

Decoding Sustainability DNA

to deliver value and impact for all stakeholders

In collaboration with the **World Economic Forum**



Be the organization every stakeholder wants you to be

Stakeholders are demanding more from business and leaders know it. Operating sustainably is no longer just an option. **It's a business imperative.**



Employees

65%

believe organizations should be responsible for leaving their people "net better off" through work

Consumers

66%

plan to make more sustainable or ethical purchases over the next six months



Investors

28%

increase in investor signatories in 2020 to the UN's Principles for Responsible Investment



3 challenges and solutions

to shape your sustainable organization

Challenges

Relationships

Organizations fail to deeply understand stakeholders' needs and desires

Insight

They struggle to embed stakeholders' needs into decision-making processes

Shared ownership

They are unable to cultivate wide ownership for operating sustainability



Solutions

Human connections

Strong, symbiotic relationships with stakeholders that build an understanding of what constitutes value across the ecosystem

Collective intelligence

Specific decision-making mechanisms that transform stakeholder perspectives into action

Accountability at all levels

Organization-wide accountability for making responsible choices that elevate the delivery of broad-based stakeholder value

Sustainability DNA

The key to building human connections, collective intelligence and accountability at all levels



Sustainability DNA is required to deliver value and impact. These practices, systems and processes convert responsible leadership values into goals and tangible outcomes through stakeholder-centric behavioral change.

Sustainable organizations are purpose-led businesses. They inspire their people and partners to deliver lasting financial performance, equitable impact and societal value that earns and retains the trust of all stakeholders. You too can unlock this potential.

Strong Sustainability DNA results in greater financial value and ESG impact

Performance of top quartile companies in our Sustainable Organization Index compared with the bottom quartile.

↑ 21% higher EBITDA margin, compared with the bottom quartile (+3.4 percentage points)

↑ 21% higher sustainability performance (+9.2 index points)

3 actions to drive change

Practical actions leadership teams can take to strengthen their Sustainability DNA and generate value for all stakeholders

Diagnose

the strength of your organization's Sustainability DNA

Define

interventions to address areas for development

Develop

your roadmap to create value while leading with values

By embedding stakeholder-centricity at the heart of organizational transformation, leaders can deliver value in all directions and realize the promise of stakeholder capitalism.

Take the diagnostic to measure the strength of your organization's Sustainability DNA

Shaping the Sustainable Organization [accenture.com/sustainableorganization](https://www.accenture.com/sustainableorganization)

