

SDG Roadshow 2018 for the UK

Making Global Goals Local Business – Cardiff

Event Report

MAKING GLOBAL GOALS LOCAL BUSINESS



Date: 5 July 2018

Location: PwC, Cardiff

Number of delegates: 26

Speakers:

Steve Kenzie, Executive Director, UN Global Compact Network UK

Catherine Wenger, Director, Arup

Bela Arora, Professor of Global Governance, University of South Wales

Mari Arthur, Director, Sustain Wales

Matthew Yeomans, Founder, Sustainly

Andy Middleton, Founding Director, The TYF Group

Cerys Furlong, Chief Executive, Chwarae Teg

SLIDES

AGENDA

SDG Roadshow 2018: www.sdg-roadshow.org.uk

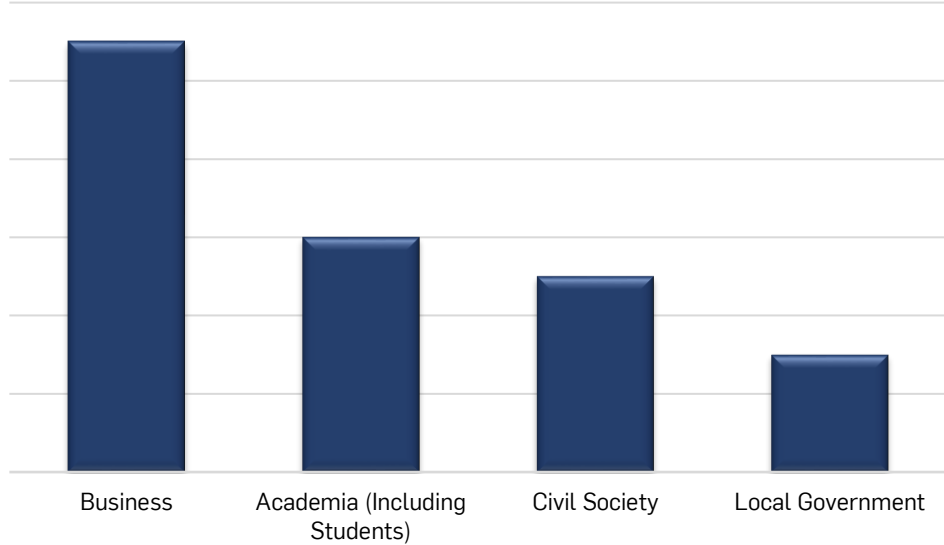
Contact us: secretariat@unglobalcompact.org

UN Global Compact's website: <https://www.unglobalcompact.org/>

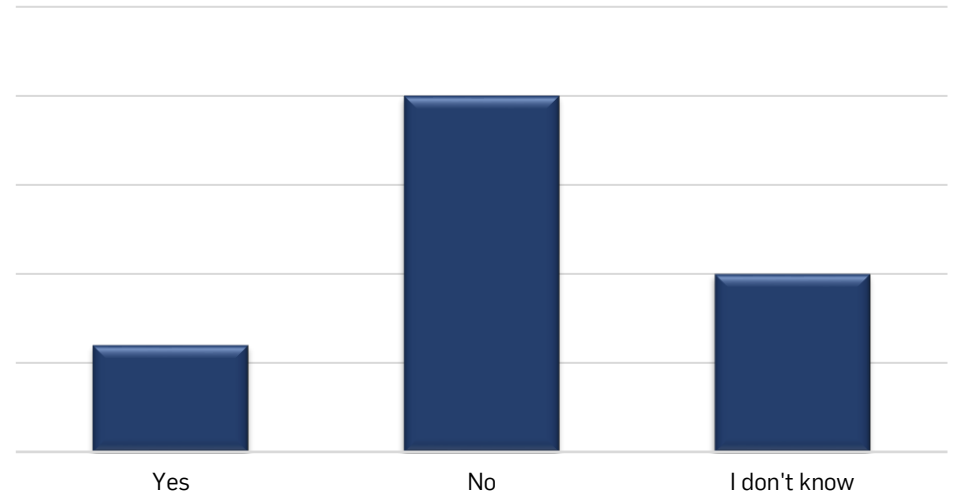
UN Global Compact Network UK's website: <http://www.unglobalcompact.org.uk/>



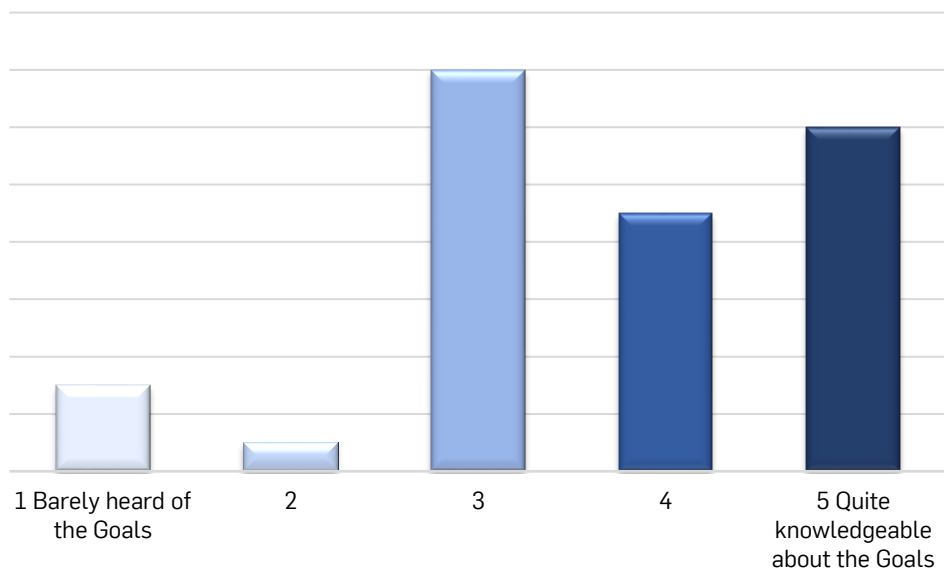
Audience breakdown



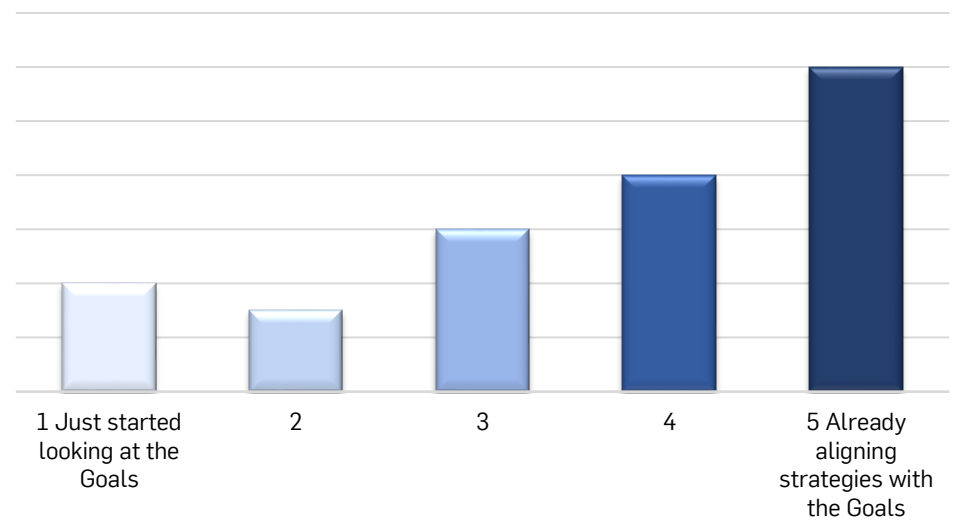
Whether organisations are publicly reporting on the SDGs



SDG awareness before the event



Attendees' involvement with the Global Goals



By attending Making Global Goals Local Business - Cardiff, 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:

- Business models and ultimately what companies do on the ground can and should be aligned with the SDGs.
- They are a tool for self-discovery and exploration.
- The Goals offer a level-playing field for every company and every sector. Indeed, they impact on or are impacted by all business activities.
- To advance the SDGs, companies shouldn't work alone but through sector and cross-sector partnerships. Collaboration between private and public sector is also essential to achieving the Goals.
- Profit does not have to be a dirty word. However, how it is made and used is key.
- One challenge with sustainability is that it has a premium to it or at least a perceived one.
- In the Big Data Era, the SDGs call for more transparency around the recognition of impact.
- These goals matter locally just as much as they matter from a global development point of view.
- People need to be provided the information to connect it to their reality. The more we do that, the more it will resonate. We need to learn new languages to talk about the SDGs to different kind of people.
- The media-marketing world should use some of its skills to get the SDGs across the people, but it is very hard to get ethical messages across.
- To start looking at the SDGs, people need to understand that there is a problem first.
- Every pound we spend and every bite we eat is a vote as we have an impact on global supply chains.
- We should not look at SDG 8 'Decent Work and Economic Growth' isolated from all the other 16 Goals.
- More dialogue is needed in Cardiff between actors involved in sustainable development.

[LINK TO THE SDGs](#)

 **SUSTAINABLE DEVELOPMENT GOALS**



All the best with your SDG journey !

