

Coca-Cola Enterprises study shows senior leadership is number one driver of sustainability for businesses

According to a recent study research paper commissioned by Coca-Cola Enterprises and developed by the Economist Intelligence Unit (EIU), senior leadership is regarded as the most critical driver of sustainability within a business and nearly half of businesses (44%) believe engagement with business leaders will be the most important factor in successfully implementing a sustainability strategy over the next three years. Additionally, at the Board level, 28% have periodic meetings addressing sustainability, but only 18% of companies have directors who assess the success of sustainability initiatives.

The research undertaken with over 300 European business leaders also found:

Sustainability endeavors continue despite the economic downturn, but study highlights opportunities to further embed them throughout organizations and business strategies

Leading companies need to advocate sustainability benefits to encourage adoption by the wider business community

Challenges still exist with perceived high costs and lack of belief in rate of returns

A more compelling business case for sustainability requires innovation, collaboration and technology.

The research was launched at the Sustainability Innovation Summit on October 1, 2013 – a joint initiative between CCE and The Economist.

[View highlights video and more information.](#)