

Impacts of COVID-19 on Sustainability
Survey Highlights

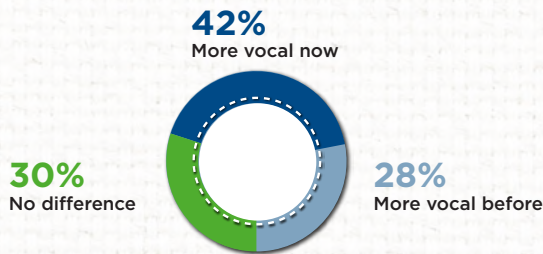
Customers are more engaged than ever

Sustainability decision-makers believe their customers demand more environmental commitments than ever and will hold companies accountable with the power of their purchase

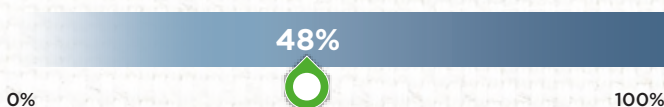
Since the COVID-19 pandemic, how has customer demand changed for environmentally sustainable business practices and goods/services?



How vocal are your customers about their environmental and sustainability concerns since the COVID-19 pandemic?



If you had to guess, what percentage of your customer base would switch to a competitor if your company did not meet its sustainability goals or commitments?



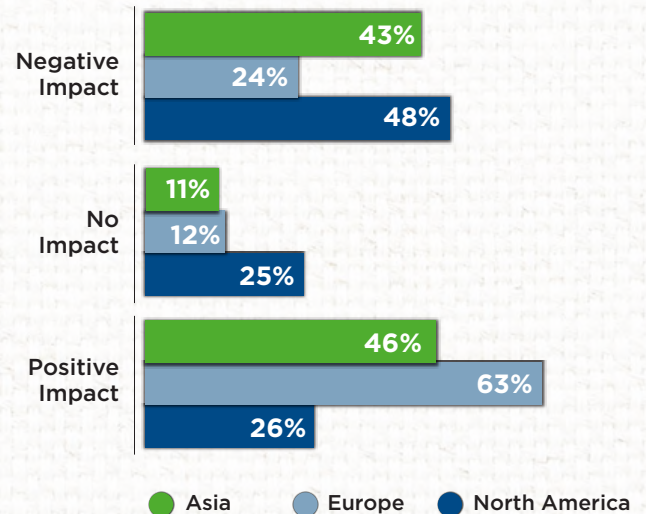
The inconsistent impacts of COVID-19

Though European sustainability investments have increased since COVID-19, not all regions have had the same experience—market-specific conditions may play a larger role than global factors in the future of sustainability

What impact has COVID-19 had on your company's proactive investments (i.e. time, money, other resources) in or future commitments to sustainability initiatives, partnerships or standards?



Impacts to proactive investments by market*



*Percent of total market response