

# 90% of SMEs think sustainability is important, but over half don't currently invest in it

We've tracked the confidence and health of SMEs over the past six years, charting their journey from tougher economic times into some of the biggest changes to the UK business and political landscape.

This year's survey of over 1,000 UK SME decision-makers shows that they know that the introduction of sustainable and environmentally-friendly processes are important, and therefore a priority. However, while SMEs are already thinking about ways to adapt, more needs to be done by the Government to support businesses and overcome challenges like the lack of funding and infrastructure in order to support green initiatives.

**78%** of businesses believe sustainable and environmentally-friendly processes are important

**49%** think the importance of sustainable and environmentally-friendly processes will increase in their business over the next year

The top reason for SMEs wanting to be more sustainable is because they want to make the world a better place, regardless of any increased business cost or impact (**36%**), followed by customer demands (**25%**)



The top priorities for UK businesses are:



**52%** of SMEs don't think enough is being done by the government around competitive pricing on sustainable products and services



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**52%** don't feel enough is being done to link national government support with local government implementation of green initiatives

### About CitySprint

CitySprint is the UK's leading same day distribution network, offering same day courier and logistics services, as well as international courier and UK overnight delivery.

Around three quarters of CitySprint customers are SMEs and we are privileged to see first hand how they are collaborating with other businesses to succeed every day.

The findings from our annual Collaborate UK survey helps us provide a better service and meet their business needs. And by sharing these findings, we hope we can encourage and inspire other businesses to seek new ways of working together, explore new opportunities and expand their reach.

### Methodology

The Collaborate UK findings are based on a survey of 1,019 UK business owners and senior decision makers in small and medium sized businesses (<250 employees). The research was conducted by Censuswide, on behalf of CitySprint, in July 2018.

