Do you have what it takes to be a Change Maker?

A cross-industry, data-led approach to Sustainability Transformation could help global organizations go from objective to outcomes.

Sustainability is now urgent

70% of global organizations believe that sustainability is now their top priority, up from 57% a year ago.

Yet, the leap from enthusiasm to tangible outcomes remains a challenge for many.

How can we accelerate progress?

The implications for planet, prosperity, and people are stark.

Our business will no longer be viable if our planet is affected by climate change. This is why we don't try to separate Sustainability Transformation from day-to-day business management.

Business performance and Sustainability Transformation have to be inseparable.

Kayoko Kondo
Director and Executive Officer
Asahi Soft Drinks Co., Ltd.

Change Makers lead the way on Sustainability Transformation (SX)

They have made much greater progress on SX than the rest.

Learning by example from leading "Change Maker" organizations

Change Makers have:
• A long-term view of value creation through sustainability
• Strong data-centric collaborations with partners

Change Makers focus on the greater good over driving profit.

60% of Change Makers say making a positive impact on society is a driver of their sustainability initiatives, compared with 47% of the rest.

Surprisingly, the data reveals their approach to SX is a competitive advantage.

65% of Change Makers say their SX initiatives have directly contributed to revenue/profit growth, compared with 48% of the rest.

Over 2023, we integrated our ESG metrics into our finance systems. We have a dedicated ESG finance team that enables us to think about financial performance and ESG performance at the same time.

Kate Gibson
Global ESG Director
Diageo

Data-driven collaboration underpins the Change Makers' approach

Change Makers are much more likely to be using interconnected data and advanced technology to create predictive scenarios in their organizations, advancing their decision-making process.

They are also far more likely to be forming strategic partnerships across the industry or be active in highly collaborative ecosystems.

When it comes to sustainability, data sharing works well if it generates mutual benefits. This way you get the data for yourself, but you also share it with others with the intention of improving their business.

Misiek Piskorski
Dean of Asia and Oceania
IMD Business School

Four ways to become a Change Maker

1. Define your organization's purpose and set clear goals
2. Create and execute an end-to-end SX strategy
3. Upgrade your organization's data-maturity
4. Collaborate with others in a data-centric way

Access the full report on our website. Find out more about how to become a Change Maker and speed up your organization's Sustainability Transformation.