

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 **55%** of people, both as consumers, making purchase decisions (22%) and as a workforce (19%).



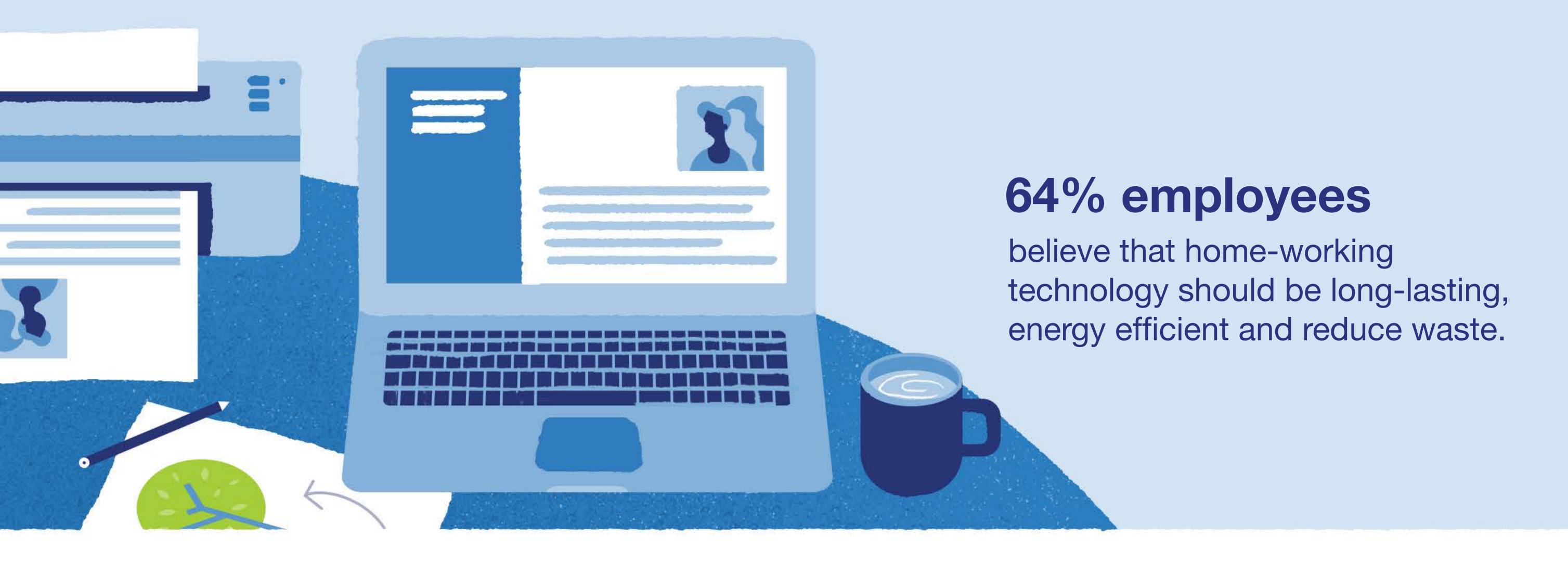


61% of people

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



consideration made when it comes to equipment provision



Businesses aren't all aligned

Only 20% of decision makers

believe that environmental and social impact considerations are embedded in return-to-work and business recovery plans.

And only 13% of business decision makers

believe meeting environmental and social impact 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, 58% place high importance on environmental and social impact issues.

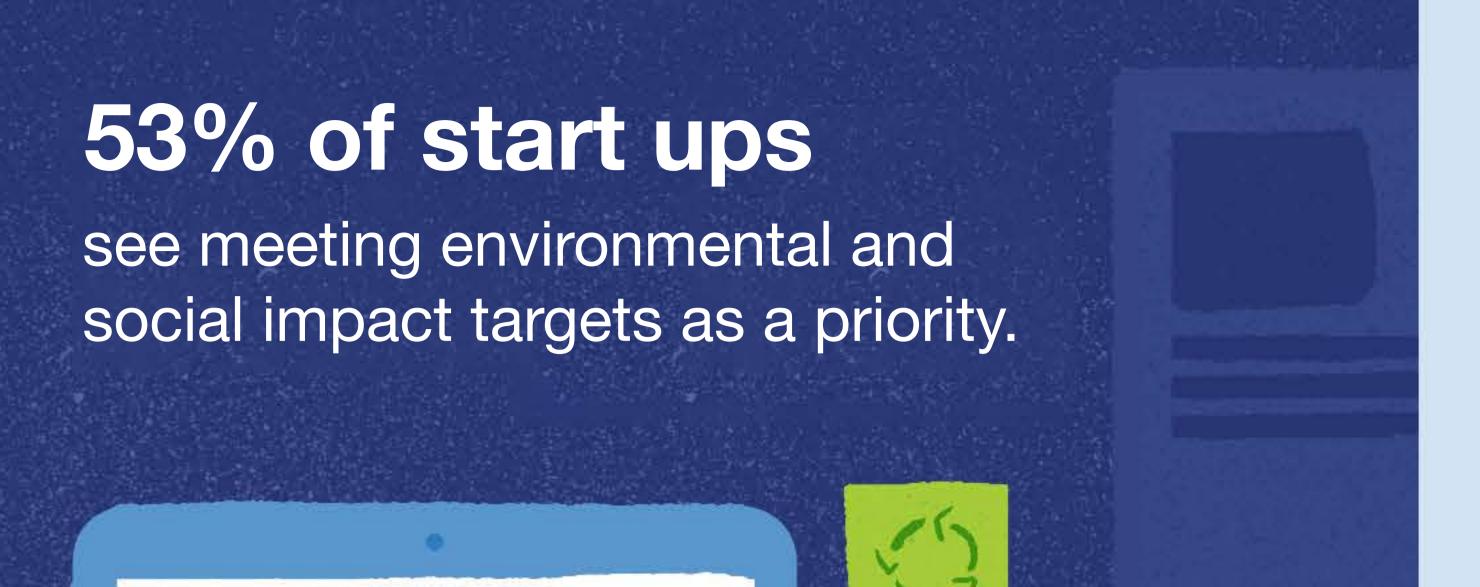
An impact will be seen in less tangible areas too. Strong environmental and social credentials can have a significant impact.

31% believe On brand perception.

30% believe On employee loyalty.

31% believe On workforce productivity.

Age is a factor and effects views and actions





of businesses over 10 years old do.



And only 61% 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 (48%) energy efficiency (44%) and reduced waste (40%).

Regional differences also play their part

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