

Connecting Business with the SDGs



wbcSD
global network

Contents



1) Introducing the SDGs

- Background
- The scale of the challenge
- Different challenges in different geographies
- A universal agenda



2) Business & the SDGs

- A historic opportunity
- What business needs



3) WBCSD & the SDGs

- Alignment with Action2020
- Key drivers and objectives
- Main Focus Areas for 2016



4) Call for Contributions

Introducing the SDGs

Background

- Succeed the Millennium Development Goals (MDGs)
- Developed with input from relevant stakeholders, including business
- Adopted by UN member states 25 September 2015
- Set the global development agenda until 2030



Introducing the SDGs

The Scale of the Challenge

SDG SCORECARD 2030		
Goal	Target	Grade
1. POVERTY	1.1 End Extreme Poverty	B
8. GROWTH	8.1 Economic Growth In LDCs	B
15. BIODIVERSITY	15.2 Halt Deforestation	B
3. HEALTH	3.1 Reduce Maternal Mortality	C
4. EDUCATION	4.1 Universal Secondary Education	C
16. PEACE	16.1 Reduce Violent Deaths	C
17. PARTNERSHIPS	17.1 Mobilise Domestic Resources	C
2. HUNGER	2.1 End Hunger	D
6. WATER & SANITATION	6.2 Universal Access to Sanitation	D
7. ENERGY	7.1 Universal Access to Energy	D
5. GENDER	5.3 End Child Marriage	E
9. INDUSTRIALISATION	9.2 Industrialisation In LDCs	E
10. INEQUALITY	10.1 Reduce Income Inequality	F
11. CITIES	11.1 Reduce Slum Populations	F
12. WASTE	12.5 Reduce Waste	F
13. CLIMATE CHANGE	13.2 Combat Climate Change	F
14. OCEANS	14.2 Protect Marine Environments	F

- Research conducted by ODI has assessed what chances selected targets for each goal have of being achieved by 2030 if current trends continue.
- Study ranked three of key targets linked to **poverty, growth and biodiversity** with a grade 'B', noting that current trends will get the world close to meeting these goals.
- The **majority of the targets scored 'C', 'D' and 'E'**. This group are moving in the right direction but will require radical innovation to have a chance of success by 2030.
- A final group, graded 'F', are assessed as needing a **complete reversal** of current trends.

Introducing the SDGs

Different Challenges in Different Geographies

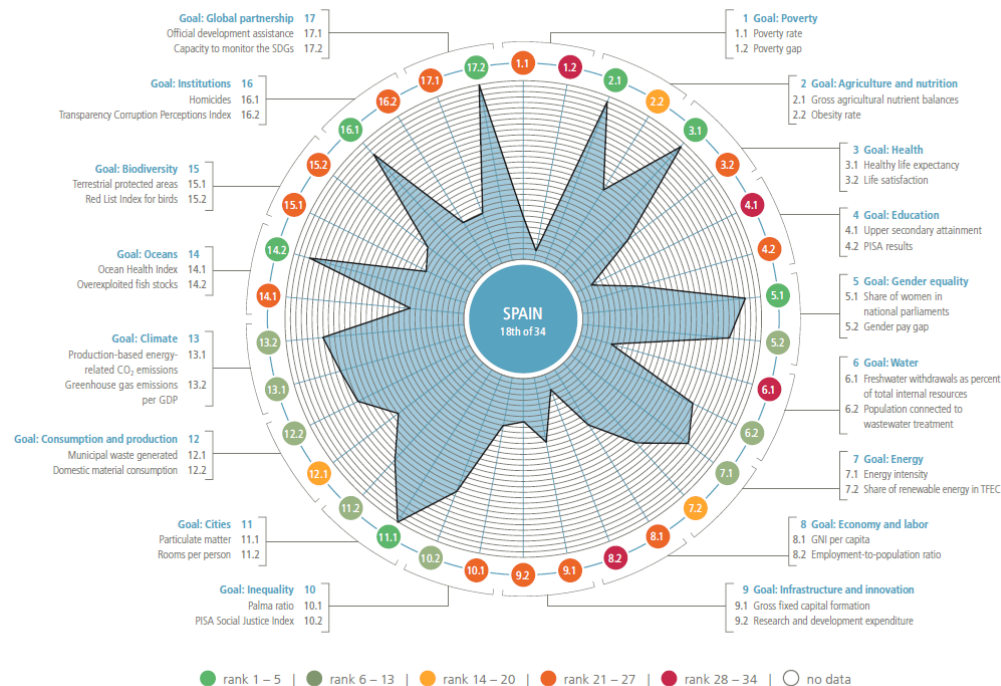


- Further research by the ODI demonstrates clearly that the targets around the Global Goals represent **different challenges for different regions**.
- Responses will have to be **prescriptive** and look to solve issues on a **local** as well as a **global** scale.

Introducing the SDGs

A Universal Agenda

- Unlike the MDGs, the SDGs are not a telescope through which richer countries look at the developing world – they have **relevance and implications for all geographies**.
- A report by Bertelsmann Stiftung examines the performance of OECD countries across the 17 SDGs concluding that **countries vary greatly in their capacity to meet the goals**.
- Room for improvement in many areas. No one country performs outstandingly in every goal; each country has **lessons to learn** from the others.



Business & the SDGs

A historic opportunity

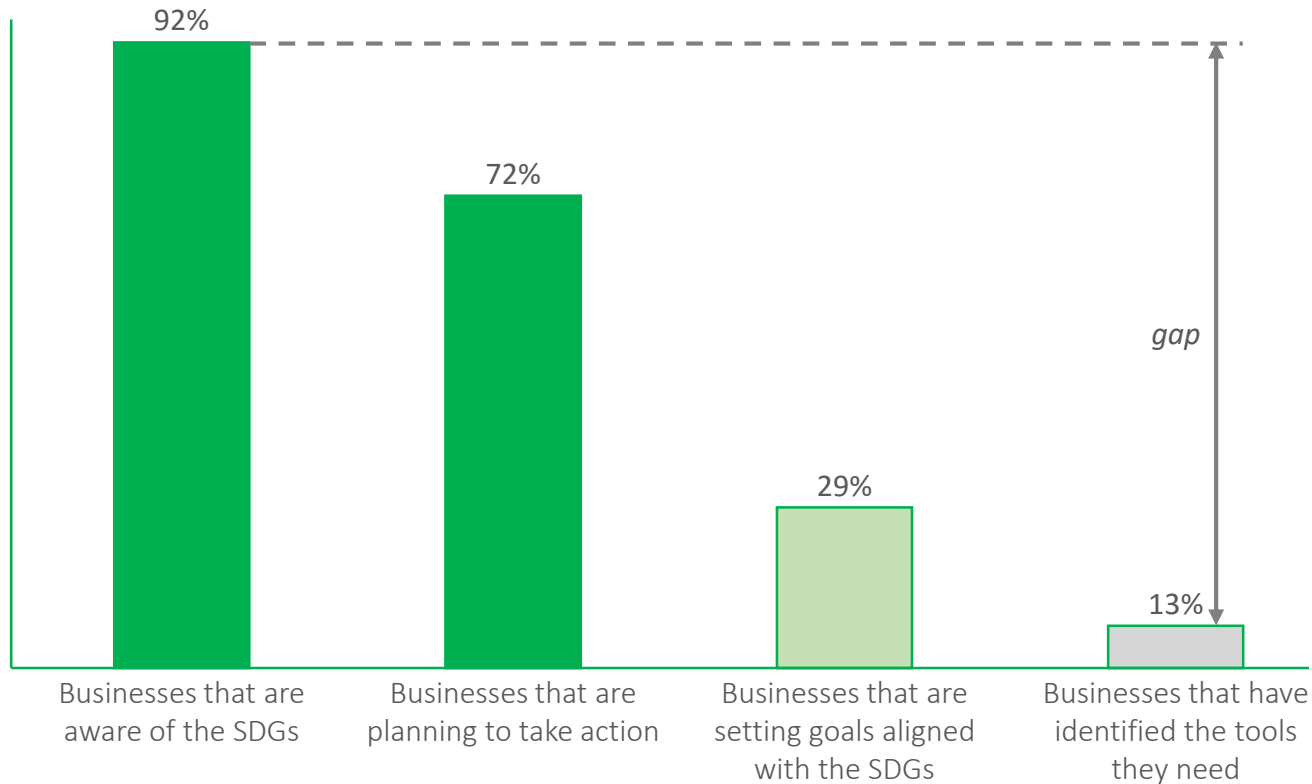
- The World Business Council for Sustainable Development (WBCSD) advocates that the SDGs present a **historic opportunity** for businesses to engage more deeply as a strong and positive influence on society.
- As an engine of economic growth and employment and a source of technology and innovation, business has a **critical role to play and a self-interest** in contributing to delivering the SDGs.
- Companies can use the SDGs as an **overarching framework to shape, steer, communicate and report** on their strategies, goals and activities, allowing them to capitalize on a range of benefits.
- In essence, the SDGs can help to **connect** business strategies with global priorities.

BUSINESS IS NOT
BEING ASKED TO
DELIVER THE SDGS
**BUT THEY WILL NOT
BE DELIVERED
WITHOUT BUSINESS**



Business & the SDGs

An Appetite for Engagement and A Need for Tools



Source: Make it your business: Engaging with the Sustainable Development Goals, PwC 2015

WBCSD & the SDGs

Alignment with Action 2020

- The WBCSD's Action2020 platform and its 9 priority areas are **fully aligned** with the SDGs, with the focus lying on translating ambitions and words into business action underpinned by business solutions.
- In addition, WBCSD is **working on developing measurement** and reporting systems to assess the Council's contribution to these ambitious frameworks.



WBCSD & the SDGs

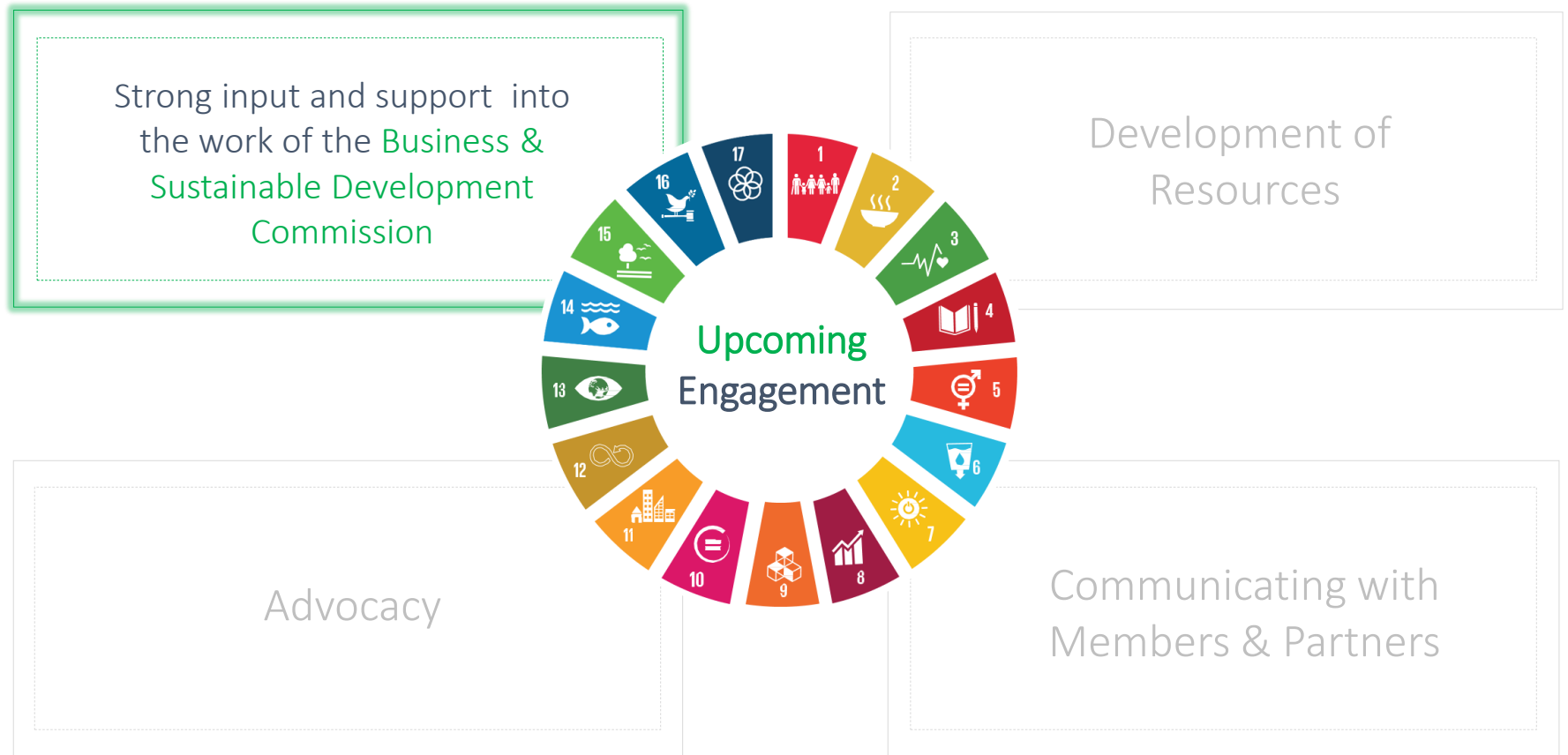
Key Drivers & Objectives

- Continue to emphasize the **universality** of the Sustainable Development Goals;
- Advocate for business engagement across the spectrum of **role, responsibility and opportunity**;
- Establish firm **trust** in business in the context of the SDG agenda;
- Articulate a strong **“voice of business”** in the SDG space;
- Highlight that business also needs **policy** and **partnership levers** to deploy solutions at scale.



WBCSD & the SDGs

Main Focus Areas for 2016



WBCSD & the SDGs

Feeding into the Business & Sustainable Development Commission

- Launched at the World Economic Forum, in Davos on 21 January 2016.
- Brings together **international leaders from business, labour, financial institutions and civil society** and will present a comprehensive report in one year's time.
- Commissioners include: **Paul Polman**, (Chairman of WBCSD) and **Peter Bakker** (President & CEO, WBCSD).



**BUSINESS &
SUSTAINABLE
DEVELOPMENT
COMMISSION**

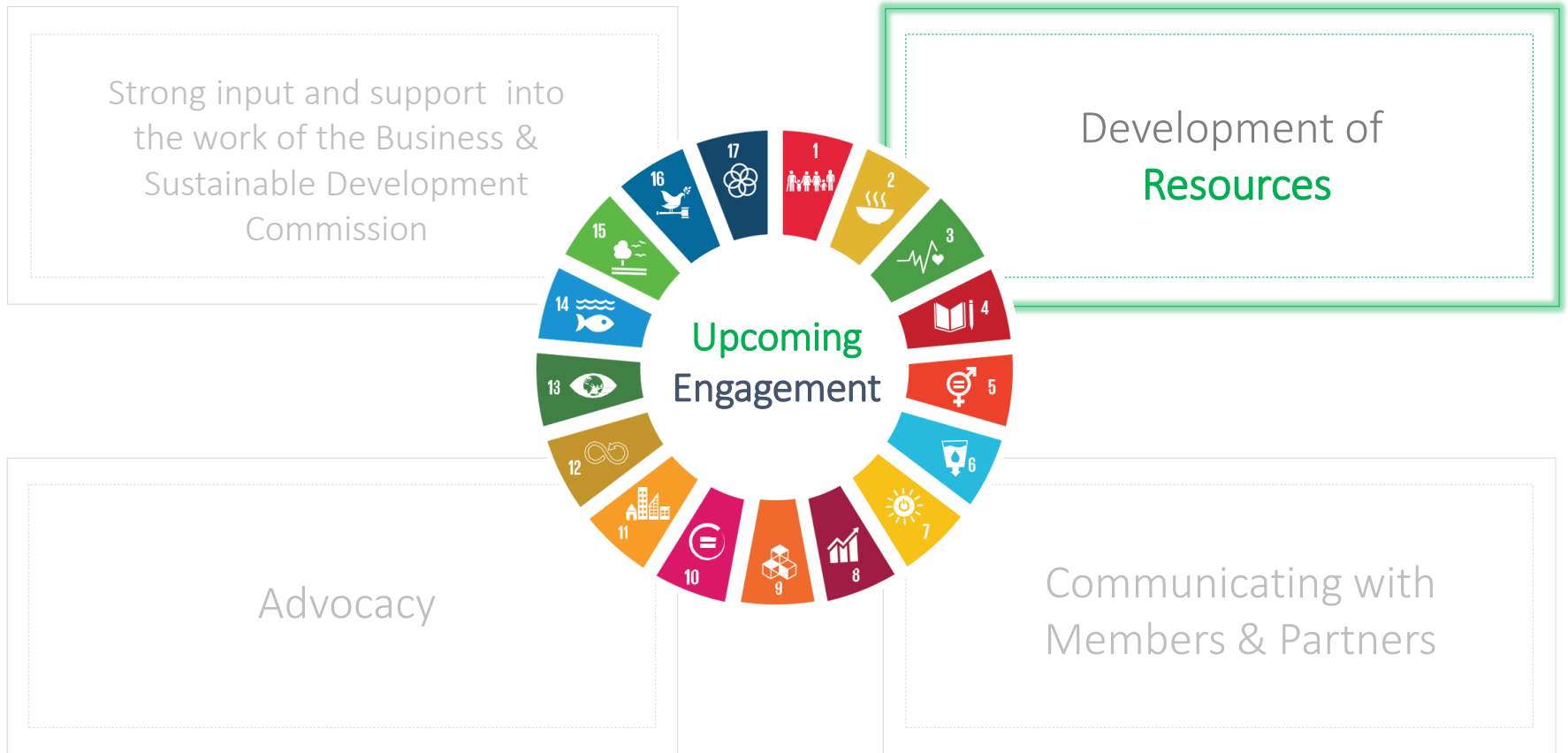
Goals for 2016



- To define a **compelling economic case** and create compelling rational for why business should engage.
- To articulate the potential **market opportunity** that businesses will enjoy if we achieve the goals.
- To present new business and financing **models** across sectors that will accelerate transition to sustainable development.
- To create a **Business Plan for Sustainable Development**, articulating how business, policymakers, civil society and others work in concert towards the goals.

WBCSD & the SDGs

Main Focus Areas for 2016



WBCSD & the SDGs

Development of Resources



SDG Compass



- In collaboration with the UN Global Compact and GRI, WBCSD has developed the **SDG Compass** to guide companies on how they can align their strategies as well as measure and manage their contribution to the SDGs.
- **Latest addition April 2016:** 2-page briefing notes for each of the 17 SDGs - summarize the challenges and aspirations underlying each of the SDGs; give an overview of the role for business in their ultimate realization; highlight the key themes of each SDG; outline the most commonly used corresponding business tools and indicators.
- Consists of a set of **thorough guidelines** as well as an **online inventory** of indicators and tools mapped against the SDGs.
- WBCSD is continuing to promote the enhance the Compass by **updating** resources, hosting explanatory **webinars** and providing **translations** (Japanese, Korean, Portuguese already available – Spanish, Chinese, French forthcoming)

WBCSD & the SDGs

Development of Resources



Concept

The SDGs Business Hub will consolidate the progressive voice of leading business on the SDGs, serving as a **one-stop-shop** which supports companies as they seek to **effectively navigate** this space.



wbcds
global network

www.wbcds.org/sdghub.aspx



SDG BusinessHub

Connecting Business with the Sustainable Development Goals

The SDG Compass



Who's behind it? - WBCSD, GRI and the UN Global Compact

How can it help? - The SDG Compass explains how the SDGs affect your business – offering you the tools and knowledge to put sustainability at the heart of your strategy while establishing mechanisms to measure and manage your contribution.

[Read more](#)

Partnership engagement:



Who's behind it? – United Nations Global Compact, Global Hand and various UN entities

How can it help? – The Partnerships for SDGs platform is a forum where the UN and business can engage in dialogue, share information and take action to advance the SDGs. Companies can join the hub for free and post projects that contribute to sustainable development as well as accessing resources on how to develop partnerships.

[Read more](#)

Getting Started



Who's behind it? – Sustainable Development Solutions Network

How can it help? - This Guide on the SDGs outlines ideas and suggestions for initiating the implementation of Agenda 2030 at the national level. Mostly tailored for governments, the guide can be a valuable resource for companies as well.

[Read more](#)

Tools & Resources

The Poverty Footprint

POVERTY FOOTPRINT

A PEOPLE-CENTRED APPROACH TO ASSESSING BUSINESS IMPACTS ON SUSTAINABLE DEVELOPMENT

Who's behind it? - UN Global Compact and Oxfam.

How can it help? – The Poverty Footprint is an assessment tool that provides a framework for companies to define steps to minimize negative impacts and enhance positive contributions to poverty eradication, and to develop business models that simultaneously drive development and growth.

[Read more](#)

Corporate Disruptors

Corporate Disruptors:

Who's behind it? – Accenture Strategy

How can it help? -This report shows sustainable development and business value are not mutually exclusive. It demonstrates how companies can capitalize on the business opportunities that each SDG brings, including company examples, and identifies five key implementation enablers for the SDGs.

[Read more](#)

Danish Institute

THE DANISH INSTITUTE FOR HUMAN RIGHTS

Who's behind it? – The Danish Institute for Human Rights

How can it help? – This guide underlines the fact that human rights sit at the heart of the SDGs and provides links between the SDG targets and the range of existing human rights instruments and labour standards. It takes the form of an interactive platform which allows companies to explore that human rights standards underpin the specific SDGs they are targeting through their operations.

[Read more](#)

Target 12.6 - Live Tracker

UN Sustainable Development Goal Target 12.6 - Live Tracker

Click here to track the progress of sustainability reporting around the world

Who's behind it? – Global Reporting Initiative (GRI)

How can it help? - GRI developed an interactive global database that tracks progress against SDG12.6 on integration of sustainability information into companies' reporting cycles. Users can search the database by organization name, size, sector, country and region.

[Read more](#)

Make it your business

Make it your business: Engaging with the Sustainable Development Goals

pwc

Who's behind it? – PwC

How can it help? - PwC surveyed business and citizens to get their perspective on awareness and plans for the launch of the SDGs. The report includes data on SDG awareness and who is perceived as being responsible for delivering the SDGs.

[Read more](#)

SDG Industry Matrix



Who's behind it? - KPMG and UN Global Compact

How can it help? -The SDG Industry Matrix showcases industry-specific examples and ideas for corporate action related to each SDG. Companies can find good practice examples of scaling up action on the SDGs for their sector.

[Read more](#)



SDG BusinessHub

Connecting Business with the Sustainable Development Goals

Business Insight

Comment



"The SDGs provide inspiration for turning today's risks into possibilities – and profit. Sustainable cities, climate-smart agriculture, clean energy, better health for all – these and many other areas demand the innovation and dynamism of the private sector working in partnership with governments, communities and organizations like the United Nations."

Ban Ki-moon, UN Secretary General

Comment



"The post-2015 development agenda presents a historic opportunity for businesses to engage more deeply as a strong and positive influence on society. Leading businesses can provide an extraordinary boost in realizing the SDGs through innovation, investment, a mass customer base and a global labour force."

Peter Bakker, President & CEO, WBCSD

Comment



"Business can create the fair wage jobs to propel societal development that leaves no one behind. Business innovation can deliver the technological advancements needed to achieve an efficient, net zero emissions economy. And business and society could both win, if more businesses recognize this and act upon it."

Sharan Burrow, General Secretary of the International Trade Union Confederation.

Council Meeting 2015



WBCSD SDG panel from WBCSD on Vimeo.

Comment



"A massive prize awaits business if it successfully ushers in an era of shared prosperity and increased sustainability. Governments and international organizations alone cannot build the future we need. Business is the key to accelerating the transition."

Mark Malloch-Brown, Chair, Business and Sustainable Development Commission

Comment



"Adopting these goals will provide a roadmap for businesses to become more sustainable and will spur the necessary partnerships needed for SDG delivery....It's my belief that Kenyan businesses have the unique ability to bring the essence of the SDGs to life in ways that no other group can in this country."

Robert (Bob) Collymore, CEO, Safaricom Limited

Latest Insights

- » **The SDGs and corporate strategy: putting the two together in Novozymes' long term planning**
S Stefan Maard, DIVA Ventures
Mar 15, 2018
- » **What's the business perspective on the SDGs?**
Rebecca Pratley & Louise Scott, PwC
Mar 14, 2018
- » **By embracing the SDGs we will Prosper**
Anna Swalthes, SAB Miller
Mar 11, 2018
- » **SDG 5: Industry specific business opportunities to empower women**
Serena Brown, KPMG
Mar 9, 2018
- » **2016 – A Year for Action**
Paul Polman, Unilever CEO
Jan 18, 2018

Page 1 of 1

Human Rights & the SDG



In an open letter to the Business and Sustainable Development Commission, John Ruggie, the former Special Representative of the UN Secretary-General on Business and Human Rights, advocates that "companies' social development initiatives cannot substitute for measures to address the negative human rights impacts their operations and relationships may have."

[Read more](#)

Comment



"There is no business case for enduring poverty. We have an opportunity to unlock trillions of dollars through new markets, investments and innovation. But to do so, we must challenge our current practices and address poverty, inequality and environmental challenges. Every business will benefit from operating in a more equitable, resilient world if we achieve the Sustainable Development Goals."

Paul Polman, CEO, Unilever



SDG BusinessHub

Connecting Business with the Sustainable Development Goals

Case Studies

Creating a positive impact on people and the planet in line with the SDGs

Apr 5, 2016 | SDG Business Hub



IKEA states in its Sustainability Report that it is committed to working with the SDGs to assess its approach and progress towards creating a positive impact for people and the planet. In the same report it also clearly depicts in a table how each of the SDGs links to the company's People & Planet Positive strategy and then lists concrete examples of the sorts of activities that the

Ikea Group and the Ikea Foundation are engaged in to help contribute to each goal, linking through to the corresponding sections in the report.

This is a good example of how companies can clearly and transparently demonstrate comprehensive engagement with the SDGs, drawing upon a broad cross-section of initiatives.

Initiative/Target/Goal	Related to People/Planet/Prosperity	How this aligns with the SDGs
1. IKEA's commitment to sustainable sourcing of raw materials	Planet	12. Responsible Consumption and Production
2. IKEA's commitment to sustainable sourcing of raw materials	Planet	13. Climate Action
3. IKEA's commitment to sustainable sourcing of raw materials	Planet	14. Life Below Water
4. IKEA's commitment to sustainable sourcing of raw materials	Planet	15. Life on Land
5. IKEA's commitment to sustainable sourcing of raw materials	Planet	16. Peace, Justice and Strong Institutions
6. IKEA's commitment to sustainable sourcing of raw materials	Planet	17. Partnerships for the Goals
7. IKEA's commitment to sustainable sourcing of raw materials	Planet	18. Sustainable Cities and Communities
8. IKEA's commitment to sustainable sourcing of raw materials	Planet	19. Industry, Innovation and Infrastructure
9. IKEA's commitment to sustainable sourcing of raw materials	Planet	20. Sustainable Consumption and Production
10. IKEA's commitment to sustainable sourcing of raw materials	Planet	21. Sustainable Cities and Communities
11. IKEA's commitment to sustainable sourcing of raw materials	Planet	22. Sustainable Consumption and Production
12. IKEA's commitment to sustainable sourcing of raw materials	Planet	23. Sustainable Consumption and Production
13. IKEA's commitment to sustainable sourcing of raw materials	Planet	24. Sustainable Consumption and Production
14. IKEA's commitment to sustainable sourcing of raw materials	Planet	25. Sustainable Consumption and Production
15. IKEA's commitment to sustainable sourcing of raw materials	Planet	26. Sustainable Consumption and Production
16. IKEA's commitment to sustainable sourcing of raw materials	Planet	27. Sustainable Consumption and Production
17. IKEA's commitment to sustainable sourcing of raw materials	Planet	28. Sustainable Consumption and Production
18. IKEA's commitment to sustainable sourcing of raw materials	Planet	29. Sustainable Consumption and Production
19. IKEA's commitment to sustainable sourcing of raw materials	Planet	30. Sustainable Consumption and Production
20. IKEA's commitment to sustainable sourcing of raw materials	Planet	31. Sustainable Consumption and Production
21. IKEA's commitment to sustainable sourcing of raw materials	Planet	32. Sustainable Consumption and Production
22. IKEA's commitment to sustainable sourcing of raw materials	Planet	33. Sustainable Consumption and Production
23. IKEA's commitment to sustainable sourcing of raw materials	Planet	34. Sustainable Consumption and Production
24. IKEA's commitment to sustainable sourcing of raw materials	Planet	35. Sustainable Consumption and Production
25. IKEA's commitment to sustainable sourcing of raw materials	Planet	36. Sustainable Consumption and Production
26. IKEA's commitment to sustainable sourcing of raw materials	Planet	37. Sustainable Consumption and Production
27. IKEA's commitment to sustainable sourcing of raw materials	Planet	38. Sustainable Consumption and Production
28. IKEA's commitment to sustainable sourcing of raw materials	Planet	39. Sustainable Consumption and Production
29. IKEA's commitment to sustainable sourcing of raw materials	Planet	40. Sustainable Consumption and Production
30. IKEA's commitment to sustainable sourcing of raw materials	Planet	41. Sustainable Consumption and Production
31. IKEA's commitment to sustainable sourcing of raw materials	Planet	42. Sustainable Consumption and Production
32. IKEA's commitment to sustainable sourcing of raw materials	Planet	43. Sustainable Consumption and Production
33. IKEA's commitment to sustainable sourcing of raw materials	Planet	44. Sustainable Consumption and Production
34. IKEA's commitment to sustainable sourcing of raw materials	Planet	45. Sustainable Consumption and Production
35. IKEA's commitment to sustainable sourcing of raw materials	Planet	46. Sustainable Consumption and Production
36. IKEA's commitment to sustainable sourcing of raw materials	Planet	47. Sustainable Consumption and Production
37. IKEA's commitment to sustainable sourcing of raw materials	Planet	48. Sustainable Consumption and Production
38. IKEA's commitment to sustainable sourcing of raw materials	Planet	49. Sustainable Consumption and Production
39. IKEA's commitment to sustainable sourcing of raw materials	Planet	50. Sustainable Consumption and Production
40. IKEA's commitment to sustainable sourcing of raw materials	Planet	51. Sustainable Consumption and Production
41. IKEA's commitment to sustainable sourcing of raw materials	Planet	52. Sustainable Consumption and Production
42. IKEA's commitment to sustainable sourcing of raw materials	Planet	53. Sustainable Consumption and Production
43. IKEA's commitment to sustainable sourcing of raw materials	Planet	54. Sustainable Consumption and Production
44. IKEA's commitment to sustainable sourcing of raw materials	Planet	55. Sustainable Consumption and Production
45. IKEA's commitment to sustainable sourcing of raw materials	Planet	56. Sustainable Consumption and Production
46. IKEA's commitment to sustainable sourcing of raw materials	Planet	57. Sustainable Consumption and Production
47. IKEA's commitment to sustainable sourcing of raw materials	Planet	58. Sustainable Consumption and Production
48. IKEA's commitment to sustainable sourcing of raw materials	Planet	59. Sustainable Consumption and Production
49. IKEA's commitment to sustainable sourcing of raw materials	Planet	60. Sustainable Consumption and Production
50. IKEA's commitment to sustainable sourcing of raw materials	Planet	61. Sustainable Consumption and Production
51. IKEA's commitment to sustainable sourcing of raw materials	Planet	62. Sustainable Consumption and Production
52. IKEA's commitment to sustainable sourcing of raw materials	Planet	63. Sustainable Consumption and Production
53. IKEA's commitment to sustainable sourcing of raw materials	Planet	64. Sustainable Consumption and Production
54. IKEA's commitment to sustainable sourcing of raw materials	Planet	65. Sustainable Consumption and Production
55. IKEA's commitment to sustainable sourcing of raw materials	Planet	66. Sustainable Consumption and Production
56. IKEA's commitment to sustainable sourcing of raw materials	Planet	67. Sustainable Consumption and Production
57. IKEA's commitment to sustainable sourcing of raw materials	Planet	68. Sustainable Consumption and Production
58. IKEA's commitment to sustainable sourcing of raw materials	Planet	69. Sustainable Consumption and Production
59. IKEA's commitment to sustainable sourcing of raw materials	Planet	70. Sustainable Consumption and Production
60. IKEA's commitment to sustainable sourcing of raw materials	Planet	71. Sustainable Consumption and Production
61. IKEA's commitment to sustainable sourcing of raw materials	Planet	72. Sustainable Consumption and Production
62. IKEA's commitment to sustainable sourcing of raw materials	Planet	73. Sustainable Consumption and Production
63. IKEA's commitment to sustainable sourcing of raw materials	Planet	74. Sustainable Consumption and Production
64. IKEA's commitment to sustainable sourcing of raw materials	Planet	75. Sustainable Consumption and Production
65. IKEA's commitment to sustainable sourcing of raw materials	Planet	76. Sustainable Consumption and Production
66. IKEA's commitment to sustainable sourcing of raw materials	Planet	77. Sustainable Consumption and Production
67. IKEA's commitment to sustainable sourcing of raw materials	Planet	78. Sustainable Consumption and Production
68. IKEA's commitment to sustainable sourcing of raw materials	Planet	79. Sustainable Consumption and Production
69. IKEA's commitment to sustainable sourcing of raw materials	Planet	80. Sustainable Consumption and Production
70. IKEA's commitment to sustainable sourcing of raw materials	Planet	81. Sustainable Consumption and Production
71. IKEA's commitment to sustainable sourcing of raw materials	Planet	82. Sustainable Consumption and Production
72. IKEA's commitment to sustainable sourcing of raw materials	Planet	83. Sustainable Consumption and Production
73. IKEA's commitment to sustainable sourcing of raw materials	Planet	84. Sustainable Consumption and Production
74. IKEA's commitment to sustainable sourcing of raw materials	Planet	85. Sustainable Consumption and Production
75. IKEA's commitment to sustainable sourcing of raw materials	Planet	86. Sustainable Consumption and Production
76. IKEA's commitment to sustainable sourcing of raw materials	Planet	87. Sustainable Consumption and Production
77. IKEA's commitment to sustainable sourcing of raw materials	Planet	88. Sustainable Consumption and Production
78. IKEA's commitment to sustainable sourcing of raw materials	Planet	89. Sustainable Consumption and Production
79. IKEA's commitment to sustainable sourcing of raw materials	Planet	90. Sustainable Consumption and Production
80. IKEA's commitment to sustainable sourcing of raw materials	Planet	91. Sustainable Consumption and Production
81. IKEA's commitment to sustainable sourcing of raw materials	Planet	92. Sustainable Consumption and Production
82. IKEA's commitment to sustainable sourcing of raw materials	Planet	93. Sustainable Consumption and Production
83. IKEA's commitment to sustainable sourcing of raw materials	Planet	94. Sustainable Consumption and Production
84. IKEA's commitment to sustainable sourcing of raw materials	Planet	95. Sustainable Consumption and Production
85. IKEA's commitment to sustainable sourcing of raw materials	Planet	96. Sustainable Consumption and Production
86. IKEA's commitment to sustainable sourcing of raw materials	Planet	97. Sustainable Consumption and Production
87. IKEA's commitment to sustainable sourcing of raw materials	Planet	98. Sustainable Consumption and Production
88. IKEA's commitment to sustainable sourcing of raw materials	Planet	99. Sustainable Consumption and Production
89. IKEA's commitment to sustainable sourcing of raw materials	Planet	100. Sustainable Consumption and Production

Link: www.ikea.com/ins/en_US/img/at_content/2015_IKEA_sustainability_report.pdf, Page 88-91

Embedding SDG commitments into core strategy

Apr 5, 2016 | SDG Business Hub



Enel underlines the fact that it is placing sustainability at the core of its corporate culture and embedding the SDGs into its strategic thinking by including references relating to its alignment with the SDGs in its presentation material for investors. The company shows that it is focusing on four SDGs and also sets out ambitions or science-based goals in each area.

This is an interesting approach to note in terms of prioritizing SDGs, setting ambitious targets that are inspired by the SDGs, and embedding these into core strategy and communications initiatives.

The strategic plan embeds our commitments to United Nations Sustainable Development Goals



Link: www.enel.com/en-gb/Documents/Presentations/2015_05/CapitalMarketsDay_Final.pdf (slide 107)

Redefining the Role of Business to Achieve the SDGs

Apr 5, 2016 | SDG Business Hub



Through its own 2025 Sustainability Goals, Dow is collaborating with like-minded partners with a view to incorporating the value of nature and society into all of its business decisions and generally advancing the well-being of humanity.

These 2025 Sustainability Goals go beyond business as usual, targeting outcomes such as Delivering Breakthrough Innovation and Advancing a Circular Economy.

Dow has clearly demonstrated how its pre-existing 2025 Goals are well aligned with the SDGs and is an interesting case study to note when considering how companies can lead transformative change through innovative strategies while aligning themselves with the global development agenda that the SDGs represent.

		2025 GOALS					
		Goal 1: Deliver Breakthrough Innovation	Goal 2: Advance a Circular Economy	Goal 3: Advance a Circular Economy	Goal 4: Advance a Circular Economy	Goal 5: Advance a Circular Economy	Goal 6: Advance a Circular Economy
1	Deliver Breakthrough Innovation						
2	Advance a Circular Economy						
3	Advance a Circular Economy						
4	Advance a Circular Economy						
5	Advance a Circular Economy						
6	Advance a Circular Economy						

Integrating the SDGs into sustainable development strategy

Apr 5, 2016 | SDG Business Hub



In 2014, SABMiller adopted a new sustainable development strategy, Prosper, which integrates sustainable development into the company's business activities through five Shared Imperatives, which tackle its five most material issues.

Following the release of the SDGs, SAB Miller has published an interactive online tool which clearly demonstrates how these Shared Imperatives are directly aligned with 11 of the SDGs. This tool also provides links to concrete examples of the initiatives that it currently has in place.

This approach serves as a useful example of how to clearly demonstrate alignment of a company's existing sustainable development strategy with the SDG agenda, and represents leading practice in terms of how to communicate this in an effective and interactive format.



WBCSD & the SDGs

Main Focus Areas for 2016



WBCSD & the SDGs

Advocacy

- WBCSD will continue to articulate the **voice of business** around the SDGs at high profile events and provide a **platform for its members and partners** to engage.
- WBCSD and 13 member companies played a prominent part in the **UN General Assembly High Level Thematic Debate** on Achieving the SDGs in April 2016.



WBCSD & the SDGs

Main Focus Areas for 2016



WBCSD & the SDGs

Communication with Members & Partners

- WBCSD will keep member companies and global network partners **updated on relevant developments around the SDG** via an SDG mailing list and regular updates to the SDG Business Hub.
- Will continue to seek feedback and **foster a progressive business dialogue** on the best way for business to align with the evolving SDG agenda.



Call for Contributions

Bring Your Voice to the Conversation



Contribute to the SDG Business Hub
Let us know.....



- Details of **challenges and opportunities** around the SDGs for your **industry**?
- Insight on the role of business in achieving the SDGs in **your country**?
- **Case studies** of how your business is working to integrate the SDG agenda
- **Feedback and suggestions** on the work of the WBCSD in this area.

WBCSD lead contact:

James Gomme

gomme@wbcsd.org

www.wbcsd.org/sdghub.aspx



#SDGHub

