



ADDENDUM to Private Sector Leadership press release from June 6, 2012

c/o GlobeScan and SustainAbility

Sustainability Expert Survey



Global Public Opinion

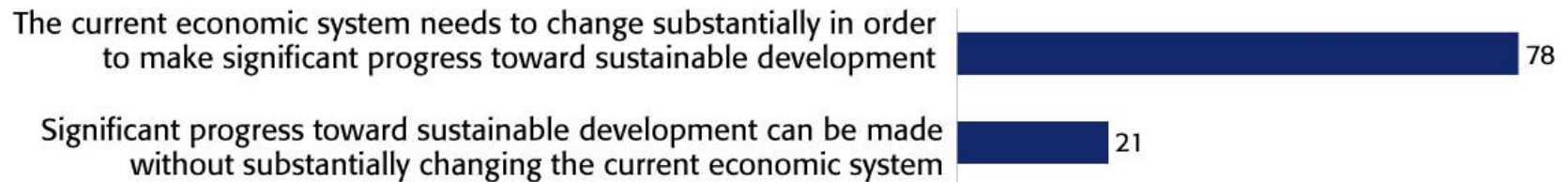
Methodology for the Survey of Sustainability Experts

- The findings are drawn from a GlobeScan / SustainAbility survey of sustainability experts across corporate, government, NGO, academic, research, and service / media organizations in 117 countries.
- From mid-April to mid-May 2012, a total of 1,603 experts were surveyed online by GlobeScan, SustainAbility and *The Regeneration Project* partners—ICMM, UNEP, Civicus, WBCSD, World Bank, CCSR, and GLOBE.
- Participants comprise a highly-experienced respondent pool: 58 percent have more than ten years of experience working on sustainability issues; 31 percent have five to ten years of experience; 12 percent have three to four years of experience.

Fundamental system rethink is required, according to experts

Views on Global Systems

Sustainability Thought Leaders, 2012

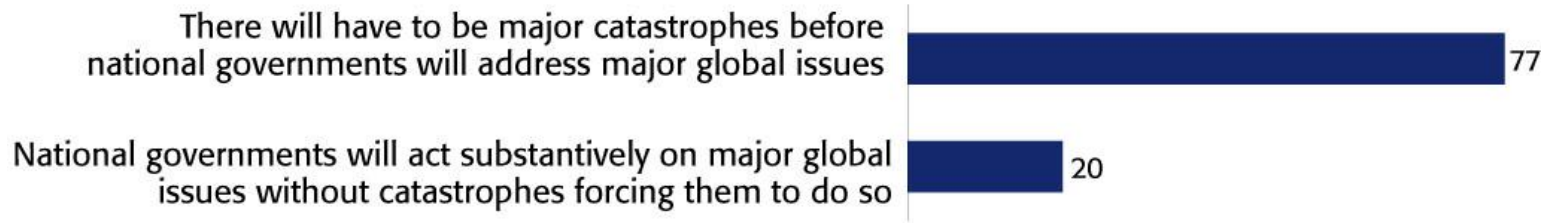


14b. QUESTION WORDING: . Below are pairs of statements that capture some current sustainable development debates. For each pair, please select the statement that is closer to your opinion.

Experts are pessimistic on government's ability to be proactive

Views on Global Systems

Sustainability Thought Leaders, 2012



14a. QUESTION WORDING: . Below are pairs of statements that capture some current sustainable development debates. For each pair, please select the statement that is closer to your opinion.

National governments receive the worst performance ratings from experts when it comes to contributing to SD

Contribution to Sustainable Development Progress Since 1992 Earth Summit

Sustainability Thought Leaders, 2012



Note: On a scale from 1 to 5 where 5 is excellent and 1 is poor, "good performance" equals ratings of 4 and 5, and "poor performance" equals ratings of 1 and 2.

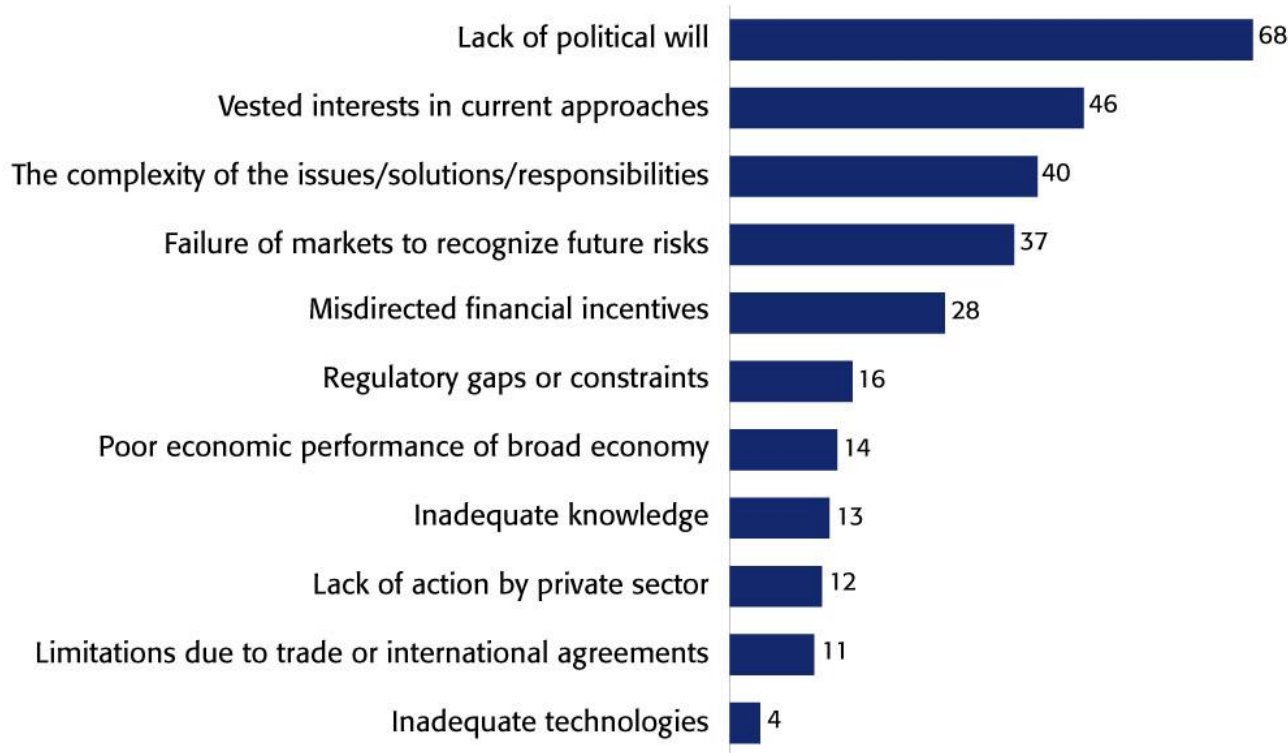
The white space in this chart represents ratings of "3" and "DK/NA."

Question Wording: How would you rate the performance of each of the following types of organizations in terms of its contribution to progress on sustainable development since the 1992 Earth Summit in Rio?

Sustainability experts identify lack of political will as the most significant barrier to progress

Barriers to Progress on Agenda 21

Sustainability Thought Leaders, 2012

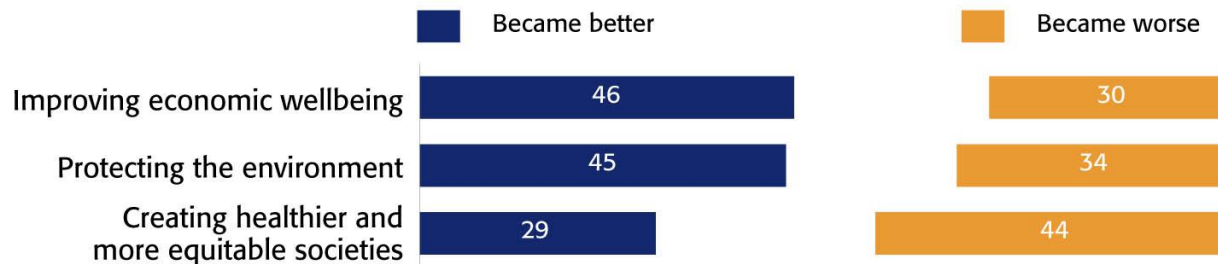


Question Wording: The Rio Earth Summit in 1992, and specifically its Agenda 21 document, provided an agenda for action toward sustainability. Please indicate which three of the following you think are the most significant barriers to progress on Agenda 21.

While we have made progress economically and environmentally in the past 20 years, experts believe we have lost ground socially

Progress over the Past Twenty Years

Sustainability Thought Leaders, 2012



Note: On a scale from 1 to 5 where 5 indicates "became a lot better" and 1 indicates "became a lot worse," "became better" equals ratings of 4 plus 5, and "became worse" equals ratings of 1 plus 2. The white space in this chart represents "Stayed about the same" and "DK/NA."

Global Public Opinion Survey



Global Public Opinion

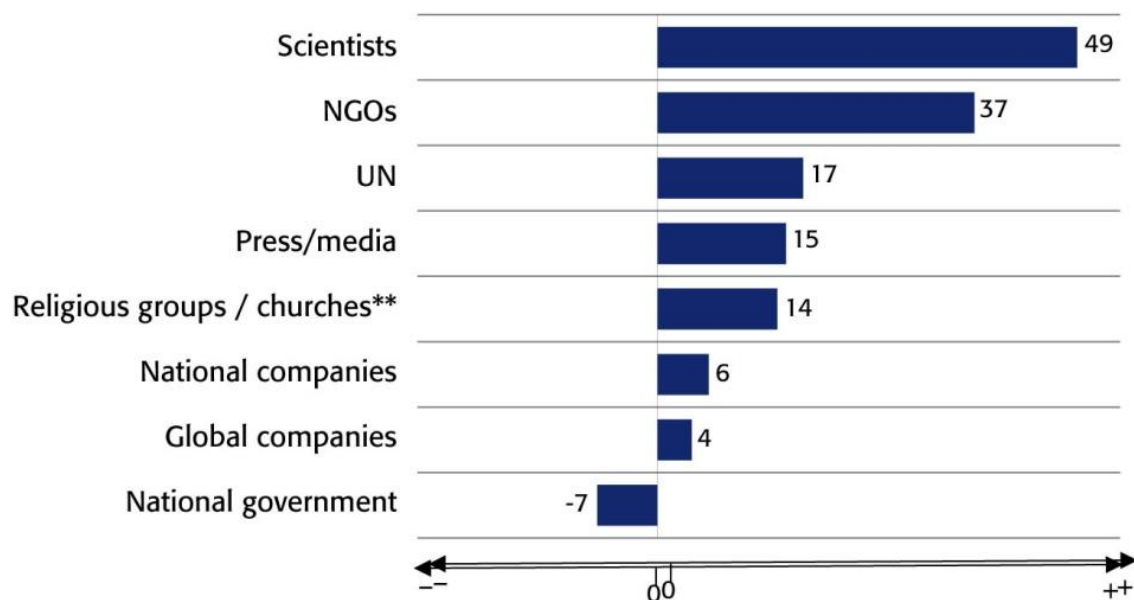
Methodology for the Global Public Opinion Survey

- Representative samples of approximately 1,000 adults per country in 23 countries (n=24,441) were interviewed face-to-face or by telephone between December 2011 and February 2012.
- Questions were rated by half samples in all countries. Polling was conducted by GlobeScan and its research partners in each country. In Brazil, China, Indonesia, Kenya, and Turkey, urban samples were used. The margin of error per country ranges from +/- 2.9 to 4.9 per cent, 19 times out of 20.

The global public rates scientists and NGOs as making most progress on SD; governments viewed most negatively

Performance of Institutions in Helping to Make Progress on Challenges

Net Performance,* Average of 22 Countries, 2012



*Net performance equals "a very good job" and "a good job" minus "a poor job" and "a very poor job."

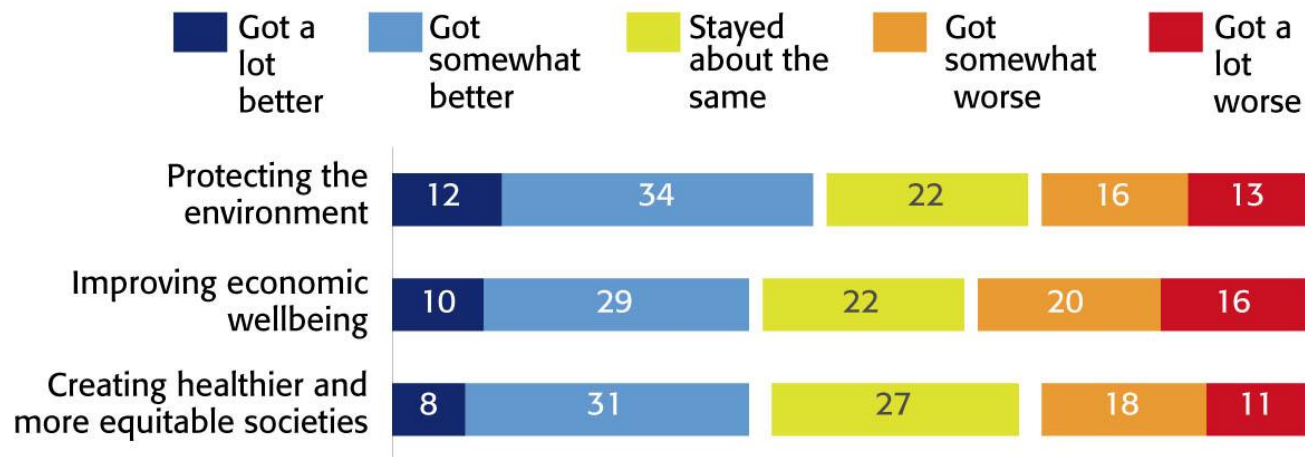
**Not asked in Brazil, Greece, and Spain

Question Wording: How well would you say each of the following institutions are doing in helping make progress on these economic, social and environmental challenges? How about [], is it doing a very good job, a good job, a poor job or a very poor job?

Globally, people believe only moderate progress has been made since the first Earth Summit

Progress on Challenges over Past Twenty Years

Average of 22 Countries, 2012



R12W1_3

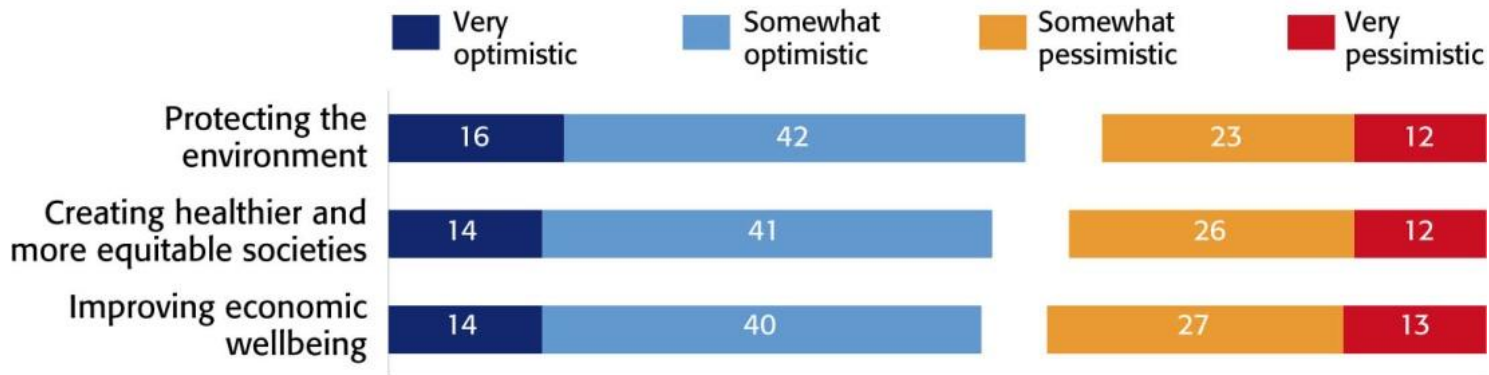
The white space indicates "Depends" and "DK/NA."

3B. For each of the following challenges, please tell me whether you think it has got better, got worse, or stayed about the same over the last twenty years. Is that a lot or somewhat better/worse?

...but a large degree of optimism among the global public that further progress will be made in the next 20 years

Optimism that Leaders Will Make Progress Addressing Challenges over Next Twenty Years

Average of 22 Countries, 2012



R12W1_4

The white space indicates "Neither optimistic nor pessimistic" and "DK/NA."

Notes for editors



Global Public Opinion

About The Regeneration Project

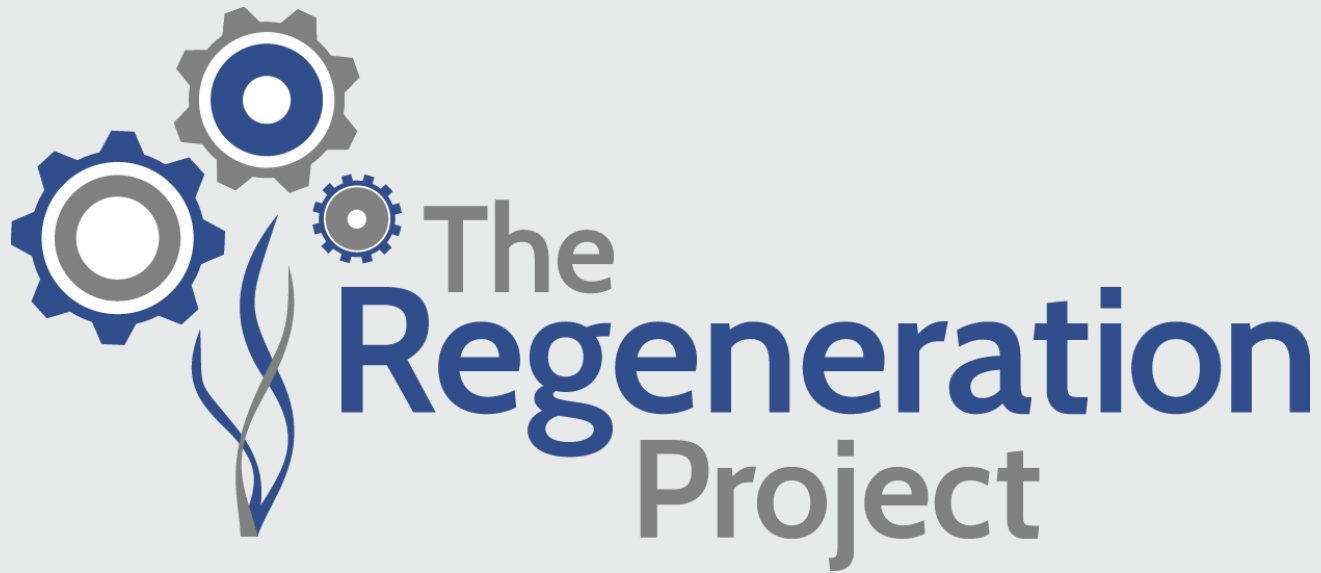
The Regeneration Project is a collaborative and multi-faceted initiative by GlobeScan and SustainAbility that aims to provide a roadmap for achieving sustainable development within the next generation, focusing in particular on ways the private sector can improve sustainable development strategy, increase credibility and deliver results at greater speed and scale. The project is presented by BMW Group and SC Johnson and sponsored by DuPont, Interface, Pfizer and Cisco, and supported by many other partners. For more information and a complete list of supporters, visit www.TheRegenerationProject.com

About GlobeScan:

For 25 years, GlobeScan has helped clients measure and build value-generating relationships with their stakeholders. Uniquely placed at the nexus of reputation, brand and sustainability, we partner with clients to build trust, drive engagement and inspire innovation within, around and beyond their organizations. For more information, visit www.GlobeScan.com

About SustainAbility:

SustainAbility is a think-tank and strategic advisory firm working to inspire transformative business leadership on the sustainability agenda. Established in 1987, SustainAbility delivers illuminating foresight and actionable insight on sustainable development trends and issues. For more information, visit www.SustainAbility.com



www.TheRegenerationProject.com