

# SUSTAINABLE LIFESTYLES

And what they can do for your business



## Why adopt sustainable business practices?



Increase market share



Grow employee pride



Meet brand promises

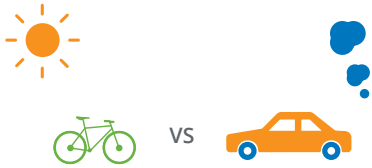


Increase sales



Increase brand loyalty

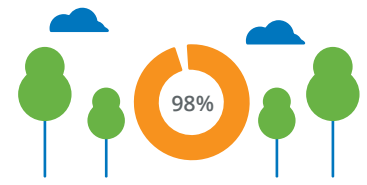
## Did you know?



Sustainable consumers try to use as few resources as possible, limiting the amount of environmental damage left behind for future generations.



Companies expect consumer interest in sustainable lifestyles will drive significant business growth in the near future.\*



In a survey of the world's leading brands, respondents expect 98% of consumers will be interested in sustainable lifestyles by 2018, making it a market-dominating force.\*



What sustainable practices are most important to consumers?\*

Better use of resources • Water saving  
Energy efficiency • Healthy products  
Waste reduction • Recycling



The number of companies promoting sustainability is expected to double by 2018.\*  
Here are a few of today's leaders:

Nike • Zipcar • Toyota • Whole Foods  
Patagonia • AirBnB



The desire to live sustainably may be the single largest influence on the choices made by consumers in the years to come.\*

\*Source: "Value\_Gap: The business value of changing consumer behaviors," September 2013.

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