



SDGs are your Business!

Wednesday 14th of November, 2018



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The Sustainable Development Goals (SDGs)



Principles:

- Universality
- Leave no one Behind
- Interconnected
- Inclusive
- Multi-stakeholder



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SDGs have Targets & Indicators

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



TARGETS	INDICATORS
9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all	9.1.1 Proportion of the rural population who live within 2 km of an all-season road 9.1.2 Passenger and freight volumes, by mode of transport
9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries	9.2.1 Manufacturing value added as a proportion of GDP and per capita 9.2.2 Manufacturing employment as a proportion of total employment
9.3 Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets	9.3.1 Proportion of small-scale industries in total industry value added 9.3.2 Proportion of small-scale industries with a loan or line of credit
9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities	9.4.1 CO ₂ emission per unit of value added
9.5 Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending	9.5.1 Research and development expenditure as a proportion of GDP 9.5.2 Researchers (in full-time equivalent) per million inhabitants
9.A Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, least developed countries, landlocked developing countries and small island developing States	9.A.1 Total official international support (official development assistance plus other official flows) to infrastructure
9.B Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities	9.B.1 Proportion of medium and high-tech industry value added in total value added
9.C Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020	9.C.1 Proportion of population covered by a mobile network, by technology



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SDGs are Interconnected



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SDGs are Context-specific



SDGs are 'hot'



video

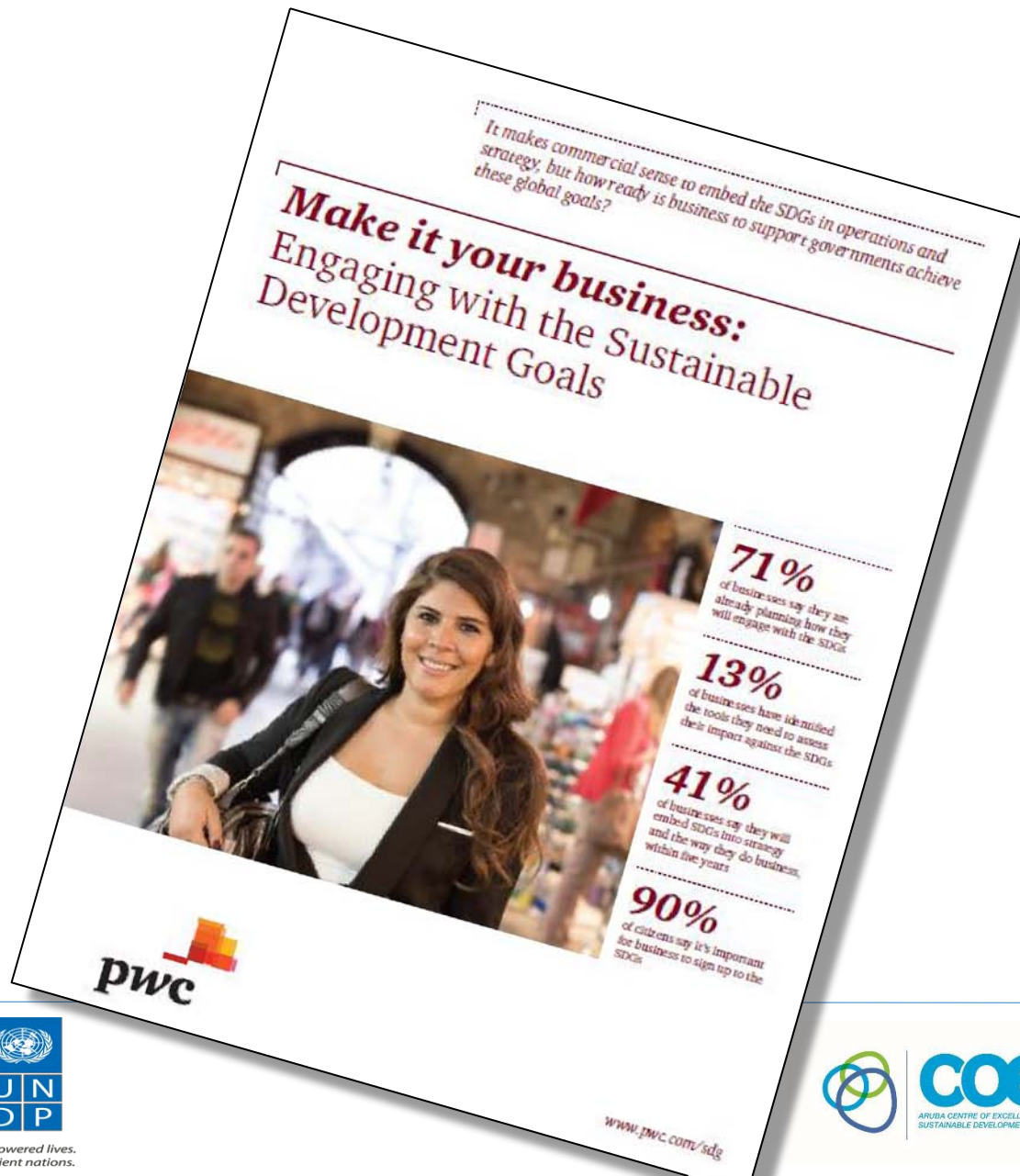


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So what does it mean for business?



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Why should you bother?

Align w/
gov't
policies

Improves
performance

Leadership
is
committed

More value,
lower cost

What's the business case for helping to achieve the SDGs?

There are a number of compelling reasons for business to focus on sustainable business practices, which make it a simple, logical choice.

Increased future government focus on sustainable business: by committing to SDG target 12.6, national governments have agreed "to encourage companies, especially large and listed companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle". Thus, companies should anticipate policies and regulations that seek to deliver on that commitment.

Sustainable business practices improve performance: evidence shows that companies with higher ratings for environmental, social and governance factors, i.e. strong sustainable business practices, have: (1) **lower costs of debt and equity** – the market recognises them as lower risk and rewards them accordingly; and (2) **they generally outperform the market** in the short term (three to five years) and long term (five to ten years).*

Here's supporting evidence: the MSCI have recently added a Sustainable Impact Index¹ to their All Company World Index (ACWI) – which is designed to identify listed companies whose core business addresses at least one of the world's social and environmental challenges, as defined by the SDGs. Over the first four months of its operation (from 30 November 2015 to 31 March 2016) the MSCI ACWI Sustainable Impact Index outperformed the MSCI ACWI Index, in terms of net returns, by 14.8%. And a recent study undertaken by Deutsche Asset & Wealth Management of more than 2,000 empirical studies, published by the Journal of Sustainable Finance and Investment in December 2015, found a positive correlation between environmental, social and governance (ESG) criteria and corporate financial performance. So, the numbers are backing up the moral imperative to act.

Broad range of wider business benefits: companies report that sustainability strategies deliver value through reduced operational, reputational and regulatory risk; decreased operating and supply chain costs; enhanced product value propositions attracting greater market share or price premiums; and/or growth via new markets or product innovation.²

Increasing focus of CEOs: For sustainability strategies, like any other business strategy, to be successful, companies need to set goals and establish accountabilities, supported by business

metrics. 72% of CEOs state that their companies are reporting non-financial information, according to PwC's 19th Annual Global CEO Survey. CEOs are recognising that short term, profit centric models are reducing in relevance and they are changing their approach accordingly: 84% of CEOs said that they are expected to address stakeholder needs, 86% of CEOs say they are changing how they hold themselves accountable for, and 70% of CEOs say that business success is about more than just financial performance. This perspective will drive new business behaviours.

Which SDGs should my company focus on?

With 17 goals to consider it's easy to see how individual businesses will struggle to focus on addressing them all. In our SDG Engagement research,³ only 1% of companies said they would even be assessing their impact across all 17, let alone tackling them all, with many planning to prioritise those they view as most material. Agreeing the firm's engagement with the SDGs is therefore a board level discussion as well-informed debate is required in order to hone in on the right set of priorities to drive the strategy.

Many of the goals interconnect with others – and some generate more value than others (see page 31 for more details), so defining a strategy is challenging.

We recognise a structured approach to these conversations is required if they're to be productive and so have thought through not only the key things to consider (see page 23), but also developed a tool to show where your business has value at risk if the SDGs fail (see page 51 for more on the Global Goals Business Navigator). Both are useful to use when defining business impact and shaping conversations.

Next steps?

We hope that you find this guide helpful. It has many implications for governments introduce new regulation and policy to meet their goals, but that they also represent many opportunities to embrace. This guide is a first step in helping the business community get to grips with the SDGs and start to define their approach. For more, we have a wealth of additional information on our website: www.pwc.com/globalgoals or if you have questions, please do get in touch (details are on page 94).

Source: PWC



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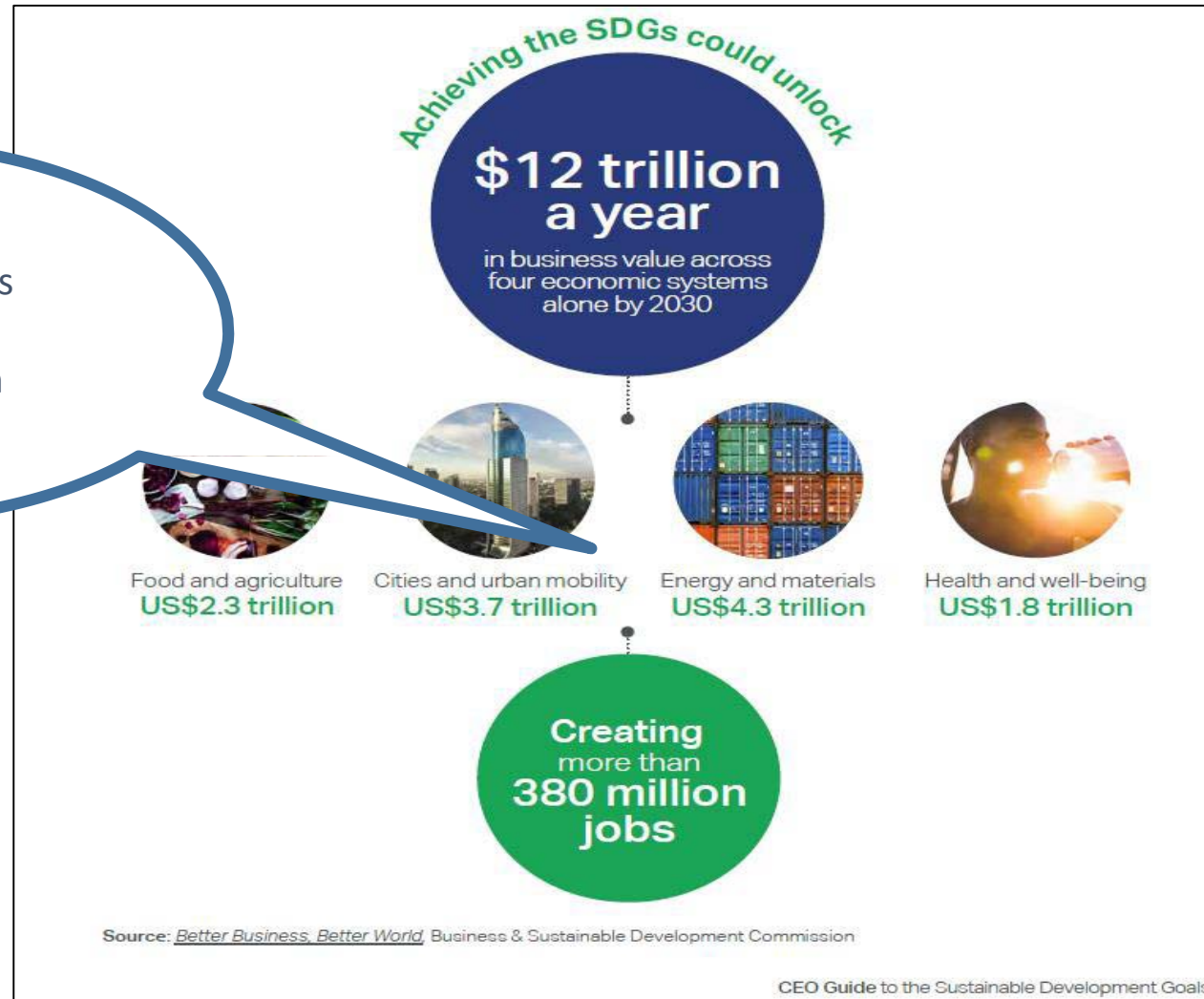
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So what does it mean for Business?

1. Lower Risk
2. More Opportunities
3. More Transparency
4. More Collaboration



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What can you do?



Source: WBCSD



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Breakthrough Innovation Action Platform

Focus on:

1. New Mindsets
2. New Business [Models](#)
3. Disruptive [Technologies](#)
4. Cross-sectoral Collaboration



UN Global Compact Breakthrough Innovation Action Platform

Video



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How your company can advance each of the SDGs

17 Goals to Transform Our World

The SDGs provide an historic opportunity to unite all global stakeholders to end extreme poverty, fight inequality and injustice, and protect our planet.

IN THIS SECTION ▾

How Your Company Can Advance Each of the SDGs

Responsible business and investment – rooted in [universal principles](#) – will be essential to achieving transformational change through the SDGs. For companies, successful implementation will strengthen the enabling environment for doing business and building markets around the world.

Below you will find links to important initiatives and resources of the UN Global Compact – and in some instances of other like-minded organizations – to guide companies and other stakeholders to action-oriented platforms and tools that support SDG implementation.

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE AND JUSTICE, STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	

[Link](#)



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Some examples from a recent Hackathon

Source: SDG Hackathon <http://www.un.org/sustainabledevelopment/takeaction/>

NISKALA

1. **BAHRAIN** (SDG 9): Paperless – E-receipts that reduce paper waste
2. **BALI** (SDG 12): Niskala – Educate and reduce waste generated from religious festivals that are a large contributor to the severe waste issues Indonesia is suffering with
3. **CHANDIGARH** (SDG 9): Help aid the education of blind children with a paperless Braille tablet
4. **GENEVA** (SDG 12): 24/7 – Access to 24/7 Medical Treatment on the move
5. **LAGOS** (SDG 9): Smart Transit – A culturally appropriate transit in Nigeria by offering local transport information in real time
6. **LISBON** (SDG 9): Lettuce Grow – An app that connects small scale farmers directly with consumers to boost agricultural industry and local economy
7. **LONDON** (SDG 9): eQuality – A system that allows shoppers to educate themselves around the ethical, political & environmental impact of their product purchases
8. **NEW YORK** (SDG 12): Kindred – The world's first closed-loop marketplace for sustainable garments.
9. **RIO DE JANEIRO** (SDG 10): Jardim Digital – An app that connects refugees with jobs open and available to them by fair and honest employers.

Braille Slate

eQuality

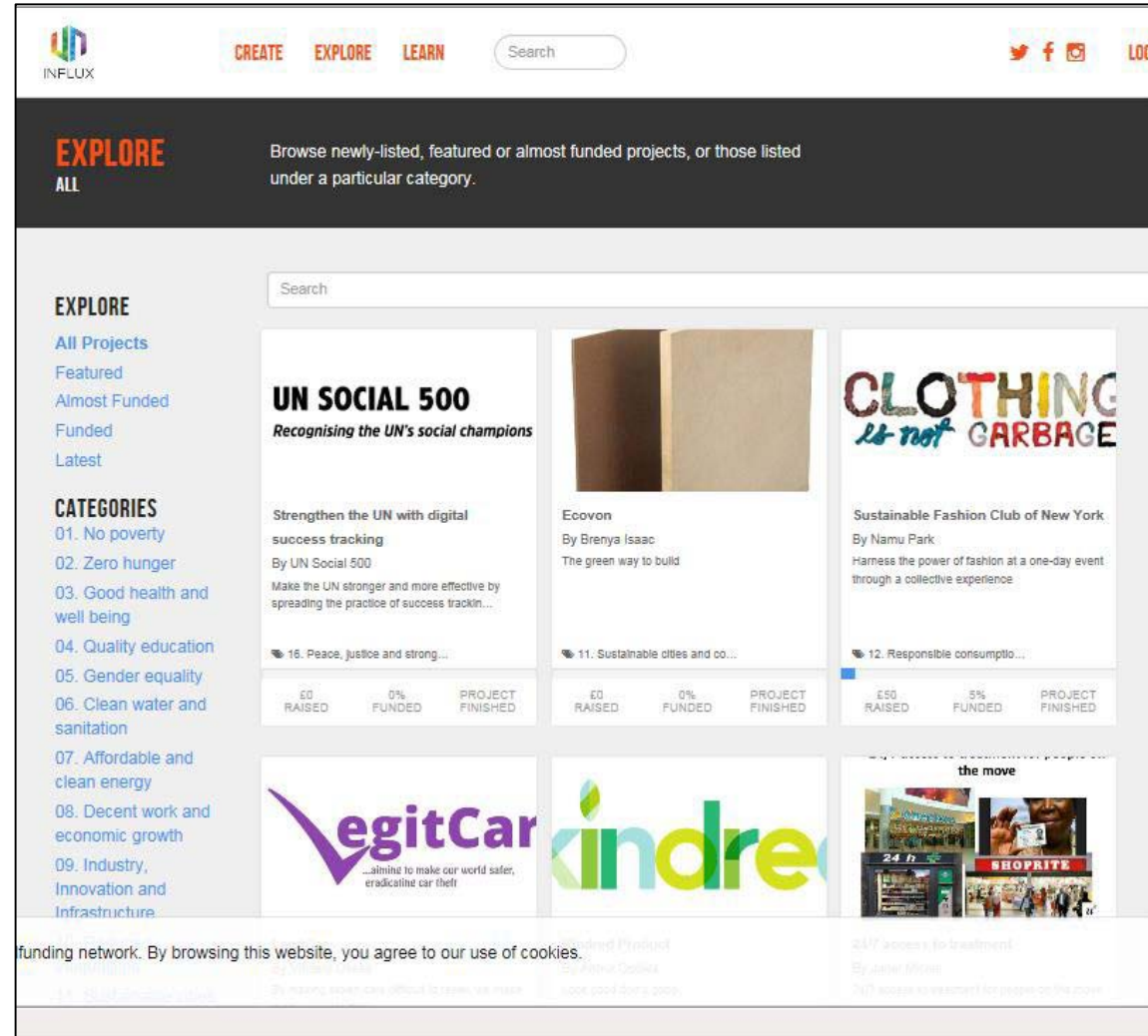


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Some examples from a recent Hackathon



Link



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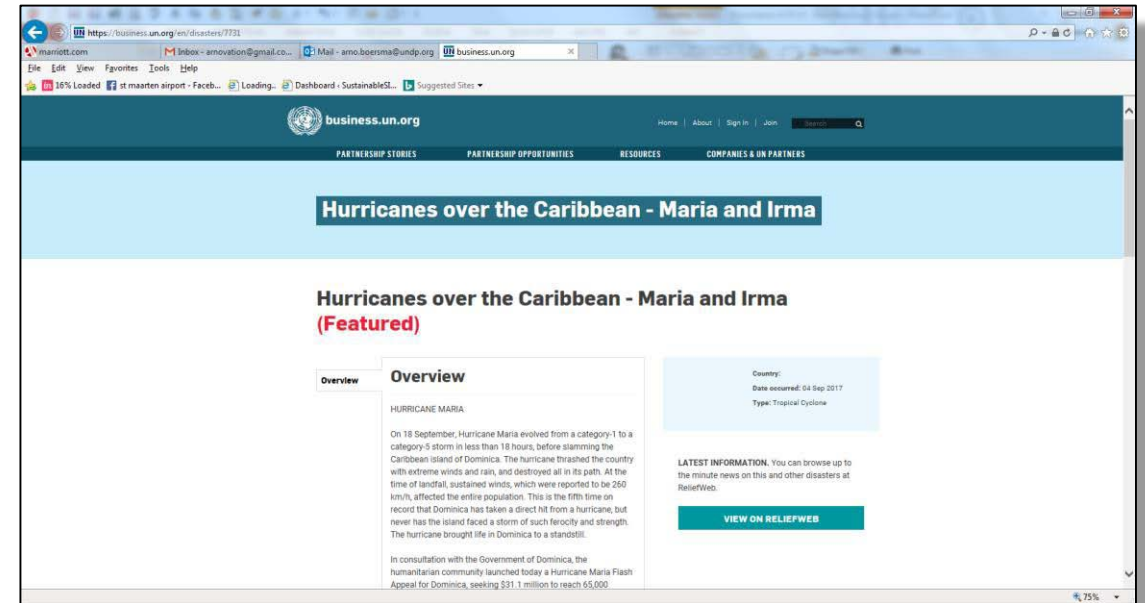
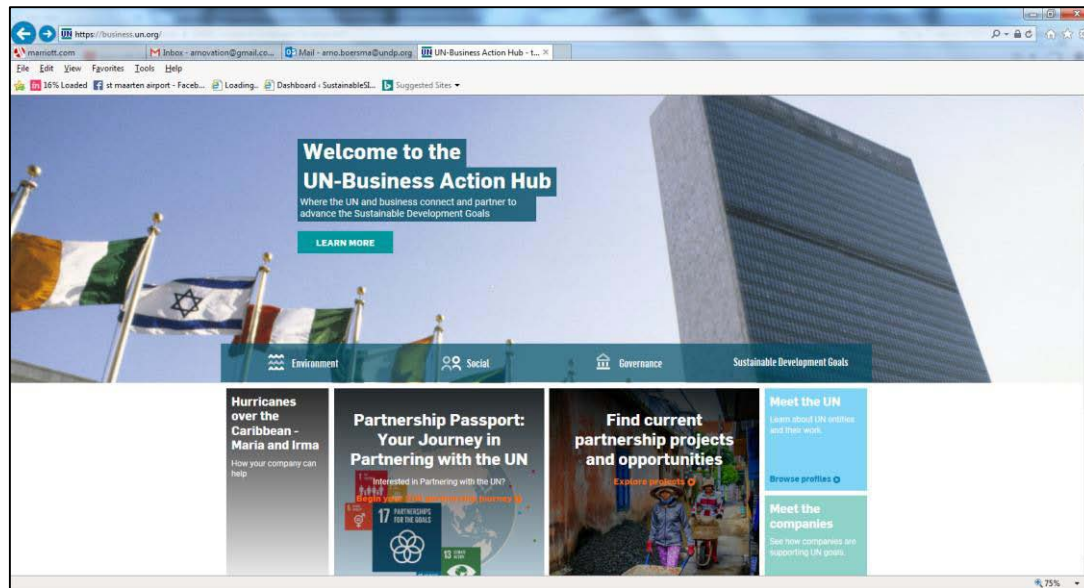
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How you can work with the UN

Source: <https://business.un.org/>



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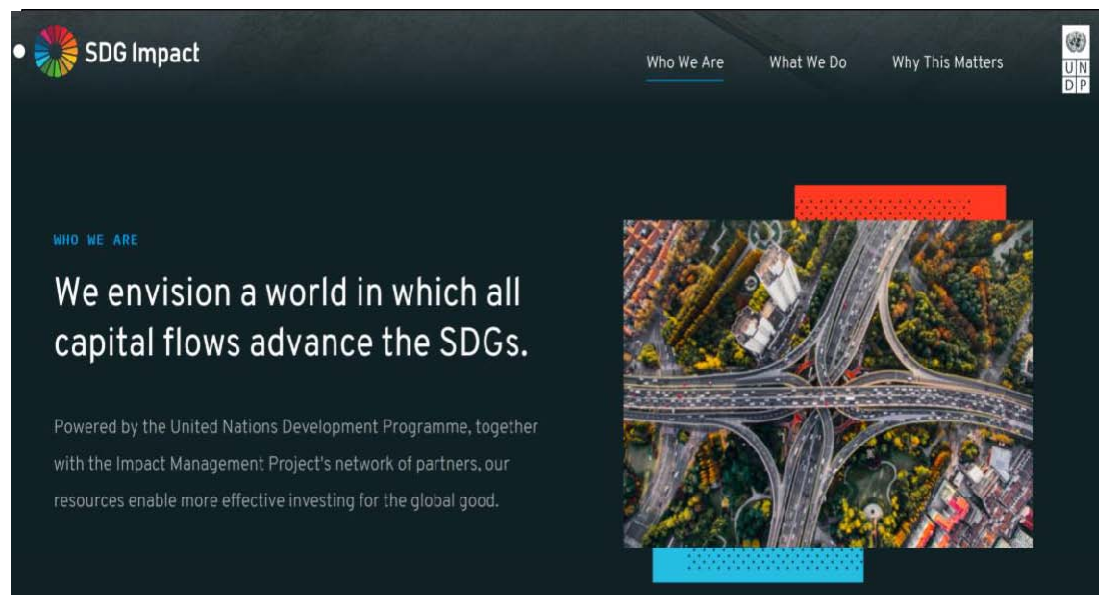
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How you can work with the UN

Source: <https://sdgimpact.undp.org/>



Source: <https://unglobalcompact.org/>



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And if your business can't save the world...

Source: www.un.org/sustainabledevelopment/takeaction/



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Lazy Person's Guide to Saving the World



- ✓ Save electricity by plugging appliances into a power strip and turning them off completely when not in use, including your computer.
- ✓ Stop paper bank statements and pay your bills online or via mobile. No paper, no need for forest destruction.
- ✓ Share, don't just like. If you see an interesting social media post about women's rights or climate change, share it so folks in your network see it too.
- ✓ Speak up! Ask your local and national authorities to engage in initiatives that don't harm people or the planet. You can also voice your support for the [Paris Agreement](#) and ask your country to ratify it or sign it [if it hasn't yet](#).
- ✓ Don't print. See something online you need to remember? Jot it down in a notebook or better yet a digital post-it note and spare the paper.
- ✓ Turn off the lights. Your TV or computer screen provides a cosy glow, so turn off other lights if you don't need them.
- ✓ Do a bit of online research and buy only from companies that you know have sustainable practices and don't harm the environment.
- ✓ Report online bullies. If you notice harassment on a message board or in a chat room, flag that person.
- ✓ Stay informed. Follow your local news and stay in touch with the Global Goals online or on social media at [@GlobalGoalsUN](#).
- ✓ Tell us about your actions to achieve the global goals by using the hashtag #globalgoals on social networks.
- ✓ In addition to the above, offset your remaining carbon emissions! You can calculate your carbon footprint and purchase climate credits from [Climate Neutral Now](#). In this way, you help reduce global emissions faster!"



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Lazy Person's Guide to Saving the World



- ✓ Air dry. Let your hair and clothes dry naturally instead of running a machine. If you do wash your clothes, make sure the load is full.
- ✓ Take short showers. Bathtubs require gallons more water than a 5-10 minute shower.
- ✓ Eat less meat, poultry, and fish. More resources are used to provide meat than plants
- ✓ Freeze fresh produce and leftovers if you don't have the chance to eat them before they go bad. You can also do this with take-away or delivered food, if you know you will not feel like eating it the next day. You will save food and money.
- ✓ Compost—composting food scraps can reduce climate impact while also recycling nutrients.
- ✓ Recycling paper, plastic, glass & aluminium keeps landfills from growing.
- ✓ Buy minimally packaged goods.
- ✓ Avoid pre-heating the oven. Unless you need a precise baking temperature, start heating your food right when you turn on the oven.
- ✓ Plug air leaks in windows and doors to increase energy efficiency
- ✓ Adjust your thermostat, lower in winter, higher in summer
- ✓ Replace old appliances with energy efficient models and light bulbs
- ✓ If you have the option, install solar panels in your house. This will also reduce your electricity bill!
- ✓ Get a rug. Carpets and rugs keep your house warm and your thermostat low.
- ✓ Don't rinse. If you use a dishwasher, stop rinsing your plates before you run the machine.
- ✓ Choose a better diaper option. Swaddle your baby in cloth diapers or a new, environmentally responsible disposable brand.
- ✓ Shovel snow manually. Avoid the noisy, exhaust-churning snow blower and get some exercise.
- ✓ Use cardboard matches. They don't require any petroleum, unlike plastic gas-filled lighters.

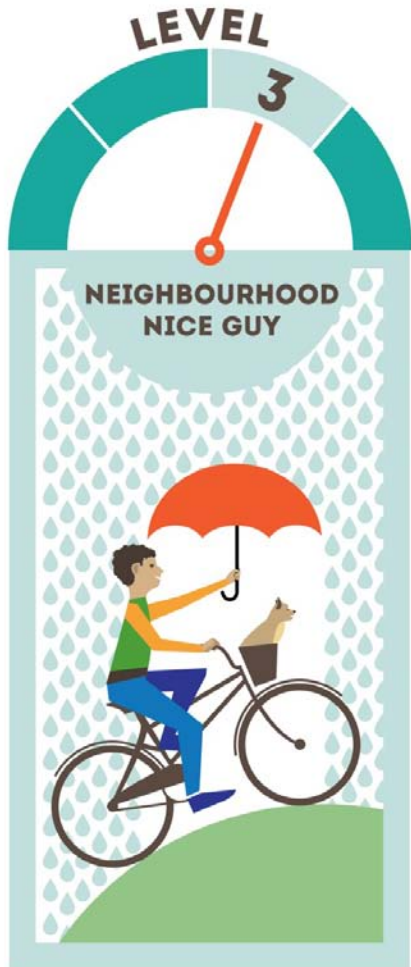


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Lazy Person's Guide to Saving the World



- ✓ Shop local. Supporting neighbourhood businesses keeps people employed and helps prevent trucks from driving far distances.
- ✓ Shop Smart—plan meals, use shopping lists and avoid impulse buys. Don't succumb to marketing tricks that lead you to buy more food than you need, particularly for perishable items. Though these may be less expensive per ounce, they can be more expensive overall if much of that food is discarded.
- ✓ Buy Funny Fruit—many fruits and vegetables are thrown out because their size, shape, or color are not “right”. Buying these perfectly good funny fruit, at the farmer's market or elsewhere, utilizes food that might otherwise go to waste.
- ✓ When you go to a restaurant and are ordering seafood always ask: “Do you serve sustainable seafood?” Let your favorite businesses know that ocean-friendly seafood's on your shopping list.
- ✓ Shop only for sustainable seafood. There are now many apps like this one that will tell you what is safe to consume.
- ✓ Bike, walk or take public transport. Save the car trips for when you've got a big group.
- ✓ Use a refillable water bottle and coffee cup. Cut down on waste and maybe even save money at the coffee shop.
- ✓ Bring your own bag when you shop. Pass on the plastic bag and start carrying your own reusable totes.
- ✓ Take fewer napkins. You don't need a handful of napkins to eat your takeout. Take just what you need.
- ✓ Shop vintage. Brand-new isn't necessarily best. See what you can repurpose from second-hand shops.
- ✓ Maintain your car. A well-tuned car will emit fewer toxic fumes.
- ✓ Donate what you don't use. Local charities will give your gently used clothes, books and furniture a new life.
- ✓ Vaccinate yourself and your kids. Protecting your family from disease also aids public health.
- ✓ Take advantage of your right to elect the leaders in your country and local community.



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Resources

UN Global Compact: www.unglobalcompact.org - a voluntary initiative based on CEO commitments to implement universal sustainability principles and to take steps to support UN goals

UNDP SDG Impact: www.sdgimpact.undp.org - new platform to fill market gaps by providing consensus definitions and disciplines for setting impact goals and tracking progress against them.

Localizing the SDGs: www.localizingthesdgs.org - an online toolbox with practical methods to achieve the SDGs at the local level

SDG Action Campaign: www.sdgactioncampaign.org - intends to create awareness about the 2030 Agenda, empower and inspire people across the world to achieve the Sustainable Development Goals (SDGs) while generating political will, and help make the Goals attainable by 2030.

PWC SDG services: www.pwc.com/sdg - an example of how consulting firms are aligning services to support companies in implementing the SDGs



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Thank you.
Questions?



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