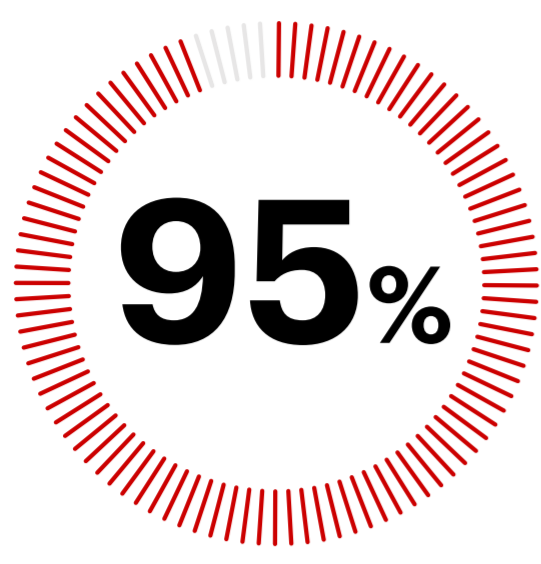


Getting Sustainability Right

While most executives agree that sustainability initiatives are becoming more important, many are still early in their journeys. Here's how leading companies excel.

Sustainability is rising on most corporate agendas



We surveyed nearly 300 companies globally across industries, and **95%** of them expect sustainability initiatives to **become more important in 5 years**

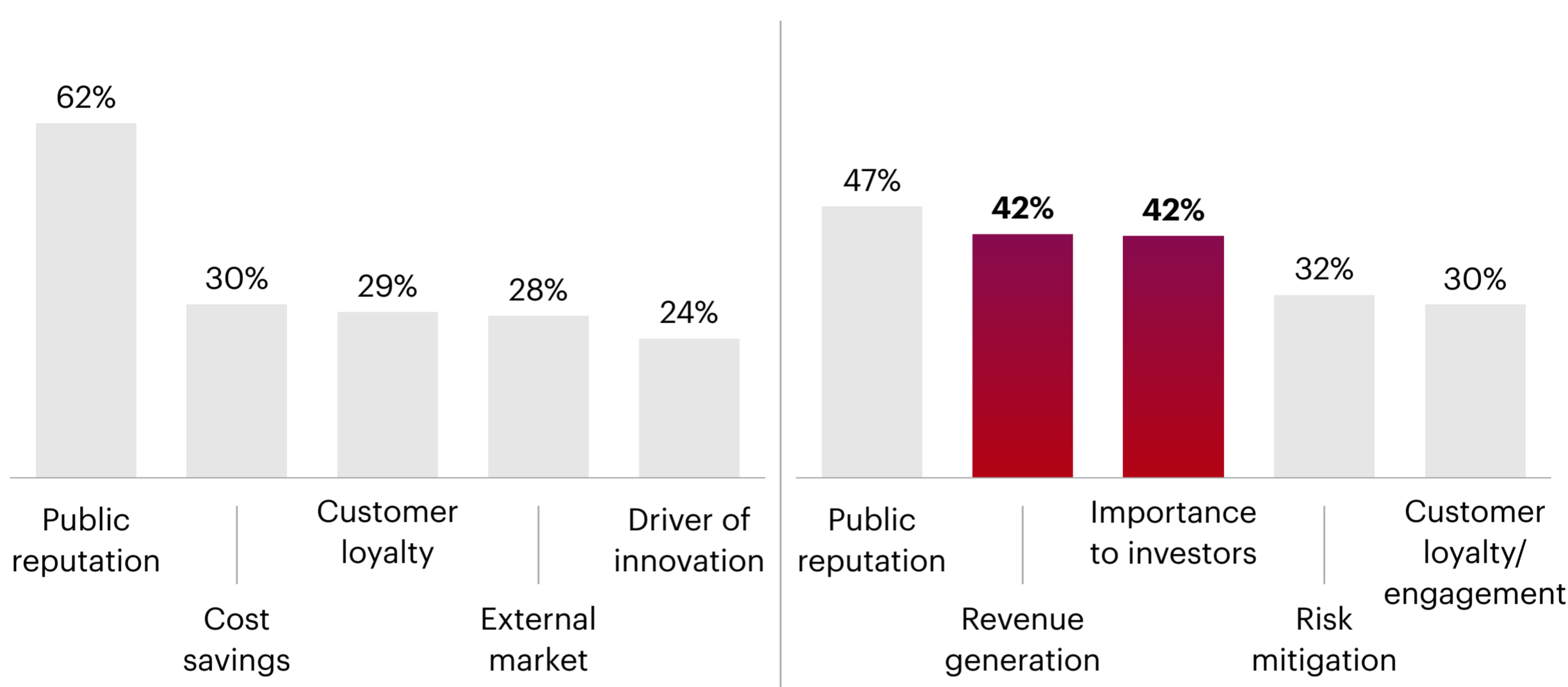
Sustainability is becoming more strategic

While public perception remains the top reason for sustainability programs, **generating new revenue** and **appealing to investors** are increasingly important

2015

2021

Percentage of respondents stating reason as top 3



Sustainability change efforts are hard to get right

Only 7%

are delivering on their sustainability plans

In Europe,

the success rate

drops to 1%

due to more **ambitious targets and timelines**

We expect that achieving sustainability programs in **Asia** and the **Americas** will **get more difficult** as the bar rises in these markets



Integration is the top barrier to success

Survey respondents cite a lack of alignment within their organizations as a key barrier for sustainability programs

75% of companies have **not integrated sustainability** into their business



Top five success factors for sustainability programs

