



# Voice of the Industry: Sustainability Survey

August 2023

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Scope

Key findings

## STRATEGY

Sustainability strategies are still implemented but less communicated

Global consensus around environment and standardised initiatives to define sustainability

Intensified focus on social and governance aspects

Ben & Jerry's co-creates new ice cream flavour with refugee entrepreneurs

Sustainability keeps relevant for risk management

Companies are increasingly leveraging external validation for compliance

Key internal levers need to be managed for sustainability strategies to unlock opportunities

Walmart's clean beauty addresses affordability and transparency in the US

## CLIMATE CHANGE

Climate impact hotspots dictate corporate climate action imperative

Global pressure towards net-zero is changing the impact of climate change on businesses

Mud Jeans: Frontrunners in "circular denim"

Cost-of-living crisis is impacting climate-related actions

Corporates proactively embracing development of net-zero strategies increase

Governments now the leaders on pressure for climate action

Arc'teryx focuses on design durability and circularity

## SUSTAINABLE DEVELOPMENT GOALS

Fostering sustainable progress in emerging economies through SDGs

UNDP's GSIV programme : Creating an impactful and investment-ready SDG pipeline

Igniting the power of social and collaborative goals for lasting impact

## COMMUNICATION AND PRODUCT CLAIMS

Corporate sustainability communication conundrum persists

Reporting non-financial performance will be imperative

Lemonaid and ChariTea : Sustainable soft drinks with a Foundation

Sustainable communication in an era of accountability

Arla Foods driving environmental sustainability in the dairy industry

A shift towards claims that embrace full product life cycle compliance

## INVESTMENTS

Companies are increasingly encouraged to invest in sustainability

Climate Bonds Initiative 's active role on global decarbonisation

Legislation and cost cutting have become key reasons for investing in sustainability

Companies struggle to find a case for sustainability

a good company: transparent over the environmental footprint of products

## CONCLUSION

Key takeaways

## ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry survey series

Respondent job profile

Respondent geographical profile

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