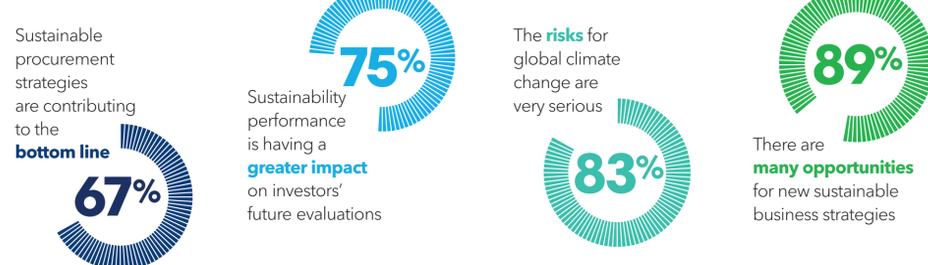


# Sustainability is Good for Business and Investing

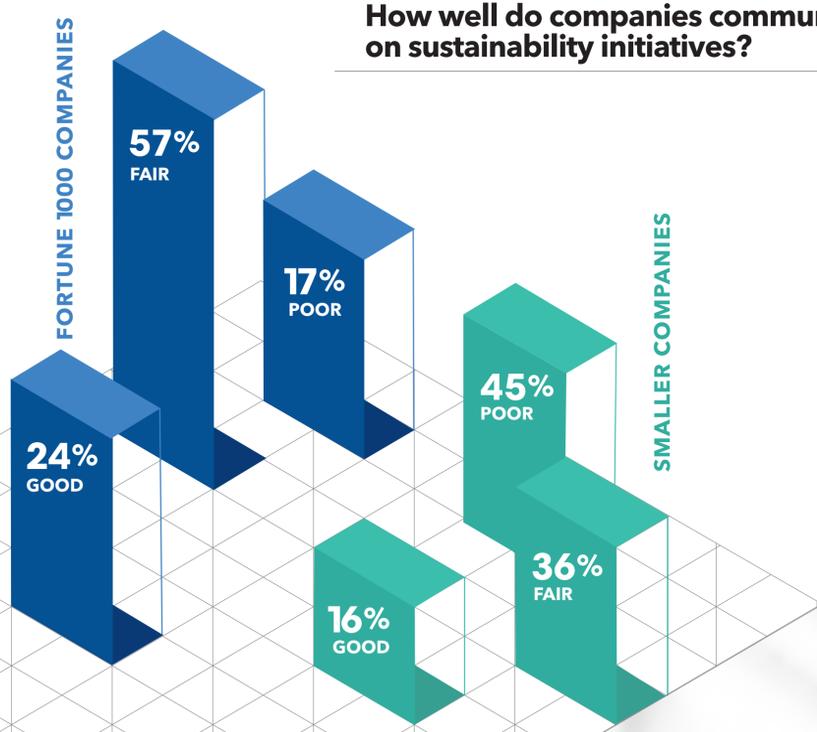
In 2017, Bloomberg surveyed corporate executives and investors to explore the future of sustainability initiatives and the effect on their behaviors.

The survey examined the importance of companies' sustainability strategies now and in the future and how well corporate leaders communicate these initiatives to stakeholders. It also assessed the impact of these strategies on corporate performance and financial returns for investors and whether the financial community will place more weight on sustainability factors in future investment decisions.

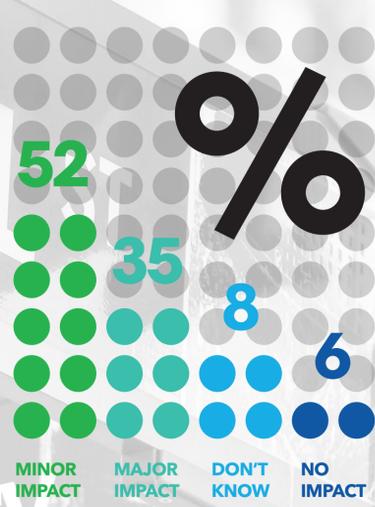
## Corporate executives and investors agree:



## How well do companies communicate on sustainability initiatives?



## Impact of new reporting standards (SASB, TCFD) on investing decisions:



## What are the biggest barriers in reaching the Paris Accord targets on climate change?



## Which Sustainable Development Goals will be achieved by 2030?



## Conclusions

- Educated and informed corporate executives and investors see sustainability issues similarly.
- Sustainability strategies have a positive, not negative, impact on a company's bottom line.
- Fortune 1000 companies are perceived to be doing a better job in communicating their sustainability initiatives and environmental performance than smaller companies.
- It's important to note that changes in consumer behavior and choice, empowered by new technologies, are key.
- Politics are the primary obstacle to the Paris Accords, though many respondents question if the SDG goals are realistic.