THE SUSTAINABILITY SURVEY 2012

Survey on Activism and Rio+20

Global Expert Insight
Methodology

- 642 qualified sustainability experts completed the online questionnaire from December 2–19, 2011.
- Respondents were drawn from: corporate, government, non-governmental, academic/research, service/media, and other organizations.
- Experts surveyed span 77 countries in Asia, Africa / Middle East, Europe, North America, Latin America / Caribbean, Australia / New Zealand, and comprise a highly-experienced respondent pool:
  - 65 percent have more than ten years of experience working on sustainability issues.
  - 28 percent have five to ten years of experience.
  - 7 percent have three to four years of experience.
  - Respondents with less than three years of sustainability experience have been excluded from the results.

Notes to Readers:
All figures in the charts and tables in this report are expressed in percentages, unless otherwise noted. Total percentages may not add to 100 because of rounding.
Key Findings

Activism

- **Activists Essential:** Activists will play a critical role on the sustainability agenda, as four in five agree that society needs activists to achieve meaningful progress.

- **Market Forces:** Activist tactics that directly impact business value drivers (e.g., product boycotts on sales or shareholder activism on access to capital) are perceived as the most effective.

- **Investors and NGOs are Key Actors:** Despite recent social protest movements, socially responsible investors and NGOs are the most important influencers on business and government.

- **Social Media Growing:** Nearly nine in ten experts expect public criticism through online social media to increase in importance over the next three to five years.

Rio+20

- **Corporate Leadership Required:** Experts consider Rio+20 a critical opportunity to make progress on sustainability; the corporate sector is seen as a key determinant of the outcome.

- **Industry-Specific Priorities:** Business leaders must take a multi-faceted approach to ensure a successful Rio+20; focus on engaging with industry groups and setting priorities within an industry-specific context.

Business Case for Sustainability

- **Think Longer Term:** Financial short-termism is the greatest barrier to business’ transition to sustainability.
Activism
Activists will play a critical role on the sustainability agenda; four in five agree that society needs activists to achieve meaningful progress.

- Society needs activists to achieve meaningful progress on the sustainability agenda: 81% agree, 6% disagree.
- Rise of social media has made activism more effective: 78% agree, 7% disagree.
- Environmental/social activism will increase significantly in coming years: 76% agree, 4% disagree.
- Environmental/social activists are more effective at driving change than 20 years ago: 51% agree, 17% disagree.
- Environmental/social activists are less confrontational than twenty years ago: 38% agree, 28% disagree.

To what extent do you agree or disagree with each of the following statements? Please use a scale of 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.”
Activist tactics that directly impact business value drivers (e.g., product boycotts on sales or shareholder activism on access to capital) are perceived as the most effective.

Listed below are a number of tactics that are sometimes used to drive changes in corporate strategy and behavior. Please rate the effectiveness of each one, using a scale of 1 to 5 where 1 means you think it is not at all effective, and 5 means it is very effective.
Despite recent social protest movements, socially responsible investors and NGOs are perceived as the most important influencers on business and government.

How much attention, if any, do you think that business leaders and policy makers should pay to each of the following when making their policy and business strategy decisions? Please use a scale of 1 to 5, where 1 means you think they should pay no attention at all to them, and 5 means you think they should pay a great deal of attention to them.
Nearly nine in ten experts expect public criticism through online social media to increase in importance over the next three to five years.

<table>
<thead>
<tr>
<th>Public criticism through online social media</th>
<th>Increase greatly in importance</th>
<th>Increase somewhat in importance</th>
<th>Stay the same</th>
<th>Decline somewhat in importance</th>
<th>Decline greatly in importance</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public criticism through online social media</td>
<td>48</td>
<td>39</td>
<td>9</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engagement with companies</td>
<td>17</td>
<td>46</td>
<td>29</td>
<td>5</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Shareholder activism</td>
<td>16</td>
<td>47</td>
<td>31</td>
<td>4</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Product boycotts / preferential purchasing</td>
<td>19</td>
<td>41</td>
<td>28</td>
<td>8</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Civil disobedience</td>
<td>15</td>
<td>37</td>
<td>33</td>
<td>10</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Public criticism through traditional media</td>
<td>8</td>
<td>27</td>
<td>46</td>
<td>15</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

Do you expect each of these tactics to increase or decline in importance over the next 3–5 years? Please use the scale below.
Rio+20
Experts consider Rio+20 a critical opportunity to make progress on sustainability; corporate sector seen as key determinant of outcome

- Green economy is right theme for the conference: 72% agree, 10% disagree
- Institutional framework for sustainable development is right theme for the conference: 59% agree, 13% disagree
- Corporate sector will be a key determinant of success of summit: 58% agree, 16% disagree
- Conference is a critical opportunity to make significant progress in transition to sustainable development: 57% agree, 16% disagree
- Key influencers and decision-makers in government, business and civil society will be attending: 35% agree, 22% disagree
- There is a clear agenda for Rio+20 conference: 35% agree, 20% disagree
- Conference will be successful in making significant progress in transition to sustainable development: 45% agree, 13% disagree

Now we would like to ask you a few questions about the Rio+20 United Nations Conference on Sustainable Development that will take place in June 2012 in Rio de Janeiro. The conference will focus on two themes—(1) a green economy in the context of sustainable development and poverty eradication and (2) the institutional framework for sustainable development. Please indicate to what extent you agree with each of the following statements. Please use a scale of 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.”
Business leaders must take a multi-faceted approach to ensure a successful Rio+20; focus on engaging with industry groups to set priorities within an industry-specific context.

Thinking about the actions that global businesses could take to help ensure a successful Rio summit, how effective do you think each of the following actions would be? Please use the 5-point scale, where 1 is “not at all effective” and 5 is “very effective.”
Business Case for Sustainability
Financial short-termism is the greatest barrier to business’ transition to sustainability.

Please rate the importance of each potential barrier to business’s transition to sustainability. Please use the 5-point scale, where 1 is “not at all a barrier” and 5 is “a very significant barrier.”
For more information, contact:

Chris Coulter, Senior Vice President
chris.coulter@globescan.com
GlobeScan Incorporated
65 St. Clair Avenue East, Suite 900
Toronto, Canada M4T 2Y3

Toronto: +1 416 962 0707
London: +44 20 7253 1450
San Francisco: +1 415 874 3154
www.globescan.com

Jeff Erikson, Senior Vice President
erikson@sustainability.com
SustainAbility, Ltd.
1638 R Street NW, Suite 301
Washington, DC 20009

Washington: +1 202 315 4150
London: +44 20 7269 6900
www.sustainability.com