

## Responsible Business Trends 2017 - Complimentary Snapshot Report

As part of Ethical Corporation's annual Responsible Business Trends 2017 Report we reached out approximately 2,500 global business executives to get an understanding of the top sustainability trends and issues for 2017. This snapshot highlights some key findings from our community based in Europe.

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Some key findings are:

1. **The impact of Brexit:** We wanted to gauge our community's response to the impact that Brexit will have on their organisation's sustainability activities. Many stated Brexit will create unnecessary work and uncertainties and will have a negative impact on sustainability investment decisions.
2. **Sustainability is driving revenues:** Just under 56% of executives polled stated that sustainability is driving revenue for their business.
3. **Sustainability as a source of competitive advantage:** 21% of our respondents indicated sustainability as a source of competitive advantage as the single most exciting opportunity for their organisation in 2017.
4. **A tightening of sustainability budgets:** Just 25% of respondents stated their sustainability budgets will increase in 2017. This is a fall of 1% on last year's findings. A further 35% stated their budgets won't increase in 2017, a rise of 3% from 2016's report. It would appear that recent events have impacted organisations' investments in sustainability activities.

Find out how the industry is evolving by reading the complimentary briefing today <http://reportalert.us11.list-manage2.com/track/click?u=4adec2b271b1e34a2f3c75775&id=697bf991d9&e=7a24c79492>

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