



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

ESG & Corporate social responsibility trends

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As companies increasingly recognize their responsibility to the environment and society, ESG and CSR initiatives are taking centre stage in business strategy. From sustainability to community engagement, these efforts are reshaping industries and driving growth. This special feature will spotlight the latest trends in ESG and CSR, highlighting how businesses are leading change and fostering positive impacts.

Proposed topic highlights:

- Sustainable Business Practices:** How companies are integrating eco-friendly practices, from supply chain management to product innovation.
- Community Engagement:** Empowering local communities through partnerships, philanthropy, and volunteerism.
- Climate Action:** Corporate initiatives aimed at reducing carbon footprints and mitigating climate change.
- Ethical Governance:** Strengthening corporate governance through transparency, accountability, and ethical decision-making.
- ESG Reporting & Transparency:** The rise of reporting standards and frameworks that measure and communicate ESG performance.

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48%
More likely to be from high-income (\$200K+) households with children under 18.

44%
More likely to be highly educated (3.4M have a university degree or higher).

31%
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,286,000**
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

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