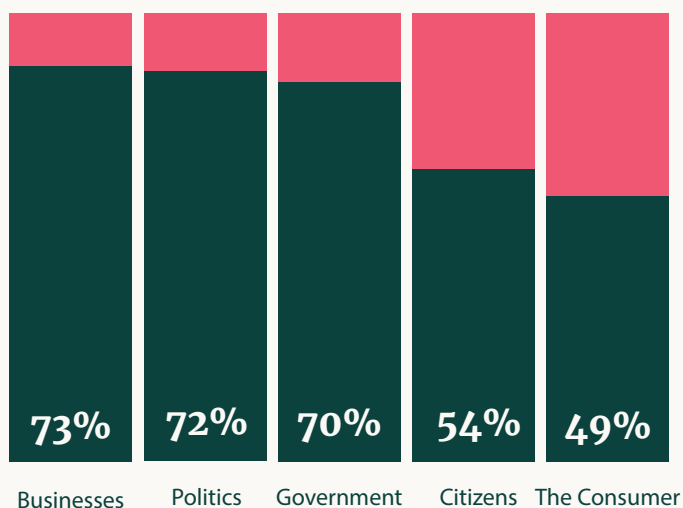


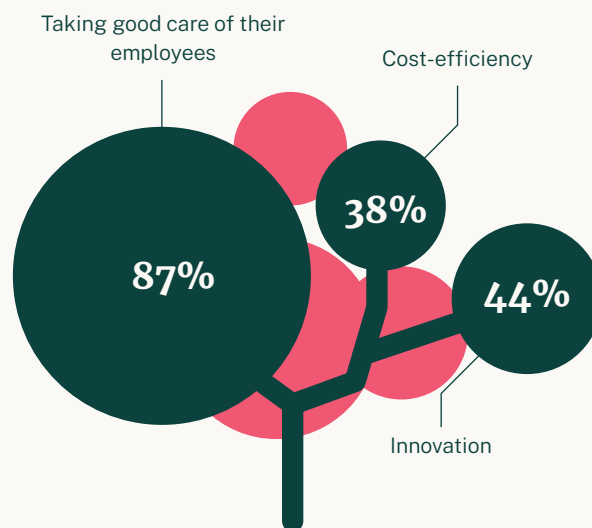
# Factsheet Societal Impact Monitor 2022



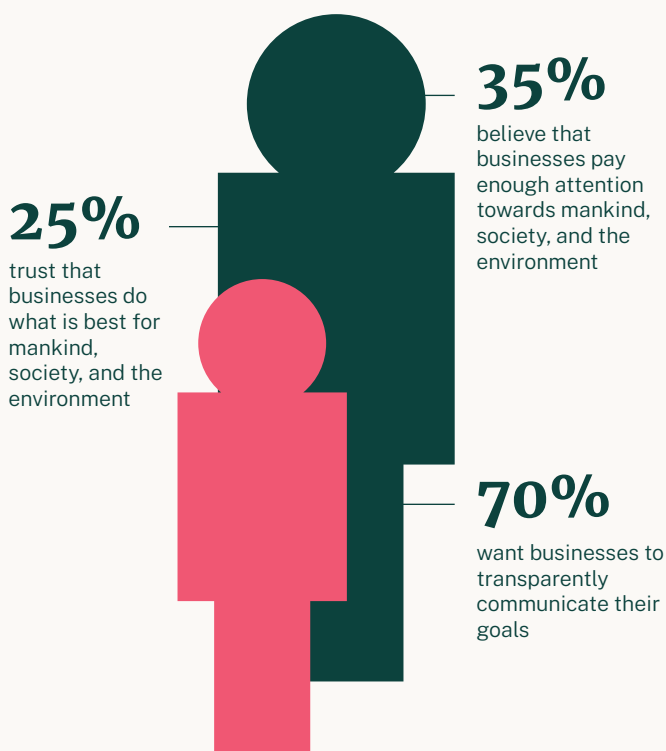
## Who is - according to consumers - responsible for a better world?



## What should businesses focus on?



## How much do consumers trust businesses?



## Consumer behaviour

**30%** of all Dutch people have replaced or have stopped buying a product or service in the past year, because it was not good enough for mankind, society and the environment.

Of which:

<b>52%</b> Food and drink	<b>41%</b> Clothing	<b>32%</b> Cosmetics	<b>24%</b> Energy fuel	<b>22%</b> Holiday
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## The SDGs with the most priority, according to Dutch people:

- 1.** Clean water and sanitation
- 2.** Life below water
- 3.** Peace, justice and strong institutions
- 4.** Affordable and clean energy
- 5.** Good health and well-being

The MIM report is available from 1500 euros.

You can register your business for the MIM in 2023. Mail to: [info@hetprbureau.nl](mailto:info@hetprbureau.nl)