Sustainability on the ascent A rapidly elevating priority for the consumer industry

### 93%

22% of surveyed consumer companies plan to start sustainability initiatives in 2021

22% started such projects during the pandemic in 2020

49% launched sustainability

## Goal oriented

Of the 17 United Nations Sustainable Development Goals (SDGs), 4 of them—zero hunger, good health and well-being, life on land, and climate action—have the highest priority among surveyed consumer companies.











Zero hunger

Good health and well-being

Life on land action

53%

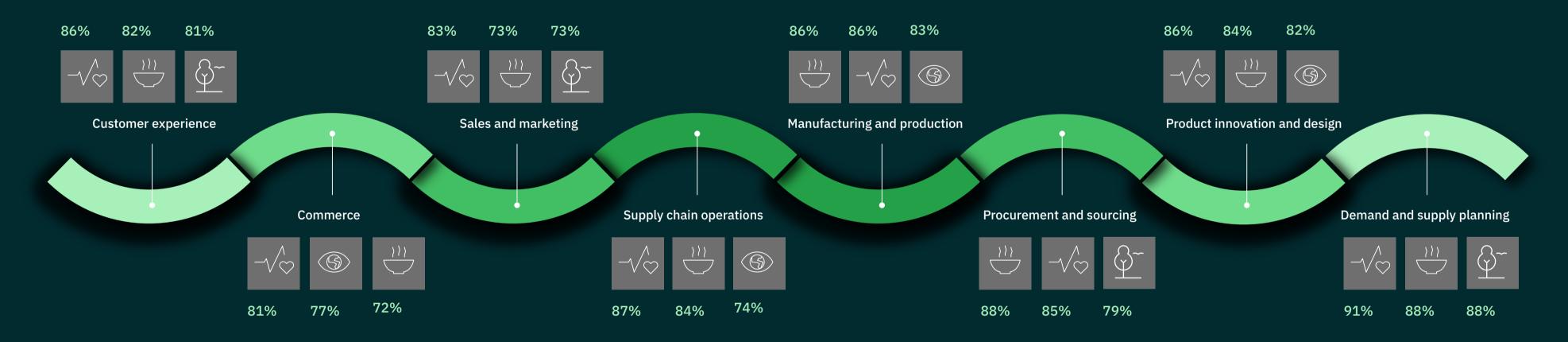


48%

Climate



Consumer companies are factoring their top SDG goals to at least some extent into initiatives across the value chain.



But only about 1/3 of surveyed consumer companies are

How can brands help consumers make more

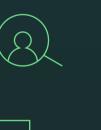
## measuring their progress.

	10%	Have metrics specific to their sustainability goals
28% {	18%	Have sustainability metrics that are aligned with the organization's performance objectives
35%	Are defining their sustainability metrics	
26%	Have not defined their metrics but plan to do so	
11%	Do not plan to measure their sustainability progress	

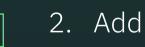
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# informed choices?



1. Provide consumers with complete transparency on environmental and social responsibility practices.



2. Add carbon labels to products.

3. Design products for recycle and reuse, and actively engage communities to recycle and reuse.

To learn more, visit

### **IBM** sustainability solutions