

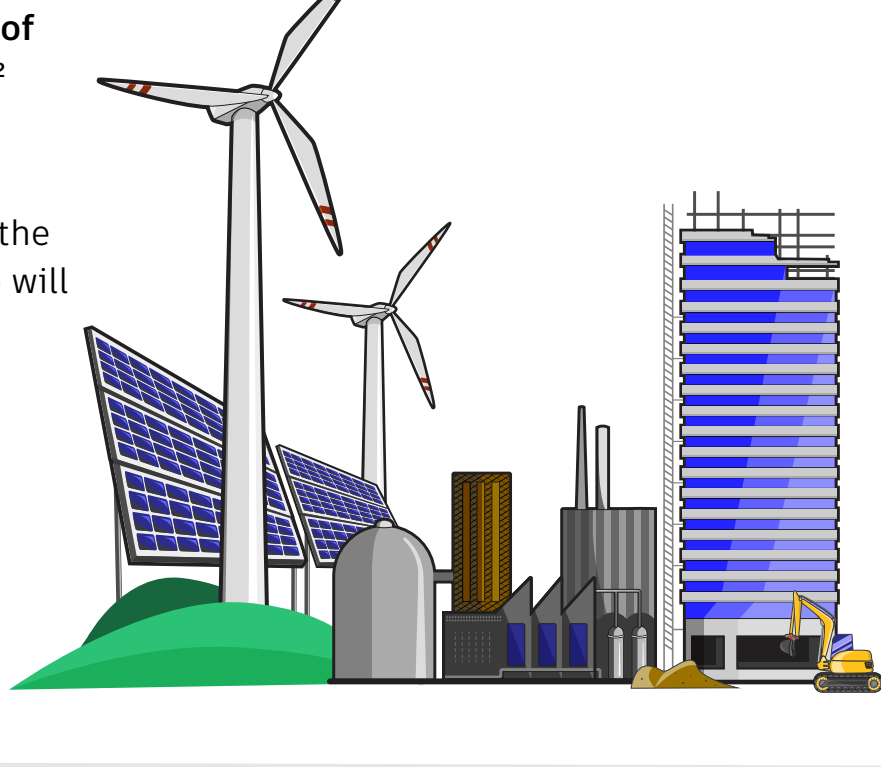
The business case for sustainability

What leaders in Asia-Pacific should know

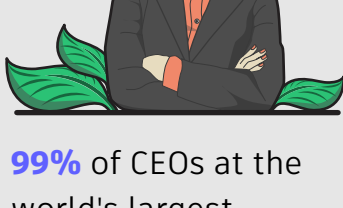
The manufacturing and construction industries generate nearly **60%** of our greenhouse gas emissions.^{1,2}

Making a positive impact on the world is no longer optional, and the widespread adoption of net-zero will soon fundamentally reshape the global economy.

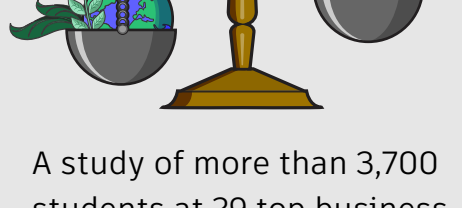
Business leaders who prioritize sustainable outcomes are better positioned for growth.



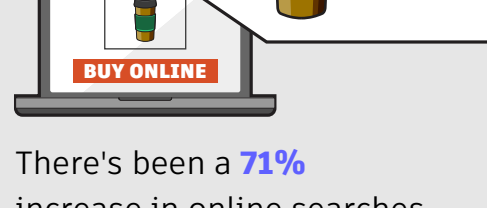
The big picture: sustainability around the globe



99% of CEOs at the world's largest companies believe sustainability is crucial for their future success.³



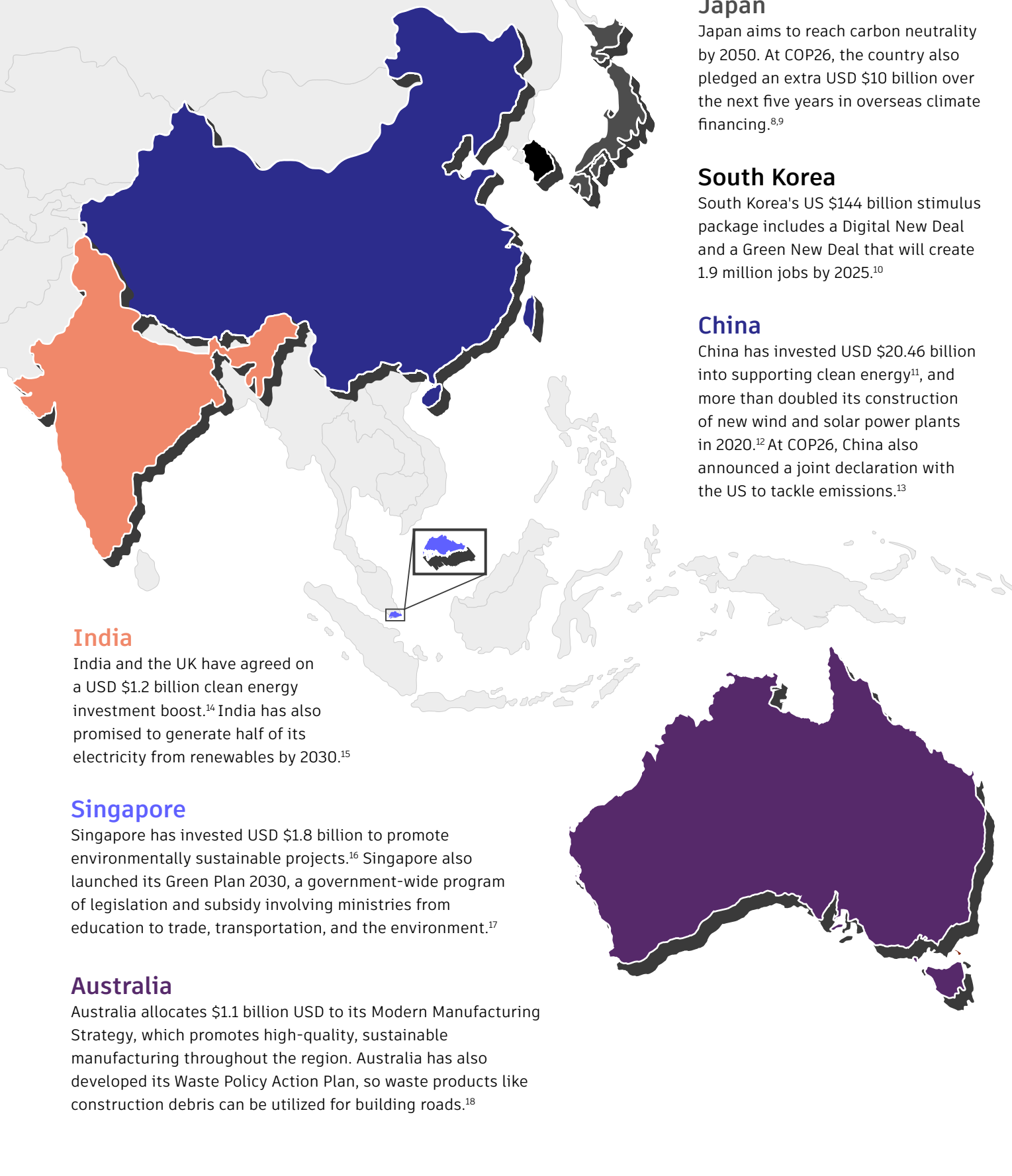
A study of more than 3,700 students at 29 top business schools found that **44%** of students are willing to accept a lower salary to work for a company with better environmental practices.⁴



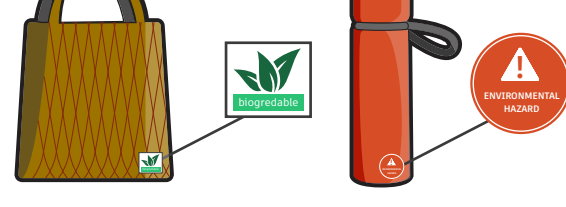
There's been a **71%** increase in online searches for sustainable goods over the past five years.⁵

The strategic opportunity: drive business growth in APAC

APAC is a key economic bloc globally, contributing to **37%** of the world's gross domestic product.⁶ The region is set to be the fastest growing in infrastructure and construction alone by 2030.⁷

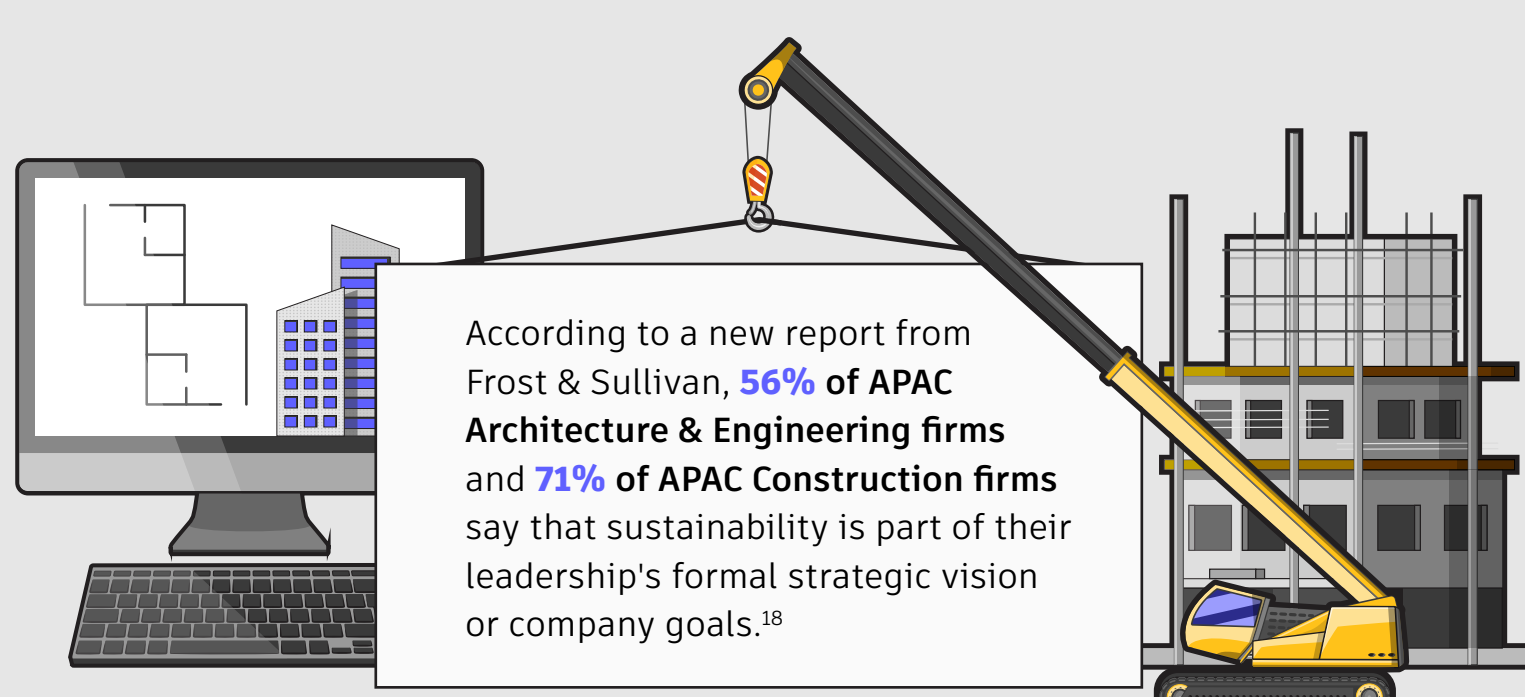


APAC contributes to **53%** of the total global amount of greenhouse gas emissions producing 18.3 billion metric tons of carbon dioxide in 2020.¹⁸



82% of Asia-Pacific consumers say that companies must be transparent about their environmental impact.¹⁹

The benefits of sustainability adoption for APAC leaders



In AEC¹⁸

In D&M¹⁸



72%

of firms have found project quality has improved.



73%

of firms agree that embracing sustainability enables better use of resources and less waste.



63%

of firms reduced their energy consumption.



77%

of firms have found project quality has improved.



85%

of firms agree that embracing sustainability enables better use of resources and less waste.



44%

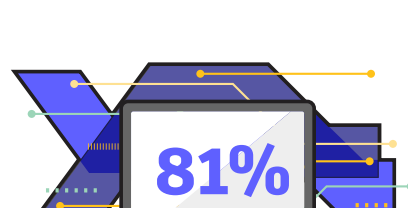
of firms reduced their energy consumption.



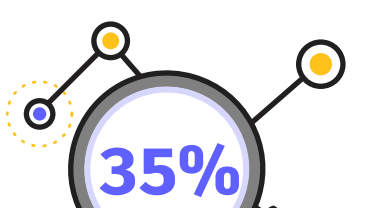
The complicating variable? Time

APAC has fallen behind the 2030 targets set by the UN's Agenda for Sustainable Development.²⁰

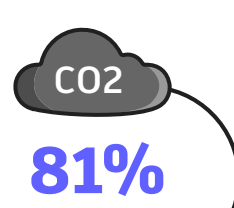
How APAC leaders are catching up



are investing in technology to improve sustainability.¹⁸



are investing in research and development.¹⁸



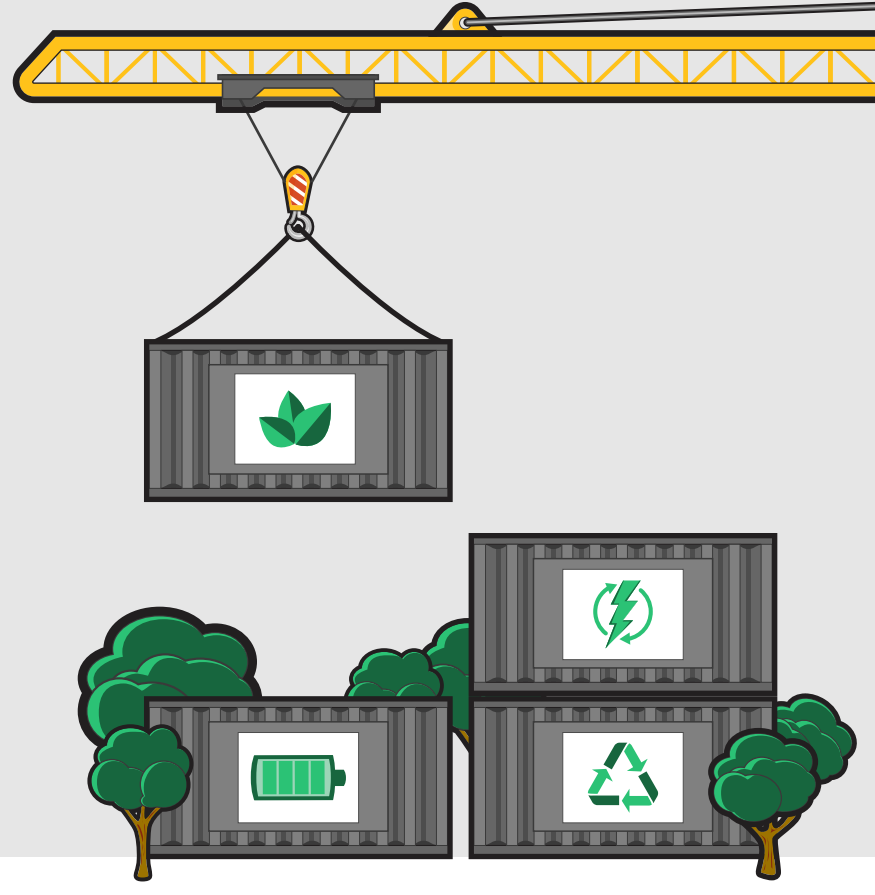
are reducing their carbon offsets.¹⁸

Join the movement: build a more sustainable business today

Learn how BIM can reduce waste by up to 20%, or how digital solutions can save the average utility company up to a billion dollars [here](#).

The Embodied Carbon in Construction Calculator (**EC3**) helps estimate the overall embodied carbon emissions of a project.

Discover how generative design can help firms manufacture lightweight products and reduce waste [here](#).



Learn more about sustainability in APAC.



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