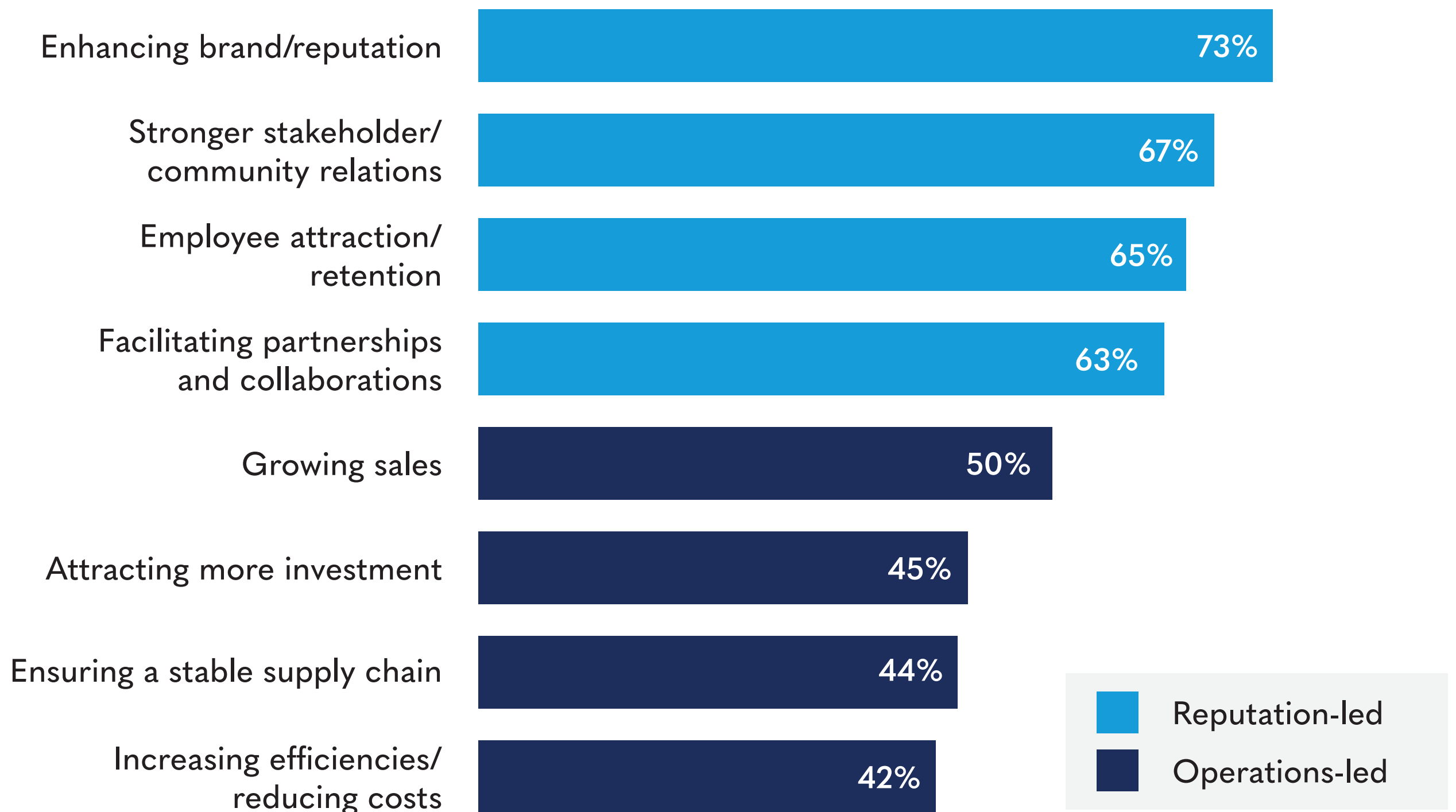


# The Implementation Gap: Sustainability Is Seen as Creating Value Mainly through Reputation, Not Operations



“High” / “Very High Value” (4+5 on a 5-point Scale), %, Total, 2023

Source: GlobeScan/Salesforce *Value of Sustainability* Project, a survey of 234 senior professionals in finance, technology, and sustainability functions