

GlobeScan / SustainAbility Survey  
**2021 Sustainability Leaders Webinar**  
*Americas / EMEA Insights*

# Agenda

- Interactive Poll
- Overview of 2021 GSS Survey: Sustainability Leaders
- Panel Discussion



**Perrine Bouhana**  
Director, GlobeScan Paris



**Mark Lee**  
Director, the SustainAbility  
Institute by ERM

*Please post questions, including your name and your organization, in the Q&A section any time*

**REMINDER:** Please tag us using @SustInsti and @GlobeScan on Twitter and at The SustainAbility Institute by ERM and GlobeScan on LinkedIn, and/or use the hashtag #GSSLeaders2021 when posting

# Panelists



Laura Franceschini

Global Sustainability  
Strategy &  
Operations; Lead for  
Reporting, Google



JP Leous

Director, International  
Corporate Relations,  
World Resources  
Institute



Cristiano Resende  
De Oliveira

Sustainability  
Executive Manager,  
Suzano



Katja Seidenschnur

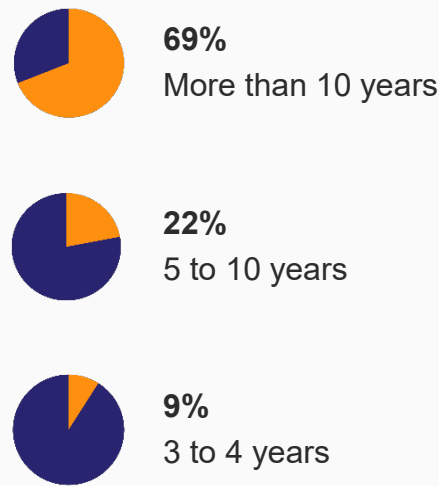
Sustainability  
Director for  
EMENA, Nestlé

# Survey Methodology

Six hundred and ninety-five qualified sustainability experts completed the online questionnaire from April 29 to June 16, 2021. For the first time, the survey was offered to respondents in Chinese, French, Portuguese, and Spanish, in addition to English.

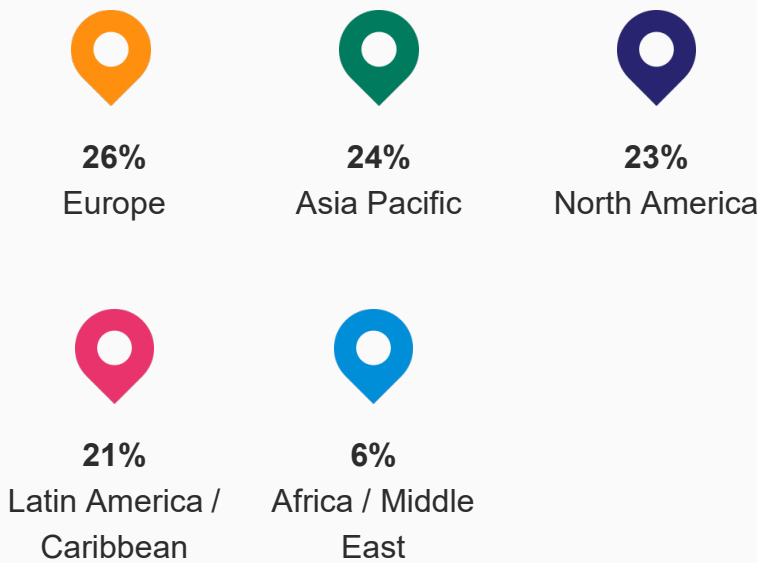
## Experience

Respondents have the following experience working on sustainability issues:



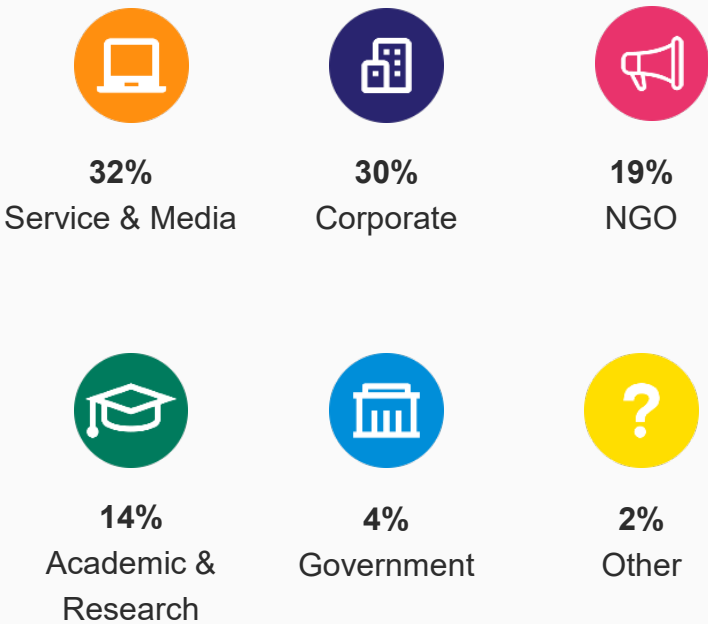
## Geography

Experts surveyed span 72 countries in the following regions:



## Sectors

Respondents were drawn from the following sectors:



# Urgency of Sustainable Development Challenges



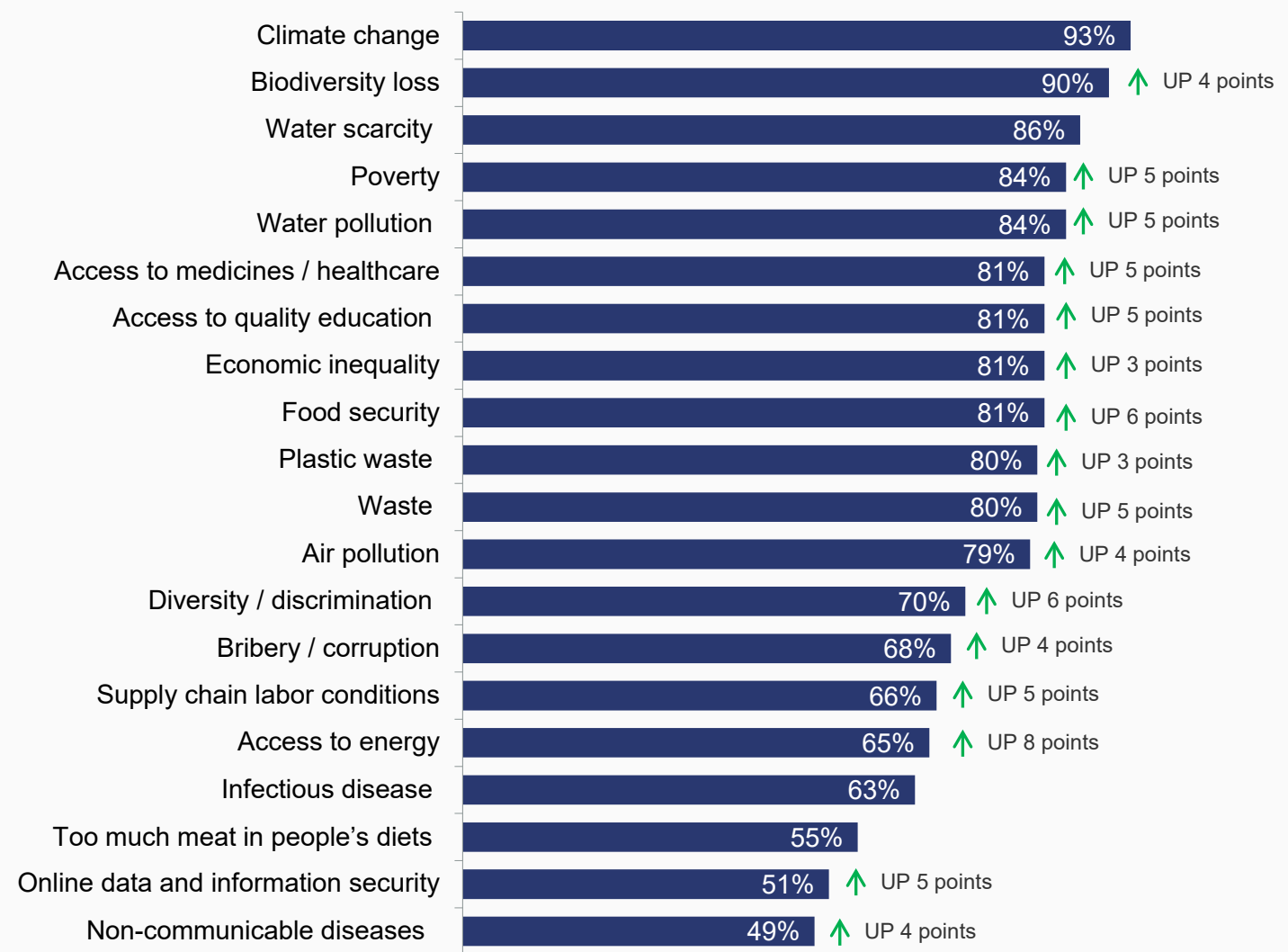
# Growing Urgency of Sustainable Development Challenges



Question

Considering society's numerous sustainable development challenges, please rate the urgency of each of the following:

*Please use a scale of 1 to 5 where 1 means "not urgent at all" and 5 means "very urgent."*



2021 ↑ Change from 2020

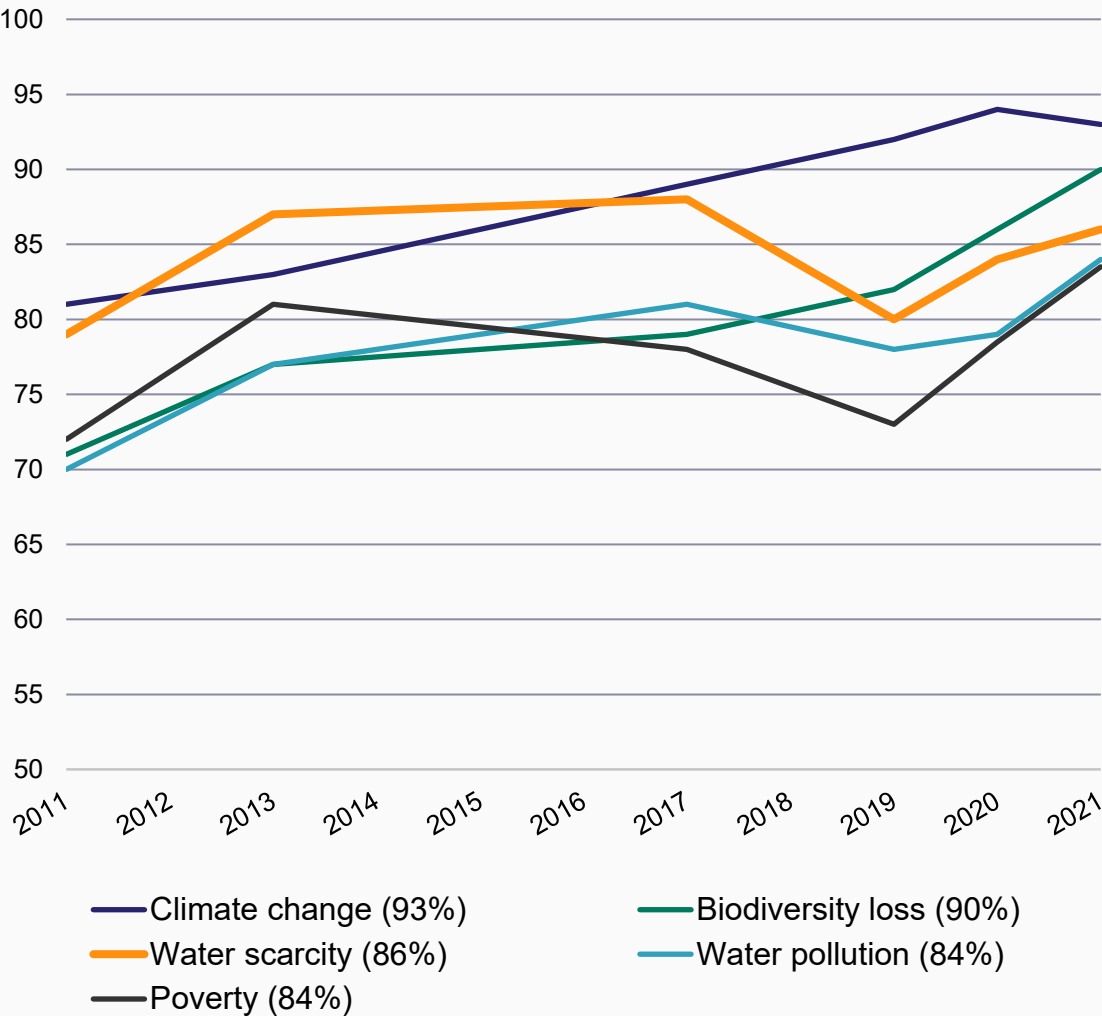
# Urgency of Top Sustainable Development Challenges Trends Upward



Question

Considering society’s numerous sustainable development challenges, please rate the urgency of each of the following:

*Please use a scale of 1 to 5 where 1 means “not urgent at all” and 5 means “very urgent.”*



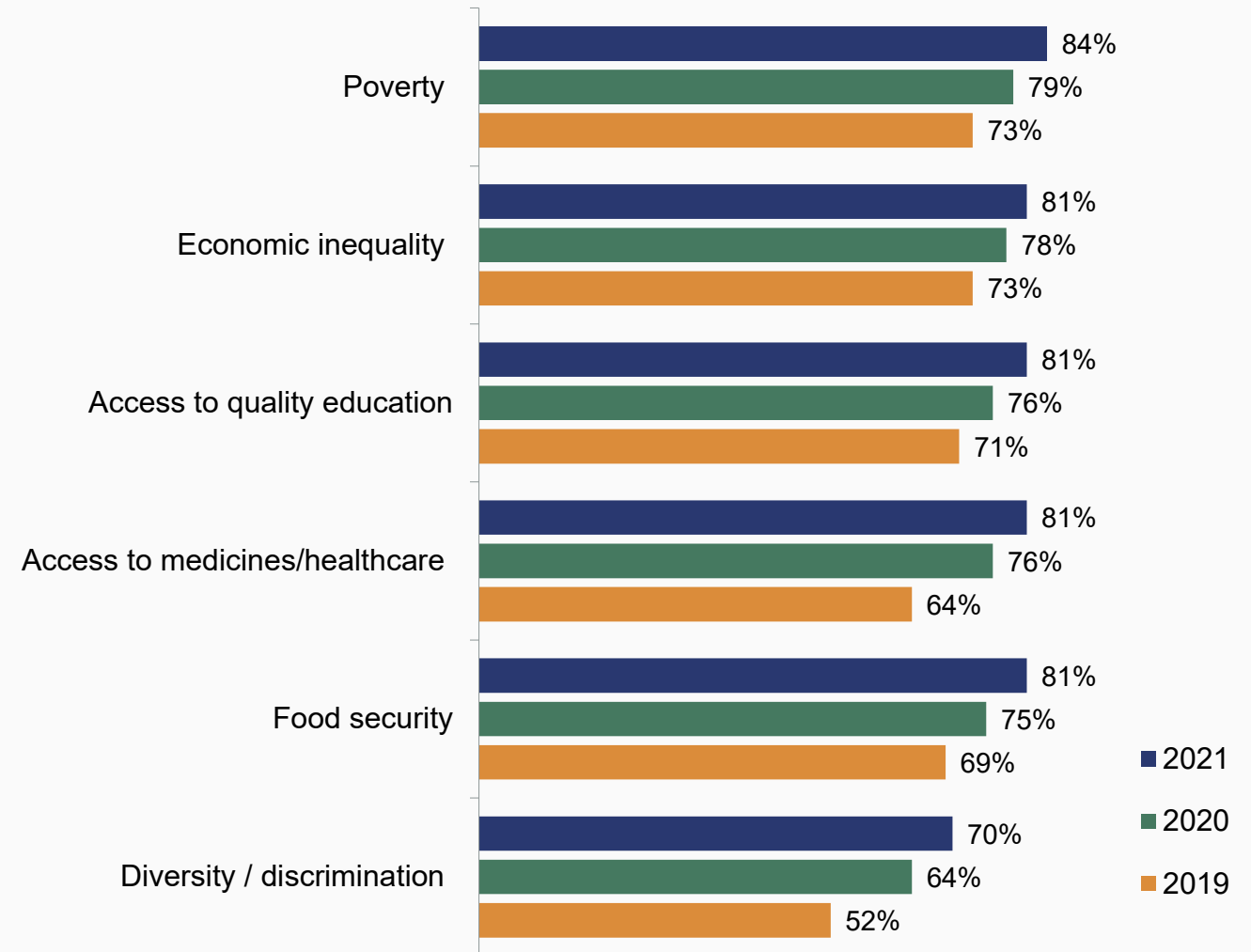
# Urgency of Social Challenges is Increasing



Question

Considering society's numerous sustainable development challenges, please rate the urgency of each of the following:

*Please use a scale of 1 to 5 where 1 means "not urgent at all" and 5 means "very urgent."*



% of Experts, "Urgent" (4+5), 2019–2021



## An abstract geometric composition featuring a variety of shapes and colors. A large, light blue circle is positioned in the lower right quadrant. A thick, dark green diagonal bar crosses the lower left. A bright yellow circle with a white center is located in the upper left. Several rectangular blocks in shades of blue, red, and grey are scattered throughout. Thin lines in yellow, red, and grey are also present. The background is a solid light blue.

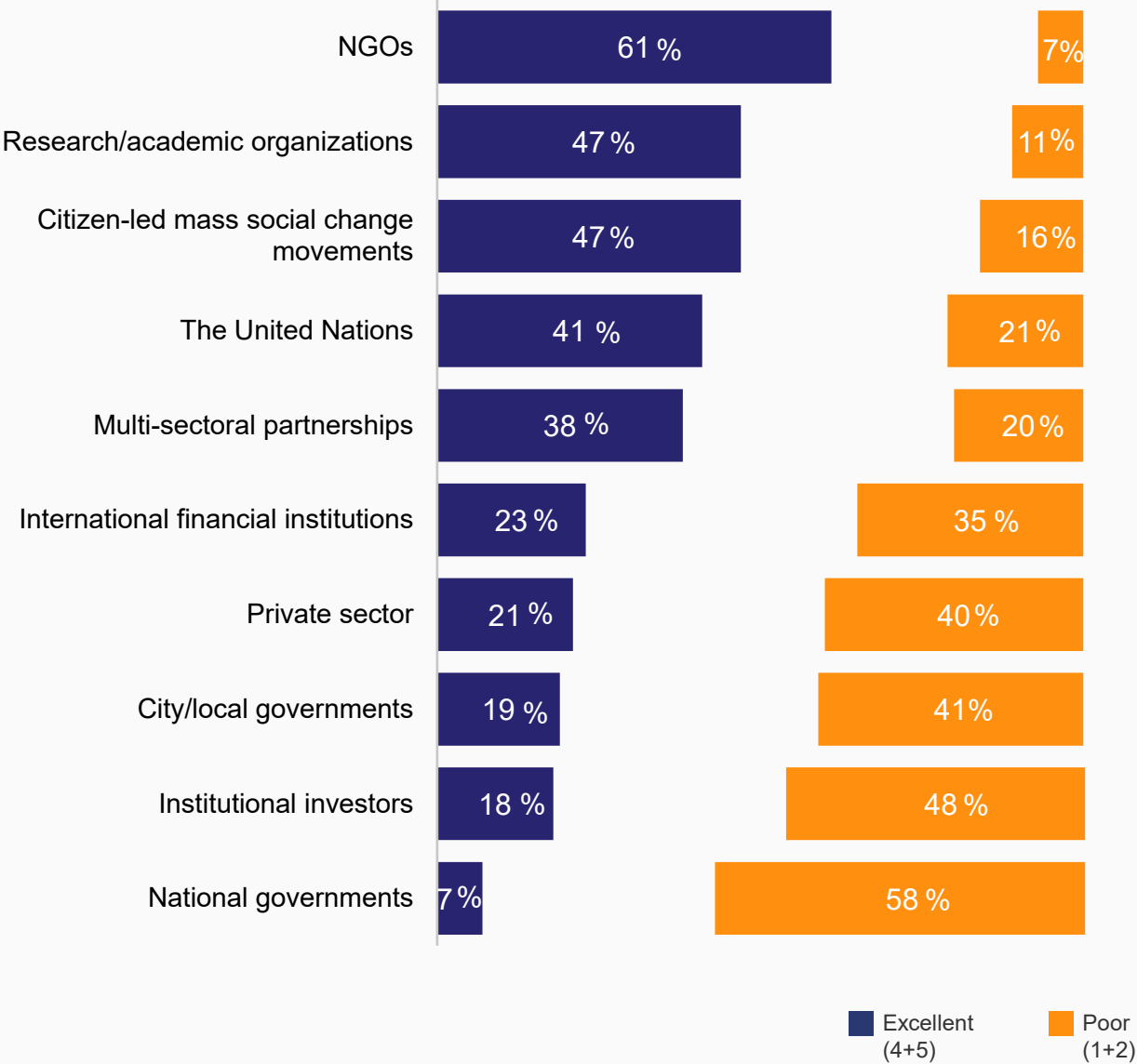
# NGOs, Academia, and Citizen Movements Demonstrate Strongest Leadership



Question

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?

*Please use a scale where 1 is “poor” and 5 is “excellent.”*



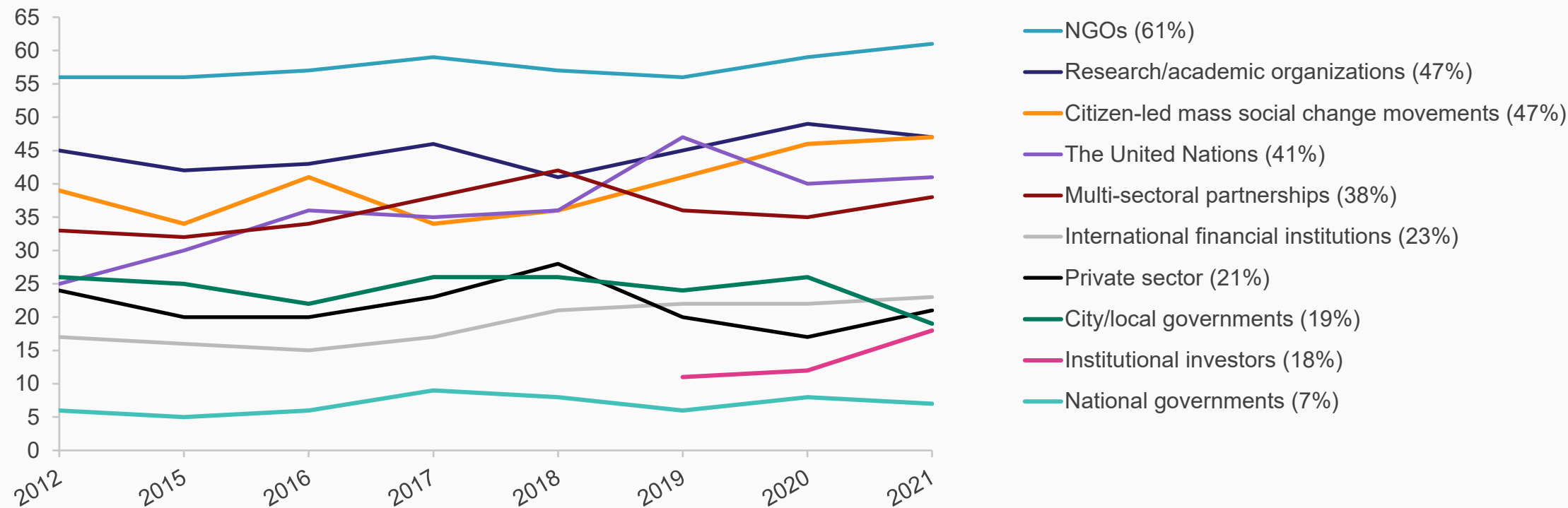
# Positive Assessment of NGOs, Private Sector, and Institutional Investors Strengthens



Question

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?

*Please use a scale where 1 is “poor” and 5 is “excellent.”*



# NGO Leaders



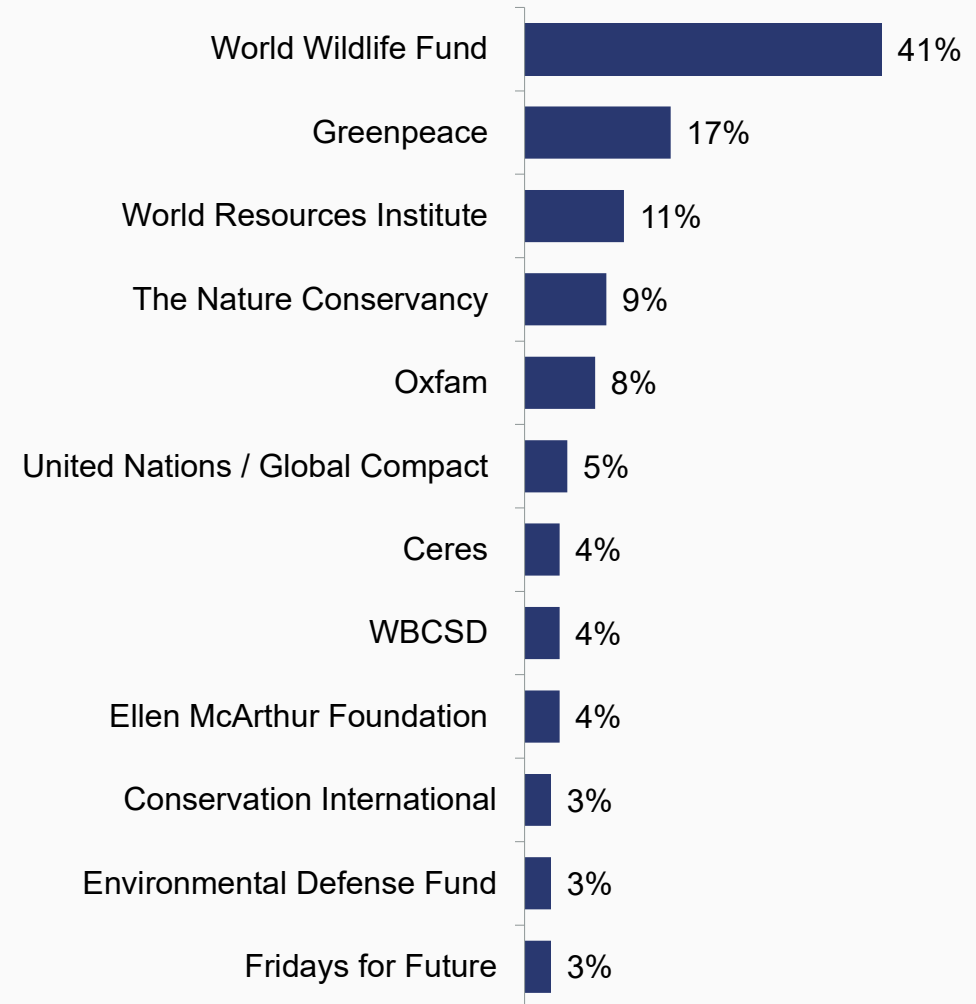
# World Wildlife Fund Dominates Recognition for Leadership



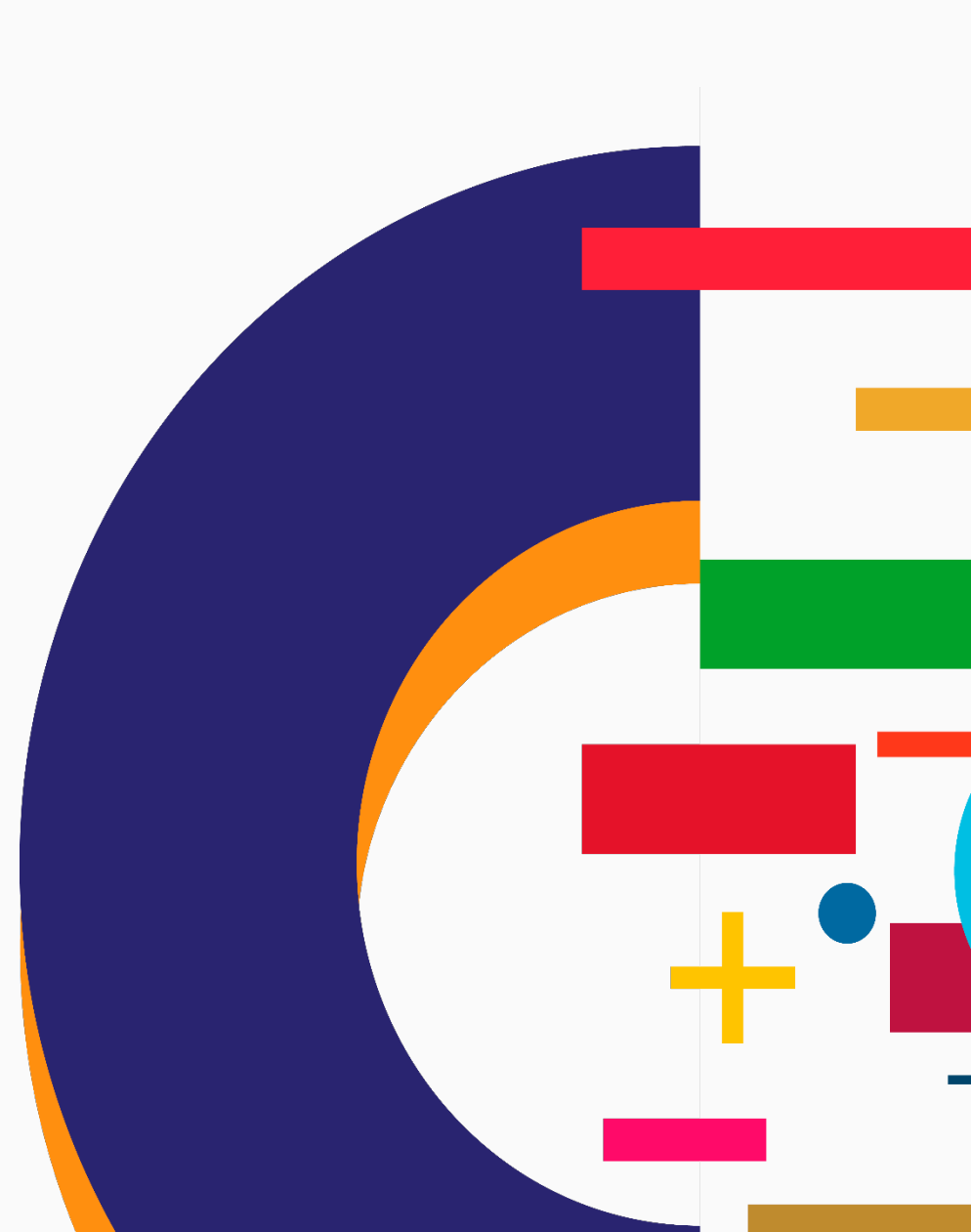
## Question

What specific NGOs do you think are leaders in advancing sustainable development?

*Please enter a maximum of three NGOs in the spaces provided.*



# Corporate Leaders



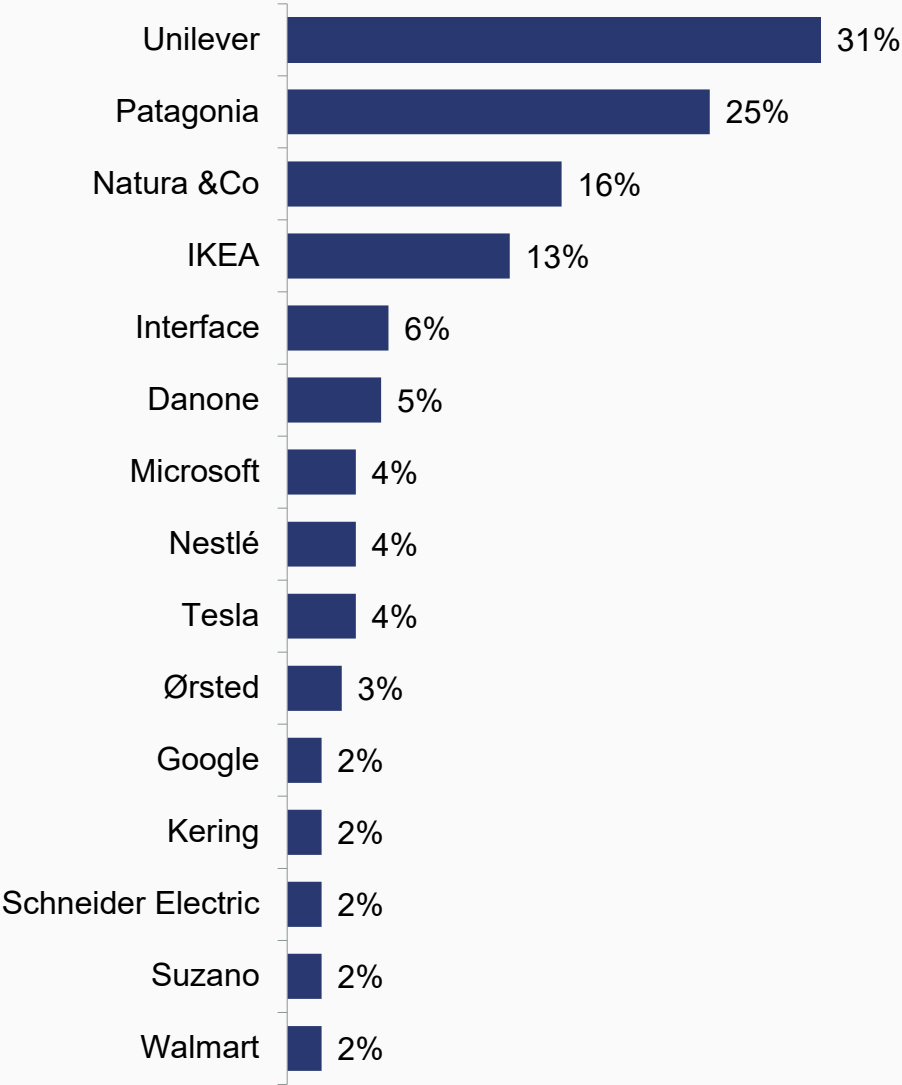
# Unilever, Patagonia, Natura &Co, and IKEA Are the Companies Most Recognized For Their Sustainability Leadership



Question

What specific companies do you think are leaders in integrating sustainability into their business strategy?

*Please enter a maximum of three companies in the spaces provided.*



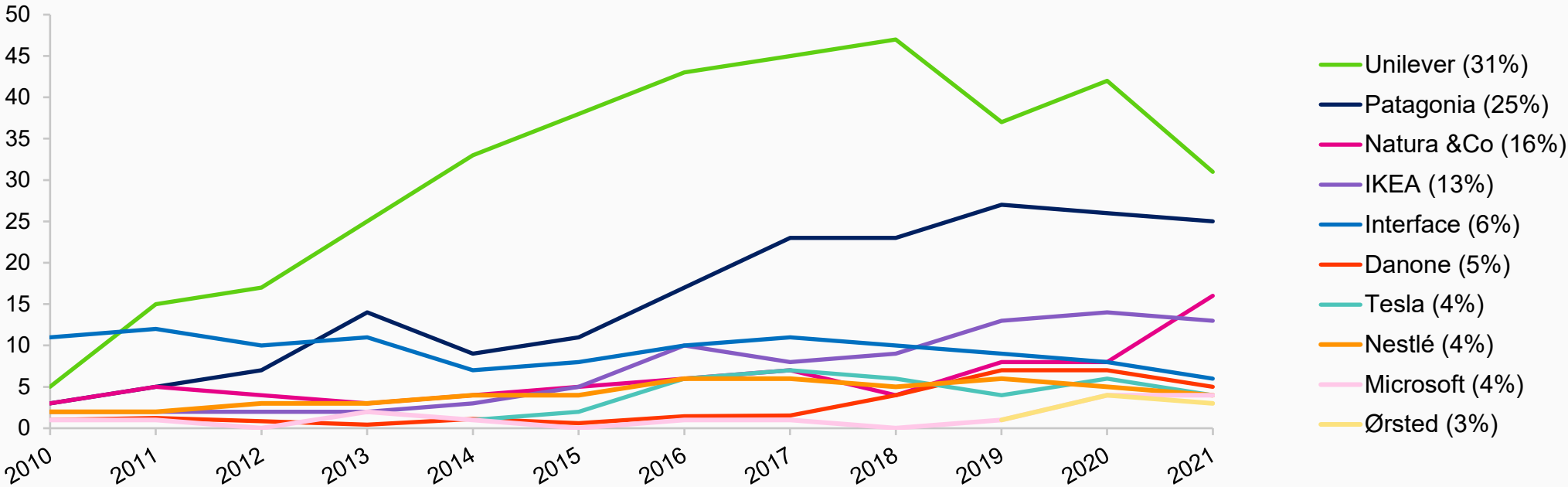
# The Gap between Unilever and Other Leaders Continues to Narrow



Question

What specific companies do you think are leaders in integrating sustainability into their business strategy?

Please enter a maximum of three companies in the spaces provided.





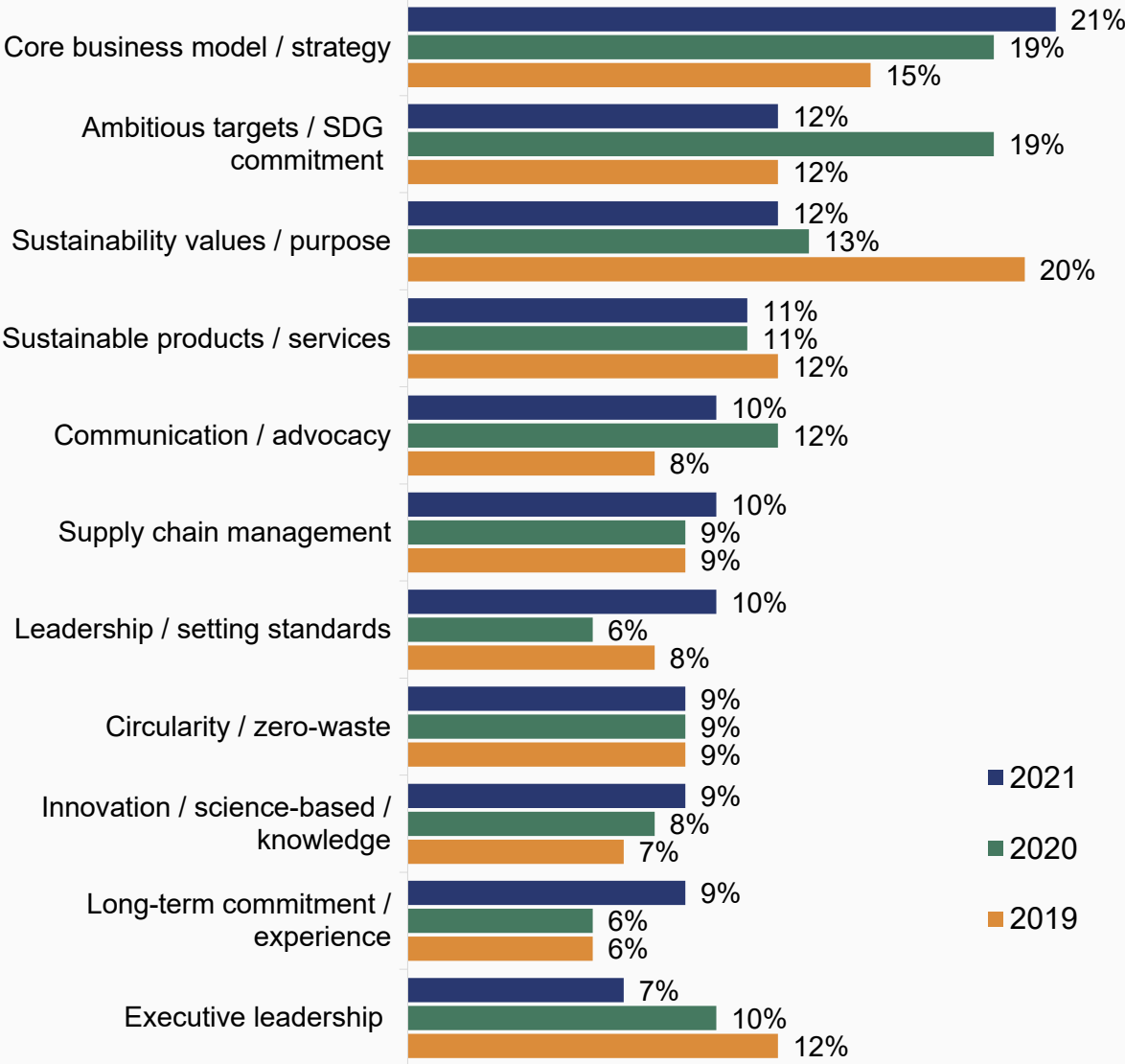
# Strategic, Sustainable Business Models Drive Corporate Leadership



Question

Why do you think [insert company #1] is a leader in sustainable development?

Please enter up to two responses in the spaces provided.



% of Experts, Unprompted, Total Mentions, 2019–2021

# Focus on Regional Leaders Reveals Greater Diversity of Corporate Sustainability Leadership

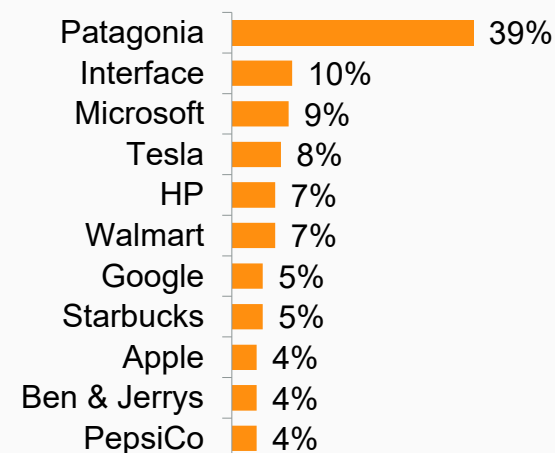


Question

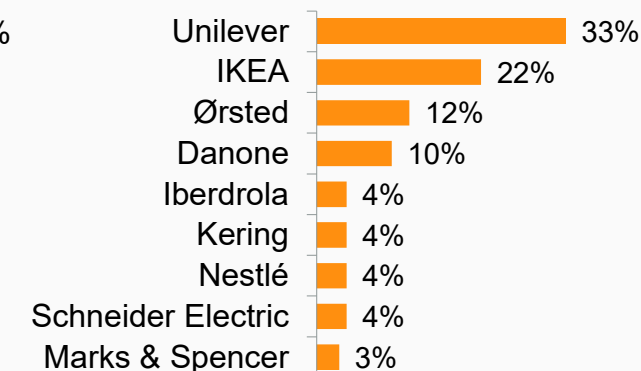
Which companies headquartered specifically in [region where respondent is based] do you think are leaders in integrating sustainability into their business strategy?

*Please enter up to three responses.*

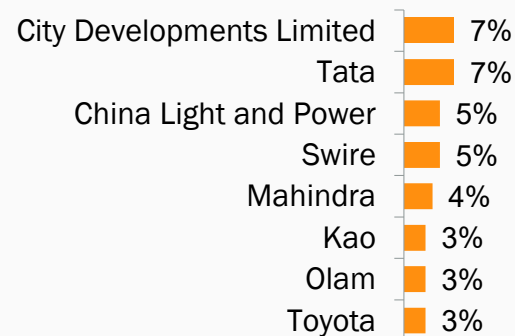
## North America



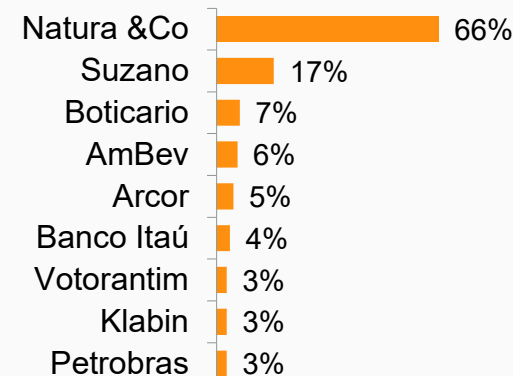
## Europe



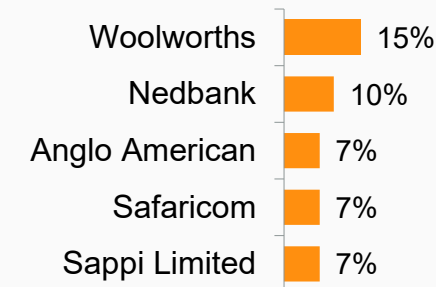
## Asia-Pacific



## Latin America



## Africa / Middle East



# **COVID-19 Impact on the Sustainable Development Agenda**



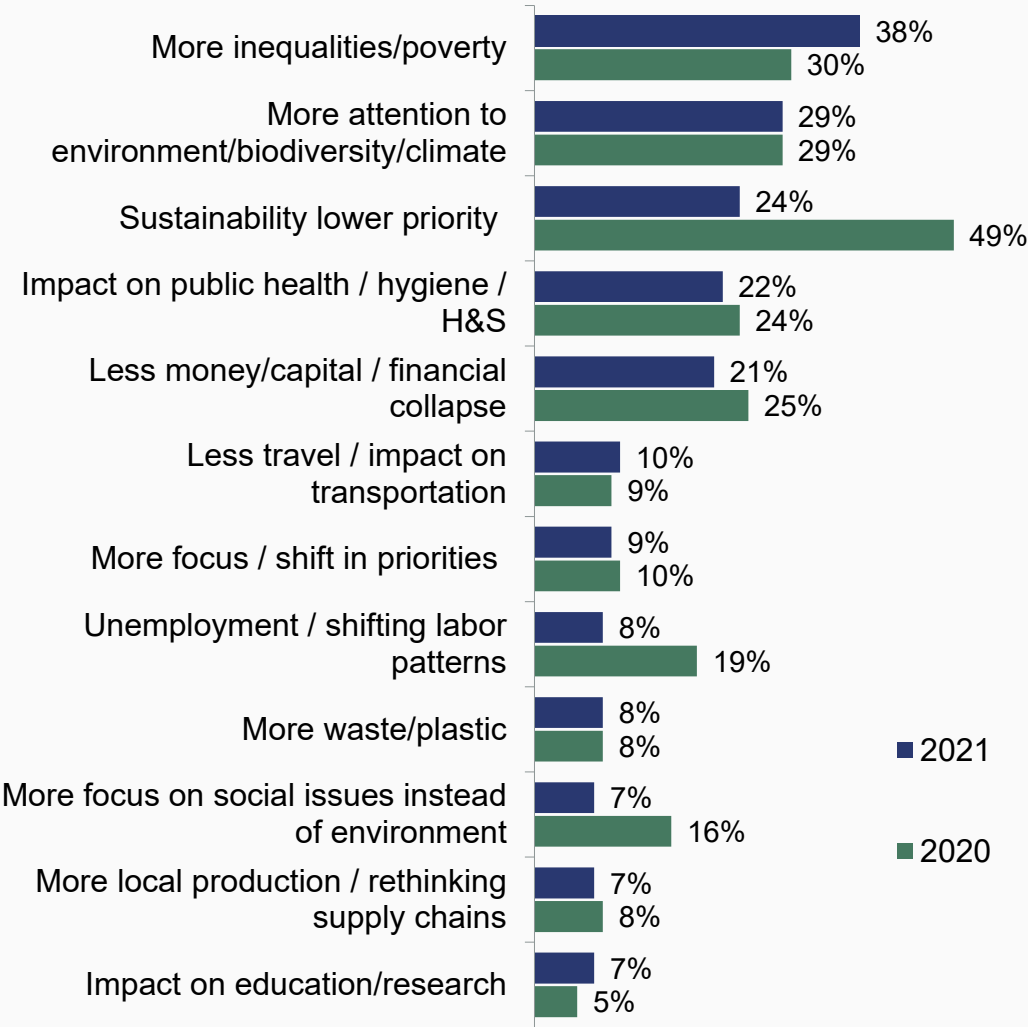
# Experts Predict More Inequality and Increased Poverty as Main Effect of COVID-19 and Expect Greater Attention to Environmental Issues



Question

How will the COVID-19 pandemic crisis affect sustainable development priorities between now and 2030?

Please enter up to three impacts in the spaces provided.



# Panel Discussion and Audience Q&A



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