

# SDG Roadshow 2018 for the UK

## Making Global Goals Local Business – Winchester

### Event Report

# MAKING GLOBAL GOALS LOCAL BUSINESS



**Date:** 12<sup>th</sup> of April 2018

**Location:** University of Winchester, Winchester

**Number of delegates:** 51

#### **Speakers:**

Steve Kenzie, Executive Director, UN Global Compact Network UK

Professor Joy Carter, CBE, Vice Chancellor, University of Winchester

Jon Khoo, Innovation Partner, Interface

Mark Smith, Chief Executive, Southern Co-operative

Charlie Hall, Managing Director, C6(n) Technology Ltd

Carole Parkes, Professor of Responsible Management, University of Winchester

[Link to the Presentations](#)

[Link to the Agenda](#)

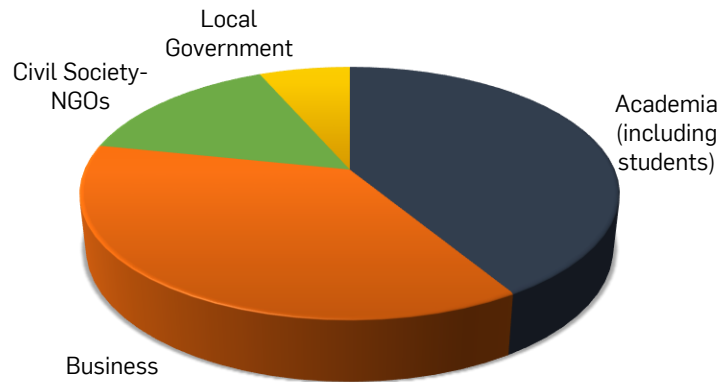
**Information on the SDG Roadshow 2018 can be found at:**

[www.sdg-roadshow.org.uk](http://www.sdg-roadshow.org.uk)

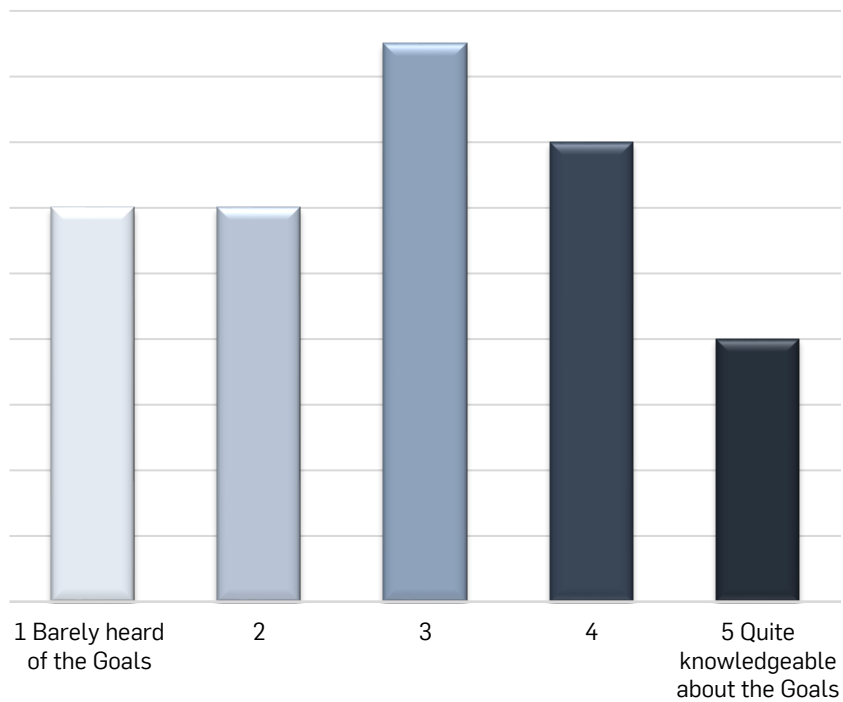
**Contact Details:** [secretariat@unglobalcompact.org.uk](mailto:secretariat@unglobalcompact.org.uk)



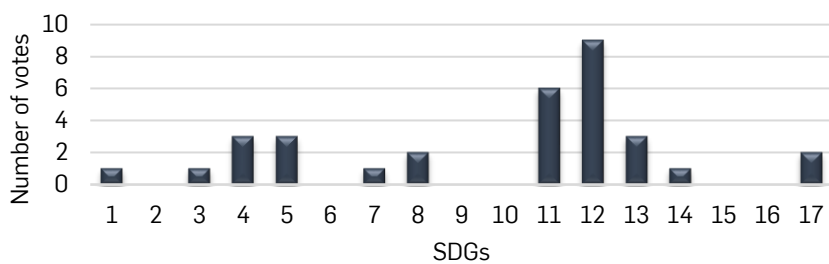
## Audience breakdown



## SDG awareness before the event



## Which of the SDGs should businesses in the south of England focus on today?



By attending Making Global Goals Local Business - Winchester, delegates were able to develop an understanding of:

- What the Global Goals are.
- Why should businesses care about them.
- How can business contribute to achieving the Goals and benefit from doing so.

### **On Global Goals:**

After the largest public consultation ever undertaken, the SDGs were adopted in 2015 by the UK and the other 192 Member States of the United Nations. At the heart of the 2030 Agenda for Sustainable Development, they call for economic growth, innovation, circular economies and upgraded infrastructure, as well as providing a path to end extreme poverty, fight inequality, and protect the planet.

The Global Goals were hailed as a 'paradigm shift for people and planet' by former Secretary-General of the United Nations Ban Ki-moon. They are going to transform our world, and that transformation will create opportunities for new business models to deliver new products and services into new markets.

Every company (and every citizen) needs to understand this important global mega-trend!

### **Key insights from the event:**

- Everyone, every business, has a sphere of influence for SDG action.
- Any business in any sector can join this journey.
- The SDGs are a very useful framework of discussion.
- The SDGs possess deep metrics beyond the 17 icons.
- This agenda applies to all countries and moves us away from the traditional view of developed countries helping poor countries.
- Partnerships and collaboration is key to achieve the Goals.
- Nature can be an inspiration for innovation.
- We need to move from doing no harm to doing more good, and the SDGs offer a pathway to do so.
- Find your sustainability mentors and ensure they keep you accountable.
- Finding your route within the SDGs will have a positive ripple effect.
- Business is a force for good and can be part of the solution.
- Sustainability is the first page of any business plan.
- In the long run, business can only succeed if society and the planet are sustainable, healthy and thriving.
- The SDGs provide a route in which business will flourish in the long-term.
- There's never been a more important time to get behind the Global Goals.
- Responsible business and the SDGs are not about what good can be done with business profit, but about how a business makes its money in the first place.
- People increasingly expect companies to be responsible, and as a result the risk of being caught behind that curve is very significant.
- A tick-list mentality should be avoided. Instead, action on the SDGs should be driven by priority, relevance, and what's right for businesses' size, sector and capabilities.

- Create a clear narrative and get everyone on board at all level of the organisation, as well as external stakeholders.
- Set SDG targets and measure your impacts.
- There is a moral imperative, but also a strong commercial imperative.
- No one would want the SDGs to not be the background for business.
- The huge consultation process for designing the SDGs make this agenda the largest market research ever undertaken.
- The SDGs are not an add-on, they need to be mainstream.
- The SDGs can be implemented at any stage of a company's development, whether it is a few months or 50 years old.
- Ethics-driven start-ups can use the SDGs to frame their ideas and vision.
- The SDGs are an opportunity to articulate positive business better, as companies are part of a bigger network working towards the same things.
- In education, the SDGs are increasingly used as a framework of how business is positioned.
- For business and education, the SDGs represent a sea change that we haven't seen in generations.
- Over 80% of university students are asking for sustainability education in their courses. That demand will be impacting companies in the near future.

[Link to the SDGs](#)



**All the best with your SDG journey!**

