

Press Release: CEOs of major companies remain committed to sustainability.

The Cisco 2degrees Sustainable Business Confidence Barometer shows that, despite economic uncertainty, most large organisations expect to increase their investment in sustainability.

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2degrees and Cisco are pleased to release the results of a new survey of 500 organisations of more than 1,000 FTE. This Confidence Barometer has been developed to act as a twice yearly measurement of prevailing levels of commitment and confidence to sustainable business strategies.

The key findings are:

- Over 90% of those surveyed believe their CEO to consider sustainability important with only 3% viewing it as not important
- The majority of the large organizations surveyed (63.3%) have a dedicated sustainability budget
- Of these, less than 10% saw a decrease in the sustainability budget whilst more than 30% saw an increase in 2010
- The majority foresee an increase in investment in Energy Management and Carbon Management, the areas that are perceived to have the greatest impact on operations
- Over 90% of respondents are confident that their companies' sustainability strategy will be successfully implemented in the future

The Cisco 2degrees Sustainable Business Confidence Barometer will next be published in January 2011, when it will identify how support at board level, budgets and optimism about sustainable business are trending. The Barometer will give clear indications of how doing business sustainably is prioritized against an uncertain economic backdrop, providing unique insight into the mindset of big business and the public sector.

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