

Latest Global CEOs Poll on Sustainability Released

In September 2013 the latest triennial global survey on corporate sustainability by the UN Global Compact and Accenture was released. Business leaders' views on the private sector's progress in addressing global sustainability challenges are detailed in the survey of 1,000 CEOs. This is the largest study of top executives ever conducted on sustainability.

More than two thirds of chief executives believe that business is not doing enough to address global sustainability challenges. Amid evidence that CEOs are strongly committed to embedding sustainability throughout their organizations, the vast majority now call for action to incentivise and reward sustainability leaders and unlock the full potential of the private sector.

CEOs are demanding greater collaboration between business, governments and policy makers, according to the survey. 83 Percent of respondents think more efforts by governments to provide the enabling environment will be integral to the private sector's ability to advance sustainability. 85 Percent demand clearer policy and market signals to support green growth.

The report identifies a number of approaches most likely to be taken by what the study categorises as "Transformational Leaders" – those sustainability leaders that also outperform their industry peers on traditional business metrics. These companies more readily accept that the world is not on track to meet the needs of a growing population and that business is not doing enough. They are also more committed to engaging consumers, local communities, policy makers, investors and other stakeholders.

A link to the report is at www.unglobalcompact.org/resources/451

Anderson Lloyd advises a range of clients on sustainability law and policy and is a member of the New Zealand Sustainable Business Council.

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