

The background of the slide features several icebergs of varying sizes and shapes, floating in dark, deep blue water. The icebergs are white and blue, with some showing signs of melting and cracking. The lighting is dramatic, highlighting the textures of the ice against the dark water.

Savanta:

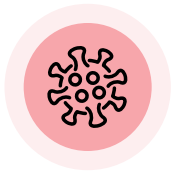
Business Banking  
ESG support - NI  
a win-win for all

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make better decisions

# A challenging goal

The COP26 summit back in autumn of 2021 introduced legal requirements re climate change. With governments getting more serious about addressing issues, businesses are facing pressure from customers, shareholders and regulators to move the agenda forward.



With the Covid-19 pandemic at full force, businesses needed to focus on survival, now with the danger largely abated, attention is moving back to sustainability and **Environmental, Social and Governance (ESG)** issues.



There are now over 700 B Corps in the UK, but much more will need to be done if the UK economy is to meet its sustainability targets by COP27. And with sustainability being only part of the ESG goal, businesses have much to do.

**Savanta has used its flagship survey to better understand business sentiment on this very important issue.**

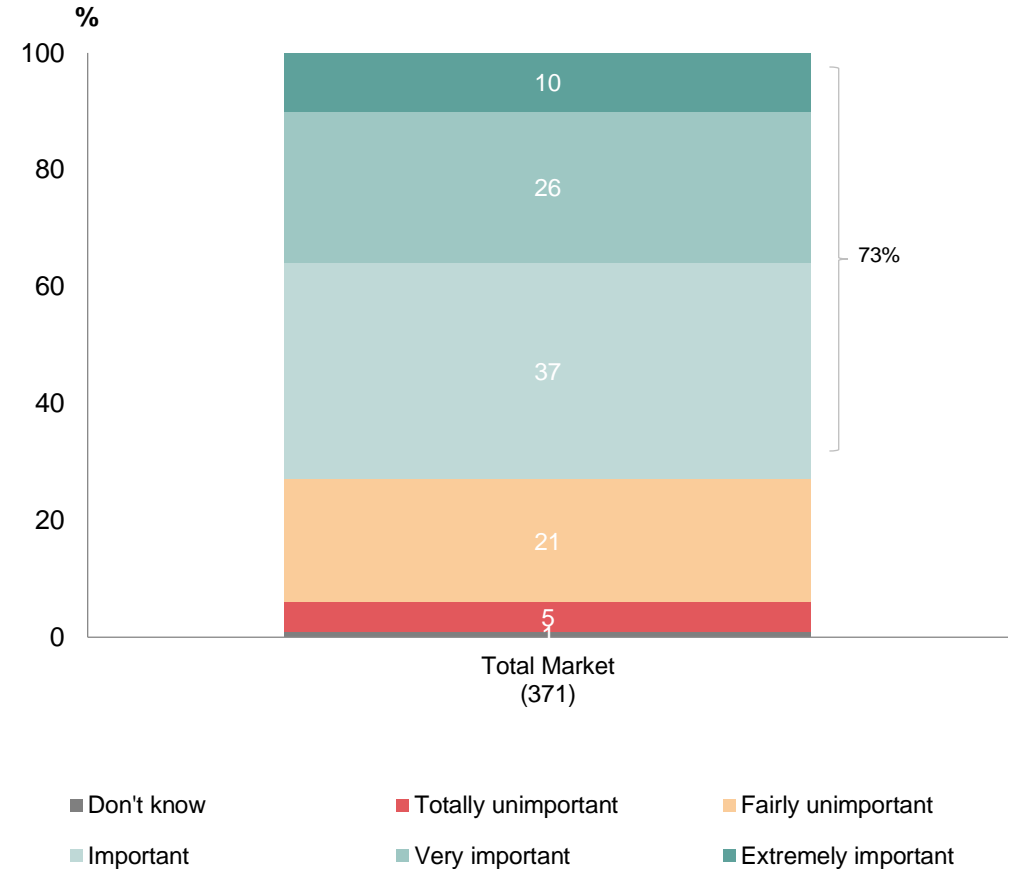
- MarketVue Business Banking from Savanta Northern Ireland: A continuous survey of 1300 financial decision makers in NI businesses with 8 years of historical data

# Environmental, social & governance (ESG) issues important to all

Representative data from the MarketVue Business Banking survey shows that 7 in 10 businesses (73%) consider ESG issues to be important to their business with 1 in 3 (36%) considering it either 'very important' (26%) or 'extremely important' (10%).



## How important are ESG (Environmental, Social and Governance) issues to your business?



# Only a minority rate banks positively on actively approaching them about their ESG offer

## Rating of banks actively approaching business on ESG

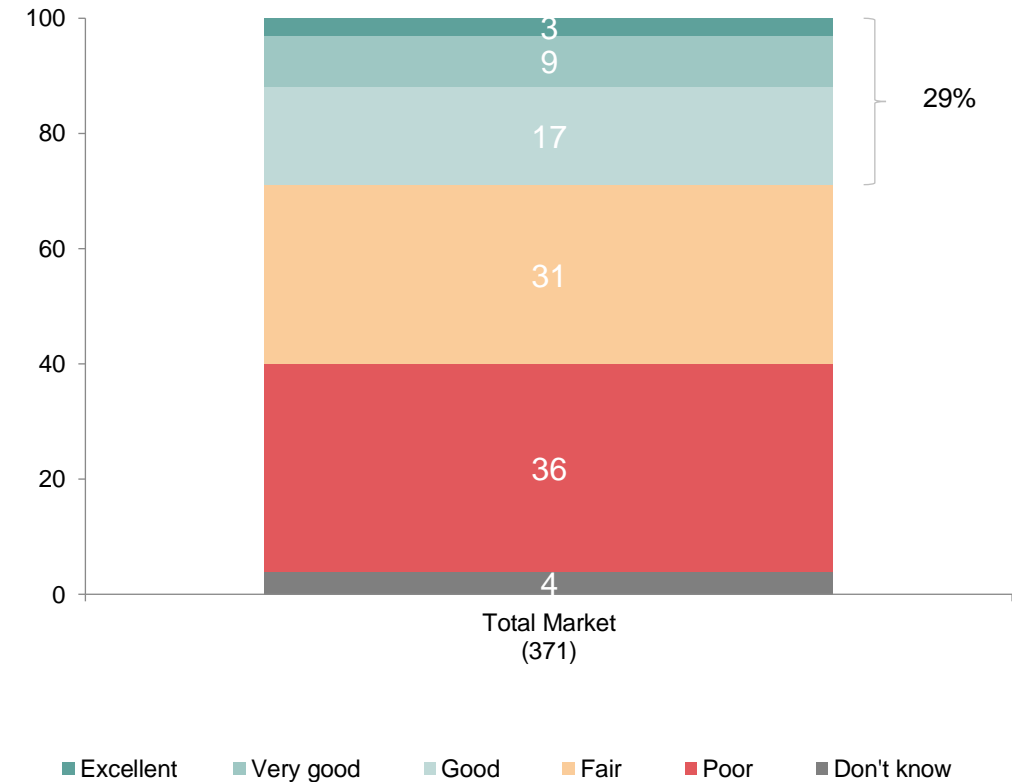
With sustainability and ESG issues high on businesses agendas, we wanted to understand how banks might be able to assist their customers in their journey.

Firstly we asked businesses to rate their main bank in terms of how good they were in actively approaching them on ESG topics.

Overall some 1 in 3 businesses (36%) rated their main bank as 'poor' in this regard, whilst 3 in 10 (29%) rated their main bank as 'good' (17%), 'very good' (9%), or 'excellent' (3%).

Given the importance most businesses put on ESG topics, perhaps there is an opportunity here for banks to guide and assist their customers, to become part of the solution and accelerate the process.

## How would you rate your main bank in terms of actively approaching you on ESG (Environmental, Social and Governance) topics?





Businesses want it. Banks should  
want it. The UK needs it.

Business Banking ESG support, a win-win for all.

# Meet the team



**Stephen Palmer**

EVP, Financial Services

Stephen has 25 years' research experience across financial services and tech and leads the financial services team at Savanta. Prior to Savanta, Stephen was Head of Insight at Kantar Financial Services & Technology and responsible for delivering customer experience, brand and segmentation research. Stephen is a certified member of the MRS and has sat on the standards board.

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**Ben McGregor**

Director, Client Services

Ben has spent the last 25 years working in financial services, providing targeted support to some of the most recognisable global brands across banking, insurance, payments, wealth, and investment banking. Recently that has included support across the ESG journey – from strategies to reach Net Zero to corporate reputation work. Ben moved to Savanta at the end of 2021 to support the growth of the financial services business.

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**Sue Lewis**

Senior Director, Financial Services

Sue has over 30 years' market research experience, including six years' experience client side (in the healthcare sector at BUPA and in business banking at Barclays, where she was a senior market research manager). Before joining Barclays, Sue was previously an associate director at City Research. Sue has a BSc (Hons) degree in Sociology from the University of Southampton and is a certified member of the MRS (CMRS).

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**Rima Aryandani**

Senior Consultant, Financial Services

Rima joined Savanta when Wealth-X Custom Research was acquired in 2019. She has worked predominantly on quantitative projects in the finance and wealth space and has particular expertise in project logistics. Rima has a Master's degree in International Tourism from the University of Lugano, Switzerland and a Bachelor's degree in Economics from the University of Indonesia.

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### **Savanta's MarketVue Business Banking**

Based on a continuous survey of 15,000 financial decision makers in UK businesses and 10 years of historical data, MarketVue Business Banking is a highly **reliable and detailed monitor of how banks are perceived by business customers.**

It is designed as a **complete market overview** covering market share, trends, brand health and customer experience to inform business strategy and provide tactical feedback for action planning. Interviewing is conducted continuously among a UK representative sample from start-ups, SMEs up to major corporates throughout the year and data/insight is delivered to clients on a quarterly basis.

# Savanta:

Savanta is a fast-growing data, market research and advisory company. With five global offices and 500+ staff, we inform and inspire our clients through powerful data, empowering technology and high-impact consulting. All designed to help our clients make better decisions and achieve faster progress.

Savanta offers clients a full range of intelligence services, including:

- Data collection and analysis – access to consumer, business, wealth & youth respondents globally through a proprietary technology platform
- Research and Insight – tailored solutions built using specialists from Savanta's Industry and Methodology Practices
- Proprietary tech & products – instantly access digital intelligence about markets, brands and customers. It's our own technology. And it's fast and flexible.

# Savanta:

Savanta is the full-service global market research and data insight company that helps businesses make better decisions.

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