

The Race To Decarbonization

Best Practices To Help Your Company Compete



SUSTAINABLY ENGAGED COMPANIES DELIVER VALUE TO ALL STAKEHOLDERS

Sustainably engaged companies have realized or expect to realize the following benefits from pursuing their sustainability goals:*

96% Improved efficiency

90% Improved employee recruitment and/or retention

89% Improved brand reputation

86% Improved customer acquisition and/or loyalty

83% Revenue growth

GROWTH AND COMPETITIVE ADVANTAGE ARE KEY SUSTAINABILITY DRIVERS

Top sustainability drivers today:

70%

Attract customers who make purchasing decisions based on sustainable corporate values.

63%

Integrate sustainable value proposition into the corporate brand.

55%

Attract customers who make purchasing decisions based on sustainable products.

52%

Address investor demand for climate risk disclosures and better sustainability management.

BEST PRACTICES FROM TODAY'S MOST SUSTAINABLY ENGAGED COMPANIES

Sustainability leaders today:*

Have a decision-maker whose sole responsibility is sustainability.



Have sustainability strategies inclusive of all stakeholders, including customers, employees, and investors.



Have more aggressive carbon reduction goals and more granular reporting.



Invest in innovative technology and partners.



KEY RECOMMENDATIONS



Prioritize sustainability activities that address mounting investor, customer, and employee demand.



Measure your firm's sustainability maturity.



Assess your firm's sustainability priorities across products, resources, operations, and software.



Assess opportunities to leverage partners to assist with your organization's sustainability roadmap.

Base: 2,348 global sustainability decision-makers at organizations that prioritize corporate sustainability

*Base: 253 global sustainability decision-makers at organizations that prioritize corporate sustainability

Source: A commissioned study conducted by Forrester Consulting and developed in collaboration with Johnson Controls, September 2021

