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FOR IMMEDIATE RELEASE

Adobe Sustainability at Work Study: Digital Document Storage and Management is One of the Most Common Sustainability Practices in Hong Kong

- 80% of Hong Kong executives say that it's important for them to achieve high sustainability at work.
- The top three sustainability practices implemented by companies in Hong Kong are reducing or eliminating paper usage (46%), digital document storage and management (43%), and curbing electricity consumption (37%).
- Over a quarter (27%) of Hong Kongers believe their company is lagging behind in their sector when it comes to implementing sustainability practices.

Hong Kong — September 29, 2022 — With more people and businesses realizing the importance of environment protection and carbon emissions, Adobe (Nasdaq:ADBE) has recently surveyed more than 1,000 Hong Kongers to understand employees and executives' stance on environmental impact through an Adobe Sustainability at Work study.

The respondents were asked about personal and professional sustainability initiatives and their forecasts by 2030. The study found that Hong Kong employees and executives believe sustainability practices at their workplace are of great importance, and digital document storage and management is one of the top common sustainability practices implemented by companies in Hong Kong, apart from eliminating paper usage and curbing electricity consumption.

"As ESG rises up the agenda in the city, sustainability has become one of the metrics for business success. Hong Kong companies are increasingly seeking innovative ways to meet the sustainability targets," said Tony Ng, managing director of Greater China, Adobe. "Beyond shaping corporate reputation, effective sustainability practices, more importantly, help to improve the relationship between a company and different stakeholders, including employees and consumers."

Hong Kongers have been actively involved in workplace sustainability practices

According to the survey results, Hong Kong employees feel strongly about achieving sustainable workplaces. Over half of respondents would like to be more involved in driving sustainability practices in their workplace (62%), encourage others at work to be mindful of their company's sustainability practices (62%) and feel empowered to help improve their company's sustainability practices (54%). Over a third of Hong Kong respondents believe that everyone should help drive sustainability practices in the workplace, while they primarily think that managers and executives have the responsibility to do so (44%).

The most common sustainability practices that Hong Kong employees are adopting to reduce their individual carbon footprint in the office are, reducing or eliminating paper usage (46%), digital document storage and management (43%), and curbing electricity consumption (37%). When talking about their companies' position in implementing sustainability practices, over a quarter (27%) of Hong Kongers believe their company is lagging behind in their sector. While overall only 15% of Hong Kong respondents recognize their company as a sustainability leader in their sector, more people from the IT & Telecoms industries (26%) believe their company is a leader, followed by Finance and Healthcare (20% for both). Education and Retail, Catering & Leisure are the sectors that have least people (5%) thinking they are leaders.

A common theme around sustainability may be the cost, but people see other benefits. Over a third of employees think that instituting sustainability practices at work causes less harm to the environment (54%), lowers costs (49%), and would boost productivity rates (37%). Thirty-five percent think it would improve workplace culture.

Hong Kong employees also see sustainability as an opportunity for innovation, talent attraction and retention. 35-44 year-olds are most likely to think sustainability initiatives will be viewed as opportunities for innovation/thought leadership (70%). This age group also predominantly thinks that strong sustainability practices will be the most important factor in talent attraction and retention (68%).

Hong Kong executives say sustainability has a role in business success

When asking senior executives in Hong Kong about metrics for business success, they believe the top three metrics are customer loyalty and retention (50%), sustainability (47%) and sales revenue (46%). 80% of Hong Kong executives say that it is important for them to achieve high sustainability levels at work.

71% of executives in Hong Kong are assessed on sustainability in their performance scorecard. Hong Kong companies usually track sustainability initiatives by running internal auditing and reporting (43%), employee surveys (42%) and publishing sustainability performance reports (41%). 69% of Hong Kong executives say their companies have boosted their sustainability efforts to attract more prospective employees. On that note, 41% of Hong Kong employees say they would only work at a company that prioritizes sustainability. The rate is even higher in IT & Telecoms (54%) and the Finance (56%) industries.

Sustainability by 2030: Digital and collaboration tools to lead the way

Fast forward to 2030, Hong Kong respondents believe their companies will consider the entire supply chain, including vendors, when implementing sustainability initiatives (72%), focus their sustainability initiatives primarily on harm reduction (71%) and revamp internal processes to reduce their in-office/workspace environmental impact (68%).

Hong Kongers believe their company should be doing more in the following areas with regard to sustainability in the workplace: reducing or eliminating paper usage (48%), curbing electricity consumption (47%) and recycling programmes (44%). These are closely followed by the adoption of digital document storage and management, online collaboration (43%) and workflow tools (37%).

"While businesses in Hong Kong are striving to achieve sustainability and ultimately enhance their competitiveness, Adobe is committed to finding new ways to help customers apply more sustainable practices through the use of our technology. For example, every 1 million transactions completed through Adobe Acrobat Sign (our e-signature solution) produces \$7.2 million in cost savings and equates to emissions, taking over 2,300 cars off the road for a year. In the digital-first era, we look forward to seeing more Hong Kong companies recognize the power of digital technology and leverage resource-free workflows across our solutions to operate more efficiently in a digital world and create a more sustainable future," said Ng.

About the Research

Adobe Document Cloud Sustainability @ Work Study is based on a 19-question online survey of 1,025 Hong Kongers, aged 18 and older, who are employed, either full or part-time to explore opinions and beliefs of Hong Kong employees and executives about sustainable workplace practices in the present and their hope for the future of workplace sustainability. The survey was conducted between 13 July and 22 July 2022.

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