



2026 C-suite Sustainability Report

Sustainability in focus

Technology, Media & Telecom insights



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Global summary

In its fifth year, Deloitte Global’s 2026 survey of more than 2,100 C-suite leaders suggests corporate sustainability has entered a more disciplined phase. Sustainability remains a top priority on the business agenda, but there has been a notable shift: organizations are moving from broad sustainability ambition to more focused execution embedded across the organization, with greater attention to ROI, resilience, and technology as an enabler.

Sustainability remains a top business priority, and most organizations continue to increase their sustainability investments

- Thirty-nine percent of respondents rate sustainability as a top three business priority.
- Seventy-eight percent of respondents reported increasing their sustainability investments in the last year.
- A majority of respondents (83%) see sustainability as a source of competitive advantage.

Corporate sustainability has moved from aspirational to operational

- Almost half of respondents (47%) describe their approach as embedding sustainability considerations across the organization.
- The average number of sustainability actions has decreased from 5.0 out of 12 options in 2025 to 3.4 out of 12 in 2026. The result is a more focused sustainability agenda.
- The most cited obstacles organizations report facing in their sustainability efforts include competing demands on time, resources, and

capital; difficulty measuring environmental impacts; a lack of sustainable solutions or insufficient supply; and a need to focus on near-term business challenges and demands from investors and shareholders.

Sustainability’s business benefits accompany value discipline

- Seventy-seven percent say sustainability investments deliver greater ROI than other business investments.
- Large majorities say their strategic sustainability initiatives have had positive effects on revenue generation, cost reduction, risk and resiliency, brand and reputation, and regulatory compliance and governance.

Technology remains a top enabler of sustainability execution

- Implementing technology solutions to advance sustainability is the most-commonly cited action.
- Organizations report applying technology across a range of use cases, including internal

performance monitoring, supply-chain environmental data, risk modeling, external reporting, sustainable product development, and operational efficiency.

- More than 70% say artificial intelligence (AI) use for sustainability remains in pilots, experimentation or ad hoc stages. The most common barriers to scaling AI for sustainability include data quality, governance, integration with legacy systems, and unclear ROI.

Resilience is becoming a sustainability focal point

- Organizations report sustainability-related physical risks as the greatest sustainability matter currently impacting them.
- Around 20 – 25% of respondents on average said their organization was minimally prepared to deal with their greatest sustainability-related physical risk.
- Nearly half say their visibility into supply chain environmental performance doesn’t extend beyond their immediate suppliers.



Many pathways exist to sustainable value creation

- There is no particular mix of actions identified across organizations that can reliably be associated with value creation or impact. Rather, organizations appear to be building more tightly-focused portfolios of initiatives that suit their business needs and ambitions.
- To find their own unique path, leaders should:
 - Define what sustainability is meant to deliver for the business
 - Build a focused portfolio and make difficult choices about where to invest
 - Move resilience from strategic vision into operating routines
 - Build the sustainability data foundation as AI scales
 - Measure the full range of value created
- The challenge remains turning sustainability ambitions into disciplined action that creates long-term value for the enterprise and meaningful impact for the broader transition to a more sustainable world.

Deloitte Global’s 2026 survey of more than 2,100 C-suite leaders shows that sustainability remains a top business priority. Organizations continue to invest in sustainability, and most respondents see sustainability as a source of competitive advantage. A wide range of sustainability matters are impacting organizations, and stakeholder pressure has ebbed over the last five years.

Top 3

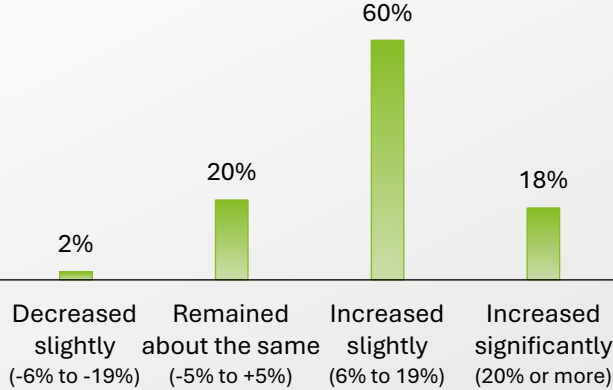
Organizations’ most pressing matters to focus on over the next year



■ Ranked in the top 3

78%

have increased sustainability investments in the last year

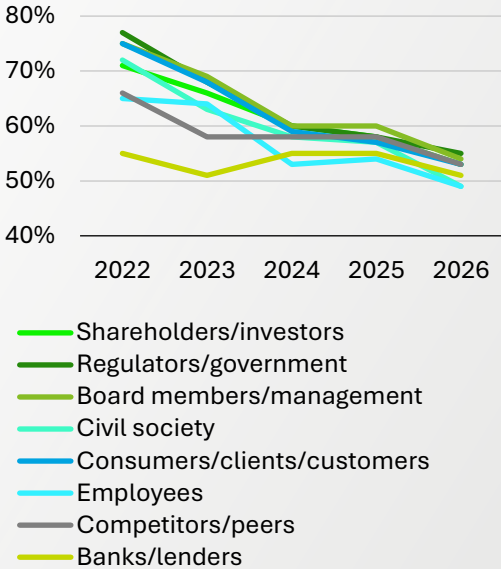


83%

agree sustainability initiatives create competitive advantage for their organization

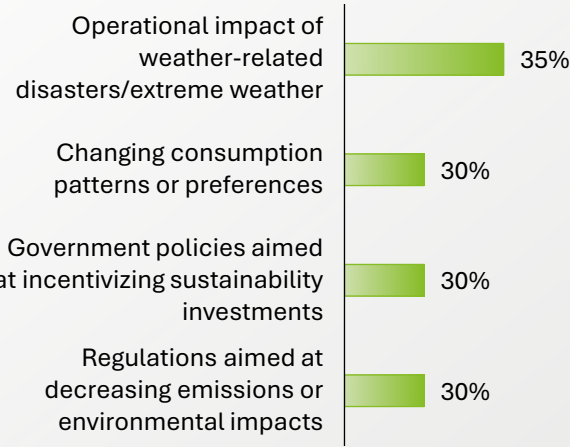
Stakeholder Pressure

Pressure felt from stakeholders around sustainability efforts (to a moderate / large extent)



Impacts

Top sustainability matters already impacting business



63%

of organizations expect effects of climate change to have a high/very high impact on strategy and operations over the next three years

Industry summary

Deloitte Global’s survey of 398 Technology, Media & Telecom (TMT) executives finds that technology leads the near-term agenda, while sustainability continues to attract investment and substantial reported business value. At the same time, broad stakeholder pressure and competing demands on organizational resources make prioritization of strategic sustainability initiatives an important part of execution.

Sustainability competes with other business priorities but retains strong investment and reported value

- Technology adoption and innovation leads near-term priorities with 48% citing it in the top three, while sustainability sits lower at 35%, behind geopolitics, talent, and supply-chain challenges.
- Despite other business priorities, 80% increased sustainability investment over the past year.
- More than 80% see sustainability initiatives as creating a competitive advantage, and 76% report greater ROI on average from sustainability than from other business investments.

Sustainability is embedded across nearly half of TMT, but competing demands can constrain execution

- Forty-eight percent say sustainability is embedded throughout the organization, while 27% focus primarily on incremental operational improvements and 20% identify business-model transformation as their primary approach.
- Competing demands on time, resources, and capital rank as the leading execution obstacle at 24%, followed by difficulty measuring

environmental impact at 21%.

- Organizations report the greatest sustainability-related pressure from shareholders and investors at 59%, followed by regulators at 58%, customers at 56%, and competitors at 56%.

Business value is broad, while investment decisions balance financial and sustainability outcomes

- Positive effects of sustainability efforts across revenue, cost, risk and resiliency, brand and reputation, and regulatory compliance and governance range from 77% to 83% .
- Near-term financial benefits and sustainability or environmental outcomes are tied as the most influential investment considerations at 29% each, followed by one-to-five-year financial benefits at 25%.

Technology is a prominent sustainability lever, while AI remains concentrated in targeted pilots.

- Implementing technology solutions to advance sustainability is the most-commonly cited action at 38%, followed by environmental measurement at 35% and sustainability talent at 33%.

- Among organizations implementing sustainability technology, top use cases include internal sustainability monitoring (51%), risk management (50%), developing sustainable products and services (47%), and supply-chain environmental monitoring (47%).
- AI remains concentrated in targeted pilots (51%), while 27% report scaled use across multiple applications. Data availability and quality is the leading AI constraint at 22%.

Supply-chain and infrastructure exposure lead physical risk concerns, while deeper visibility remains limited

- Supply-chain disruption from extreme weather ranks first among physical risk concerns at 19%, followed by facility or infrastructure damage at 16% and scarcity or cost of inputs at 15%.
- Reliable environmental visibility reaches Tier 2 suppliers or beyond at 55%, leaving nearly half without reliable visibility beyond Tier 1.



The management challenge is to sustain progress while focusing resources on the sustainability decisions with the greatest business relevance.

- With competing priorities remaining the leading execution constraint, leaders should decide which initiatives need priority, where technology and AI can improve decisions, and where physical risk warrants deeper visibility.



Key findings and insights

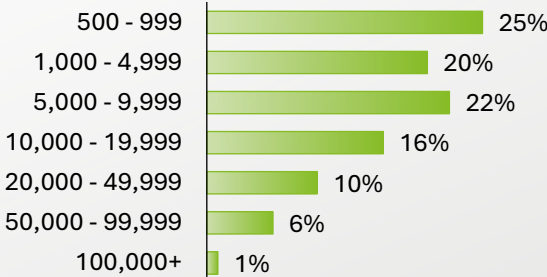


Methodology and TMT business profile

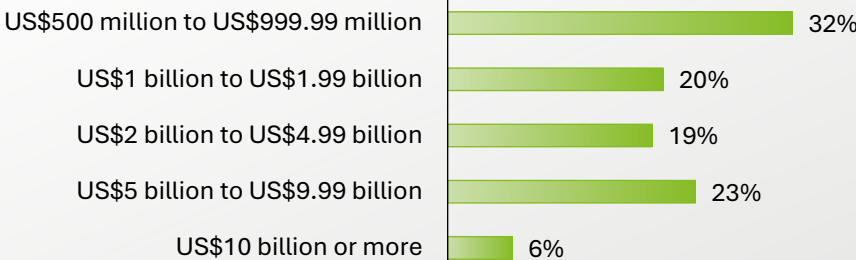
398 executives in technology, media and telecom organizations were surveyed

The global findings are based on a survey of 2,156 C-suite executives, conducted by KS&R Inc. on behalf of Deloitte Global, and was administered in a double-blind manner during May and June 2026, ensuring impartiality and confidentiality for both respondents and researchers. The survey polled respondents from 29 countries: 39% from Europe; 17% from North America; 27% from Asia-Pacific; 7% from Middle East and Africa; 10% from Central and South America. Each of the major commercial industry sectors were represented in the sample. Additionally, Deloitte Global conducted select, one-on-one interviews with C-suite executives globally.

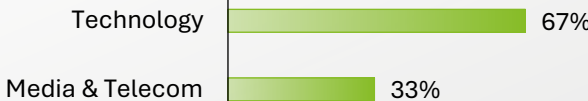
Number of employees



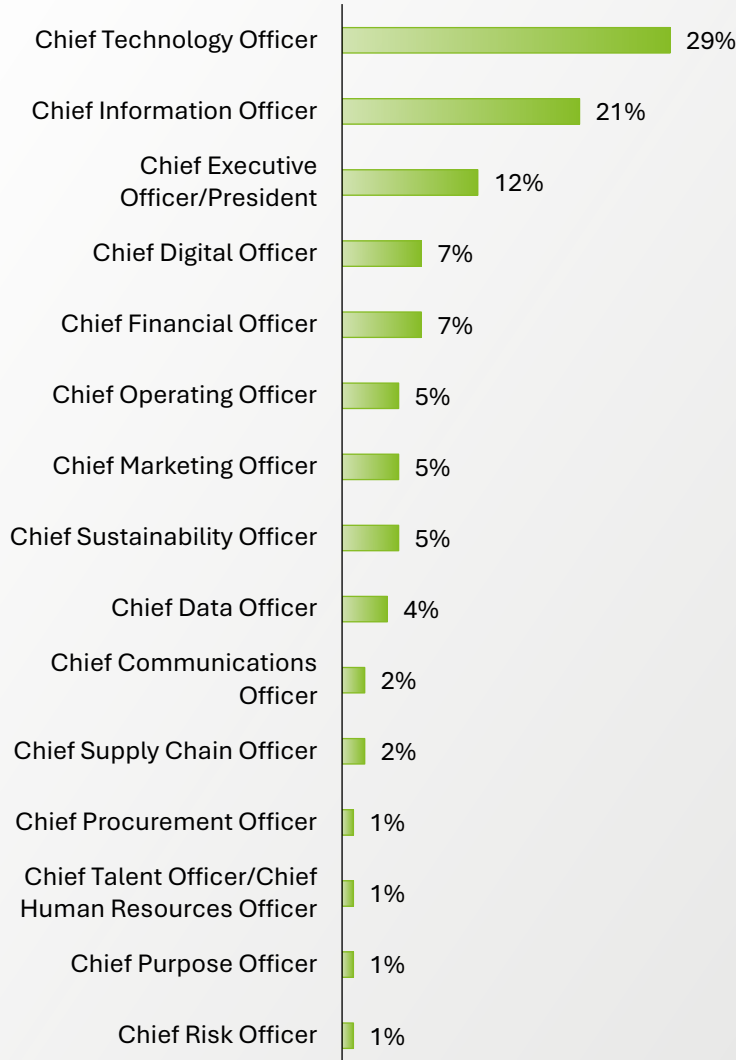
Annual Revenue (US\$)



Sector



Job title





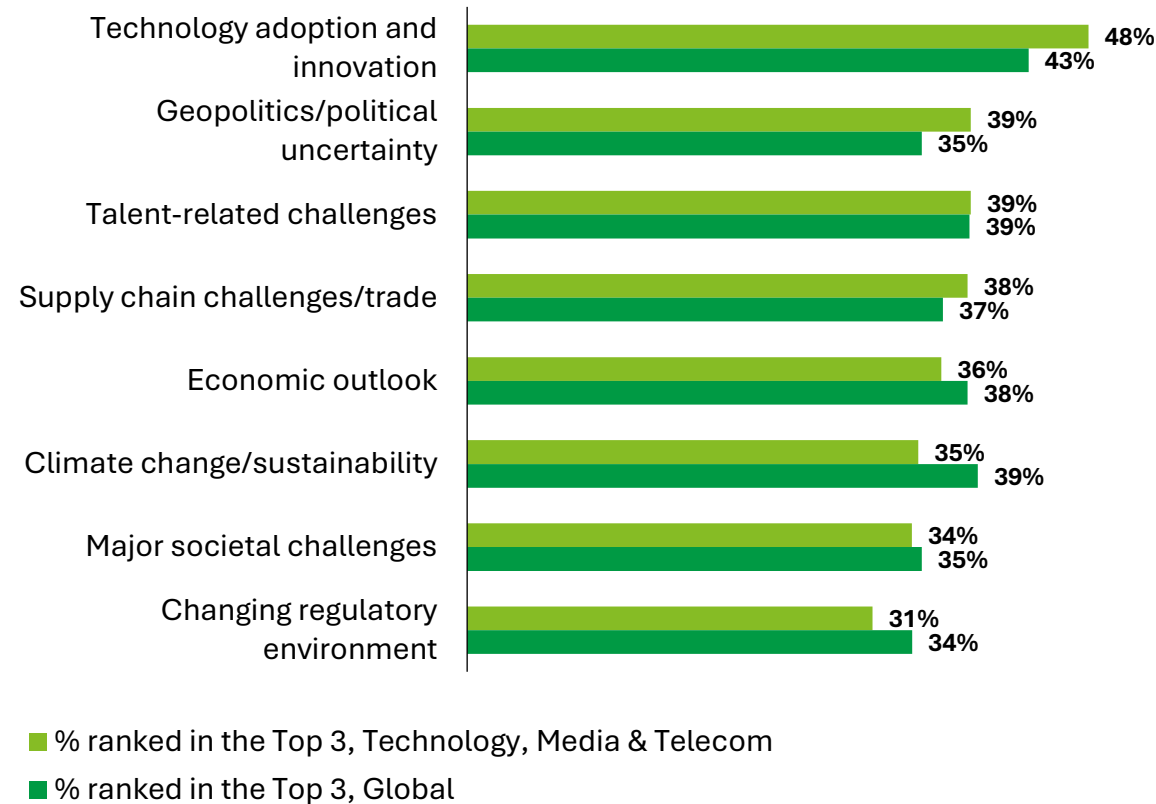
Overview



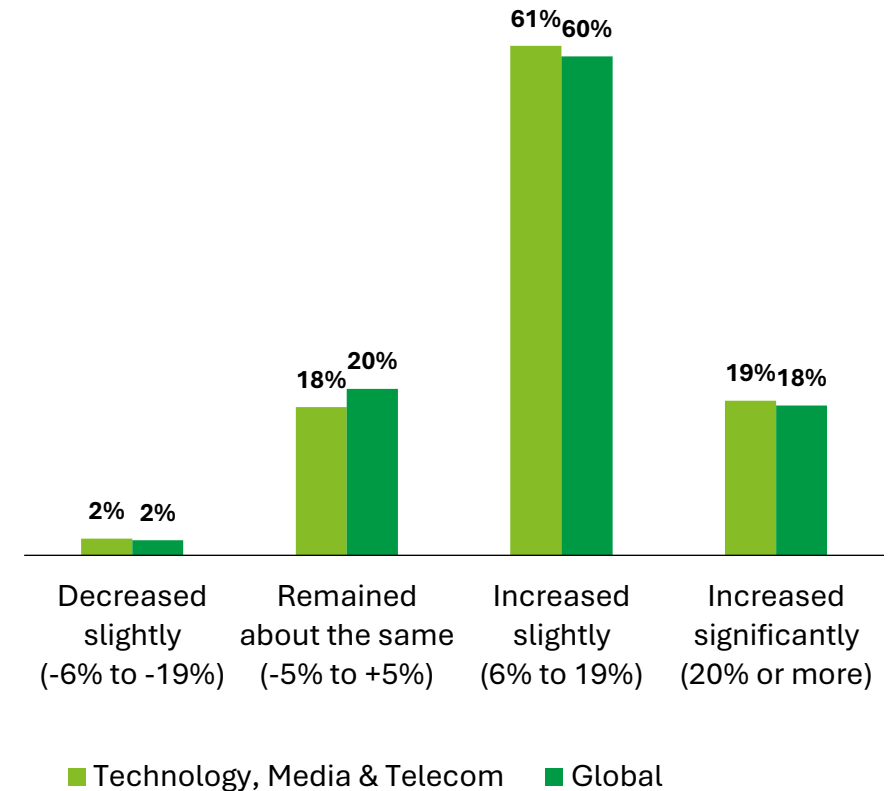


Sustainability as a business priority

What does your organization see as the most pressing matters to focus on over the next year? (rank in order of importance)



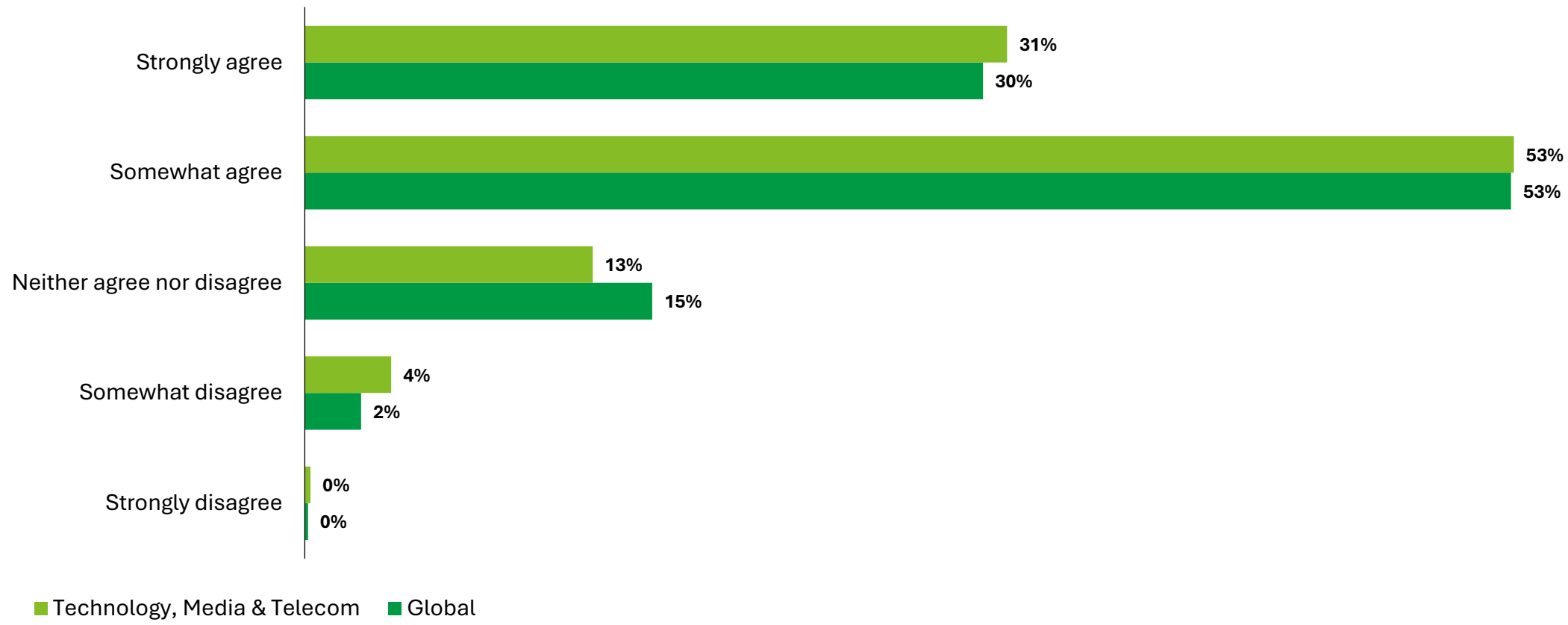
How have your organization's sustainability investments changed over the last year?





Sustainability as a competitive advantage

To what extent do you agree with the statement: “Our organization’s sustainability initiatives create a significant competitive advantage for our business.”

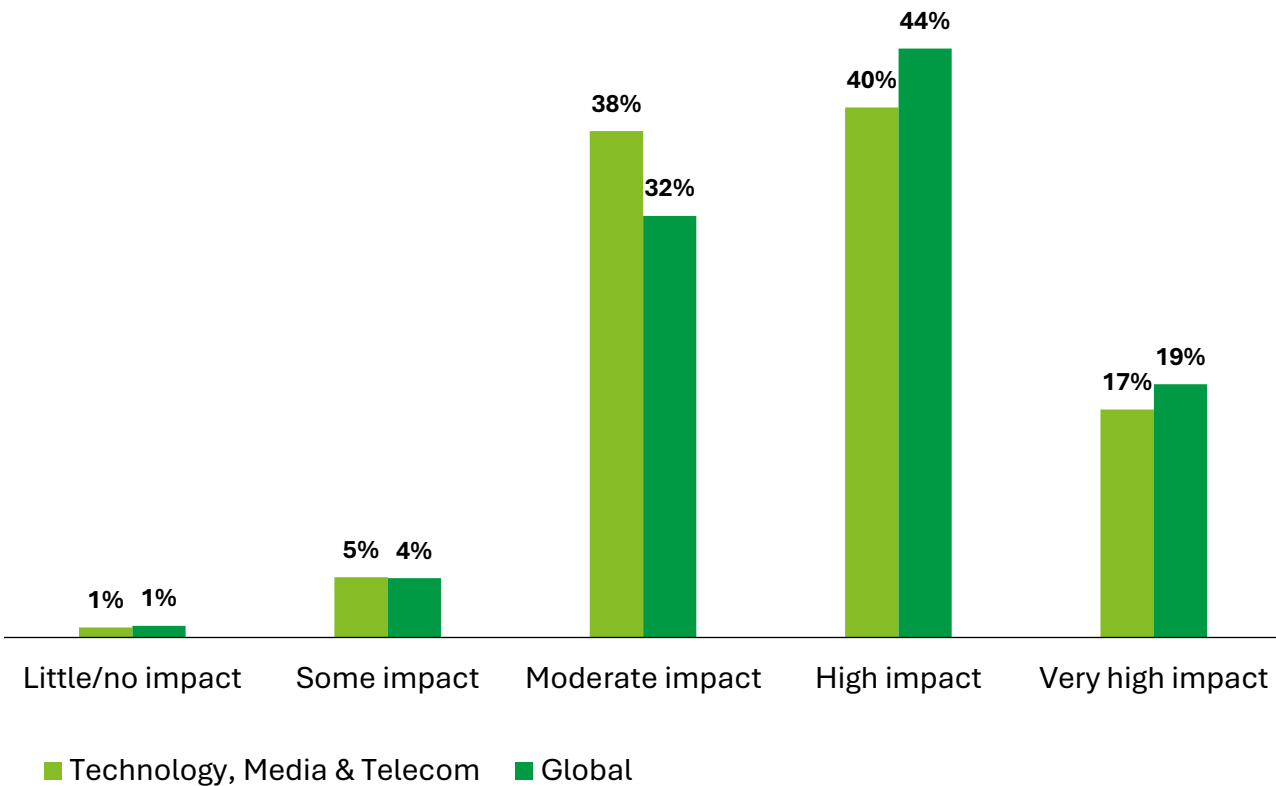


Note: Percentages may not sum to 100% due to rounding.



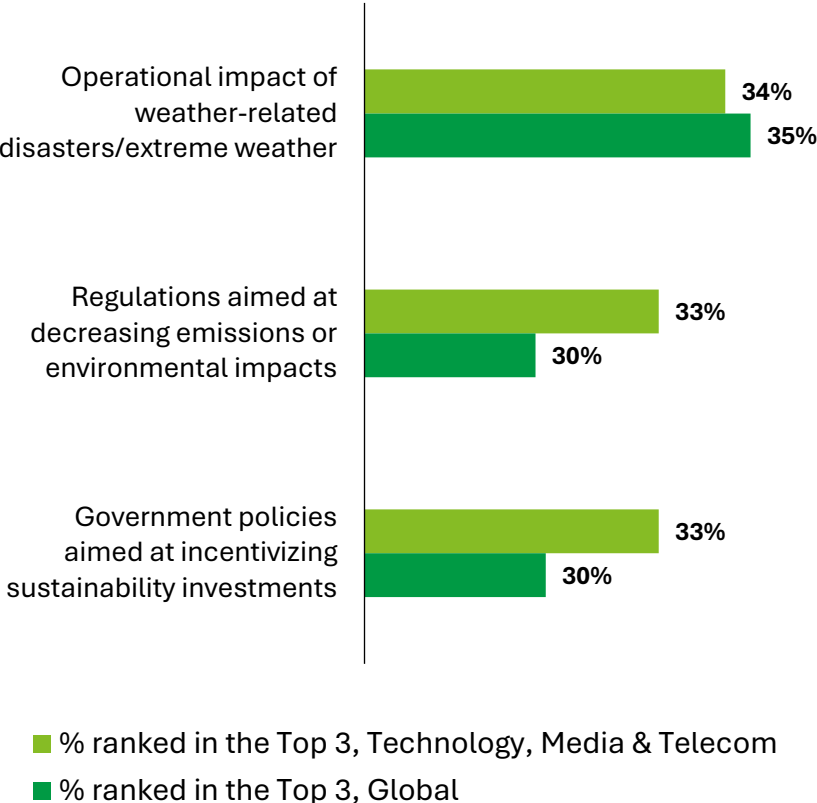
Sustainability-related impacts on business strategy and operations

To what degree do you expect the effects of climate change to impact your organization’s strategy and operations over the next three years?



Note: Percentages may not sum to 100% due to rounding.

What are the top three sustainability matters that are already impacting your business? (select top three)

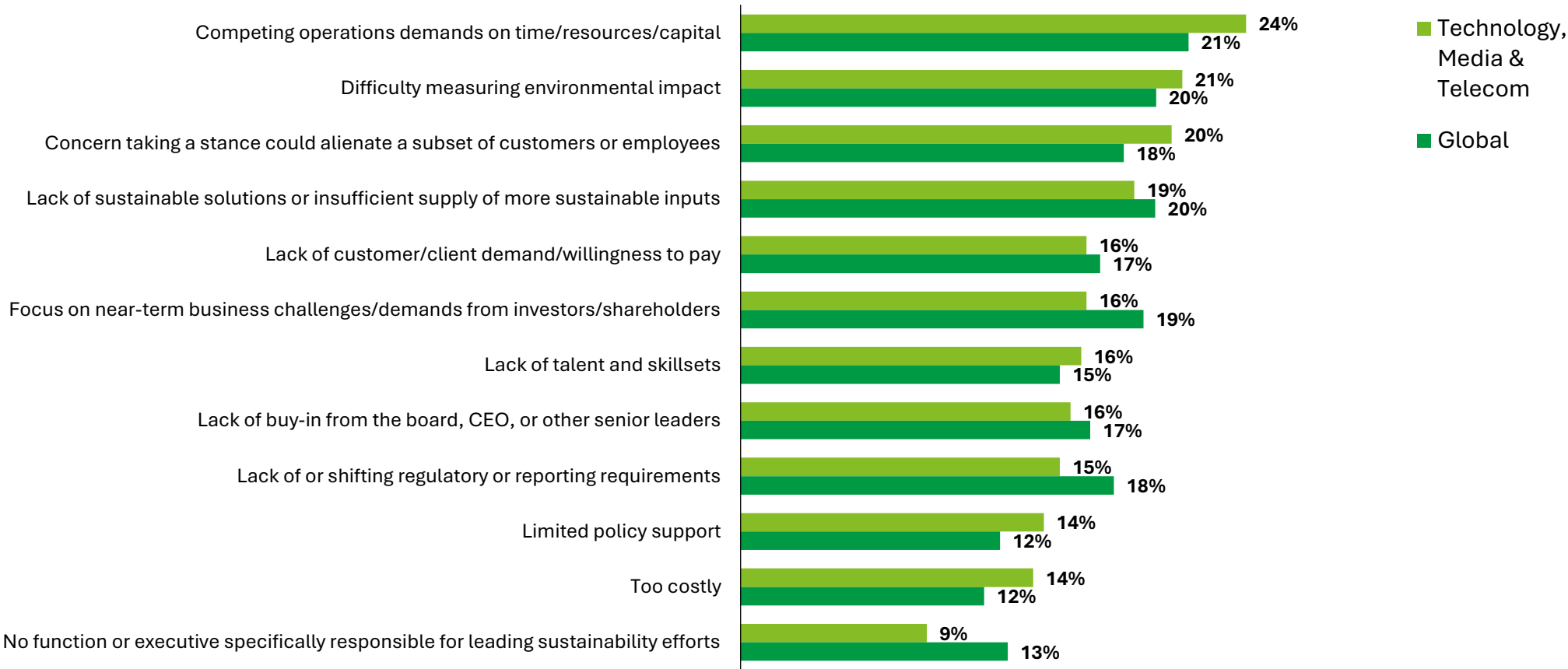




Obstacles to sustainability action

What are the top two obstacles to deploying sustainability initiatives at your organization?

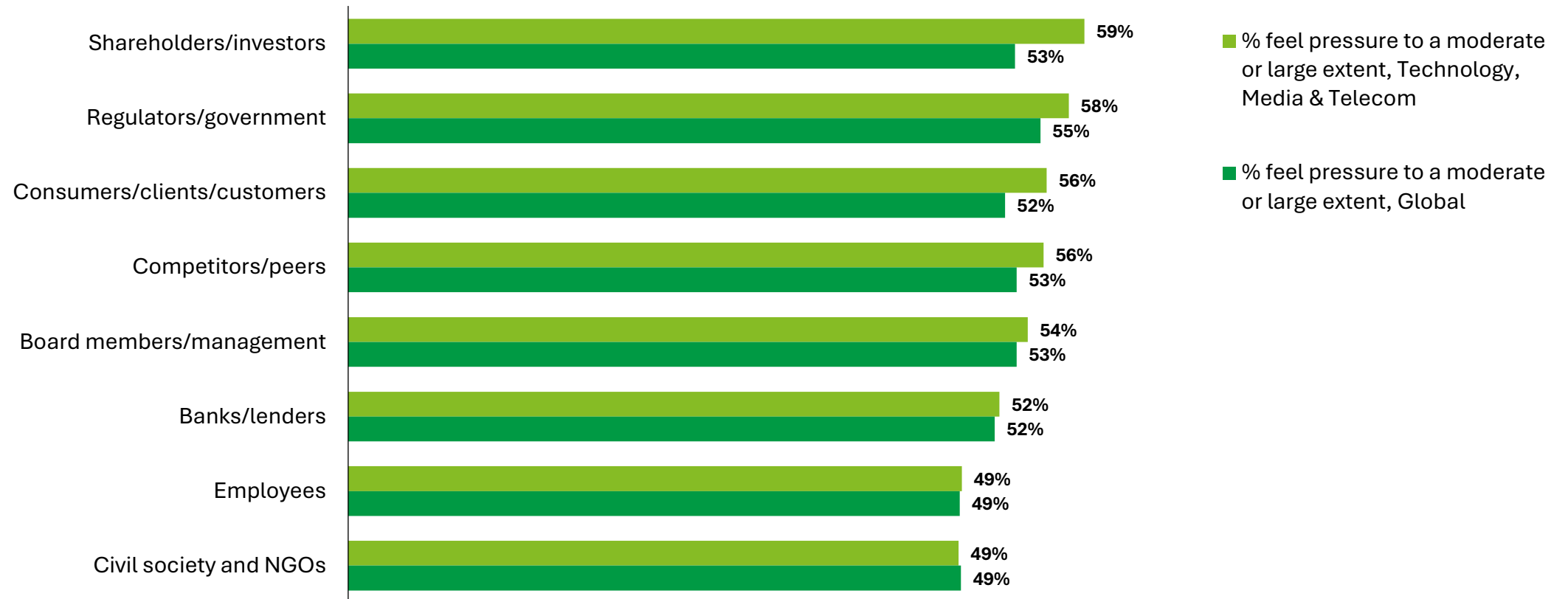
(select top two)





Stakeholder pressure on sustainability

To what extent does your organization feel pressure from stakeholders to increase or decrease its efforts in addressing sustainability? (% feel pressure to a moderate or large extent)



Operational discipline and value

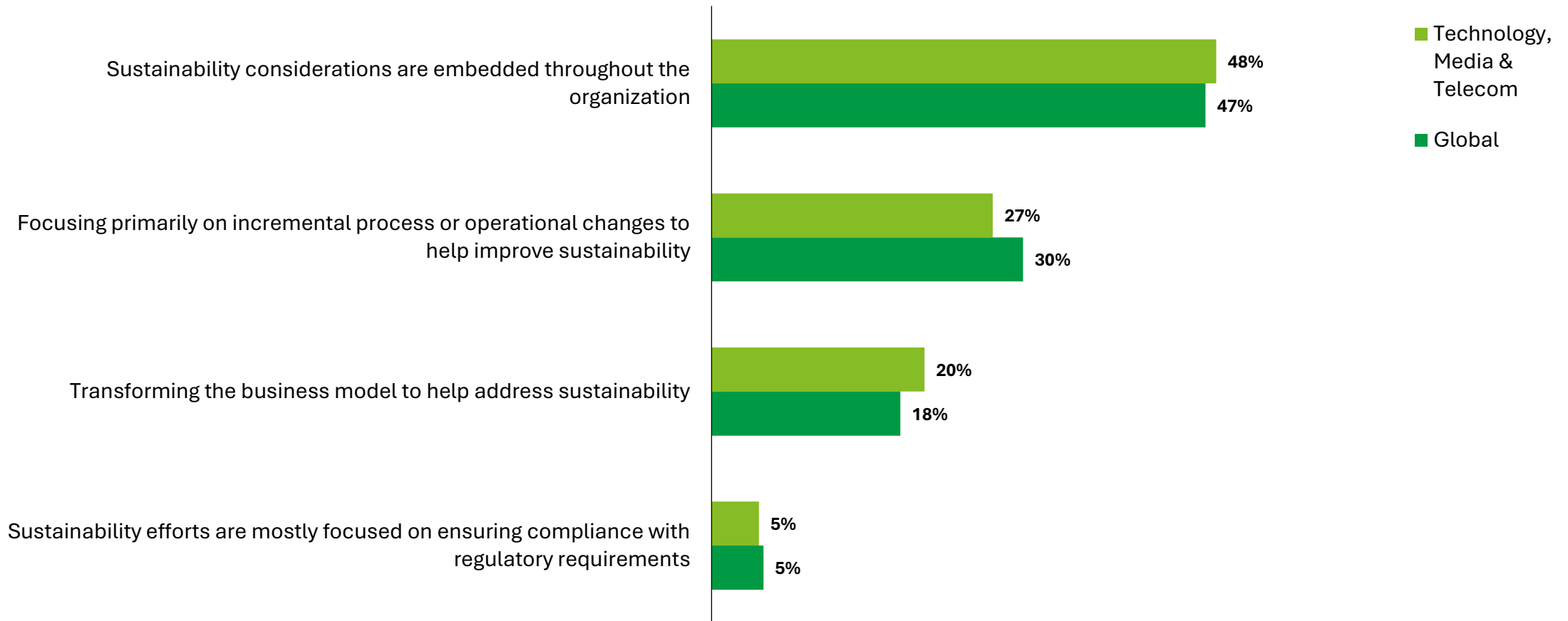
- Financial return of sustainability investments
- Strategic sustainability initiatives effects on revenue generation, cost reduction, risk and resiliency, brand and reputation, and regulatory compliance and governance





Organization’s approach to sustainability

Which of the following statements best describes your organization’s current approach to sustainability?

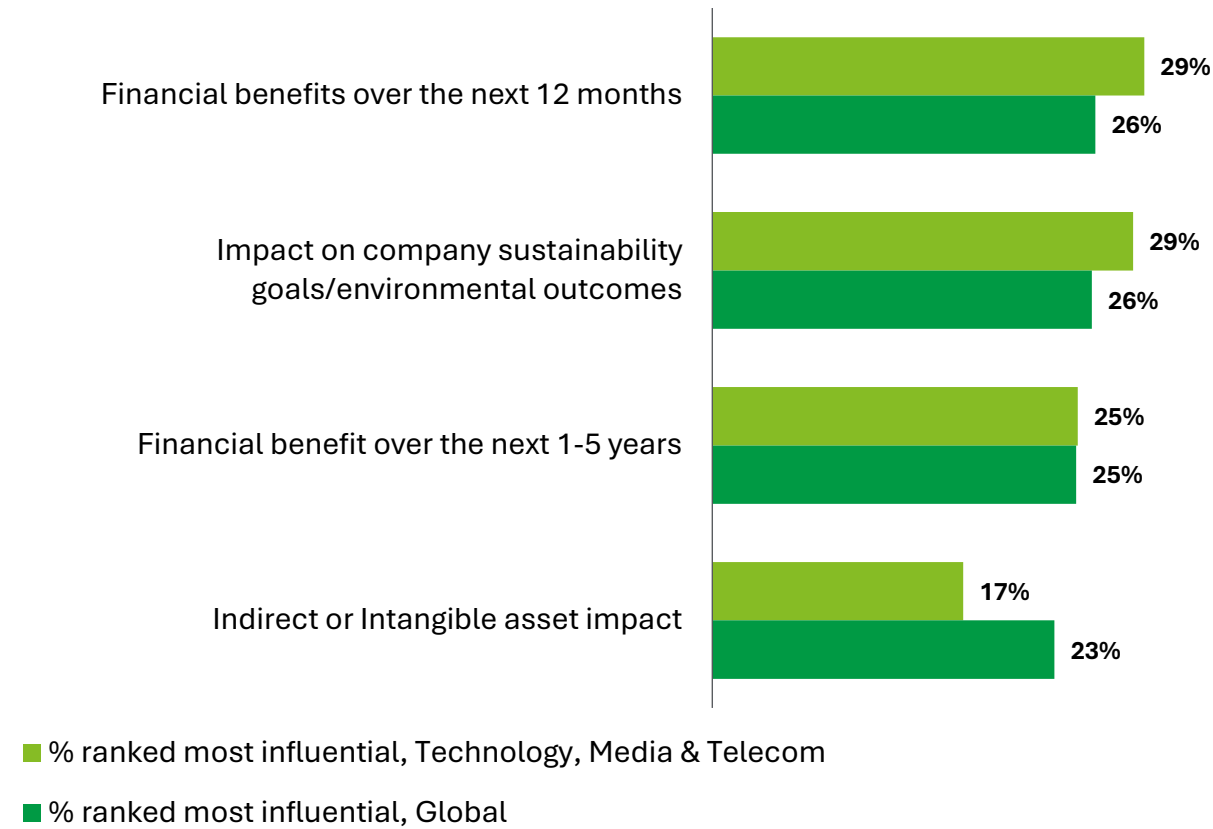




Business case and benefits from sustainability efforts

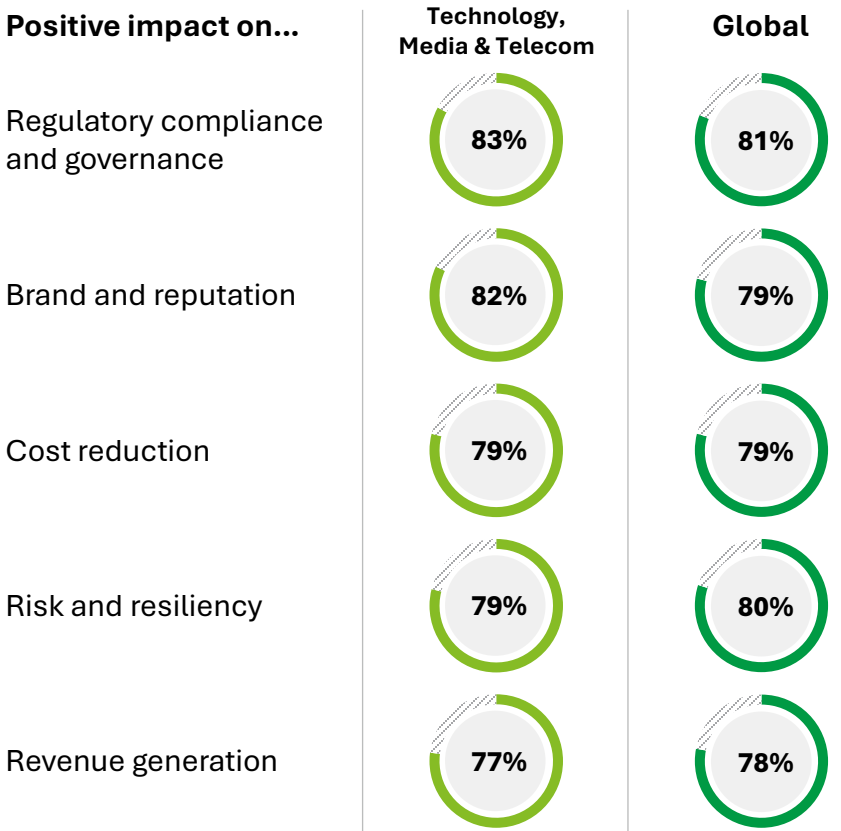
When assessing potential sustainability initiatives and investments, which outcomes are most influential in driving decision-making?

(rank in order of influence)



Thinking about your organization’s strategic sustainability initiatives last year, how would you assess their impact on the following dimensions?

(% indicating strongly positive or somewhat positive)





Sustainability actions undertaken

Which of the following initiatives has your organization undertaken as part of its sustainability strategy?

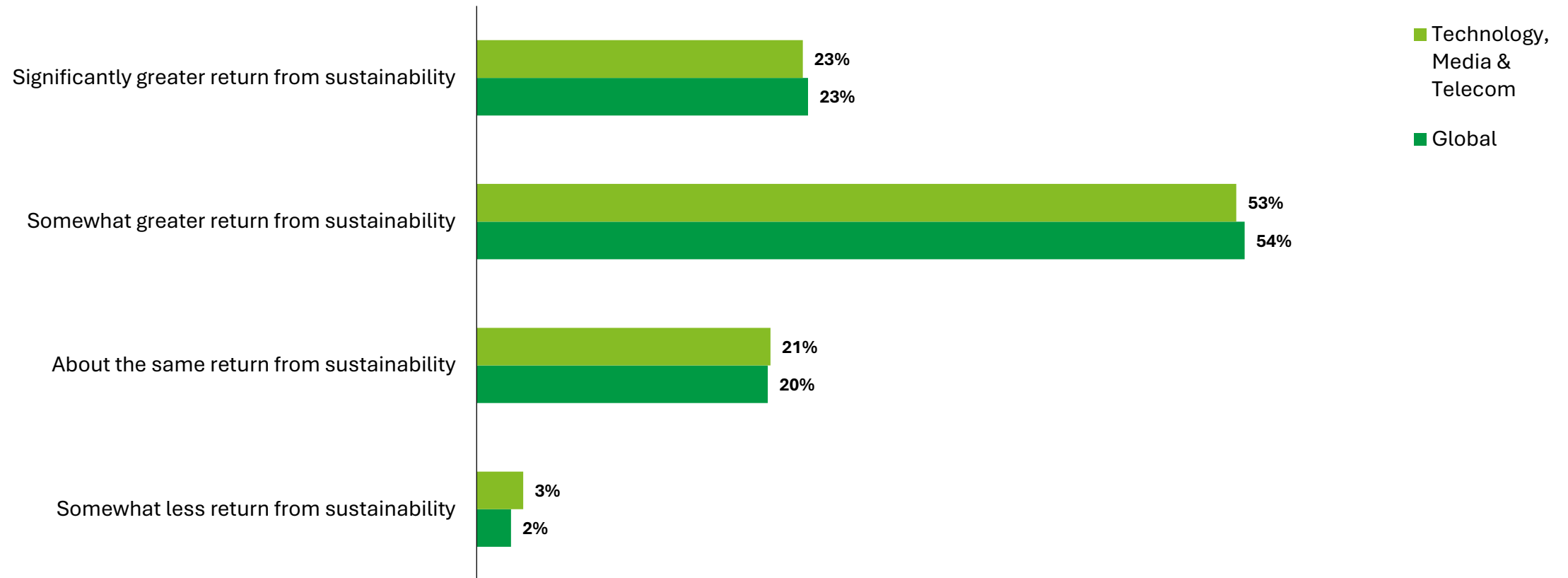
(select all that apply)





Sustainability investments expected return

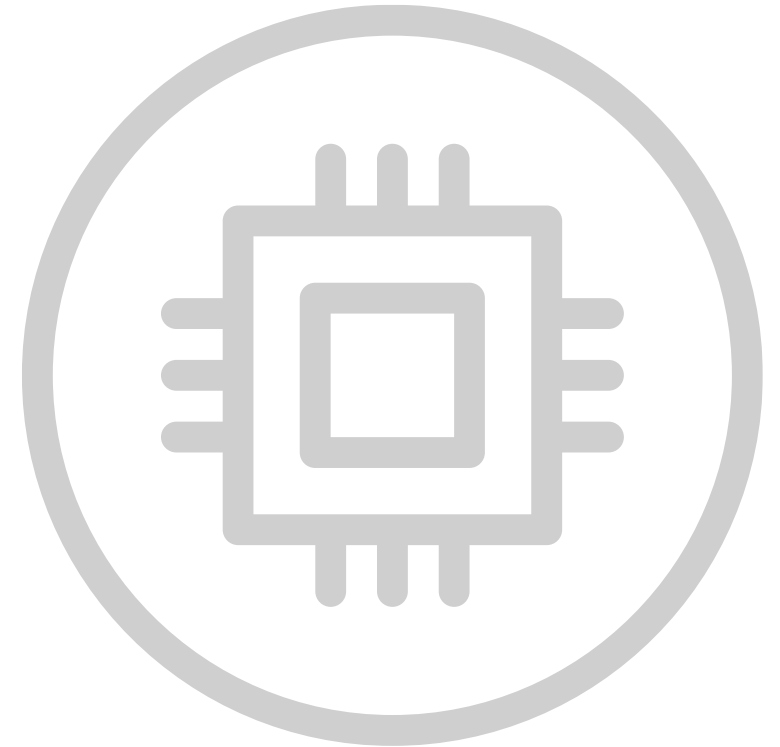
On average, how would you assess the financial return on investment (ROI) of your organization’s sustainability investments compared to its other business investments?

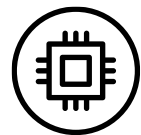


Note: Percentages may not sum to 100% due to rounding.

Technology and artificial intelligence

- Uses
- Maturity of AI
- Barriers to AI



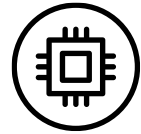


Technology as an enabler of sustainability efforts

In which areas is your organization implementing technology solutions to help achieve sustainability goals?

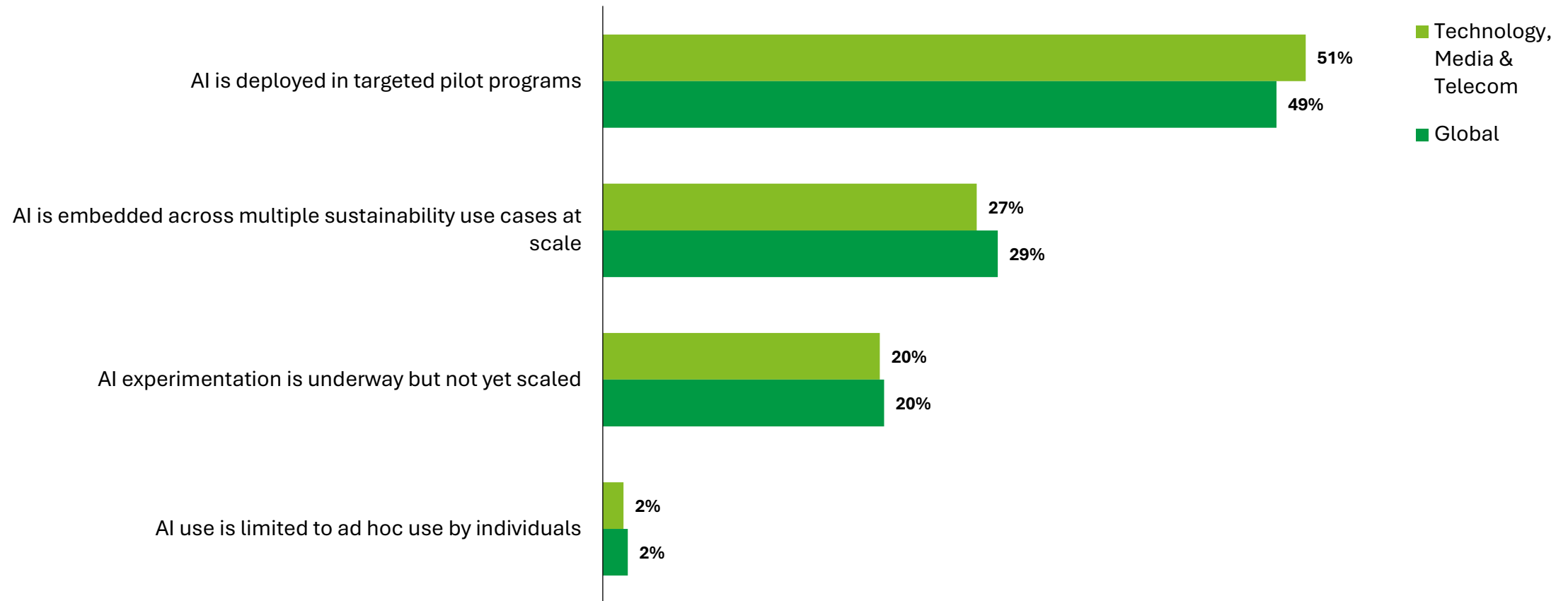
(select all that apply)

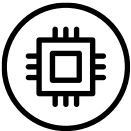




Maturity in applying AI to sustainability initiatives

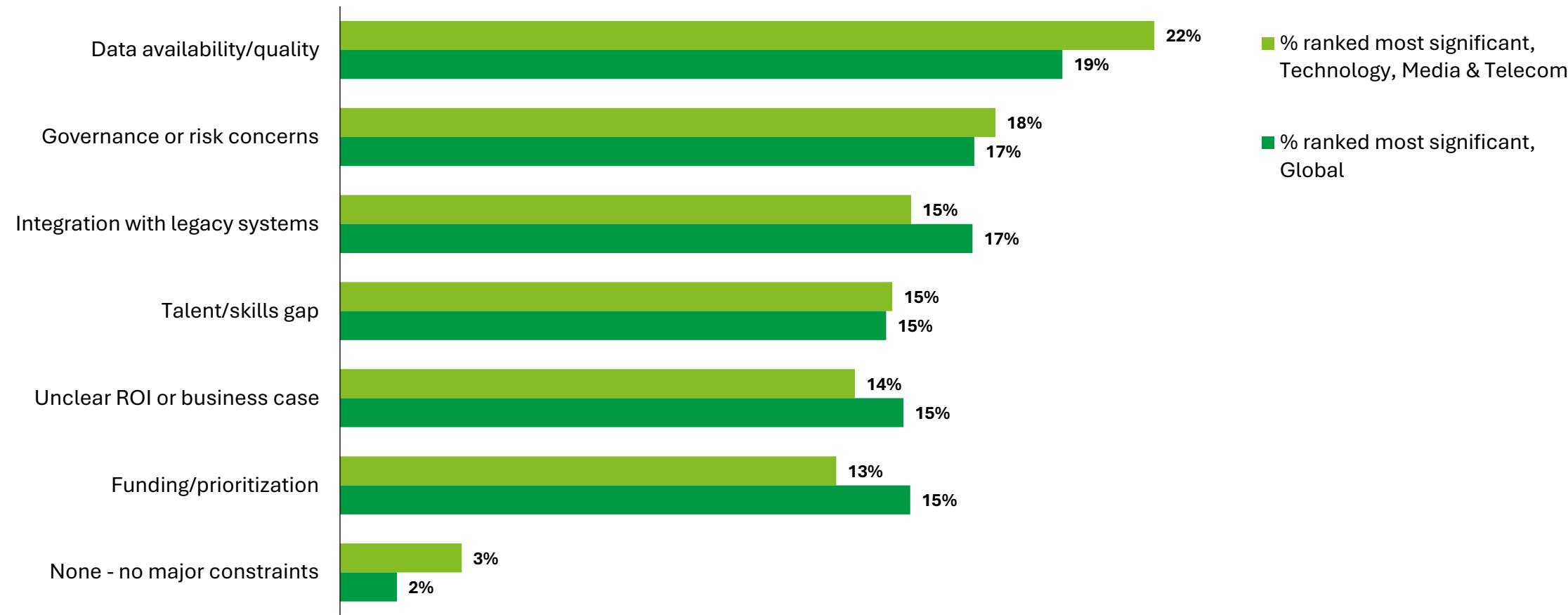
How would you describe your organization’s maturity in applying AI (all types) to sustainability initiatives?





Factors limiting AI use in sustainability

What factors most limit your organization’s ability to use AI in sustainability initiatives? (rank from most to least significant)



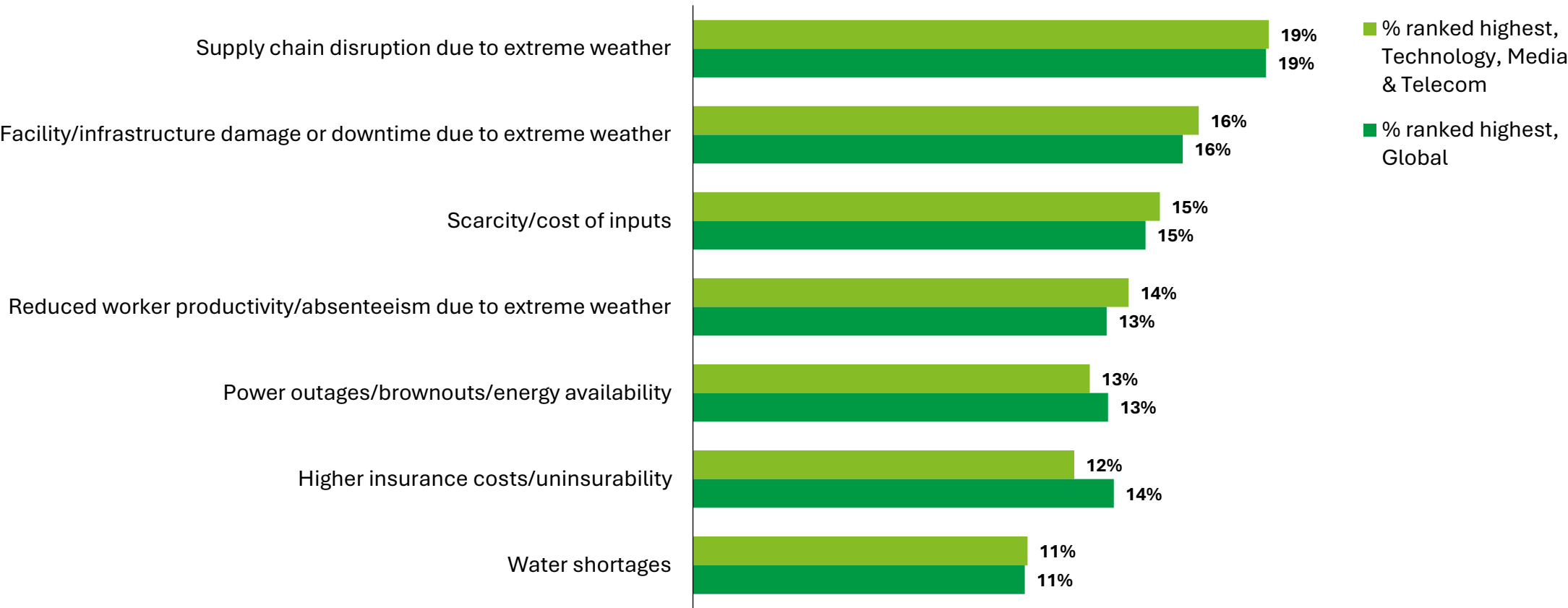
Resilience and physical risk





Sustainability-related physical risks impacting organizations

What do you see as the greatest sustainability-related physical risks to your organization over the next 3-5 years?
(rank order)





Degree of preparedness for sustainability-related physical risks

How prepared is your organization to avoid, withstand, and recover from the following sustainability-related physical risks over the next 3–5 years?

Prepared for ...

Supply chain disruption due to extreme weather

Scarcity/ cost of inputs

Facility/infrastructure damage or downtime due to extreme weather

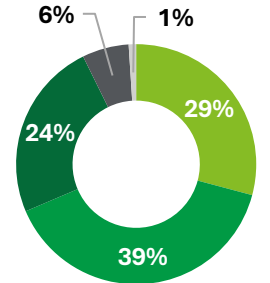
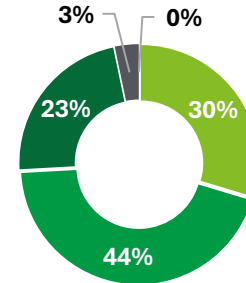
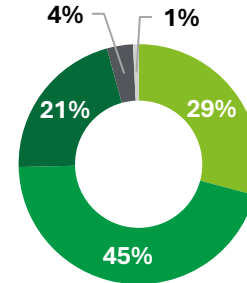
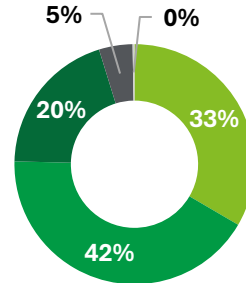
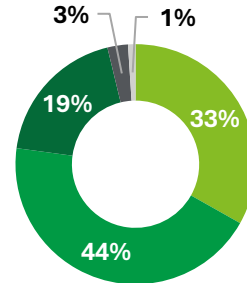
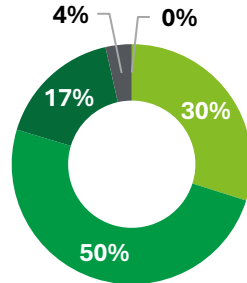
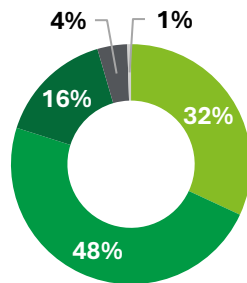
Power outages/ brownouts/energy availability

Reduced worker productivity/ absenteeism due to extreme weather

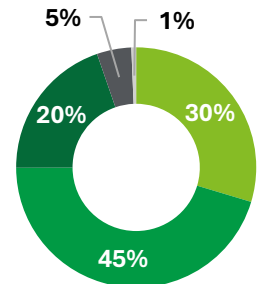
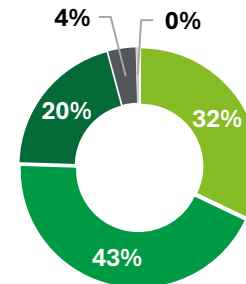
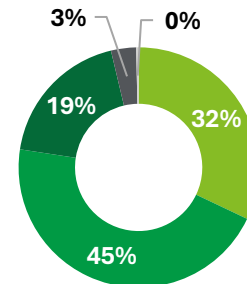
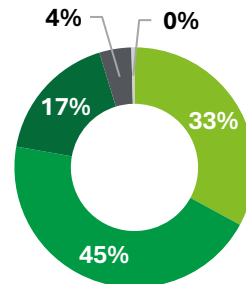
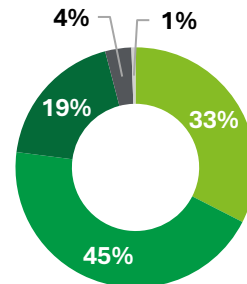
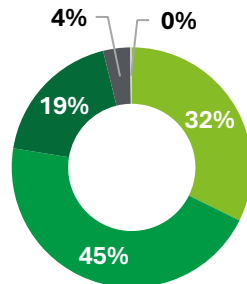
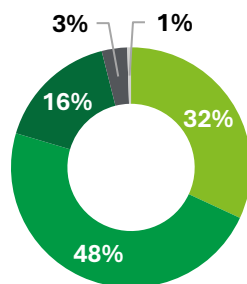
Higher insurance costs/ uninsurability

Water shortages

Technology, Media & Telecom



Global



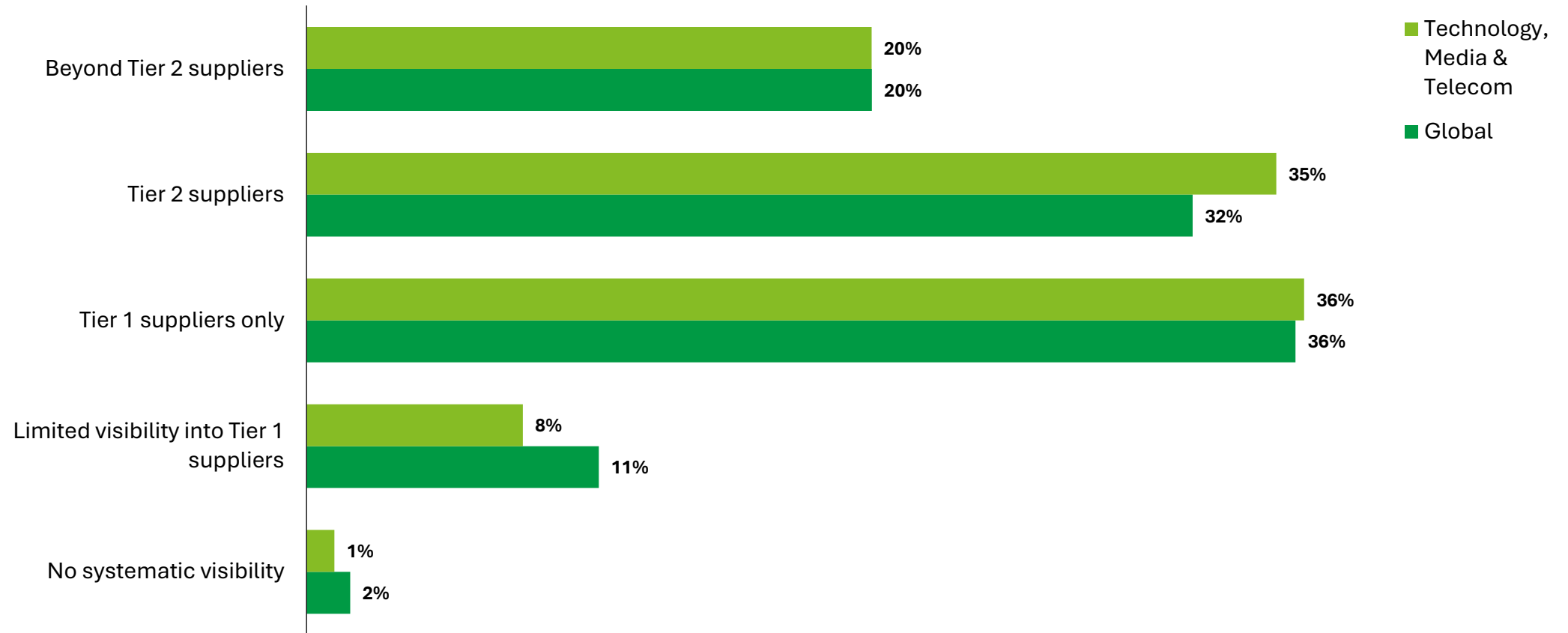
Legend: ● Very prepared ● Somewhat prepared ● Minimally prepared ● Not at all prepared ● Not sure/don't know

Note: Percentages may not sum to 100% due to rounding.



Sustainability supply chain visibility

To what level of your organization’s supply chain do you have reliable visibility into environmental performance data?



Note: Percentages may not sum to 100% due to rounding.



Key considerations for C-suite leaders

Navigating sustainable value creation: key considerations for C-suite leaders

Given the many ways sustainability efforts can translate into enterprise impact, the leadership task should be to identify the pathway that fits the business, understand its tradeoffs, and build the capabilities required to execute on that portfolio, whether through efficiency, growth, resilience, governance, data, or broader integration. To that end, executives should:

- 1 Define what sustainability is meant to deliver for the business**
Decide what the primary objective is, whether reducing or avoiding costs, protecting revenue, or driving growth. Apply that lens to both the overall program and individual efforts.
- 2 Build a focused portfolio and make difficult choices**
Scale actions with a clear business case and sustainability impacts, pause those without a defined owner or measurable objective, and reserve selective funding for longer-term opportunities.
- 3 Move resilience from strategic vision into operating routines**
Assign clear ownership for physical risks, integrate those risks into enterprise risk management and capital planning, and define risk thresholds that could trigger action.
- 4 Build the sustainability data foundation as AI scales**
Define priority use cases, govern and connect sustainability data to enterprise systems, and scale tools that improve decision-making.
- 5 Measure the full range of value created**
Track how sustainability affects areas like revenue, costs, risk, resilience, compliance, customer relationships, brand, supply chain performance, and competitive positioning.

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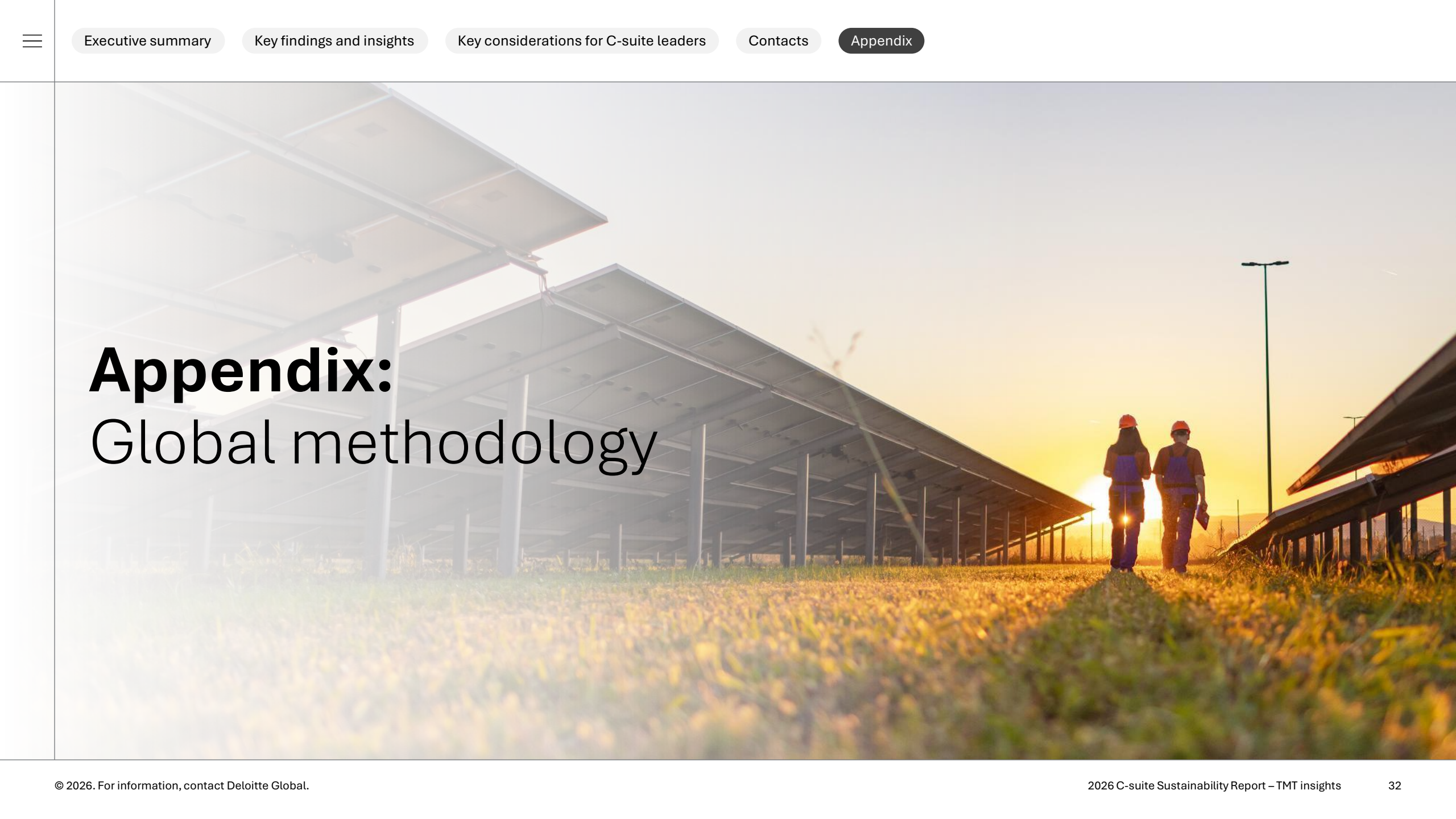
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A wide-angle photograph of a solar farm at sunset. Two workers in orange safety gear are walking away from the camera along a path between rows of solar panels. The sun is low on the horizon, creating a strong orange glow and silhouettes of the workers and panels. The foreground is filled with green grass.

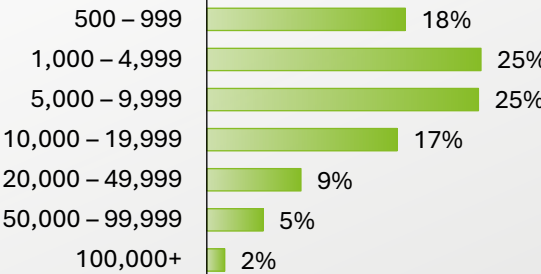
Appendix: Global methodology

Global methodology and business profile

The report is based on a survey of 2,156 C-suite executives, conducted by KS&R Inc. on behalf of Deloitte Global, and was administered in a double-blind manner during May and June 2026, ensuring impartiality and confidentiality for both respondents and researchers. The survey polled respondents from 29 countries: 39% from Europe; 17% from North America; 27% from Asia-Pacific; 7% from Middle East and Africa; 10% from Central and South America. Each of the major commercial industry sectors were represented in the sample. Additionally, Deloitte Global conducted select, one-on-one interviews with C-suite executives globally.

Countries polled: Australia, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Iceland, Ireland, India, Italy, Japan, Korea, Mexico, Netherlands, Norway, Qatar, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Türkiye, United Arab Emirates, United Kingdom, United States.

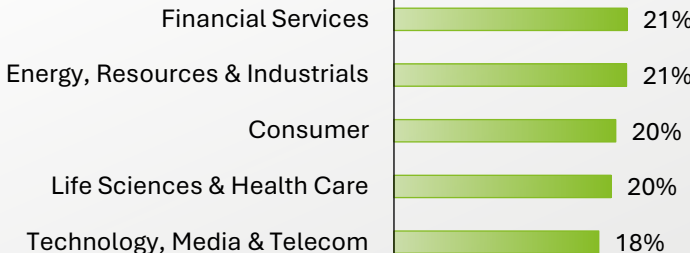
Number of employees



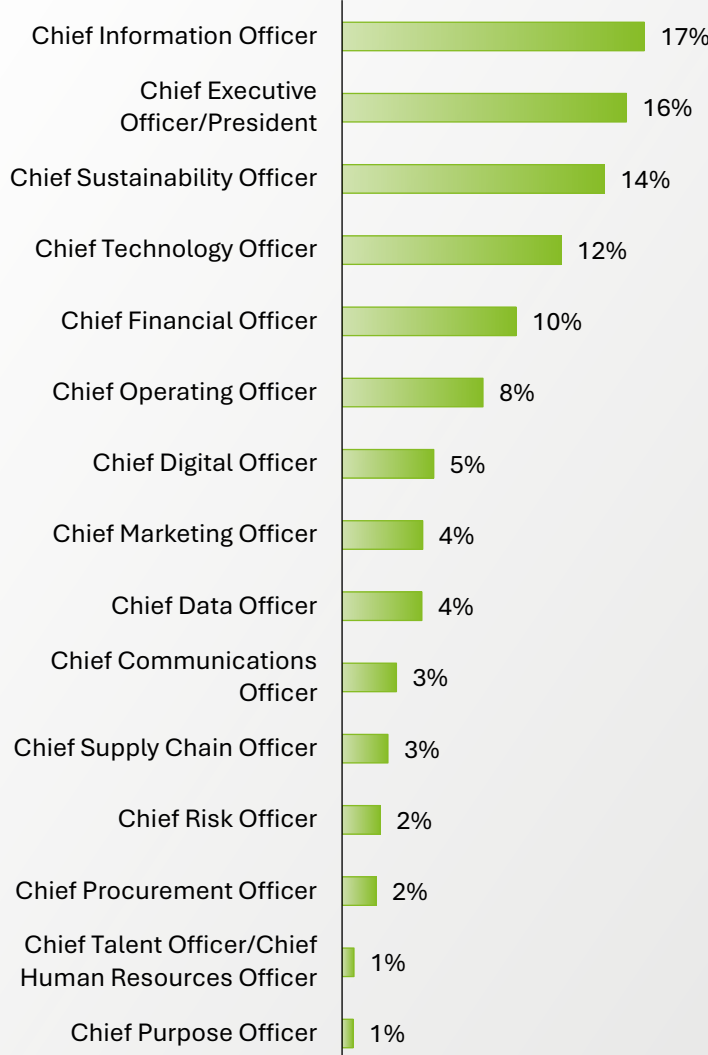
Annual Revenue (US\$)



Industry



Job title



[Executive summary](#)[Key findings and insights](#)[Key considerations for C-suite leaders](#)[Contacts](#)[Appendix](#)

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Together makes progress

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