“Business for Impact” tools & solutions already engaged by CEOs* in France, Spain and Germany in 2020

CEOs are already engaging their organization towards more positive impact

- 74% adopted more inclusive policies
- 69% developed more virtuous products and services
- 83% improved their company’s environmental impact
- 70% reduced their firm’s carbon footprint

Similar positive impact solutions undertaken by CEOs across borders

- Working with social entrepreneurs is a high priority in
- Setting up Key Performance Indicators to measure social and environmental impact is a high priority in
- Establishing a corporate purpose is a high priority in

*Changemaker Companies and IFOP led in February 2020 a study towards +300 CEOs and 24 opinion leaders in France, Spain and Germany to understand their perception of the role of companies, measure their understanding of the Business for Impact movement and identify the sustainable solutions already implemented in their organizations.
But the road ahead is still long to reach the tipping point

Yet, numerous existing Business for Impact Solutions are not implemented, sometimes even discarded.

**CIRCULAR ECONOMY**
Only 21% of French CEOs implemented measures to foster circular economy and 58% don't intend to.

**BIODIVERSITY**
35% only declared to be committed to more biodiversity. In Germany, it is only 21% of CEOs.

**CSR* & FOUNDATION**
40% of stakeholders are not planning on creating a CSR department. Up to 65% are not considering starting a foundation.

**LEGAL FRAMEWORK**
42% of CEOs consider that regulations are the most impactful trigger of behavioral change. Yet, a denser legal framework does not seem to generate traction. The “mission-led company” status was created in France in 2019. Still, 83% of French CEOs don't intend to become a ‘mission-based’ company.

**B-Corp**
11% declared being willing to pursue the B Corp label, with a rate as low as 4% in Germany.

*Corporate and Social Responsibility*