

Integrating sustainability into core business

THE PATH OF THE LEADERS

METHODOLOGY & SURVEY SAMPLE

- The survey was conducted in **June 2016**
- It involved **1,524 professionals** in companies in the primary, secondary and tertiary sectors
- Respondents were distributed across **Europe, North America, Central & South America** and **Asia**
- The sample consists of **DNV-GL - Business Assurance customers**
- The sample includes **142 companies** defined as leaders due to meeting some key requirements, highlighted below

Current Scenario

What is sustainability integration?



Measuring and monitoring aspects are crucial for **LEADERS** (68%). Adoption of a management system is indicated by more than half.

More than half of respondents highlight that measuring the social, environmental and economic impacts of business is a central aspect.

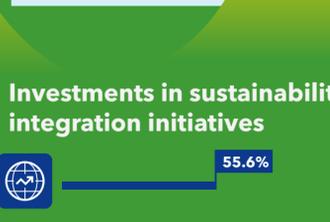
Integration of sustainability into overall business strategies



LEADERS integrate sustainability in their overall business strategy.

Nearly half of the sample already integrates sustainability into their business strategy

Adoption of sustainability integration policies



LEADERS have a sustainability integration policy.

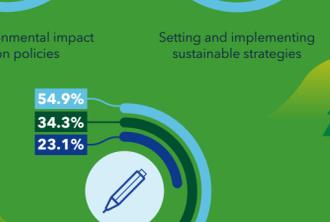
Setting measurable goals for sustainability integration



LEADERS set measurable goals.

Around 60% have a sustainability integration policy and 49% set measurable goals on this.

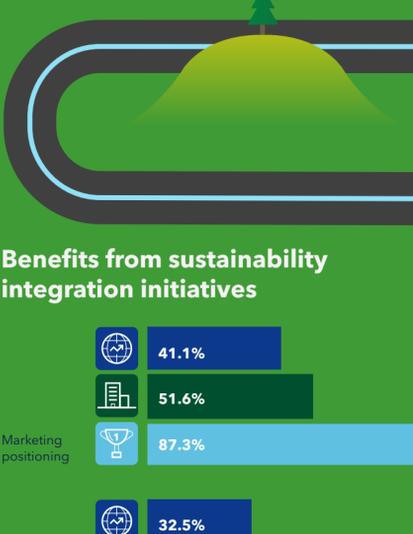
Investments in sustainability integration initiatives



LEADERS have invested in sustainability initiatives in the last 3 years.

More than half invested in sustainability integration initiatives in the last 3 years.

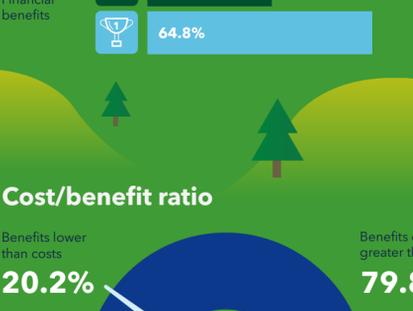
Sustainability integration initiatives



Setting and implementing sustainable strategies is done by almost all **LEADERS** (80%).

The most common actions are connected to tangible initiatives that influence business practices.

Benefits from sustainability integration initiatives



LEADERS benefited well above average. 90% circa reported market related benefits.

Cost/benefit ratio



For **LEADERS** benefits are greater than costs

For 1 in 2, benefits from integrating sustainability outweigh costs.

Main obstacles



Barriers are less relevant to **LEADERS**. 1 in 4 even reports that there are no barriers that prevent progress.

The main obstacle to making progress in sustainability integration is considered to be other company's priorities (36%).

LEADERS undertake corporate communication actions more than others to raise awareness on their sustainability integration initiatives.

Future Outlook

Impact of sustainability integration on businesses in the mid-term future



For 76% of **LEADERS** the integration of sustainability into core business will directly affect their business.

35% reports that sustainability integration will directly affect their core business in a relevant way in the next 3 years.

Investments in sustainability integration in the mid-term future



No **LEADERS** will invest less than today in the next 3 years.

45% of respondents is willing to invest even more than today.

Future initiatives in sustainability integration



LEADERS will keep relying on **MANAGEMENT SYSTEMS**. They will also resort to all other tools and initiatives in an above average proportion.

Adoption of management systems are indicated by 53% of respondents

Our Final Thoughts

A starting point for the **sustainability integration** journey...

Think out of the box
Clear up any preconception

Balance analysis and synthesis
Identify the drivers of change through tools such as Big Data, Analytics and Stakeholder Engagement

Braveness
Experiment business solutions able to meet the needs of both society and the market

Scalability
Check the scalability of the most effective solutions experienced

Change Management
Get ready to embark on a path of change leading to a possible review of your 'Purpose'