

Almost 75% of businesses put carbon reduction ahead of profit in the last year, according to new Mace polling

2 years ago



- [Mace](#) has released the findings from an independent poll of more than 3,000 senior business leaders from around the world.
- Across UK and USA, 82% of businesses now have a carbon reduction strategy for their property/infrastructure portfolios (up from 61% in 2022).
- 54% of businesses believe between 5-20% of revenue should be reinvested into tackling climate change.
- However, 90% of Mace's clients believe the sector's progress on decarbonisation has stalled.

Mace, the global consultancy and construction company, has today (21 November) released the findings of an independent poll (by Censuswide) that gathered the views of more than 3,000 senior business leaders (from the UK, USA, Australia, United Arab Emirates and the Kingdom of Saudi Arabia) on how to tackle the carbon challenge.

The poll formed part of Mace's Carbon Survey report, now in its fourth consecutive year, which found that sustainability remains on the agenda around the world – with an increasing focus in those areas which have previously been less mature in carbon reduction.

The report outlines how businesses around the world are continuing to take the climate challenge seriously with 82% of businesses polled reporting to have a carbon reduction plan in place for their property/infrastructure portfolio (up from 61% in 2022). Further, some 74% of business leaders said that they have actively put carbon reduction ahead of profit in the last 12 months (representing a nearly 50%

increase on last year).

When it comes to attracting talent, it's clear that sustainability ambitions are also important to job seekers. There was a 34% year-on-year increase in respondents stating their interest in working for a business would be impacted by its sustainability efforts (from 56% in 2022 to 90.6% in 2023).

While businesses are continuing to make efforts to curb the impact of climate change, the polling has found that they still believe the ultimate responsibility lies elsewhere. 36% of respondents to the poll said that Governments are most responsible for reducing the carbon footprint of buildings and infrastructure.

Also, 90% of Mace's clients, who were approached for their input on the Carbon Survey, believe that property and construction's progress on decarbonisation was about the same as in previous years. with 58% saying far more needs to be done to cut emissions.

James Low, Global Head of Responsible Business at Mace, said:

"The findings of this year's Carbon Survey are significant. Not only does it show that many business leaders are now recognising that sustainability and profit are not mutually exclusive – but it clearly highlights that carbon reduction and its related issues are having a greater material impact on business, globally, than ever before."

Mace has recently published its '[Closing the Circle](#)' report which looks at the role of the circular economy in reducing the amount of embodied carbon in the built environment sector.

It has previously published its '[Transform and Renew](#)' report which made a series of recommendations on how to decarbonise public sector estates – such as using more energy efficient and flexible components, rather than demolition.