Sustainability progress staked against economic headwinds…

Executives recognize the need to do more with less.

But without accurate measure and tracking, greenwashing risks loom.

Ultimately, the number of sustainability programs moving into the implementation phase was down 15% from 2022.

The top 4 reasons businesses feel pressure to overstate efforts:

- 65% of executives believe the current economic climate is regressing sustainability efforts, with regional economic climate regressing 45% of executives believe the current economic climate is regressing sustainability efforts.
- 62% are implementing sustainability commitments, but only 58% are talking publicly about sustainability efforts, leading over half of executives to believe when companies are unable to effectively communicate their sustainability efforts, it leads to them caught greenwashing if investigated thoroughly.
- 3 out 5 executives believe the number of sustainability programs moving into the implementation phase was down 15% from 2022.
- 4 out 5 executives agree that most organizations have at least one program to cut corners in their sustainability initiatives.

Executives are calling for more dedicated leadership... and teams with a broad set of skills.

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