

Climate Action Profitable

A study on 300 companies profitability and their
climate efforts
Report September 2017



Executive summary

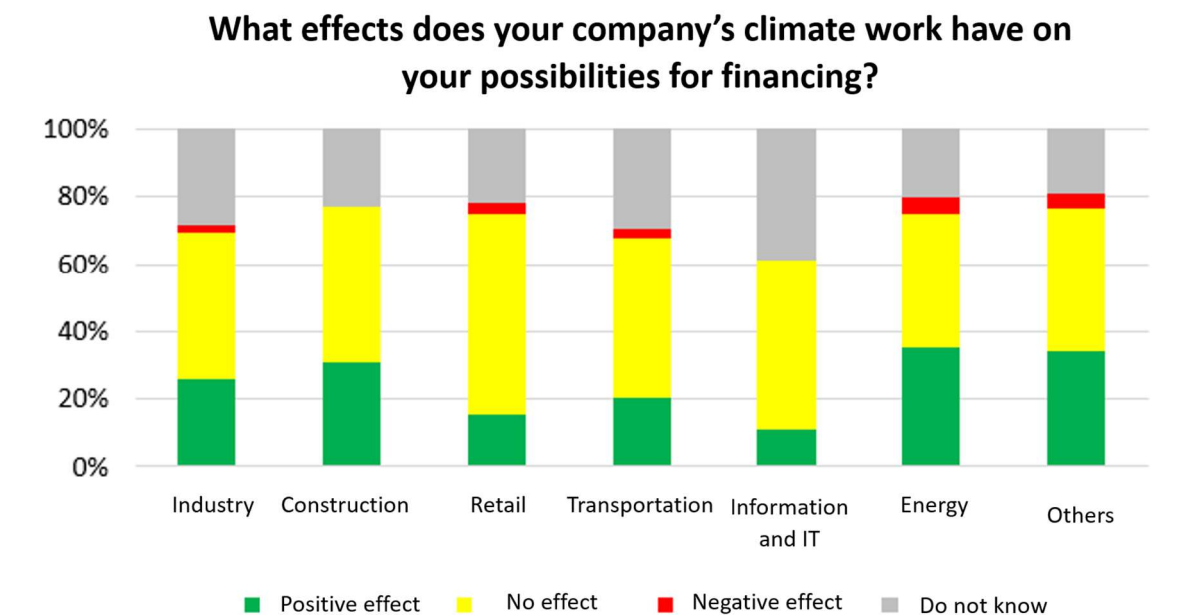
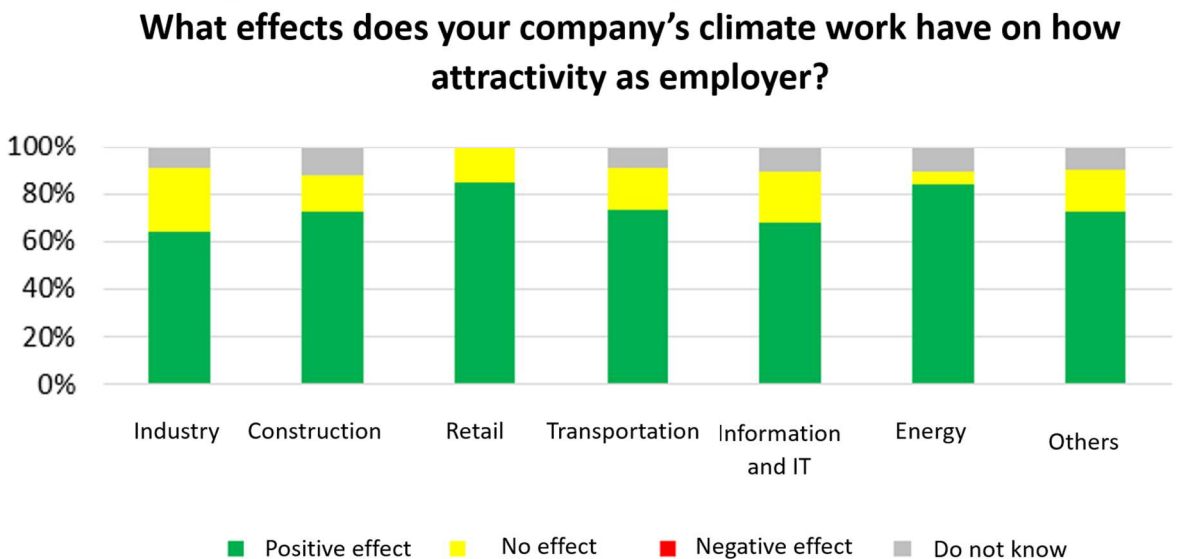
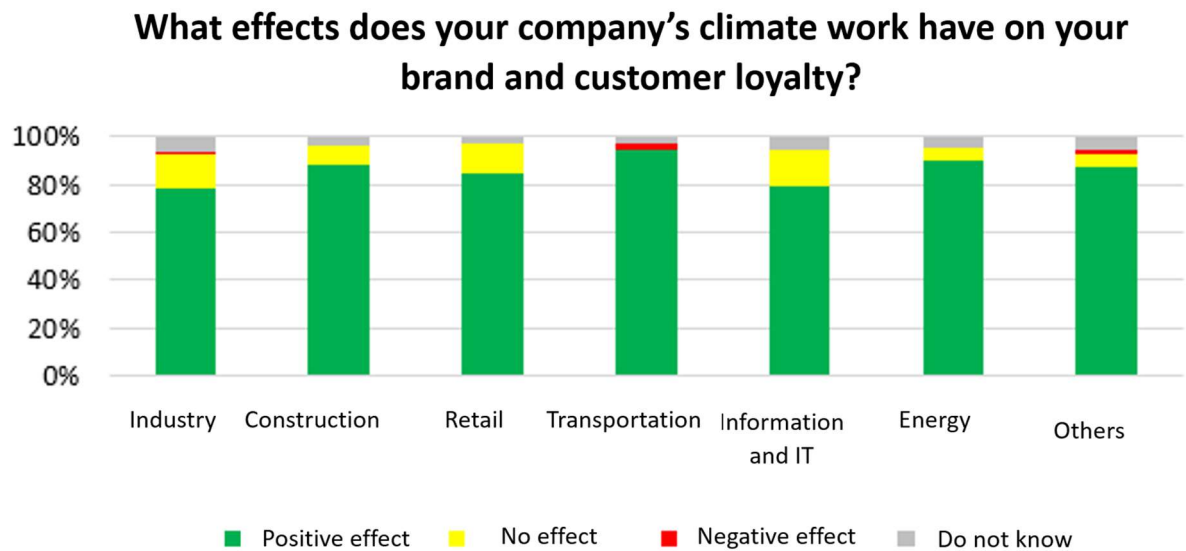
Climate Action Profitable is a report from the Haga Initiative. It is based on a survey where approximately 300 Swedish companies shared their views on climate action and profitability. We asked how each company's profitability was affected by the company's climate change agenda. The aspects of profitability that have been examined are:

- Brand value and customer loyalty
- Cost savings
- Attractive employers and more productive employees
- New products and business areas
- Proactive risk management
- Improved financing opportunities
- Income statement (summarizing the items above)

SOME MAIN RESULTS ARE PRESENTED BELOW:

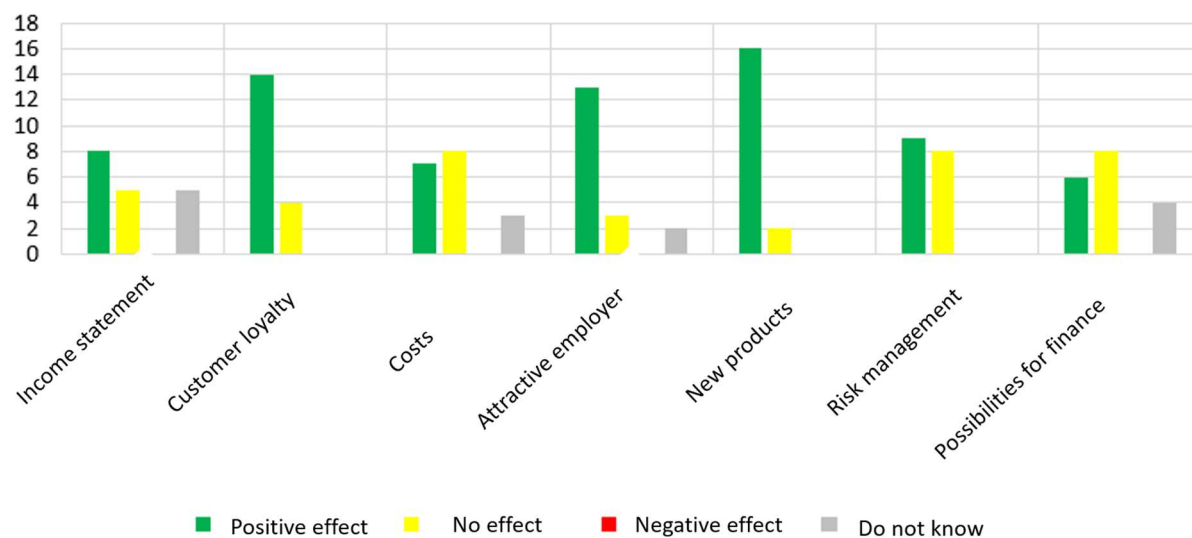
- In total, **more than 40 percent** of the companies see that climate action has a positive effect on the income statement. Looking at the companies that are most active on climate, **70 percent** claim that climate action has a positive impact on the income statement. Even among those companies that do not engage actively on climate, a significant part share the view that climate action has positive effects on profitability.
- Among the companies that claim that climate change has become more important in recent years, financial and construction companies stand out. In these two sectors, **about 70 percent** of companies consider climate change to be more important. Not a single company in the financial sector responded that they see negative effects on profitability because of their work on climate change.
- Brand value, customer loyalty and employer branding are the aspects where companies identify the strongest positive effects of climate change work. More than 85 percent of companies see positive effects on brand and customer loyalty and almost three quarters see positive effects on their attractiveness as an employer.
- It is clear that large companies (those with a turnover of more than one billion kronor) view climate change as very important to a greater extent than smaller companies. 57 per cent of large companies view the climate issue as very important, compared to 42 per cent with less than one billion in revenue. When asking companies whether climate change has become more important, the medium-sized companies (turnover between 350 million and one billion) stand out instead. Among medium-sized companies, two thirds consider climate change to have become more important, compared to 52 per cent among the big companies. This could possibly indicate that the insight into the importance and usefulness of climate action is rapidly growing among the medium and that they are catching up on the bigger companies' head start.
- A large proportion of companies believe that climate action has a positive impact on the company's attractiveness as an employer. Among the most active companies, about 80 percent see positive effects. Not a single company has stated that they see negative effects on their attractiveness as employers.

General results



Specific results for the finance sector

What effects does your company's climate work have on your ...?



Ranking and summary of sectors

	Industry	Construction	Retail	Transportation	Info/IT	Energy	Finance	Others
Ranking								
Improved brand and increased customer loyalty								
Attractive employer and more productive employees								
New products and business areas								
Pro active risk management								
Cost savings								
Improved possibilities for financing								



THE HAGA INITIATIVE
Our vision: profitable business
without climate impact

