

Businesses prioritise environmental impact in post-COVID-19 strategies

82% of business decision makers are working environmental considerations into COVID-19 business recovery plans, reveals new Epson research

London, UK – October 2020 – Three-quarters (75%) of business decision makers say their organisation’s environmental and social impact has become more important due to COVID-19, according to new research from Epson.

The research shows that business decision makers are taking action too, with more than half (55%) confirming they are now paying more attention to these targets compared to six months ago.

In fact, 82% have worked environmental considerations into their COVID-19 return to workplace and business recovery plans at some extent, with 29% of these fully embedding these considerations into their strategies.

They see clear benefits in focusing on reducing their environmental impact too, citing more positive brand perception (81%), increased profitability (75%) and reduced operating costs (73%).

The focus on reducing environmental impact will likely be seen as a positive move by employees, as 75% of workers say they are placing more importance on this than before COVID-19. The sentiment is strongest in younger age groups, with 86% of Gen Z and 79% of those aged 22-37 years paying more attention to the environmental and social credentials of the brands they work for or engage with.

Daniel Quelch, sustainability manager at Epson, comments: “Changes to the future of the workplace could leave many organisations unable to keep pace with the expectations of employees and customers. The new world of work is characterised by growing concern for individual safety and environmental impact and companies need their strategies to align with these changing expectations.

“Now that businesses are enacting return to work and recovery plans, it’s essential to review operational strategies and technology portfolios to close any gaps that may unnecessarily

expose them to negative brand perception, safety, security or productivity risks in order to prosper in this new working world.”

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Notes to Editor

Research methodology

Epson surveyed more than 4,000 workers (decision makers and non-decision makers) in 26 countries across EMEAR about their recent experiences, looking to surface their beliefs and expectations about the sustainable behaviours of employees and the brands they buy from. A fast facts sheet with more data is available on request.

About EPSON

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