SUSTAINABILITY

IS YOUR BRAND DELIVERING?

CONSUMERS CARE

of **consumers expect** to buy more environmentally friendly products over the next five years¹

consumers believe it's important for businesses to act in a socially and environmentally responsible way.²

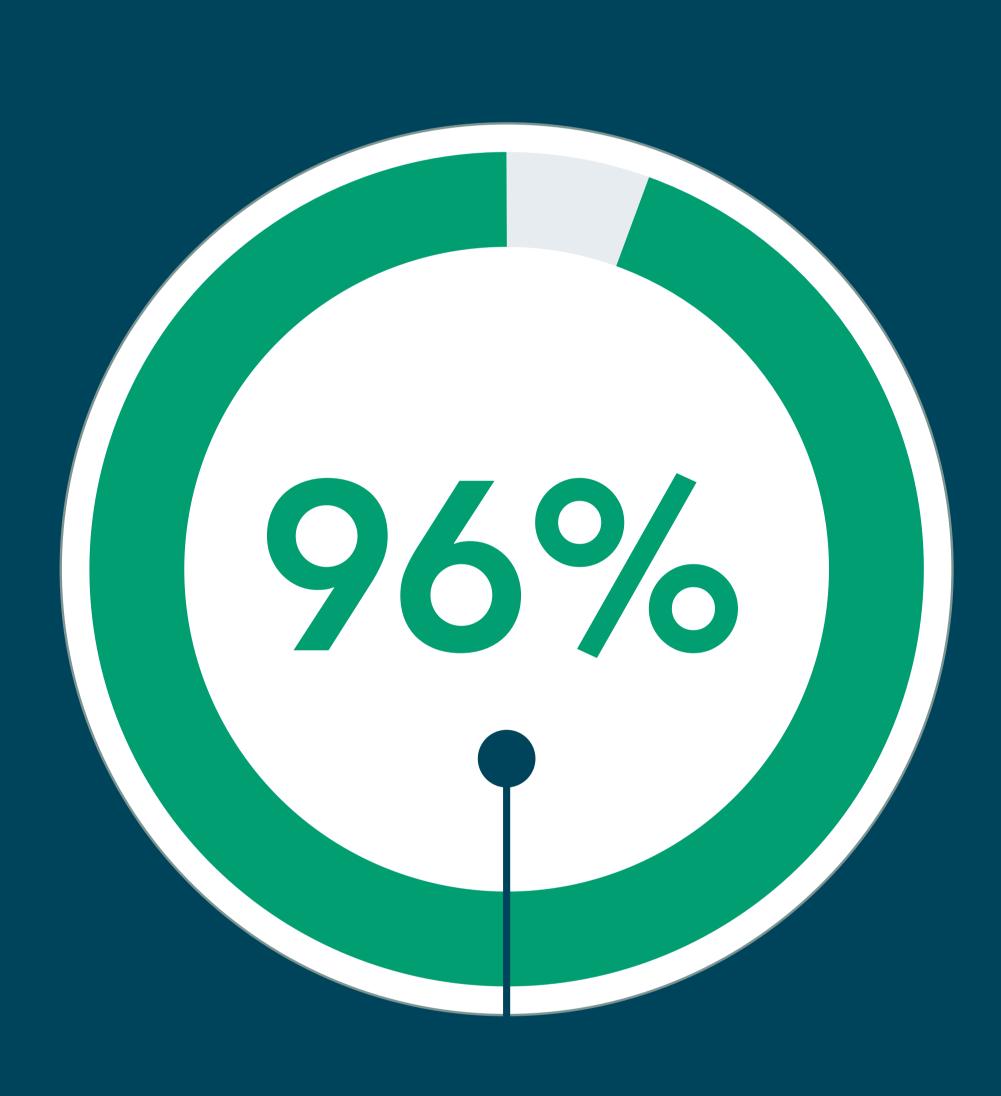
72%

of respondents reported that they were actively buying more environmentally friendly products than they did five years ago¹

70%

of respondents reported that they would change their shopping habits if they discovered that a store or brand wasn't operating sustainably³

COMPANIES ARE ENGAGING



OF THE WORLD'S
LEADING 250 COMPANIES
CURRENTLY REPORT ON
SUSTAINABILITY⁶



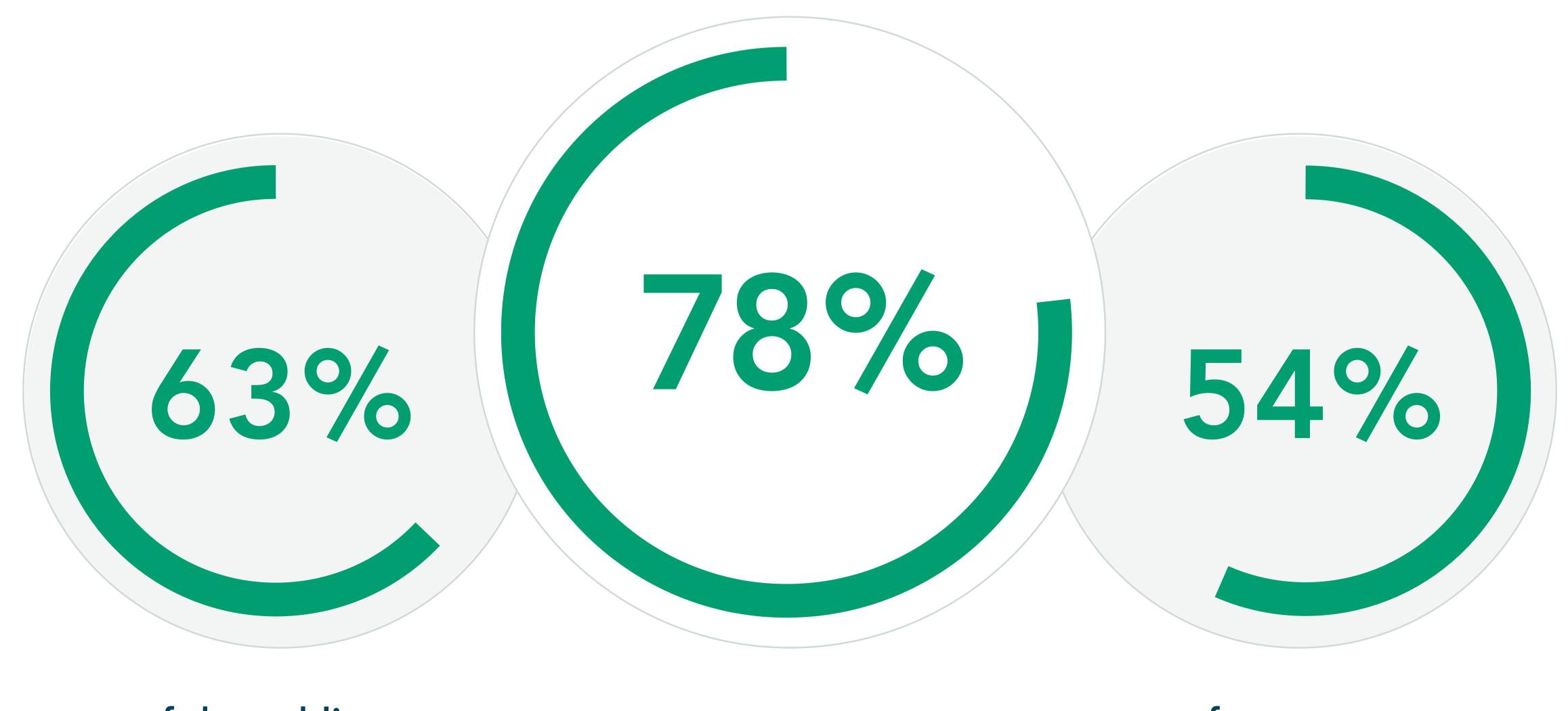
More than 80% of companies surveyed planned to increase investments in sustainability⁴



80% of businesses have established internal environmental sustainability goals for energy evolution and efficiency⁵

40% of company leaders surveyed expected their sustainability programs to generate profit in the next five years by attracting more environmentally conscious consumers⁷

YOUR STORY MATTERS



of the public are looking for better communication from companies about the sustainability of their products and services⁷

of those surveyed say that, despite their desire to support companies that align with their values, they don't know how to identify environmentally friendly companies8

of consumers read about a brand's sustainability initiatives³