

BEING A FORCE FOR GOOD IS JUST GOOD BUSINESS:

Exploring Attitudes Towards Sustainability Among B2B Brands

Our [2023 Superpowers Index](#) research shows that B2B buyers are placing increased importance on ESG topics when choosing a brand to do business with. A significant opportunity exists for B2B brands willing to demonstrate a true commitment to social and environmental responsibility.

How many B2B brands are embracing this challenge?

As in any market, there exists a diverse array of companies with varying behaviors, attitudes, and needs. Our research identified 5 clear segments categorizing businesses in terms of their attitudes towards sustainability.



THE MINIMUM

The Minimum are thus called as they primarily consider sustainability as an inconvenience and typically do no more than what is legally mandated.



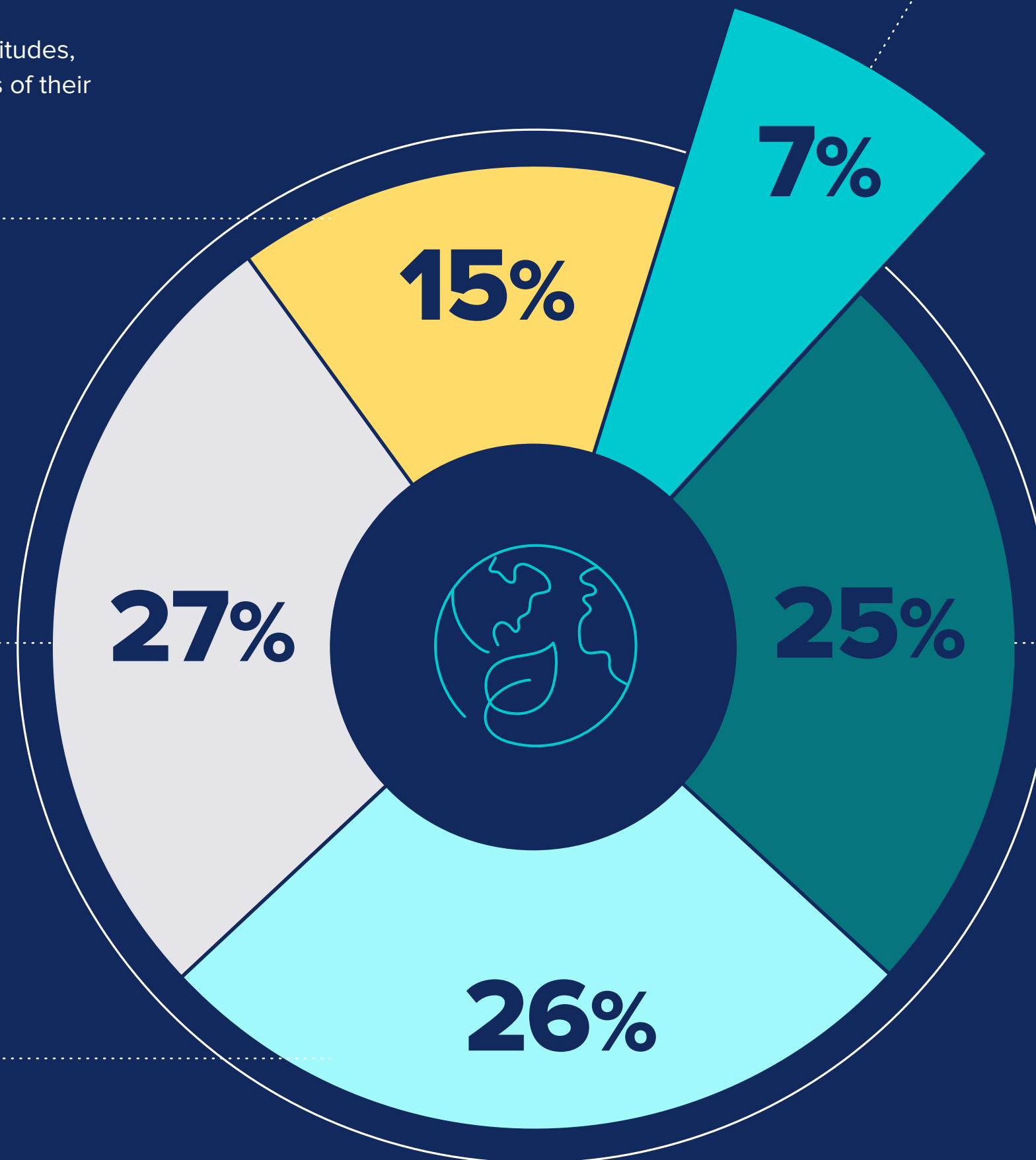
STAKEHOLDER DRIVEN

Stakeholder Driven businesses are named as such because their actions are primarily prompted by their employees, stakeholders, or customers.



EFFICIENCY SEEKERS

Efficiency seekers are businesses that view sustainability principally as a means to enhance operational efficiency.



TRUE BELIEVERS

True Believers place sustainability at the core of their values and corporate vision.

'True Believers' are high achievers

Delving deeper into the 'True Believers' segment, the research found that they are 28% more likely to have seen increased revenues in the past 12 months, and 19% more likely to have seen increased profits. Additionally, their projected revenue and profit for the next 5 years significantly surpass those of other segments and employee satisfaction is also notably higher.

Interestingly, companies in the 'Opportunity Hunters' segment, like the 'True Believers', exhibit notably higher profitability both presently and in their outlook for the future, particularly in comparison to the 'Efficiency Seekers', 'Stakeholder Driven', and 'The Minimum' segments.



OPPORTUNITY HUNTERS

Opportunity Hunters earn their name from viewing sustainability as a fresh market opportunity.



THE TIME TO ACT IS NOW!

View the full report to learn more

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