

THE 2015 SUSTAINABILITY LEADERS

A GlobeScan / SustainAbility Survey

In December 2015, government leaders, scientists and NGOs will gather in Paris for a historic climate change summit. We asked expert stakeholders representing business, government, NGOs and academia across 82 countries to evaluate the progress that various institutions have made since the 1992 Earth Summit in Rio and reflect on their expectations for the next 20 years. We also asked who experts believe are the sustainability leaders among companies, NGOs and national governments.

NGOs HAVE PLAYED A LEADING ROLE IN ADVANCING THE SUSTAINABLE DEVELOPMENT AGENDA SINCE 1992

Percentage of experts who rate the organization as "good" in terms of its contribution to progress on sustainable development since the 1992 Earth Summit in Rio



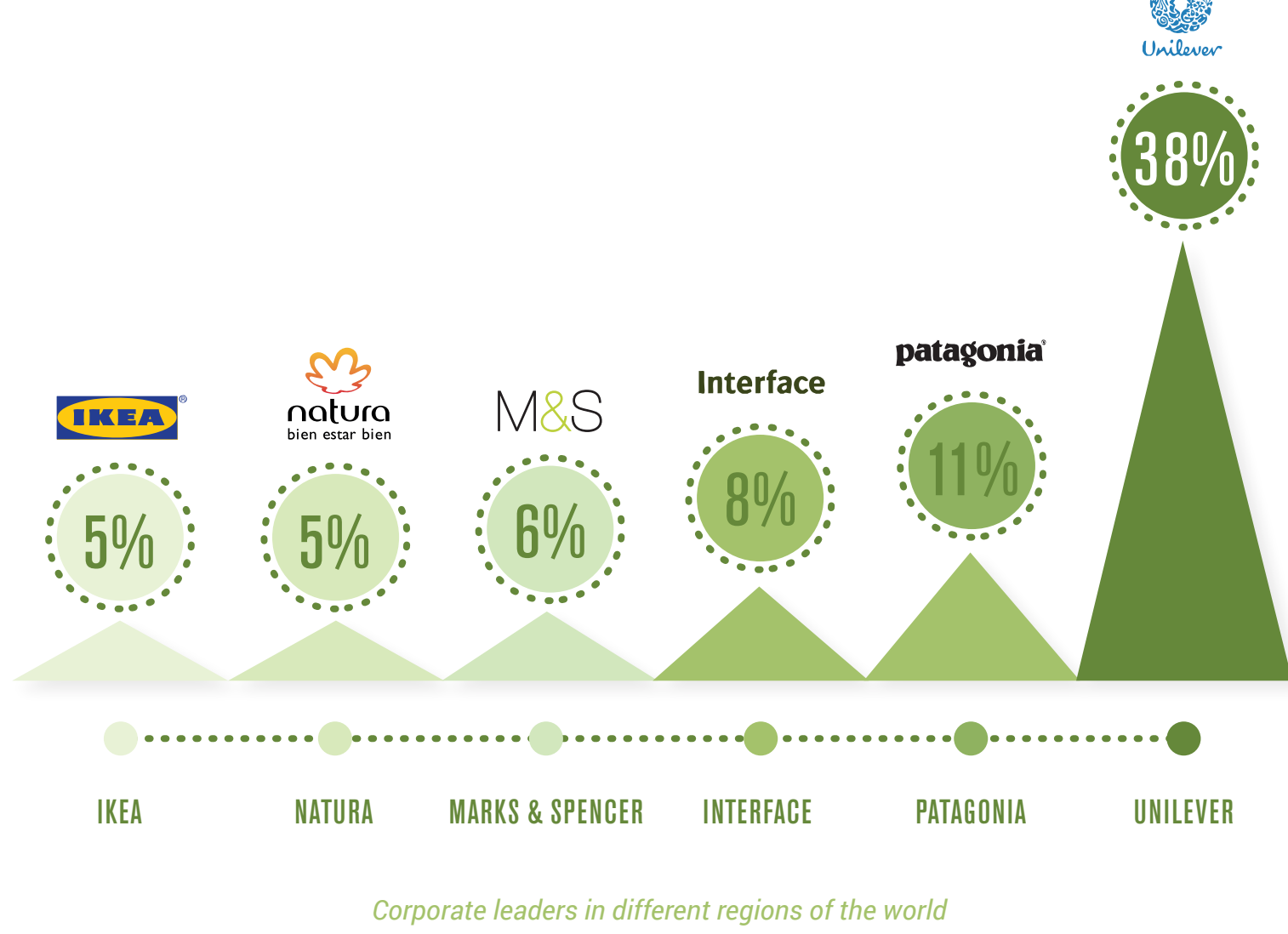
NATIONAL GOVERNMENTS AND COMPANIES ARE EXPECTED TO SPEARHEAD SUSTAINABLE DEVELOPMENT IN THE FUTURE

Who should lead the sustainable development agenda over the next 20 years?

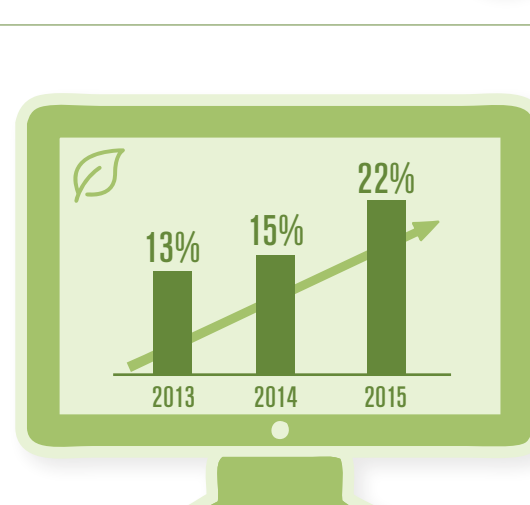
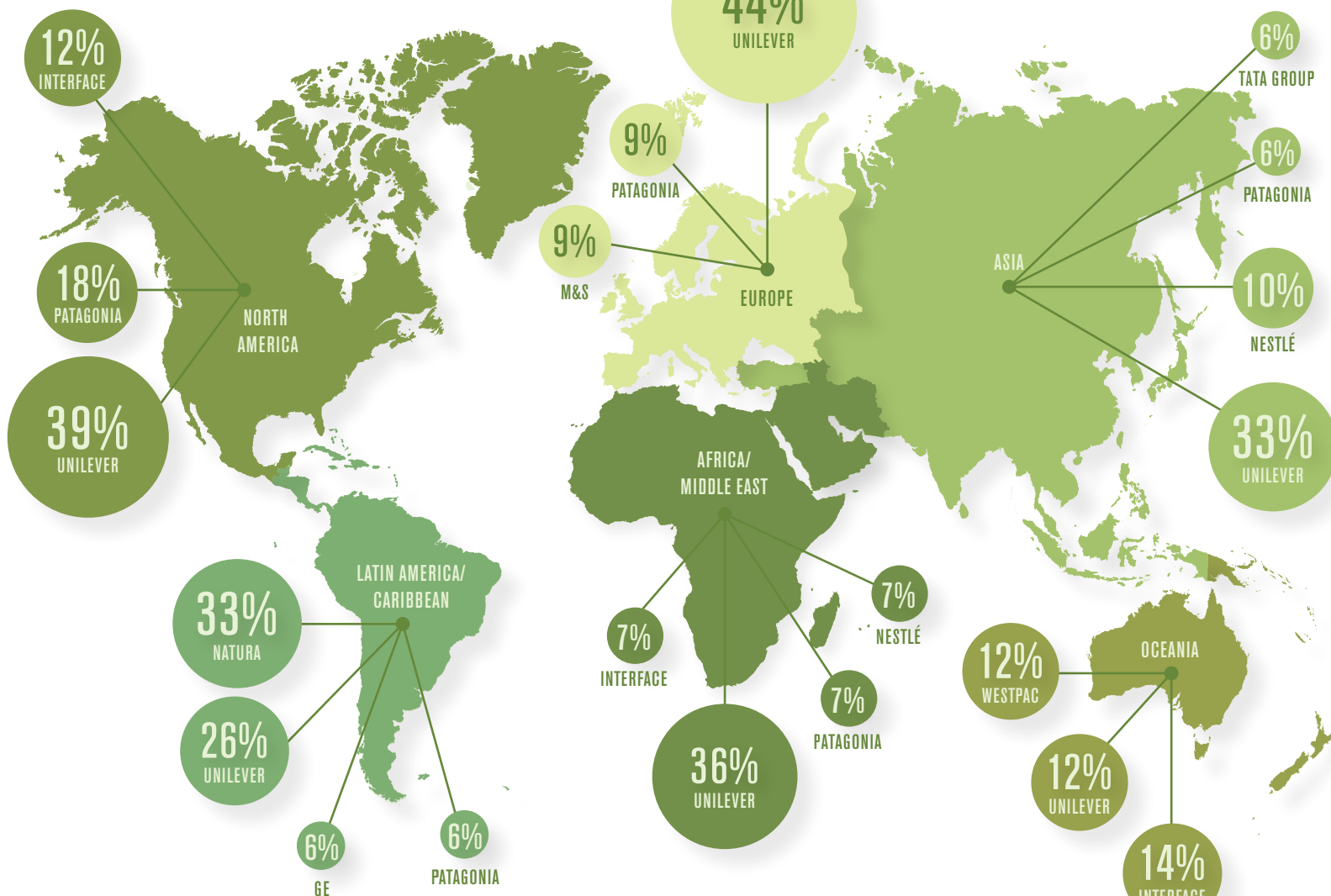


CORPORATE LEADERS

FOR THE FIFTH YEAR IN A ROW, UNILEVER TOPS THE RANKINGS OF CORPORATE SUSTAINABILITY LEADERS



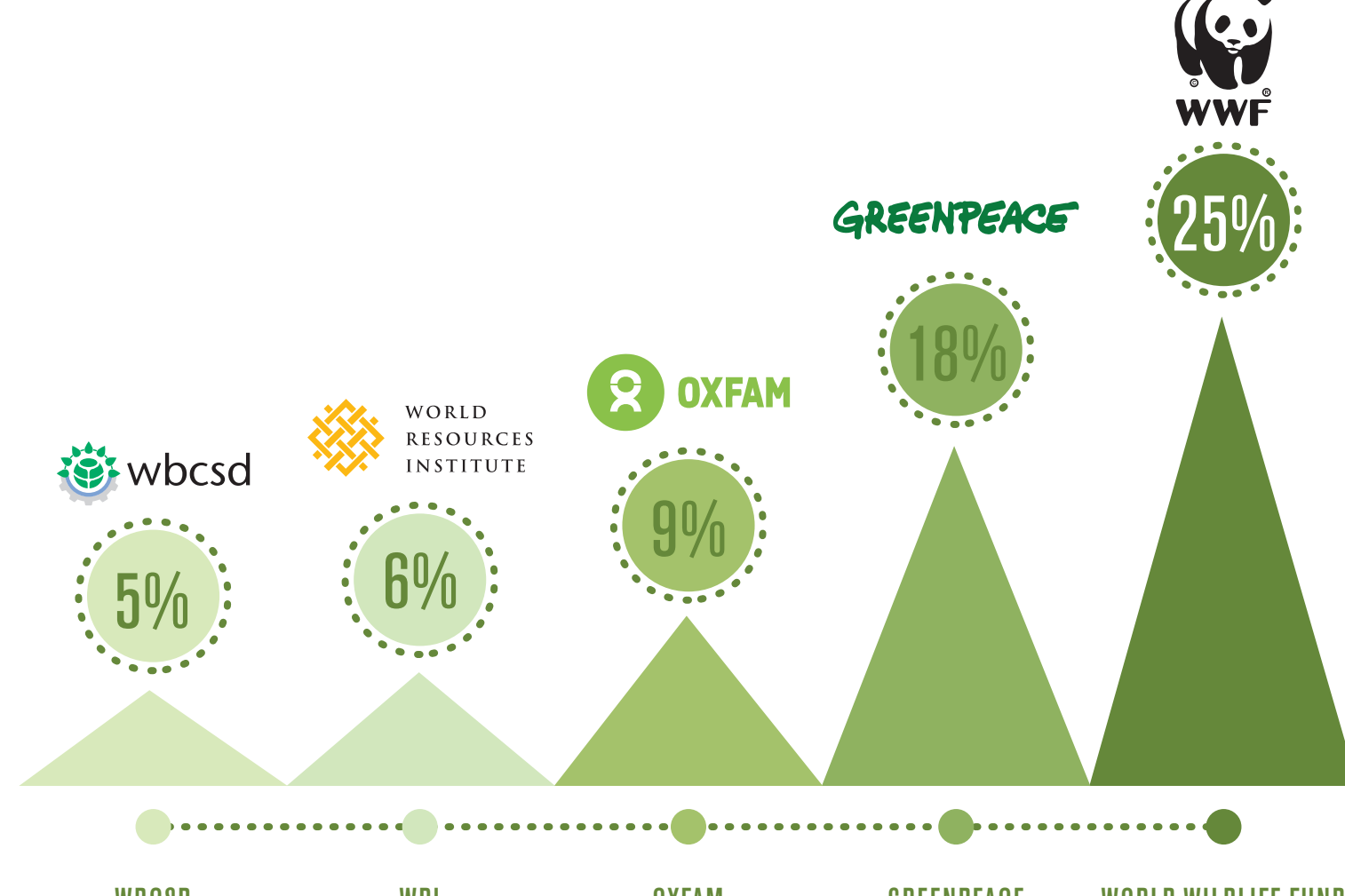
Corporate leaders in different regions of the world



AN INCREASING NUMBER OF EXPERTS MAINTAIN THAT CORPORATE LEADERSHIP IS DRIVEN BY MAKING SUSTAINABILITY PART OF COMPANY'S CORE BUSINESS MODEL

NGO LEADERS

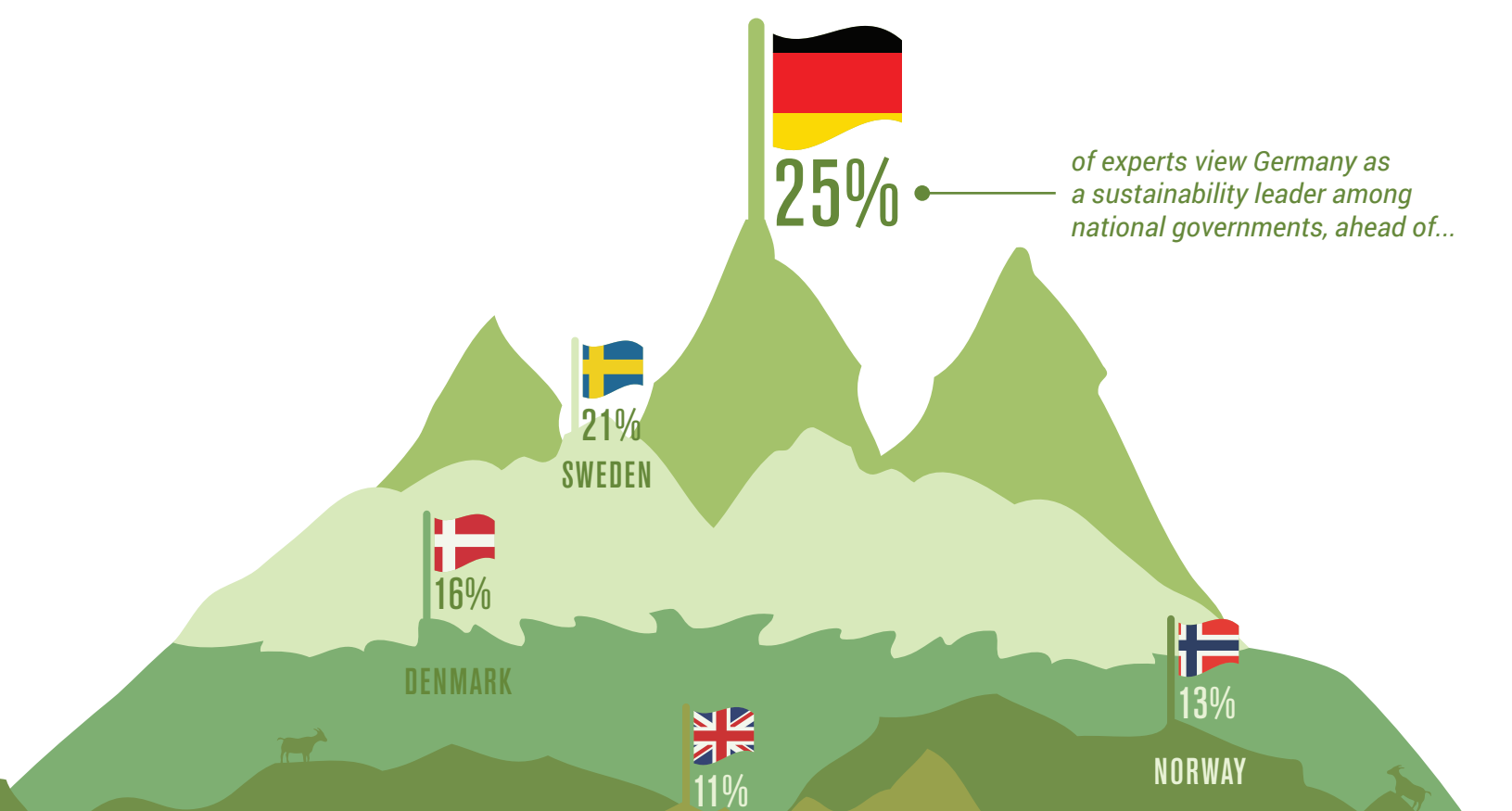
WORLD WILDLIFE FUND LEADS NGO SUSTAINABILITY RANKINGS



31% of experts believe that the ability to effectively engage a range of stakeholders and drive collaborative initiatives is the main quality distinguishing NGO leaders.

GOVERNMENT LEADERS

GERMAN AND NORDIC GOVERNMENTS SEEN AS LEADERS IN SUSTAINABLE DEVELOPMENT

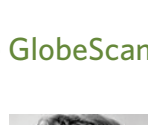
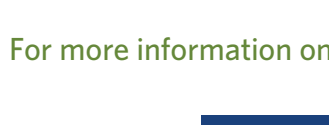


A COUNTRY'S VALUES, INCLUDING ITS CULTURE OF SUPPORT FOR SD BOTH AMONG LEADERS AND THE POPULATION, IS THE MAIN DRIVER OF PERCEIVED LEADERSHIP AMONG GOVERNMENTS

What drives leadership among national governments



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