

THE SUSTAINABILITY SURVEY

Building on over 15 years of tracking sustainable development expert opinions, corporate affairs research firm GlobeScan has teamed up with strategy consultancy SustainAbility to provide *THE SUSTAINABILITY SURVEY*. This comprehensive program of research, analysis, and solutions assists corporate leaders in navigating the challenges and opportunities related to sustainability.

A Research Program from GlobeScan and SustainAbility

THE SUSTAINABILITY SURVEY provides research-driven insights from ongoing polling of the most influential thought leaders in the sustainability arena.

The annual research program is designed to tap into the views and predictions of a unique network of sustainability experts to support leading corporations to:

- Map and navigate the increasingly complex business landscape of sustainability challenges and opportunities
- Monitor and anticipate major changes in public policy and business climate affecting your operating environment
- Gain insights on how your company can most strategically respond
- Receive customized analysis by the GlobeScan and SustainAbility teams to help drive solutions for your organization's needs
- Access exclusive commentary from world-renowned sustainability thought leaders

Survey Topics

Offering a comprehensive review of the most pressing sustainability issues impacting the global business landscape today, the survey is tailored to guide companies on what they should be doing to address some of the main sustainability challenges, such as:

- Critical issues
- Climate change and energy
- Human rights
- Sustainability leadership
- Changing expectations of business with regard to sustainability
- Corporate social responsibility
- Resource constraints, water, oil, land
- Innovation and social enterprise
- Ecosystem health and services
- Globalization
- International development
- Performance ratings of organizations
- Sustainable technologies
- Sustainability and the economy

Expert Panel

Together, GlobeScan and SustainAbility have enlisted an international panel of top sustainable development experts from around the world. Respondents are drawn from five sectors, including corporate, government (including multi-lateral institutions), NGOs, institutional (e.g. academics), and service (e.g. consultants, media).

Program Membership

This annual membership program provides you with access to the best of GlobeScan and SustainAbility's cutting edge thinking on the pressing sustainability issues. Membership benefits include:

- Annual, customized briefings of the most critical issues, trends and their business implications to your company by members of the GlobeScan and SustainAbility teams
- Comprehensive reports on the findings of the annual benchmark survey and two to three smaller "pulse" surveys
- Webinars for exclusive previews of the survey findings as they become available
- Ongoing monitoring and interpretation by our experts of the latest sustainability news and trends throughout the year
- Instant advice and feedback via dedicated resources at SustainAbility and GlobeScan
- Exclusive, 24/7 access to the TSS virtual community for cutting-edge research and real-time collaboration with our expert panel
- Convenings of members, experts, and other thought leaders to collaborate on advancing transformational market and sustainability leadership

Global Expert Insight

SustainAbility

GLOBESCAN

A finding from *THE SUSTAINABILITY SURVEY 2009*

High Urgency / Low Effectiveness:

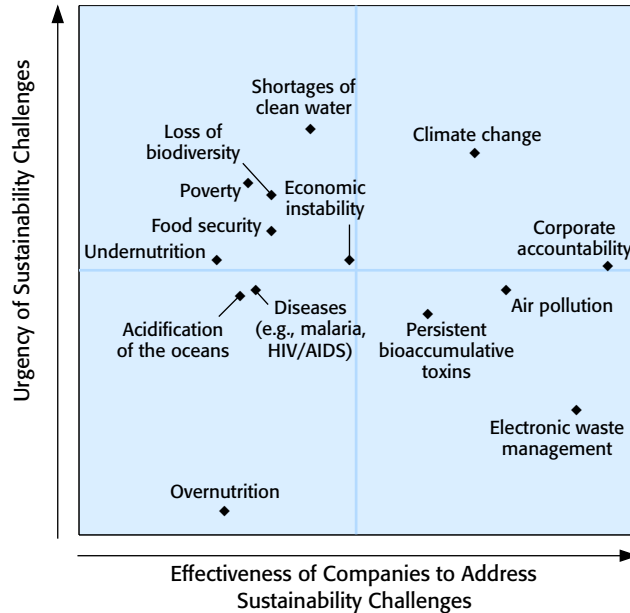
The divide is most critical here—given the high sense of urgency across this diverse set of issues, but low perceived effectiveness of companies in addressing any of them. Leading companies should develop capacity—whether internally, or via partnership—to address these issues, from a risk management standpoint and as a means of developing competitive advantage.

Low Urgency / Low Effectiveness

Overnutrition, acidification of oceans, and diseases are relatively less critical challenges. However, companies should evaluate and act upon their own abilities to more proactively address these issues through their own core business practices or networks, to stem the further development of these challenges.

Sustainable Development Challenges and the Role of Companies

2009



High Urgency / High Effectiveness:

Climate change and corporate accountability emerge as sustainability strategy imperatives, given the high urgency, and perceived high effectiveness of companies in addressing them. Companies will be expected to establish strong commitments on both accounts as a baseline for sustainability leadership.

Low Urgency / High Effectiveness:

While air pollution, toxins and e-waste management are of relatively lower urgency here, they are nonetheless important issues. Companies should proactively seek opportunities to manage these to avoid further escalation of these challenges.

Join this unique sustainability forum and benefit from the insights of global experts in *THE SUSTAINABILITY SURVEY* consultative research program.

For more information on how your organization can join and benefit, please contact:

GlobeScan:
Chris Coulter
Vice President, Global Insights & Strategy
+1 416 969 3088
Chris.Coulter@GlobeScan.com

SustainAbility:
Jeff Erikson
Vice President
+1 202 315 4150
Erikson@SustainAbility.com

About GlobeScan

GlobeScan is a global survey research consultancy. We provide evidence-based strategic advice to companies, multilateral institutions, governments, and NGOs in all regions of the world. GlobeScan's unique combination of stakeholder, reputation, and sustainability expertise, in-depth understanding of global issues, and advanced analytical modeling techniques work together to provide a powerful research platform for effective strategy development. www.GlobeScan.com

About SustainAbility

SustainAbility is a strategy consultancy and think tank working with senior corporate decision makers to achieve transformative leadership on the sustainability agenda. We offer a range of services designed to create financial value by addressing environmental, social and governance issues in an integrated manner. SustainAbility also undertakes advocacy to contribute to a policy environment and broader public understanding aligned with our vision. www.SustainAbility.com