

The UN Global Compact-Accenture Strategy CEO Study 2016

# Agenda 2030: A Window of Opportunity

1,000+ CEOs, 100+ countries, 25+ industries

A decade of CEO  
Study research,  
2007-2016

This year: the largest-  
ever CEO study on  
sustainability

In-depth interviews with  
more than 50 CEOs of  
leading innovators

## The Path to 2030

CEOs believe that Agenda 2030 provides an essential window of opportunity to rethink and reset approaches to sustainability



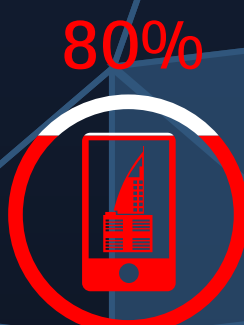
**89%** say commitment to sustainability is translating into real impact in their industry



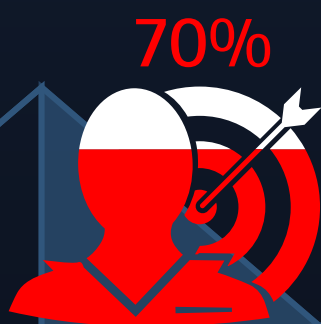
**87%** believe the SDGs provide an opportunity to rethink approaches to sustainable value creation

## A Mandate for Action

This year, for the first time, we see business leaders accepting a mandate for radical change, harnessing the UN Sustainable Development Goals (SDGs) as a universal roadmap for action



**80%** believe that demonstrating a commitment to societal purpose is a differentiator in their industry



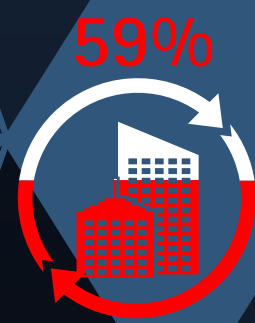
**70%** see the SDGs providing a clear framework to structure sustainability efforts



**49%** believe that business will be the single most important actor in delivering the SDGs

## From Commitment to Impact

Business leaders are still looking for ways to measure, track and communicate the impact of sustainability on metrics of business success –and demonstrate their impact on the global goals



report their company is able to accurately quantify the business value of their sustainability initiatives - up from **38%** in 2013.



**88%** believe that greater integration of sustainability issues in financial markets will be essential to making progress...

...but only **10%** cited pressure from investors as a top three factor driving them to take action on sustainability



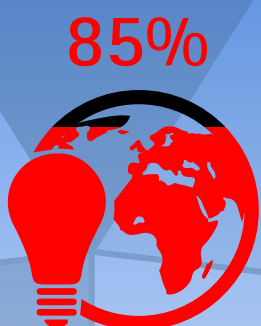
**86%** believe that standardized impact metrics will be important in unlocking the potential of business on the SDGs



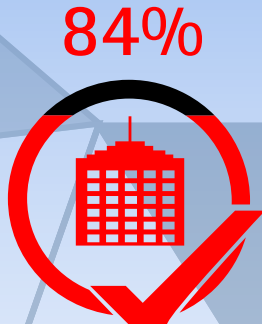
**73%** believe that business should develop common indicators to measure and communicate impact on the SDGs

## Towards Transformation

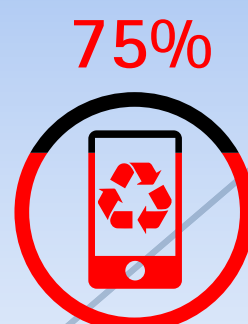
Business leaders see a vital role for the Global Compact and its Local Networks as a global advocate for responsible and sustainable business, expanding commitment, catalyzing the business contribution to the SDGs, and driving impact on the ground.



**85%** see cross-sector coalitions and partnerships as essential to accelerating transformation



**84%** call for greater local collaboration with national governments on SDG Action Plans



**75%** see digital technologies enabling more sustainable business models

Findings in detail:  
[www.accenture.com/ungceestudy](http://www.accenture.com/ungceestudy)