



# HFS HORIZONS SUMMIT

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HFS

## Horizon 2 Showcase: The Context and Plans We Need for Sustainability



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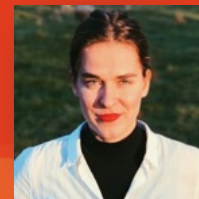
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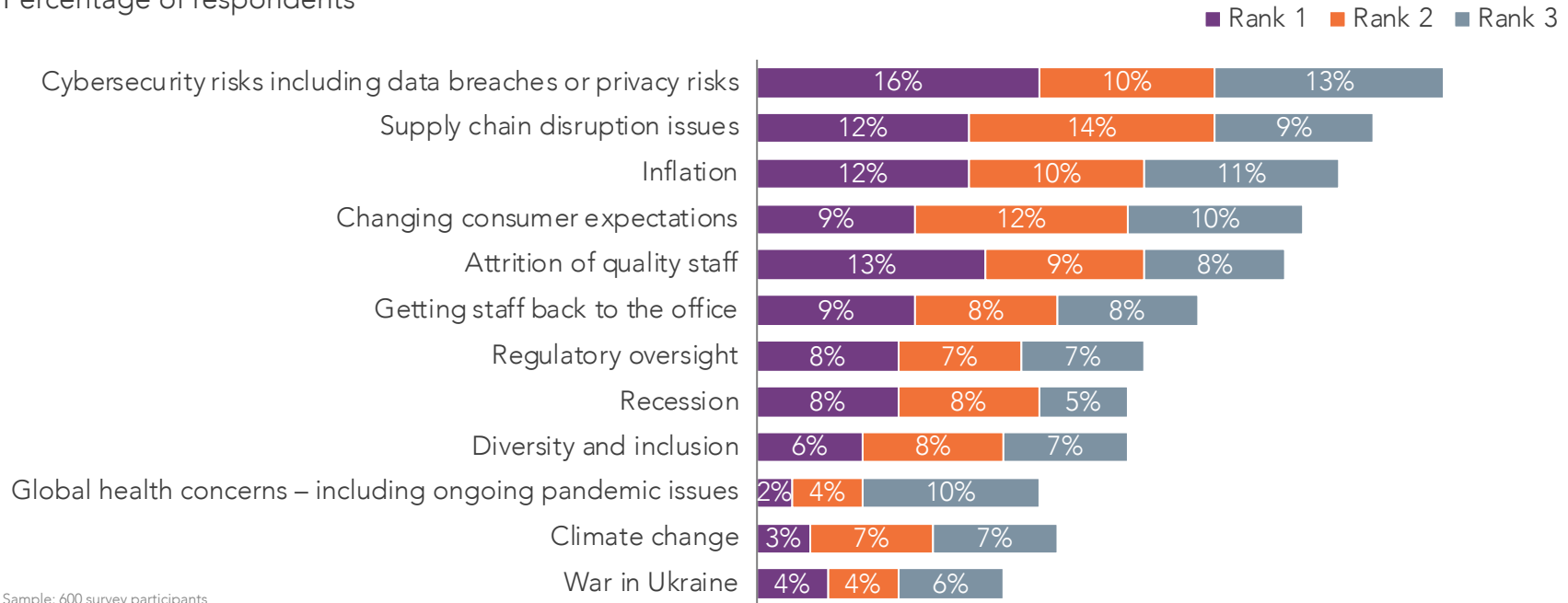
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# Sustainability is falling out of sight in leaders' priority lists

## It remains a siloed "nice to have"

**What are the most concerning macro-environmental factors that are currently adversely impacting your organization's goals?**

Percentage of respondents



Sample: 600 survey participants  
Source: HFS Research, 2023

The global sustainability context

17 UN Sustainable Development Goals

ESG factors

Decarbonization

Environmental

Social

Governance

**Geopolitics**

**Industry dynamics**

Leaders driving collaboration and alignment across industries, regions, and ecosystems

**Organizational-level roadmap and business model**

CEO / board

Sustainability leader

Customers

Investors and shareholders

Ecosystem partners

**Organizational functions and domain-level roadmaps**

Finance

Operations

Procurement

Supply chain

IT

Cybersecurity

HR

R&D

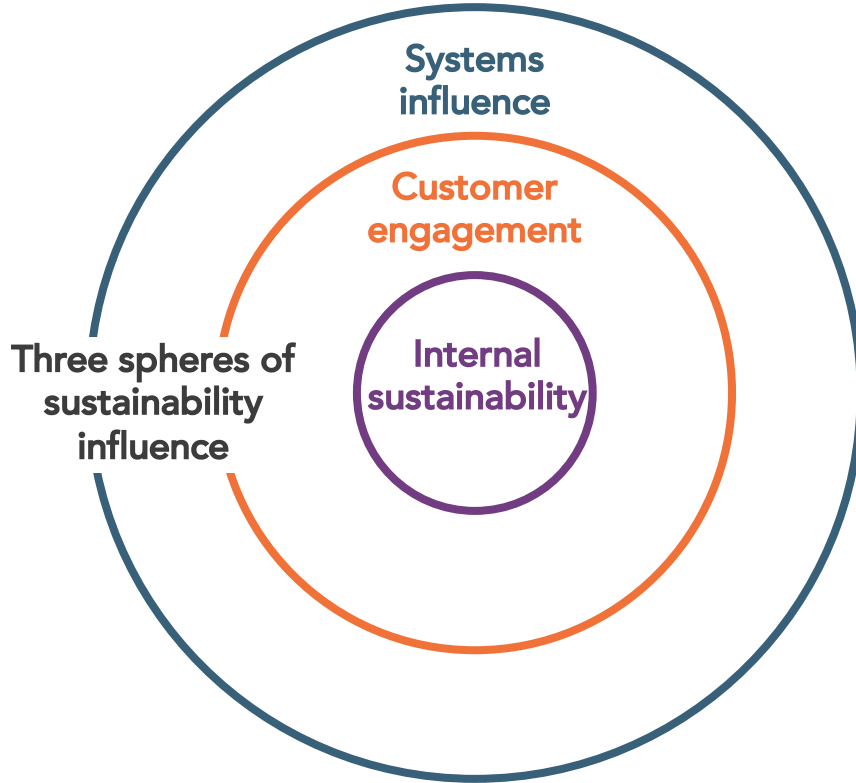
Sales

Marketing

**Digital and physical technologies and business processes**



Where do your role, team, and organization fit under the global context of 17 UN Goals and all ESG (environmental, social, and governance) factors?



### **Systems influence**

Organizations and coalitions with the greatest influence must move first and help align policy, the public, and businesses with the global sustainability context.

### **Customer engagement**

Organizations must position their products, services, and everything else related to their customer engagements under the global sustainability context.

### **Internal sustainability**

Organizations must address their internal sustainability by aligning their actions and plans to the global sustainability context.



How can you clarify your internal, customer-facing, and systems-changing sustainability opportunities?



“

If we had better data, I'd use it.

– Chief Procurement Officer at  
a European agriculture giant



How can you address the myriad data challenges before that data reaches the ESG platform and reporting stages?