

Hey! What's New? 2025-121

Sustainability Remains a Top Business Priority Worldwide

According to Deloitte Global's 2025 global survey of more than 2,100 C-suite executives, leaders continue to increase investment in sustainability initiatives, and the vast majority say that their approach to sustainability either involves transforming their business model or embedding sustainability throughout their organization.

The survey report notes that the research shows that sustainability remains a top business priority. "Companies continue to increase investments, particularly in sustainability technologies. A large majority of executives say their approach to sustainability either involves transforming their business model or embedding sustainability throughout their organization. And respondents indicated that they are not reducing their sustainability actions on account of either broader market conditions like economic uncertainty or competing priorities such as the need to invest more heavily in technology."

The survey found that:

- Forty-five percent of respondents identify climate change/sustainability as a top three challenge for their companies in the coming year, on par with technology adoption and AI, and ahead of economic outlook and trade-related challenges.
- Eighty-three percent of respondents reported increasing their sustainability investments in the last year. Of those, 69% say their investments increased somewhat (6-19%), with an additional 14% saying they increased significantly (>20%) – nearly identical to last year.

Deloitte's survey found that leaders recognize the business case and related benefits from corporate sustainability efforts. "Revenue generation was the most frequently cited business benefit across a range of sustainability actions, followed by compliance-related outcomes, brand and reputation and, finally, risk and cost savings. Technology solutions have emerged as a key enabler of corporate sustainability efforts and AI use is already ubiquitous." The report notes that:

- Across a range of sustainability initiatives respondents reported undertaking, very few (10% or less) said they had a negative impact on a variety of business outcomes, including revenue generation, cost reduction, brand and reputation, compliance and governance, and risk and resiliency.
- As it was last year, "Implementing technology solutions to help achieve sustainability goals" was one of the most-frequently cited actions taken among respondents. Technology also came out on top when respondents were asked to rank their highest-priority initiatives.
- Eighty-one percent of respondents globally report they are already using AI to further their company's sustainability efforts.

The report also says that there has been a slight decrease in the percentage of respondents that say they have undertaken a range of sustainability actions after several years of advancement:

- Compared to last year, fewer respondents say they are:
 - Tying senior leaders' compensation to sustainability performance: 36% vs. 43% (2025 vs. 2024)

- Requiring suppliers and business partners to meet specific sustainability criteria: 38% vs. 47%
- Decreasing operations emissions by purchasing renewable energy: 42% vs. 49%
- Developing new sustainable products or services: 44% vs. 48%
- Using more sustainable materials: 45% vs. 51%
- Increasing energy efficiency: 45% vs. 49%
- Implementing technology solutions: 46% vs. 50%

Both the obstacles and pressure for action have shifted from prior years, Deloitte found. “Relatively few executives said that cost or lack of policy support were key barriers to their sustainability efforts, instead pointing to challenges in measuring environmental impacts. Leaders report climate change as less disruptive to their business strategy and operations in the near term than they have in past years. In addition, respondents indicate pressure from various stakeholders has waned, and is not uniformly in the same direction, which may be a factor impacting companies.” As the report spells out:

- Executives indicate that most stakeholders continue to push for increased sustainability efforts, but there remains a minority that are pressing to reduce action, and pressure from stakeholders overall has decreased in recent years.
- Across nearly every major stakeholder group, fewer respondents today say they are feeling pressure to act on sustainability than in 2022. That includes shareholders (71% in 2022 to 58% in 2025), boards (75% to 60%), governments (77% to 58%), civil society (72% to 57%), customers (75% to 57%), and employees (65% to 54%).

For the details of the survey, see [2025 Deloitte Global C-Suite Sustainability Report](#).