

# The Business Case For Sustainability



Millennials and Gen Z are more aware of environmental concerns and more likely to put their trust in a business that takes such concerns seriously.



Implementing sustainable practices now can help to curb large-scale environmental risks in the future.



Your customer base wants to work with businesses that are environmentally proactive.



Implementing sustainable practices can foster innovative thinking that can be applied to other areas of your business.



**Sustainable business practices must be a voluntary choice made by a business.**