

## EXECUTIVE SUMMARY

# *Growing pressure reveals the need for a strategic sustainability framework, bold leadership and an integrated way forward*



Sustainability is on top of everyone's agenda. **Increasing demands from stakeholders** and the expectation to deal with various initiatives put **growing pressure** on business leaders to define a clear strategy forward.



The study reveals the need for a **general strategic sustainability framework**: only 40% of participants report to have a **shared understanding** of sustainability, just 24% have defined **long-term sustainability goals**.



The **sustainability maturity level** of individual companies varies widely. While only 10% of participants claim to be leading their industry today, all companies show **high ambitions to boost sustainable value creation** within the next 5 to 7 years.



**Bold leadership** is essential to deal successfully with drivers and obstacles towards sustainability, a strategic framework based on science-based principles is key for catalyzing **direction-setting, alignment, and commitment**.



The way forward: **7 key recommendations** can be derived to **master the transformation** towards economic success with the socio-ecological limitations.