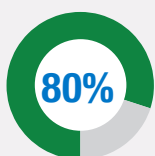




MILLENNIALS WILL BE KEY DRIVERS OF SUSTAINABILITY IN SMALL AND MEDIUM BUSINESSES

MILLENNIALS ARE MORE KNOWLEDGEABLE



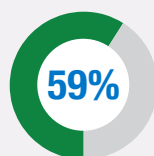
Millennials

80% of Millennials have at least some knowledge of sustainability vs. 65% of Boomers



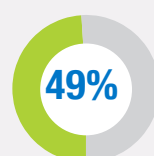
Boomers

MILLENNIALS ARE MORE COMMITTED TO INCREASING SUSTAINABILITY



Millennials

59% of Millennials are committed to increasing sustainability in their businesses vs. 49% of Boomers



Boomers

MILLENNIALS ARE MORE LIKELY TO CITE THE FOLLOWING AS FACTORS FOR ADOPTING SUSTAINABILITY



Manage risk to their company's reputation



Offer a high return for sustainable investments



Attract and/or retain employees

MILLENNIALS BELIEVE THAT TOP LEADERSHIP IS GETTING IN THE WAY

53% of Millennials say their leadership is impeding sustainability initiatives vs. 30% of Boomers

Millennials 53%

Boomers 30%

MILLENNIALS BELIEVE THEY LACK ENOUGH INFLUENCE TO EFFECT CHANGE NOW

Only 27% of Millennials state they have a great deal of influence on their organization's sustainability practices vs. 42% of Boomers, who are more likely to be in top management.

Millennials 27%

Boomers 42%

MILLENNIALS BELIEVE THAT BEING MORE SUSTAINABLE NOW WILL

- Put them in compliance with current and future regulations
- Open them up to potential government incentives and subsidies



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