

# CORE COMPONENTS OF SUSTAINABILITY

Brands that take a multi-faceted approach to sustainability build better relationships with stakeholders, increase trust and – ultimately- strengthen their bottom line.

## PURSUE NEW, SUSTAINABLE ECONOMIC MODELS



**34% OF BUSINESSES** are already implementing circular economic principles.<sup>1</sup>

**61% OF GLOBAL CONSUMERS** would borrow or share products rather than buy new ones.<sup>2</sup>



It took Uber only **6 years** to earn a **\$68 billion** valuation, surpassing that of 100-year-old traditional transportation companies like General Motors, Ford and Hertz.<sup>3</sup>

## BE SOCIALLY RESPONSIBLE



**SIX IN TEN AMERICANS** feel it's important to support socially responsible products and services.<sup>7</sup>

**76%** will refuse to purchase a company's products or services upon learning it supported an issue contrary to their beliefs.<sup>8</sup>



**70%** believe companies have an obligation to take actions to improve issues that may not be relevant to everyday business operations.<sup>9</sup>

## SUPPORT HUMAN HEALTH & WELL-BEING



**41% OF COMPANIES** that have taken steps to move toward sustainable chemicals management achieved regulatory risk mitigation.<sup>4</sup>



**84% OF CONSUMERS** are much more likely to shop at retailers that have taken steps to eliminate toxic chemicals from the products they sell.<sup>6</sup>

**71% OF CONSUMERS** prioritize health, safety and products free of certain toxic chemicals over other factors.<sup>5</sup>



## ENVIRONMENTAL STEWARDSHIP



**52% OF COMPANIES** that have pursued efficient use of resources reported supply chain cost savings and risk reduction.<sup>10</sup>



**63% OF AMERICANS** are hopeful businesses will take the lead to drive social and environmental change moving forward, in the absence of government regulation.<sup>11</sup>



**93%** are more likely to buy a product if it has an independent third-party seal of approval.<sup>12</sup>

Take a step toward a more comprehensive sustainability plan. Get some ideas at [ul.com/insights](http://ul.com/insights).

1 BSR, "The State of Sustainable Business 2016," October 2016  
 2 Cone Communications, "2015 Cone Communications/ Ebiquity Global CSR Study," May 2015  
 3 Bruegel, "Uber and the economic impact of sharing economy platforms," February 2016  
 4 Pure Strategies, "Reaching The New Corporate Frontier," 2016  
 5 MadeSafe.org, "Mind the Store: What Shoppers Want: Safe & Healthy Products," 2017  
 6 MadeSafe.org, "Mind the Store: What Shoppers Want: Safe & Healthy Products," 2017  
 7 Supportive Research Solutions, "Good Must Grow. Conscious Consumer Spending Index," 2017  
 8 Cone Communications, "2017 Cone Communications CSR Study," 2017  
 9 Cone Communications, "2017 Cone Communications CSR Study," 2017  
 10 Pure Strategies, "Reaching The New Corporate Frontier," 2016  
 11 Cone Communications, "2017 Cone Communications CSR Study," 2017  
 12 MadeSafe.org, "Mind the Store: What Shoppers Want: Safe & Healthy Products," 2017

