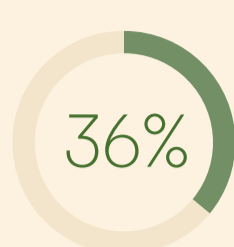
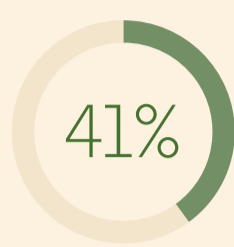


Sustainability on LinkedIn

Nurturing B2B conversations on the topic of environment to nurture your brand



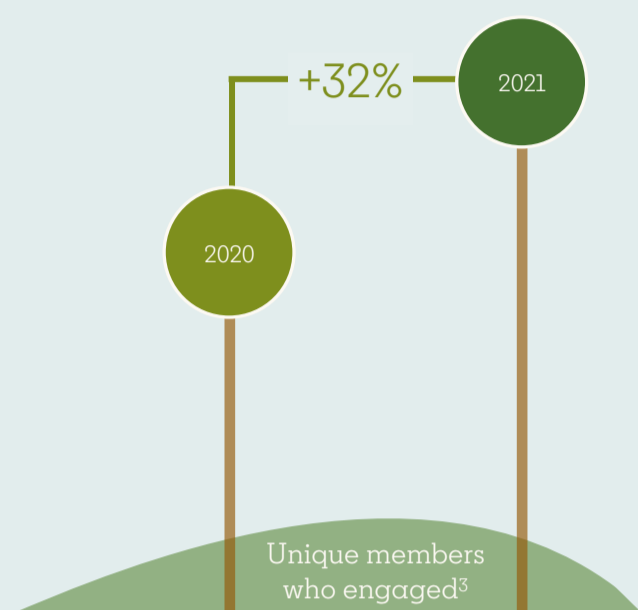
of LinkedIn members report that seeing a company committed to sustainability influences their purchase decision¹



of LinkedIn users want brands / corporations to be more transparent about their sustainability practices / policies²



LinkedIn members' engagement with sustainability is thriving



Top industries leading the engagement

Most unique engagers from sustainability-related topics and growth from 2020 to 2021³



Renewables & Environment



Automotive



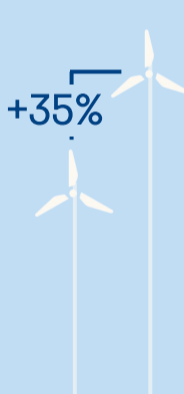
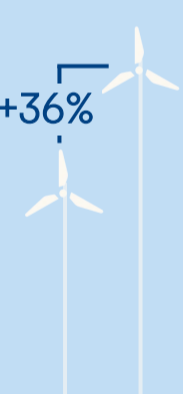
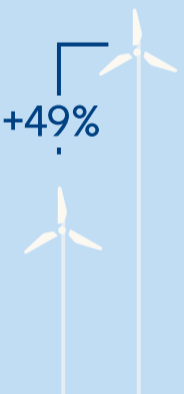
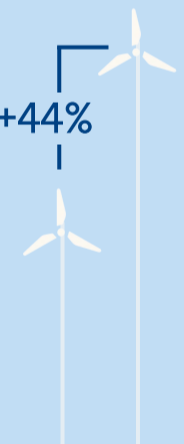
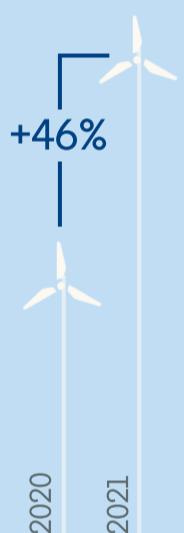
Environmental Services



Oil & Energy



Construction

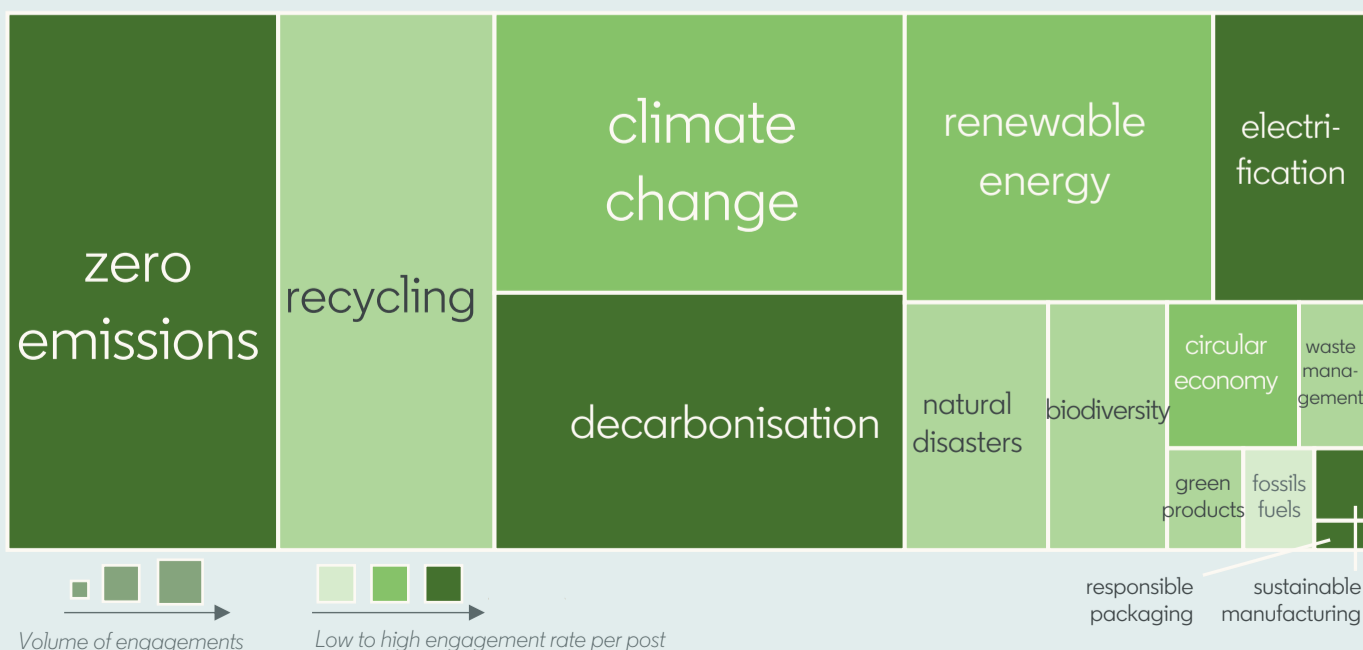


Sustainability nurtures your growth on LinkedIn



Own your space in sustainability

Themes that received high engagement over the past 6 months³



¹ LinkedIn internal survey, May 2021, 2,985 respondents globally

² Global Web Index, January 2021, 417 respondents in the UK and USA active on LinkedIn at least once in the last month

³ LinkedIn internal data. Engagement include likes, clicks, comments or shares on company posts in members' feed. Includes keywords related to overarching Sustainability, Supply Chain and Manufacturing, Biodiversity, Energy or Climate Action in English from January 2020 to December 2021

⁴ Compared to companies that have not posted about sustainability in 2021. LinkedIn internal data. Includes keywords related to overarching Sustainability, Supply Chain and Manufacturing, Biodiversity, Energy or Climate Action in English from September 2021 to March 2022