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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 pathway towards a sustainable economy. Below we share the insights gained from our survey of CEOs from the chemical industry.



Only **37%** of CEOs believe that the global economy is on track to meet the demands of a growing population

34% report that business is making sufficient efforts to address global sustainability challenges



89% believe that business should lead efforts to define and deliver sustainable development goals



37% believe they can accurately quantify the value of their sustainability initiatives



39% see the lack of a link to business value as a barrier to accelerating progress

CUSTOMERS: INTERESTED, BUT CONFLICTED

CEOs believe that customers will be integral to further progress - but are struggling to interpret mixed signals.



87% of CEOs believe that the sustainability reputation of their company is important in customers' purchasing decisions

53%

And **53%** see the customer as a key stakeholder in influencing their approach to sustainability



58% believe that sustainability issues will always be secondary to traditional factors of price, quality and availability



And only **34%** report that they have secured a price premium with customers through their reputation on sustainability

INVESTORS: GROWING ENGAGEMENT, BUT UNLIKELY TO DRIVE CHANGE

CEOs see growing interest on the part of investors - but still don't see the investment community as an influential voice in guiding their approach to sustainability.



Only **18%** of CEOs regard investor pressure as among their chief motivators on sustainability



18% see investors as an important stakeholder in guiding their approach



26% believe that their company's share price currently includes value directly attributable to sustainability initiatives



66% believe that investor interest will become an increasingly important factor

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.



97% of CEOs see sustainability as important to the future success of their business



82% see sustainability as 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 **87%** see these issues as a route to competitive advantage in the industry

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