

## Ten Key Drivers of Business Sustainability Shaping Corporate Behavior and Strategy in This New Era



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The 2015 United Nations Climate Change Conference (COP 21) in Paris was a defining moment in global climate governance, setting the stage for collective action to combat climate change. Developing nations, particularly India, committed to reducing their emission intensity by 33–35% by 2030, signaling a critical transition toward sustainable growth models. Achieving these ambitious targets, however, requires a coordinated effort where corporations emerge as pivotal actors in advancing the low-carbon economy.

As we look toward 2025-2030, businesses are moving beyond mere regulatory compliance and government mandates to become forces for positive environmental and social transformation. This paper identifies and analyzes the ten key drivers of business sustainability shaping corporate behavior and strategy in this new era: (1) the business case for sustainability led by top management, (2) operational efficiency, (3) labor satisfaction and corporate citizenship, (4) shifting consumer preferences, (5) responsible branding and reputation, (6) sustainable supply chain management, (7) circular economy adoption, (8) social license to operate, (9) invisible stakeholder engagement through social activism and digital media, and (10) evolving compliance, regulatory, and investor expectations.

The paper argues that these drivers collectively represent a paradigm shift from obligation to opportunity, where sustainability becomes integral to innovation, competitiveness, and corporate purpose. Companies that embrace this transformation will not only contribute to national and global climate commitments but also redefine their role as responsible value creators in an increasingly interconnected and environmentally conscious world.

### Biography:

Abhishek Ranjan is a globally respected ESG and sustainability leader, shaping the future of responsible business through visionary leadership and purpose-driven innovation. As the architect of Brillio's global ESG strategy, he has advanced initiatives in carbon neutrality, DEI, and social equity. His flagship program, Brillio Bringing Smiles, aims to empower 1 million children by 2030. An alumnus of IMT Ghaziabad, Abhishek teaches at leading B-schools and serves on academic boards. A recognized voice at the UN and G20, he serves the board of UNGC India as Jt Secretary and was named FKCCI ESG Person of the Year 2025.