

# BSR/GlobeScan State of Sustainable Business 2015

September 2015



evidence and ideas. **applied**



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The Business of a Better World

# BSR/Globescan State of Sustainable Business 2015

## *Today's speakers*



**Aditi Mohapatra**

Associate Director,  
Advisory Services  
*BSR San Francisco*  
[amohapatra@bsr.org](mailto:amohapatra@bsr.org)



**Laura Gitman**

Vice President  
*BSR New York*  
[lgitman@bsr.org](mailto:lgitman@bsr.org)



**James Morris**

Director  
*GlobeScan*  
[james.morris@globescan.com](mailto:james.morris@globescan.com)

# About the Research

- **The annual BSR/GlobeScan State of Sustainable Business Survey** (now in its seventh year) provides insights into the world of sustainable business and aims to identify common perceptions and practices of corporate sustainability professionals. The 2015 survey offers unique insights on how companies are implementing sustainability goals, strengthening business resilience, and contributing to global development and climate change agendas. In addition to capturing the views of sustainability professionals, this year's survey underscores how well sustainability is being incorporated into company practices and decision-making.
- This year, we benefit from **the perspectives of more than 400 experienced professionals representing nearly 200 companies**. Collectively, this is a **highly informed group of corporate professionals** on the leading edge of sustainable business. Their views provide deep insight into the current state of sustainable business and future opportunities and challenges in the landscape of business and society.

## About the Research (2)

- Of 250 total BSR member companies, we had responses from key sustainability professionals in almost 200 companies, representing 77 percent of BSR member companies.
- In total, 440 sustainability professionals from 196 of today's largest and most influential multinational companies provided their insights for this research.
- In an effort to identify adoption of specific sustainability practices by BSR member companies, this report examines responses on two levels: “**All Respondents**” and “**Company-Level Respondents**,” as outlined below.

Response Base	Sample Included	Response Count
All Respondents	Full sample of <b>sustainability professionals</b> providing their perceptions and industry insight	440
Company-Level Respondents	Sample consisting of <b>one response per company</b> , based on main points of contact with BSR	196

- The BSR/GlobeScan State of Sustainable Business Poll 2015 was conducted between June 10 and August 14, 2015. Unless otherwise noted, figures in charts and graphs refer to percentage of respondents.

## Sample Breakdown: All Respondents

- Throughout this report, slides referring to “All Respondents” draw insights from the full sample of sustainability professionals.
- The sample population was comprised of representatives from businesses across Africa, Asia/Pacific, Europe, Latin America, and North America.

Industry Sector	Consumer Products/Retail	31%
	Energy and Extractives	15%
	Information and Communications Technology	14%
	Healthcare	11%
	Food, Agriculture, and Beverage	8%
	Financial Services	8%
	Transportation and Logistics	5%
	Heavy Manufacturing	2%
	Media and Entertainment	1%
	Travel and Tourism	<1%
	Other	4%

Job Level	Vice president or above	16%
	Director	32%
	Manager or below	46%
	Other	6%

Region	North America	46%
	Europe	30%
	Others	24%

## Sample Breakdown: Company-level Respondents

- Throughout this report, slides referring to “Company-Level Respondents” draw insights from a smaller group of sustainability professionals: BSR’s primary points of contact, who are typically most knowledgeable about their company’s sustainability strategies.

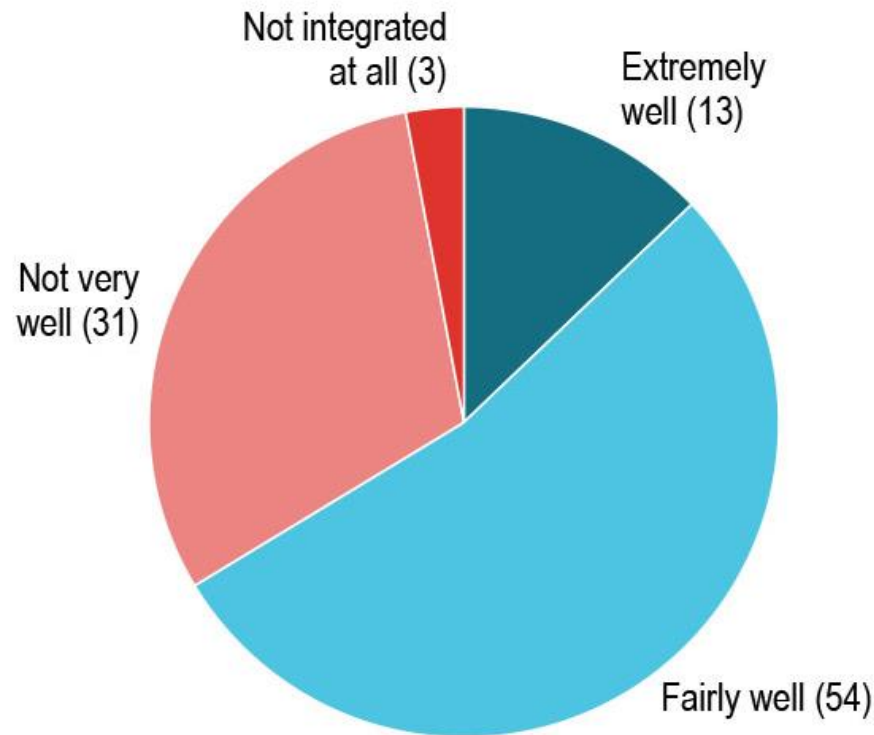
Industry Sector	Consumer Products/Retail	28%
	Information and Communications Technology	17%
	Energy and Extractives	11%
	Healthcare	11%
	Financial Services	9%
	Food, Agriculture, and Beverage	8%
	Transportation and Logistics	6%
	Heavy Manufacturing	3%
	Media and Entertainment	1%
	Travel and Tourism	1%
	Other	5%

Job Level	Vice president or above	23%
	Director	37%
	Manager or below	36%
	Other	4%

Region	North America	56%
	Europe	28%
	Others	16%

## Sustainability is reported to be at least fairly well-integrated in almost seven-in-ten companies.

Perceptions of Sustainability Integration, 2015  
(Percentage of Company-Level Respondents)

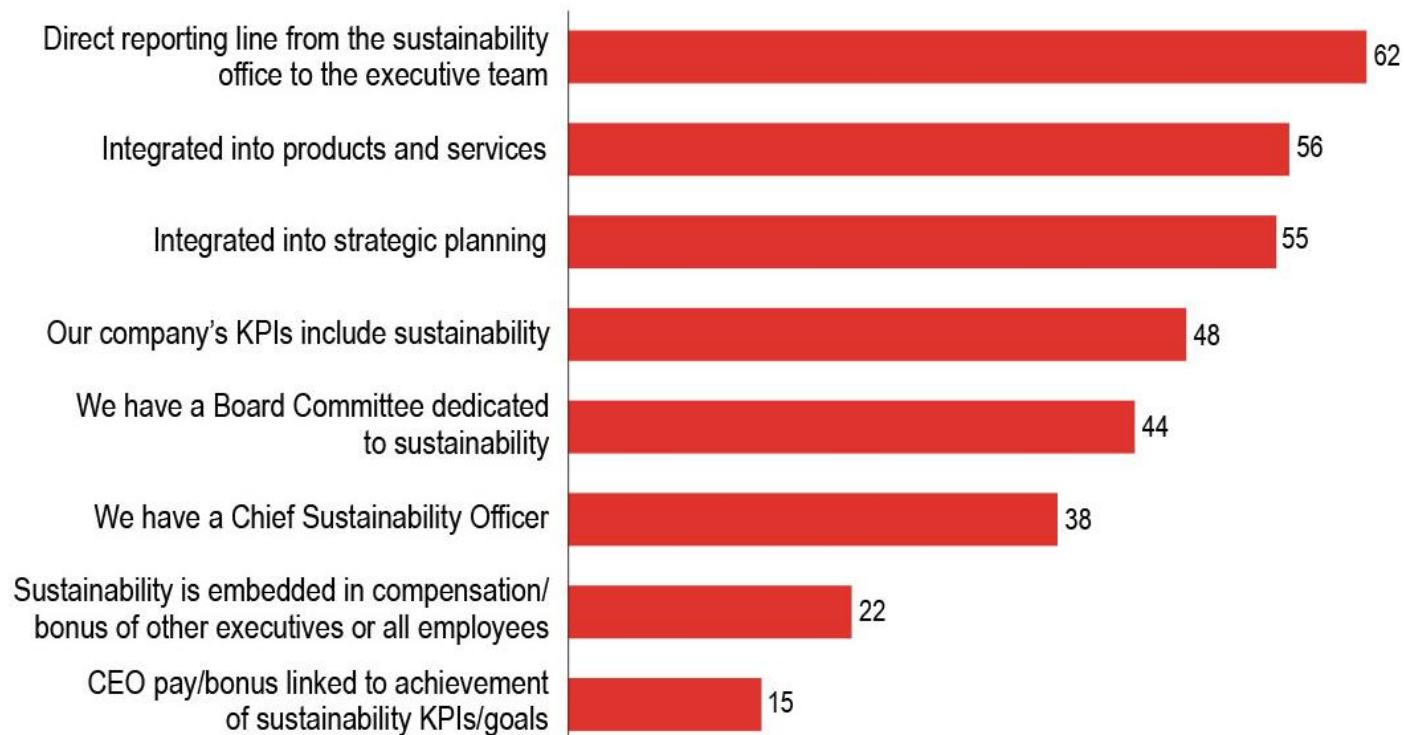


BSR15\_8

Q8. How well do you believe sustainability is integrated into the core of your business?

## The majority of companies organize sustainability under executive teams, and more than one in five embed it into compensation.

Sustainability Integration Strategies, 2015  
(Percentage of Company-Level Respondents)



BSR15\_6

Q6. Through which of the following ways is sustainability integrated into your company? (Please select all that apply.)



## In almost four out of ten (37%) companies surveyed, professionals believe that sustainability is a top-five priority for their CEO.

CEO Sustainability Priorities, 2015

(Percentage of Company-Level Respondents)

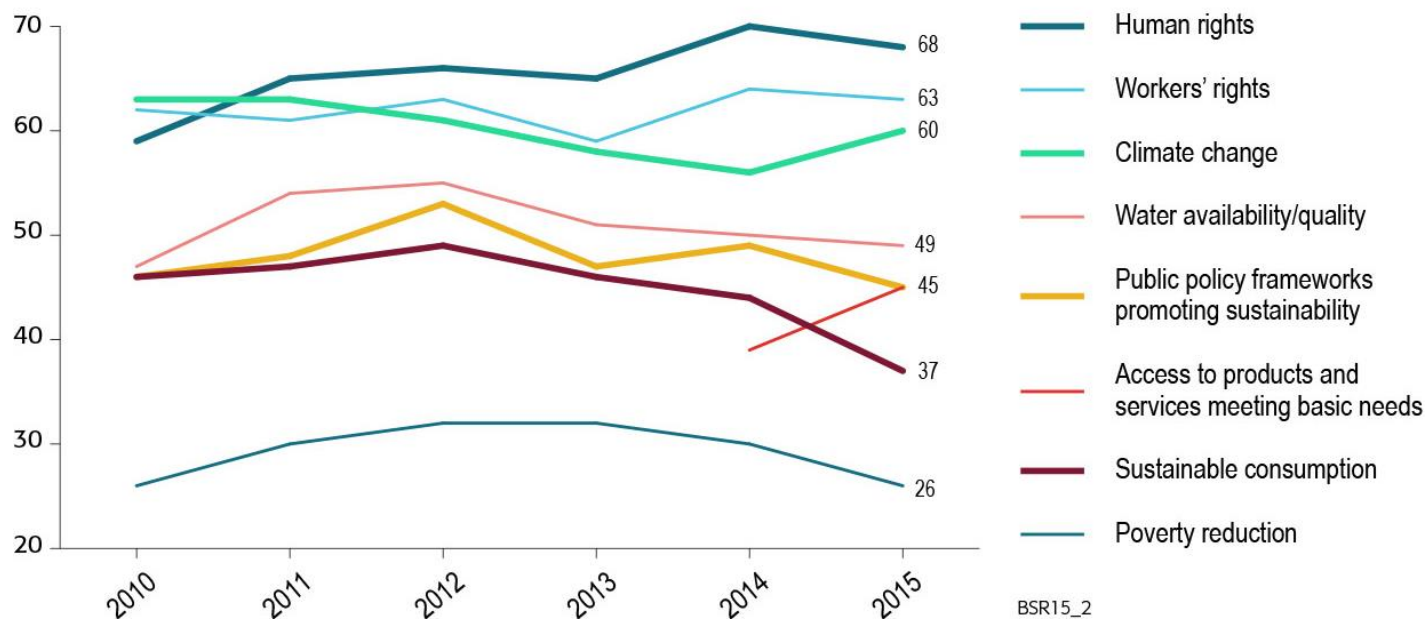


Q9. In considering your CEO's involvement with sustainability, where do you believe sustainability falls on his or her corporate agenda?  
(Please select one.)

# Human rights remains the top priority for business, though climate change and access to products meeting basic needs are on the rise.

Corporate Sustainability Priorities Over the Next 12 Months, 2010–2015

(Percentage of All respondents Identifying an Issue as a “Significant Priority”\*)

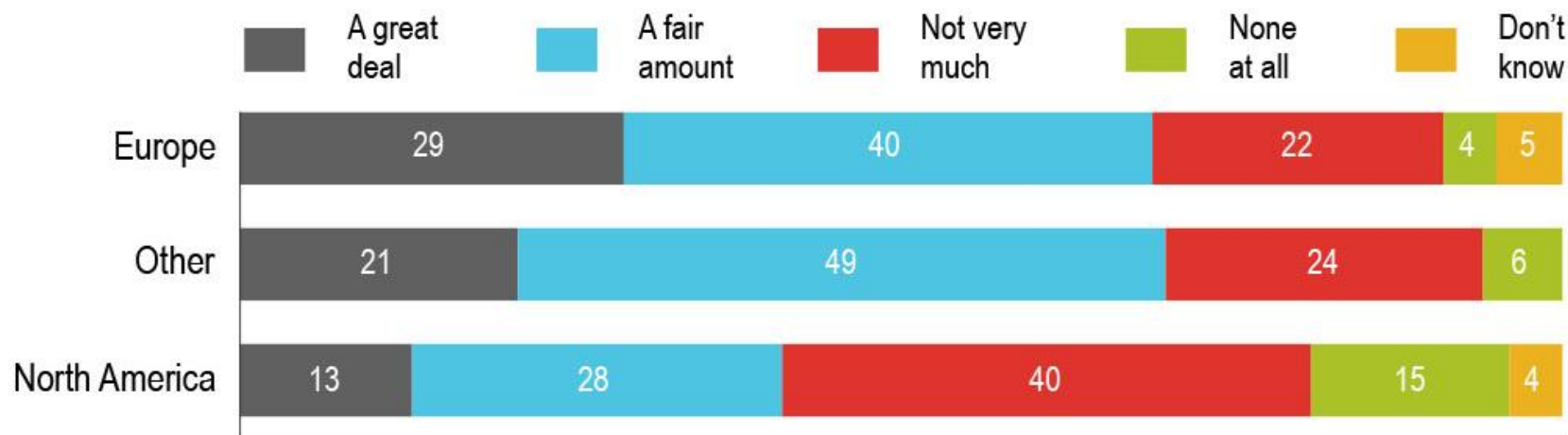


\*Percentage of respondents who selected a 4 or 5 on a 5-point scale where 1 is “Not at all a priority” and 5 is “A very significant priority.”

Q2. When you think about the focus of your company’s sustainability efforts in the next 12 months, how much of a priority are each of the following issues? (Please use a 5-point scale where 1 is “not at all a priority” and 5 is “a very significant priority.”)

## The perceived significance of an agreement at COP21 is much higher in Europe and other regions compared to North America.

Importance of Climate Agreement to Business, 2015, By Region  
(Percentage of All Respondents)



BSR15\_17

Q17. How important, if at all, is a new international climate agreement (e.g. UNFCCC COP21 in Paris) to your business?

## A commitment to decarbonization and regulatory incentives, more than a price on carbon, are the most desired outcome of COP21.

Most Important Outcome of an International Agreement on Climate, 2015, By Region  
(Percentage of All Respondents)

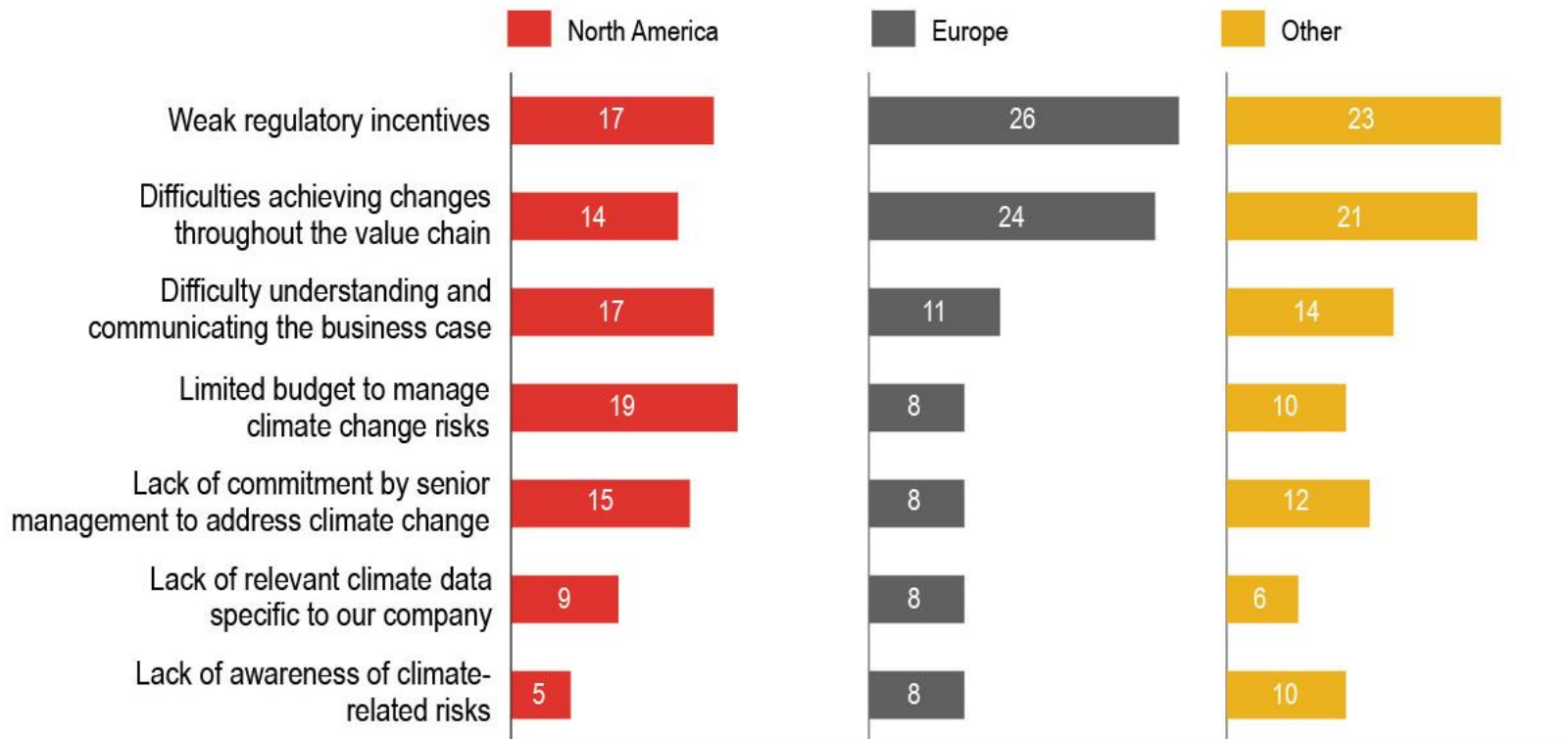


BSR15\_18

Q18. What do you feel is the most important outcome from a new international climate agreement like this? Please select only one.  
Q3dd. In which country are you based?

## All markets look for stronger regulation to act on climate change, while North America focuses more on budget concerns.

Top-Rated Corporate Barriers to Climate Change Action, 2015, By Region  
(Percentage of All Respondents)



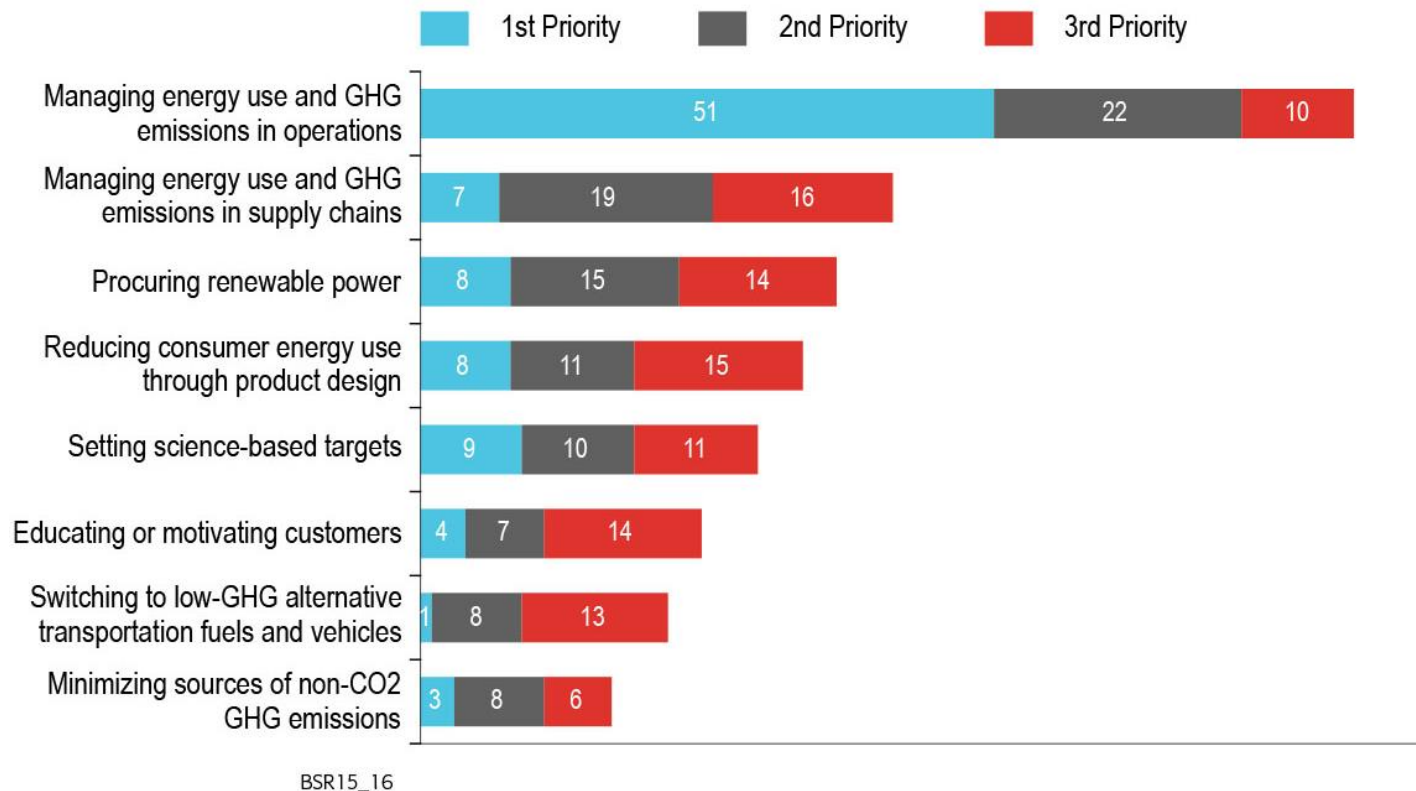
BSR15\_19

Q19. Which one of the following is the greatest barrier your company faces in taking greater action on climate change, including reducing emissions and mitigating and managing climate change impacts of? (Please select only one.)

Q3dd. In which country are you based?

# Managing energy use and GHG emissions are clearly viewed as the most important priorities for corporate climate-mitigation efforts.

Most Important Priorities for Company Climate-Mitigation Efforts, 2015  
(Percentage of All Respondents)

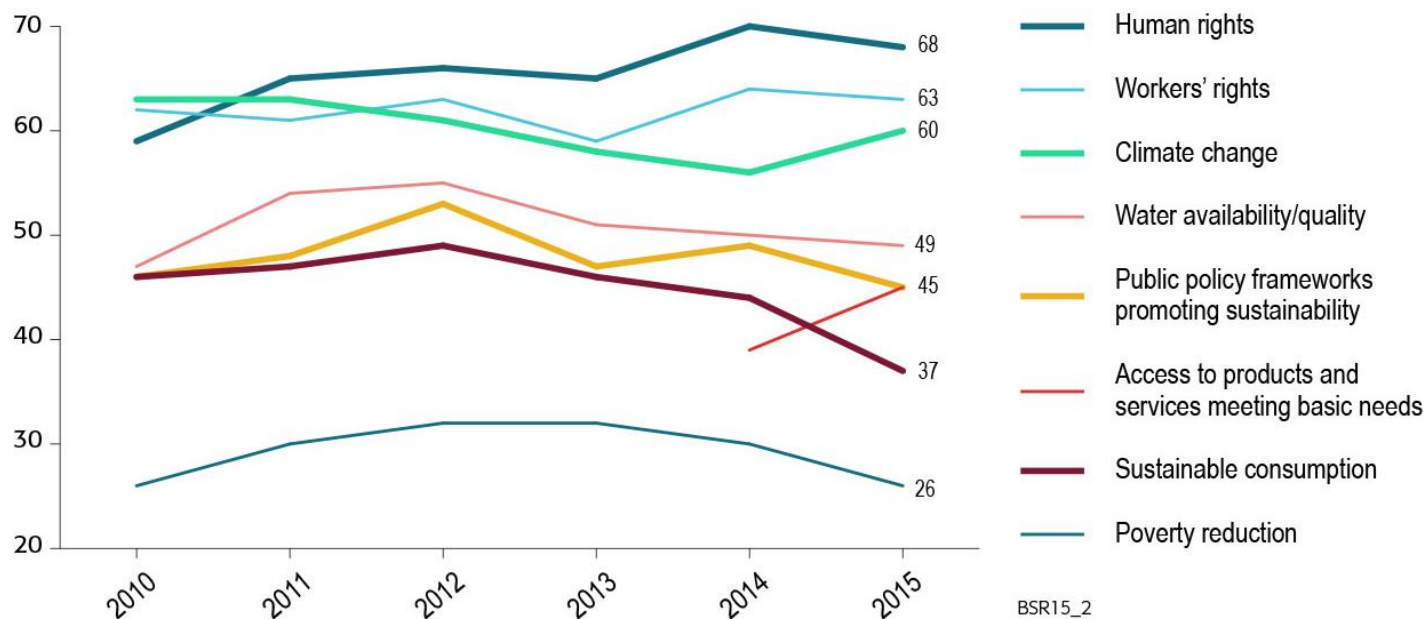


Q16. From the list below, please identify and rank the three most important priorities for your company's climate mitigation efforts.  
(From the list below, please rank the three most important priorities by entering a 1, 2, or 3 in the space provided, with 1 being 'the most important priority'.)

# Human rights remains the top priority for business, though climate change and access to products meeting basic needs are on the rise.

Corporate Sustainability Priorities Over the Next 12 Months, 2010–2015

(Percentage of All respondents Identifying an Issue as a “Significant Priority”\*)

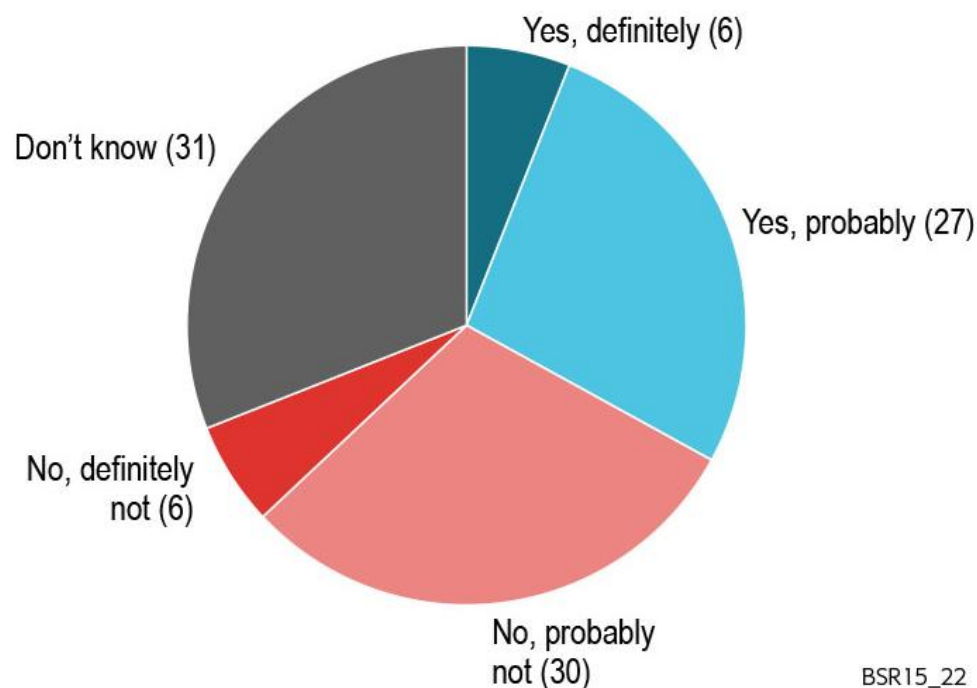


\*Percentage of respondents who selected a 4 or 5 on a 5-point scale where 1 is “Not at all a priority” and 5 is “A very significant priority.”

Q2. When you think about the focus of your company’s sustainability efforts in the next 12 months, how much of a priority are each of the following issues? (Please use a 5-point scale where 1 is “not at all a priority” and 5 is “a very significant priority.”)

## These key issues will be addressed in the SDGs, which one out of three respondents feel their company will use to set goals.

Corporate Adoption of SDGs to Inform Target-Setting, 2015  
(Percentage of Company-Level Respondents)



BSR15\_22

The SDGs were frequently mentioned as an important external development that will drive corporate sustainability efforts.

When asked directly whether their company intended to use the proposed SDGs to set corporate targets, professionals from almost one in three companies indicated that they probably would.

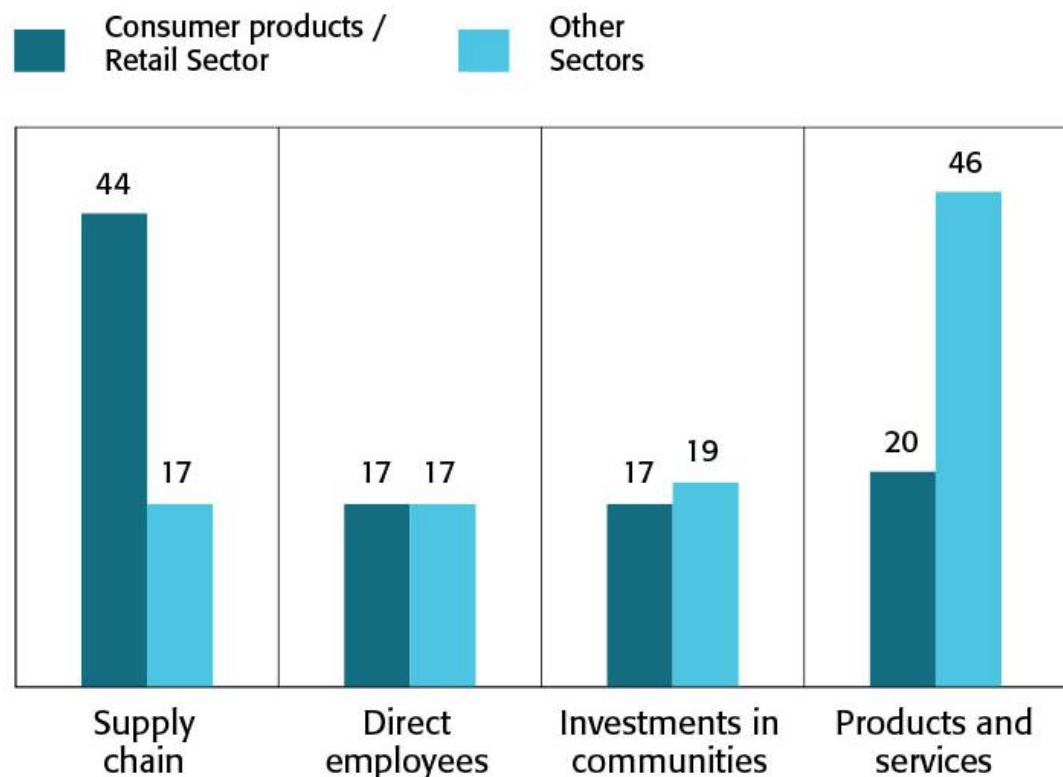
Q22. Assuming they are agreed upon in September, does your company intend to use the proposed UN Sustainable Development Goals to set corporate performance targets?



## Consumer products companies contribute to inclusive economies through supply chain; other sectors focus on products and services.

Most Effective Ways to Contribute to Inclusive Economies, 2015

(Percentage of All Respondents)

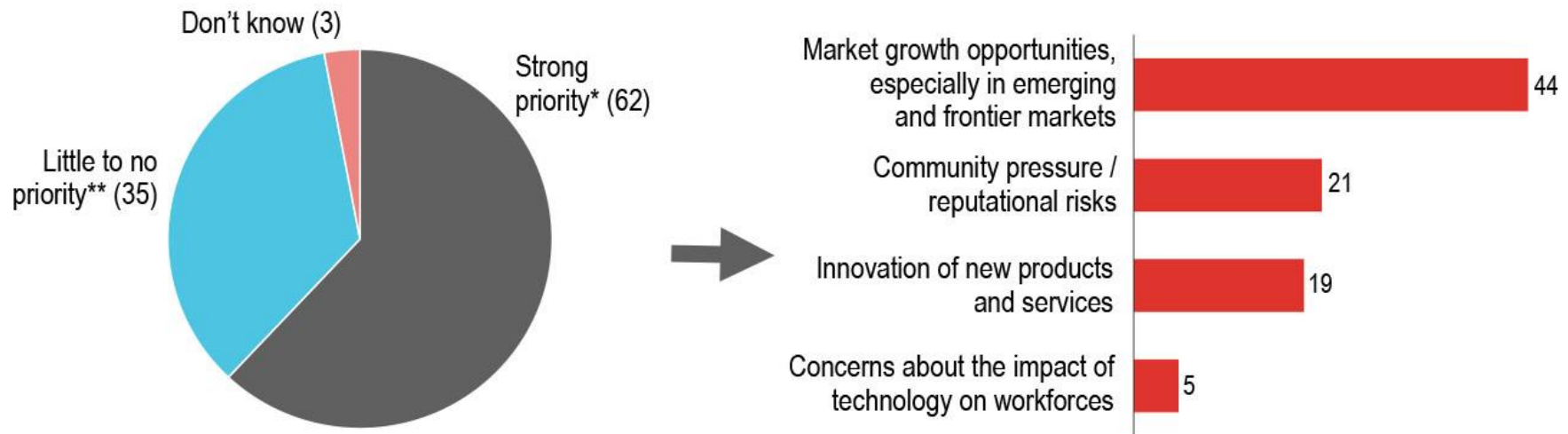


BSR15\_23

Q23. Through which one of the following ways, if any, can your company most effectively contribute to building an inclusive economy? By inclusive economy, we mean an economy that enables all individuals and communities to participate in, benefit from, and contribute to the economy. (Please select only one.)

## A majority believe that inclusive growth is a priority at their company, largely driven by market opportunities.

Companies Focusing on Inclusive Growth and Their Strategies, 2015  
(Percentage of All Respondents)



BSR15\_24-25

Q24. How much priority, if any, does your company place on inclusive growth? Definition: "an inclusive economy promotes inclusive growth."

Q25. What do you feel is driving this focus on inclusive growth at your organization?

\*1 or 2 on a 4-point scale. \*\*3 or 4 on a 4-point scale, where 1 is "A great deal" and 4 is "None at all"

# Questions?

## BSR Conference

The BSR Conference brings together 1,000 leaders in business, government, and civil society to share best practices, collaborative approaches, and opportunities to build a better world.

[www.bsr15.org](http://www.bsr15.org)

### BSR Conference 2015

November 3-5, 2015 | San Francisco  
Resilient Business, Resilient World



# Read the Report

- Report: <http://www.bsr.org/en/our-insights/report-view/bsr-globescan-survey-2015> and <http://www.globescan.com/component/edocman/?view=document&id=210&Itemid=591>
- Report PDF: [http://www.bsr.org/reports/BSR\\_GlobeScan\\_State\\_of\\_Sustainable\\_Business\\_2015.pdf](http://www.bsr.org/reports/BSR_GlobeScan_State_of_Sustainable_Business_2015.pdf)
- Blog: <http://www.bsr.org/en/our-insights/blog-view/results-from-the-bsr-globescan-survey-2015>