



MAKING PEACE WITH SUSTAINABILITY

Sustainability was once a buzz word, today it is non-negotiable. In other words, it is no longer optional but a critical component of your business strategy. Businesses must ensure that their sustainability policies are filtered through the company's culture and operations to meet commitments, and to meet the demands of employees and customers.

The PwC 2024 Voice of the Consumer Survey stated: "Consumers are willing to spend an average of 9.7% more on sustainably produced or sourced goods, even as cost-of-living and inflationary concerns weigh". The survey, which collected the perspectives of more than 20,000 consumers from across 31 countries and territories, found that almost nine-in-ten (85%) of consumers are experiencing first-hand the disruptive effects of climate change in their daily lives and are

prioritising consumption that integrates sustainability focused practices.

In September 2024, Prince William issued an urgent call to end environmental destruction and to "make peace with nature" in a video message played at a Campaign for Nature event at the General Assembly of the United Nations. He said "If we are to keep this planet liveable for our children and grandchildren, we must act urgently. We can and must change our relationship with the natural world".

By proactively implementing more sustainable practices in your business and aligning them with global sustainable goals, you can contribute to a healthier planet. The big question is how do you create a more sustainable business? The United Nations' Sustainable Development Goals (SDGs) -

<https://sdgs.un.org/goals> - provide a blueprint and are carefully designed to give us all a better future. There are 17 SDGs, each addressing key challenges facing the world today, such as poverty, inequality, climate change, and environmental degradation. Not all the 17 SDGs will be relevant to your business, so it is important to prioritise those that are most relevant to your strategic goals. There are plenty of resources online and companies who can help you with your journey to becoming more sustainable.

If your company is not proactively embracing sustainable practices, you will be left behind as those who are, will reap the rewards of success and build a positive image in the eyes of employees, customers, and society. It really is time to make peace with sustainability and take immediate action.