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Sustainability

Creating Business Value With Embedded Sustainability

A recent study by the IBM Institute for Business Value sheds light on a challenge facing many executives: the alignment of sustainability goals with business strategy. The data shows that organizations that embed sustainability within their operations see better business results. However, nearly half (47%) of the executives surveyed struggle to fund sustainability investments while 60% concede to making trade-offs between financial and sustainability outcomes.

Titled [Beyond Checking the Box – How to Create Business Value with Embedded Sustainability](#), the study surveyed 5,000 C-suite executives across 22 industries and 22 countries. While there's a promising uptick (10%) in executives reporting significant progress in executing sustainability strategies, the overall number (30%) suggests that a lot more work needs to be done.

The companies that make sustainability part of the core DNA have reaped the rewards, and are 52% more likely to outperform their peers on profitability. The key is seamlessly integrating sustainability into everyday processes rather than treating it as a separate entity.

Read more in an [article from Supply Chain 24/7](#).

Other Business

FIATA World Congress – Panama City, September 23 to 27

The [FIATA World Congress](#) is a major annual gathering that brings together leading professionals, thought leaders, experts and innovators from the logistics, transportation and freight industries.

During the event, there will be conferences, panel discussions, workshops and networking opportunities, all designed to foster knowledge sharing and promote collaboration among participants. Industry experts will provide up-to-date information on the latest trends, emerging

technologies and best practices in the industry. You will be kept abreast of the latest developments and will be able to apply that knowledge in your own organization.

The 2024 FIATA Congress is a unique platform to get a complete overview of the global logistics industry. From supply chain and freight management to regulation and sustainability, you will have a holistic understanding of the challenges and opportunities facing the industry.

Early-bird pricing is available until May 15.