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Getting the Word Out on Sustainable Business Practices Can Win Customers

According to a new international study, sustainable business practices are not only good for the environment, they're also a good way to sway potential customers. The study is the focus of a [recent article in Inc.](#) that estimates a \$1 trillion potential market in opportunities for companies and organizations able to successfully communicate their sustainable products and practices to the public.

From the article:

"More than one in five (21%) of the people surveyed said they would actively choose brands if they made their sustainability credentials clearer on their packaging and in their marketing."

The report says the trend appears to be well-established and growing. A majority of international consumers report positive feelings when they purchase sustainable products. That's true for 78% of shoppers in the US. Internationally, this "feel good" number jumps to 88% in India, and 85% in both Brazil and Turkey.

Also from the article:

"The study suggests that part of the increased interest comes from *direct exposure to the negative impact of unsustainable business practices, such as water and energy shortages, food poverty and poor air quality.*"

Corporate responsibility and the implementation of environmental sustainability practices can improve an organization's [triple bottom line](#) goals for social, ecological and financial returns. Whether it's written on a product's label, sent out in a press release, or posted on social media—reaching potential customers with this information can potentially have a big impact on their buying decisions and how they view the organization.

Other Links:

[Business and Climate Change: How Companies Are Taking the Lead on Sustainability](#)

[Corporate Sustainability Is the Way to Go](#)

[Why Companies Are Adopting Sustainable Business Practices \(Infographic\)](#)