

Understanding business needs for information about the business case and impacts of sustainability standards



ABOUT THE SURVEY


101
Business leaders
were surveyed

They represented
86
companies 

People were contacted because they had 
engaged
before with ISEAL


9 out of 10
respondents currently use
sustainability standards


8 out of 10
using standards, said they are
considering
expanding their use

THE FINDINGS

About the business case:

7 out of 10

individuals said there is a
strong
business case

Businesses agree there is a **strong business case** 
for using standards but **1 in 4 need**
more evidence that standards provide business value to their suppliers, clients, and trading partners

1 out of 5 
lack sufficient evidence to
convince
decision makers
in their companies of the business case for using standards

Respondents in emerging markets are more 
convinced
of the business case


About the impacts case:

Businesses are largely convinced of sustainability impacts of standards but many feel that they lack sufficient **evidence** 


8 out of 10
said available information suggests **positive impacts**

But almost **3 in 10** say they lack the **evidence** to convince their decision-makers that standards are impactful 

This concern is **more evident** in agriculture and in **mature markets** 

In order to improve evidence, the top priority for **85%** 
of individuals surveyed is to have information that is easier **to understand**

They also want it to be more **industry or context specific** 

Most 
businesses in mature markets want the information to be **more rigorous and robust**

About one-third of all respondents want information that is **more global or generalizable and timely** 

The most useful evidence comes from:

1st 
going to the field to see evidence

2nd 
data and graphs, or hearing businesses speak about their experience

3rd 
combined reports and multimedia (like these infographics!)