

Well-Orchestrated Sustainability Transformations Drive Competitive Advantage

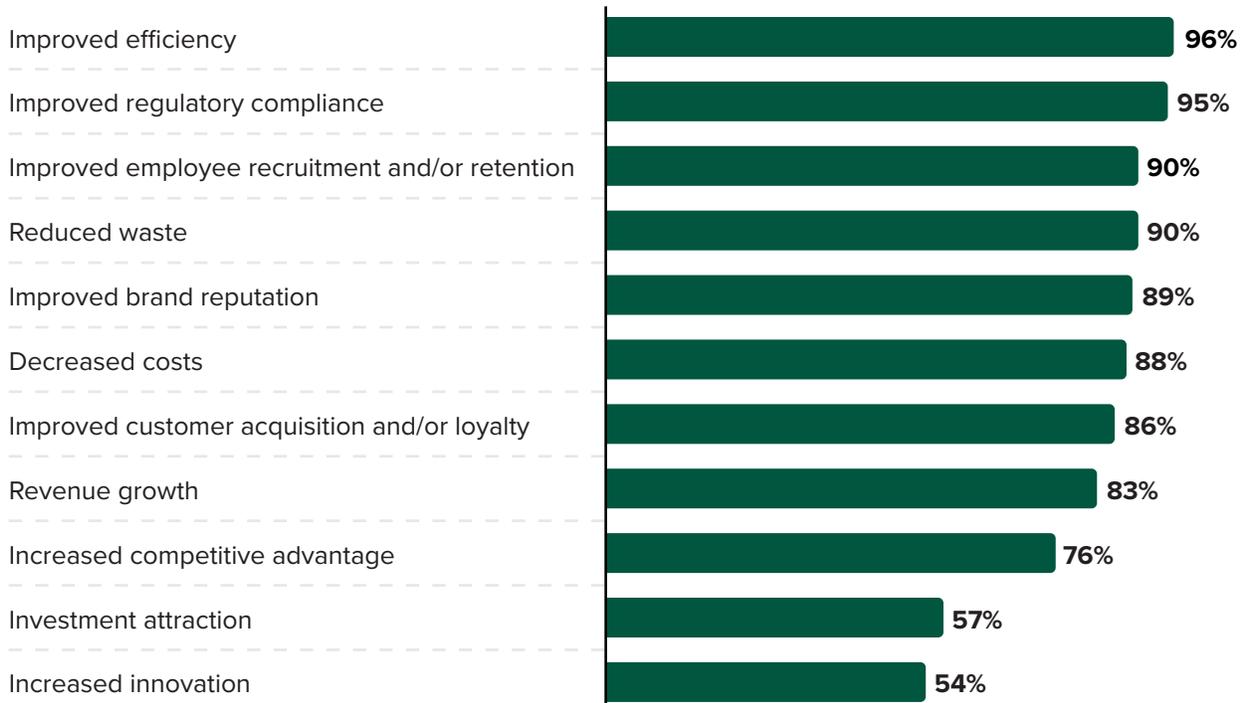
Improving sustainability can lead to multiple business benefits.

These benefits include:

- **Tangible business results.** Sustainably engaged leaders report their companies see improvements in employee recruitment and retention, improved brand reputation, and decreased costs.
- **Reduced carbon footprint and improved compliance.** Improved efficiency, improved regulatory compliance, and reduced waste are top reported benefits from improving sustainability programs.

“Which of the following benefits have you already realized, or do you expect to realize from pursuing your sustainability goals?”

● Engaged



Base: 253 global sustainability decision-makers at organizations that prioritize corporate sustainability

Source: A commissioned study conducted by Forrester Consulting on behalf of JCI, 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.

