

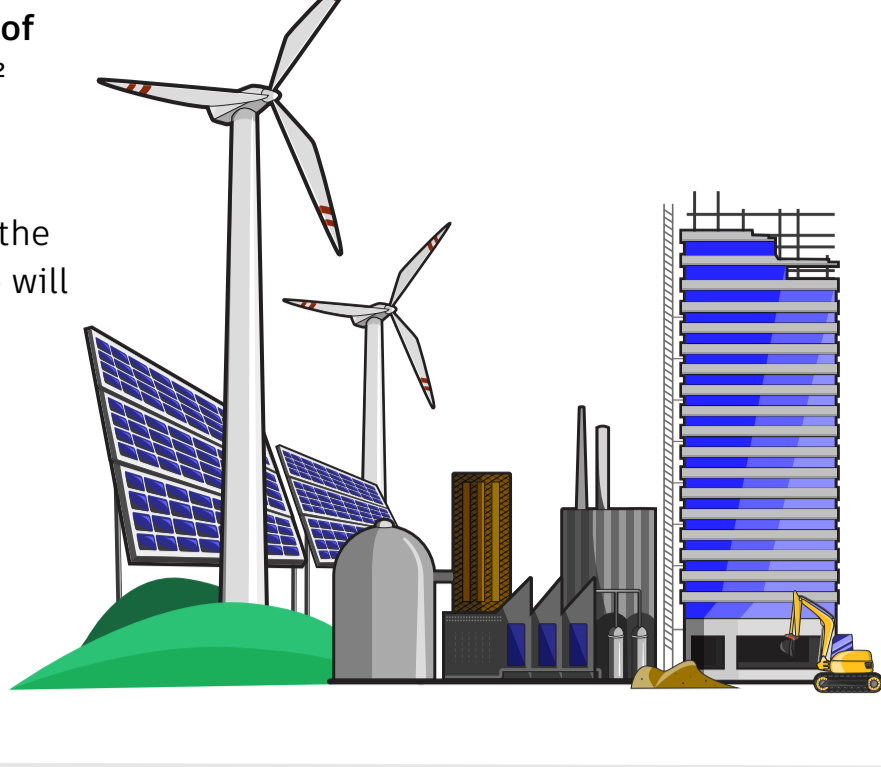
The business case for sustainability

What leaders in Asia-Pacific should know

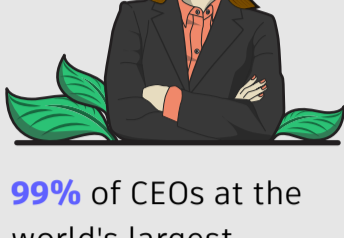
The manufacturing and construction industries generate nearly **60%** of our greenhouse gas emissions.^{1,2}

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.

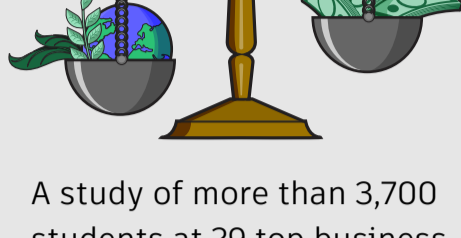
Business leaders who prioritize sustainable outcomes are better positioned for growth.



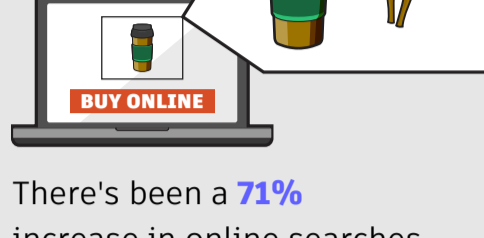
The big picture: sustainability around the globe



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



Japan
Japan aims to reach carbon neutrality by 2050. At COP26, the country also pledged an extra USD \$10 billion over the next five years in overseas climate financing.^{8,9}

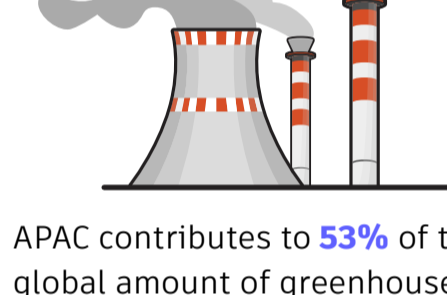
South Korea
South Korea's US \$144 billion stimulus package includes a Digital New Deal and a Green New Deal that will create 1.9 million jobs by 2025.¹⁰

China
China has invested USD \$20.46 billion into supporting clean energy¹¹, and more than doubled its construction of new wind and solar power plants in 2020.¹² At COP26, China also announced a joint declaration with the US to tackle emissions.¹³

India
India and the UK have agreed on a USD \$1.2 billion clean energy investment boost.¹⁴ India has also promised to generate half of its electricity from renewables by 2030.¹⁵

Singapore
Singapore has invested USD \$1.8 billion to promote environmentally sustainable projects.¹⁶ Singapore also launched its Green Plan 2030, a government-wide program of legislation and subsidy involving ministries from education to trade, transportation, and the environment.¹⁷

Australia
Australia allocates \$1.1 billion USD to its Modern Manufacturing Strategy, which promotes high-quality, sustainable manufacturing throughout the region. Australia has also developed its Waste Policy Action Plan, so waste products like construction debris can be utilized for building roads.¹⁸



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

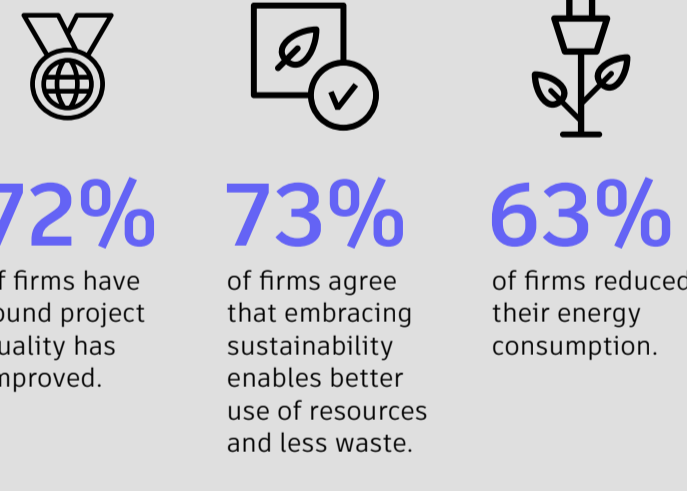


82% of Asia-Pacific consumers say that companies must be transparent about their environmental impact.¹⁹

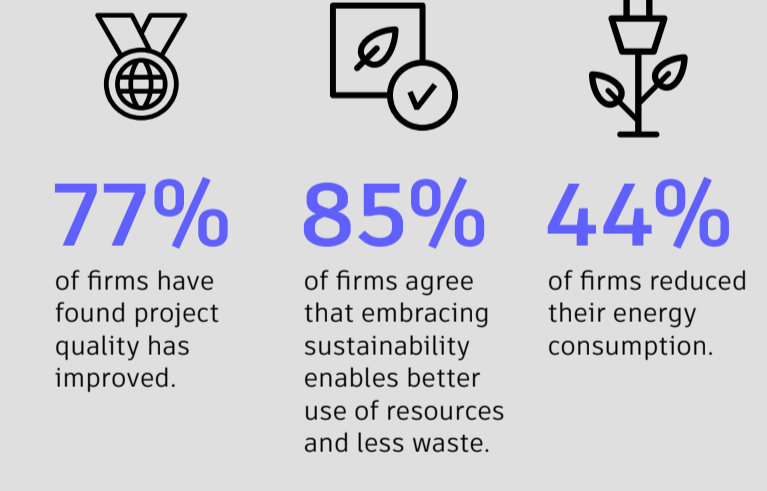
The benefits of sustainability adoption for APAC leaders

According to a new report from Frost & Sullivan, **56%** of APAC Architecture & Engineering firms and **71%** of APAC Construction firms say that sustainability is part of their leadership's formal strategic vision or company goals.¹⁸

In AEC¹⁸

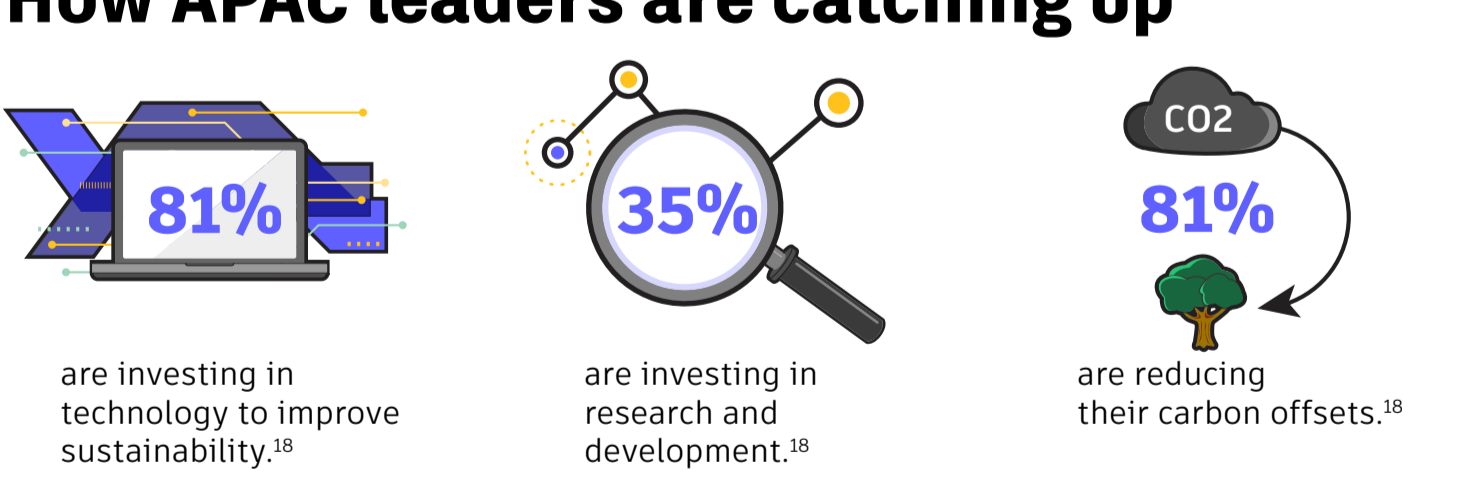


In D&M¹⁸



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

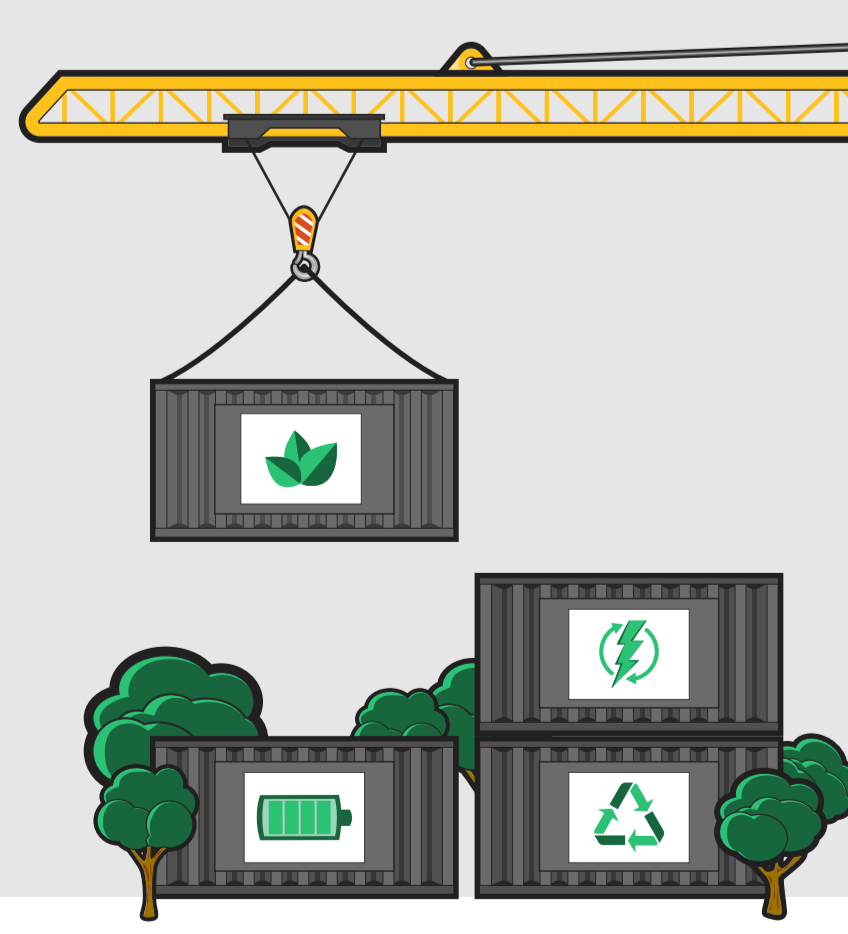


Join the movement: build a more sustainable business today

Learn how BIM can reduce waste by up to 20%, or how digital solutions can save the average 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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