The UN Global Compact—Accenture Strategy CEO Study 2016

Agenda 2030:
A Window of Opportunity

1,000+ CEOs, 100+ countries, 25+ industries

A decade of CEO Study research, 2007–2016
This year: the largest-ever CEO study on sustainability
In-depth interviews with more than 50 CEOs of leading innovators

The Path to 2030
CEOs believe that Agenda 2030 provides an essential window of opportunity to rethink and reset approaches to sustainability

87% believe the SDGs provide an opportunity to rethink approaches to sustainable value creation

A Mandate for Action
This year, for the first time, we see business leaders accepting a mandate for radical change, harnessing the UN Sustainable Development Goals (SDGs) as a universal roadmap for action

70% believe the SDGs provide a clear framework to structure sustainability efforts
49% believe that business will be the single most important actor in delivering the SDGs
87% report their company is able to accurately quantify the business value of their sustainability initiatives—up from 38% in 2013.

From Commitment to Impact
Business leaders are still looking for ways to measure, track and communicate the impact of sustainability on metrics of business success—and demonstrate their impact on the global goals

88% believe that greater integration of sustainability issues in financial markets will be essential to making progress...

...but only 10% cited pressure from investors as a top three factor driving them to take action on sustainability

86% believe that standardized impact metrics will be important in unlocking the potential of business on the SDGs

85% see cross-sector coalitions and partnerships as essential to accelerating transformation

Towards Transformation
Business leaders see a vital role for the Global Compact and its Local Networks as a global advocate for responsible and sustainable business, expanding commitment, catalyzing the business contribution to the SDGs, and driving impact on the ground.

84% call for greater local collaboration with national governments on SDG Action Plans
75% see digital technologies enabling more sustainable business models

Findings in detail:
www.accenture.com/ungccceostudy

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