CEOs are ready to fund a sustainable transformation

Sustainability tops business priorities globally, but leaders are struggling to overcome the barriers to achieving true sustainability.

Almost half of respondents agree that technology will help them:

- 87% see sustainability efforts as a competitive advantage
- 82% agree that technologies can help
- 81% think that investments in sustainability are profitable
- 77% believe digitalization will accelerate sustainability efforts

Top barriers to achieving true sustainability:

- Lack of awareness and understanding (56%)
- Lack of metrics and measurement in place to advance sustainability (51%)
- Inadequate leadership support (49%)
- Inadequate financial investment (48%)
- Uncertainty about what technology to deploy (37%)
- Uncertainty about where to invest (35%)

Google Cloud can help make your digital transformation sustainable.

- Transform operations and increase efficiency
- Enable carbon accounting and transparency
- Help you continuously measure and optimize sustainability efforts

The survey was conducted by The Harris Poll on behalf of Google Cloud from December 21, 2021 to January 8, 2022.

Key findings:

- 94% of respondents agree that sustainability and environmental impact are key priorities for their organizations.
- 87% of respondents think their organization is merely in the planning or early implementation phase of sustainability programs.
- 72% of respondents plan to increase investment in 2022.
- 36% of respondents agree that sustainability is even more important due to the global climate crisis.
- 58% of respondents believe that sustainability is a powerful growth driver.
- 55% of respondents agree that technology will help them.
- 49% of respondents believe that technology will increase resilience.
- 46% of respondents agree that technology will help them:
- 43% of respondents believe that technology will help them:
- 42% of respondents believe that technology will help them:
- 41% of respondents believe that technology will help them:
- 40% of respondents believe that technology will help them:
- 39% of respondents believe that technology will help them:
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- 8% of respondents believe that technology will help them:
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- 1% of respondents believe that technology will help them:
- 0% of respondents believe that technology will help them:

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