



CHANGE REQUIRES
**INFORMED
ACTION.**

ISG is a social issue and movement research and advisory firm. Decades of social issue research makes us uniquely qualified to help companies and cause leaders shape social change.

WE HELP CAUSES, FOUNDATIONS, COMPANIES AND BRANDS
AS A SOCIAL ISSUE AND MOVEMENT...

RESEARCH
LEADER.

We develop and fully execute research studies for strategy and thought leadership.

- / Qualitative, quantitative, mixed methods
- / Social listening research and analysis
- / Report writing and design

RESEARCH
ADVISOR.

We add a critical voice or manage research projects for leaders and their teams.

- / Advisory sessions on research methodology, design and execution
- / Third-party analysis of past, current and future studies
- / Management and oversight of research studies with existing teams and vendors

CAMPAIGN
ADVISOR.

We bring experience, insights and guidance to leaders working on social issue campaigns and initiatives.

- / Advisory sessions on social issue and public/consumer action
- / Third-party analysis of past, current and future strategies
- / Support for campaign and strategy development

RESEARCH WORK
AND INITIATIVES.

**Allianz Foundation
Risktaker Pulse**

Social movement risks in Europe.

**Civic Life Today:
The State of Global Civic Engagement**

Civic participation.

Nivea Global Report on Human Touch

Loneliness and human contact.

Imperative 21 - The Imperatives

Collective global aims.

**University of Oxford
Movement of Movements**

System and movement impact.

**Gen Z and Young Millennial
Attitudes Toward Running**

Endurance sport attitudes and behaviors.

Cause & Social Influence

Gen Z and Millennial social issue action.

Corporate Social Mind

Corporate social issue engagement.