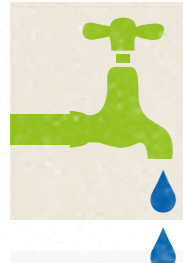
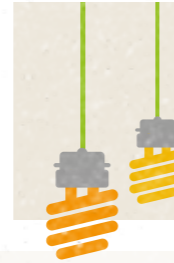


# Sustainability: *changing the debate in emerging markets*

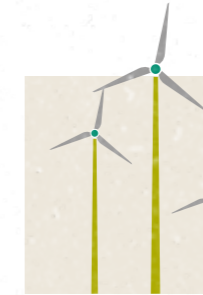
## Considerations for your business:



If the availability of raw materials (including water) declines, how sustainable is your business plan?



Are your profit margins sufficiently robust should the cost of energy rise significantly?

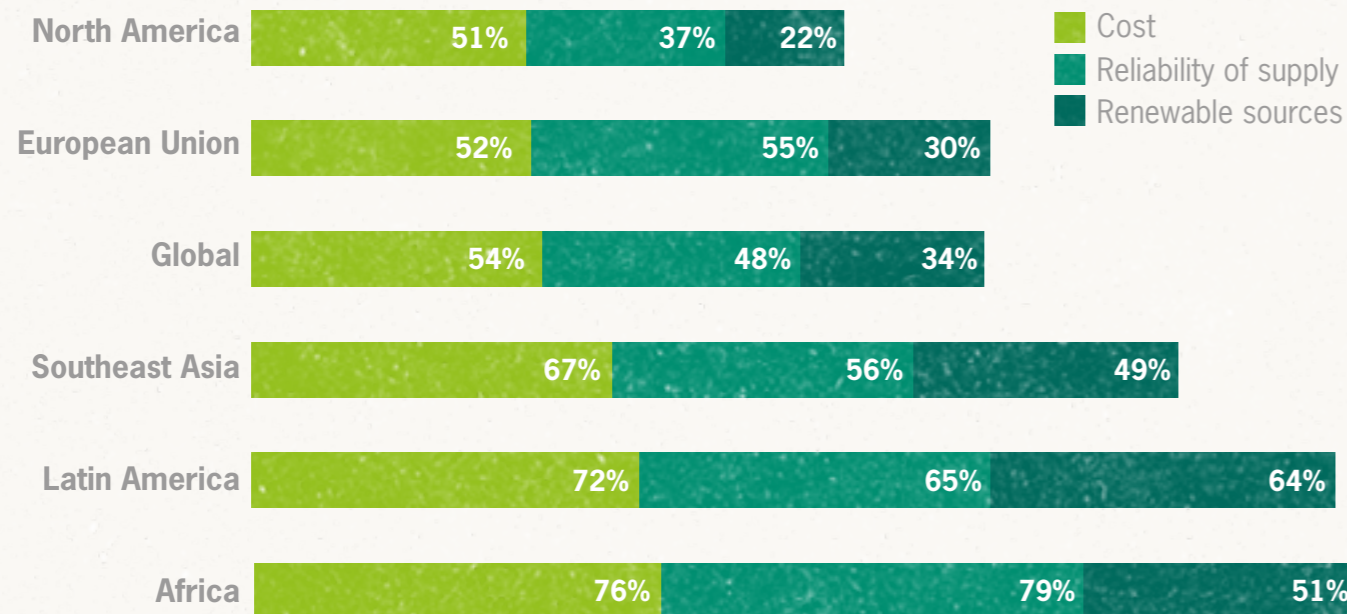


Do you have plans to move to greener sources of energy and/or a more sustainable supply of raw materials?

### Energy

- Businesses in emerging markets cite energy as more important to their growth strategy compared with counterparts in developed markets
- More than three-quarters of African businesses cite the cost and supply of energy as crucial to their growth plans
- Relatively few North American and European businesses are looking to move to greener sources of energy

#### Percentage of businesses citing energy as important to their growth strategy



Source: Grant Thornton IBR 2014

### Raw materials

- Raw materials are relatively more important to businesses in emerging markets
- Around two-thirds of businesses in Africa, Latin America and southeast Asia cite cost as important to them (or their supply chains) over the next 12 months
- The availability and sustainability of supply is also very important in Africa and Latin America
- Businesses in Europe are the least focused on raw materials with fewer than half citing cost, availability or sustainability as important.

#### Percentage of businesses citing raw materials (including water) as important for them or their supply chain

