EPSON
EXCEED YOUR VISION

SUSTAINABILITY STRENGTHENS YOUR BUSINESS: DON'T JUST TAKE OUR WORD FOR IT

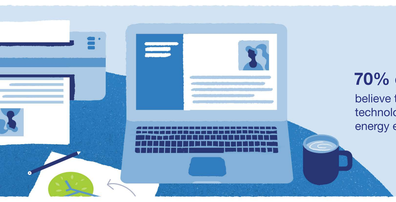
How businesses respond to sustainability is playing a critical role in attracting and retaining customers and talent. Organisations looking to stay ahead should consider environmental and social issues when making decisions - specifically when it comes to technology.

Sustainability is front of mind for both consumers and employees - money and loyalty are at stake

Environmental & social issues
are important to **74%** of people, both as consumers making purchase decisions **(40%)** and as a workforce **(33%).**

79% of people
believe employers should focus more on social and environmental issues in the wake of Covid-19.

Today, employees working from home want real consideration made when it comes to equipment provision

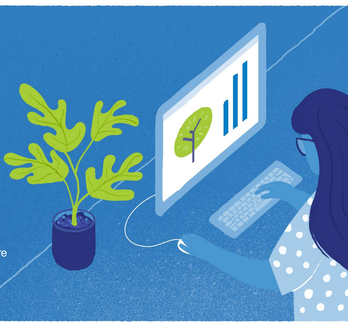


70% employees
believe that home-working technology should be long-lasting, energy efficient and reduce waste.

Businesses aren't all aligned

Only 31% of decision makers
believe that environmental and social impact considerations are embedded in return-to-work and business recovery plans.

And only 37% of business decision makers
believe meeting environmental and social targets will be significantly more important post Covid.



However, for those addressing social and environmental concerns, opportunity exists

Of businesses that expect to see considerably increased profit in 5 years' time, 88% place high importance on environmental and social impact issues.

An impact will be seen in less tangible areas too. Strong environmental and social credentials can have a significant impact.

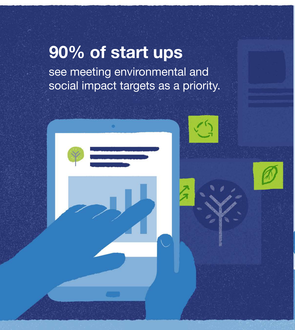
48% believe
in brand perception.

35% believe
in employee loyalty.

39% believe
in workforce productivity.

Age is a factor and effects views and actions

90% of start ups
see meeting environmental and social impact targets as a priority.



67%
of businesses over 10 years old do.

And only 55% of people aged over 54
believe environmental and social issues will become more important post Covid.

Conversely, this group ranks highest in demanding product build quality **(57%)** energy efficiency **(49%)** and reduced waste **(34%)**.

Regional differences also play their part

Research conducted on behalf of Epson by B2B International, 2020