



## **The Business Case for the UN Sustainable Development Goals**

**Michael Spanos**

Managing Director

[michael.spanos@globalsustain.org](mailto:michael.spanos@globalsustain.org)

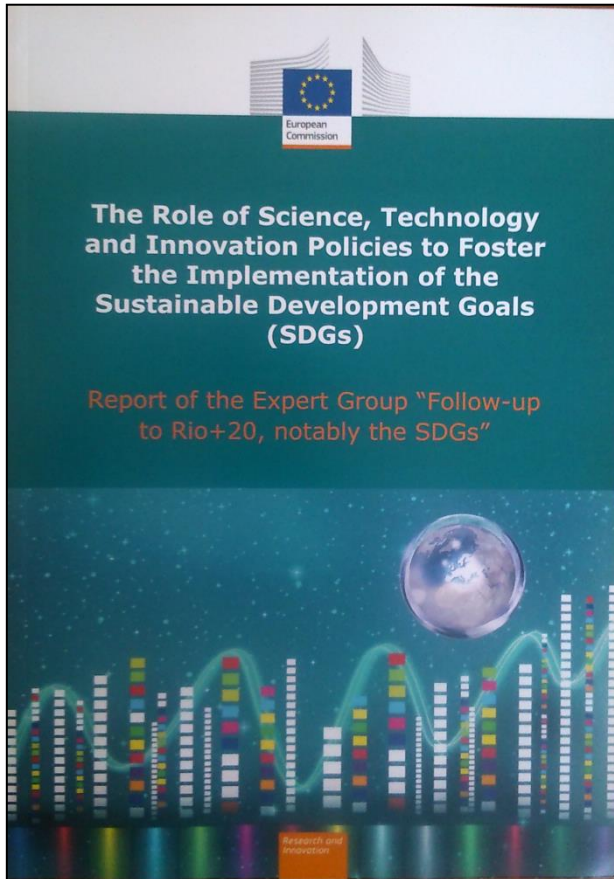
# Partners





HORIZON 2020

The EU Framework Programme for Research and Innovation



## The role of science, technology and innovation policies to foster the implementation of the Sustainable Development Goals (SDGs)

This report presents the conclusions of the independent Expert Group on the “Follow-up to Rio+20, notably the Sustainable Development Goals (SDGs)” that was established by the European Commission (EC) to provide advice on the role of science, technology and innovation (STI) for implementing the new global sustainable development agenda (2030 Agenda).

<https://ec.europa.eu/programmes/horizon2020/en/news/role-science-technology-and-innovation-policies-foster-implementation-sustainable-development>

The members of the Expert Group : Professor Enrico Giovannini (chairperson), Dr Ingeborg Niestroy (rapporteur), Dr Måns Nilsson, Dr Françoise Roure and Mr. Michael Spanos.

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, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS



## SDGs and the Role for Business



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*

# The Business Case for the SDGs



1. The 4 billion people who live in **poverty** represent a largely untapped market of **USD 5 Trillion** (according to data by IFC and WRI).
2. The global market for **green technologies** – ranging across energy efficiency, water management, sustainable mobility, environmentally friendly energies and storage, resource and material efficiency, and the “**circular economy**” – will grow to over **EUR 3 Trillion** by 2020 (according to research by Siemens).
3. The topics the SDGs address are energizing investment in research and development and **start-ups**. This kind of **impact investing** could see new capital inflows of up to **USD 1 Trillion** by 2020 (see Brooks, David. “How to Leave a Mark,” New York Times. January 27, 2015).

# Incorporating SDGs in Business Strategy



**United Nations**  
Global Compact



**wbcsd**



**SDG Compass**

## **Pietro Bertazzi**

Senior Manager, Public Policy and International Affairs

[Bertazzi@GlobalReporting.org](mailto:Bertazzi@GlobalReporting.org)

## **Ole Lund Hansen**

Head, Global Compact LEAD

[Hansen4@unglobalcompact.org](mailto:Hansen4@unglobalcompact.org)

## **Mark Didden**

Manager, Redefining Value

[Didden@wbcsd.org](mailto:Didden@wbcsd.org)



United Nations  
Global Compact



Step 01  
**Understanding  
the SDGs**

Step 02  
**Defining  
priorities**

Step 03  
**Setting  
goals**

Step 05  
**Reporting and  
communicating**

Step 04  
**Integrating**

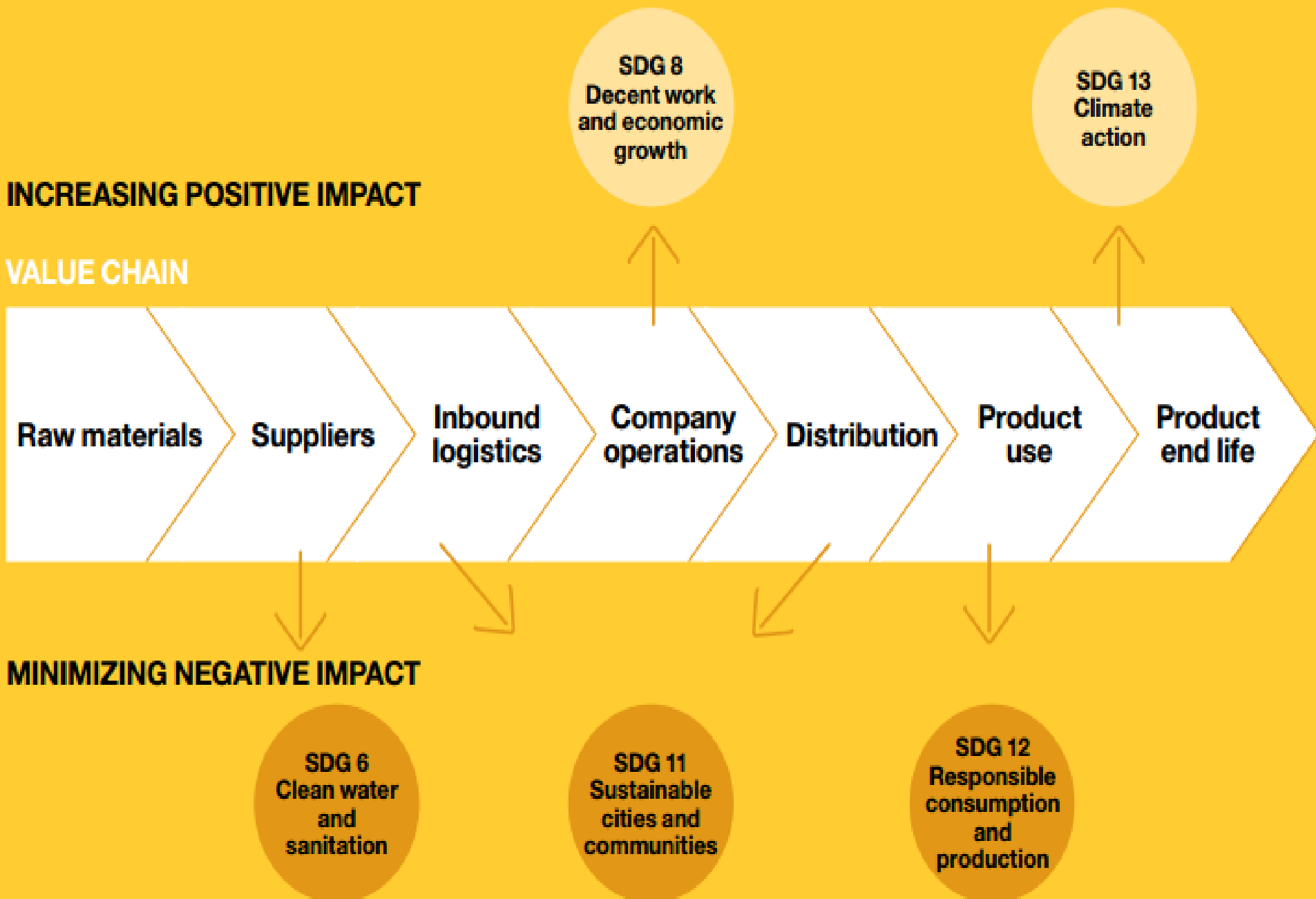
### Tools applied to specific SDGs:

- ✓ GHG Protocol Scope 3 Evaluator
- ✓ Social Hotspots Database
- ✓ Poverty Footprint Tool
- ✓ WBCSD Global Water Tool
- ✓ Human Rights & Business Country Guide

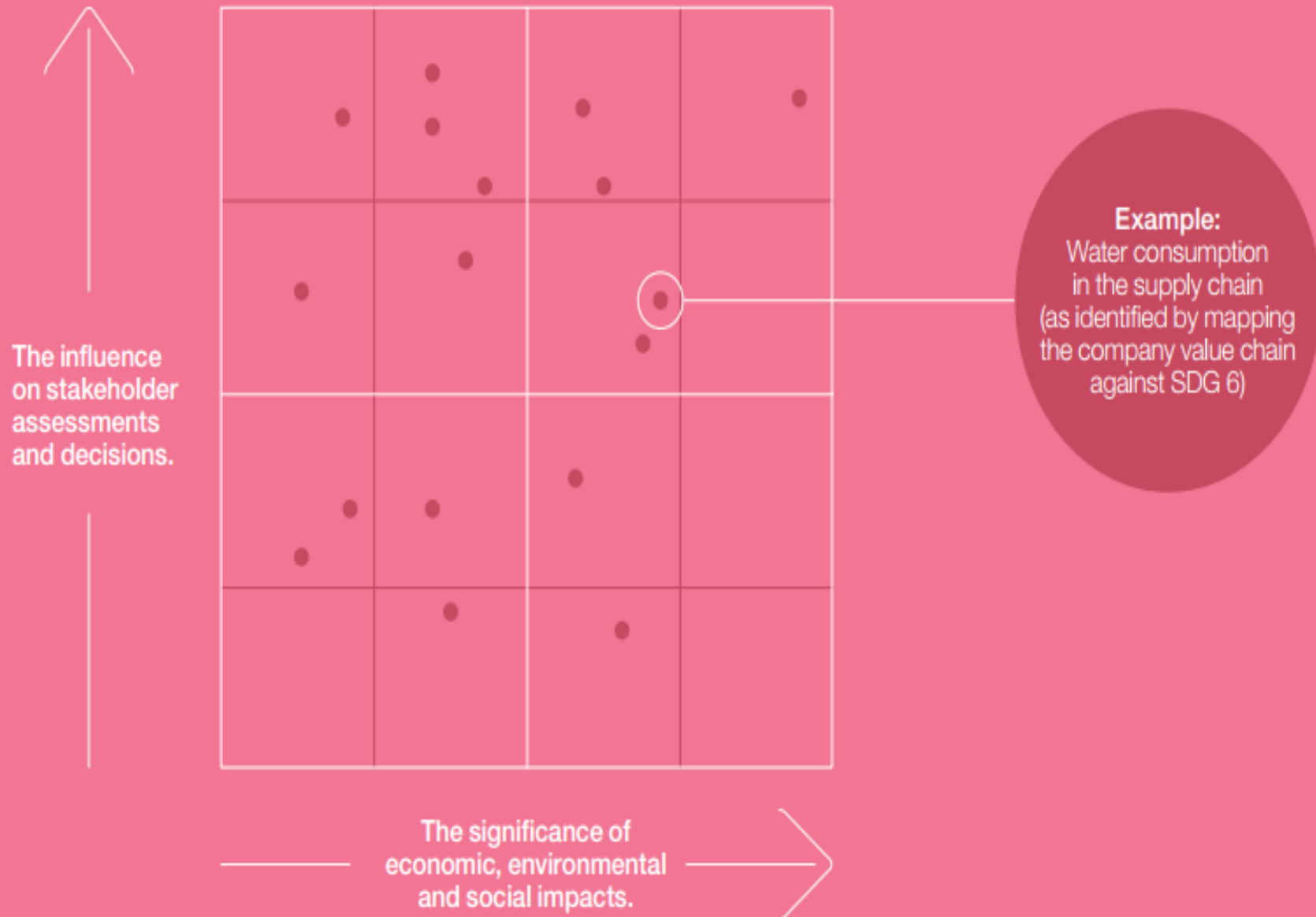
[www.sdgcompass.org](http://www.sdgcompass.org)



# In action: Mapping the SDGs against the value chain



# In action: Mapping SDG reporting priorities through materiality





# SDG Compass

## Integrating SDGs to Business Strategy

[Back to Home](#)

### Inventory of Business Indicators

This inventory maps existing business indicators against the Sustainable Development Goals (SDGs). It allows you to explore commonly used indicators and other relevant indicators that may be useful when measuring and reporting your organization's contribution to the SDGs.

You can use the filters below to explore indicators related to a specific SDG Goal or Target or by Business theme. To continue working with the inventory in MS Excel, you can either download the full inventory or only indicators that match your search or filters.

[Read More](#)

Filter by SDG Goals

Select All

Filter by SDG Targets

Select All

Filter by Business Themes

Select All

Filter by Type

Select All

Filter by Source

Select All

Search by Keyword

Export Data

Clear Filters

[http://sdgcompass.org/business-indicators/?dm\\_i=1VZV,3P877,DPT8IV,DBB6V,1](http://sdgcompass.org/business-indicators/?dm_i=1VZV,3P877,DPT8IV,DBB6V,1)



[Back to Home](#)

## Inventory of Business Tools

This inventory maps existing business tools against the Sustainable Development Goals (SDGs). It allows you to explore commonly used business tools that may be useful when assessing your organization's impact on the SDGs. Later additional types of tools will also be added.

You can use the filter below to explore tools for a specific SDG Goal. To continue working with the inventory in MS Excel, you can either download the full inventory or only the tools that match your search or filters.

[Read More](#)

Filter by SDG Goals

Filter by Tool Developers

Search by Keyword

[Export Data](#)

[Clear Filters](#)

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



## **Goal 12:** Ensure sustainable consumption and production patterns

**Target 12.6:** encourage companies, especially large and trans-national companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.





SDG-12-6 Home > World Map

Policies refer to national government initiatives such as market regulations, policies, and legislation in which companies disclose or report on non-financial factors. Please note that the map is an illustrative representation and is not exhaustive.

### Countries with national sustainability reporting policies

■ Policy (Yes)    ■ Policy (No)    ■ No Information

Search the world map



[http://database.globalreporting.org/SDG-12-6/Global-Tracker?dm\\_i=1VZV,3P877,DPT8IV,DBB6W,1](http://database.globalreporting.org/SDG-12-6/Global-Tracker?dm_i=1VZV,3P877,DPT8IV,DBB6W,1)



## Five steps for making SDGs a Business Case



1. Identify future business opportunities
2. Define strategic priorities and establish business goals
3. Communicate with stakeholders about current and future trends and their impact on performance
4. Anticipate future policy legislation and associated costs or opportunities
5. Engage in effective partnerships with other companies, industry organizations, civil society, and governments.

**The Ambassadors of the SDGs / The Global Goals**

<https://www.youtube.com/channel/UCRfuAYy7MesZmgOi1Ezy0ng>



## The Business Case for the UN Sustainable Development Goals

**Michael Spanos**

Managing Director

[michael.spanos@globalsustain.org](mailto:michael.spanos@globalsustain.org)