

# MAKING GLOBAL GOALS LOCAL BUSINESS



## Manchester

2 May 2017

@GlobalCompactUK #GlobalGoalsUK



Halfway: <https://youtu.be/DdLqiTvFwJk>

Numbers: [https://youtu.be/Mdm49\\_rUMgo](https://youtu.be/Mdm49_rUMgo)

We The People: <https://youtu.be/RpqVmvMCmp0>



# MAKING GLOBAL GOALS LOCAL BUSINESS



Videos courtesy of Project Everyone

<http://www.project-everyone.org/>



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# MAKING GLOBAL GOALS LOCAL BUSINESS



- 02 May Manchester Metropolitan University
- 04 May Sheffield Hallam University
- 09 May University of Leicester
- 11 May University of Nottingham
- 23 May University of the West of England (Bristol)
- 24 May London South Bank University
- 07 June Leeds Beckett University
- 13 June Glasgow Caledonian University
- 15 June Newcastle Business School
- 21 June University of Liverpool
- 29 June University of Sussex (Brighton)

# MAKING GLOBAL GOALS LOCAL BUSINESS

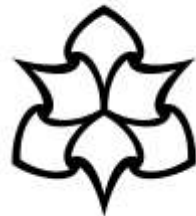


## Manchester

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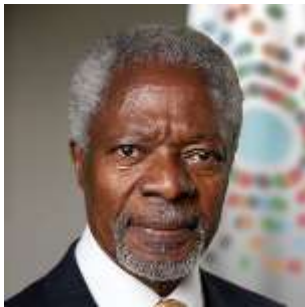
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**BUSINESS  
IN THE  
COMMUNITY**

# Introducing the UN Global Compact

“I propose that you, the business leaders ... and we, the United Nations, initiate a global compact of shared values and principles, which will give a human face to the global market.”



H.E. Kofi Annan



H.E. Ban Ki-moon



H.E. António Guterres

# UN GLOBAL COMPACT TEN PRINCIPLES



## Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.



## Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.



## Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.



## Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.



# UN GLOBAL COMPACT TODAY

Mobilizing a global movement of sustainable companies and stakeholders to create the world we want.

12,380+ Signatories

160+ Countries

80+ Local Networks



# MAKING GLOBAL GOALS LOCAL BUSINESS



## Today's Programme:

1. Welcome
2. What are the SDGs?
3. Why should you care about them?
4. MMU and the SDGs
5. Break
6. How can you contribute? (and benefit!)

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# WHAT?



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*"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."*

*The Brundtland Report, 1987*



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# Millennium Development Goals





# SUSTAINABLE DEVELOPMENT GOALS

**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

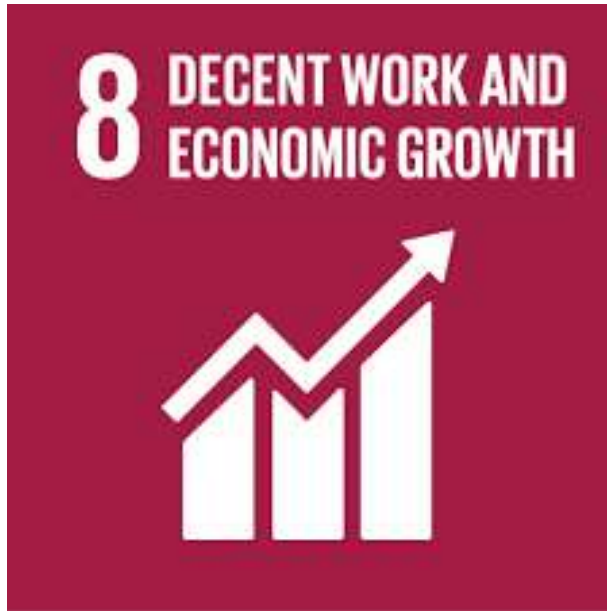
SUSTAINABLE DEVELOPMENT GOALS

# Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture



- 2.1 End hunger and ensure access to food for all
- 2.2 End all forms of malnutrition
- 2.3 Double the agricultural productivity and incomes of small-scale food producers
- 2.4 Ensure sustainable food production systems and implement resilient agricultural practices
- 2.5 Maintain the genetic diversity of seeds, plants and animals
  - 2.a Increase investment in rural infrastructure, agricultural research, technology and gene banks
  - 2.b Correct and prevent trade restrictions and distortions in world agricultural markets including eliminating export subsidies
  - 2.c Ensure proper functioning of food commodity market and access to information to limit extreme food price volatility

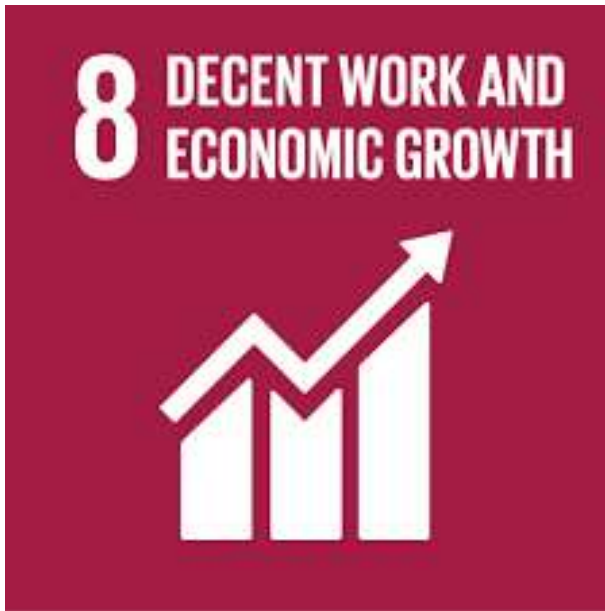
# Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



- 8.1 Sustain per capita economic growth in accordance with national circumstances
- 8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation
- 8.3 Promote development-oriented policies that support job creation, innovation and formalization and growth of enterprises
- 8.4 Improve resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation
- 8.5 Achieve full and productive employment and decent work for all women and men and equal pay for equal work



## Goal 8 cont'd



8.6 By 2020 substantially reduce the proportion of youth not in employment, education or training

8.7 Eradicate forced labour, end modern slavery, human trafficking and by 2025 child labour

8.8 Protect labour rights and promote safe and secure working environments for all

8.9 Implement policies to promote sustainable tourism

8.1 Strengthen the capacity of domestic financial institutions to expand access to financial services for all

8.a Increase Aid for Trade support for developing countries

8.b By 2020 develop and operationalize a global strategy for youth employment and implement ILO's Global Jobs Pact

# Goal 11: Make cities inclusive, safe, resilient and sustainable



Ensure access for all to adequate, safe and affordable housing and basic services

11.2 Provide access to safe, affordable, accessible and sustainable transport systems for all

11.3 Enhance inclusive and sustainable urbanization

11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage

11.5 Significantly reduce the number of deaths, people affected and economic losses caused by disasters

11.6 Reduce the adverse per capita environmental impact of cities

11.7 Provide universal access to safe, inclusive and accessible, green and public spaces

# Goal 11 cont'd



11.a Support positive economic, social and environmental links between urban, peri-urban and rural areas through development planning

11.b By 2020, implement policies towards climate change management, resilience to disasters and implement disaster risk management

11.c Support LDCs, in utilizing local materials for sustainable and resilient buildings, through financial and technical assistance

# Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



16.1 Significantly reduce all forms of violence and related death rates everywhere

16.2 End abuse, exploitation, trafficking, violence against and torture of children

16.3 Promote the rule of law and ensure equal access to justice for all

16.4 Significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime

16.5 Substantially reduce corruption and bribery

16.6 Develop effective, accountable and transparent institutions at all levels

# Goal 16 cont'd



16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels

16.8 Broaden and strengthen the participation of developing countries in the institutions of global governance

16.9 Provide legal identity for all, including birth registration

16.10 Ensure public access to information and protect fundamental freedoms

16.a Strengthen relevant national institutions, including through international cooperation, for building capacity to prevent violence and combat terrorism and crime

16.b Promote and enforce non-discriminatory laws and policies for sustainable development

## Sustainable Development Goals (SDG) – Overall Country Rankings



The Scores represent the overall rankings from the SDG-Index (149 country's) for individual countries. 100 is the maximum score.



BertelsmannStiftung

## SDG-INDEX

- Bertelsman Stiftung
- 149 countries assessed.
- Seeking to pressure governments.



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# WHY?



# SDGS – THE PATHWAY TO THE FUTURE WE WANT

- Backed by all **193 United Nations Member States**
- Developed by **governments with input from civil society and business together**
- Must be **implemented together** as well – collaboration is key
- **17 goals, 169 targets, 1 vision, endless opportunities**





# ... AND GOOD FOR BUSINESS TOO

- Better educated and more productive workforce
- Economic and political stability
- More fair and just societies
- Climate resilience
- And more...



# ... AND CREATING NEW OPPORTUNITIES

- Helps business be more attractive for investors
- Access to and management of the supply chain
- Improves access to public procurement and public investment
- Improves competitiveness in hiring best human capital
- Social license to operate, public opinion, consumers





# ... AND DRIVERS OF NEW MARKETS AND OPPORTUNITIES

## SDGs are robust

- Backed by multiple stakeholders
- 15 year focus – annual reviews to hold governments accountable

## SDGs make it simpler to do sustainable business

- Concrete goals and targets

## New markets

- Trillions of dollars will be invested
- New needs will arise
- SDGs are open to local context and innovation

## New purpose

- It has never been more clear that business can be a force for good, and still achieve financial success

# ... COLLABORATION IS KEY

- The Post-2015 declaration “...call on all businesses to apply their creativity and innovation to solving sustainable development challenges”
- The General Assembly: “... takes note of the important role that the Global Compact Local Networks will play in supporting the implementation of the 2030 Agenda and promoting poverty eradication and sustainable development”





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# MMU and the SDGs



# DOT VOTING

*Finding present and future positions of strength*



# TODAY'S BIG QUESTION

## Which goals represent opportunities to you?

- In your country?
- In your city?
- In your organisation?

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# KEY QUESTIONS:

- 1) Which of the SDGs are businesses in (country) exceptionally good at **turning into business opportunities today?**
- 2) Which of the SDGs could businesses in (country) be exceptionally good at **turning into business opportunities in five years?**

## RULES:

- **5 votes for present strengths [Black]**
- **5 votes for future strengths [White]**
- **Only 1 vote per SDG for each category**





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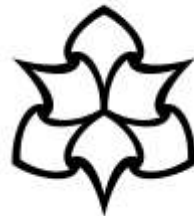


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# HOW?



# SDG COMPASS



## STEPS

- 1) Understanding
- 2) Defining Priorities
- 3) Setting Goals
- 4) Integrating
- 5) Reporting & Communicating

# SDG Matrices



- Developed by UNGC and KPMG.
- Showcase industry-specific examples and ideas for corporate action on the SDGs.
- Good practice principles and initiatives; Certification schemes; Multi-stakeholder partnerships.
- 7 publications:
  - Financial Services
  - Food, Beverage, & Consumer Goods
  - Climate Extract
  - Healthcare & Life Sciences
  - Industrial Manufacturing
  - Transportation
  - Energy, Natural Resources, Chemicals



### **CONSUMER GOODS INDUSTRY**

- Participate in multi-stakeholder partnerships to drive inclusive prosperity.
- Create independent assessments of the impact across the chain.
- Provide suppliers with predictable procurement contracts and when leaving markets help suppliers find alternative livelihoods.
- Build resilience of suppliers and retailers.



### **HEALTH AND LIFE SCIENCE INDUSTRY**

- Promote STEM Education.
- Educate Consumers on healthy lifestyles.
- Improve learning in countries within the company's value chain.
- Educate the medical profession on new technologies, treatment methods and responsible prescription of medication.
- Improve capacity to prevent, diagnose and treat neglected tropic disease.
- Provide training to suppliers.



### **INDUSTRIAL MANUFACTURING INDUSTRY**

- Design machinery for deep sea mining that minimises risks of contamination.
- Design components for marine vessels that minimise risk of pollution.
- Implement improved waste treatment systems on land to avoid run-off into the sea.
- Utilise marine plastic waste.
- Ensure supplier and distributor adhere to environmental standards on marine shipping.



### **CONSUMER GOODS INDUSTRY**

- Generate energy from food waste.
- Increase the proportion of energy consumed from renewable sources and encourage suppliers to do the same.
- Promote innovation in product design to improve energy efficiency in production and use.



### **HEALTH AND LIFE SCIENCE INDUSTRY**

- Collaborate to advance e-health solutions to accelerate universal access to quality healthcare.
- Enable production of generic drugs in low and medium income countries.
- Create opportunities for lower paid workers to gain access to improved employment opportunities.
- Pay staff a living wage and encourage other companies within the value chain to do the same.



### **INDUSTRIAL MANUFACTURING INDUSTRY**

- Design machinery that consumes less energy and water in use.
- Factor an internal carbon price into capital project decisions.
- Design products with end of product lifecycle reuse and recycling in mind.
- Incorporate innovative technologies, such as 3D printing, to reduce waste from prototyping.
- Increase energy efficiency.
- Source materials with lower embedded energy.

## 6 CLEAN WATER AND SANITATION



- Support ministries of health, private healthcare providers and communities to safely manage medical waste to avoid contamination of water sources.
- Minimise and appropriately treat effluent from production facilities to avoid contamination of water sources.
- Inform public policies and investment in potable water, hygiene and sanitation as key health determinants.
- Engage in collective action approaches to water stewardship and disclosure, such as the CEO Water Mandate.
- Sign the WASH pledge of the WBCSD which calls on companies to implement access to safe water, sanitation and hygiene at the workplace
- Pursue precision agriculture technologies that maximize productivity whilst minimizing the use of water.
- Integrate water recycling and grey water utilization into production systems.
- Engage in collective action approaches to water stewardship and disclosure, such as the CEO Water Mandate and the Water Action Hub, which are platforms to unite companies, Governments, NGOs, and other stakeholders on a range of critical water projects in specific river basins around the planet.
- Sign the WASH pledge of the World Business Council for Sustainable Development which calls on companies to implement access to safe water, sanitation and hygiene at the workplace
- Reduce water consumption by implementing closed loop manufacturing processes and replacing wet-machining with dry-machining processes
- Where communities surrounding a manufacturing facility have limited access to water, integrate community access to water within production facility design.

# SDG NAVIGATOR by PWC

Understand, assess, prioritise

Set goals and tell your story

**Geographical analysis**  
a set of global heat maps for each  
SDG goal and target

**1**

Identify how a country is performing on each SDG relative to other countries.

**Company analysis**  
assessing your impact on the SDGs

**2**

Analysis shows the relative direct and supply chain importance of each SDG based on geography and sector.

**Structured discussion and interviews** refining the output and building consensus

**3**

Understand how your business' existing policies and practices impact on the goals and your company's value at risk if the SDGs are not achieved.



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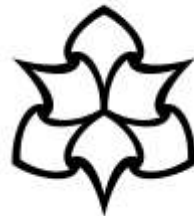


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# Business Response to the Sustainable Development Goals

Chris Harrop





# 2015

## MILLENNIUM DEVELOPMENT GOALS





# COMPETITIVE ADVANTAGE





# GOAL 3



ENSURE HEALTHY LIVES AND  
PROMOTE WELL-BEING FOR ALL AT ALL AGES

**SUSTAINABLE DEVELOPMENT GOALS**

More at [sustainabledevelopment.un.org/sdgsproposal](https://sustainabledevelopment.un.org/sdgsproposal)



# Marshall's

## Marshall's Manifesto for Cycling Landscapes

Marshall's realises that the UK has hugely complex transport planning issues but also believes that there is a place for the cycle in the sustainable development of transport infrastructure. Those future plans will need well designed cycling street furniture products to achieve functional, attractive and fully integrated cycle schemes for the transport future of our towns and cities.






# GOAL 5

ACHIEVE GENDER EQUALITY AND EMPOWER ALL  
WOMEN AND GIRLS

**SUSTAINABLE DEVELOPMENT GOALS**

More at [sustainabledevelopment.un.org/sdgsproposal](https://sustainabledevelopment.un.org/sdgsproposal)

# WOMEN'S EMPOWERMENT PRINCIPLES



**EQUALITY  
MEANS  
BUSINESS**



# GOAL 6

ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT  
OF WATER AND SANITATION FOR ALL

**SUSTAINABLE DEVELOPMENT GOALS**

More at [sustainabledevelopment.un.org/sdgsproposal](https://sustainabledevelopment.un.org/sdgsproposal)



# GOAL 8

PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE  
ECONOMIC GROWTH, FULL AND PRODUCTIVE  
EMPLOYMENT AND DECENT WORK FOR ALL

**SUSTAINABLE DEVELOPMENT GOALS**

More at [sustainabledevelopment.un.org/sdgsproposal](https://sustainabledevelopment.un.org/sdgsproposal)



# GOAL 9

BUILD RESILIENT INFRASTRUCTURE, PROMOTE  
INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND  
FOSTER INNOVATION



**SUSTAINABLE DEVELOPMENT GOALS**

More at [sustainabledevelopment.un.org/sdgsproposal](https://sustainabledevelopment.un.org/sdgsproposal)

# Industrial & Infrastructure Landscapes





# GOAL 10

REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

**SUSTAINABLE DEVELOPMENT GOALS**

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TM

by Marshall's 



# GOAL 11



MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE,  
SAFE, RESILIENT AND SUSTAINABLE

**SUSTAINABLE DEVELOPMENT GOALS**

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# GOAL 12

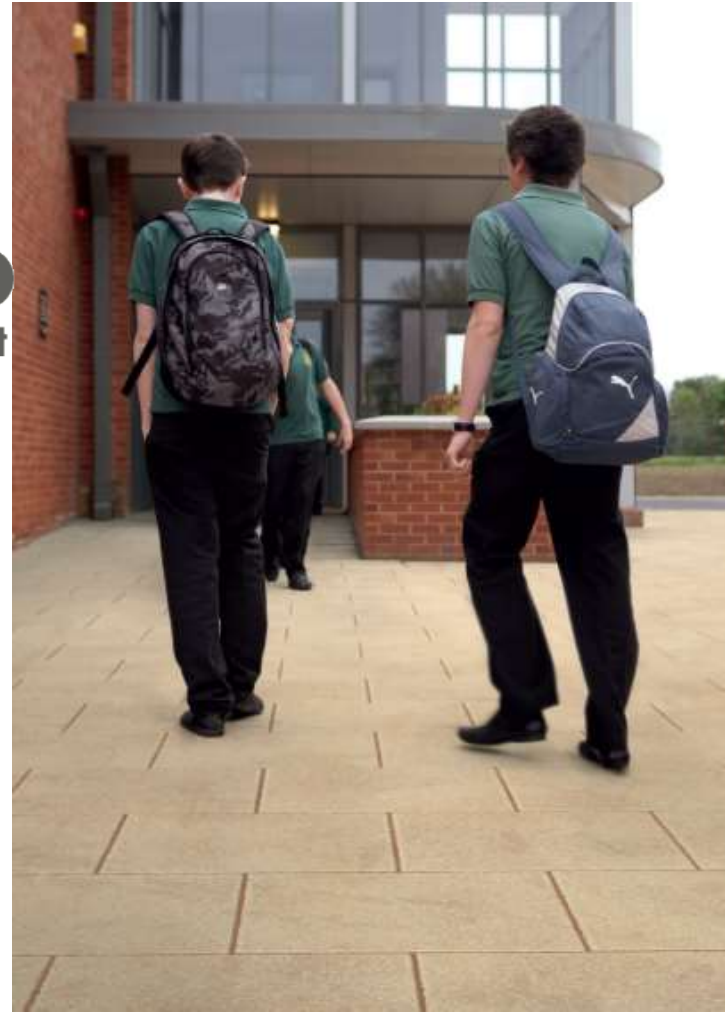
ENSURE SUSTAINABLE CONSUMPTION AND  
PRODUCTION PATTERNS

**SUSTAINABLE DEVELOPMENT GOALS**

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**80%**  
recycled content



# GOAL 13

TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE  
AND ITS IMPACTS\*

Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change

**SUSTAINABLE DEVELOPMENT GOALS**

More at [sustainabledevelopment.un.org/sdgsproposal](https://sustainabledevelopment.un.org/sdgsproposal)



## CALCULATE CARBON FOOTPRINT

m<sup>2</sup>
60m<sup>2</sup> = 2400.0kg CO<sub>2</sub> = 3.29 trees

m<sup>2</sup>
60m<sup>2</sup> = 2700.0kg CO<sub>2</sub> = 3.70 trees

ADD ANOTHER PRODUCT

**TOTAL: 5100.0kg CO<sub>2</sub>**



As an example to offset this amount of carbon would require 6.99 trees

Calculations are based on 1 average-sized tree with a lifespan of 99 years being equivalent to 0.73 tons CO<sub>2</sub>

# GOAL 15



PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF  
TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE  
FORESTS, COMBAT DESERTIFICATION, AND HALT AND  
REVERSE LAND DEGRADATION AND HALT  
BIODIVERSITY LOSS

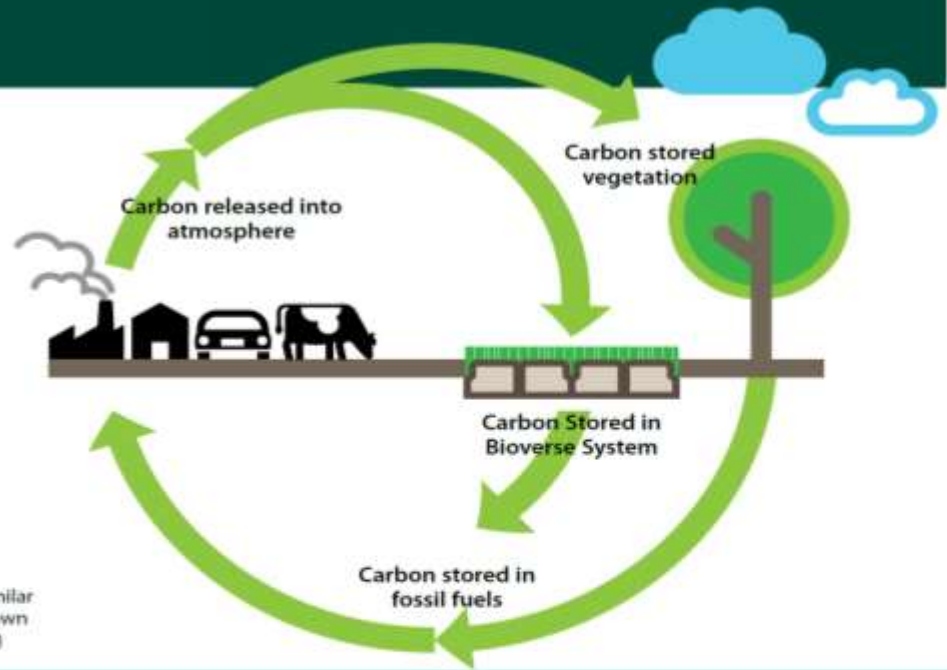
**SUSTAINABLE DEVELOPMENT GOALS**

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# Bioverse

The Bioverse system consists of reduced-carbon concrete modules, specially formulated Bioverse Grass Seed and a carefully designed sub base. The elements of the system together create a hardstanding area which is not only attractive and hardwearing, but is also a Biosphere which takes carbon from the atmosphere.

The Bioverse Paving System becomes carbon neutral over the life of the driveway, providing the grass is maintained.



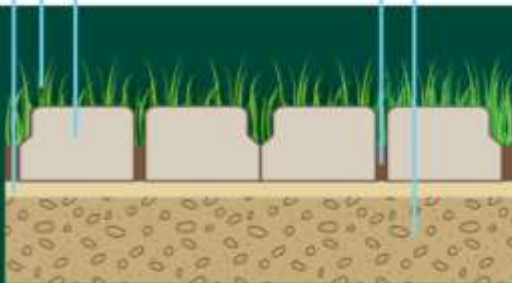
25mm Bedding/  
Regulating Layer

Bioverse grass

Bioverse modules

Soil filled pockets

150mm Sub base  
(Compacted quarry waste or similar  
unwashed material of 75mm down  
size containing fine soil or loam)



Bioverse Paving System, Beechwood



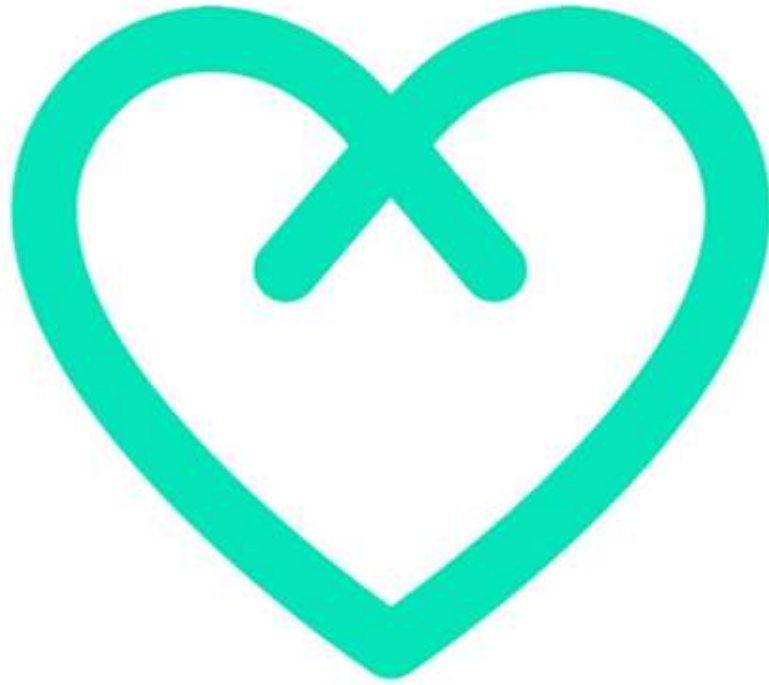
Bioverse Paving System, Beechwood

# GOAL 16

PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

**SUSTAINABLE DEVELOPMENT GOALS**

More at [sustainabledevelopment.un.org/sdgsproposal](https://sustainabledevelopment.un.org/sdgsproposal)



**Fair Tax**

# GOAL 17

STRENGTHEN THE MEANS OF IMPLEMENTATION AND  
REVITALIZE THE GLOBAL PARTNERSHIP FOR  
SUSTAINABLE DEVELOPMENT

**SUSTAINABLE DEVELOPMENT GOALS**

More at [sustainabledevelopment.un.org/sdgsproposal](https://sustainabledevelopment.un.org/sdgsproposal)



**WE SUPPORT**





# SDGS – THE WORLD WE WANT





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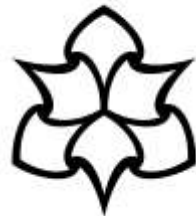


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