

Sustainability is meaningless without transparency

Transparency requires that companies share insight about what their products contain, how they are made, and what impact products may have on the community, environment and users.



Transparency is required for trust.

76%

of Millennials say that when a company takes a stand on a social or environmental issue, **they will do research to see if it is being authentic.**¹

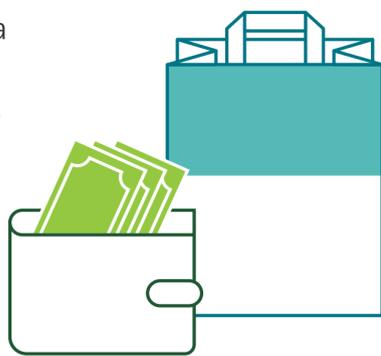


94%

of Millennials say that they are more likely to be loyal to a brand that offers **complete transparency.**²

73%

said they would be **willing to pay more** for a product that offers complete transparency in all attributes.²



43%

of buyers say they are very likely to be more loyal to a product or brand that offers a **high level of transparency** in product information, sourcing business practices and packaging.²

Savvy CEOs understand the importance of trust and transparency.

62%

of CEOs say that **digitization** has made trust a top priority for the company.⁴



55%

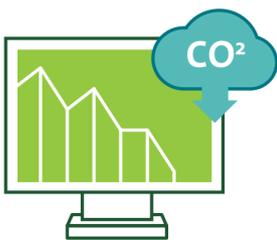
of CEOs are concerned about the lack of trust in business today – compared with just 37% three years ago.³



79%

of CEOs say that **brand, trust and reputation** drive them to act on sustainability.⁴

See inspiring examples of how companies are using digital technologies to gain visibility.



One of the largest financial enterprises in Denmark **calculates its overall carbon footprint using a digital platform** and shares this data in their annual sustainability report as well as their annual submission to the Carbon Disclosure Project.⁵

A global chemistry company has invested in technology to **consolidate, analyze and report on its global sustainability data** across 117 sites in 56 countries. This has enabled cross-functional collaboration on the company's sustainability performance. Data is now centralized for clearer evaluation and reporting, increasing quality and accuracy.⁶



One of the world's largest food companies **tracks safety, health and environmental data across its global operations**, capturing energy, waste and water indicators on a monthly basis. The company consolidates critical data and accesses it for the reporting they need.⁷

Start prioritizing digital solutions for sustainability as a key to your business strategy

UL.com/Perspectives

1 Cone Communications, "2017 Cone Communications CSR Study," 2017
 2 Label Insight, "Driving Long-Term Trust and Loyalty Through Transparency: The 2016 Label Insight Transparency ROI Study," 2017
 3 PWC, "Redefining Business Success in a Changing World CEO Survey," January 2016
 4 Accenture, "The 2016 United Nations Global Compact-Accenture Strategy CEO Study," 2016
 5 UL EHS Sustainability, "Measuring the impact of carbon reduction initiatives," 2011
 6 UL EHS Sustainability, "Consolidating global sustainability data on the road to integrated reporting," 2017
 7 UL EHS Sustainability, "Scaling global SH&E analysis and reporting with accuracy and flexibility," 2014

