



High performance. Delivered.

## Walking the Walk

Driving Competitiveness through  
Ethical Supply Chains

Can you operate ethically *and* profitably? The answer is a definitive "yes."

Increasingly, companies are achieving commercial advantages by gaining social and environmental ones. This "triple advantage" is having a powerful effect.

Consider this: 87% of CEOs see sustainability as opportunity for growth and innovation. And 80% see it as a route to competitive advantage in their industry.

Powering this shift are three powerful constituents.

First: **customers**. Social media gives them access to greater transparency, faster...motivating them to "vote with their wallets."

Second, **investors** are changing their ways. Many analysts now see sustainable business practices as a powerful motivator for investor interest...and stock value.

And third, young **talent** is beginning to see sustainable business practices as essential...and CEOs are luring the best and brightest by finding ways to go beyond just "talking the talk."

Get more on how ethical business practices can help grow your business with our full report:

[Walking the Walk: Driving competitiveness through ethical supply chains](#)

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 319,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is [www.accenture.com](http://www.accenture.com).

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