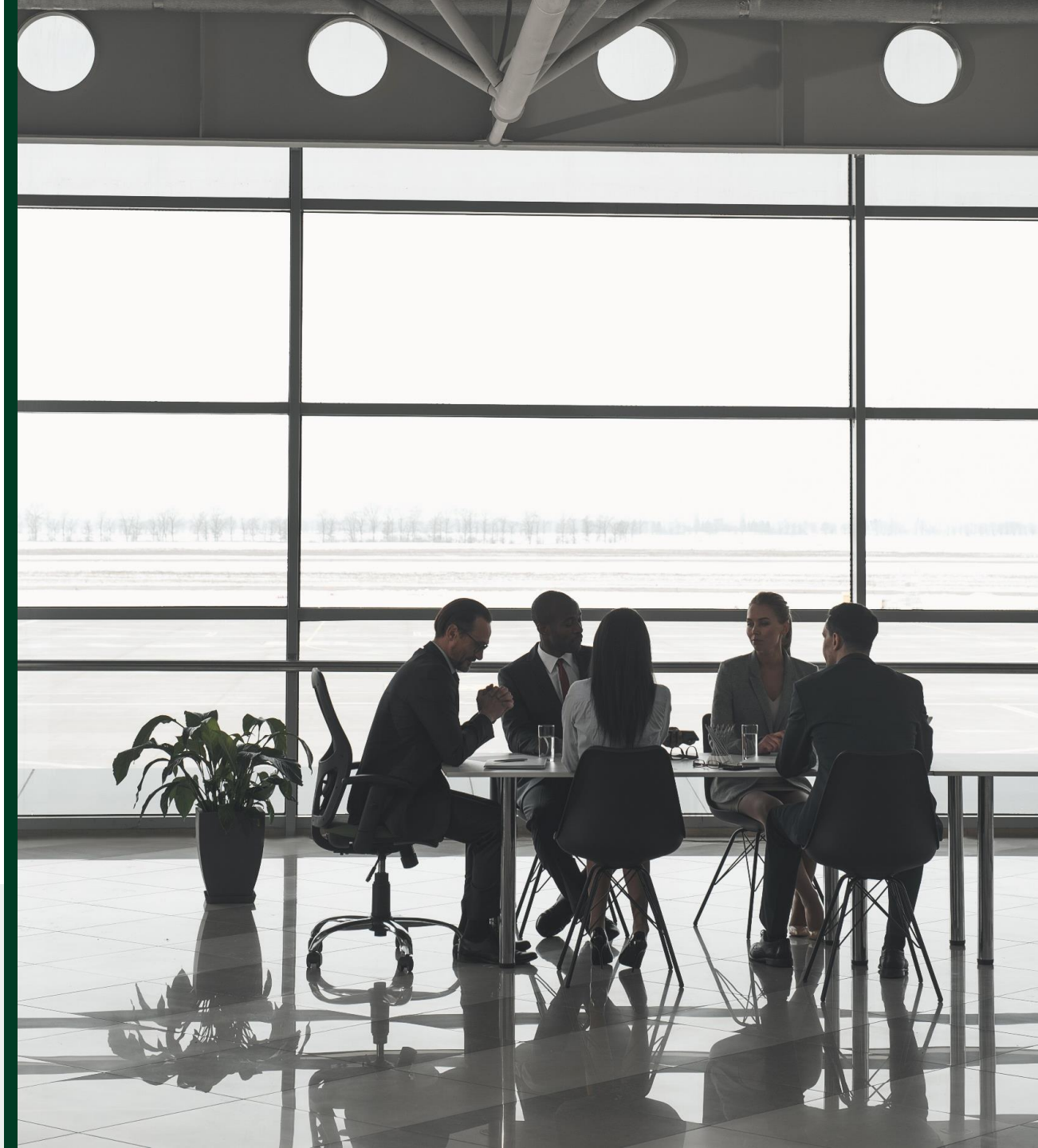


# Business Leaders Sustainability Survey Findings

Q1 2023

March 2023

eden  
mccallum



# Contents

**Key findings**

Sample



# Executive Summary

## Survey context

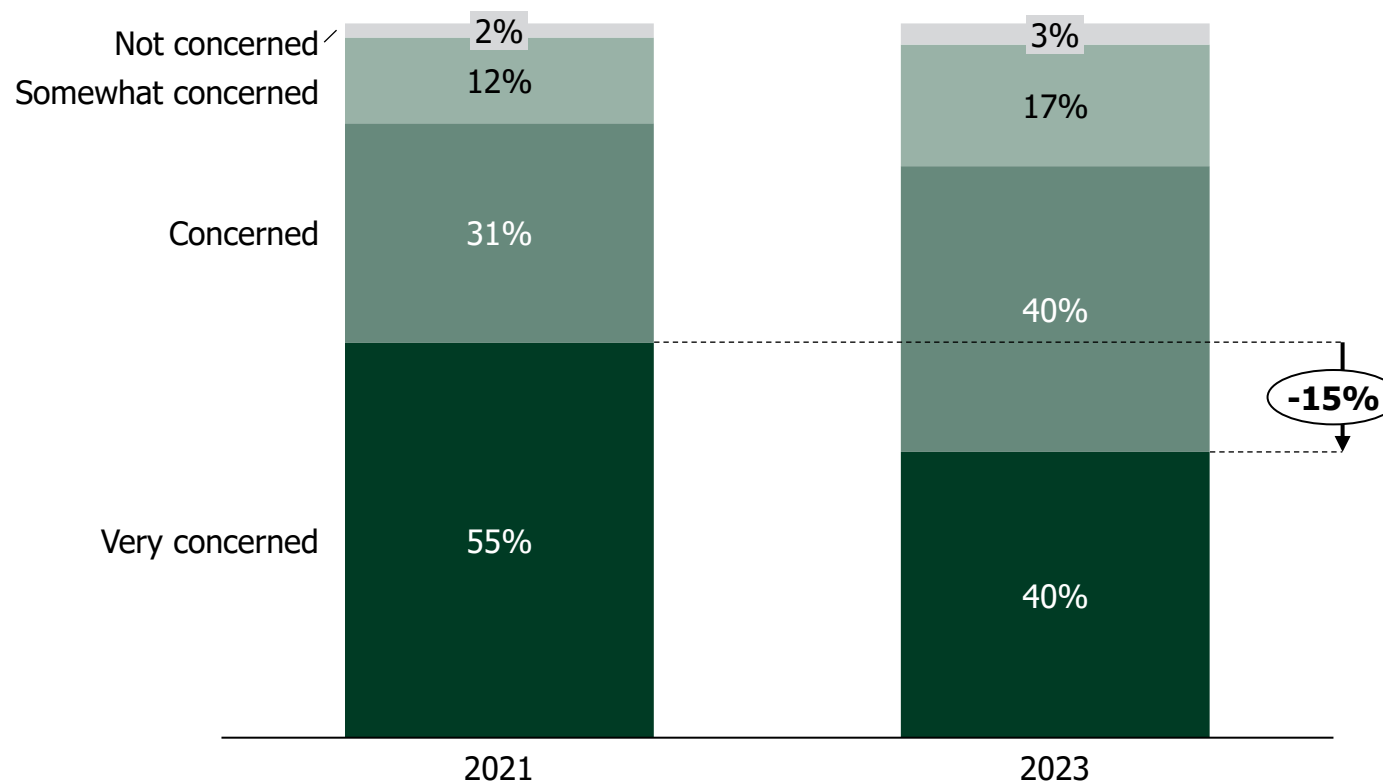
- The data presented is the Sustainability section of Eden McCallum's Business Outlook Survey, conducted from 16th January to 23rd January 2023
- Our sample of business leaders (244) works across a broad range of sectors and are based mostly in the UK and Netherlands

## Findings

- The intensity of business leaders' concern about the environment has declined since 2021, possibly due to other factors emerging such as the Ukraine War and rising inflation/interest rates:
  - 80% of business leaders describe themselves as personally concerned about the environment (vs 86% in 2021)
  - However, of those, only 40% (vs 55% in 2021) say they are 'very concerned'
- Business leaders see the government and corporates as having the most important role to play on the environment – more so than consumers, who see a number of groups having similar influence:
  - 8 in 10 business leaders believe that governments / regulators have a 'very important' impact on the environment, and 6 in 10 believe the same about corporates
  - For consumers, governments, corporates, individuals and global agencies are all viewed as roughly equal in their impact: c. 35-45% of consumers say these entities are 'very important' (see Eden McCallum's Q4 2022 consumer survey)
- 85% of organisations have adopted a sustainability policy; two-thirds share their targets publicly
  - Publicly listed companies are more likely than privately held companies to have a sustainability agenda and openly shared time-bound targets
  - More privately held companies have adopted a sustainability policy than in 2021 (up from 66% to 78%)
- Customers and employees are the most important factors influencing companies' environmental / sustainability agenda
- Companies' efforts on sustainability are widespread, but are particularly focused on using renewable energy and recycling

# The intensity of business leaders' concern about the environment has reduced since 2021 – possibly as other issues such as the Ukraine war and inflation/interest rates have emerged

## CONCERN ABOUT ENVIRONMENT / SUSTAINABILITY

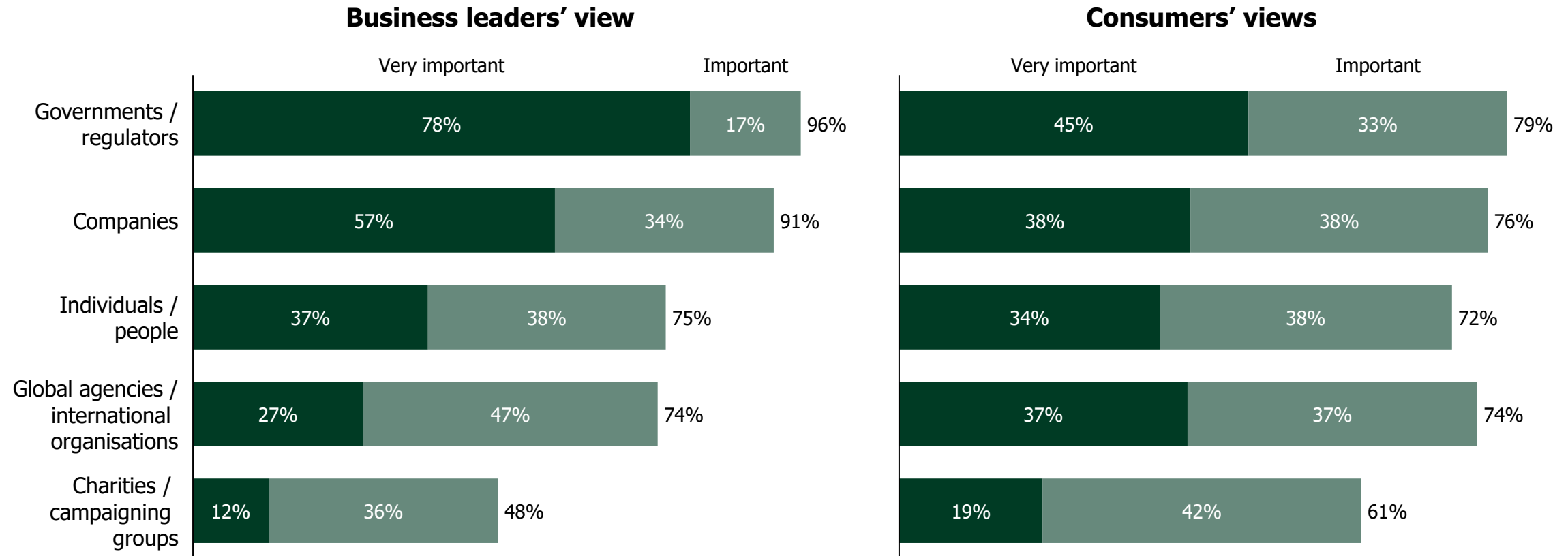


Nov 2021 n: 150 ; Jan 2023 n: 235

Source: Eden McCallum Environmental Sustainability Client Survey, October 2021 ; Eden McCallum Business Outlook Survey January 2023 - Q12 - How concerned are you personally about the environment / sustainability?

# Business leaders see government and corporates as having the most important role to play on the environment – more so than consumers do

## IMPORTANCE OF DIFFERENT PARTIES ON THE ENVIRONMENT / SUSTAINABILITY



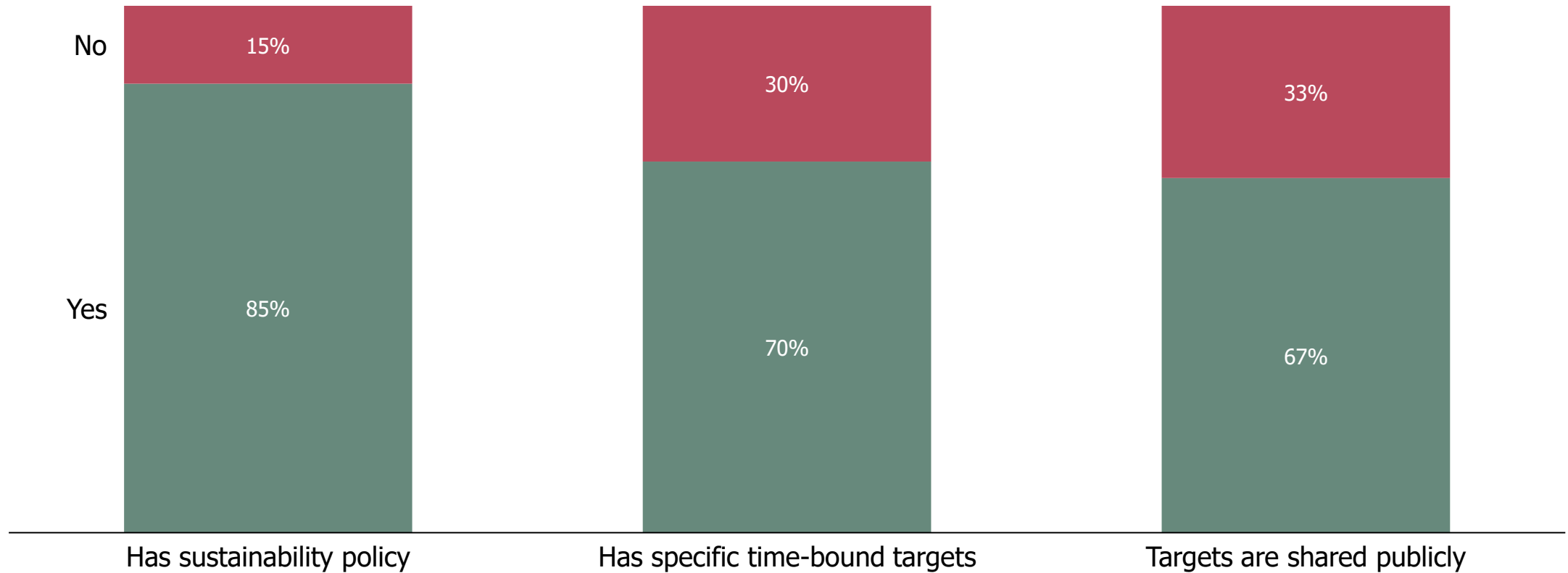
n: Business leaders: 235, Consumers: from 2,973 to 3,028

Source: Eden McCallum Business Outlook Survey January 2023 - Q13 - How important do you think each of the following are in terms of the impact they have on the environment / sustainability?;

EM Consumer Research Survey October 2022 (n = from 2,973 to 3,028) SQ10: How important do you think each of the following are in terms of the impact they have on the environment / sustainability?

# 85% of organisations have a sustainability policy and two-thirds share their targets publicly

## CORPORATE ENVIRONMENTAL SUSTAINABILITY POLICIES

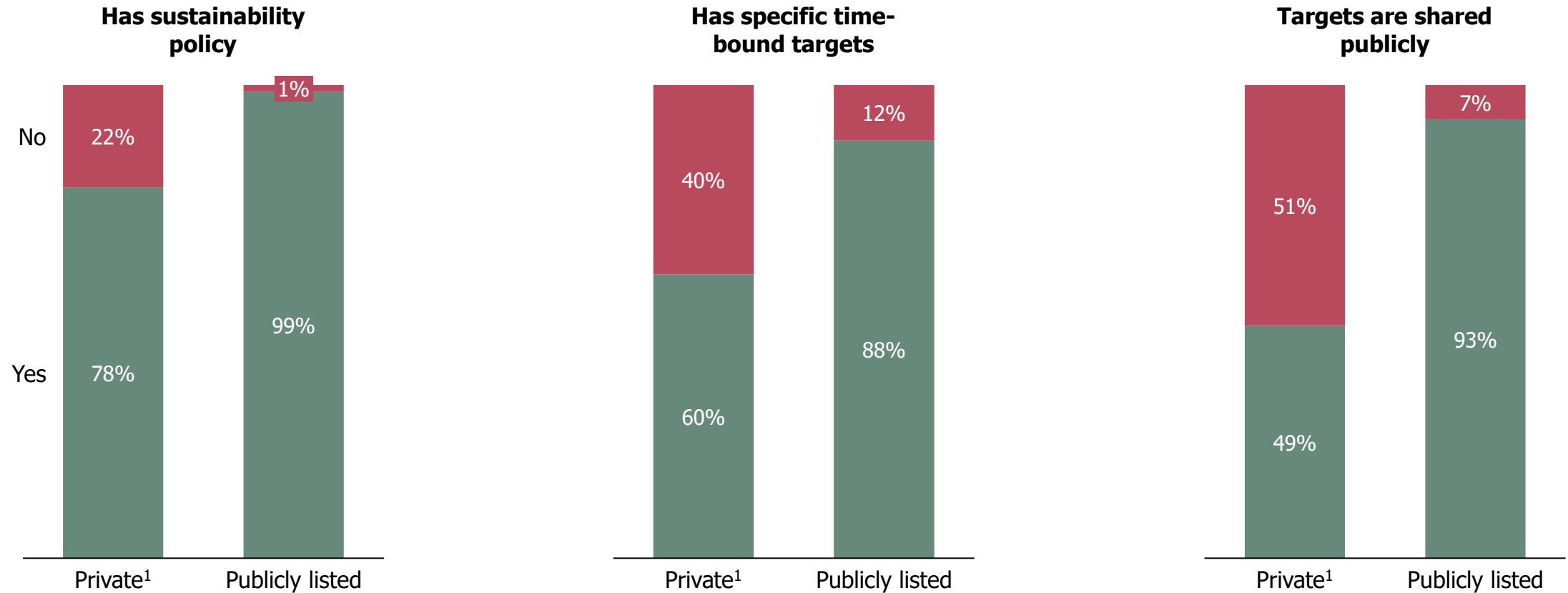


n: 229

Source: Eden McCallum Business Outlook Survey January 2023 - Q14 - Does your company/organisation have an environmental sustainability policy? ; Q15 - Does your company/organisation's policy include any specific, time-bound targets? ; Q16 - Has your company / organisation shared its environmental sustainability targets publicly?

# Publicly listed companies are significantly more likely than private firms to have a sustainability policy and time-bound targets that are shared publicly

## CORPORATE ENVIRONMENTAL SUSTAINABILITY POLICIES



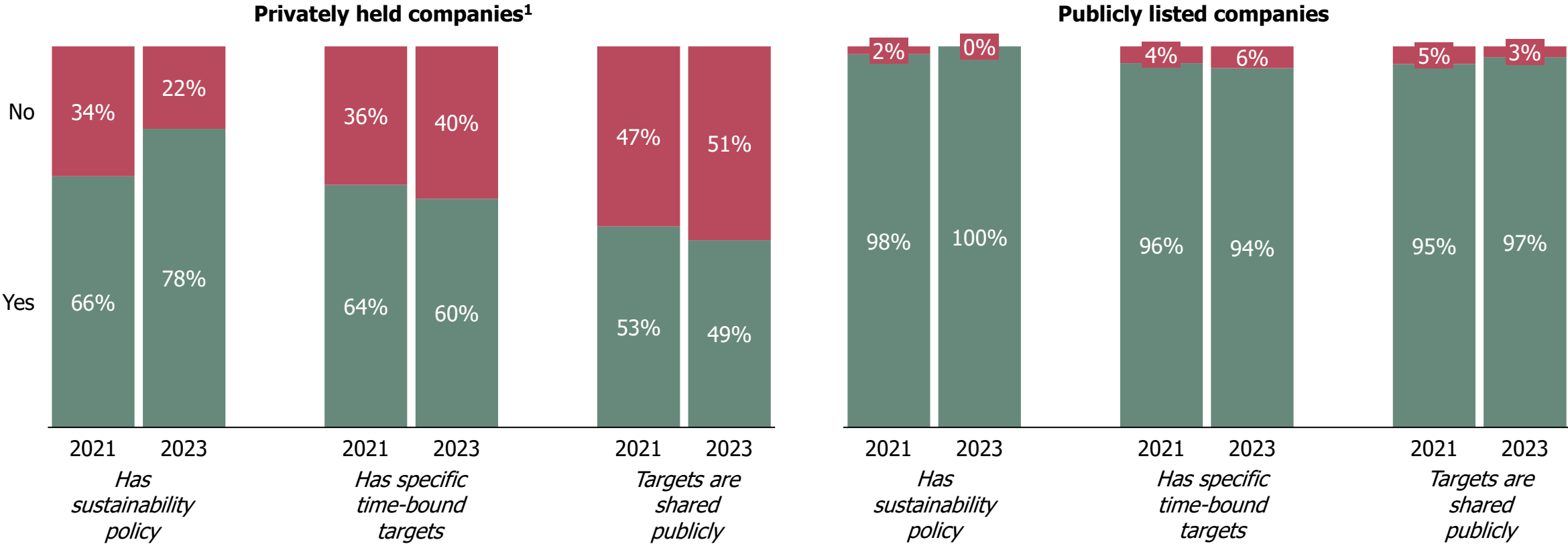
n: Privately held: 125, Publicly listed: 70

Note: 1) privately held companies include PE backed, non-PE backed and partnerships

Source: Eden McCallum Business Outlook Survey January 2023 - Q14 - Does your company/organisation have an environmental sustainability policy? ; Q15 - Does your company/organisation's policy include any specific, time-bound targets? ; Q16 - Has your company / organisation shared its environmental sustainability targets publicly?

# Compared to 2021, more privately held companies have sustainability policies; otherwise, the picture is largely unchanged

## CORPORATE ENVIRONMENTAL SUSTAINABILITY POLICIES

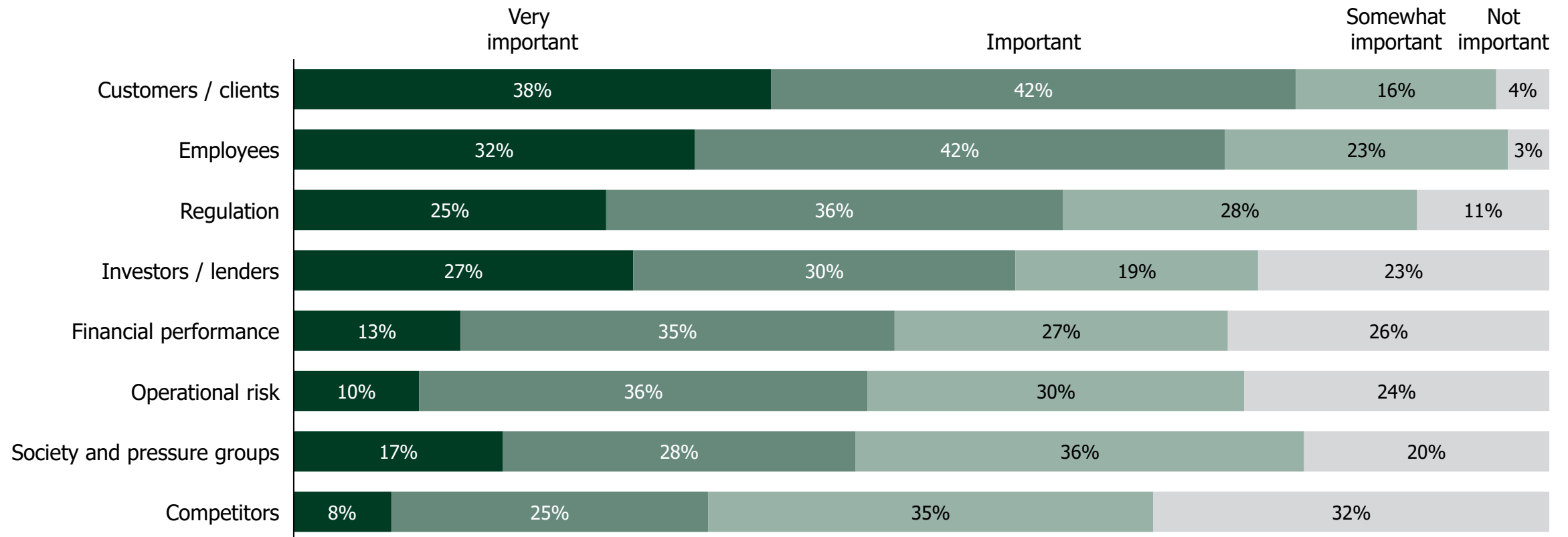


n 2023: Privately held: 125, Publicly listed: 70; n 2021: Privately held: 55, Publicly listed: 45  
 Note: 1) privately held companies include PE backed, non-PE backed and partnerships  
 Source: Eden McCallum Business Outlook Survey January 2023 - Q14 - Does your company/organisation have an environmental sustainability policy? ; Q15 - Does your company/organisation's policy include any specific, time-bound targets? ; Q16 - Has your company / organisation shared its environmental sustainability targets publicly?



# Customers and employees are the most important factors influencing companies' environmental sustainability agenda

## FACTORS INFLUENCING COMPANIES' ENVIRONMENTAL SUSTAINABILITY AGENDA<sup>1</sup>



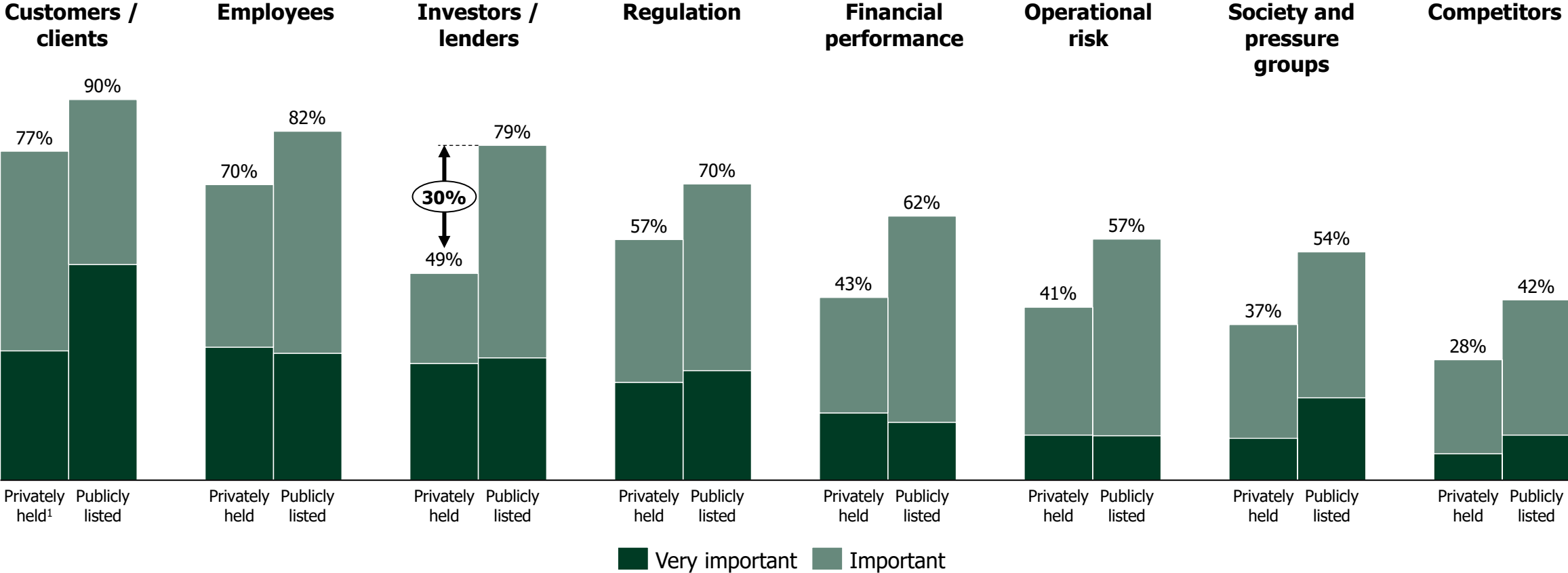
n: 229

Note: 1) excludes don't know/NA responses

Source: Eden McCallum Environmental Sustainability Client Survey, October 2021 ; Eden McCallum Business Outlook Survey January 2023 - Q17 - For your organisation, how important have the following areas been in influencing your decision to adopt an environmental sustainability agenda?

# Not surprisingly, public companies are more likely to feel the pressure of external audiences than private companies, particularly from investors

## FACTORS WITH 'IMPORTANT OR VERY IMPORTANT' INFLUENCE ON ENVIRONMENTAL SUSTAINABILITY AGENDA<sup>1</sup>



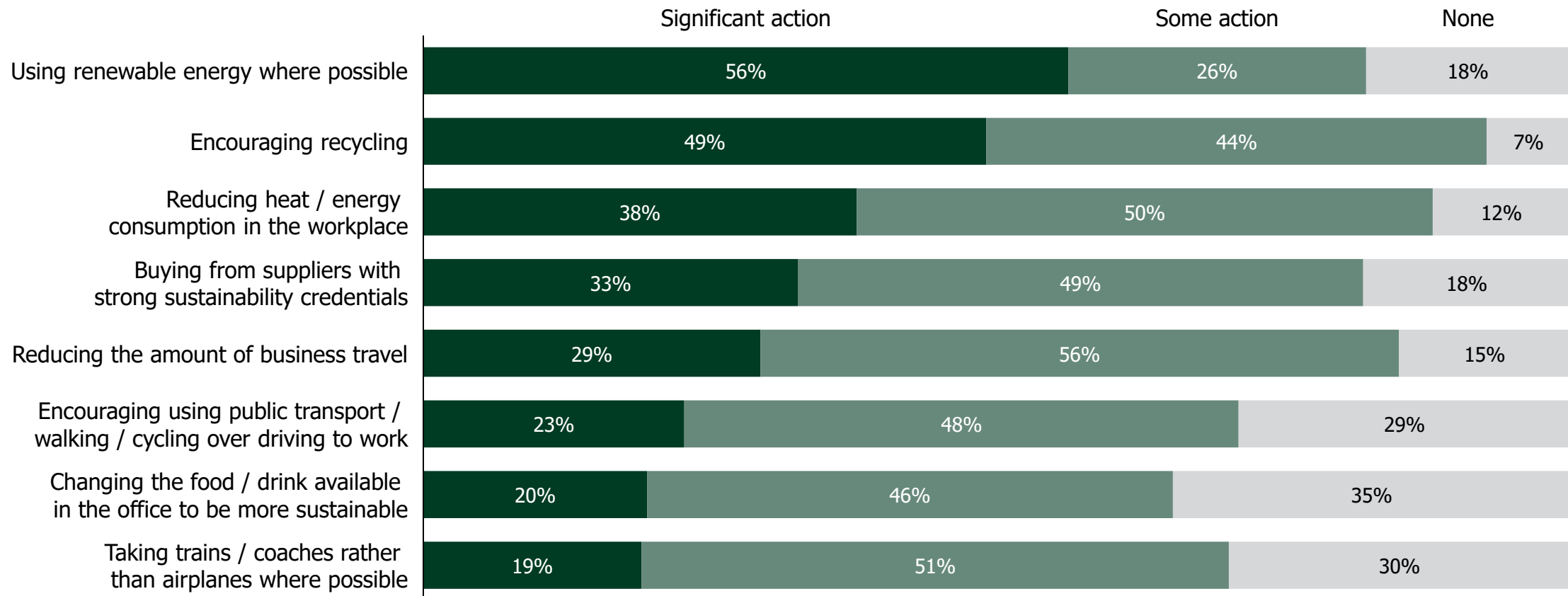
n: Privately held: 125, Publicly listed: 70

Note: 1) Privately held companies include PE backed, non-PE backed and partnerships

Source: Eden McCallum Business Outlook Survey January 2023 - Q17 - For your organisation, how important have the following areas been in influencing your decision to adopt an environmental sustainability agenda?

# Companies' efforts on sustainability are widespread, but are particularly focused on using renewable energy and recycling

## EXTENT OF ADOPTION OF DIFFERENT SUSTAINABLE BEHAVIOURS

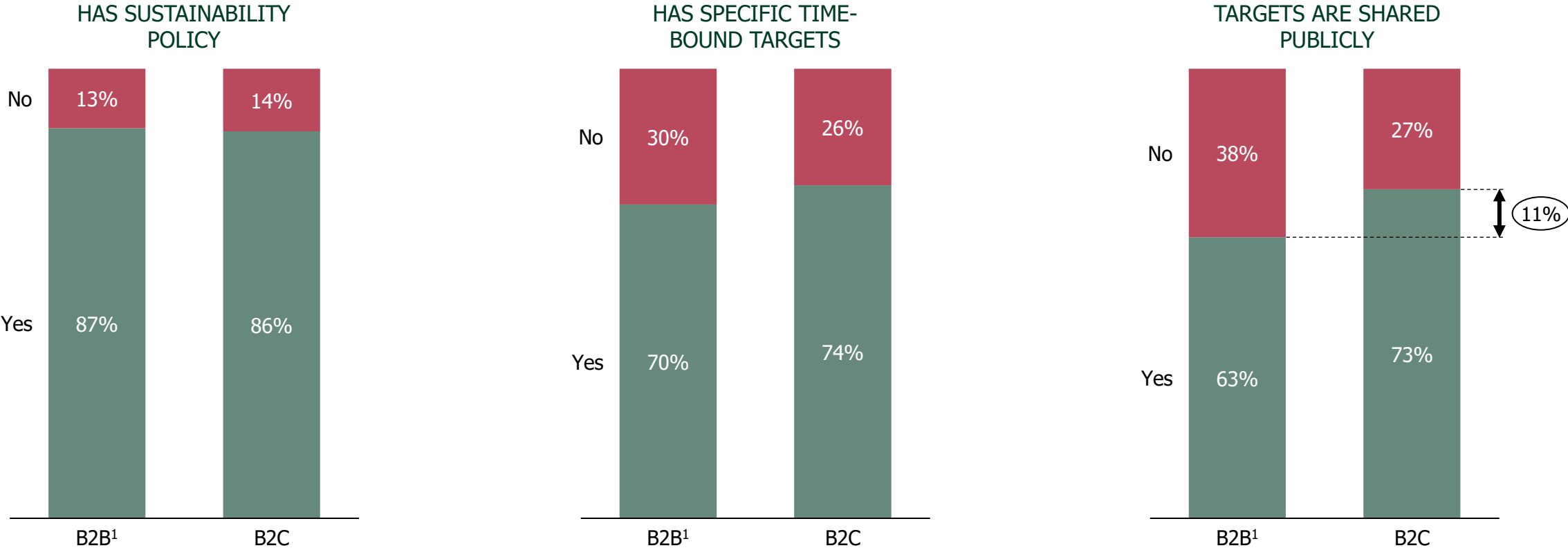


n: 229

Source: Eden McCallum Business Outlook Survey January 2023 - Q18 - Still thinking about your company / organisation, to what extent is it doing each of the following?

# And while B2C companies are more likely to share their environmental sustainability targets publicly than B2B companies...

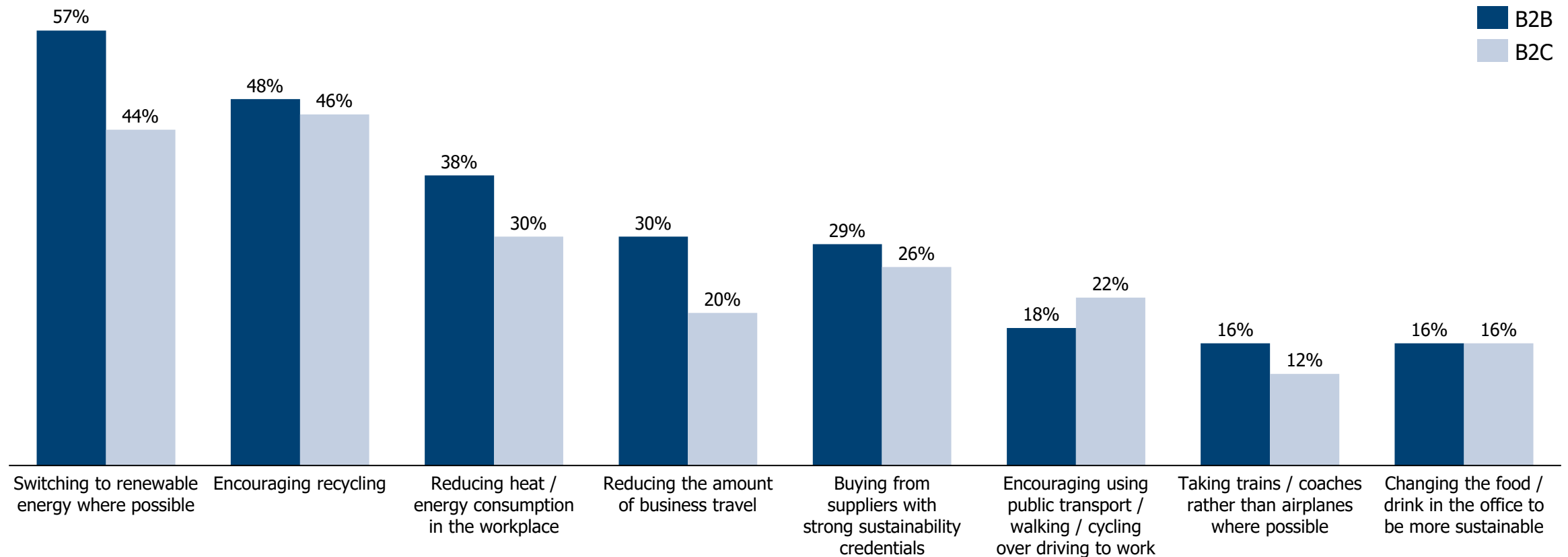
## CORPORATE ENVIRONMENTAL SUSTAINABILITY POLICIES



n: B2B: 101, B2C: 87  
 Note: 1) B2C = Consumer goods / Retail, Financial Services, Pharma / Healthcare, Travel / Leisure / Hospitality and TMT ; B2B = B2B / Professional services, Industrials / Manufacturing, Transportation / Logistics, Energy / Utilities, Engineering / Construction / Real Estate and Primary industries (mining, forestry, agriculture, etc.)  
 Source: Eden McCallum Business Outlook Survey January 2023 - Q14 - Does your company/organisation have an environmental sustainability policy? ; Q15 - Does your company/organisation's policy include any specific, time-bound targets? ; Q16 - Has your company / organisation shared its environmental sustainability targets publicly?

# ...B2B companies are more likely to practice sustainable behaviours than B2C firms, particularly relating to energy and business travel

## SIGNIFICANT ACTION ON DIFFERENT SUSTAINABLE BEHAVIOURS



n: B2B: 101 ; B2C: 87

Source: Eden McCallum Business Outlook Survey January 2023 - Q18 - Still thinking about your company / organisation, to what extent is it doing each of the following?

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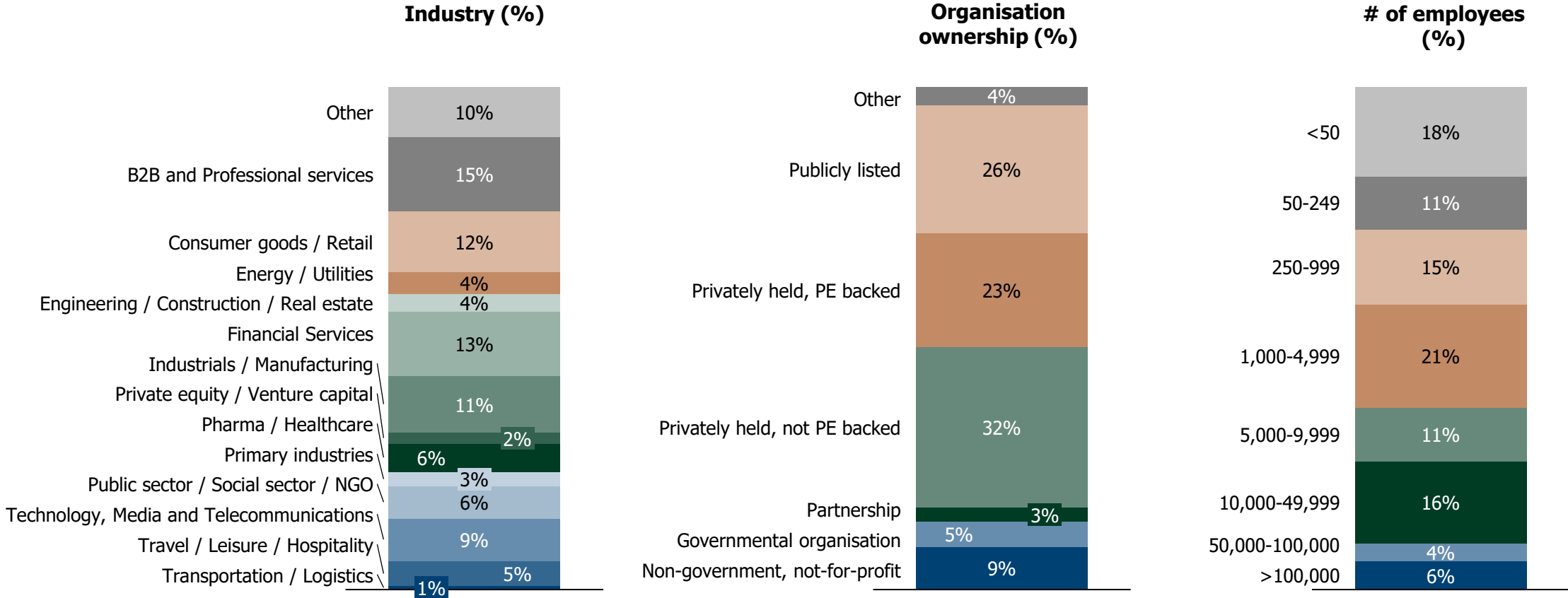
Key findings

**Sample**



# Survey sample information

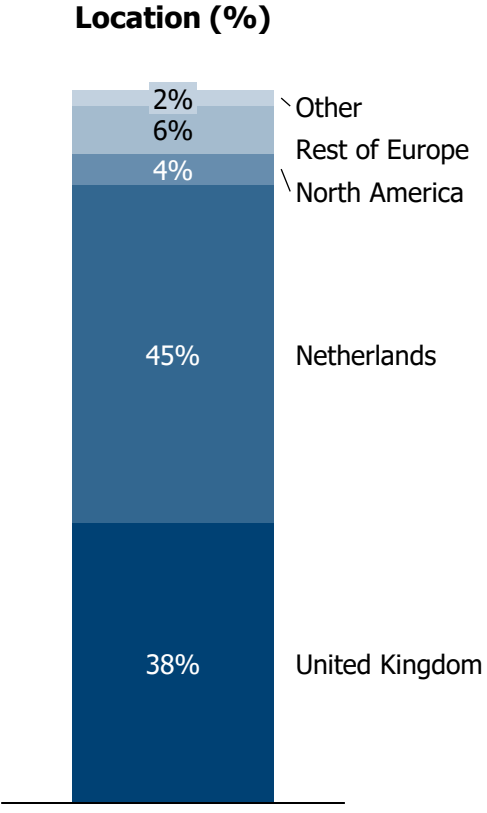
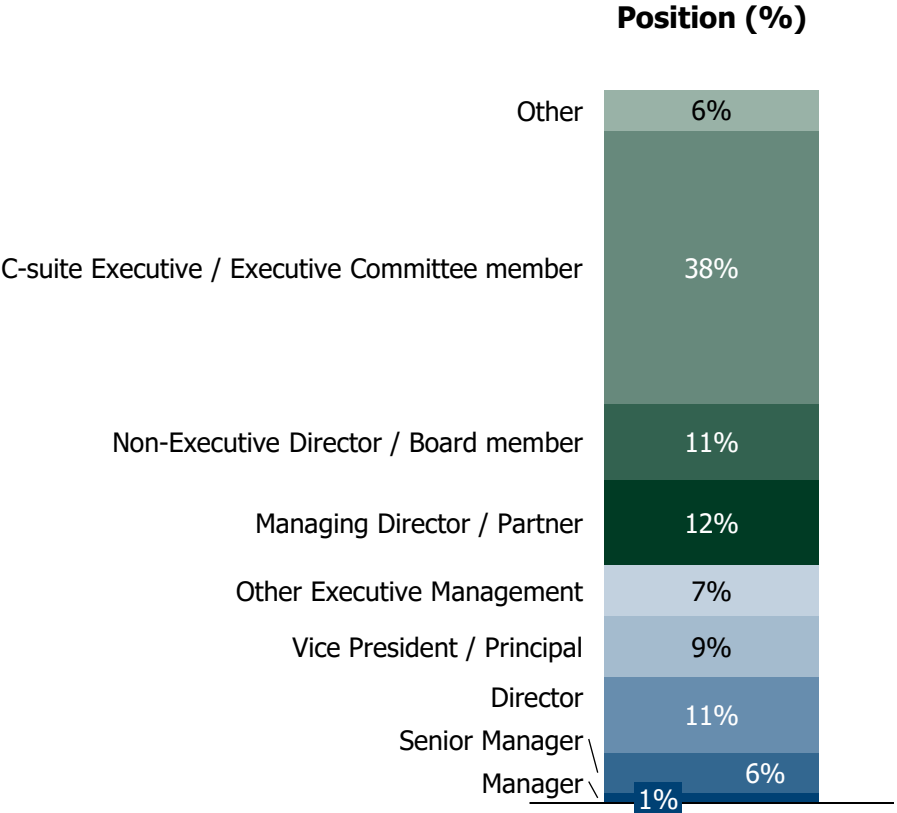
## KEY FACTS ABOUT THE SAMPLE SURVEY RESPONDENTS' ORGANISATIONS



n: 244  
 Source: Eden McCallum Business Outlook Survey January 2023 - Q1 - What industry is your company / organisation in? ; Q2 - How many people does your company / organisation employ in total? ; Q3 - In what country do you live?

# Survey sample information

## KEY FACTS ABOUT THE SAMPLE SURVEY RESPONDENTS



n: 244  
 Source: Eden McCallum Business Outlook Survey January 2023 - Q4 - How would you best describe your organisation? ; Q5 - Which of the following best describes your role within your organisation?