

Survey Green Business Results

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Survey



Co-operation KATHO – Roularta – Business and Society

KATHO – University College > 8000 students (18 professional bachelors, 34 finalisations, 4 Campuses)

Kristof Dewaele

- engineer in biotechnology
- Clinical psychologist
- Lecturer and sustainability co-ordinator KATHO
- Member of several steering committees and advisory boards (local, national, global)

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Goal of the survey?



- To visualise
 - the importance of environmental problems within the Belgian companies
 - How 'green minded' companies are
 - how strong green strategies are implemented in the daily strategy
 - ...



- Survey was sent to Trends 30.000 mailing list
- 252 respondents

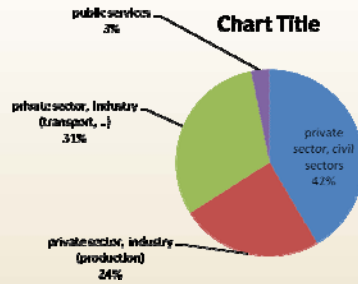
	N	%
FR	76	30,2%
NL	176	69,8%
Total	252	100%

- Low response? (timing, during holiday ..)

Profile of the respondents



- Mainly CEO/manager : 40,1 %

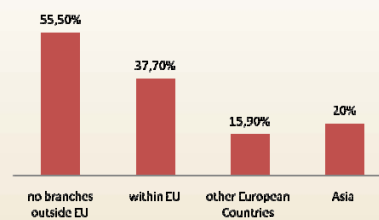


- Most companies 1 location (61,5 %)
- 19 % more than 3 branches

Profile of the respondents



- 55,5 % has no branches outside the country
- 37,7 % within EU; 15,9 % in other European Countries
- 20 % has branches in Asia !



- Most of the companies (44,3 % for Belgium and 50,0 % abroad) has over 250 employees
- Small amount (20 %) of smaller companies (< 50)

Profile

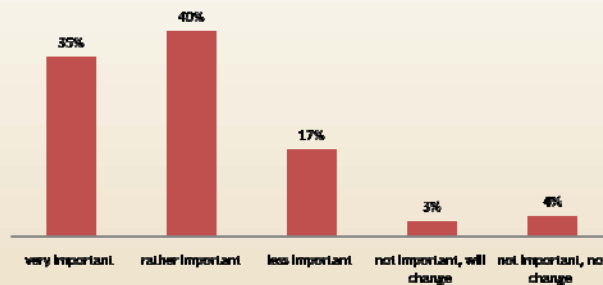


- > 50 different sectors
- Higher attendance of more innovating sectors such as automotive, ICT, media, ...
- Innovation is mostly the result of multidisciplinary approaches (thinking out of the box)

Questions related to the environment



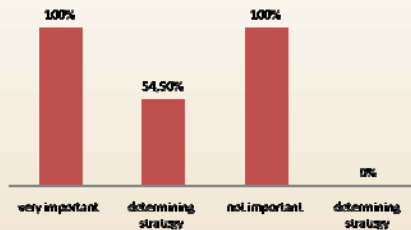
- 35 % of the respondents believe that environmental problems are very important in their company, 40 % see it as rather important



Questions related to the environment

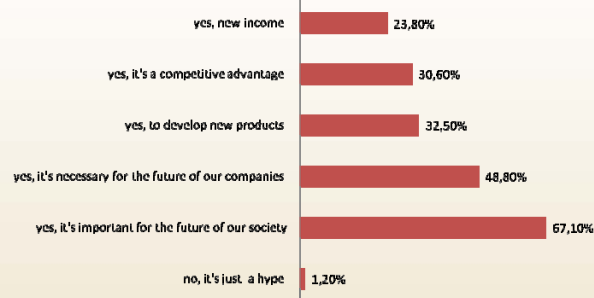


- 54,5 % of those who see it as very important declares that those issues are determining the company's strategy (impact of CEO ?) against 0 % of companies who experience environment as not important



- Half of all respondents say that they feel the impact on their daily work

Is green Business important ?



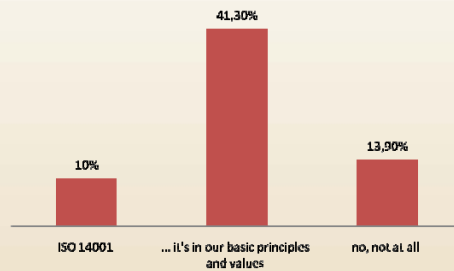
Importance of social responsibility ?

Which role plays the government?

Do you have an environmental strategy ?



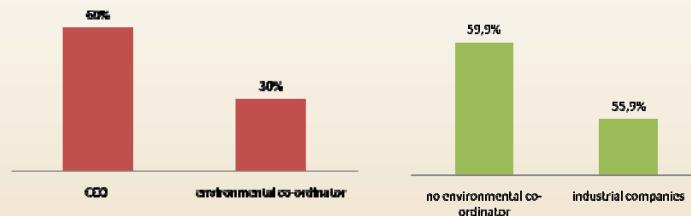
10 % has ISO 14001 (only bigger companies?)
41,3 % ... it's in our basic principles and values
13,9 % no, not at all (which companies?)



Do you have an environmental strategy ?



In 60 % of the cases, CEO is determining the goals of this strategy. (Once more the importance of a 'green minded' CEO is clear !)
For 30 % of the cases, it's the responsibility of the environmental co-ordinator (59,9 % does not has such a co-ordinator, but only 55,9 % are industrial companies)



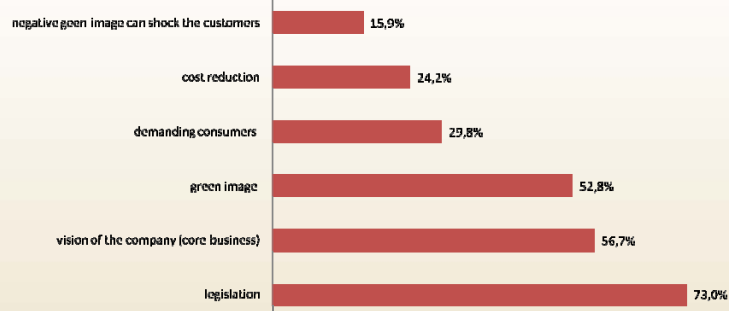
There is a significant positive correlation between the importance of environmental problems and environmental strategy..

Environmental co-ordinator ?



- The more environmental problems are seen as important, the bigger the chance that the company has an environmental co-ordinator, but ...
 - Mostly bigger companies?
 - Only industrial companies (55,9 %), connection with environmental legislation?
 - Question of chicken and egg ?

Influences on environmental strategy (1)



Same correlation with importance of environmental problems.

Big impact of customers !!!

Influences (2) & barriers



- Ranking : first vision, 2nd legislation
- Mostly no barriers ,equal or better ROI leads to environmental investments
- When environmental problems are really important, 20 % of the companies keep investing in the environment even with bad ROI (the idealistic companies)

Green investments



- energy saving : 63,1 %
- Solar energy : did (18,3 %), plan (27,4 %), not (47,6 %)
- Wind energy : not (79 %)
- Water recuperation : nearly 50/50
- ..
- Connection between sector, small/big (~ costs), core business
- Low barrier for energy saving, high ROI

Effects of crisis on 'green decions'



- Difference between effect in general vs effect on the company
- In general : 50/50 between positive and negative impact
- For company : 50/ between positive and no impact

- Other perception in own company vs general ?

Some propositions



- Green investments are necessary : 91 % YES
(why ? Customers, legislation, strategy, .. ?)

- environmental legislation is too imposing : 50 % NO
(sector, industry vs services, ... ?)

- Sustainability is something for big companies : 77,4 % NO

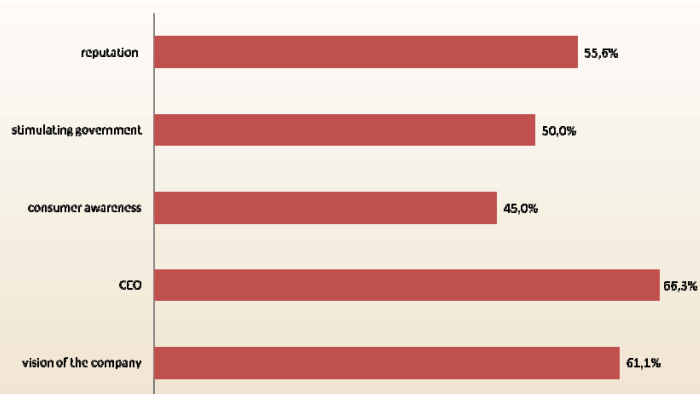
- Low CO2 economy is important to sustain within world economy : 71 % NO (because we think we can not go lower?)

CO2-footprint



- Measuring is not so common (why ?) 14,9 % yes, 50 % no
- 53 % would do it as part of strategy, 53 % because of the reputation
- There's not enough support yet for a discussion concerning CO2-footprint
- Too early?

Drives for sustainable innovation ?



To conclude



- High awareness of environmental problems
- CEO, vision of the company, consumers, legislation has a high influence
- Legislation is not perceived as too demanding, more stimulating government wanted?
- Investments are based on low barrier, but are not always seen as high ROI
- Too soon for discussion about CO2, or are they already tired?

Questions ?



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