



Business Leaders Disagree With Students over Who Is Responsible for Leading Climate Change Reform

A new two-part study which was released on June 4 2008 by Xerox Europe and Forum for the Future compared how future and current leaders feel about the effects of climate change and who will do the most to protect the environment.

More than 25,000 students were interviewed by the Forum for the Future as part of The Future Leaders Survey 2007 – 2008¹. These responses, which detail their hopes and anxieties about the future, were compared to the insights of nearly 100 top European executives who attended the Xerox European Leadership Summit in Dublin on 28 and 29 May.

Research results show that existing and future leaders are both concerned about limited water supplies, the rising cost of food and finding alternative energy sources. However, there is strong disagreement over who will lead meaningful climate change reform. The majority of today's business leaders believe they will play a key role in protecting the environment. Conversely, the Millennial Generation – those born between 1981 and 2000 – believe government, charities and individuals will be far more effective.

Nearly every executive (95 %) surveyed at Xerox's European Leadership Summit admit businesses are not doing nearly enough to address these problems. However, 82 % of today's leaders believe businesses will play a key role in driving a climate change solution. In sharp contrast, less than half (45 %) of students feel businesses could, or should, lead climate change reform.

Instead, the majority of students (71 %) believe the government is currently doing the most to address the effects of climate change. They also say individuals (56 %) will make smarter everyday choices such as recycling more frequently, sourcing food locally and finding new ways to save energy and reduce waste. The younger generation also believes that charities (85 %), schools (60 %) and the media (48 %) will help educate consumers about making more planet-friendly decisions.

Jonathon Porritt, founder of Forum for the Future, said: "There is a marked difference between who today's business leaders and tomorrow's future leaders believe will lead climate change reform. Businesses must implement sustainable programmes for the health of the planet, human civilisation and the global economy.

"Creating sustainable value – and by that I mean social and environmental value as well as purely economic – is the only sensible approach for business today. The pressures and challenges are clear, but so are the opportunities. Smart companies are really embracing the sustainability agenda as a core driver of business value."

As many as 96 percent of current business leaders felt running a sustainable business was absolutely necessary for human survival. A nearly identical number of respondents (95 %) say they feel personally responsible for finding new business models, policies and processes that will help protect the environment.

Shaun Pantling, director and general manager, Xerox Global Services, Europe, said: "Our survey results show that today's business leaders are extremely focused on the idea of creating sustainable value. At the European Leadership Summit, it was quite clear that today's leaders

¹ <http://www.forumforthefuture.org.uk/files/FutureLeaders0708.pdf>

are not only committed to driving financial performance, but are absolutely embracing and responding to the sustainability agenda.”

For more information about the European Leadership Summit, please visit www.europeanleadershipsummit.com.

About Xerox Europe

Xerox Europe, the European operations of Xerox Corporation, markets a comprehensive range of Xerox products, solutions and services, as well as associated supplies and software. Its offerings are focused on three main areas: offices from small to large, production print and graphic arts environments, and services that include consulting, systems design and management, and document outsourcing.

Xerox Europe also has manufacturing and logistics operations in Ireland, the UK and the Netherlands, and a research and development facility (Xerox Research Centre Europe) in Grenoble, France. For more information visit www.xerox.com.

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About Xerox's Sustainability Programme

Xerox has been at the forefront of introducing sustainable innovations since the first Earth Day in 1970. Xerox was the first company in the document management industry to remanufacture and reuse parts and components. Through these practices Xerox diverted more than 107 million pounds of waste from landfills last year alone.

Xerox is committed to helping its customers improve their impact on the environment. Xerox pioneered two-sided copying, print-on demand, the use of recycled paper in the office, recycling toner cartridges and continues to introduce much tougher green standards for its paper suppliers. Recently, Xerox was named to the FTSE4Good Index Series and also unveiled the world's first sustainability calculator that answered the question: how green is your office?

Forum for the Future

Forum for the Future - the sustainable development charity - works in partnership with leading organisations in business and the public sector. Our vision is of business and communities thriving in a future that is environmentally sustainable and socially just. We believe that a sustainable future can be achieved, that it is the only way business and communities will prosper, but that we need bold action now to make it happen. We play our part by inspiring and challenging organisations with positive visions of a sustainable future finding innovative, practical ways to help realise those visions; training leaders to bring about change; and sharing success through our communications.

For more information visit www.forumforthefuture.org.uk