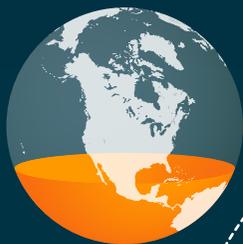


High performance. Delivered.

UN GLOBAL COMPACT ACCENTURE CEO STUDY ON SUSTAINABILITY 2013

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.



Only **32%** of CEOs believe that the global economy is on track to meet the demands of a growing population

33% report that business is making sufficient efforts to address global sustainability challenges



84% believe that business should lead efforts to define and deliver sustainable development goals



38% believe they can accurately quantify the value of their sustainability initiatives



37% see the lack of a link to business value as a barrier to accelerating progress

CONSUMERS: INTERESTED, BUT CONFLICTED

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



81% of CEOs believe that the sustainability reputation of their company is important in consumers' purchasing decisions



64% see the consumer as a key stakeholder in influencing their approach to sustainability



46% believe that sustainability issues will always be secondary to traditional factors of price, quality and availability



And only **28%** report that they have secured a price premium with consumers 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 **12%** of CEOs regard investor pressure as among their chief motivators on sustainability



23% see investors as an important stakeholder in guiding their approach



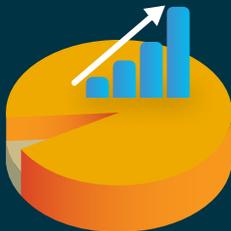
31% - Less than a third - believe that their company's share price currently includes value directly attributable to sustainability initiatives



69% believe that investor interest will become an increasingly important factor

ACCELERATING PROGRESS: TOWARDS TRANSFORMATION

Leading 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.



93% of CEOs see sustainability as important to the future success of their business



78% see sustainability as an opportunity for growth and innovation



83% of CEOs believe that governments should step up their efforts to provide an enabling environment for business efforts on sustainability



And **80%** see these issues as a route to competitive advantage in their industry

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