

(Re)Defined: What Greeks expect from future businesses

National Survey Results
May 2025
Issue: 1



Research specifications



**This research was conducted on behalf of TOTAL BUSINESS
and presented
at the "The BIG P", conference, on 16 May 2025,
at the Athens Conservatory.**

Online interviews via YouGov panel

Structured questionnaire

Population : Men & Women 18+ Nationwide

Representative sample : 1003 persons.

Conduct : April 2025

Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)



We investigated:

Opinions - beliefs and expectations of Greeks
about **business as a whole** and across
7 key pillars of entrepreneurship:

- ❖ *Politics & the Social Role of Business*
- ❖ *Sustainability and Environmental Consciousness*
- ❖ *Culture and Moral compass*
- ❖ *Technology and the Human Face*
- ❖ *New Generation - Future Leadership*
- ❖ *Economy and Business Resilience*
- ❖ *Holistic Approach to the Human Factor*



In Issue A

**We will review the results
regarding the opinions of
Greeks...**



Businesses today



**Business Sustainability and
Environmental Consciousness**



New Generation and Future Leadership

SECTION A:

Businesses today



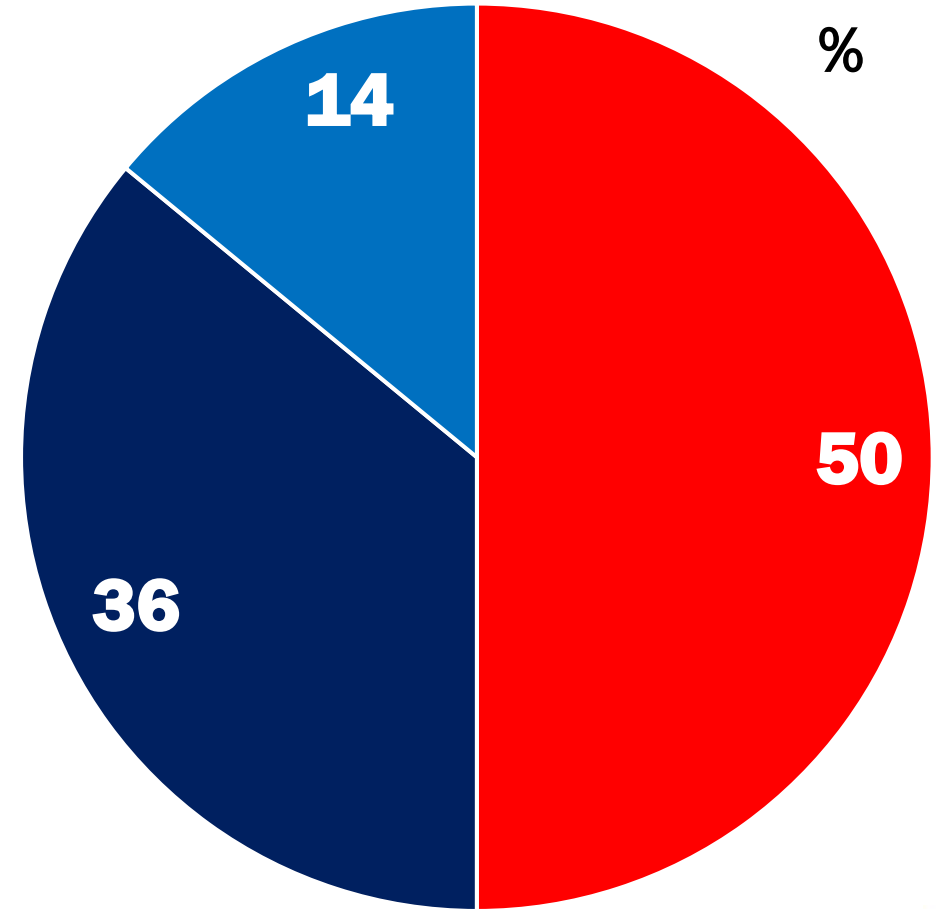
The current position of Greeks regarding the social sensitivity of businesses is quite negative

"Overall, what is your opinion on businesses ...?"

Businesses operate over time with profit-driven, with no regard for society and the environment

In recent years, some companies are forced to act responsibly for people and the planet

More and more businesses are acting with a focus on society & the environment, even at the cost of profit



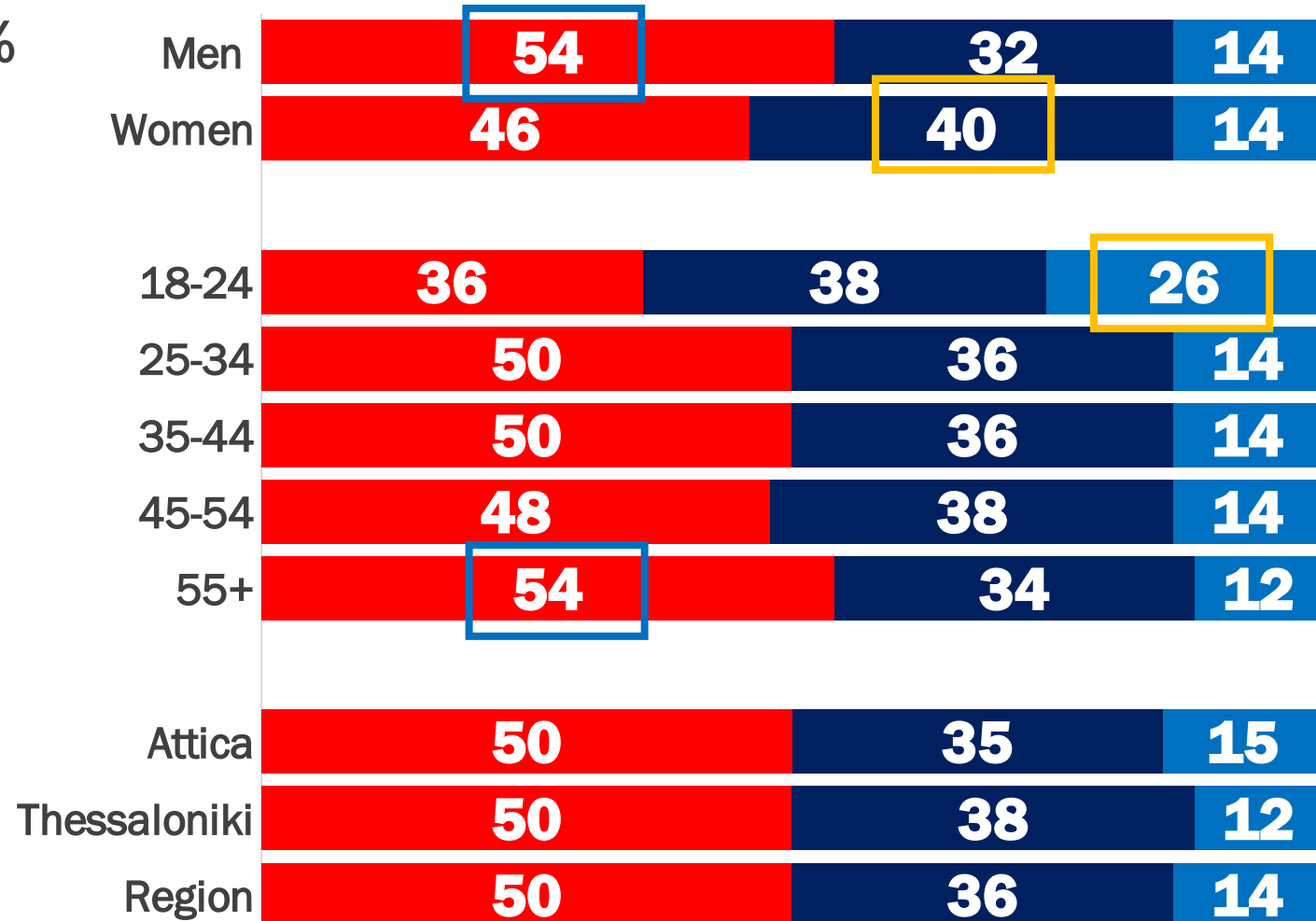
Men, aged 55+ are more negative, while women and young people are more moderate

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'''
%



SECTION B:

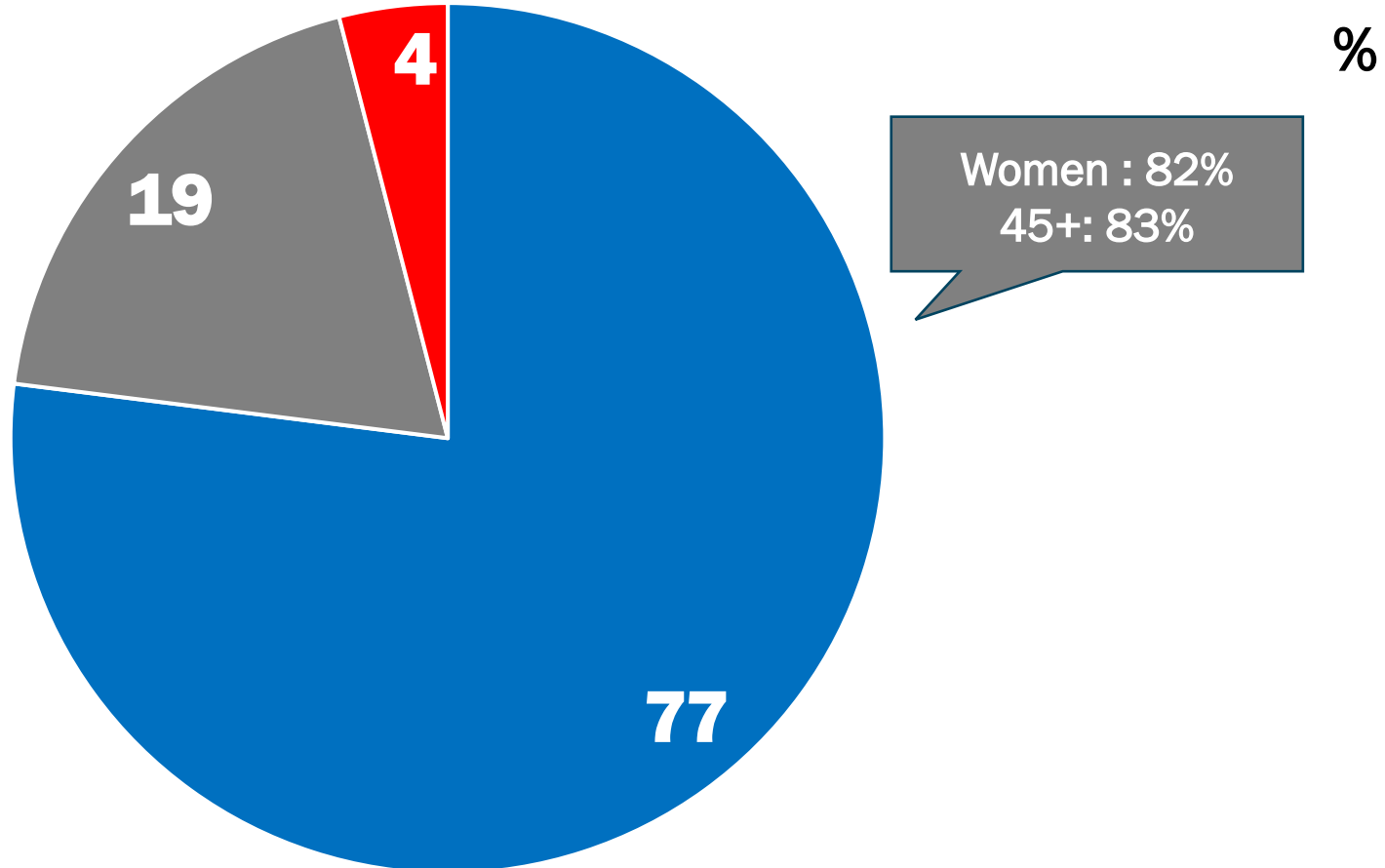
Business Sustainability and Environmental Consciousness



Profitability or planet?

More than three out of four Greeks choose to protect the planet

"Businesses must put environmental protection above profit maximization."

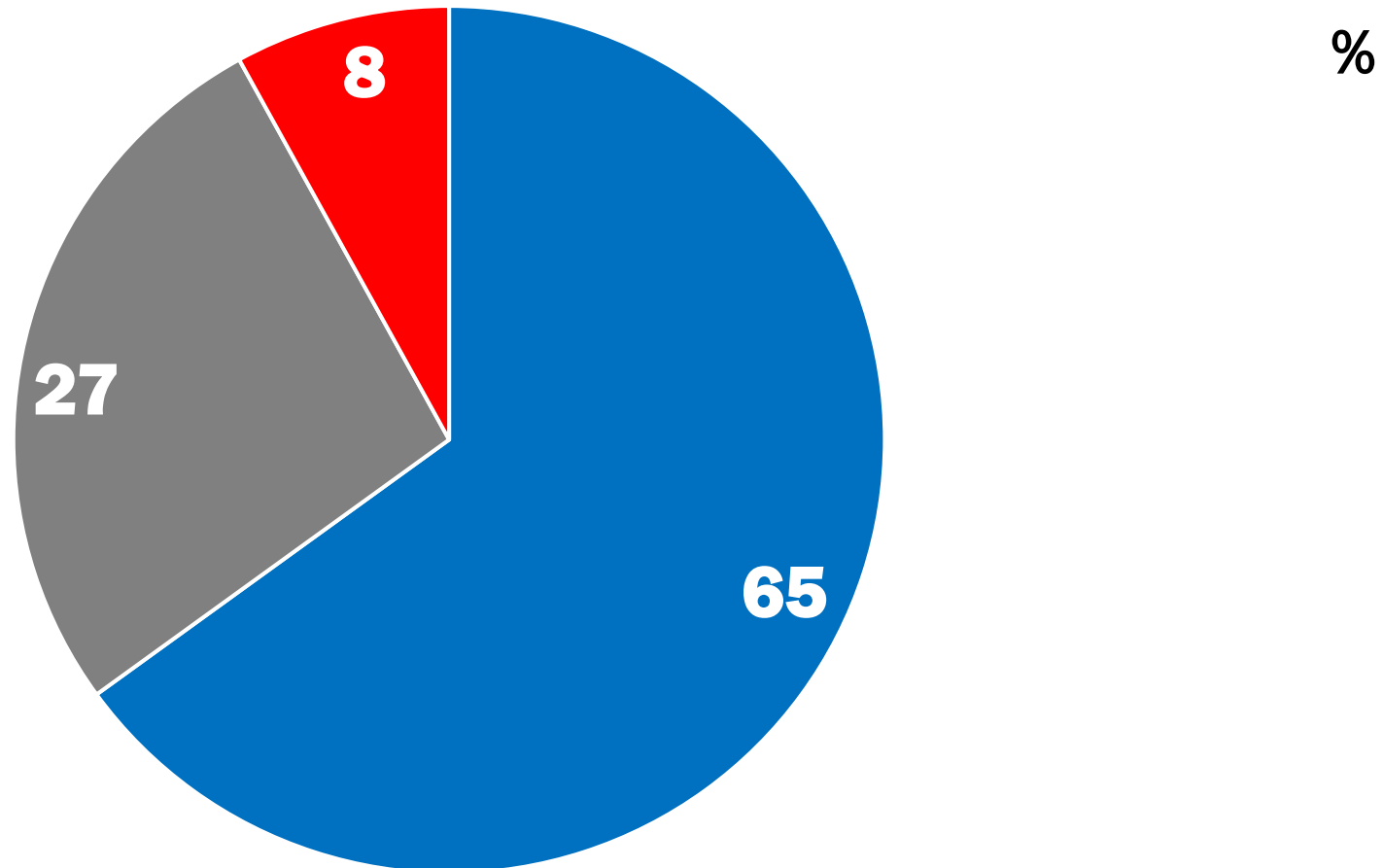


■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Sustainable future:

The majority links a company's environmental responsibility to its future economic sustainability

"Companies that do not adapt to environmental standards will suffer economic damage in the future."



■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Greenwashing or substance?

Citizens are not convinced by green business tactics

"Do you think that so far companies are actually implementing sustainable practices or is it mainly a communication strategy?"

%

Most of them do it for marketing purposes

47

There are few companies that implement meaningful measures

40

They do it because consumers are pushing to become more responsible

7

Understand that sustainability strategies are necessary for their survival

6

The message from consumers to businesses about: Sustainability – Environmental Consciousness

*That it does not respect the planet,
has no place in the future.
Put sustainability at the core,
not just
as a communication strategy*

SECTION C:

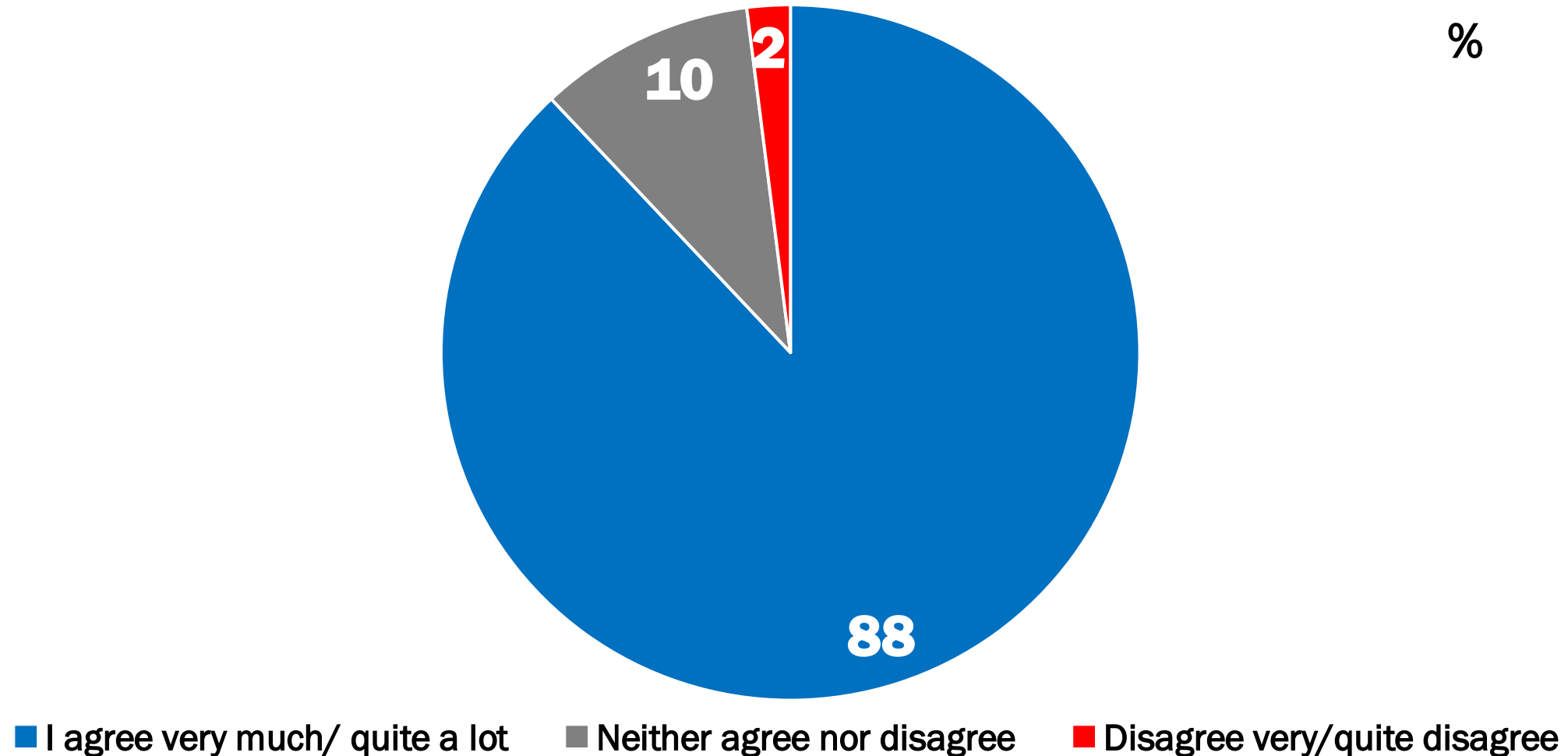
New Generation and Future Leadership



Tomorrow's Leadership:

Nearly nine in ten Greeks consider youth training key to business growth

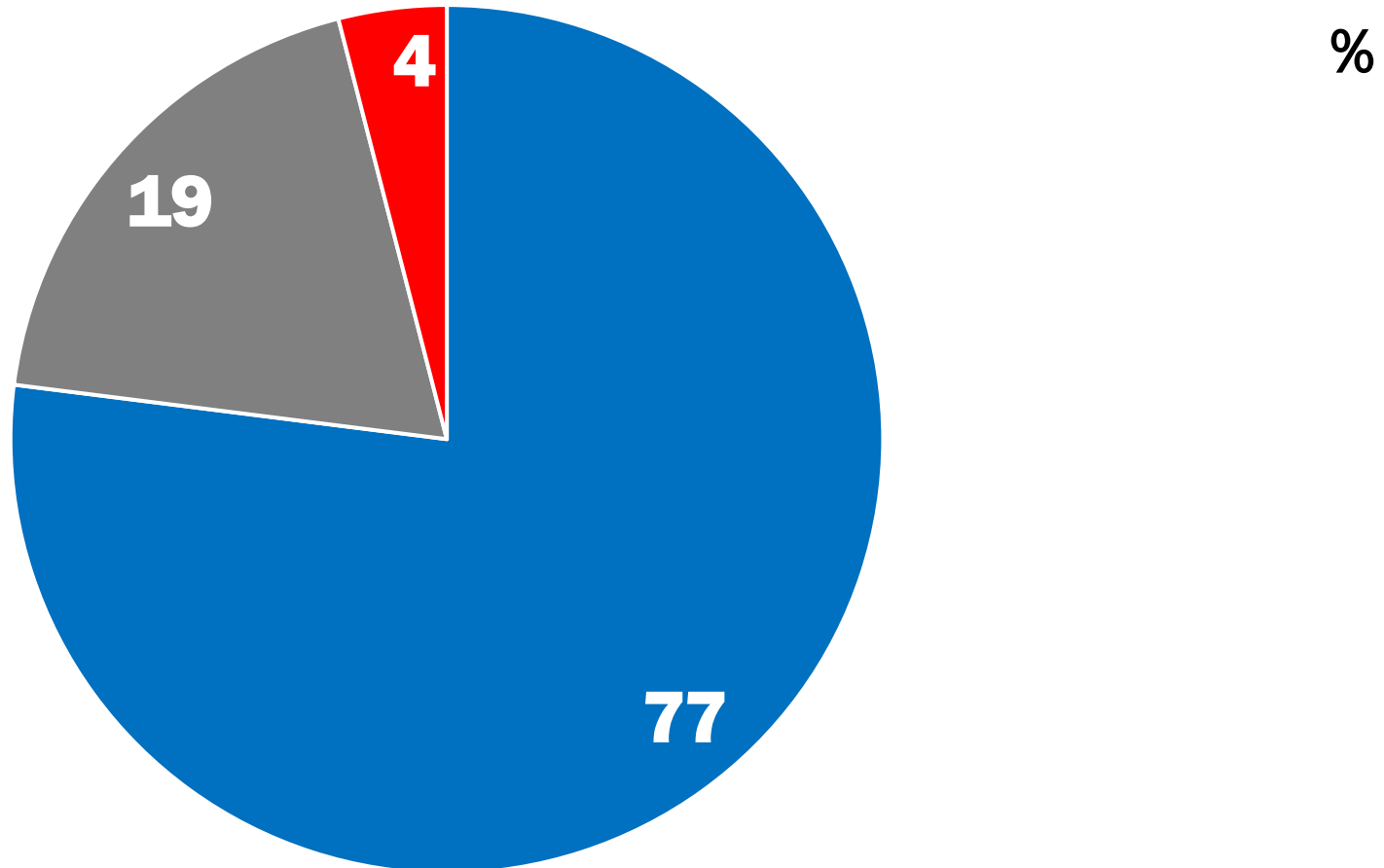
"Businesses need to invest more in the training and development of young workers"



Leadership on a new scale:

The need for a different approach to young people is evident

"Young workers need different forms of leadership and management than older generations"

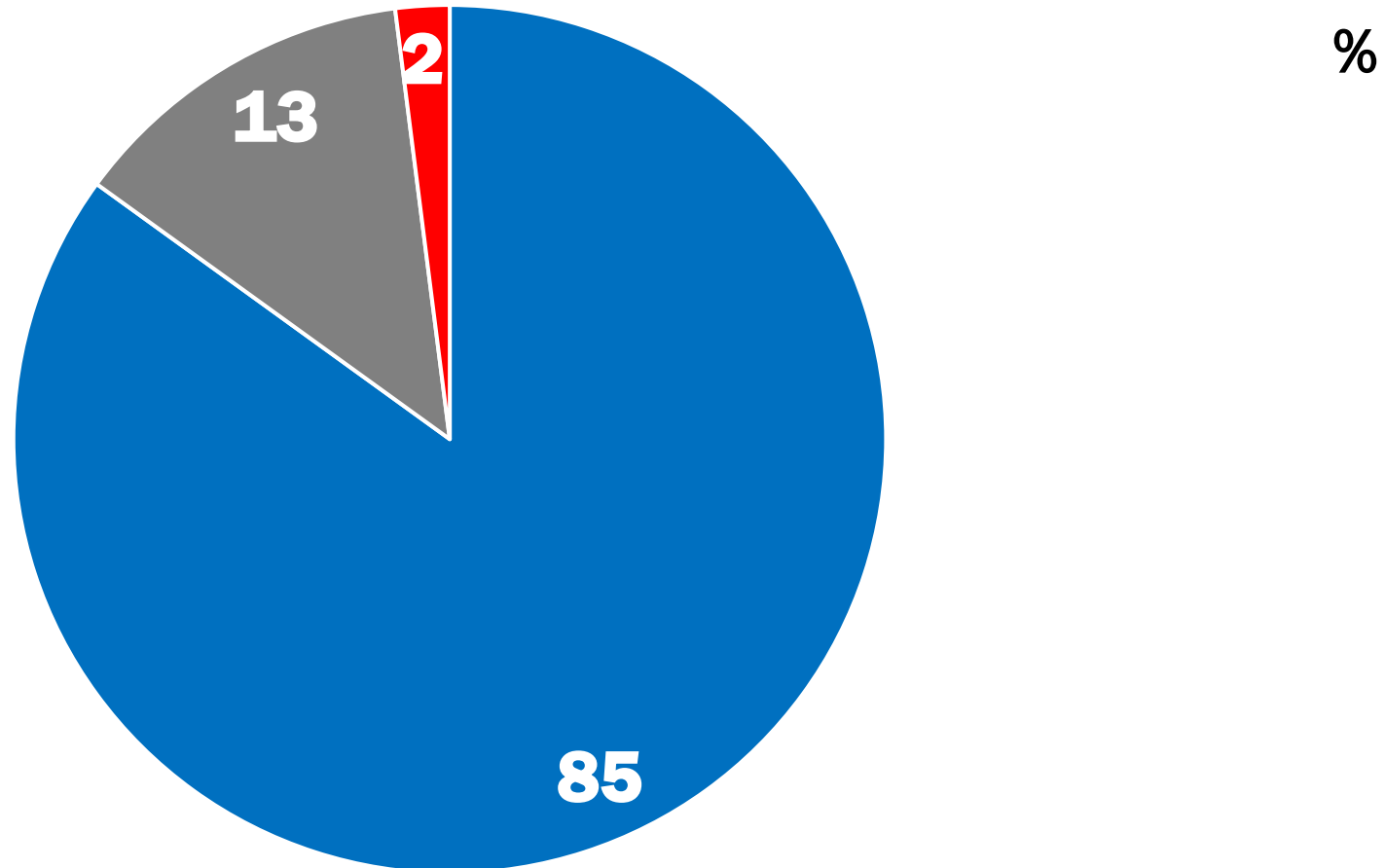


■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Empathy, the new face of Leadership:

Young people need more than guidance and understanding

"Today's leaders must show empathy towards young people and ensure their voices are heard."

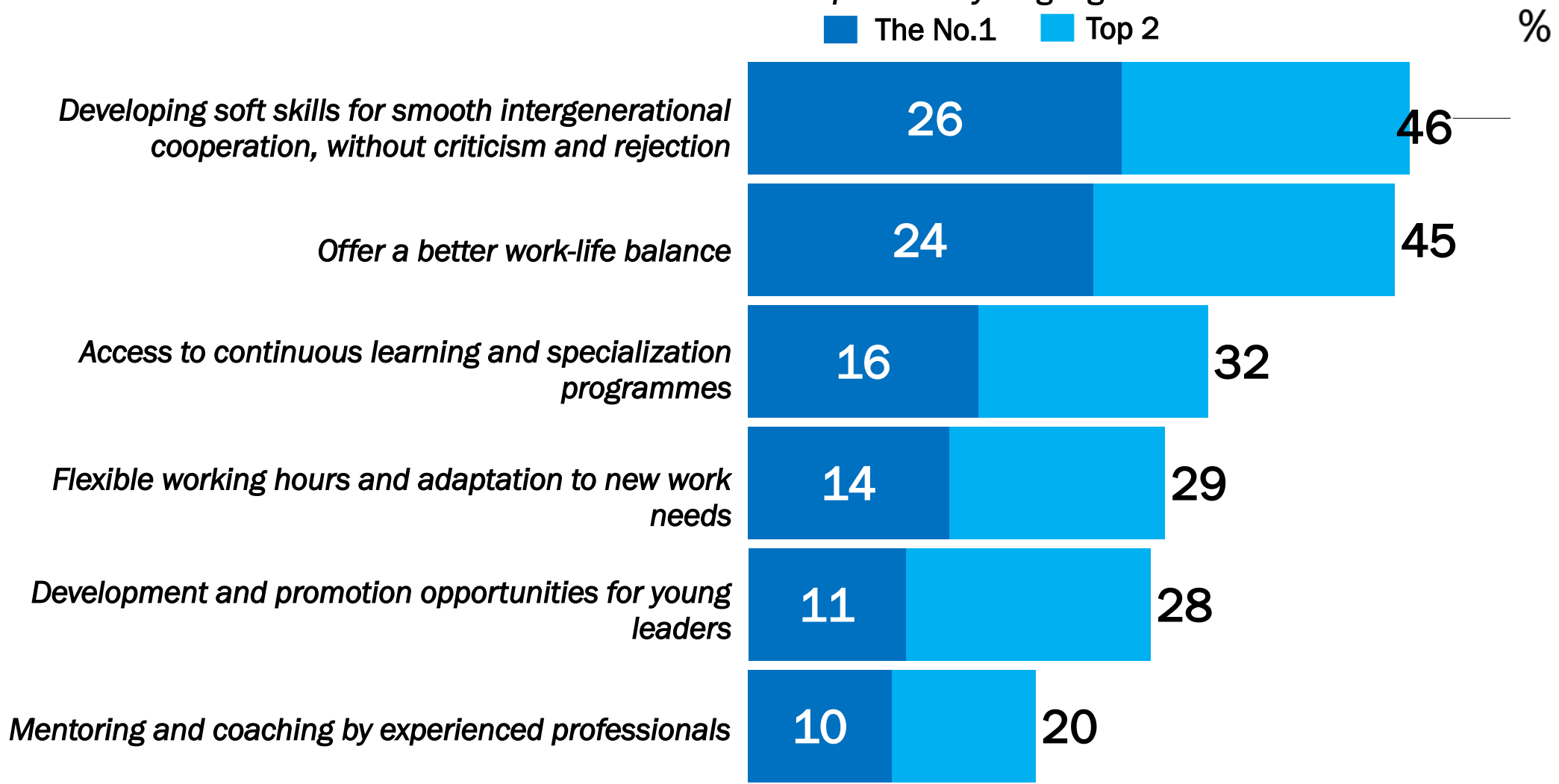


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The businesses of the future must inspire:

Soft skills, communication & meaningful life for the new generation

"How can businesses empower the younger generation?"



The message from consumers to businesses about: New generation - Future leadership

***Don't build for the new generation - build with them.
Listen to them and
make space for them to surpass you***

Key Learnings

1

The social sensitivity of businesses is strictly judged by citizens:

Greek public opinion appears quite **negative** on corporate social responsibility, with **men and older age groups (55+)** being more sceptical, while **women and young people** maintain a softer attitude. This shows the need for **authenticity and meaningful action** by businesses to **gain the trust of all social groups**.

2

Protecting the planet trumps profitability:

More than three out of four Greeks **prioritise environmental protection**, leaving behind the traditional logic of **profitability**. Sustainability is no longer optional but a key factor for economic viability and the future of business, **rejecting "greenwashing" communication tactics**.

3

Future leadership with an emphasis on empathy and participation:

The majority **believes that training and supporting young people is crucial** for business development. **Tomorrow's leadership** must be **more human**, encourage communication and build relationships with the younger generation, **not just imposing solutions, but working with them and giving them space to stand out**.

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Thank you!

Want more info? Ask xenia@focus.gr

