Is the business sector the deer in the Paris Agreement’s headlights?
“Governments must take the lead in living up to their pledges. At the same time, I am counting on the private sector to drive success.”

UN Secretary-General Ban Ki-moon
The global response

We are a global leader in sustainability

We integrate CSR into our business plan

We minimise energy consumption

Our customers demand sustainability

Our employees demand sustainability

We are more sustainable than competitors

Our suppliers must be sustainable

Our CSR targets are aligned with UN SDGs

We do sustainability reporting
Europe is ahead of the rest of the world for all criteria

Global response

- Global leader in sustainability: 23% strongly agree, 26% agree, 18% somewhat agree, 16% neither agree nor disagree, 9% somewhat disagree, 5% disagree, 4% strongly disagree
- We integrate CSR into business: 31% strongly agree, 36% agree, 17% somewhat agree, 8% neither agree nor disagree, 4% somewhat disagree, 3% disagree, 3% strongly disagree
- We minimise energy consumption: 32% strongly agree, 36% agree, 17% somewhat agree, 7% neither agree nor disagree, 4% somewhat disagree, 3% disagree, 3% strongly disagree
- Customers demand sustainability: 17% strongly agree, 27% agree, 22% somewhat agree, 17% neither agree nor disagree, 6% somewhat disagree, 9% disagree, 3% strongly disagree
- Employees demand sustainability: 16% strongly agree, 28% agree, 23% somewhat agree, 17% neither agree nor disagree, 6% somewhat disagree, 7% disagree, 3% strongly disagree
- More sustainable than competitors: 27% strongly agree, 31% agree, 18% somewhat agree, 16% neither agree nor disagree, 8% somewhat disagree, 3% disagree, 3% strongly disagree
- Our suppliers must be sustainable: 17% strongly agree, 28% agree, 22% somewhat agree, 17% neither agree nor disagree, 6% somewhat disagree, 7% disagree, 3% strongly disagree
- CSR targets aligned with UN SDGs: 16% strongly agree, 21% agree, 17% somewhat agree, 23% neither agree nor disagree, 7% somewhat disagree, 10% disagree, 5% strongly disagree
- Implemented sustainability reporting: 23% strongly agree, 21% agree, 16% somewhat agree, 17% neither agree nor disagree, 6% somewhat disagree, 11% disagree, 6% strongly disagree

Europe response

- Global leader in sustainability: 22% strongly agree, 26% agree, 20% somewhat agree, 15% neither agree nor disagree, 3% somewhat disagree, 8% disagree, 5% strongly disagree
- We integrate CSR into business: 35% strongly agree, 30% agree, 21% somewhat agree, 15% neither agree nor disagree, 6% somewhat disagree, 4% disagree, 2% strongly disagree
- We minimise energy consumption: 38% strongly agree, 33% agree, 15% somewhat agree, 6% neither agree nor disagree, 6% somewhat disagree, 4% disagree, 2% strongly disagree
- Customers demand sustainability: 23% strongly agree, 29% agree, 21% somewhat agree, 15% neither agree nor disagree, 3% somewhat disagree, 6% disagree, 3% strongly disagree
- Employees demand sustainability: 19% strongly agree, 34% agree, 22% somewhat agree, 15% neither agree nor disagree, 2% somewhat disagree, 5% disagree, 2% strongly disagree
- More sustainable than competitors: 23% strongly agree, 28% agree, 20% somewhat agree, 15% neither agree nor disagree, 2% somewhat disagree, 3% disagree, 3% strongly disagree
- Our suppliers must be sustainable: 23% strongly agree, 27% agree, 21% somewhat agree, 17% neither agree nor disagree, 5% somewhat disagree, 5% disagree, 2% strongly disagree
- CSR targets aligned with UN SDGs: 20% strongly agree, 19% agree, 19% somewhat agree, 22% neither agree nor disagree, 8% somewhat disagree, 7% disagree, 6% strongly disagree
- Implemented sustainability reporting: 35% strongly agree, 19% agree, 18% somewhat agree, 12% neither agree nor disagree, 5% somewhat disagree, 7% disagree, 7% strongly disagree
Europe is ahead on reporting & SDGs

We have implemented sustainability reporting

- Global response: 44%
- Europe response: 54%
- Up or down? +8%

Our CSR targets are aligned with the UN’s SDGs

- Global response: 37%
- Europe response: 39%
- Up or down? +2%

Percentage indicating ‘agree’ or ‘strongly agree’ to the statements
Business stakeholders in Europe are more demanding

<table>
<thead>
<tr>
<th>Statement</th>
<th>Global response</th>
<th>Europe response</th>
<th>Up or down?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our customers demand that we have a sustainability policy</td>
<td>44%</td>
<td>52%</td>
<td>+8%</td>
</tr>
<tr>
<td>Employees ask that we have a sustainability policy</td>
<td>44%</td>
<td>53%</td>
<td>+9%</td>
</tr>
</tbody>
</table>

Percentage indicating ‘agree’ or ‘strongly agree’ to the statements
Banking stakeholders are less demanding

Our customers demand that we have a sustainability policy

- All industries response: 44%
- Banking response: 28%
- Up or down?: -16%

Employees ask that we have a sustainability policy

- All industries response: 44%
- Banking response: 29%
- Up or down?: -15%

Percentage indicating ‘agree’ or ‘strongly agree’ to the statements
Senior executives likely to view their organisation’s sustainability culture differently from line managers

“We believe sustainability adds long term value to our stakeholders, and we are committed to going beyond legislation especially in the environmental area both for the general public good and for enlightened self-interest”,

“While we are recognised as a global leader because our products and services have helped our customers be more sustainable, we do not practice what we preach. Most people assume we are sustainable because of our branding.

“Our CSR project is about saving the earth. But apart from the videos and trash clearing, not sure what else we do.”

VP of MNC logistics company

Manufacturing manager from MNC

Producer of a media company
Companies that show the most sustainability

Companies that strongly agree or agree with the following statements are most likely to agree with all the other statements. In ranking order

1. We have aligned our CSR policy with UN SDGs
2. My organisation has implemented sustainability reporting
3. We require our suppliers to be sustainable
4. Our employees ask that we have a sustainability policy
5. Our customers ask that we have a sustainability policy
6. Global leaders in sustainability