The UN Global Compact has called on businesses to apply their creativity and invention to create a positive change by 2030 through seventeen Sustainable Development Goals. SAP Ariba conducted a study to understand consumer preferences and perception of brands practicing transparent and sustainable supply chain management.

65% of consumers across the five key markets show more brand loyalty towards brands adhering to the UN SDGs.

48% of consumers would be more willing to pay a premium for brands and companies that have greater openness and clarity in their purchasing practices.

30% of consumers believe the technology industry needs to demonstrate healthy living and improved well-being.

67% of consumers believe ethical procurement practices represent a challenge for the technology industry.

29% of consumers believe the technology industry should increase efforts to promote supplier diversity and inclusion.

32% of consumers believe the technology industry should increase efforts to reduce its environmental footprint.

Making a difference while making a profit

Having a positive impact on society is heavily influencing consumer purchasing decisions.

Through SAP Ariba’s solutions that enable greater supply chain transparency and adherence to the UN SDGs, your business can make a positive difference with real business impact.

Visit Ariba.com/go/responsible-supply-chain-management