

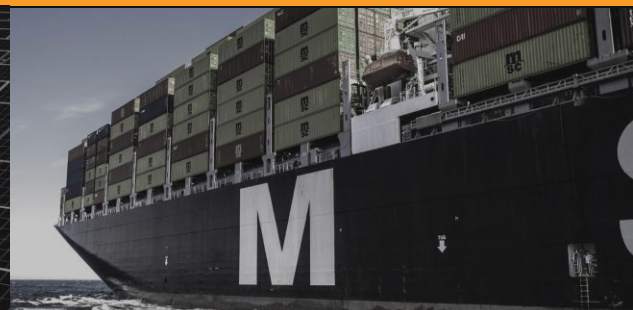
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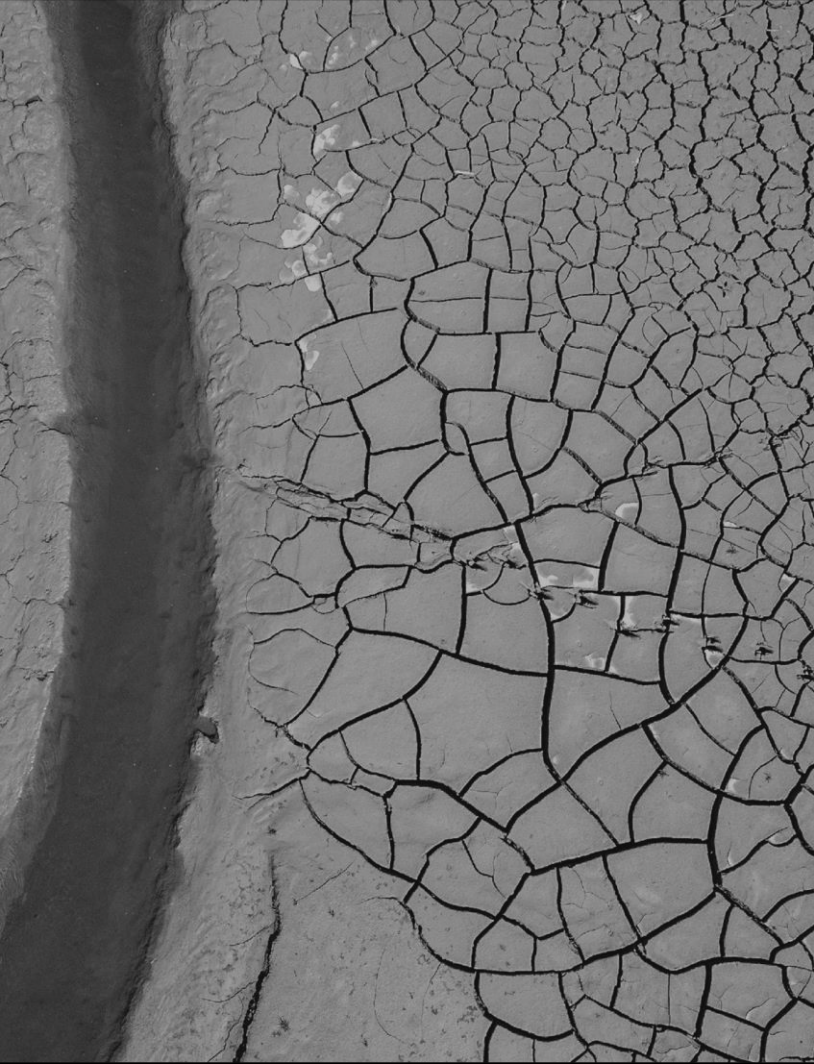
BI ESG Market Navigator

A Global Dual Survey of C-suite Executives and Senior Investors

November 2023



Executive Summary



Executive Summary

C-Suite, Markets Tune Out Noise, 85% Boost ESG Plans: BI Survey

Cutting through the static, our inaugural ESG Market Navigator survey reveals how Environmental, Social and Governance (ESG) has moved into the C-suite as a backbone of financial markets and corporate strategy, driven by global regulation and competitive ambitions.

Investors say geopolitical risks may deter ESG plans, and only 55% of executives presently see ESG as a top-two priority, yet long-term commitments are intact.

Our survey found 85% of investors believe ESG leads to better returns, resilient portfolios and enhanced fundamental analysis, while 84% of executives say it helps shape a more robust corporate strategy, with 84% considering it in M&A and 81% worried about losing market share if they trail peer efforts.

The survey features insights from 250 senior investors and 250 veteran executives from around the globe.

Executive Summary

ESG Agenda Intact Though Geopolitics May Shift Priorities

Despite polarized views, our survey finds investors and executives committed to ESG in a bid to improve profit, competitiveness and brand value.

Global regulation anchors ESG in financial markets and corporate strategy, yet challenges include data consistency and fund labelling for investors, and transition costs and supply-chain risk for companies.

Though plans may be delayed as short-term attention shifts to geopolitical and macro concerns, 85% of investors and companies plan to boost ESG investment.

Accountability is in focus for 2024, as 60% of investors hold companies answerable and 40% of executives take ESG questions on half their investor calls.

Among both groups, 90% see AI as a way to enable traceability, improve data and spot controversy. Water, the circular economy and biodiversity join clean energy as key issues.

Taking the Pulse of The ESG Market Sentiment

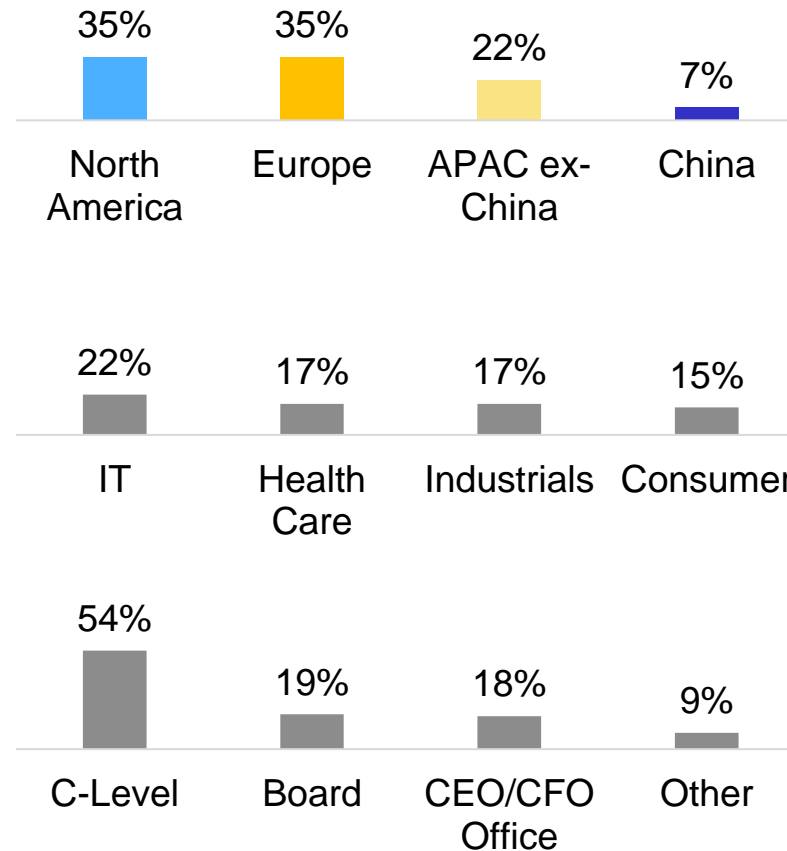
Methodology

The ESG Market Navigator, a survey of 250 C-suite executives and 250 senior investors from around the world, was developed by Bloomberg Intelligence for release in collaboration with the Bloomberg New Economy Forum.

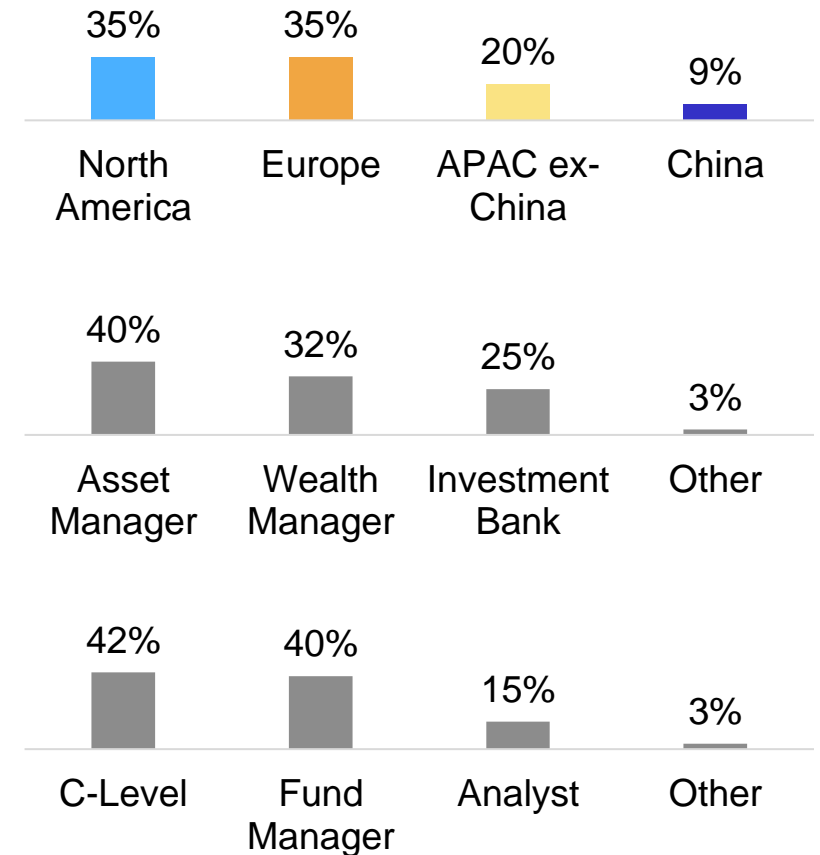
The online questionnaire was carried out by GLG in October. The distribution of respondents was 35% in each of the US and EMEA, and 30% from APAC, across industries.

Questions covered five topics: Context, Practice, Communication, Climate and 2024 Outlook.

Executives: n=250



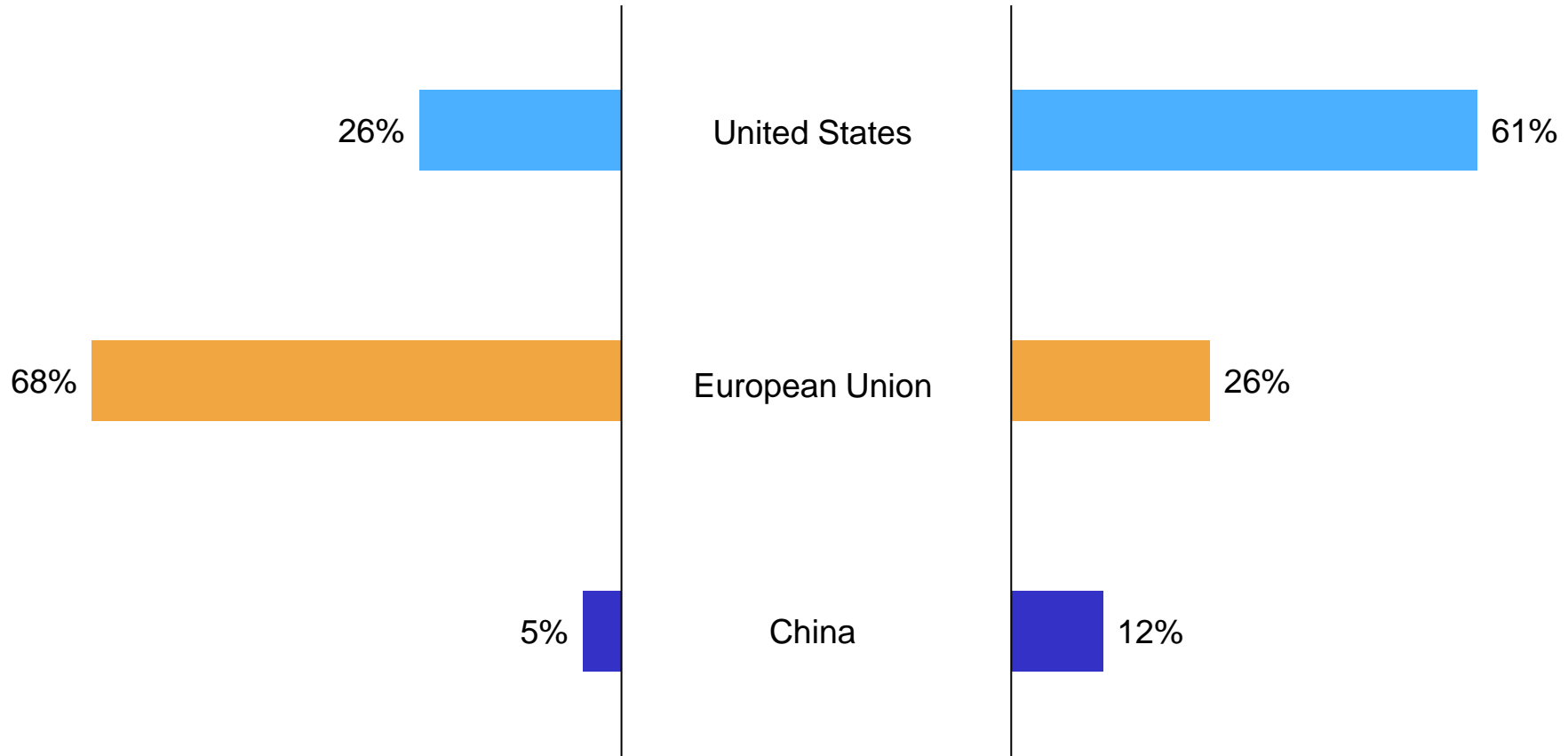
Investors: n=250



Split Views on Which Region is the Global ESG Leader

Executives

Investors



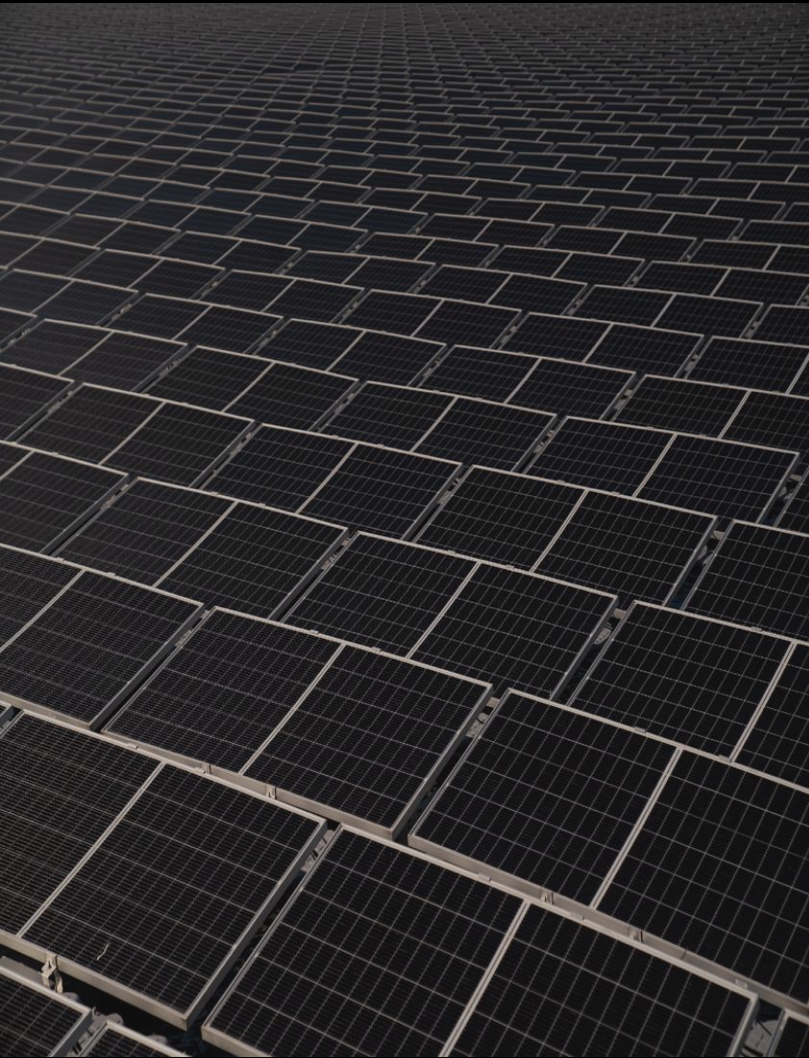
n=250

n=250

Base: Total Respondents (N = 250)

Investors vs. Executives

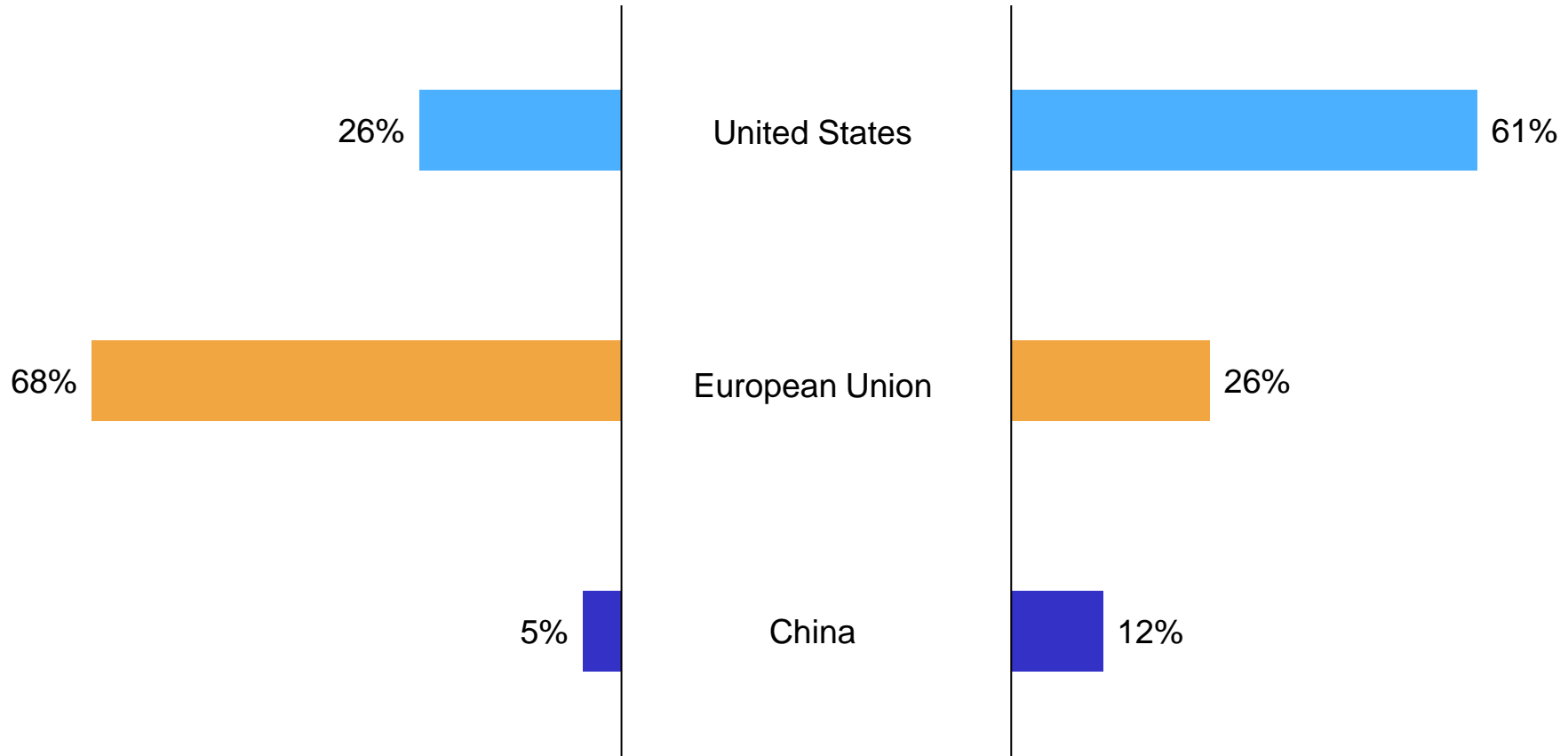
Key Insights



Split Views on Which Region is the Global ESG Leader

Executives

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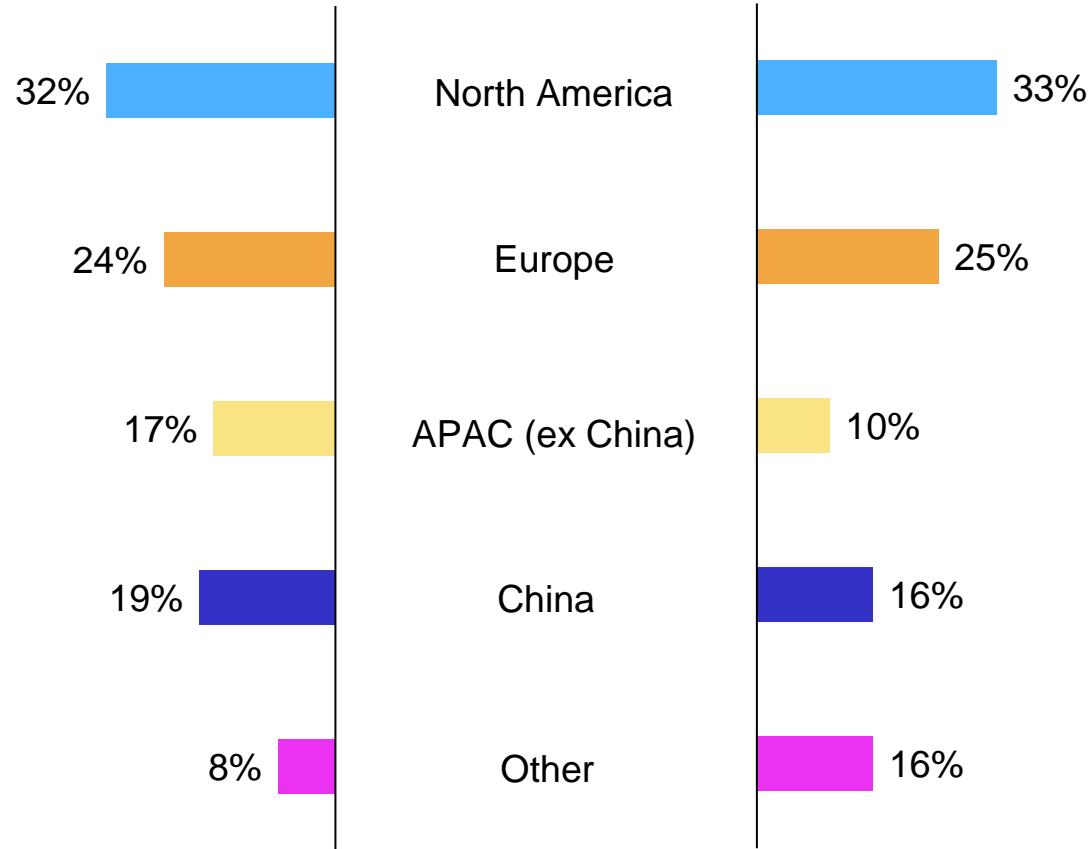
n=250

n=250

Base: Total Respondents (N = 250)

North America Leads on 5-Year ESG Opportunity

Executives



n=250

n=250

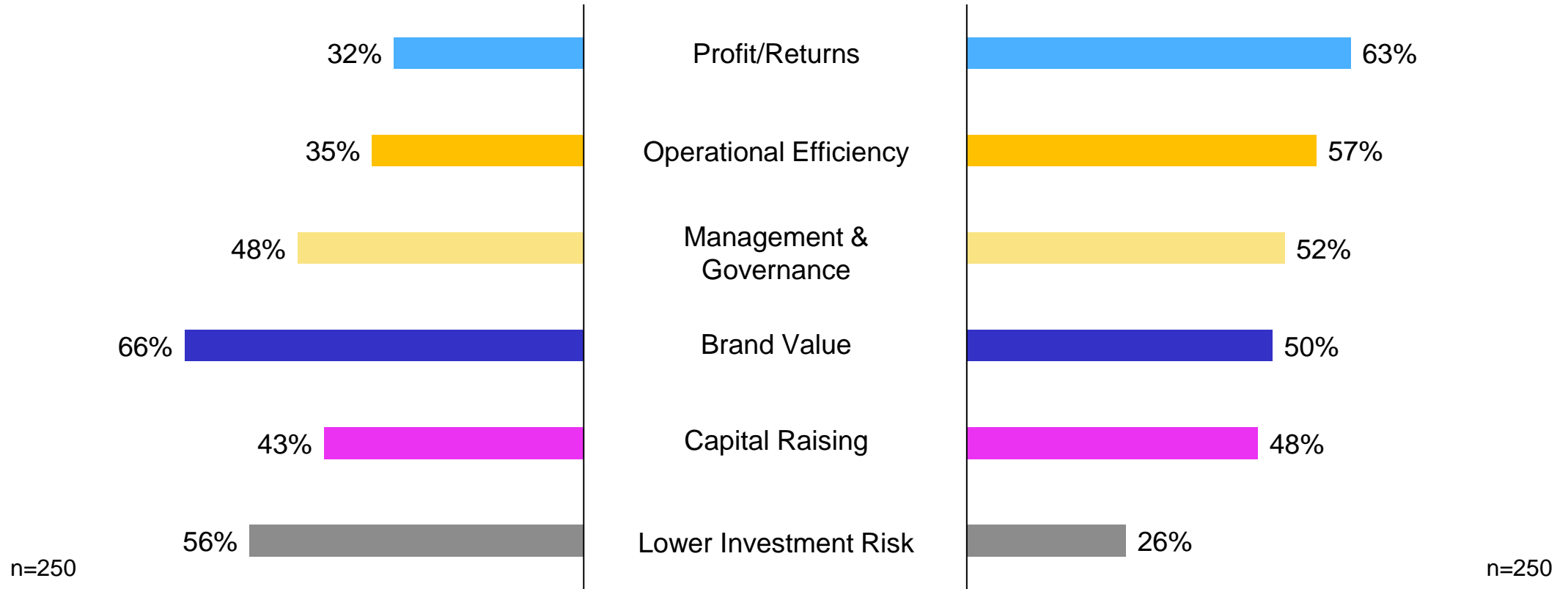
Base: Total Respondents (N = 250)

Profit is Biggest Long-Term ESG Benefit for Investors

Executives

Data shows % of respondents scoring each factor in top 3 ranking position

Investors



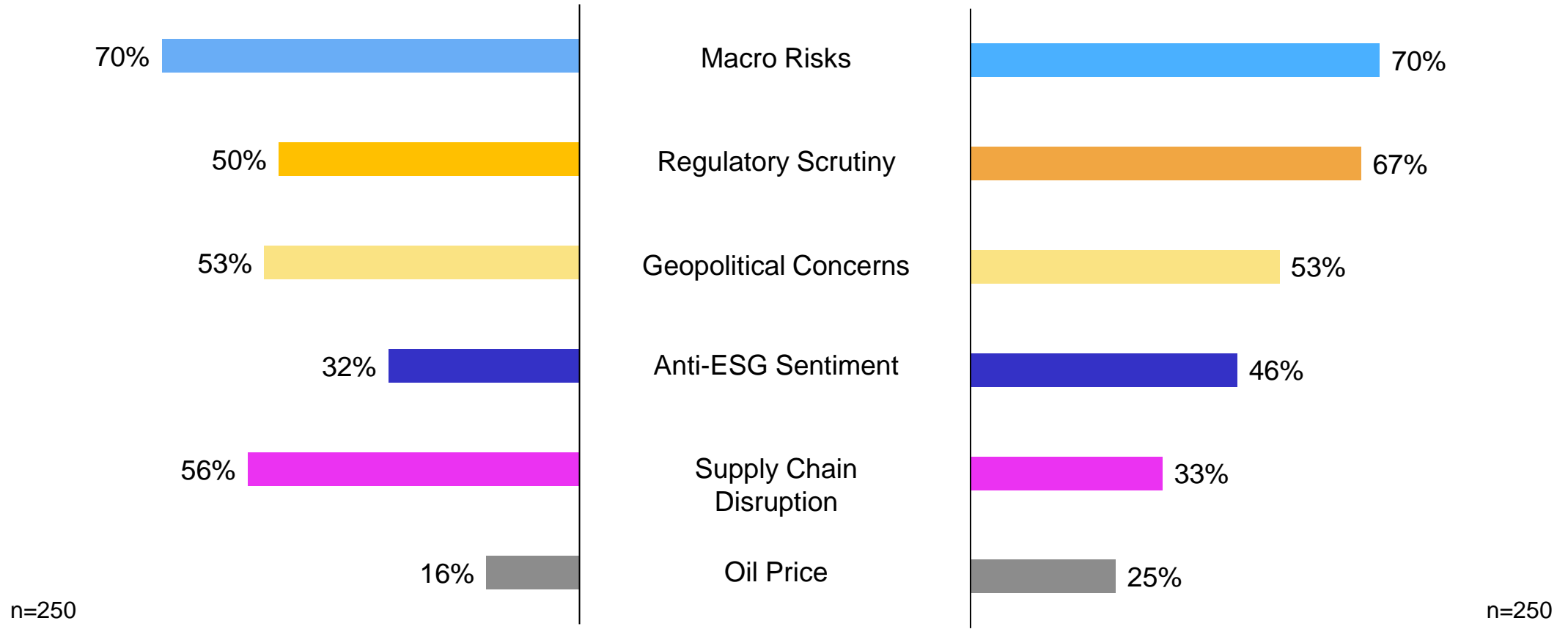
Base: Total Respondents (N = 250)

Macro Risks the Biggest Deterrent to ESG Investment

Executives

Data shows % of respondents scoring each factor in top 3 ranking position

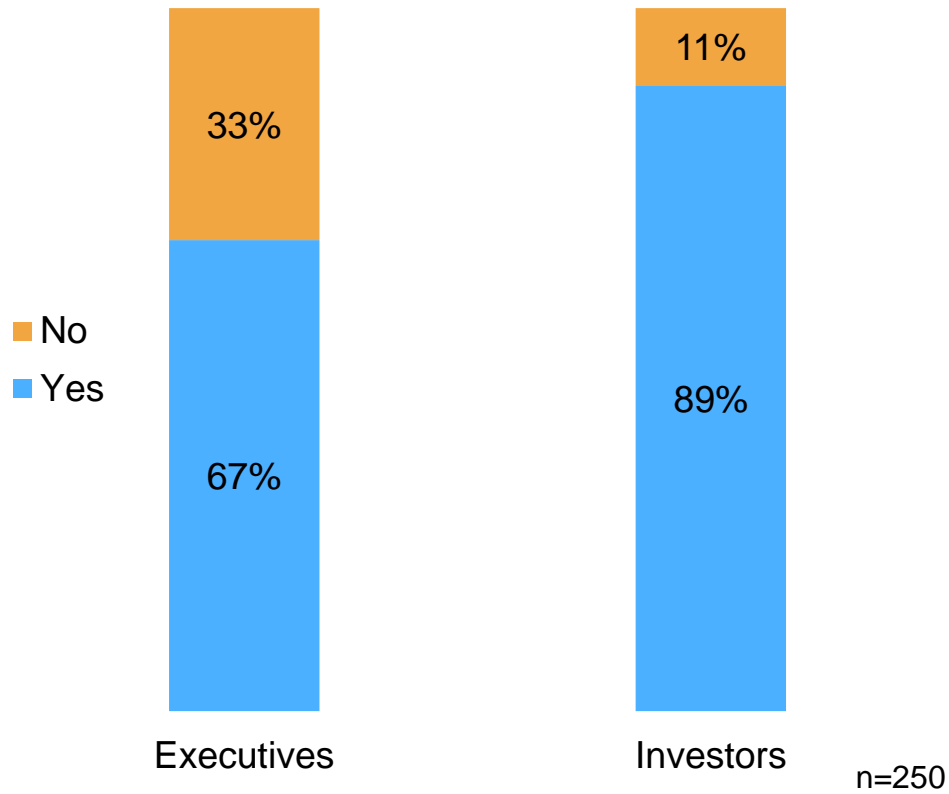
Investors



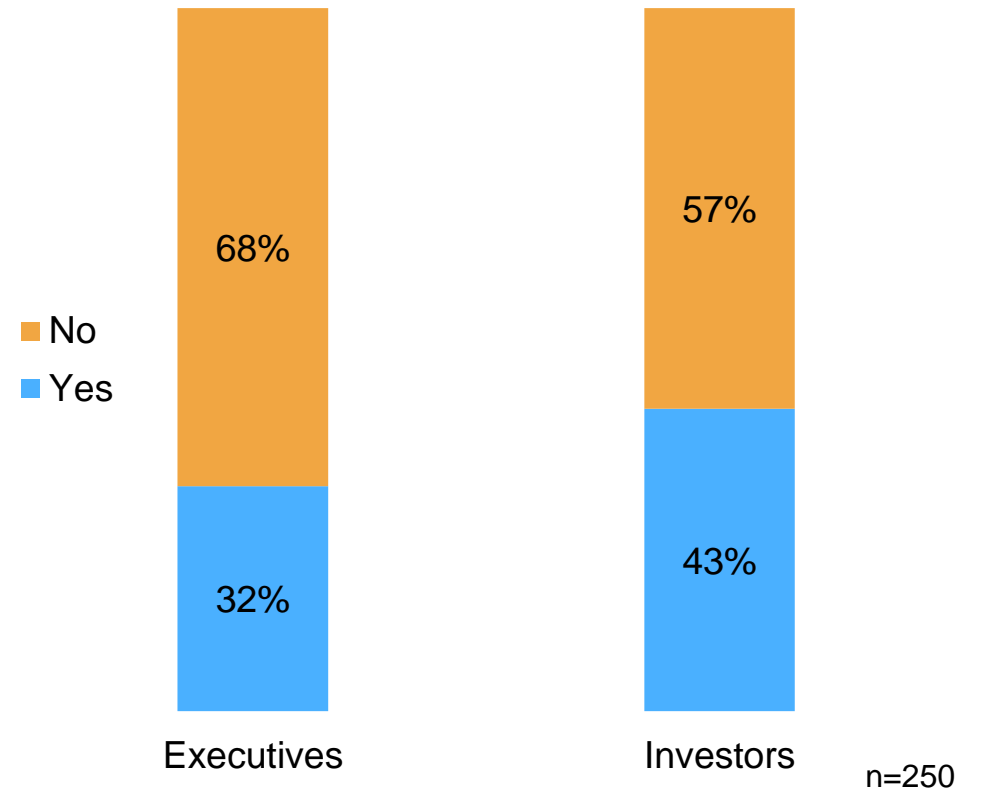
Base: Total Respondents (N = 250)

ESG's Tarnished Image Not So Problematic

Has ESG Entered the Mainstream?



Should ESG be Renamed?

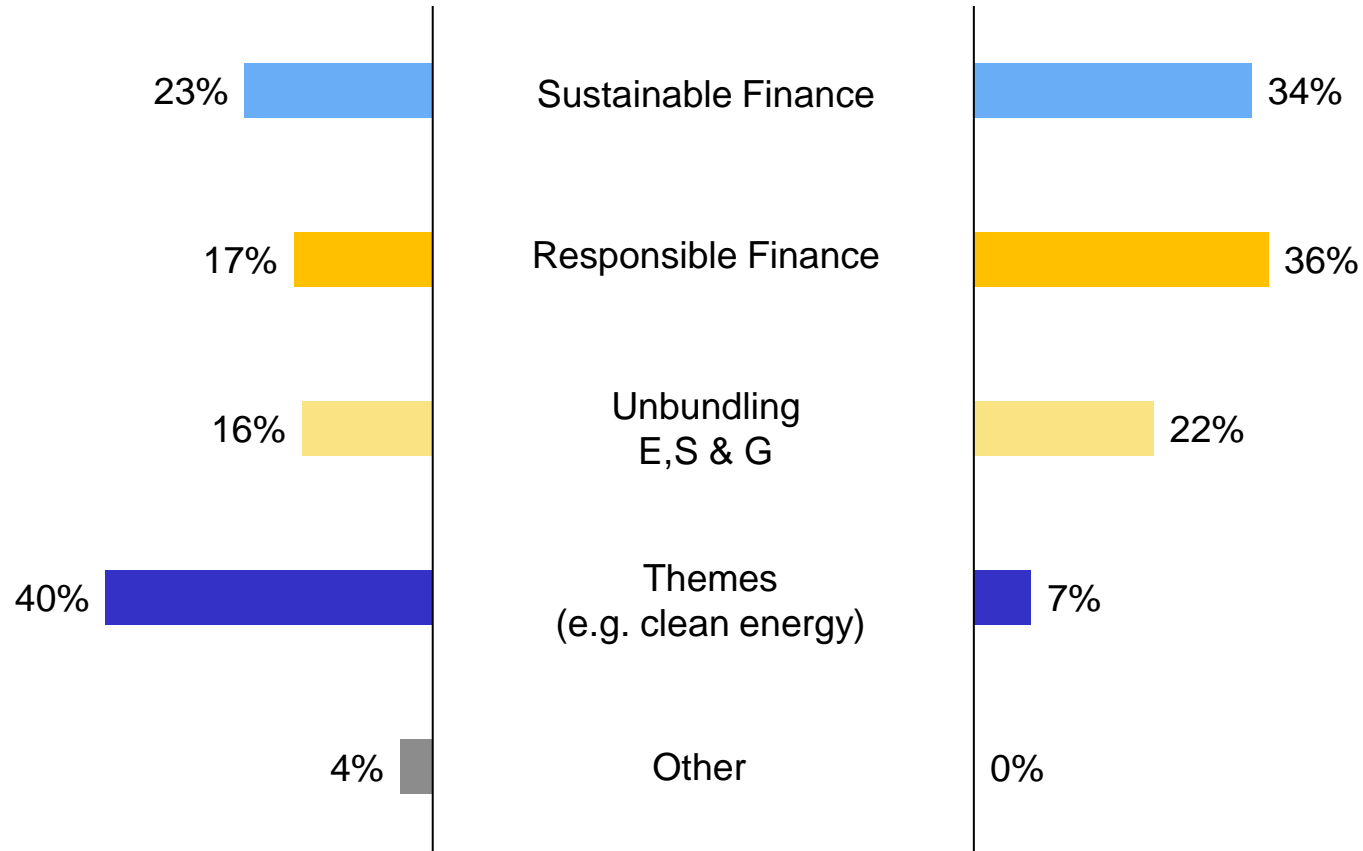


Base: Total Respondents (N = 250)

Diverging Views on a New Focus for ESG

Executives

Investors

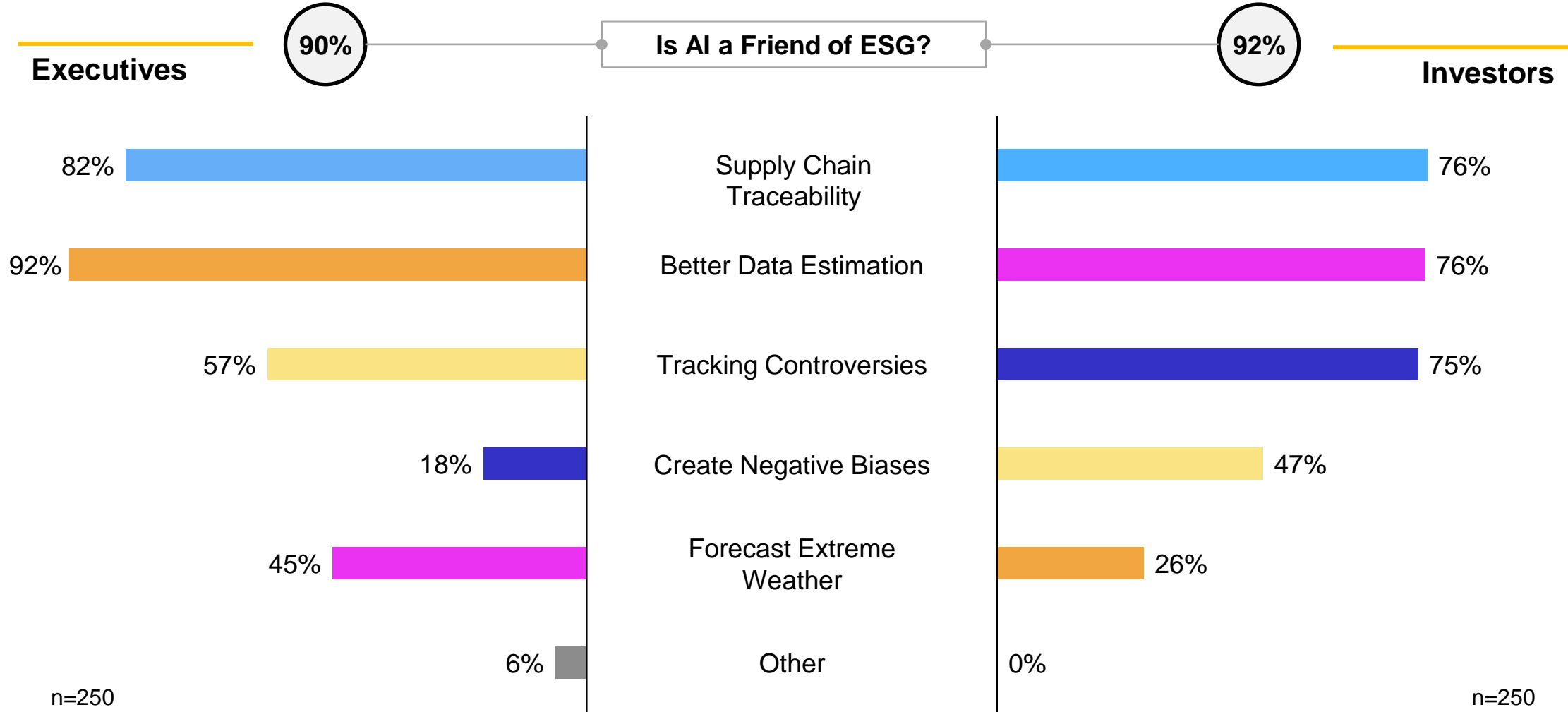


n=81

n=108

Base: Respondents who affirmed that ESG should be renamed (Refer to charts for individual base sizes)

AI Expected to Bring Many Benefits for ESG



Base: Total Respondents (N = 250)

Thank You



To Find Out More

Please contact:

Adeline Diab
Bloomberg Intelligence
Global ESG Research and Strategy Director
Email: adiab15@bloomberg.net

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