

2023 STATE OF DESIGN & MAKE

# Sustainability demands business action now

An increasing number of industry leaders are taking concrete action to meet sustainability goals in anticipation of substantial long- and short-term benefits.



## Widespread urgency for sustainable business initiatives

Most surveyed respondents cited internal and external pressures to create and meet sustainability goals.

**“The pressure to change and grow sustainably is coming from everywhere—shareholders, employees, clients, governments. When you have more constraints, you are more inventive. It’s a good thing for us.”**

—Frédéric Gal, Head of Business Modernisation Project, Bouygues Construction

### Under pressure

More than any other group, customers are putting the most pressure on companies to pursue sustainability goals.

■ Not influential ■ Influential

Customers



Investors



**82%**

of respondents said their companies feel pressure from customers to pursue and achieve sustainability goals.

Government



Employees



### Breaking down sustainability influences

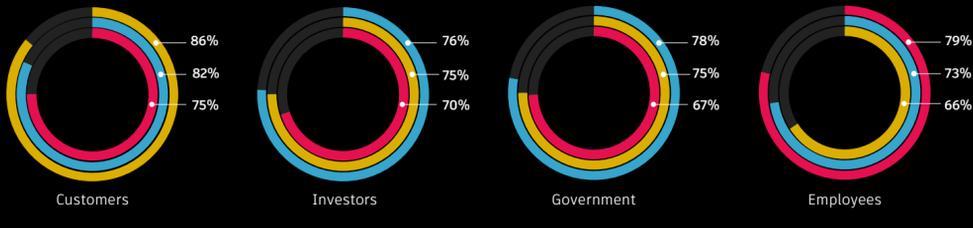
Reported data shows pressure for sustainable business practices varies by industry and company size.

#### Sustainability influences by industry

- Architecture, Engineering, Construction, and Owners (AECO)
- Design and Manufacturing (D&M)
- Media and Entertainment (M&E)



**Design and manufacturing** companies face the most pressure to be sustainable from customers.

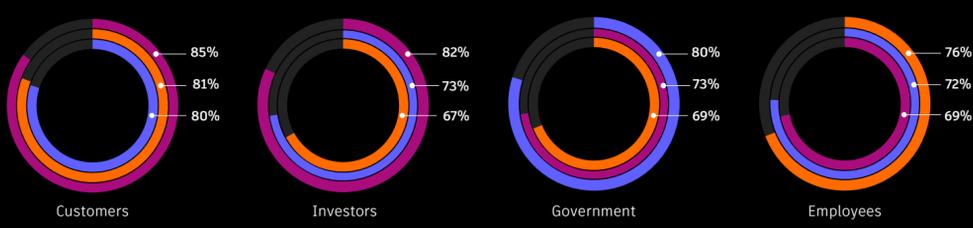


#### Sustainability influences by company size

- Small
- Medium
- Large



**Employees** are the most influential group in driving sustainable practices at small companies.



## Actions differ across industries and regions

AECO and D&M companies are most likely to consider sustainability goals important, with D&M reporting an increased effort in evaluating environmental impacts while designing products.

**“You can never go wrong when you’re doing the right thing. For AAF, the right thing is to offer a product that lasts longer, that uses less energy, and delivers the performance that improves air quality and ultimately has a positive impact on human health.”**

—Sean O’Reilly, Global VP HP Sales & Innovation, AAF Flanders Inc.

### Sustainability activity by industry

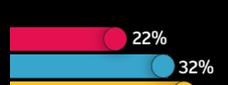
Respondents say their companies and industries have already made these changes.

- AECO
- D&M
- M&E

Decreasing waste from production and/or using more recycled materials



Designing products considering environmental impacts



Applying sustainable design principles



**19%**

of US respondents aren’t engaged in sustainability-related activities at all, falling behind all other countries surveyed.

**18%**

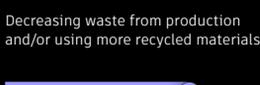
claim sustainability initiatives likely account for more than 10% of their revenues.

### Up to the challenge

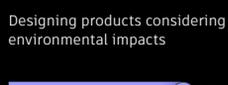
Those who identified sustainability as a top challenge for their companies also reported they had undertaken sustainability initiatives at higher rates than others. This suggests that respondents who cited sustainability as a challenge also see it as a priority.

■ Not a challenge ■ Top challenge

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## Shifting attitudes, increasing revenues

Respondents who have already put measures in place expect more of an increase in sustainability-driven revenue than those who haven’t yet done so.

**“If we can improve energy efficiency, we can see returns immediately. ... If we can improve our energy efficiency by even 1%, we’ll save a lot of electricity. This is good both for our customers and our planet.”**

—Kunyueh Lin, General Manager, Building Automation Solution Business Unit, Delta Electronics

### Companies see sustainability driving long-term revenue

Portion of annual long-term revenue expected to be generated by sustainability



**55%**

say improving sustainability practices is a good short-term business decision.

**80%**

say it’s also good in the long term.

## The research is clear

Facing pressure from customers, investors, employees, and regulators, companies are putting increased focus on sustainability for short- and long-term success.

### 2023 State of Design & Make

The first-annual *State of Design & Make* report presents global data for leaders who design and make places, objects, and experiences.

[Read the full report](#)

