Artificial intelligence (AI), automation, and disruptive tech led the way when it came to prioritizing issues surrounding mega-trends, but rising inequality, migration, and polarization lagged behind. While companies have moved their human rights efforts beyond Tier 1 suppliers and their own operations, they are not generally focusing on the human rights implications of their products and services, a disconnect considering the many critical issues emerging around the use of technology and AI. Despite mass public attention through movements like #MeToo, companies are increasingly using the Sustainable Development Goals as their strategic north star in setting targets. 41% of companies report no change in their approach to women's empowerment issues. This disconnect shows companies may not yet fully appreciate or be responding to the secondary impacts of these leading trends. Only 20% of company leaders surveyed think efforts in the supply chain are effective, but 75% are working on approaches and technologies to make progress. There is opportunity for more cross-functional collaboration:

For full results and more detailed takeaways, download the full report at www.bsr.org/sosb18

Evolving Priorities

There is surprisingly limited engagement by the sustainability team with investor relations, marketing, or human resources—despite the recognized significance of investors, customers, and employees as key drivers of sustainability.

A New Sustainable Business Agenda

Takeaways from our 10th Annual Survey of Sustainable Business Leaders

The State of Sustainable Business

Corporate reputation was the #1 driver of sustainability efforts, and with social topics under a larger spotlight than ever, companies are focusing on diversity, ethics, and similar issues. Sustainability leaders are working to get traction with strategic planning and core business functions.

New technologies, shifting cultural norms, evolving economic structures, and unprecedented environmental threats are reshaping the planet. The world is changing at a rapid pace.

Most practitioners say that companies must put sustainability at the center of business strategy.