

2004-2 Report Excerpt

THE GLOBESCAN SURVEY OF SUSTAINABILITY EXPERTS

Progress on Sustainable Development
Sustainable Development Research Organizations
Business and Sustainable Development
Governance
Issues Monitor
Energy

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Introduction

The Survey of Sustainability Experts is a syndicated service for organizations that need to keep abreast of the sustainable development trends affecting their mandate.

Begun in 1994, Survey of Sustainability Experts reports are published twice yearly. Each report is based on the strategic insights and predictions provided by a selected panel of experts across mainly OECD countries.

The Sustainability Experts panel represents all sectors: officials in multilateral organizations, government ministries, corporations, industry associations, sustainable development consultants, journalists, and academics, as well as leaders of major policy institutes and non-governmental organizations.

Survey of Sustainability Experts reports are prepared using responses to an on-line and fax-back survey of our expert panel. These reports offer concise analysis of key overall trends, as well as insights into sectoral and regional perspectives.

All figures in the charts and tables in this report are expressed in percentages, unless otherwise noted. Total percentages may not add to 100 because of rounding. In the case of stacked bar charts, white space typically represents the portion of respondents who either answered "do not know" or did not answer at all (i.e., "DK/NA").

Access to further details from our survey database is available to our subscribers on request.

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Table of Contents

INTRODUCTION 2

Progress on Sustainable Development

- Sector Furthest from Sustainability 6
- Best Websites for Information on Sustainable Development 7
- Best Authors and Books on Sustainable Development 8

Sustainable Development Research Organizations

- Factors Contributing to Success of SD Research Organizations 10
- Financing SD Research Organizations 12
- ➡ Most Effective SD Research Organizations 14
- New Areas for SD Research Organizations 16

Business and Sustainable Development

- Frameworks for Corporate Sustainability 18
- Sustainable Development and Financial Performance 19
- Satisfying Stakeholder Expectations 20
- Leading CSR Companies 22

Governance

- International Institutions 24
- Governance Approaches 26

Issues Monitor

- Global Issues 28
- Local and National Issues 30
- Technical Issues 32

Technology

- Benefits vs Risks of Various Technologies 34

Energy

- Drivers of Future Energy Supply and Use 36
- Market for Electrical Generating Technologies 38

METHODOLOGY 40

QUESTIONNAIRE 42

Most Effective SD Research Organizations

Experts see IISD as being an especially effective organization. The WBCSD, WRI, and SustainAbility also rank highly.

Experts who have either had a direct role in SD research organizations, had dealings with them, or studied them were asked to name a maximum of four specific SD research organizations that they consider to be particularly effective.

IISD ranks most highly, being named by one-quarter of experts (25%, first time asked) as an especially effective SD research organization. This is closely followed by the WBCSD (21%) and WRI (20%). Another two in ten (17%) cite SustainAbility as an effective organization.

One in ten experts (13%) mention various UN organizations, such as UNEP and UNDP. Eight percent of experts find the Rocky Mountain Institute effective on sustainable development research.

Six percent of experts each cite BSR and its Canadian counterpart (CBSR), Forum for the Future, the International Institute for Environment and Development (IIED), and the Worldwatch Institute. Five percent find AccountAbility effective on SD, while four percent mention Pembina Institute.

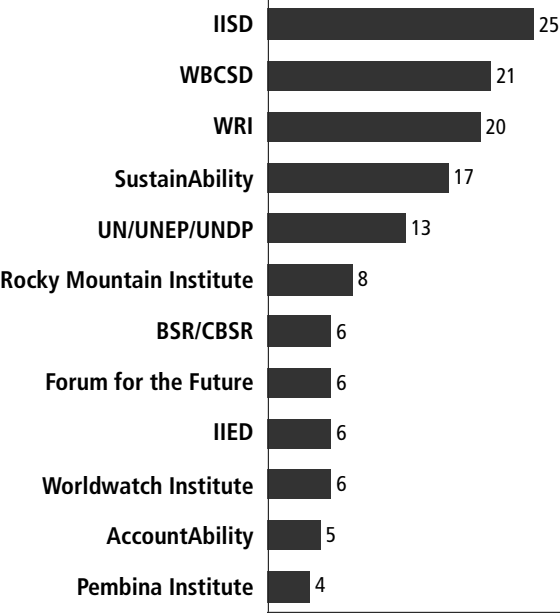
2.4 MOST EFFECTIVE SUSTAINABLE DEVELOPMENT RESEARCH ORGANIZATIONS UNPROMPTED, UP TO FOUR MENTIONS	TOTAL	SECTOR					REGION				
		CORPORATE	GOVERNMENT	VOLUNTARY	INSTITUTIONAL	SERVICE	W EUROPE	N AMERICA	ASIA/PACIFIC	OTHER	
IISD	25	21	29	36	29	19	16	37	22	8	
WBCSD	21	31	0	9	12	31	21	17	33	31	
WRI	20	24	14	18	15	22	9	31	11	15	
SustainAbility	17	14	0	27	9	28	19	15	33	8	
UN/UNEP/UNDP	13	7	14	0	15	19	14	13	11	8	
Rocky Mountain Institute	8	3	0	27	3	11	0	12	11	15	
Business for Social Responsibility / Canadian BSR	6	10	0	0	3	8	5	10	0	0	
Forum for the Future	6	7	0	0	6	8	7	4	11	8	
International Institute for Environment and Development	6	3	29	9	6	3	9	6	0	0	
Worldwatch Institute	6	0	29	0	12	3	5	8	0	8	
AccountAbility	5	10	0	0	3	6	5	6	0	8	
Pembina Institute	4	0	0	18	3	6	0	10	0	0	

Subsample: Experts who have had direct role in SD research organizations, have had dealings with them, or have studied them, and who are able to mention a research organization

Corporate and service sector experts are more inclined than experts in other sectors to find the WBCSD and WRI effective organizations. Voluntary experts are more likely than others to point to IISD, the Rocky Mountain Institute and the Pembina Institute, as well as to, along with service sector experts, SustainAbility. Government experts are more likely than others to cite IIED and the Worldwatch Institute.

North American experts are more inclined than those in other regions to find IISD and WRI effective organizations. Asia/Pacific experts are more likely than others to point to the WBCSD and SustainAbility.

Most Effective SD Research Organizations
Unprompted, Up to Four Mentions



Subsample: Experts who have had direct role in SD research organizations, have had dealings with them, or have studied them, and who are able to mention a research organization

Q. 2.4

METHODOLOGY

A total of 1,962 GlobeScan survey invitations were sent out beginning September 12, 2004 to a list of sustainable development experts across mainly OECD countries. At the same time, an invitation was sent to members of an opt-in sustainability email list. Of these, a total of 200 qualified respondents completed the questionnaire by the closing date of October 25, 2004.

Respondents are drawn from five sectors: corporate, government, voluntary, institutional (e.g., academics), and service (e.g., consultants). Regionally, Asia, Western Europe, North America, as well as Africa, the Middle East, South America, and Eastern Europe are represented. The table below gives a detailed breakdown of the percentage of respondents drawn from each sector and region.

Of the 200 respondents, 55 percent have more than 10 years of experience working on SD issues, 32 percent have 5 to 10 years, and 13 percent have 3 to 4 years of SD experience.

The International Institute for Sustainable Development provided insight into and assistance with the development of some key questions used in this survey.

Survey of Sustainability Experts 2004-2 Respondents (by Sector and Region)						
	Corporate	Government	Voluntary	Institutional	Service	TOTAL
Western Europe	9	3	2	12	11	37
North America	7	6	6	9	11	39
Asia/Pacific	1	2	1	3	2	9
Other	5	-	2	5	3	15
Total:	22	11	11	29	27	100