

## **Good Business and Echo Research: Sustainability Leaders Panel overview**

### **What is it?**

A panel of senior sustainability executives which acts as a research resource and a community-of-interest. Good Business and Echo Research will ask the panel a short set of questions on thorny and topical sustainability matters on a quarterly basis. The results will be shared with the community, and subsequently more broadly. Members will have the opportunity to contribute to the question set. We will also facilitate on and offline meetings of the panel, to foster a community which provides mutual support, inspiration and guidance, as well as creating opportunities for individuals with specific shared challenges to connect.

### **What sort of insight will it generate?**

The questions will be designed to reflect the issues and challenges which are most pressing for senior sustainability executives in any given quarter. They will include specifics – such as the estimated cost of compliance with CSRD as well as more philosophical issues such as the role progressive brands should play in today's world. The results will offer practical guidance to sustainability professionals, help them calibrate their own activity, and provide an illuminating viewpoint on sectoral and geographical differences.

### **How much time will it take?**

Completing the quarterly questionnaire will take less than twenty minutes. Involvement in community events and connections will be completely optional, as will time spent using the insight generated or contributing individual burning questions for inclusion. Individuals can then invest time commensurate to the value they obtain from it.

### **Why should I take part?**

The sustainability industry is at a pivot point – it is moving from becoming nascent to established, scrappy to sophisticated. The support infrastructure and source of information and insights for sustainability executives needs to evolve too. We see this panel as a part of this progression, providing a service to the people who are making sustainability happen and helping them create even better impact and results.