Implementing the 2030 Agenda for Sustainable Development

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World Business Council for Sustainable Development

1. How can the private sector help to implement the 2030 Agenda?

⇒An example of WBCSD：
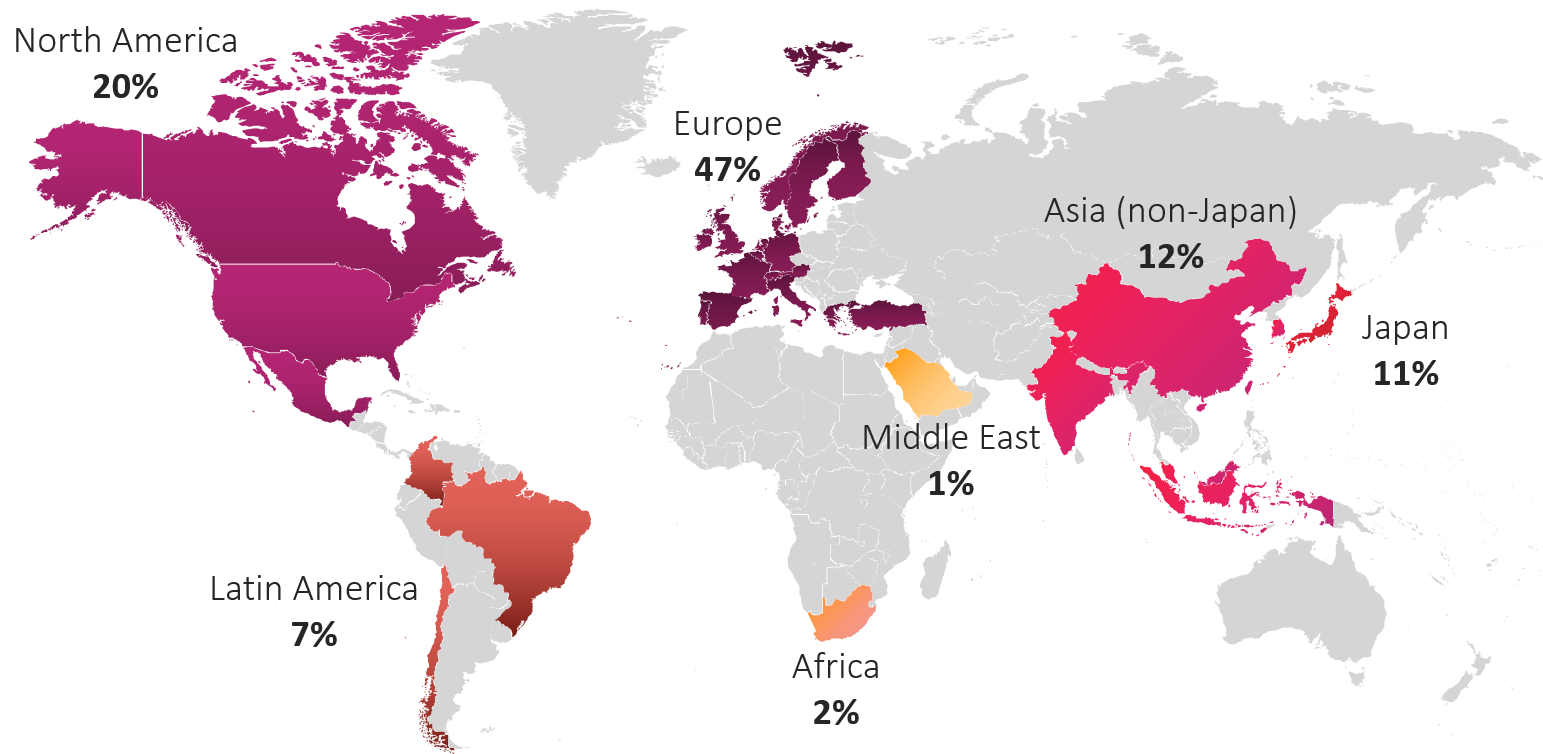   SDG Compass

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About the WBCSD

- CEO-led organization of some 200 global forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment

- Vision2050: 9 billion people, living well, within the limits of the planet

- 9 priority areas informed by science

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Membership Overview by Region

North America
20%

Europe
47%

Asia (non-Japan)
12%

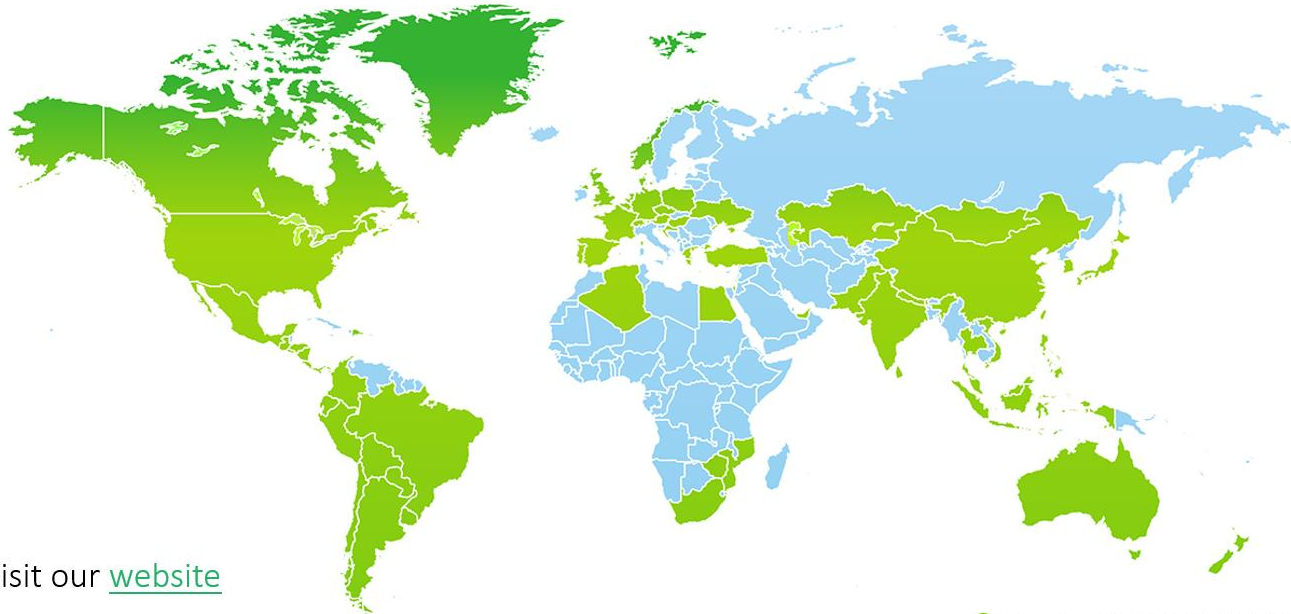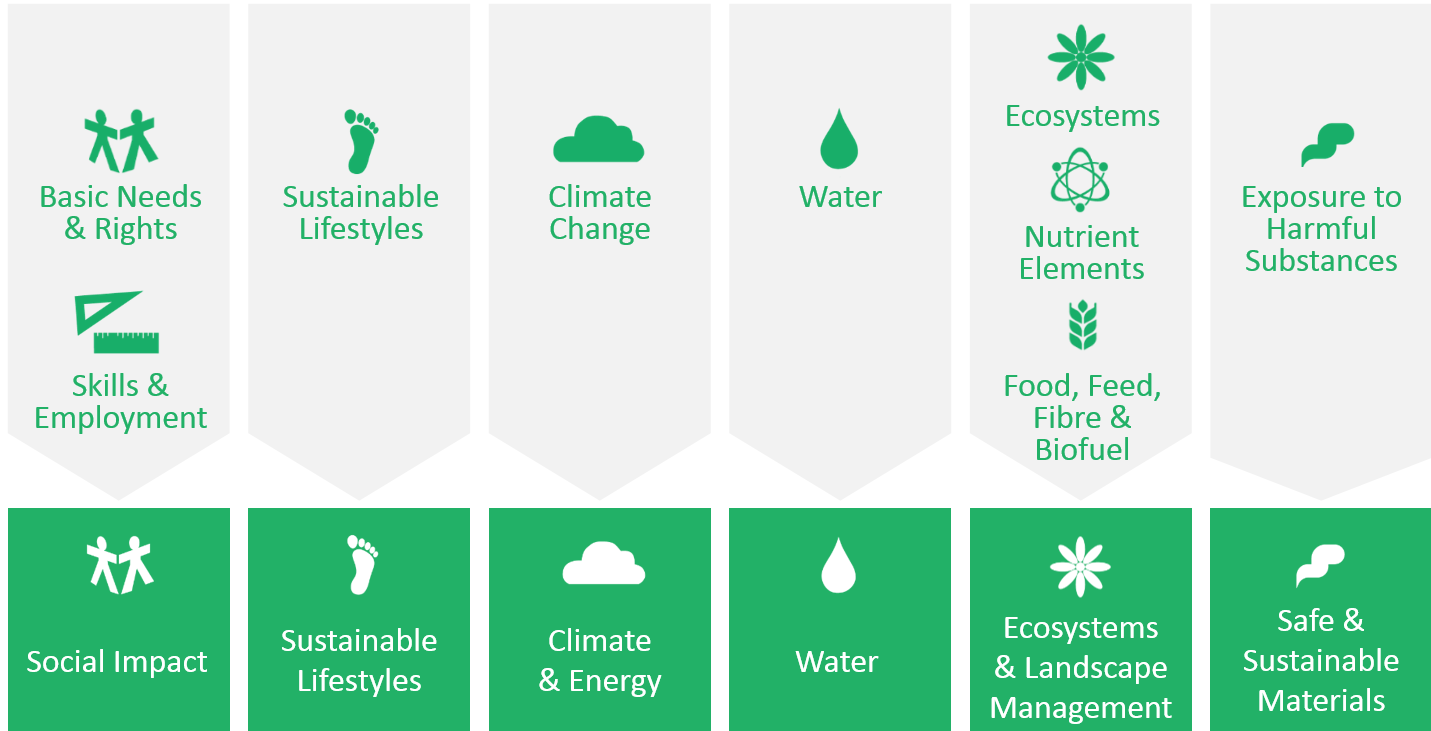Japan
11%

Middle East
1%

Latin America
7%

Africa
2%

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WBCSD's 67 Global Network

Visit our [website](#)

● Countries with WBCSD Global Network representation

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From 9 Priority Areas to 6 Clusters

Basic Needs & Rights	Sustainable Lifestyles	Climate Change	Water	Ecosystems	Exposure to Harmful Substances
Skills & Employment				Nutrient Elements	
				Food, Feed, Fibre & Biofuel	

Social Impact	Sustainable Lifestyles	Climate & Energy	Water	Ecosystems & Landscape Management	Safe & Sustainable Materials

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SDG Compass

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About the SDG Compass

Objective

Guide companies on how they can align their strategies as well as measure and manage their contribution to the Sustainable Development Goals (SDGs)

Partnership

Development

➢ Multi-stakeholder feedback through three consultation periods
➢ Launched 26 Sep 2015 at the UN Private Sector Forum

The Sustainable Development Goals (SDGs)

- 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

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Business is a vital partner
in achieving the SDGs

Transforming our world: The 2030 agenda for sustainable development (agreed to by all 193 UN Member States)
Article 67:

"Private business activity, investment and innovation are major drivers of productivity, inclusive economic growth and job creation. We acknowledge the diversity of the private sector, ranging from micro enterprises to cooperatives to multinationals. **We call on all businesses to apply their creativity and innovation to solving sustainable development challenges**."

"Business is a vital partner in achieving the Sustainable Development Goals. Companies can contribute through their core activities, and we ask companies everywhere to assess their impact, set ambitious goals and communicate transparently about the results."
Ban Ki-moon, United Nations Secretary-General

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Putting the SDGs at the heart of the company allows capitalization on a number of benefits

The business case for aligning your strategy with the SDGs

➢ *Identifying future business opportunities*

➢ *Enhancing the value of corporate sustainability*

➢ *Strengthening stakeholder relations and keeping the pace with policy developments*

➢ *Stabilizing societies and markets*

➢ *Using a common language and shared purpose*

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Business are aware of the SDGs
but they don't have the tools they need

92%

72%

29%

13%

gap

| Businesses that are aware of the SDGs | Businesses that are planning to take action | Businesses that are setting goals aligned with the SDGs | Businesses that have identified the tools they need |

Source: Make it your business: Engaging with the Sustainable Development Goals, PwC 2015
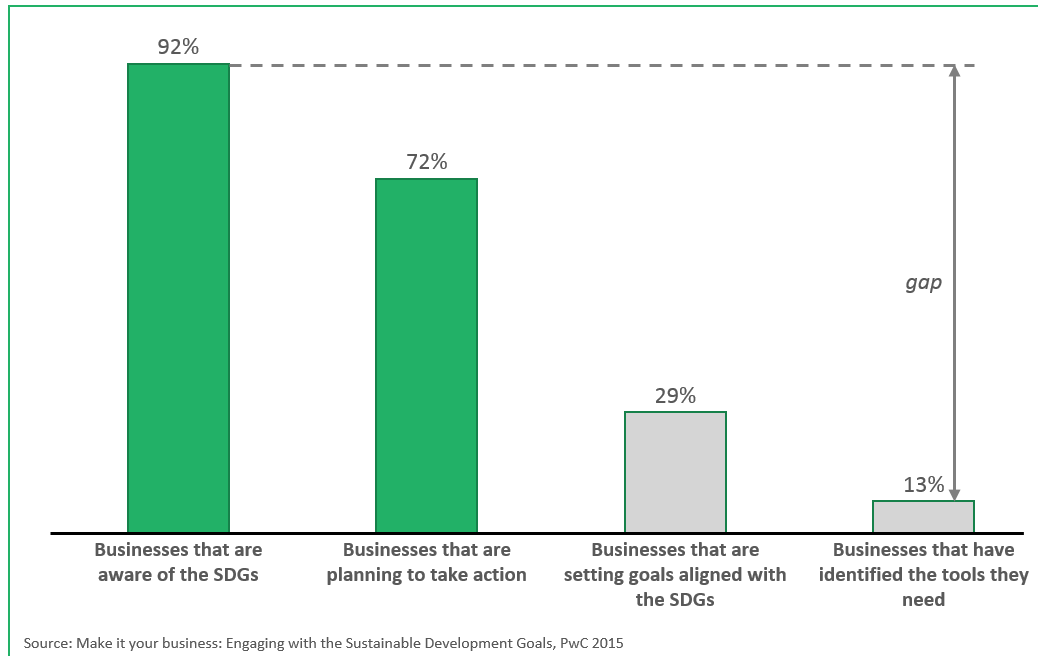
The SDG Compass explains how the SDGs affect your business – offering you the tools and knowledge to put sustainability at the heart of your strategy.

SDG Compass

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SDG Compass is built around five steps
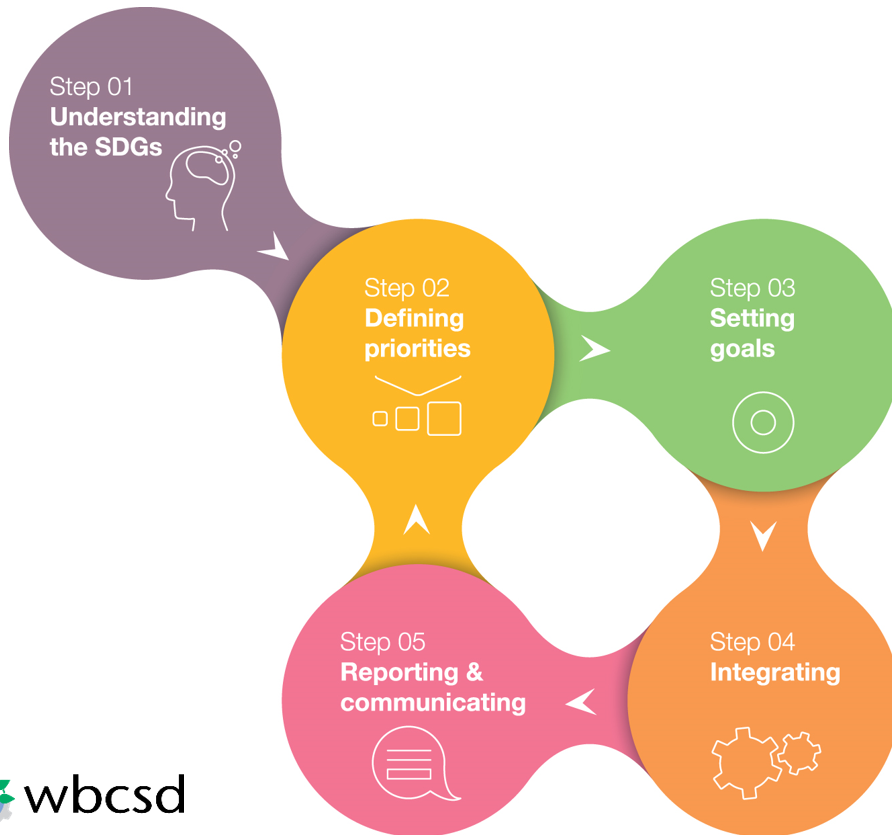
Resources comprising the SDG Compass

- **SDG Compass guide** explaining the five steps in detail

- A live inventory of existing **business indicators** from relevant and widely-recognized sources, mapped against the 17 SDGs and their targets.

- A live inventory of **business tools** mapped against the SDGs.

- A two-page **overview for each SDG**, covering the role of business, and illustrative examples of business solutions, indicators and tools.

1. Understanding the SDGs

3 actions

- What are the SDGs?
- Understanding the business case
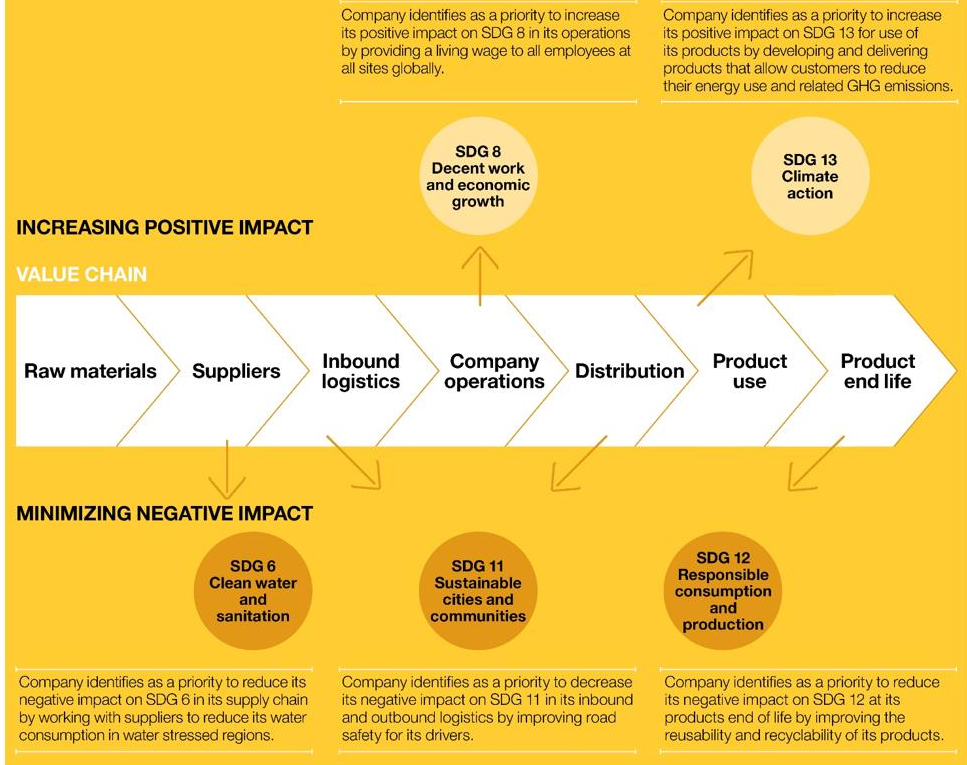- The baseline responsibilities for business
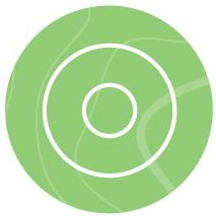
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2. Defining priorities

3 actions

- Map the value chain to identify impact areas
- Select indicators and collect data
- Define priorities

In action: Mapping the SDGs against the value chain

Company identifies as a priority to increase its positive impact on SDG 8 in its operations by providing a living wage to all employees at all sites globally.

Company identifies as a priority to increase its positive impact on SDG 13 for use of its products by developing and delivering products that allow customers to reduce their energy use and related GHG emissions.

SDG 8 Decent work and economic growth

SDG 13 Climate action

INCREASING POSITIVE IMPACT

VALUE CHAIN

Raw materials → Suppliers → Inbound logistics → Company operations → Distribution → Product use → Product end life

MINIMIZING NEGATIVE IMPACT

SDG 6 Clean water and sanitation

SDG 11 Sustainable cities and communities

SDG 12 Responsible consumption and production

Company identifies as a priority to reduce its negative impact on SDG 6 in its supply chain by working with suppliers to reduce its water consumption in water stressed regions.

Company identifies as a priority to decrease its negative impact on SDG 11 in its inbound and outbound logistics by improving road safety for its drivers.

Company identifies as a priority to reduce its negative impact on SDG 12 at its products end of life by improving the reusability and recyclability of its products.

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3. Setting goals

4 actions

- Define scope of goals and select KPIs
- Define baseline and select goal type
- Set level of ambition
- Announce commitment to SDGs

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In action: Adopting a goal setting approach

INSIDE OUT APPROACH	OUTSIDE IN APPROACH
Today's internally focused approach to goal setting is not enough to address global needs.	By looking at what is needed externally from a global perspective and setting goals accordingly, businesses will bridge the gap between current performance and required performance. **The SDGs represent an unprecedented political consensus on what level of progress is desired at the global level**

COMBINED IMPACT OF CURRENT BUSINESS GOALS

Business goals:
– Set internally
– Based on historical data, current trends and future projections on the company's performance
– Benchmarked against performance and goals of industry peers

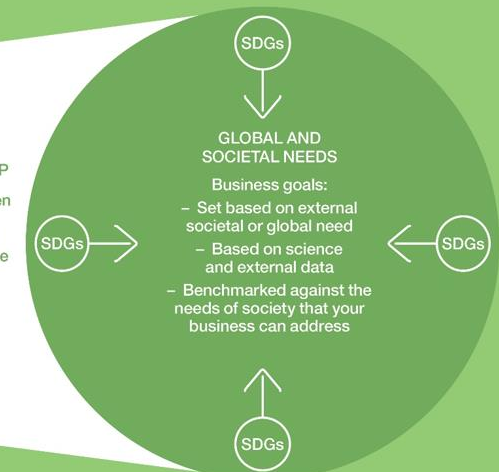**PERFORMANCE GAP**

There's a gap between current business performance and required performance in addressing global needs

SDGs

GLOBAL AND SOCIETAL NEEDS

Business goals:
– Set based on external societal or global need
– Based on science and external data
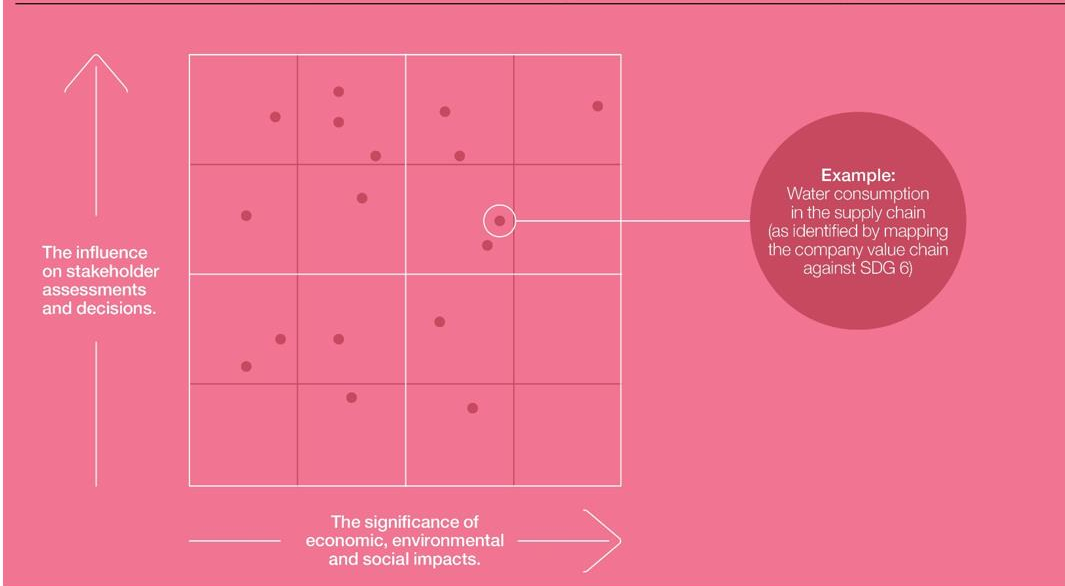– Benchmarked against the needs of society that your business can address

4. Integrating

SDG Compass

3 actions

- Anchoring sustainability goals within the business
- Embed sustainability across all functions
- Engage in partnerships

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In action: Embedding sustainability goals in the organization

CORPORATE MANAGEMENT AGENDA 2016

KPI: CONTRIBUTE TO SDG 12

➤ Phasing out all harmful* chemicals in products by 2020

➤ Ensuring that all harmful chemicals are identified and phased out where possible, and alternatives identified by year ending 2016

*Harmful chemicals as identified with input from internal and external experts, which go beyond those that are prohibited by law

ACTIONS DELEGATED

FUNCTION MANAGEMENT AGENDA

R&D
Identify alternative materials for all identified harmful chemicals in products by year ending 2016.

FUNCTION MANAGEMENT AGENDA

SUPPLY CHAIN MANAGEMENT
Identify and phase out where possible all harmful chemicals in purchased products and components by year ending 2016.

ACTIONS DELEGATED

INDIVIDUAL TARGETS

R&D ENGINEER
Identify alternative materials for all identified harmful chemicals in products and components under responsibility by year ending 2016.

INDIVIDUAL TARGETS

COMPONENT PURCHASER
Ensure all supply accounts comply with purchasing policy on harmful chemicals by year ending 2016.

5. Reporting and communicating

In action: Mapping SDG reporting priorities through materiality

The influence on stakeholder assessments and decisions.

The significance of economic, environmental and social impacts.

Example:
Water consumption in the supply chain (as identified by mapping the company value chain against SDG 6)

2 actions

- Effective reporting and communication
- Communicating on SDG performance

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SDG Compass website

The full SDG Compass guide can be found on our website along with resources that will help your company align your strategy with the SDGs.

The website includes:

➤ The full SDG Compass guide, explaining the five steps to implementation in more detail.

➤ A live inventory of existing business indicators from relevant and widely-recognized sources, mapped against the 17 SDGs and their targets.

➤ A live inventory of business tools mapped against the SDGs.

➤ A two-page overview for each SDG, covering the role of business, and illustrative examples of business solutions, indicators and tools.

www.sdgcompass.org

2. What lessons can be drawn from previous experiences with the MDGs, and in particular, what models of public-private partnerships have been successful?

⇒An example of WBCSD: Development Focus Area

- Business:

  - Engine of economic growth and employment, source of technology and innovation

  - Critical role in providing solutions towards a more sustainable and equitable world

- Business case:

  - Business cannot succeed in societies that fail

  - Risk management

  - Build positions in tomorrow's growth markets

  - Transition to a more sustainable world: major business opportunity

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WBCSD's role in Development

- Create **awareness** among business on risks and opportunities

- Define the business role in sustainably addressing key development challenges and **advocate** business perspectives to policy makers and other relevant stakeholders

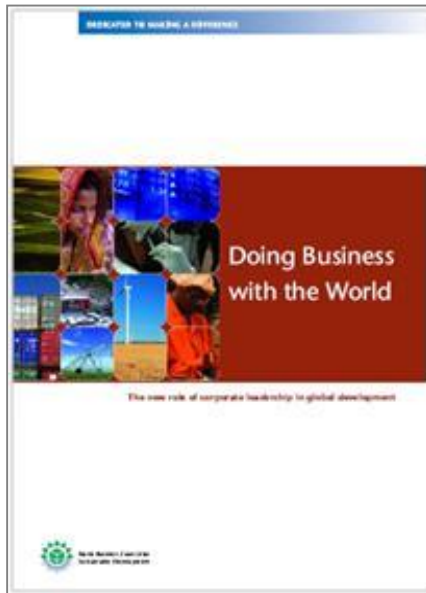- Demonstrate leadership by promoting business-led **action** on the ground

Thought leadership

- Platform for leading-edge thinking and messaging on business and development
  - **Advocacy piece** on the business role in development, outlining WBCSD vision on Development

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Tools

- Platform to access WBCSD tools to enhance companies awareness and capacity to respond to development risks and opportunities
- Example:
  - **Measuring Impact Framework**
    - Helping companies measure and assess impacts to inform investment decisions and conversations with stakeholders
    - Focusing on uptake by members and partners and on providing input to external measurement frameworks such as Business Call to Action on the Millennium Development Goals, Oxfam, and others
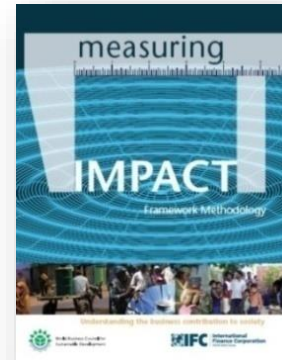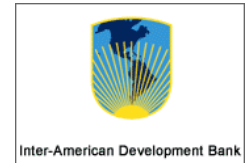
- Platform for companies to launch development-related projects under the umbrella of the WBCSD

- A Example: **Mobility for Development**

  3-year project completed in 2009

  - Public-private partnerships, if well planned and executed, can help governments attract private sector investment for projects that would otherwise not be possible. They can shift construction and maintenance risk to the private sector and enable cost savings and service improvement, freeing up the public sector to focus on outcomes.

mobility
for development

Regional engagement and action

Thought leadership

Tools

Development
Focus Area
Steering committee (FACT) WBCSD members Regional Network

Initiatives

Advocacy

Communi-cations

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Advocacy

- Platform to access and influence international processes and initiatives
- Examples
  - **Global Platforms**
    - Business Call to Action on the Millennium Development Goals
    - UNDP Growing Inclusive Markets Initiative
    - Financing for Development
    - UN Development Cooperation Forum
  - **Regional Initiatives**
    - Inter-American Development Bank
    - Asian Development Bank Energy for All Partnership
    - Energy Poverty Action with WEF and WEC

Inter-American Development Bank

ADB

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Development Focus Area

Regional engagement and action
Thought leadership
Tools
Initiatives
Steering committee (FACT)
WBCSD members
Regional Network
Advocacy
Communi-cations

- **Business is a solution provider**
  - As an engine of economic growth and employment and a source of technology and innovation, business can provide solutions to critical development challenges.

- **Business is the major source of capital for developing countries**
  - Aid is important, but the transition towards sustainable development in developing countries will require mobilizing private sector investments, which account for 85% of global financial flows.

- **The sustainable development of developing countries is a business opportunity**
  - Major technological and infrastructural investments to sustainably meet the needs of a growing population in developing countries are needed. This represents a major business opportunity for companies that anticipate trends and respond with smart solutions.

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- **Business cannot succeed in societies that fail**
  - By understanding and proactively addressing socio-economic and environmental risks, companies can underpin their license to operate, innovate and grow.

- **Inclusive business equals a win-win for business and society**
  - By including low-income communities in their value chains, companies can meet their aims of growth and profitability, while addressing societal needs.

- **What gets measured gets done**
  - By measuring the impact of business on society companies can understand their role and contribution to development and make better operational and investment decisions to improve this contribution.

- **Business cannot solve poverty, but poverty will not be solved without business**
  - For business to effectively contribute to sustainable economic growth, the appropriate legal, institutional and financial framework conditions need to be in place – globally, regionally and nationally.

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Partnerships