

## Will boycotts sound the alarm on corporate sustainability accountability?



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# REGENERATIVE

BY SHERRELL DORSEY

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Dear readers—

At one point, shaping our internet personas around how we shop was meme-worthy entertainment. Remember the confessional posts about going to Target for batteries and leaving with an armful of candles, skincare, and a throw blanket you didn't know you needed? It was a shared joke, a nod to our collective camaraderie in the endless pursuit of *stuff*—not out of necessity, but as accessories to some aspirational lifestyle. A pseudo-philosophy of *living well* through the lens of endless consumption, or as the kids say, the prerequisite to living a *soft life*. A life apparently incomplete without Amazon hauls, Red Circle rewards, and Walmart runs that help us keep up appearances—looking rich while inflation kicks us squarely in the pants.

But now, in this political moment, the stakes feel different. The pressure to villainize DEI in the name of "merit" is mounting. Corporations that once celebrated diversity, equity, and inclusion are quietly and not-so-quietly scrubbing those commitments, offering up limp PR statements in place of action. The side of the internet that still gives a damn declared February 28th a day of protest—a one-day purchase freeze against companies that turned their backs on the very communities they courted in 2020.

Whether a single-day boycott moves the needle is up for debate, spawning opinion pieces and outrage depending on which side of the algorithm you sit on. But the bigger question remains: *How much power do we actually have to hold corporations accountable?* And with backpedaling already in motion, what rollbacks should we brace for next?

Because while companies waffle on their initial commitments to craft more inclusive workplaces, the new administration is [gutting environmental regulations](#), [slashing climate-related agencies](#), and [muzzling scientists](#) from participating in global conversations. Public reporting on climate? Blocked. The institutions designed to oversee and invest in progress toward a healthier planet? In peril.

As we turn to corporations to see if they'll uphold their promises on sustainability—integrating it into their supply chains and business practices—we have to ask ourselves: Beyond voicing our outrage online, how will we, as individuals, leaders, and communities, push for real accountability? How do we ensure that the protections meant to benefit us all aren't just upheld, but strengthened?

Curious how you're manging the moment. As always, feel free to reply to this email to share your thoughts.

Make it all matter,

Sherrell

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