

נספח 5: 94% מרגישים מחויבים לכך שלחברה שלהם תהיה השפעה וחלק משמעותי בציבור, 96% אומרים שזה האינטרס שלהם ושל החברה שלהם לקדם גישה אתית ושקופה ו-85% מחויבים להבטיח באופן אישי שהחברה שלהם מקדמת קיימות:

| ORGANIZATION | EXAMPLE ACTIONS | |
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| Pioneer systems change | Lead with purpose Accept less economical options in the short-term to propel the economics through scale | 94% CEOs feel a personal responsibility for ensuring their company has a core purpose and role in society |
| Drive market demand for sustainability | Develop superior sustainable and responsible options "Nudge" responsible behaviors via product design and marketing | Emerging quality – No data available |
| Build cultures of responsibility and sustainability | Build sustainable, responsible and purpose-driven cultures | 96% CEOs say it is in their and the company's best interests to embed a transparent and ethical mind set |
| ECOSYSTEM | | |
| Know the issues and engage in science-based leadership | Understand sustainability challenges Engage with broader stakeholders in shaping science-based solutions | 35% CEOs have already set or plan to set a science-based target within the next year |
| Extend responsibility to ecosystems and lift others up | Be "end-responsible" for products and extended operations (e.g. contractors) Extend best practices to raise standards in your industry | Emerging quality – No data available |
| Collaborate non-competitively | Collaborate to drive higher standards and scale action in your industry Share best practices and innovation to accelerate industry action | Emerging quality – No data available |
| INDIVIDUAL | | |
| Take sustainability personally | Personally believe responsibility is good for business Lead by example – walk the talk Take stands on important issues | 85% CEOs are personally committed to ensuring that their company leads on the sustainable development agenda |