

16.10: Critical Thinking Exercises

1. Design a sustainability campaign. Select a product or service that is not currently sustainable and redesign it to be sustainable. Consider how you would change the form, function, packaging, distribution, and/or target audience.
 2. Evaluate a purpose-driven brand. Review the website of the footwear company [Allbirds](#). Describe how sustainability is at the heart of its mission as a company.
 3. Review the [Edelman Trust Barometer](#). What does this research tell you about the importance of brand trust? Discuss the brands you trust and describe their actions to invoke that trust.
-

This page titled [16.10: Critical Thinking Exercises](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Elisabeth Dellegrazie](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.