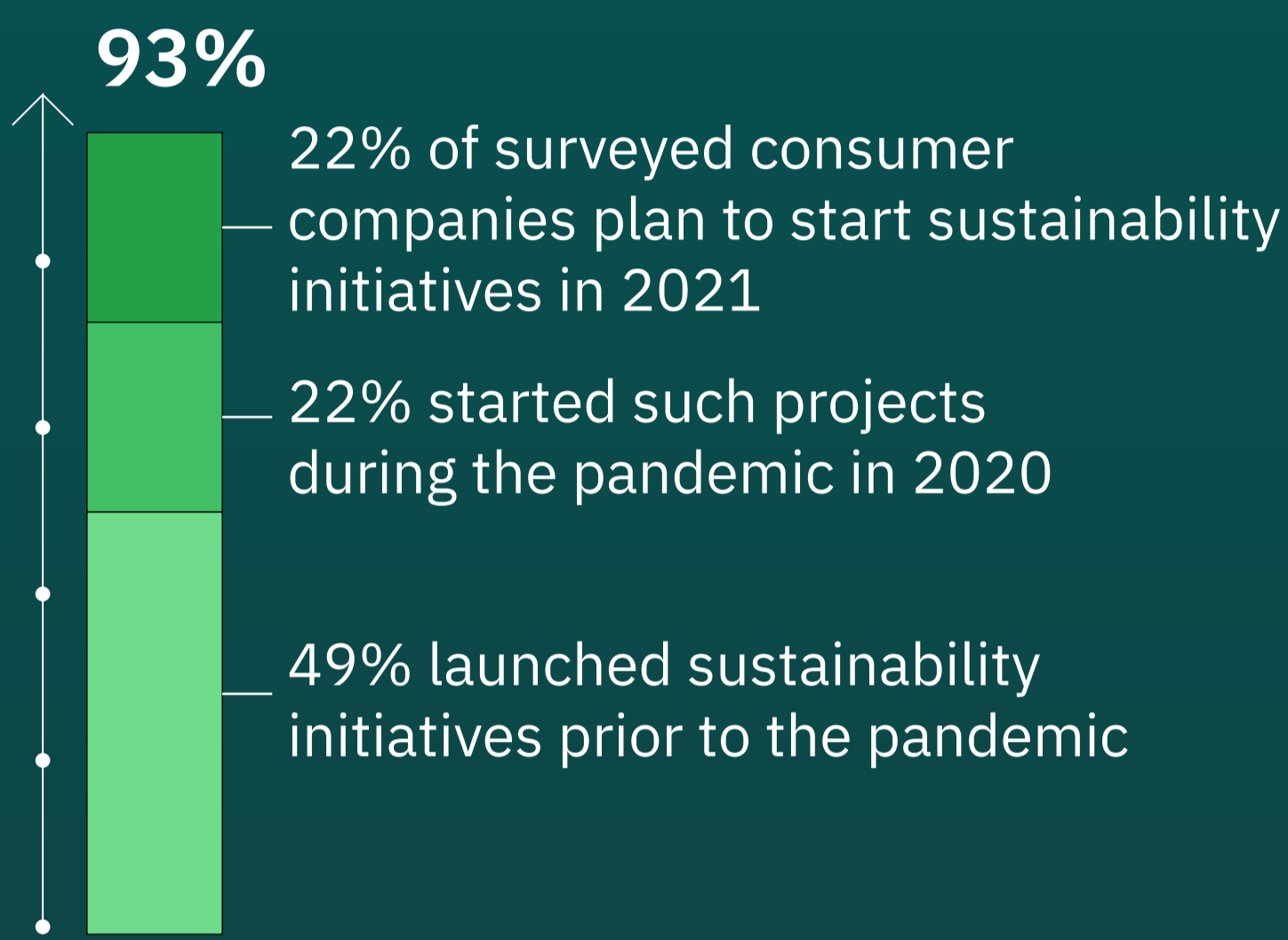


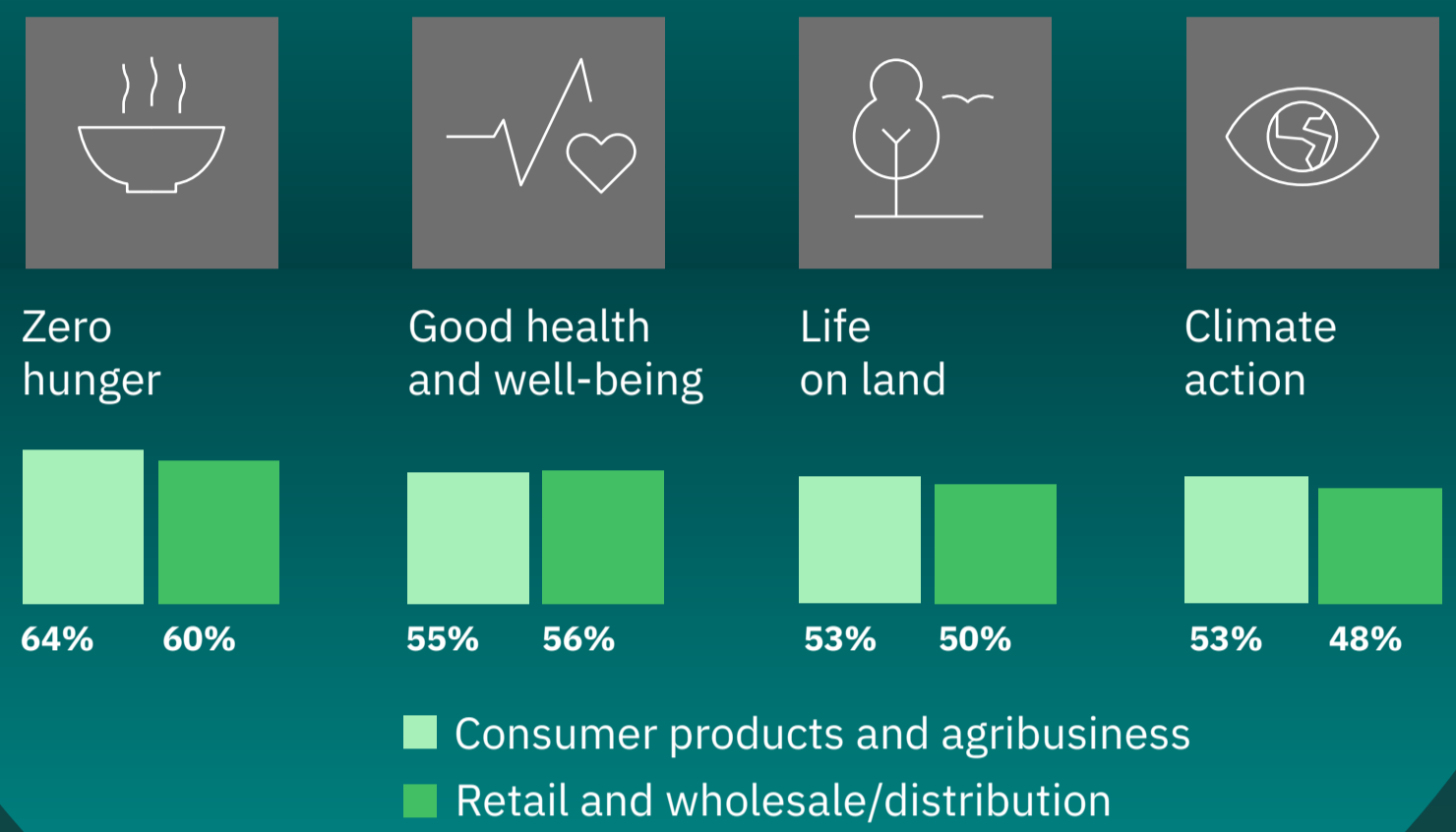
Sustainability on the ascent

A rapidly elevating priority for the consumer industry

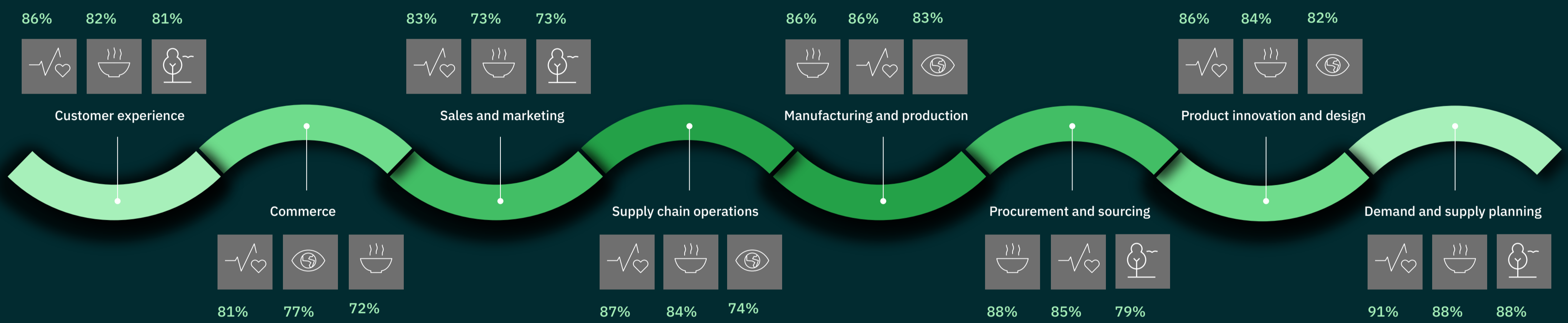


Goal oriented

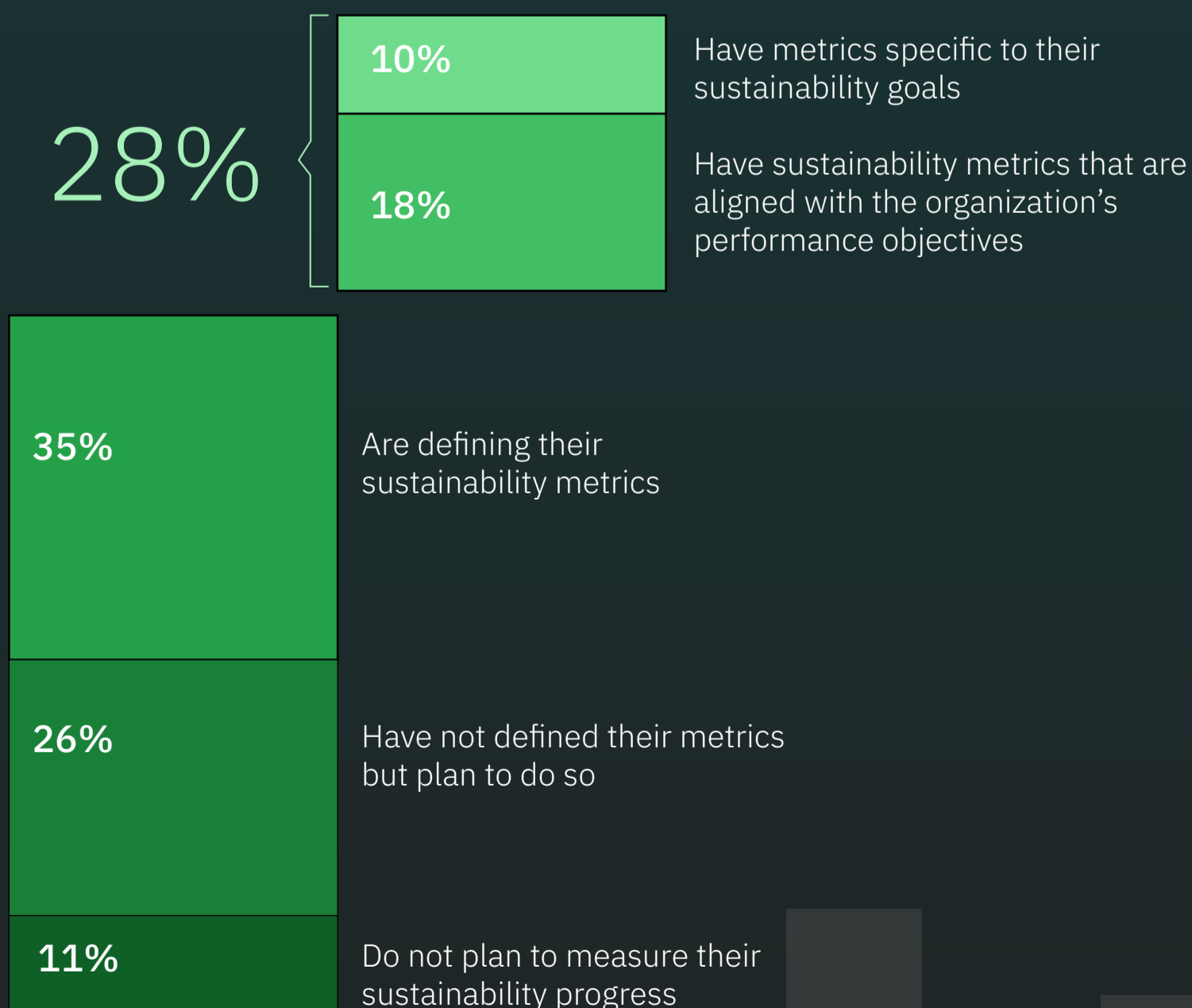
Of the 17 United Nations Sustainable Development Goals (SDGs), 4 of them—zero hunger, good health and well-being, life on land, and climate action—have the highest priority among surveyed consumer companies.



Consumer companies are factoring their top SDG goals to at least some extent into initiatives across the value chain.



But only about 1/3 of surveyed consumer companies are measuring their progress.



How can brands help consumers make more informed choices?

1. Provide consumers with complete transparency on environmental and social responsibility practices.
2. Add carbon labels to products.
3. Design products for recycle and reuse, and actively engage communities to recycle and reuse.

To learn more, visit

[IBM sustainability solutions](#)