



# THE HUMBER FUTURE NET ZERO STUDY KEY HEADLINES

HUMBER SMES JOURNEY TO NET ZERO

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#### KEY OBJECTIVES

1.

Capture **CHALLENGES** faced and whether they predict growth or not

2.

Understand **ACTIVITY** of low-carbon actions and current interventions in their businesses

3.

Identify main **BARRIERS**to adoption or
participation in the
low-carbon economy

4.

Understand current **ATTITUDES** towards climate, carbon and environmental issues

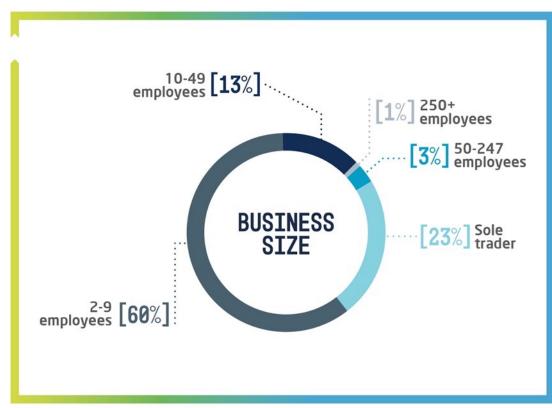
5.

Capture CURRENT OR
PLANNED INVESTMENTS
in the future for carbon
innovation related activity

6.

Understand access to FINANCE and how it would FUND low-carbon developments

#### **RESPONDENT PROFILE AND APPROACH**









### HEADLINE FINDINGS

- Mind over matter: attitude is the key to driving change
- 2. Cutting costs versus the cost of becoming green
- Net Zero awareness and understanding green action drivers
- Humber business leaders eager to 'build back greener'
- Early adopter SMEs want to help their peers to build up momentum for meeting Net Zero targets
- 6. Complexity of existing funding sources for SMEs acts as barrier to green innovation





MIND OVER MATTER:
ATTITUDE IS
THE KEY TO
DRIVING CHANGE

THERE IS HIGH AGREEMENT 89%

that businesses have an environmental responsibility.





LONG-TERM
SUSTAINABILITY
IS AN INVESTMENT
NOT A COST



is the biggest driver for businesses.



BUILDING
BUSINESS
AWARENESS TO
DRIVE ACTION

**58**%



are both aware of and have an understanding of the Government's intentions for the UK to be net zero on carbon emissions by 2050.

Businesses who are aware and understand the net zero target are

MORE LIKELY TO BE FULLY ACTIVE.





BUSINESSES
LOOK TO BUILD
BACK GREENER



of businesses were identified as 'build back greener' businesses. They come from a range of different sectors.





EARLY ADOPTER

SMES WANT TO WORK

WITH THEIR PEERS

TO BUILD MOMENTUM

TO NET ZERO

Larger SMEs were most likely to want to

ENCOURAGE OTHERS

to be more environmentally minded.





COMPLEXITY OF

EXISTING FUNDING

REQUIREMENTS ACTS

AS A BARRIER TO

GREEN INNOVATION







## NEXT STEPS...

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