

# Sustainability Investment Drives Growth

Embracing sustainability uncovers opportunities well beyond efficiency and compliance. Forrester's study found that:

- **Sustainability maturity is the top priority for respondents today.** Leaders report implementing or maturing their organizations' sustainability programs is their top business priority, and the priority that has increased the most in importance during the past two years.
- **Growth has superseded efficiency and compliance as a top driver of sustainability investment.** Leaders' top drivers include attracting customers who make purchasing decisions based on sustainable corporate values and products; addressing investor demand; and integrating sustainable value proposition into the corporate brand.

## “What are your company’s top business priorities in the next 12 months?”

Rank increase in the last 2 years



## “What is driving your company to prioritize sustainability?”

Attract customers who make purchasing decisions based on sustainable corporate values



Integrate sustainable value proposition into the corporate brand



Attract customers who make purchasing decisions based on sustainable products



Address investor demand for climate risk disclosures and better sustainability management



Base: 2,348 global sustainability decision-makers at organizations that prioritize corporate sustainability

Note: Showing top responses

Source: A commissioned study conducted by Forrester Consulting on behalf of Johnson Controls, September 2021

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.

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