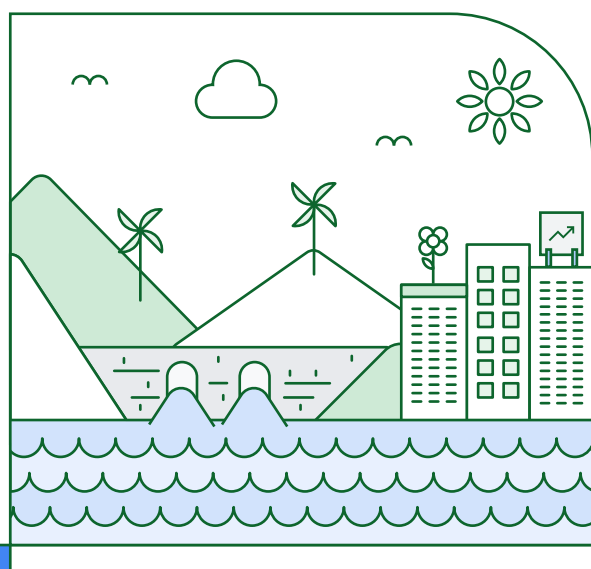




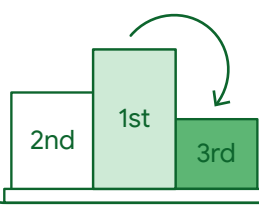
2023 Google Cloud Sustainability Survey

CEOs fear greenwashing and economic headwinds will stall sustainability progress. Without accurate measurement, can executives evolve their efforts from PR stunt to revenue driver?



Sustainability progress stalled slightly against economic headwinds...

ESG initiatives fall from **1st to 3rd** in organizational priority this year...



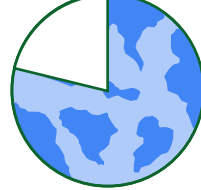
...with about **1/3** of executives citing economics forcing them to cut corners in their sustainability initiatives.

45% of executives believe the current economic climate is regressing sustainability efforts, with regional impacts like the energy crisis in Europe negatively affecting the efforts of **42%**.

Ultimately, the number of sustainability programs moving into the implementation phase was down **8%** from 2022.

96% of organizations have at least one program in place to advance sustainability initiatives.

...so organizations will need to do more with less.



78% of executives agree:

"An uncertain economic future forces my organization to produce better sustainability results with less funds."

Executives recognize the growth opportunity...

...with **85%** saying they're noticing consumers and clients are more vocal about their preference to engage with sustainable brands.

Technology innovation is the **#1** factor impacting an organization's sustainable future growth, according to respondents.

But without accurate measurement, ambiguity and greenwashing risks loom.

9 in 10 organizations are talking publicly about sustainability commitments, but only **58%** are implementing programs and only **22%** are measuring against targets.

4 out of 5 executives believe when companies are unable to effectively measure sustainability efforts, it leads to them overstating claims.

72% believe that most organizations in their industry would be caught greenwashing if investigated thoroughly.

The top 5 reasons businesses feel pressure to overstate efforts:

Increasing revenue or profit



Attracting high-quality talent



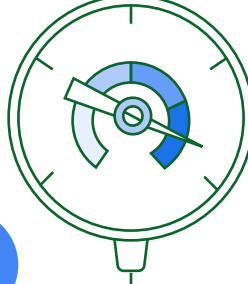
Improving brand reputation or public opinion



Lacking ways to meaningfully measure and track progress

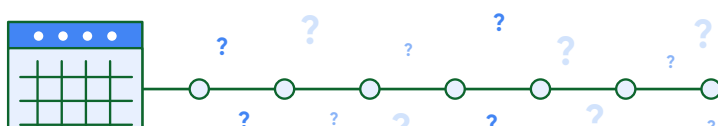


Reaching new clients and consumers

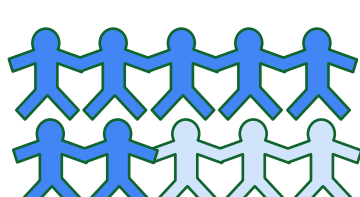


Executives still struggle to turn ambition into action.

72% agree that they want to advance sustainability efforts, but no one knows how to actually do it - up **7%** from 2022.



To make progress, executives are calling for more agile organizations with dedicated leadership...



70% say parties responsible for sustainability-related decisions aren't fully connected or aligned, so they cite having a dedicated leader who would govern sustainability initiatives as the **#1** action to help advance sustainability efforts.

83% believe agile approaches vs a dedicated reporting structure will help them achieve their goals.

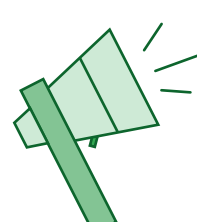


...and teams with a broad set of skills.

65% of execs believe all 10 skills are needed in their teams to progress efforts:

1. Sustainability knowledge
2. Strong leadership
3. Financial management
4. Technology
5. Legal and regulatory knowledge
6. Data analysis
7. Communication and negotiation
8. Good relationship with senior leadership
9. Creative problem solving
10. Marketing

Motivation to change is high.



Most executives feel empowered to make the change that evolves their organization's climate position.



Percentage of empowered executives by generation:
68% Baby Boomers
83% Gen X
89% Millennials
90% Gen Z

So what are they waiting for?

Google Cloud can help make your digital transformation a sustainable one.

Run your business on the [cleanest cloud](#) in the industry.

Increase resilience with business [climate insights](#).

Make it easy for developers to [build sustainably](#).

Help employees live and [work more sustainably](#).



The Harris Poll conducted this study on behalf of Google Cloud from January 12, 2023, to January 23, 2023, among 1,476 executives across 16 markets. All respondents worked at the C-Suite or VP level.

All respondents also worked in one of the following industries: Financial services; Retail/CPG; Healthcare or life sciences; Manufacturing or heavy industry; Technology, Telecommunication, Media, Entertainment, or Gaming; Supply chain and logistics.

A global post weight was applied to ensure equal weight of each country in the global total. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.