

# Survey Sustainability

We want to investigate how we can better inform and support the florist when it comes to the theme of sustainable entrepreneurship. Through various discussions in the industry and research among consumers, it is clear that sustainability is important for a successful future. Sustainability is not a fickle fad but a "way of life" that is playing an increasingly significant role in our society. (Future) customers also place greater value on this.

For us, it's a challenge to reevaluate our support in this regard. We would love to hear how we can do even better for you. 😊

**Question 1** - On the sustainability scale: where does your company stand?

0   1   2   3   4   5   6   7   8   9   10

**Question 2** - What have you done so far regarding sustainability within your company?

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**Question 3** - What percentage (%) of your customers are engaged in sustainability (on a business and individual level)?

0   10   20   30   40   50   60   70   80   90   100

**Question 4a** - Is sustainability a relevant topic for you within the next 5 years?

☐ Yes

☐ No

**Question 4b** - Please provide an explanation for your previous answer.

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**Question 5a** - Are you affiliated with an organization that certifies sustainability?

☐ Yes

☐ No

**Question 5b** - Has becoming certified for sustainability led to more sustainable business practices compared to before obtaining the certification?

*If you answered Question 5a with "Yes", please answer this question.*

☐ Yes

☐ No

**Question 5c** - Provide an explanation for your previous answer.

*If you answered Question 5b, please answer this question.*

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**Question 6** - What are the areas you would like to further focus on regarding sustainable entrepreneurship?

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**Question 7** - What do you expect from us to take the next step in the field of sustainable entrepreneurship?

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**Question 8** - What support or assistance do you need with your sustainability challenges?

☐ Good information regarding obligations imposed by the government

☐ A mirror that is held up to help me gain insight into my sustainability challenges

☐ Practical tools, such as a CO2 footprint for my own company

☐ Support to work on my sustainability challenges

☐ Something else, namely .....

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