## Integrating SDGs to Strengthen Strategies and Actions: Setting the Context

Shankar Venkateswaran

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#### Business and SDGs – FAQs

- 1. Why should SDGs matter to business? Is it about CSR?
- 2. 17 Goals and 169 targets is a company expected to contribute all of them? What does "contributing to SDGs" really mean?
- 3. What indicators can my company use to measure this contribution? How can my company set targets based on SDGs?
- 4. How do I report?

1. Why should SDGs matter to business?

Provides business opportunities

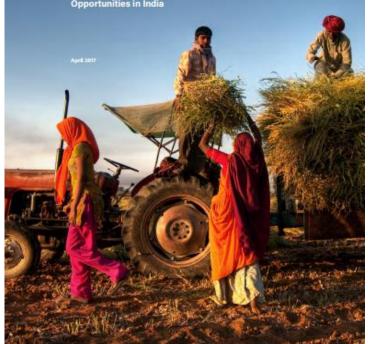
Input into determining material sustainability issues

Framework to align business and societal/national goals and provides "license to operate"

# SDGs provide business opportunities



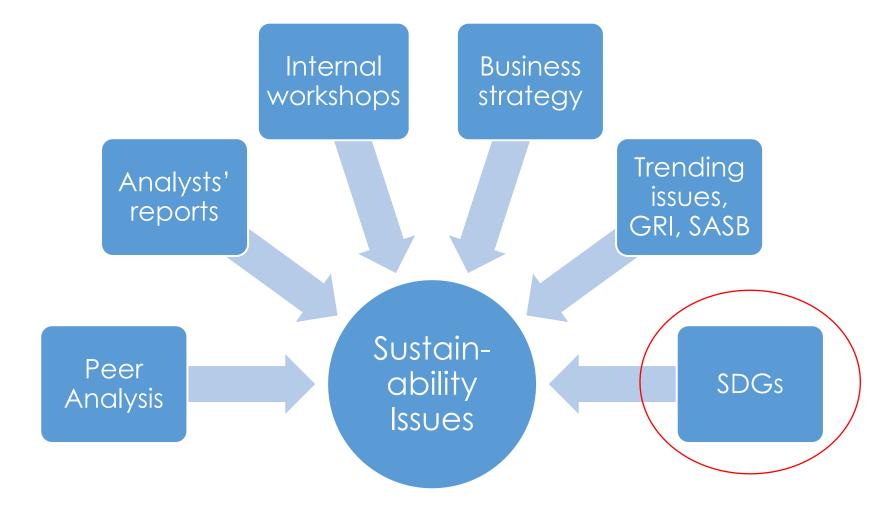
Sustainable Business Opportunities in India



The global Business and Sustainable Development Commission's India Report suggested that SDGs provide huge opportunities for business in India:

- USD 1 trillion worth of economic opportunities by 2030
- 72 million jobs can be potential created
- Top 5 opportunities include:
  - Risk pooling
  - Low-income food markets
  - Reducing food waste in supply chain
  - Renewable expansion
  - Affordable housing

#### Sourcing Sustainability Issues for Materiality



# 2. Contributing to all SDG goals?

- No company can possibly contribute to all SDG goals and targets – important to prioritise.
- Best to undertake this by sector, wherein:
  - Material sustainability issues for the sector are identified
  - These are mapped with the SDGs
  - Actions that eliminate the negative and enhance the positive impacts are identified based on good practice
- Indian Cement Sector SDG Roadmap is an excellent case study

### Developing a sector SDG roadmap

- Which Sustainable Development Goals does each of my sector's material sustainability issue impact positively and negatively?
- 2 How can we eliminate the negative impacts?
- 3 How can we enhance the positive impacts?



#### If material issues not identified...

	Indirect	Direct
<b>Core Business</b>	Monitor regularly	Focus, Measure & Report
CSR	Track	Measure & Report

# 3. Indicators and Targets?

- SDG document itself has some indicators. MoSPI has developed India-specific indicators but more work can be done here.
- Setting targets is a challenge but here are some ideas:
  - Setting your own ambitions leap of faith!
  - Peer analysis and your own baseline.
  - Dialoguing with NITI Aayog.

## 4. How do I report?

- UNGC and GRI have set up an Action Platform which provides <u>guidance</u> to help business integrate the SDGs into their reporting processes
- Companies report on:
  - Sustainability Strategy
  - SDG Prioritisation
  - Impact
  - Value chain

#### Strategy - Unilever

#### FIGURE 5: INFOGRAPHIC FROM UNILEVER'S REPORT DISCLOSING ITS OVERALL BUSINESS STRATEGY<sup>5</sup> WHAT WE VALUE WE CREATE DEPEND ON **OUR VALUE CHAIN** CONSUMER BENEFITS PURPOSEFUL PEOPLE We sell products that help people to feet good, look good and get more 155,000 talented people who INNOVATION out of the contribute their skills and purpose to our business TOP & BOTTOM LINE GROWTH OUR PURPOSE NATURAL RESOURCES We deliver consistent, competitive, To Make Sustainable Living Commonplace profitable and responsible growth Renewable and non-renewable materials and ingredients for OUR VISION IMPROVED HEALTH & WELL-BEING our products To grow our business, whilst decoupling our environmental. footprint from our growth and increasing our positive social impact FINANCIAL RESOURCES We are helping hundreds of millions delivered through the Unilever Sustainable Living Plan: of people take action to improve their Cash, equity and debt to invest health & well-being for the long-term REDUCING ENVIRONMENTAL IMPACT **IMPROVING HEALTH** ENHANCING AND WELL-BEING LIVELIHOODS BUSTAINABLE DEVELOPMENT GOALS INTANGIBLE ASSETS FOR HORE THAN FOR -1000 C 1000 R&D capabilities and intellectual **1 BILLION** BY 1/7 MILLIONS property such as patents, trade marks and know-how REDUCED ENVIRONMENTAL IMPACT **OUR STRATEGY** TANGIBLE ASSETS We are working to halve the To deliver long-term compounding growth and sustainable value creation by: Physical assets such as environmental footprint of the making manufacturing, logistics and office and use of our products as we grow Winning with brands Winning in the Winning through Winning with facilities as well as our vehicle fleet our business and innovation marketplace continuous people and stock SUSTAINABLE DEVELOPMENT GOALS improvement SUPPLIERS 🐱 🐱 🗒 Supported by Division strategies: Source the materials and ingredients that make up our Beauty & Foods & Home Care products and provide services Personal Care Refreshment ENHANCED LIVELIHOODS to support our business We are enhancing the livelihoods STAKEHOLDERS & PARTNERS of millions of people as we grow our business Relationships with governments MARKETING DETAINABLE DEVELOPMENT DOALS and other organisations to drive systems change SUSTAINABLE DEVELOPMENT GOAL \*\*\*\*

#### SDG Prioritisation – A P Moller-Maersk

FIGURE 1: INFOGRAPHIC FROM A.P. MØLLER – MÆRSK'S REPORT DISCLOSING ITS RANKING OF THE PRIORITIZED SDGS<sup>1</sup>

HOW A.P. MOLLER - MAERSK CONNECTS TO THE UN SUSTAINABLE DEVELOPMENT GOALS



Strong potential for positive impact at scale Through our business, where we can have the greatest positive impact on a systemic level.



Potential direct / indirect positive impact

Where our business has or may potentially have a direct or indirect positive impact through our activities and business practices.

Responsibility to mitigate potential negative impact Through our commitment to the UN Global Compact, where our business has a responsibility to mitigate potential negative impacts on people, society and/or the environment.

#### Contribution – ABB



# Thank You