

Corporate attitudes towards sustainability

2020
summary
report

Who we are

Established in 2001, the Carbon Trust works with businesses, governments and institutions around the world, helping them contribute to, and benefit from, a more sustainable future through carbon reduction, resource efficiency strategies, and commercialising low carbon businesses, systems and technologies.

The Carbon Trust:

- works with corporates and governments, helping them to align their strategies with climate science and meet the goals of the Paris Agreement;
- provides expert advice and assurance, giving investors and financial institutions the confidence that green finance will have genuinely green outcomes; and
- supports the development of low carbon technologies and solutions, building the foundations for the energy system of the future.

Headquartered in London, the Carbon Trust has a global team of over 200 staff, representing over 30 nationalities, based across five continents.

About the research

The findings in this report are from online interviews undertaken by [B2B International](#) in June and July 2020 with sustainability and corporate responsibility professionals in companies in France, Germany, Mexico, Singapore, Spain and the UK. The focus was on large companies with at least 1,000 employees, and operating in a wide range of sectors.

Breakdown of participants by company size:

- 46% of respondents were in companies with 1,000 to 2,499 employees
- 25% of respondents were in companies with 2,500 to 4,999 employees
- 15% of respondents were in companies with 5,000 to 10,000 employees
- 14% of respondents were in companies with more than 10,000 employees

Breakdown of participants by sector:

- Business and financial services, IT and Telecoms – 20%
- Manufacturing – 22%
- Construction, engineering and mining – 15%
- Public sector and education – 10%
- Healthcare – 9%
- Wholesale and retail – 7%
- Transport, storage and communication – 7%
- Other – 10%

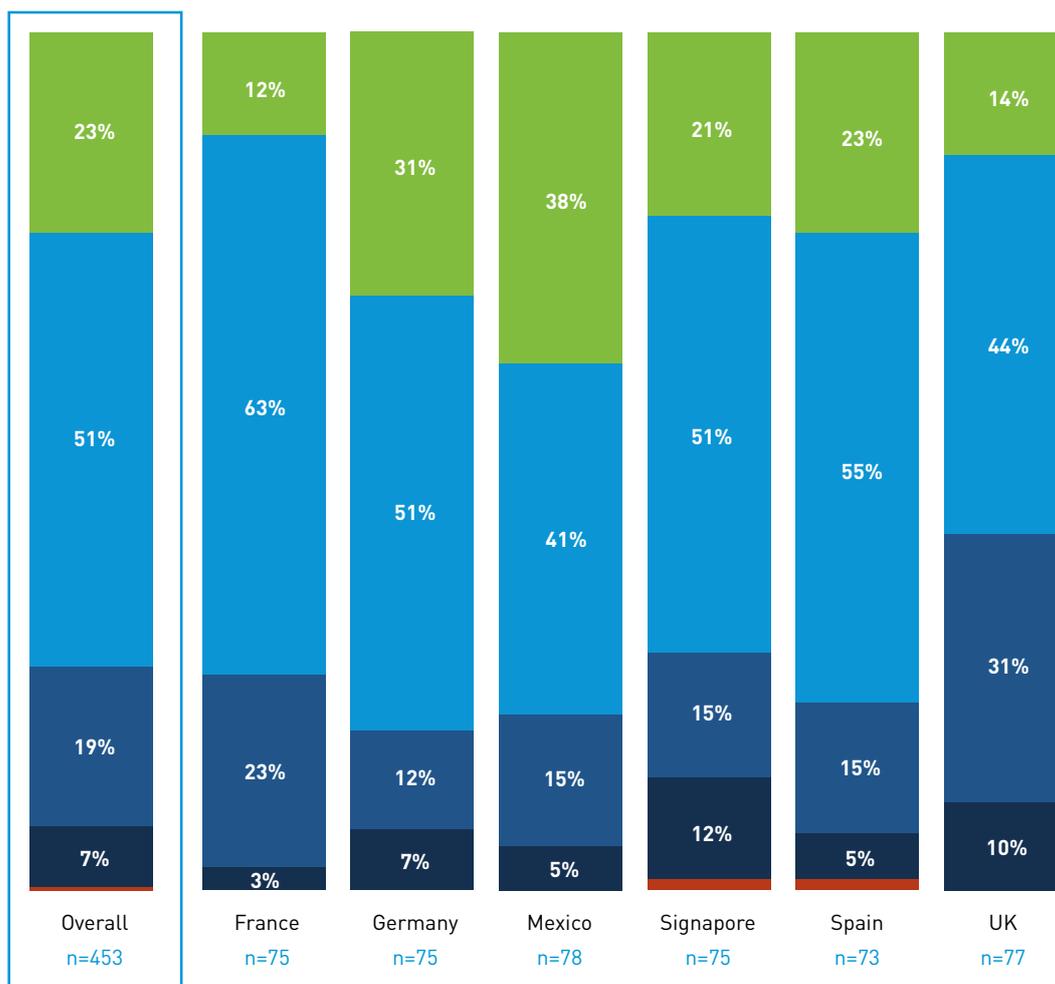
B2B International conducted similar research for the Carbon Trust in 2019.

For more information on the research and our corporate sustainability services please email: client.support@carbontrust.com or call: 0207 170 7000.

Impact of Covid-19 on sustainability priorities by country

Question:

How are your environmental management and/or sustainability priorities likely to change as a result of Covid-19?



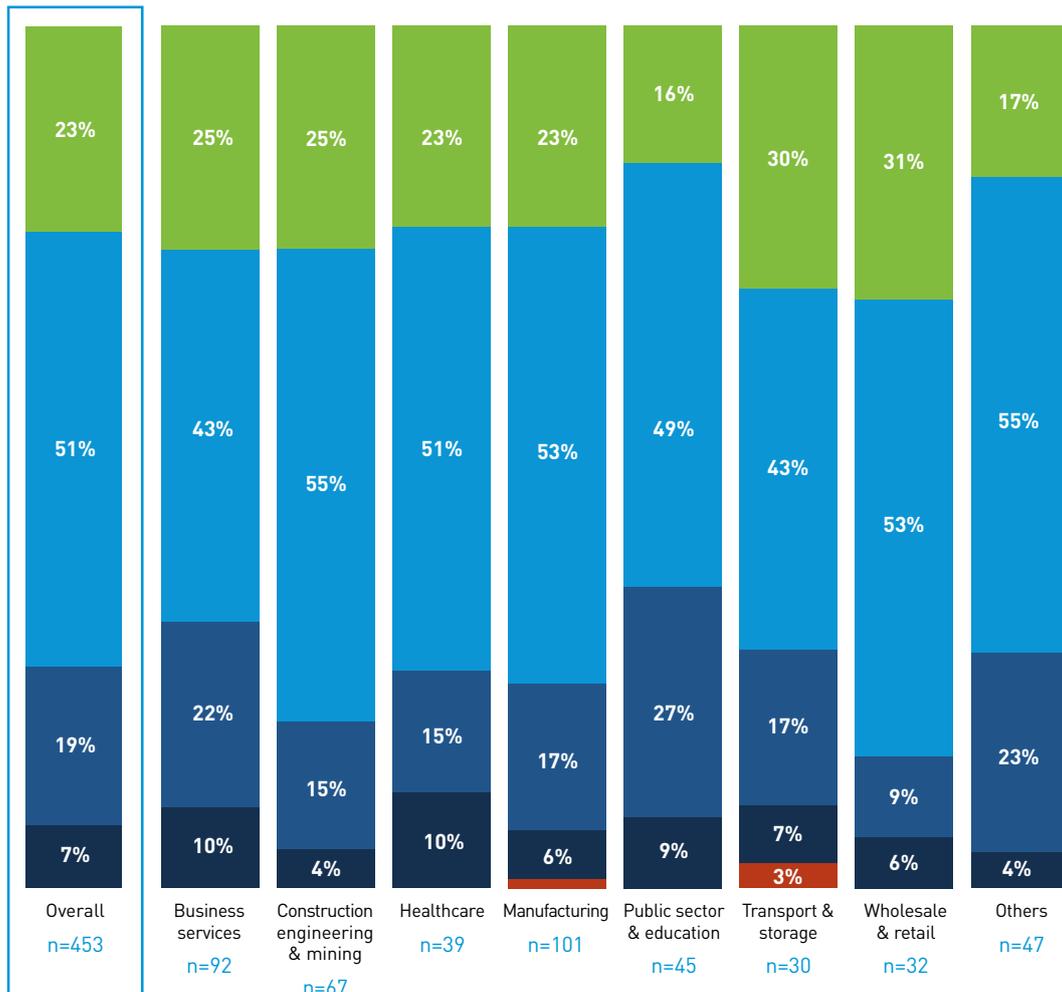
Key:

- Significantly more important
- Somewhat more important
- Unlikely to change
- Somewhat less important
- Significantly less important

Impact of Covid-19 on sustainability priorities by sector

Question:

How are your environmental management and/or sustainability priorities likely to change as a result of Covid-19?



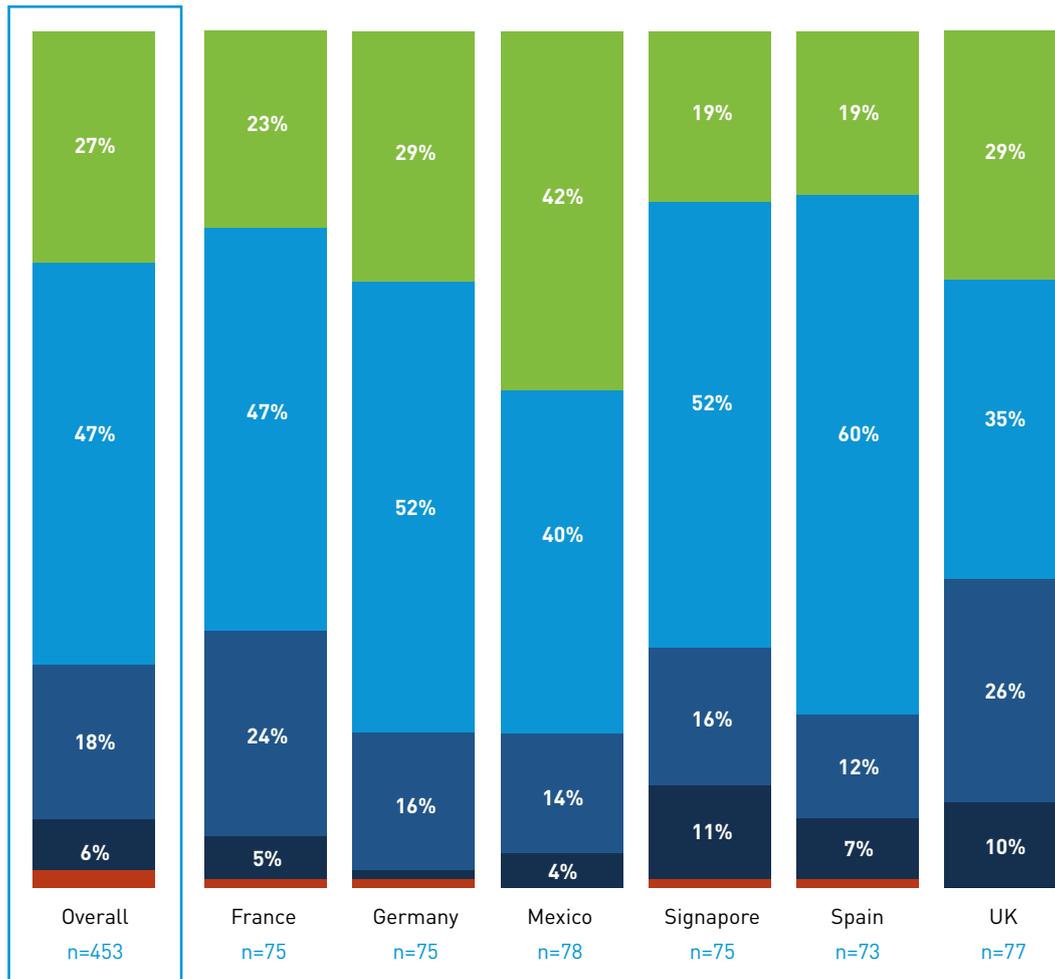
Key:

- Significantly more important
- Somewhat more important
- Unlikely to change
- Somewhat less important
- Significantly less important

Impact of Covid-19 on customer sustainability attitudes by country

Question:

How are your customers attitudes to sustainability likely to change as a result of Covid-19?



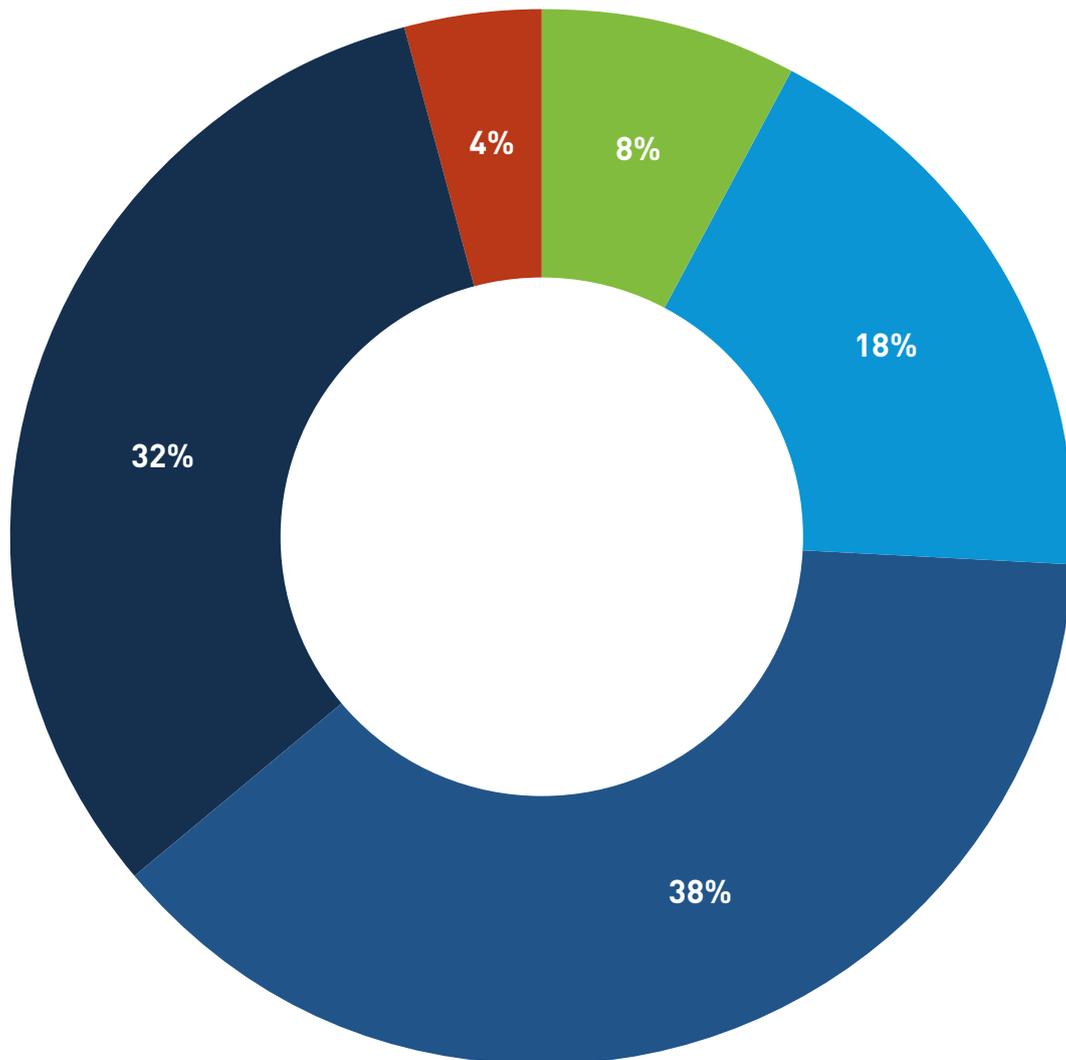
Key:

- Significantly more important
- Somewhat more important
- Unlikely to change
- Somewhat less important
- Significantly less important

Impact of Covid-19 on businesses

Question:

How much of a disruption has Covid-19 caused to your organisation?



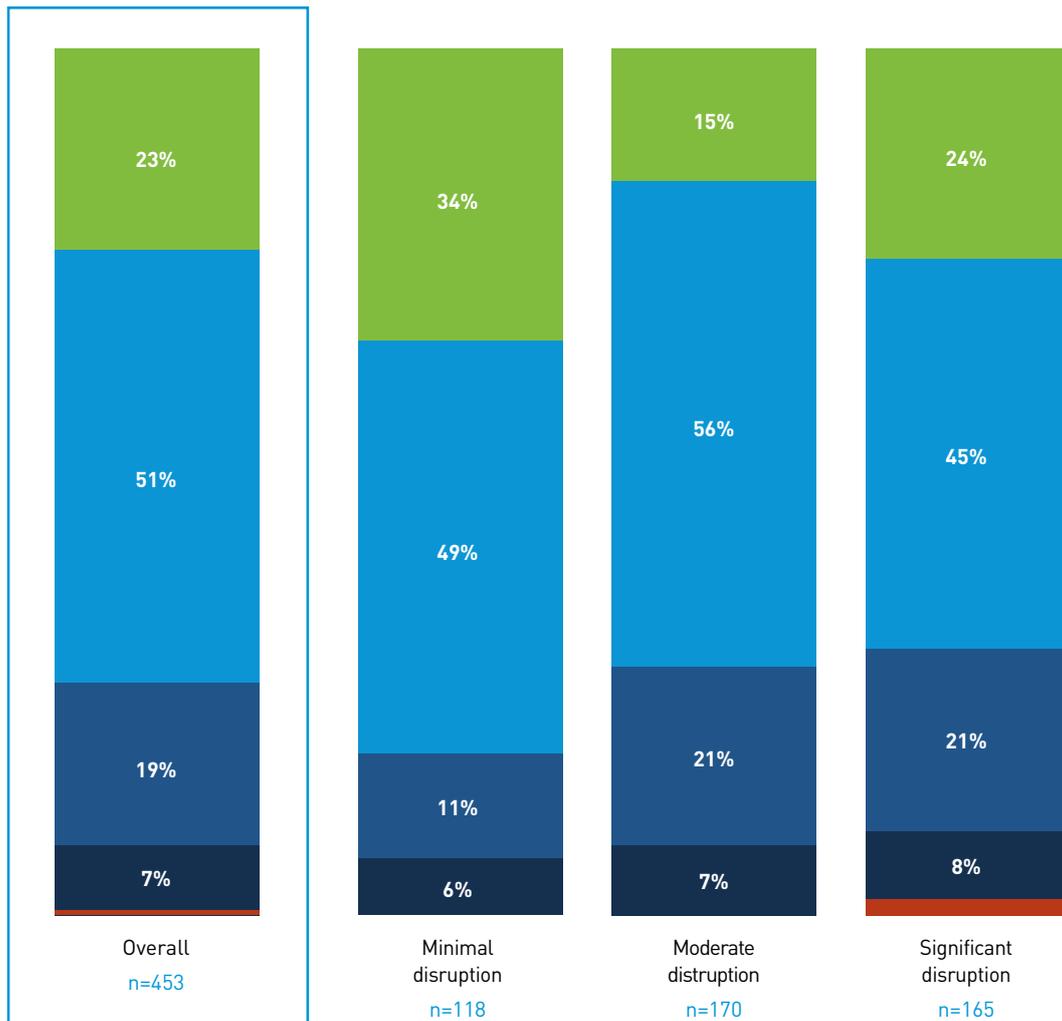
Key:

- The outbreak has helped our business
- The disruption is minimal, with most work continuing uninterrupted
- We have been somewhat affected; efficiency has been impacted or we expect to have less sales/revenue
- We have been significantly impacted by the pandemic, with operations heavily impaired, or sales/revenue badly impacted
- This is an existential threat to our organisation. We may not be able to recover from the effects

Impact of Covid-19 on sustainability priorities by level of disruption

Question:

How are your environmental management and/or sustainability priorities likely to change as a result of Covid-19?



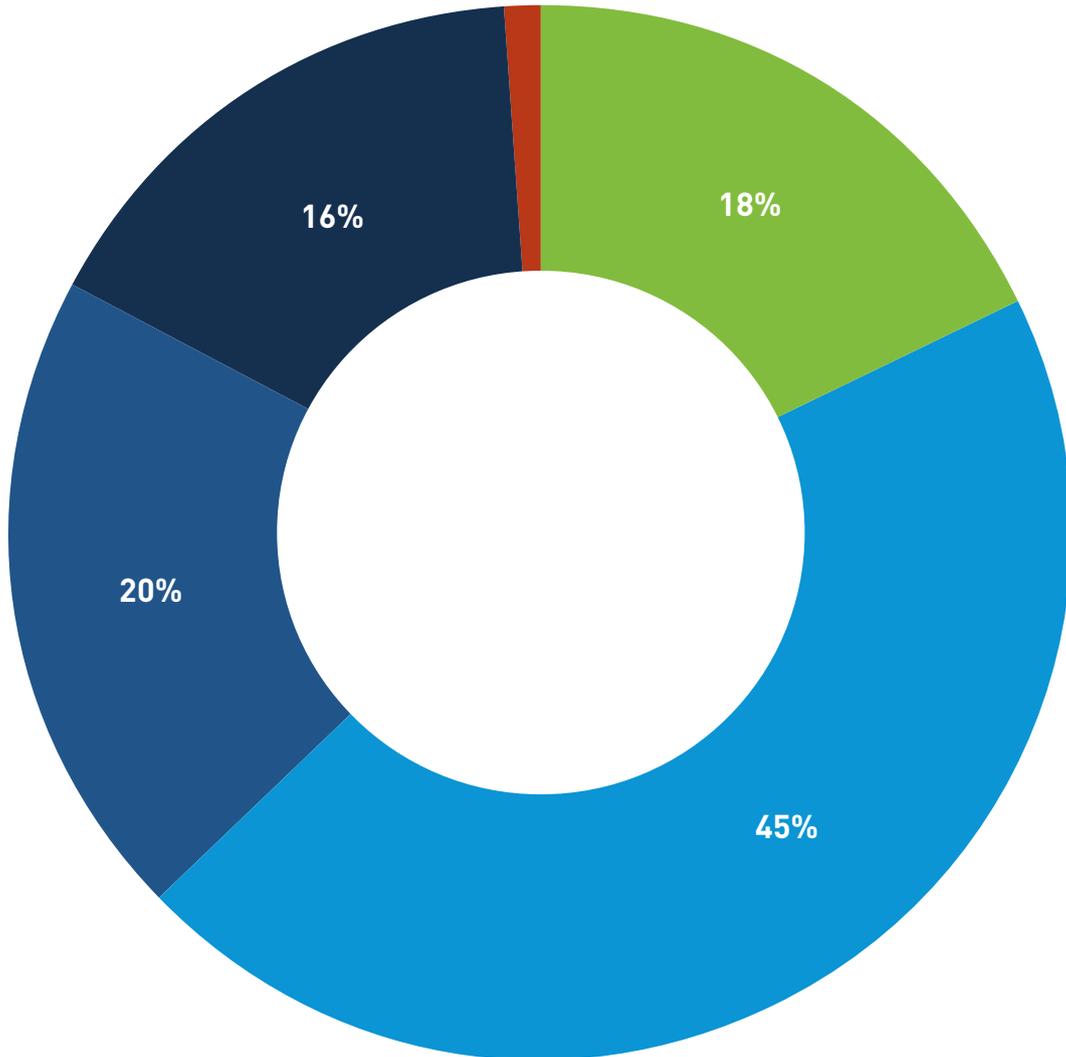
Key:

- Significantly more important
- Somewhat more important
- Unlikely to change
- Somewhat less important
- Significantly less important

Impact of Covid-19 on sustainability budgets

Question:

How is your organisation's total budget for sustainability likely to change as a result of Covid-19?

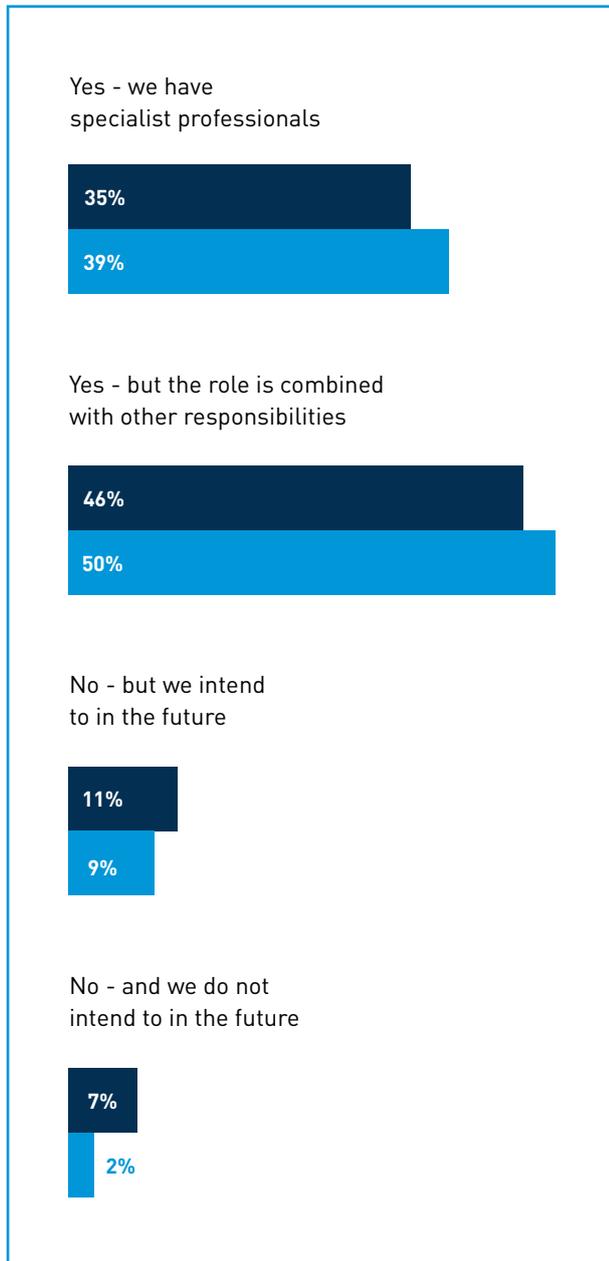


Key:

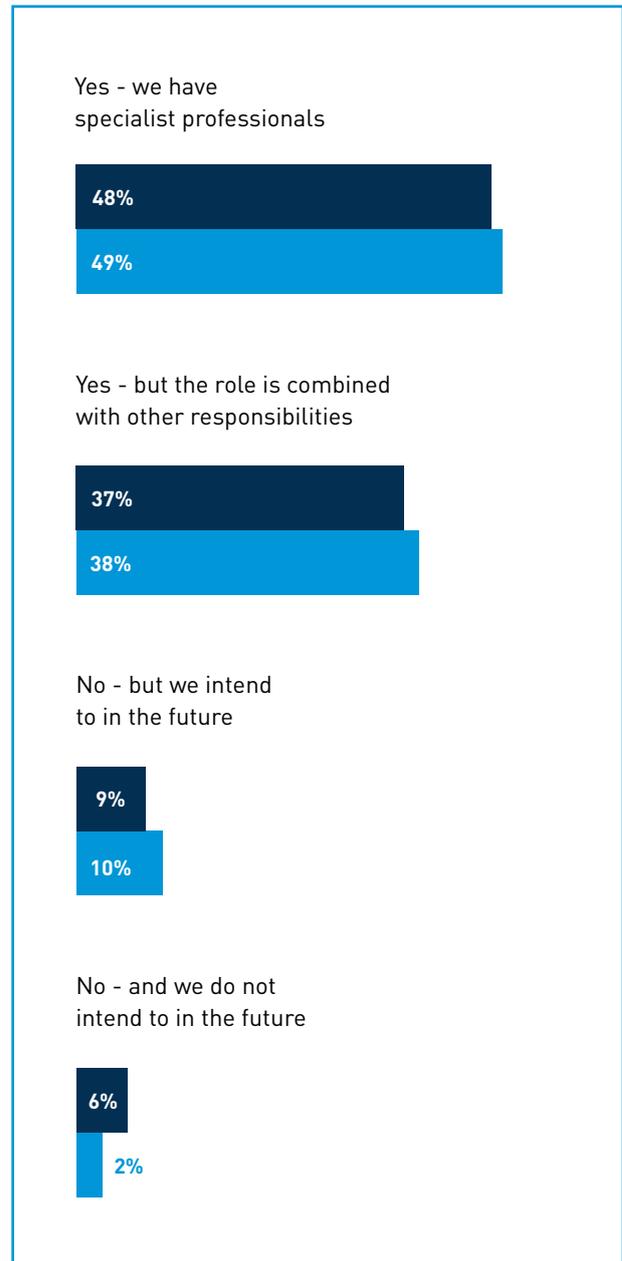
- Significantly bigger
- Somewhat bigger
- Remain the same
- Somewhat smaller
- Significantly smaller

Who we've spoken to: staff and strategy

If an organisation has dedicated sustainability roles:



If an organisation has a sustainability strategy:



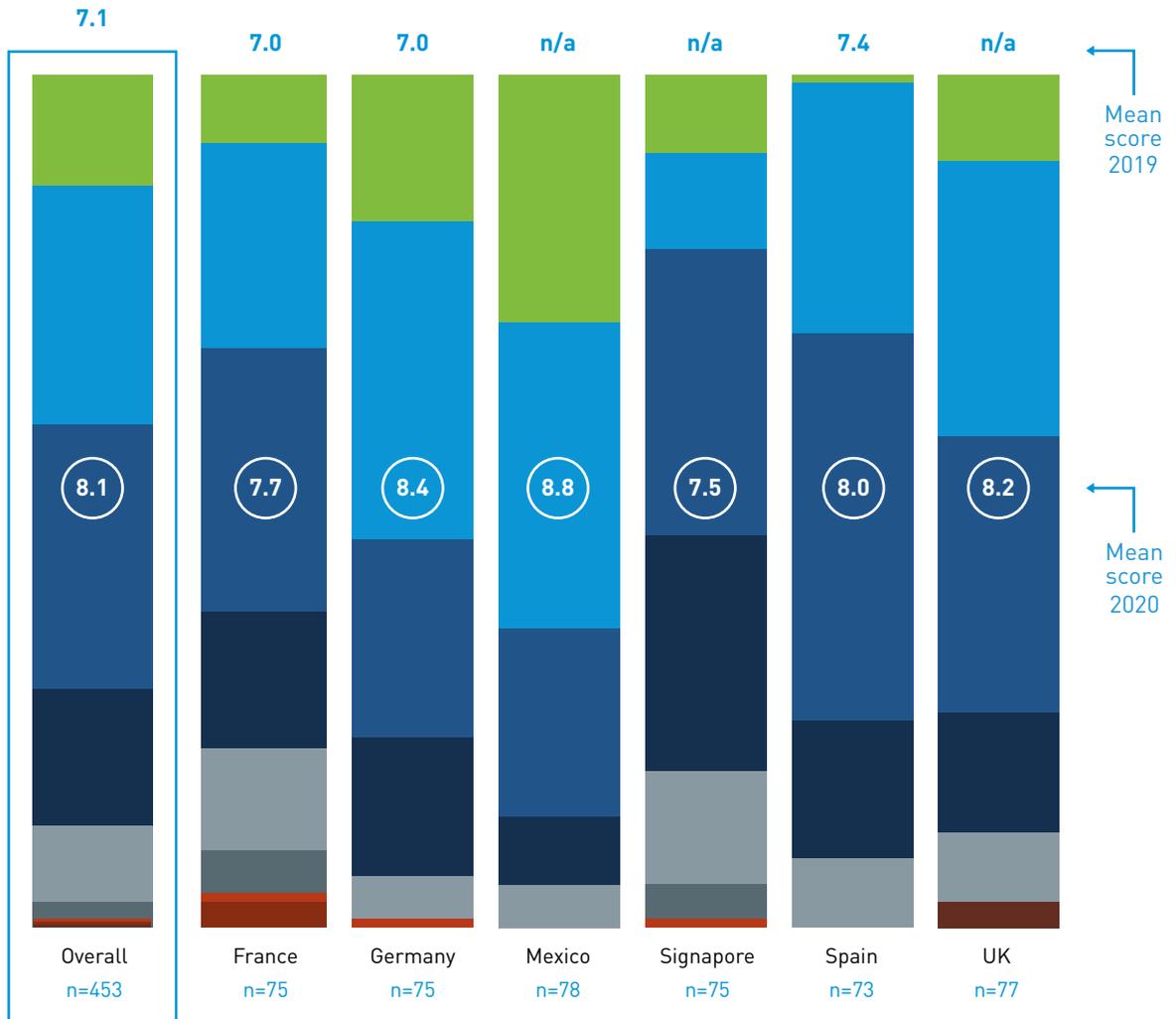
Key:

- 2019
- 2020

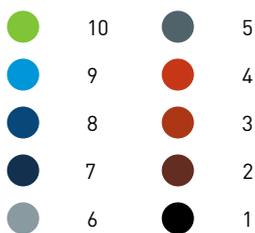
Who we've spoken to: sustainability priorities

Question:

How much of a priority is environmental management and/or sustainability to your organisation?
Please rate on a scale from 1 to 10, where 1 is not a priority at all and 10 is extremely high priority.



Key:



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