UN GLOBAL COMPACT
ACCENTURE CEO STUDY
ON SUSTAINABILITY 2013
Insights from the Chemical Industry
Our survey of 1,000 CEOs across 103 countries and 27 industries gives a unique insight into business leaders’ views on the path to a sustainable economy.
Below we share the insights gained from our survey of CEOs from the chemical industry.

CUSTOMERS: INTERESTED, BUT CONFLICTED
CEOs believe that customers will be integral to further progress - but are struggling to interpret mixed signals.

INVESTORS: GROWING ENGAGEMENT, BUT UNLIKELY TO DRIVE CHANGE
58% believe that sustainability issues will start to influence investment decisions in traditional factors of price, quality and availability.

ACCELERATING PROGRESS: TOWARDS TRANSFORMATION
Leading chemical companies are charting a path towards transformation and advantage - but sound a warning to policy makers on the need to align market incentives with sustainable development.

87% of CEOs believe that the sustainability reputation of their company is important in customers’ purchasing decisions.
And see the customer as a key stakeholder in influencing their approach to sustainability.

53% of CEOs believe that sustainability is an important factor in their company’s share price.
And believe that their company’s share price currently includes value directly attributable to sustainability initiatives.

97% of CEOs believe that sustainability is important in customers’ purchasing decisions.
And see sustainability as an important factor in guiding their approach to sustainability.

18% of CEOs regard investor pressure as among their chief motivators on sustainability.
And believe that investor interest will become an increasingly important factor.

97% of CEOs are sustainable companies.
And believe that sustainability is an opportunity for growth and innovation.

79% of CEOs believe that governments should step up their efforts to provide an enabling environment for business efforts on sustainability.
And believe that these issues as a route to competitive advantage in the industry.

82% of CEOs regard sustainability as an opportunity for growth and innovation.
And believe that their company’s share price currently includes value directly attributable to sustainability initiatives.

89% of CEOs believe that sustainability should be a driver of strategy and value creation.
And see the customer as a key stakeholders in influencing their approach to sustainability.

34% report that business is making sufficient efforts to address global sustainability challenges.
And see sustainability as an important factor in guiding their approach to sustainability.

89% believe that sustainability is an important factor in guiding their approach to sustainability.
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37% believe that the global economy is on track to meet the demands of a growing population.
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