TOP SUSTAINABILITY TRENDS FOR 2015

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Introduction

As part of the build up to the 14th Annual Responsible Business Summit, we wanted to gauge some of the top trends both currently and for the rest of 2015. So we reached out to our global community to get a snapshot of the current key issues and likely trends in sustainability.

Some key findings:

1. **Embedding sustainability is top priority for 2015**: Just over 45% of our respondents stated that embedding sustainability throughout the organisation is a top priority for 2015. The second highest priority is creating a culture of sustainability and third is sustainable innovation, at 44% and 33% respectively.

2. **Sustainable innovation is the future**: 30% of our community stated that sustainable innovation is the most exciting opportunity for their organisations over the next five years. This echoes a trend that is found throughout our research for the 2015 Responsible Business Summit.

3. **Sustainability as a key business driver**: Nearly 25% of executives polled said their organisation is driven by sustainability. One would assume that this would increase as sustainability becomes more embedded in R&D and throughout the rest of the organisation.

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The 14th Annual Responsible Business Summit

London, 18-19 May 2015

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Key themes include: Sustainable Innovation, Sustainable Culture, Collaboration, and Circular Economy

More information: [www.ethicalcorp.com/rbs](http://www.ethicalcorp.com/rbs)
Setting the Scene

In December 2014 Ethical Corporation conducted a survey of our global community to identify key trends and opportunities in 2015.

There were 472 respondents in total.

Where our respondents work:

- Corporate / brand: 37%
- Agency / service provider / consultant: 33%
- NGO: 12%
- Academic: 15%
- Government: 3%
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Their seniority:

- Board level / business owner: 12%
- C-suite / director / VP: 14%
- Manager: 27%
- Executive: 6%
- Consultant: 19%
- Researcher: 9%
- Professor: 7%
- Other: 6%

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Where our respondents are based:

Type of company they work for:

- B2B: 44%
- B2C: 18%
- B2B and B2C (Equally): 38%

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We asked 472 respondents the extent to which Sustainability is currently embedded throughout their organisation. Their responses were as follows:

- Sustainability is very much separate .......................................................... 20%
- Sustainability permeates most of our departments ................................. 30%
- Sustainability is embedded throughout our organisation ..................... 18%
- Our organisation is driven by sustainability ........................................... 25%
- Don’t know ......................................................................................... 7%

Top 3 priorities in 2015:
1. Embedding CSR
2. Creating a Sustainable Culture
3. Sustainable innovation

For our respondents, the top 3 CSR issues were as follows:

- Driving consumer behaviour change
- Engaging multi-stakeholder groups
- Sustainable innovation
- Embedding CSR throughout the organisation
- Creating a culture of sustainability
- Impact assessments
- Carbon reduction techniques
- Minimising water use
- Building long-term supplier partnerships
- Industry collaboration
- Eliminating risk from the supply chain
- Communicating success in sustainable projects
- Getting top-level buy-in
- Community support programmes
- Waste management
- Evaluating non-financial impacts

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Top 3 CSR-related priorities by region

ASIA

Embedding CSR throughout the organisation........ 44%
Creating a culture of sustainability..................... 42%
Community support programmes.......................... 39%

N. AMERICA

Embedding CSR throughout the organisation........ 52%
Creating a culture of sustainability..................... 45%
Sustainable innovation.................................... 30%

EUROPE

Embedding CSR throughout the organisation........ 53%
Sustainable innovation................................. 45%
Creating a culture of sustainability..................... 43%

UK

Embedding CSR throughout the organisation........ 46%
Creating a culture of sustainability..................... 41%
Engaging multi-stakeholder groups..................... 30%
The single most exciting opportunity in 2015:

22% state embedding sustainability as most exciting opportunity in 2015

Most exciting opportunity in 2015 by region

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Looking to the Future…
We asked our 472 respondents for the single most exciting opportunity over the next five years. Their answers were as follows:

- Sustainable Innovation: 30%
- Resource Savings: 8%
- Embedding CSR: 15%
- Industry Collaboration: 8%
- Supplier Partnerships: 6%
- Culture of Sustainability: 23%
- Consumer Behaviour Change: 10%

Most exciting opportunity in next five years by region:

- **ASIA**
  - **CULTURE OF SUSTAINABILITY**: 29%

- **N. AMERICA**
  - **SUSTAINABLE INNOVATION**: 27%

- **EUROPE**
  - **SUSTAINABLE INNOVATION**: 27%

- **UK**
  - **SUSTAINABLE INNOVATION**: 37%

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