

ASK US ANYTHING:

Growth vs. Impact: Addressing the elephant in the boardroom



Chatham House Rules apply

QUESTION 1: “Is decoupling business growth from environmental impact actually possible?”

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OUR PANEL:



Dr Geoff Mackey
*Corporate affairs
& sustainability director*
BASF



Bridget Jackson
Chief sustainability officer
PwC



David Symons
UK Director of sustainability
WSP



Jonathan Horrell
Director sustainability
Mondelez International



Ashley Phillips
Managing director
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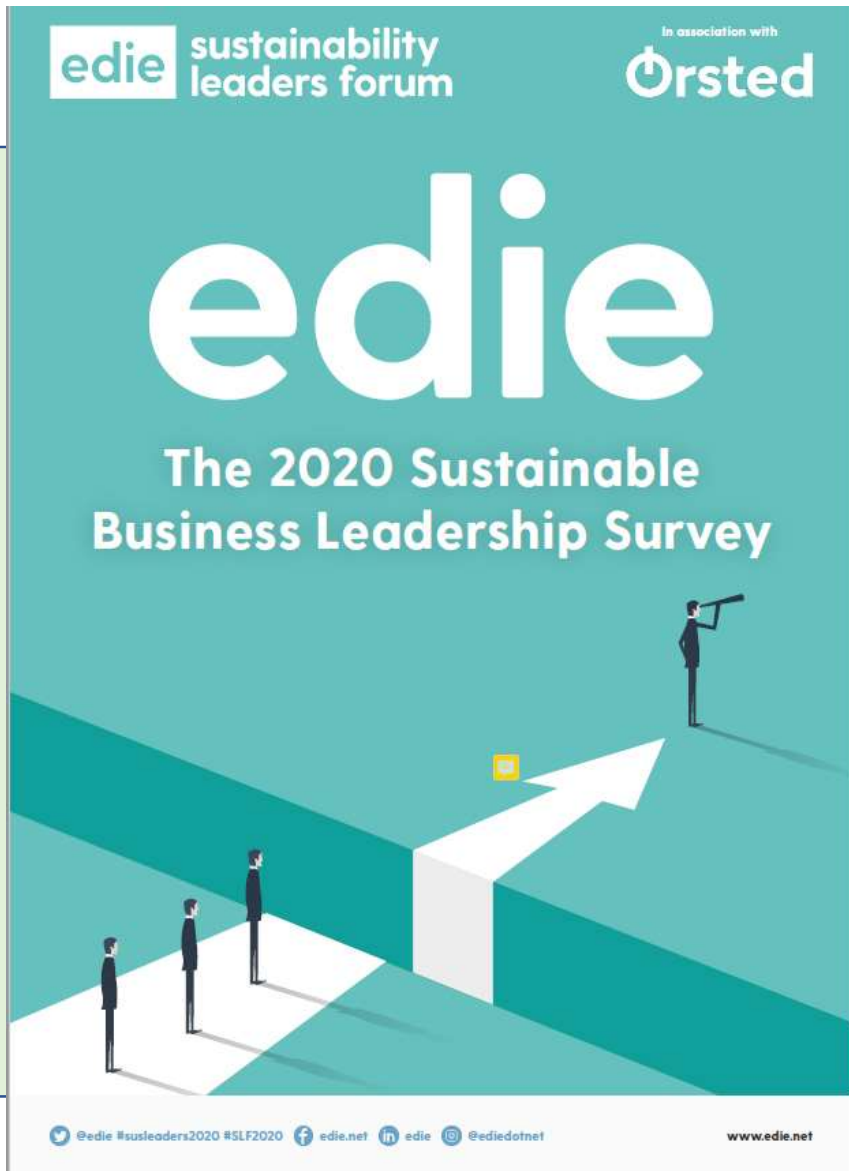


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TOP "THUMBS UP"
QUESTIONS

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- **30** questions
- More than **330 respondents** across a 2-year period
- **89%** of all respondents were **UK-based**
- **73%** of respondents from **large or very large companies** (250-5000+ staff)

[edie.net/Business-Leadership-Survey-2020](https://www.edie.net/Business-Leadership-Survey-2020)

QUESTION 2: “Do you have a net-zero target?”

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REASONS FOR OPTIMISM...



75%

OF BUSINESS
LEADERS
BELIEVE
NET-ZERO BY
2050 WILL
BE ACHIEVED

Have set a
net-zero target

31%



82%

of respondents
believed that
their organisation
will be more
committed to
sustainability in
2020 than it was
in 2018/2019

QUESTION 3: “Do you believe that we can keep to the IPCC’s 1.5C target?”

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IN LIGHT OF THE IPCC'S SPECIAL REPORT ON THE IMPACTS OF GLOBAL WARMING, DO YOU BELIEVE LIMITING TEMPERATURES TO 1.5C ABOVE PRE-INDUSTRIAL LEVELS IS STILL ACHIEVABLE?

61%
YES

39%
NO

The challenges...



Said resource scarcity and climate change was the most important 'megatrend'.



Ranked "Business growth/short-termism" as the biggest challenge for sustainable business in 2020

QUESTION 4: “Is Brexit a bigger issue for sustainability professionals this year than it was last year?”

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On Brexit...

The UK's exit from the EU has slipped from being *more than a third (36%)* of respondents citing it as one of the biggest challenges in 2019 to a *quarter (25%) in 2020*.

BUT...when segmented into large (250-999 employees) to very large (1000-4,999 employees) companies, *Brexit jumps 5% with 30%* considering it one of their top challenges.

QUESTION 5: “What is seen as a bigger business priority for 2020: energy efficiency or the circular economy?”

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The opportunities...



36% said energy efficiency and carbon reduction was a “business-critical priority”

Only 20% said waste and resources was “business-critical” and only 10% said single-use plastics was “business-critical”

The opportunities...



46% of respondents considered the Sustainable Development Goals to be a high priority



61% said that renewable energy was either a “high” or “business-critical” priority

QUESTION 6: “Do you foresee a future where the standalone sustainability/CSR department no longer exists?”

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On business leadership...

36%

Respondents believed “there should be no standalone sustainability function at all”

34%

Sustainability credentials should be built into all products and services

29%

Collaborating with others - even rivals – on sustainability

Taking inspiration from...



Unilever



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