

Do you have what it takes to be a Change Maker?

A cross-industry, data-led approach to Sustainability Transformation (SX) could help global organizations go from objective to outcomes

Executives globally are embracing the urgent call for Sustainability Transformation. Yet, the leap from enthusiasm to tangible outcomes remains a challenge for many. How can we accelerate progress?

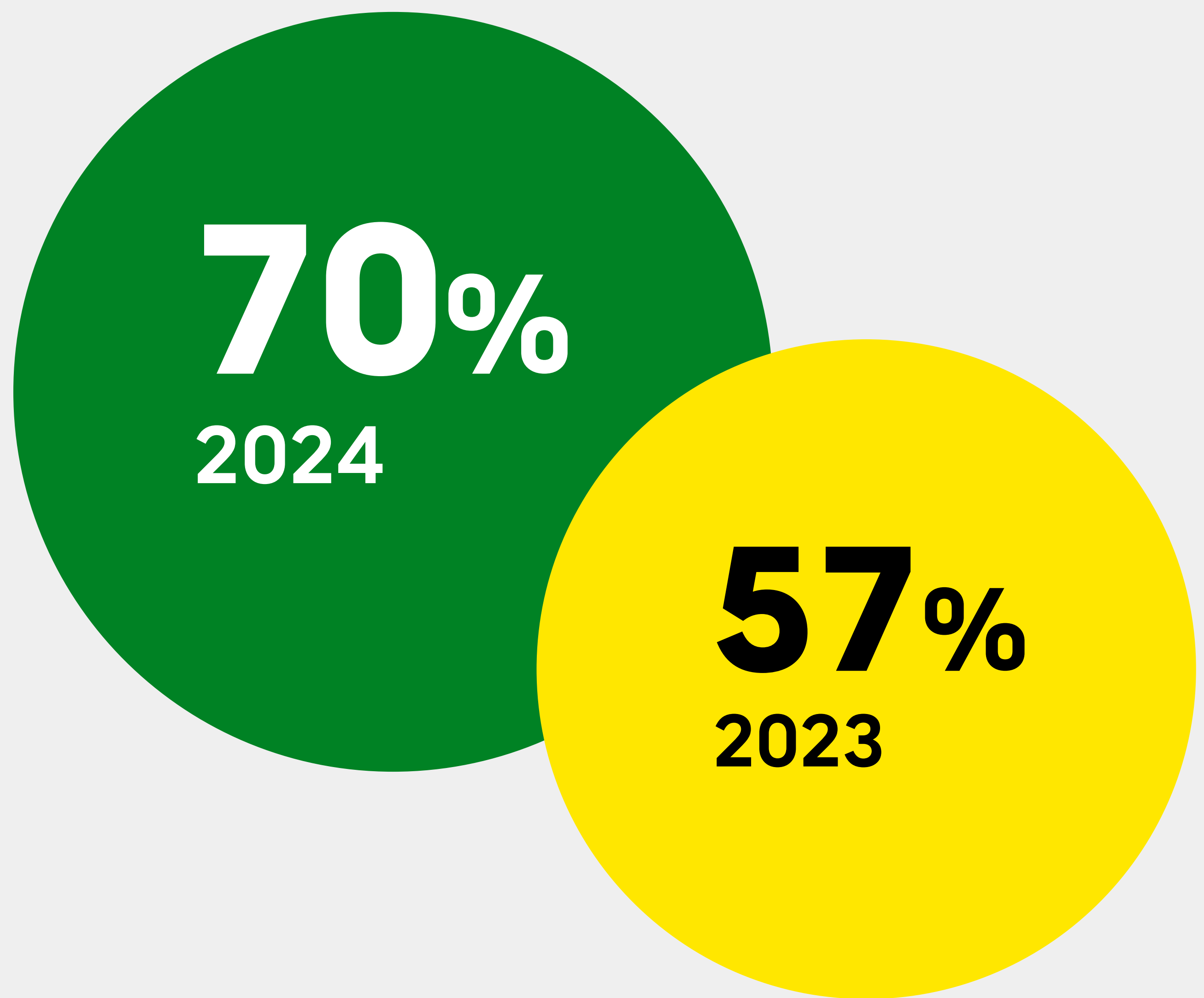
Sustainability is now urgent

53%

of organizations feel more pressure to move toward sustainability than they did in 2023

A shift from objective to outcomes

Enthusiasm and urgency around sustainability are growing across the globe – but it isn't translating into results.



Organizations are more likely to say that sustainability is now their top business priority: 70% versus 57% a year ago

But only 26% of organizations report tangible results from their sustainability strategies

26%

And 45% believe their organization's performance is failing to meet external sustainability targets

45%

Change Makers lead the way on Sustainability Transformation (SX)

They have made much greater progress on SX



70% of Change Makers are performing above expectations against external sustainability targets, compared with just 18% of the rest

Learning by example from leading “Change Maker” organizations



Change Makers have:

- A long-term view of value creation through sustainability
- Strong data-centric collaborations with partners

Change Makers focus on the greater good over driving profit



60% of Change Makers say making a positive impact on society is a driver of their sustainability initiatives, compared with 47% of the rest

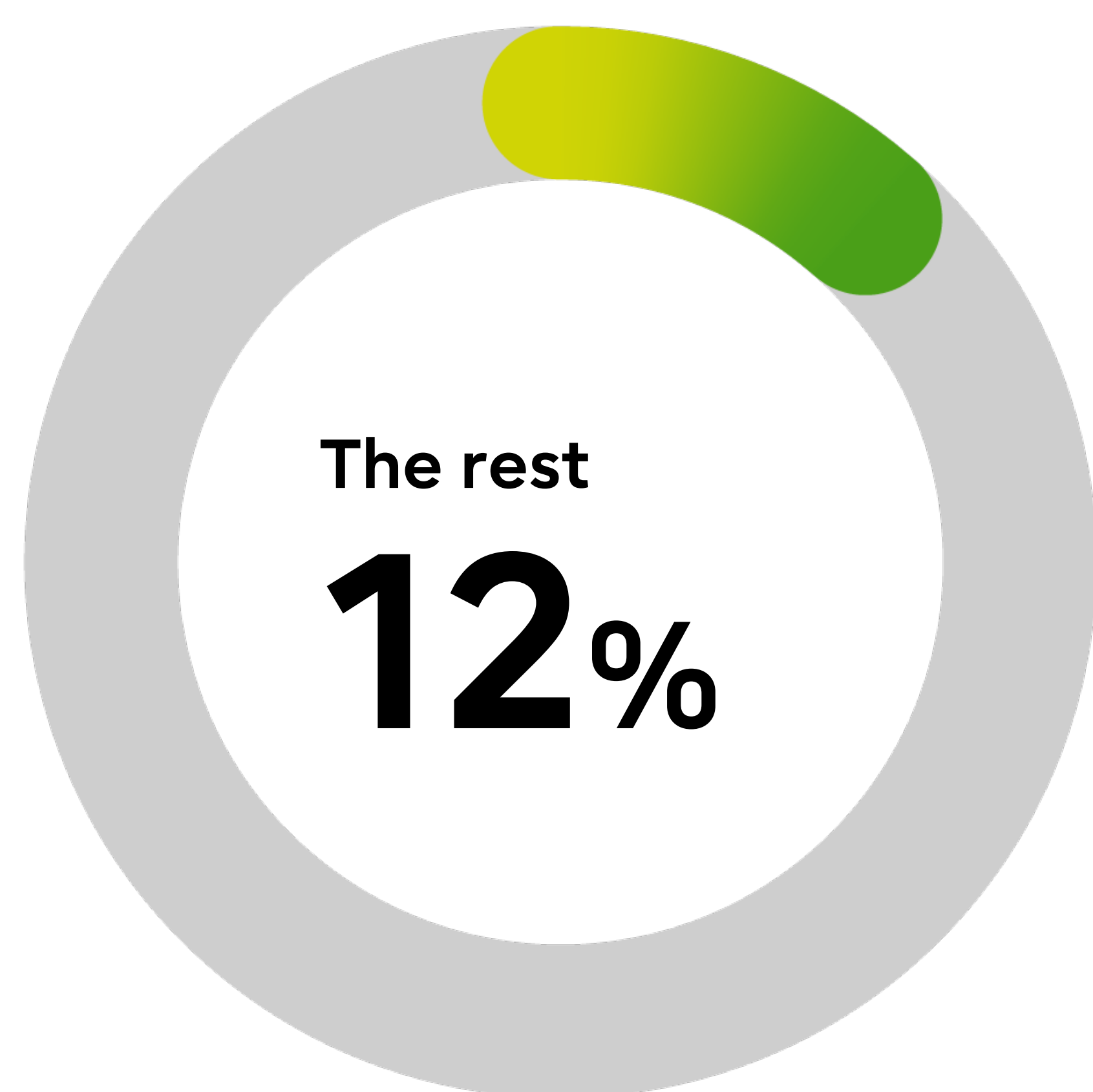
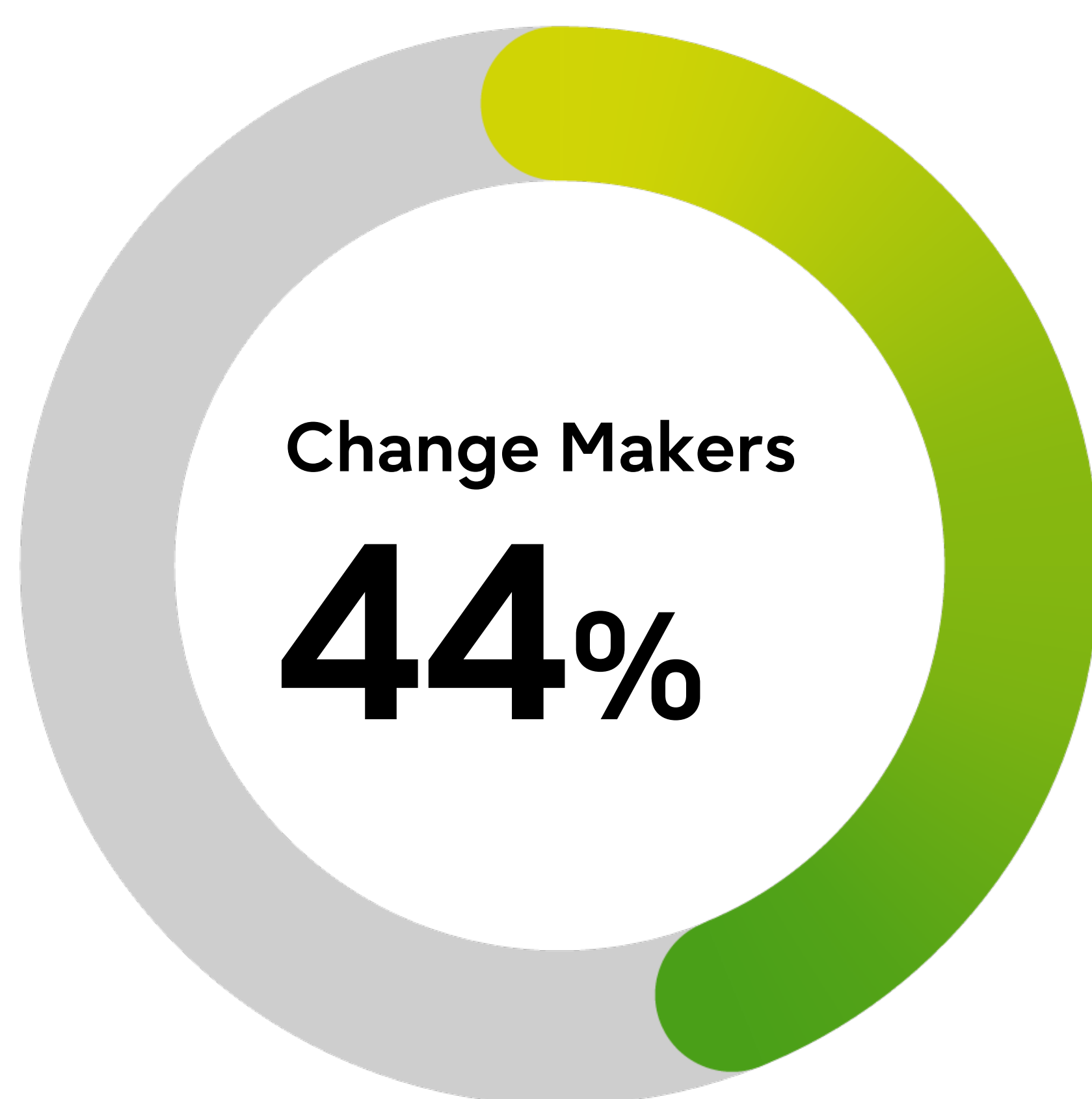
Surprisingly, the data reveals their approach to SX is a competitive advantage



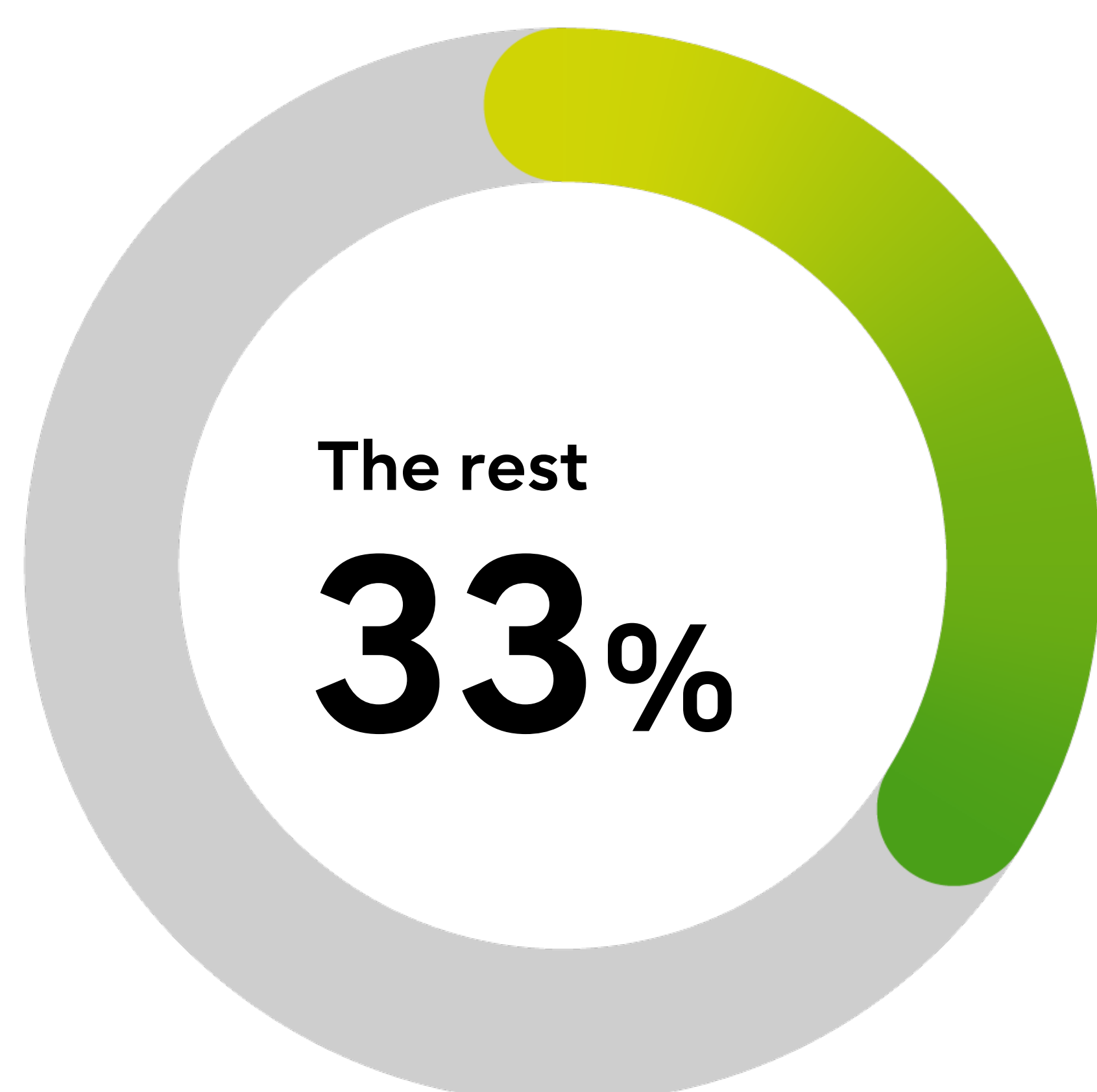
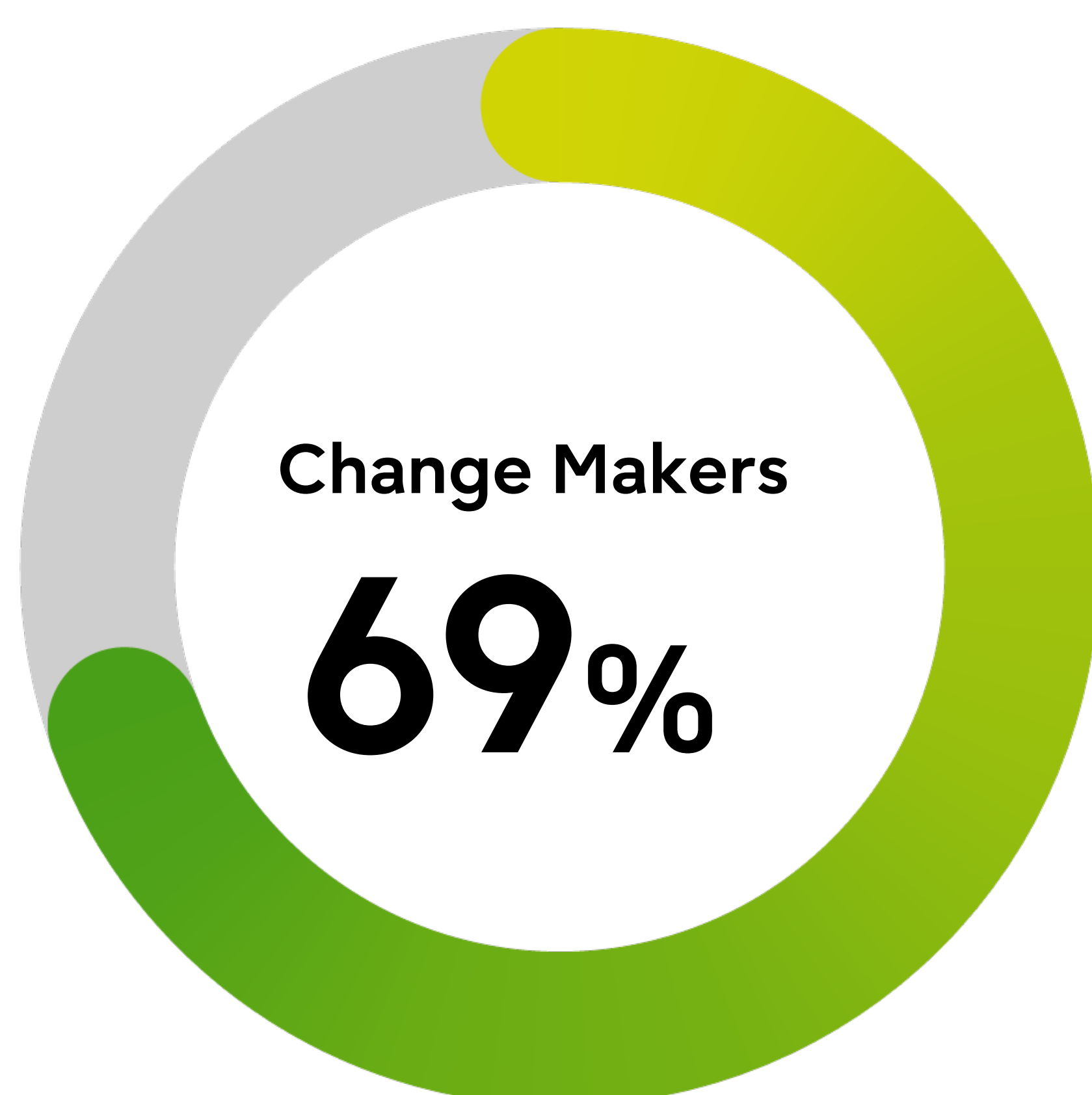
65% of Change Makers say their SX initiatives have directly contributed to revenue / profit growth, compared with 48% of the rest

Data-driven collaboration underpins the Change Makers' approach

Change Makers are much more likely to be using interconnected data and advanced technology to create predictive scenarios in their organizations, advancing their decision-making process



They are also far more likely to be forming strategic partnerships across the industry or be active in highly collaborative ecosystems



Four ways to become a Change Maker

1

Define your organization's purpose and set clear goals

2

Upgrade your organization's data-maturity

3

Create and execute an end-to-end SX strategy

4

Collaborate with others in a data-centric way



**Find out more about how to
become a Change Maker and
speed up your organization's
Sustainability Transformation.**

Access the full report on our website

