

highlights

2 in 10

entrepreneurs from the Quebec entrepreneurial ecosystem are familiar with the UN's Sustainable Development Goals.

2 x

Almost twice as many women as men are very familiar with the SDGs.

+

Youth, immigrants, and people with a university education are more familiar with the SDGs.

-

Business owners with higher sales are less familiar with the SDGs.

1 in 3

entrepreneurs integrated sustainable development principles before creating their business.

+

More women, immigrants, and youth integrated the principles before their activities.

+

Businesses pay greater attention to themes related to human resources.

-

Business owners are less active in managing resources and waste – particularly greenhouse gas emissions.

1 in 3

entrepreneurs have not yet integrated sustainable development to their business. Here is what is holding them back:

The impression that it does not apply to their sphere of activity.

The fact that it is not currently a priority.

A lack of familiarity with and information about the subject.

1 in 2

entrepreneurs want to act soon. Here is what is prompting them to act:

Management engagement and conviction.

Increased financial performance.

Pressures from global climate crises.