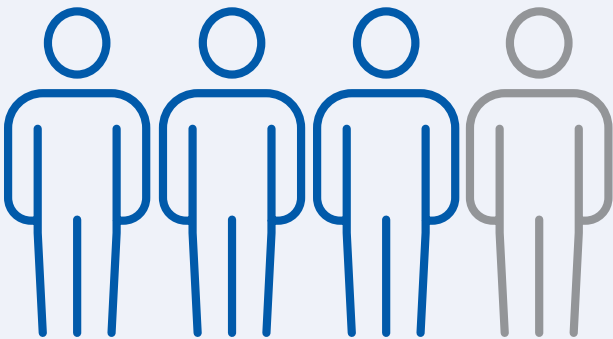


Small Businesses Can Lead in Sustainability and Inclusion

In today's economy, sustainability and inclusion are strategic business imperatives. Small businesses can leverage their unique, nimble capabilities to adopt more sustainable and inclusive practices, increasing their competitive advantage and resilience.

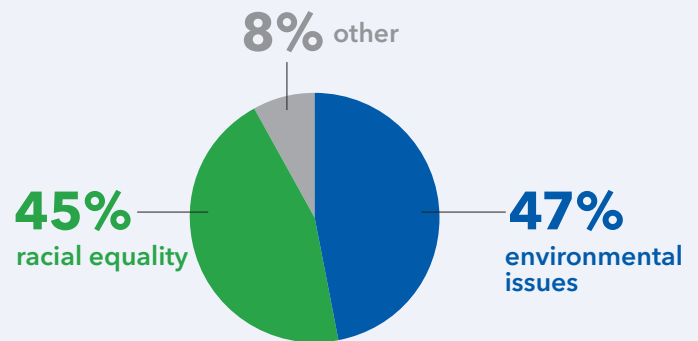
Consumers care about sustainability and inclusion...

About 3 in 4 consumers say they would switch to brands that share their values, and just as many would boycott brands supporting causes they are against.



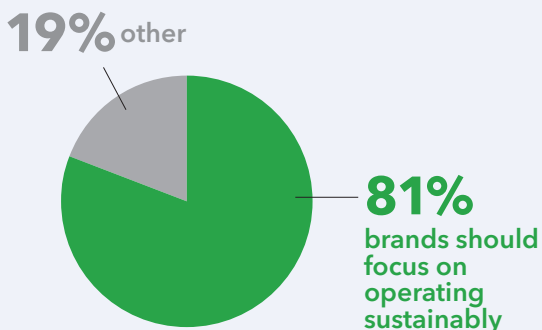
(Source: CivicScience, 2023)

47% of American consumers want more brands to support environmental issues and sustainability publicly, and 45% want more brands to support racial equality publicly.



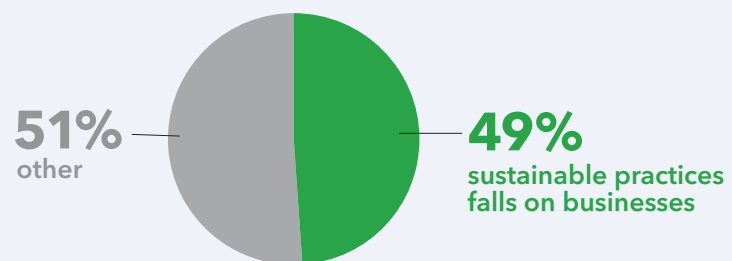
(PR Newswire & Zappi, 2022)

81% of consumers say it's important for brands to focus on operating sustainably.



(Stifel Sustainability Survey, 2022)

About half (49%) of U.S. consumers believe the responsibility for implementing sustainable practices falls on businesses.



(Sensormatic, 2022)



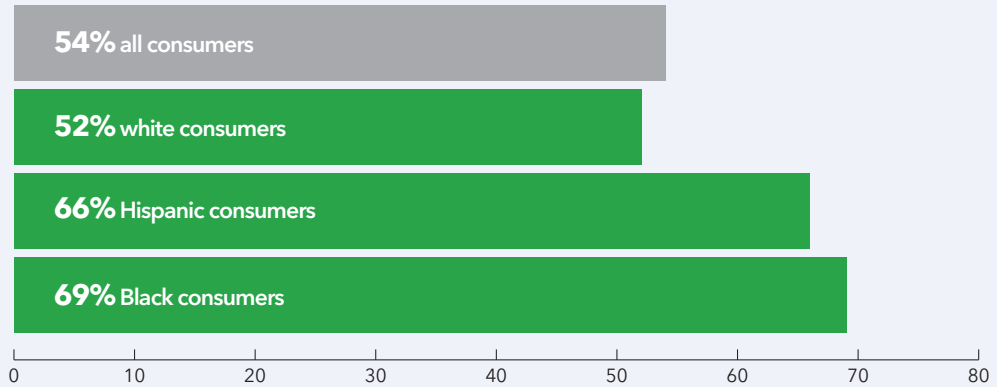
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WELLS
FARGO

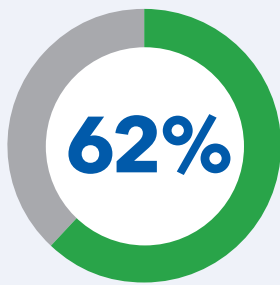
...and they are holding businesses accountable.

Over half of all consumers try to learn about a brand's sustainability practices before buying it for the first time.

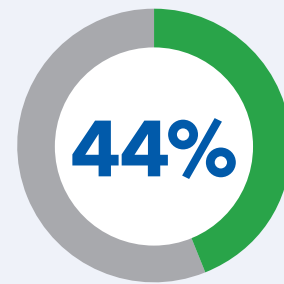


(Source: Stifel Sustainability Survey, 2022)

Small businesses are already leading in sustainability and inclusion but can do more.



of small businesses surveyed are actively taking measures to reduce their environmental impact.



of small businesses surveyed actively engage in social initiatives, such as employee wellbeing practices or activities to benefit the local community.

(Source: AEO Seizing Opportunities, 2024)

The most helpful types of support for small businesses improving their practices are:



Financial incentives and tax breaks



Access to resources and best practices



Networking and collaboration opportunities

(Source: AEO Seizing Opportunities, 2024)