

Many Companies Lack The Playbook For Successful Sustainability Transformations

While leaders understand the importance of the green business opportunity, most admit their companies lacks the skills and expertise required to successfully decarbonize. Forrester's study found that:

- **Achieving sustainability goals is vital for business success.** Risks associated with failing to improve sustainability include fines/compliance issues, poor resiliency, a negative impact on investor funding, and decreased customer trust.
- **Companies are setting ambitious goals.** Forty-eight percent of leaders said their organizations plan to reduce emissions more than 50% across their portfolio of buildings by 2024.
- **There's a shortage of expertise, alignment, and measurement.** Sustainability transformation challenges include managing multiple parties involved, scaling initiatives, and lacking external partners to help achieve goals. Respondents' organizations also struggle to find alignment on what to track and how with just 26% using ESG reporting software today.

“Which of the following are risks associated with failing to improve sustainability at your company?”



In this study, Forrester Consulting conducted a series of interviews and fielded an online survey to evaluate the progress that sustainability-focused companies have made in pursuing their goals.

To explore this topic, Forrester surveyed 2,348 global sustainability strategy leaders in 2021. Respondents represented companies in 25 countries and across 19 industries.

