people and planet-first.

About Megan Thudium

[Megan Thudium](#) is Campaign Lead and the Managing Director of Content For Good & Co, a media organisation reporting on sustainable marketing. She’s a senior climate communicator, having previously run a successful marketing agency for over six years.

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