



# SUSTAINABILITY IN THE U.S. FACTSHEET



**Population** | 3rd largest country by population

**Economic Status** | Largest global economy

**Sustainability Context** | Challenges in sustainability stem from size and economic diversity



“Sustainability is no longer optional; it’s imperative for the private sector. Compliance with evolving ESG reporting and disclosure requirements is becoming a fundamental cost of doing business in the U.S. market.”

Julie Dowse, Insights Director, Kadence Americas

## Government Policy and Legal Framework

### REGULATORY BODIES

- Environmental Protection Agency (EPA)
- Department of Energy (DoE)

### KEY LAWS

- Clean Air Act
- Clean Water Act
- National Environmental Policy Act

### POLICY CHANGES

- Rejoining the Paris Agreement
- Focus on renewable energy and emission reduction targets

### International Commitments

The Paris Agreement pledges to reduce emissions by 50-52% below 2005 levels by 2030

### Major Areas of Concern

#### CHALLENGES

- Greenhouse gas emissions, water and air pollution, and climate change impacts

#### CLIMATE CHANGE IMPACT

- Rising sea levels and increased frequency of extreme weather events

# 59%

expect the private sector to contribute significantly to using **renewable energy**

## VISION & TARGETS



## Certification Standards



LEED for green buildings



ENERGY STAR for energy-efficient products

ASTM environmental standards  
EPA's emission standards



Corporate Sustainability Practices

TRENDS

- Growing adoption of corporate social responsibility (CSR)
- ESG (Environmental, Social, and Governance) criteria

INCENTIVES

Tax credits for renewable energy, grants for environmental research, and innovation

SUPPORT MECHANISMS

Federal and state-level incentives for green businesses

OPPORTUNITIES

Growing market for green technologies, sustainable products, and services

SECTORS



Renewable energy (solar, wind)



Electric vehicles



Sustainable agriculture

NEARLY  
**1 in 5**

claim they seldom or never reuse material or recycle



Challenges and Risks in Sustainable Practices



Complex federal and state regulations



Competitive and diverse market, regional differences in sustainability adoption



Need for transparency and genuine sustainability efforts



**31%**

strongly agree they will select a product or service based on its environmental credentials

**55%**

Lack of motivation is the top barrier preventing US adults from engaging in more sustainable behavior

**22%**

are concerned about social sustainability issues like unfair labor practices, human rights, and economic mobility



Survey results from Project Earth global study by Kadence International 2023

Key Resources

U.S. Environmental Protection Agency

U.S. Department of Energy

Sierra Club

American Council for an Energy-Efficient Economy

Future Outlook



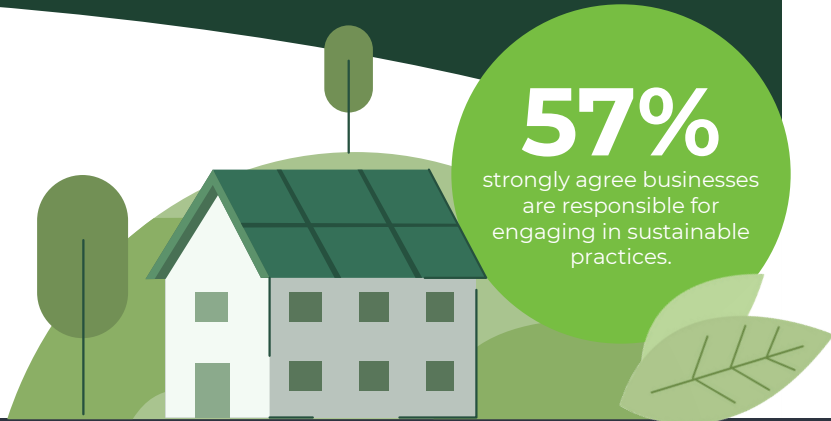
Significant advancements in renewable energy and sustainable practices, but ongoing challenges in policy alignment and infrastructure



Increased focus on sustainable urban development and clean technologies

**57%**

strongly agree businesses are responsible for engaging in sustainable practices.



Regional Variations: Consider the diverse environmental policies and practices across different states