

SDG Roadshow 2018 for the UK

Making Global Goals Local Business – Birmingham

Event Report

MAKING GLOBAL GOALS LOCAL BUSINESS



Date: 12 October 2018

Location: PwC, Birmingham

Number of delegates: 21

Speakers:

Steve Kenzie, Executive Director, UN Global Compact Network UK

James Stephens, Director Global Government & External Affairs, Aston Martin Lagonda Ltd

Deb Leary, CEO, Forensic Pathways Ltd

Rob Groves, Regional Director, Argent

Carly Bilsbrough, Global Responsible Sourcing Manager, Shop Direct

[SLIDES](#)

[AGENDA](#)

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

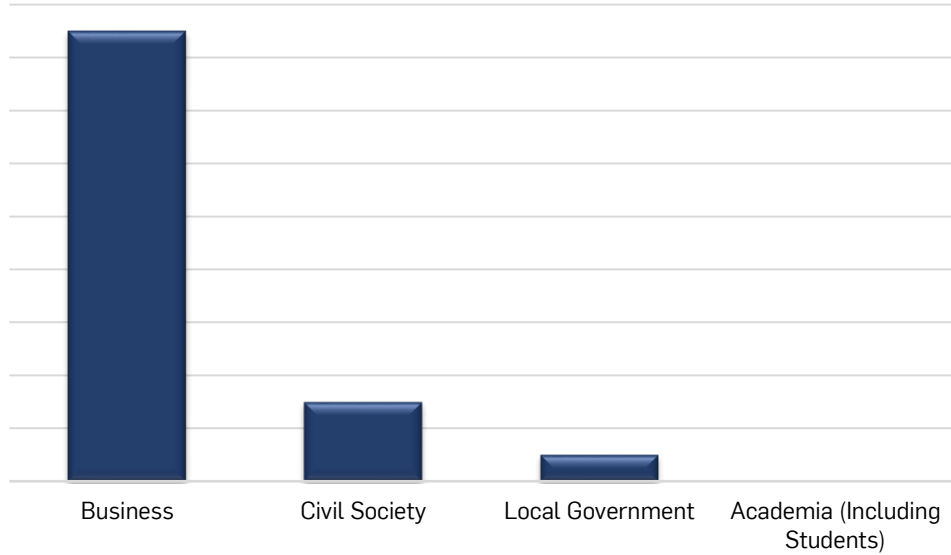
Contact us: secretariat@unglobalcompact.org

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

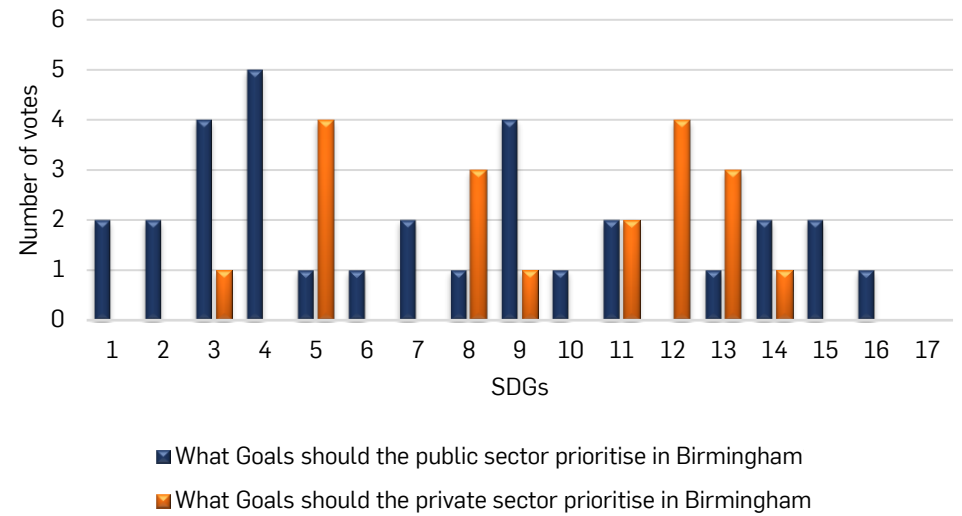
UN Global Compact Network UK's website: <http://www.unglobalcompact.org.uk/>



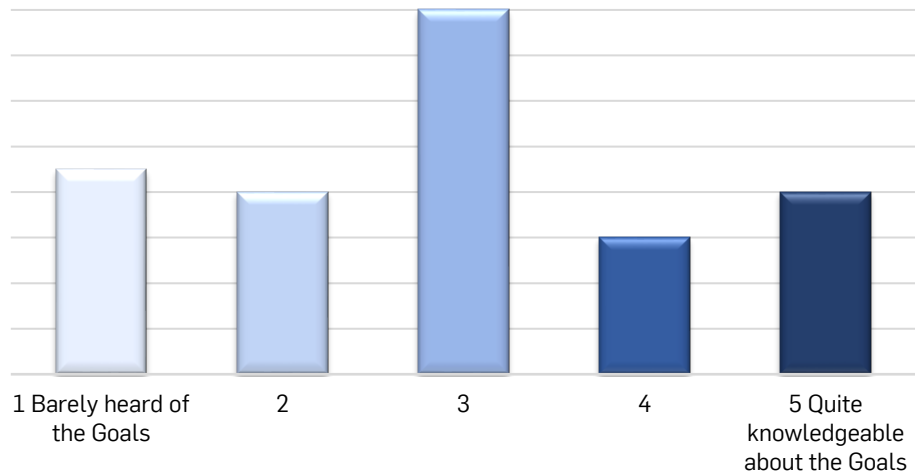
Audience breakdown



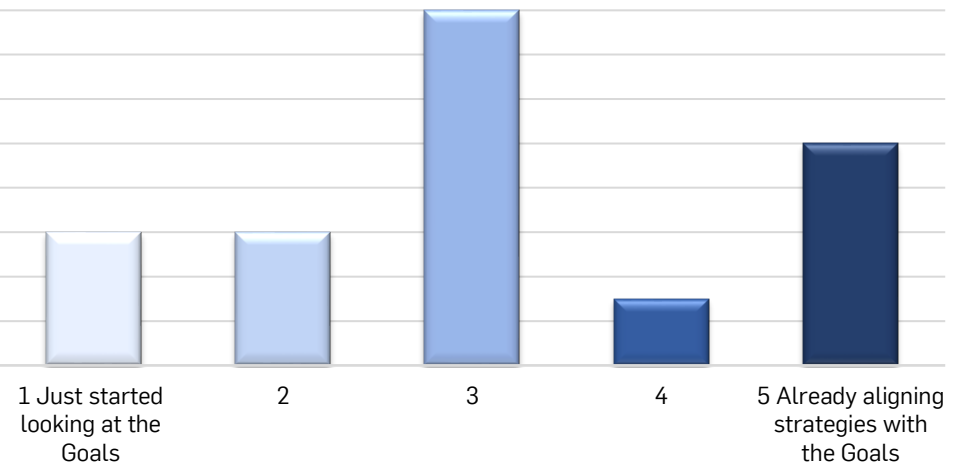
DOT Voting: Finding positions of strength



SDG awareness before the event



Level of engagement with the Global Goals



By attending Making Global Goals Local Business - Birmingham, 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:

- The SDGs are about longer-term thinking.
- Not only is implementing the SDGs into business strategies the right thing to do ethically, but it also drives the value of the business.
- Taking action on the SDGs is a good first step, but it is also important to tell internal and external stakeholders about it. It has been observed that disseminating these changes is still a challenge.
- The SDGs can be used as a common language with stakeholders. As such, they are a tool to collaborate with the supply chain.
- 10 years ago, most customers wouldn't have been asking for business to get engaged in an agenda such as the SDGs, but younger generations are more and more proactive in this space. This shift in demand and emergence of new segments represent an opportunity for business.
- To retain new talents, companies will increasingly need to adopt the SDGs.
- For businesses to be sustainable, or simply to survive, they need to be making an impact on these goals because there will soon be no need for businesses who don't.
- What matters is the performance. The SDGs framework is very useful to first map what the business is already doing, and then how the business can align going forward.

LINK TO THE SDGs

SUSTAINABLE DEVELOPMENT GOALS



All the best with your SDG journey !

