

BIG GREEN FEARS

Tackling the monster under the corporate desk



WHY ARE ORGANISATIONS 'GREENHUSHING' IN 2026?

85% of business leaders admit to intentionally reducing public sustainability comms, even when progress is celebrated internally.

THE TOP 3 GREEN FEARS:

Keeping up to date with the latest regulations

Risking professional reputation

Lack of resource to use the data properly

THE PRICE OF SILENCE

Not being able to communicate confidently on sustainability is costing businesses money:

98% of respondents have missed out on a new business opportunity.

100% of energy and utility leaders say this happens regularly.

Despite the risk, **37%** say sustainability strategy isn't a high enough priority.

37%



A 3-STEP PLAN TO FACE YOUR FEARS

1. Establish the baseline

Audit your data, checking it's accurate and verified.
Make sure your tech stack is fit for purpose.

2. Educate your teams

Pinpoint and address skills gaps.
Share knowledge internally to eliminate silos.

3. Communicate effectively

Share your sustainability journey, remembering to prioritise progress over perfection.
Move past dry ESG reports, using storytelling to make data relatable.



GAIN A COMPETITIVE EDGE

42% say their organisations will only do the legal minimum over the next 18 months.

Only 7% have a proactive sustainability plan.

42%

7%

This is where you win.



Are you ready to join the minority of forward-thinking organisations using sustainability as an engine for growth?

Download the full report to find out how.
www.marketingpod.com/big-green-fears

***Methodology:** Research conducted by Censuswide in February 2026, surveying 250+ UK-based Directors and decision-makers (aged 25+) in organisations with 100+ employees. Censuswide is a member of the MRS and BPC, adhering to the MRS Code of Conduct and ESOMAR principles.