

HARNESSESSING

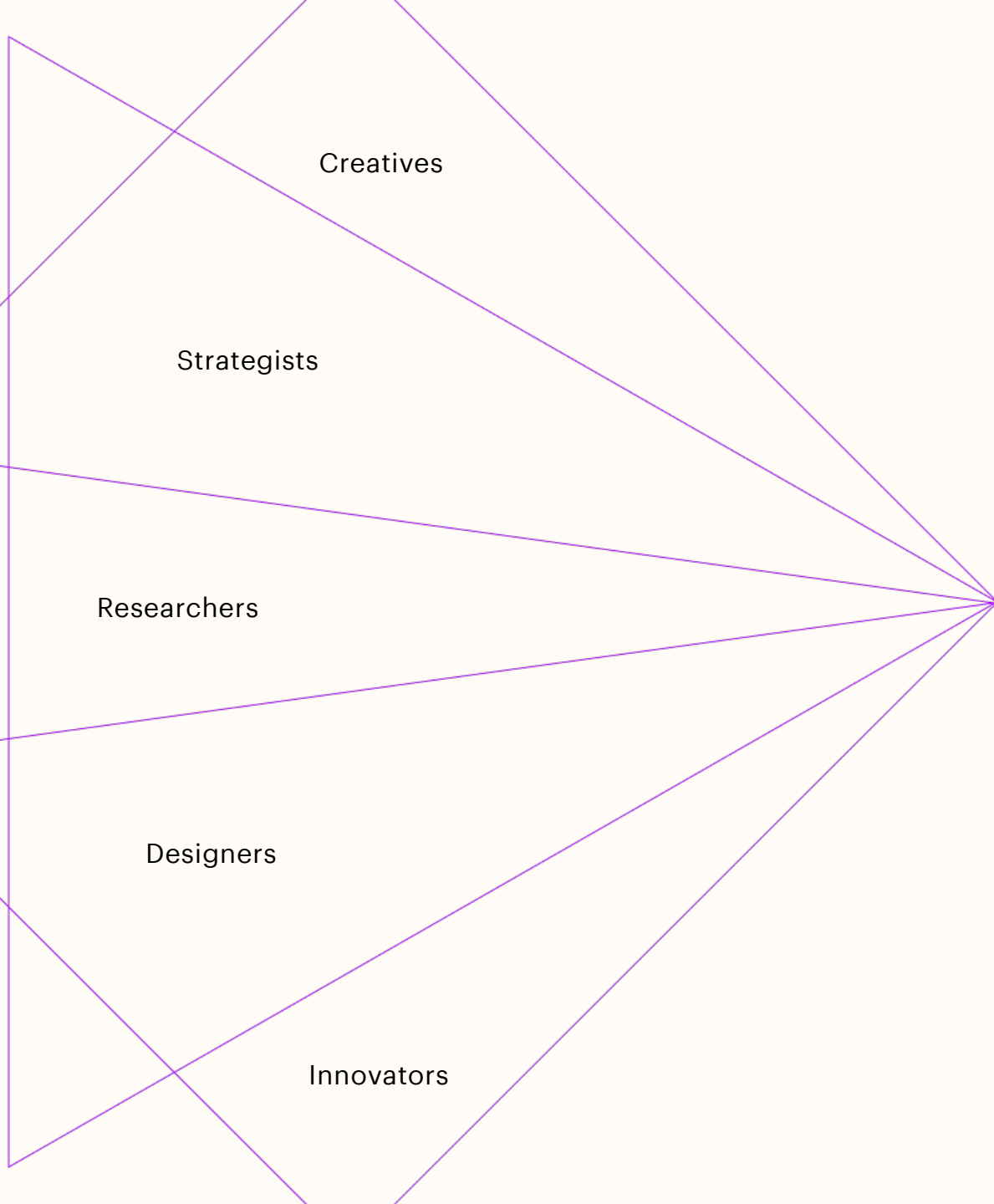


CREATIVITY

FOR



CHANGE



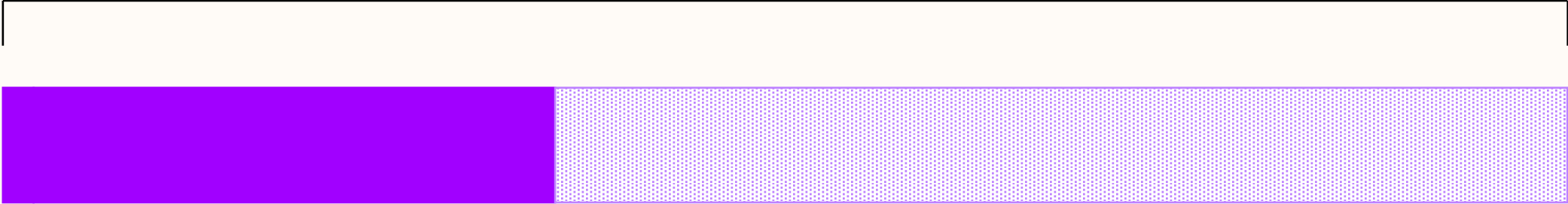
Accenture Song | Sustainability Studio

We are on a mission to make sustainability irresistible, meaningful, and actionable.

For everyone

Corporate sustainability **momentum** is building...

Accenture Global 2000 Companies

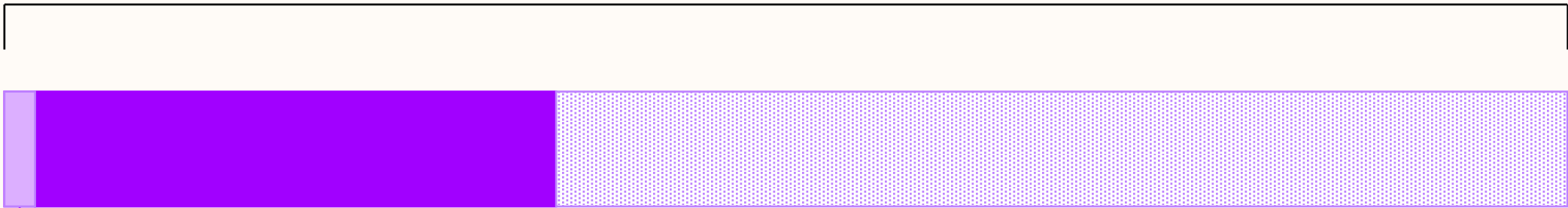


34%

Have publicly-stated **net-zero targets**, up from 27% in 2021

... but corporate **action** is trailing.

Accenture Global 2000 Companies



<3%

Have publicly-stated net-zero targets and are **on track** to meet them

Sustainability risks and opportunities dominate the CEO agenda

Accenture & UNGC, 2023. The 12th United Nations Global Compact-Accenture CEO Study

93%

Of CEOs are dealing with 10 or more global challenges to their business

98%

Of CEOs are stepping up as advocates for sustainability

47%

Of CEOs state that building responsible supply chains is part of their strategy

74%

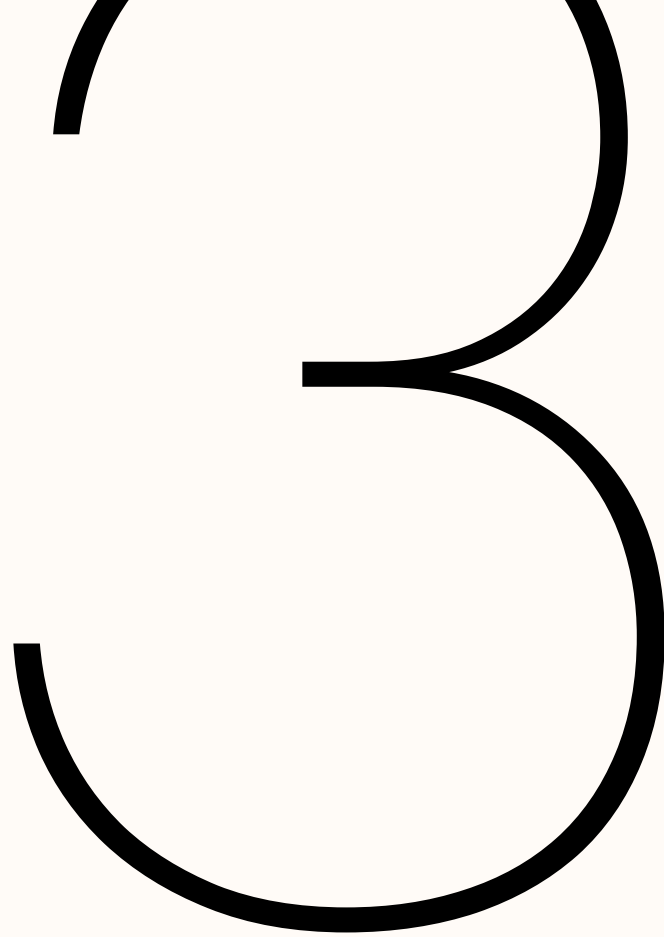
Of CEOs are upskilling and reskilling their workforces to meet emerging needs of sustainability

But critically, a
limiting belief
impedes progress.

58%

of global executives
view sustainability as
being **locked in**
conflict with growth

Accenture, 2023. Accelerating sustainable
transformation: Dispelling old myths to seize new value



Subtle Shifts

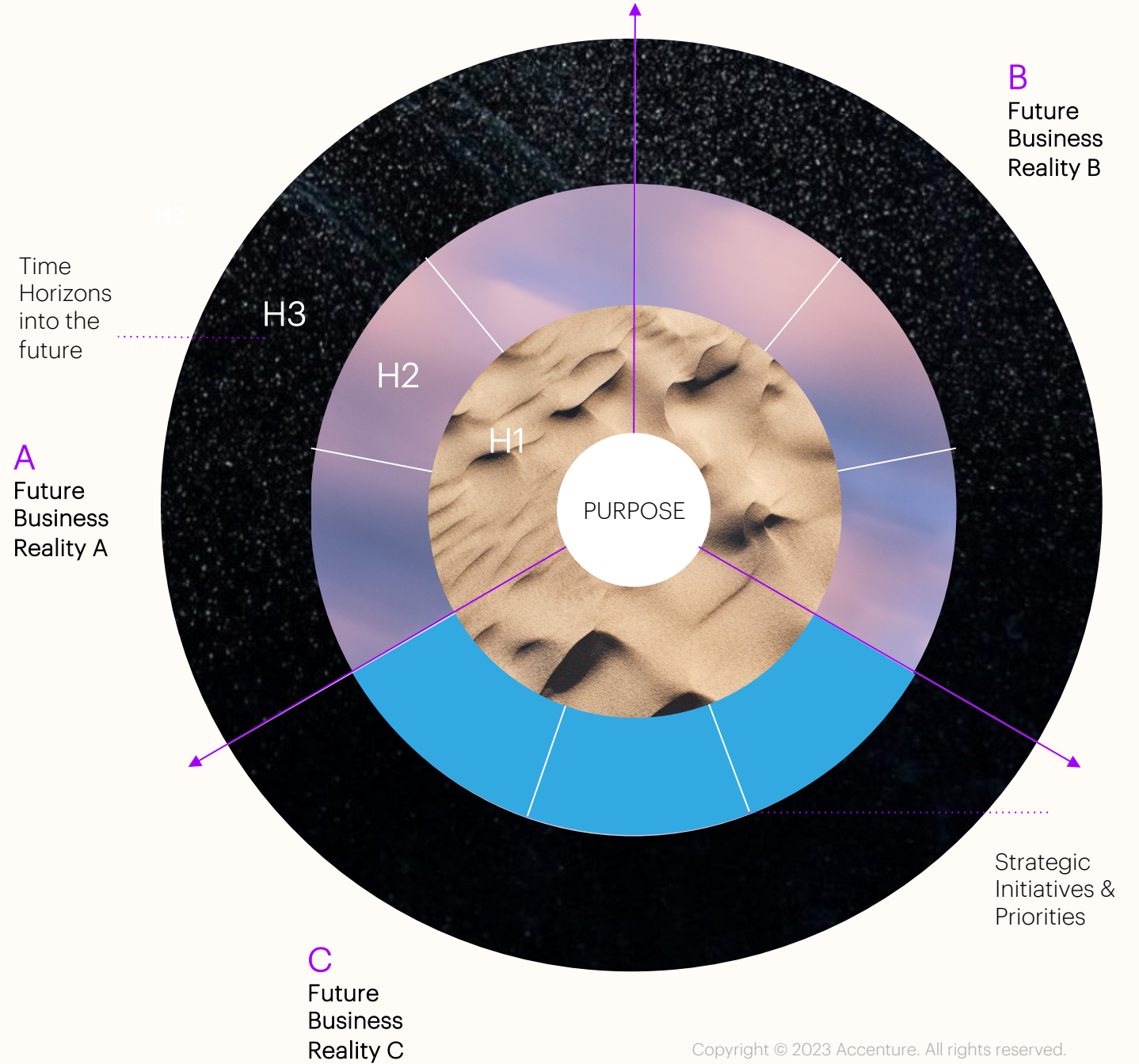
That render the limiting
belief **a myth**

Lead with purpose

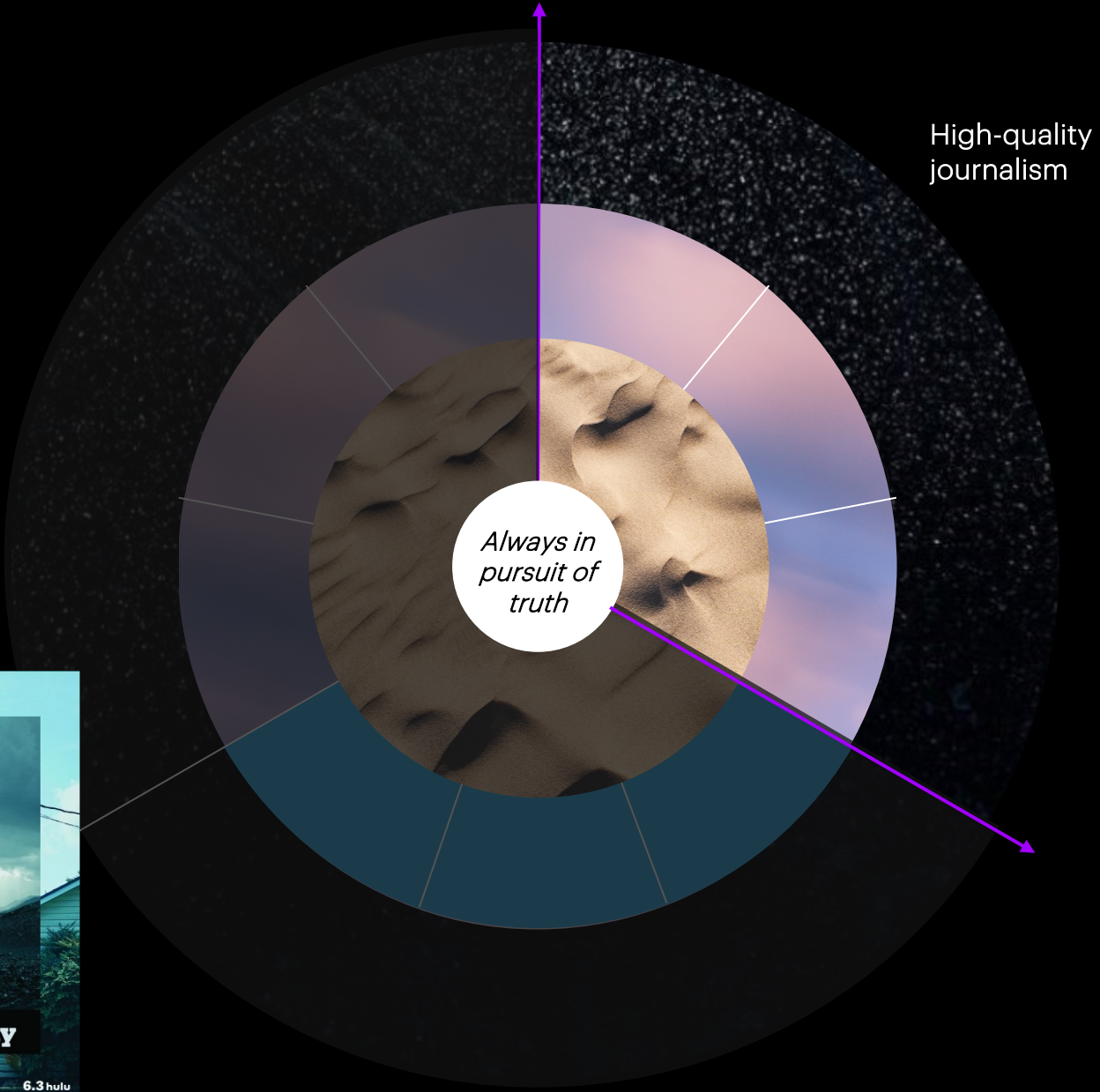
01

02

03



The New York Times



High-quality journalism

Make sustainability human

01

02

03





Beijing, China

Self-fulfilment

Resourcefulness

Empowerment



Nashville, TN

Six Values: The Entryways to Sustainability

Sao Paulo, Brazil



Openness

Caring

Connection



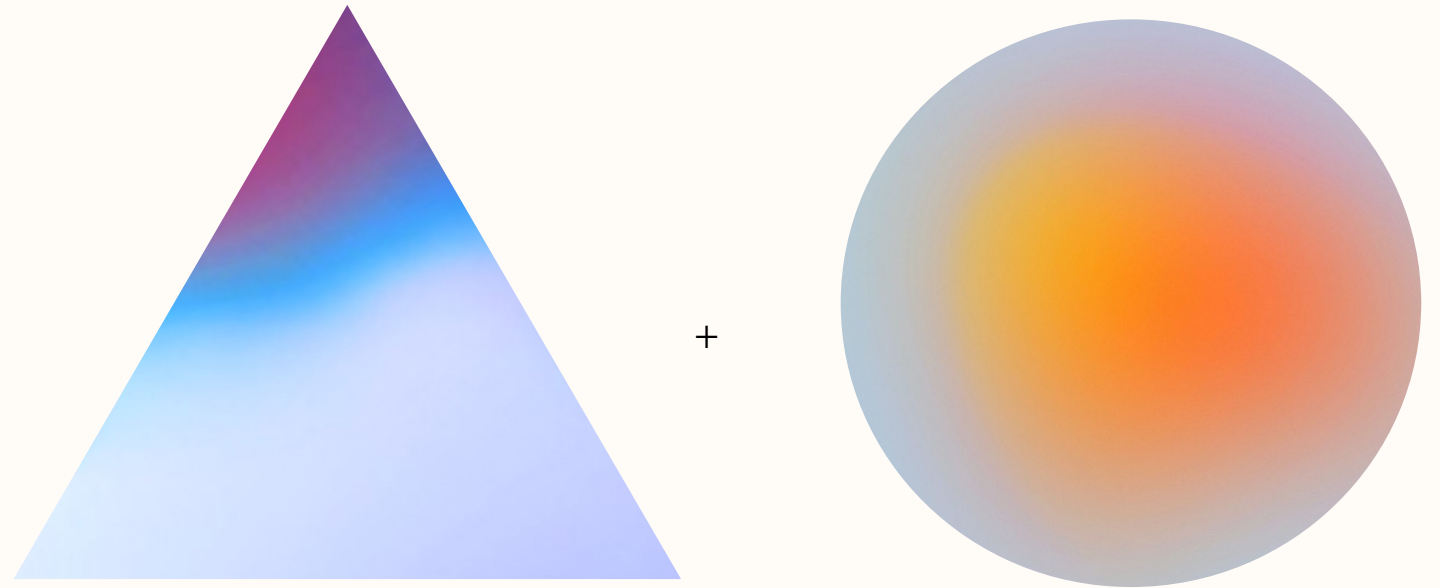
London, UK

Forge unusual alliances

01

02

03



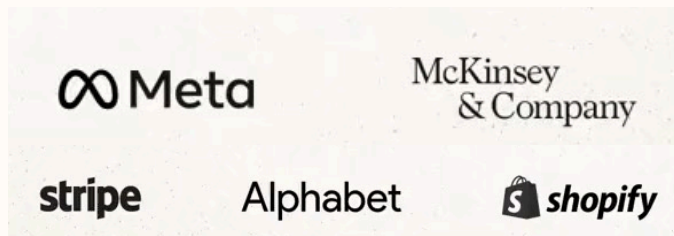
Functions collaborate to solve hard problems



TechCrunch+ Market Analysis

Arcadia wants to bring carbon transparency to ESG claims with Salesforce partnership

◆◆ Frontier



Businesses collaborate to build new systems



To harness
creativity, we must
value creativity

Imagine what



we might do



Thank
You