



**Cox Conserves**

**Sustainability Survey:**  
*A Study of Sustainable Solutions for SMBs*

# 2015 COX CONSERVES SUSTAINABILITY SURVEY

## STILL ONLY 2/3 OF SMBs HAVE SUSTAINABLE INITIATIVES



62% of SMBs have implemented sustainable activities. That number is nearly identical to the results from the 2014 survey.

## TOP FIVE ACTIVITIES

The majority of current SMB sustainability initiatives are operationally aligned versus long-term investments and employee programs.



Using supplies efficiently (Ex: double-sided printing)



Using energy-efficient lighting and equipment



Offering paperless billing



Offering recycling programs



Using virtual tools to conduct meetings

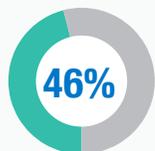
## HIGHER REVENUE = MORE SUSTAINABILITY

89% of companies with \$100M+ in revenue practice sustainability vs. 57% of companies with less than \$10M in revenue.



## COST SAVINGS AND REPUTATION

are what decision makers view as the top benefits of sustainability initiatives, while employee recruitment ranks low.



Utility Cost Savings



Demonstration of Commitment to Sustainability



Stronger Public Image



Increased Employee Recruitment

## CHALLENGES REMAIN



Other priorities and unwillingness to pay higher upfront costs are the top factors impeding sustainability initiatives.

# A STUDY AMONG SMALL AND MEDIUM BUSINESSES (SMBs)

## GENERATIONAL DIFFERENCES

Millennials will drive adoption of sustainable practices in the future.



## MILLENNIALS ARE MORE KNOWLEDGEABLE



Millennials

80% of Millennials have at least some knowledge of sustainability vs. 65% of Boomers.



Boomers

## MILLENNIALS ARE MORE COMMITTED TO INCREASING SUSTAINABILITY



Millennials

59% of Millennials are committed to increasing sustainable activities in their businesses vs. 49% of Boomers.



Boomers

## MILLENNIALS BELIEVE THEY LACK ENOUGH INFLUENCE TO EFFECT CHANGE NOW

Only 27% of Millennials state they have a great deal of influence on their organization's sustainability practices vs. 42% of Boomers, who are more likely to be in top management.

Millennials 27%

Boomers 42%

## MILLENNIALS BELIEVE THAT SMB LEADERS ARE IN THE WAY

53% of Millennials say their top leadership is impeding sustainability initiatives vs. 30% of Boomers.

Millennials 53%

Boomers 30%

## HOME VS. OFFICE

Decision-makers at SMBs are more likely to practice sustainability at home versus work.



## DRIVING FACTORS

NEARLY 2/3 of SMBs

identified cost reductions and company values as the top driving factors for sustainability



## HELP WANTED

HALF OF SMBs welcome the opportunity to learn more about sustainability.



## THE TOP THREE AREAS WHERE SMBs BELIEVE THEY NEED MORE GUIDANCE:

- 1 Understanding what government incentives are available
- 2 Reducing energy consumption
- 3 Waste disposal



### ABOUT THE 2015 COX CONSERVES SUSTAINABILITY SURVEY

The 2015 Cox Conserves Sustainability Survey gauges small and medium-sized businesses (SMB) perceptions toward sustainability. The second annual survey was conducted in July among a national sample of more than 2,000 decision-makers at businesses with less than 1,000 employees. The margin of error for the survey is plus or minus 2.18 percent.

### ABOUT COX ENTERPRISES

Cox Enterprises is a leading communications, media and automotive services company. With revenues of more than \$17 billion and ~55,000 employees, the company's major operating subsidiaries include Cox Communications, Cox Automotive and Cox Media Group. The company's major national brands include Autotrader, Kelley Blue Book, Manheim, Savings.com and Valpak. Cox Enterprises has hundreds of thousands of SMB customers and suppliers across its companies, including more than 330,000 at Cox Business and 50,000 at Valpak. The company's national sustainability program, Cox Conserves, focuses on conserving water, and reducing waste and energy consumption.

More details can be found on [www.CoxConserves.com/Survey](http://www.CoxConserves.com/Survey).

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