

DÉVELOPPEMENT DURABLE

30 UN Global Compact Network UK & the SDGs



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The UN Global Compact Network UK organised the very popular Sustainable Development Goals Roadshows, comprised of a series of Making Global Goals Local Business events around the UK.

1. The SDG Roadshow

A. - The Events

In 2017, recognising that awareness of the SDGs across the UK was quite low, we set ourselves the challenge of engaging the UK business community in this critical agenda. We visited 11 UK cities with our 2017 Roadshow and its success inspired us to do another Roadshow in 2018.

In 2018, we once again visited 11 cities across the UK: Belfast, Birmingham, Bristol, Cardiff, Derby, Edinburgh, Leeds, Liverpool, London, Manchester and Winchester.

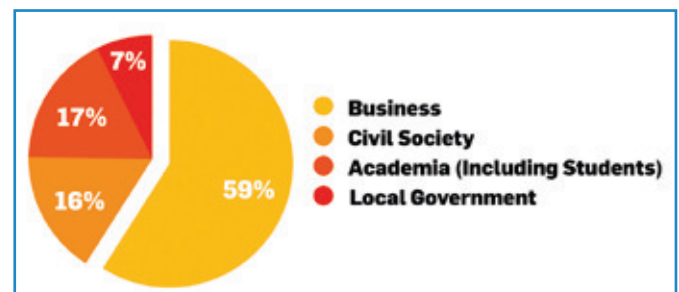
The primary objective of the Roadshow project was to raise awareness of the Sustainable Development Goals (SDGs) and the opportunities they present for business communities around the UK - but we also wanted to catalyse action from businesses already aware of the Goals. At Making Global Goals Local Business events, we explain in plain language **what** the SDGs are, demonstrate **why** business should be engaged, and present practical guidance on **how** they can get involved.

We worked with 31 local partners and 70 speakers as part of the 2018 edition. Local partners were mainly companies, business networks such as chambers of commerce, various sustainability initiatives, city councils, universities, etc. Each event featured 5-7 local speakers presenting their organisation's SDG journey and demonstrating the relevance of this Agenda for local business communities.

The 2018 London event had a special theme: 'How to make the case for the SDGs - Top Down | Bottom Up'. In other words, from the perspective of sustainability professionals, how to get

the Board interested in this Agenda? How to project interest in the SDGs down through employees, suppliers and customers? This event also featured an introductory session during which delegates could hear about the UK's (with the Minister of State, Department for International Development) and the City of London's (with the London Sustainable Development Commission) plans to advance the SDGs.

We partnered again with the UK Government as part of the Voluntary National Review process by organising stakeholder consultations around the SDGs at both Bristol and Manchester events.



Most of the **attendees** at our Roadshow events represented businesses, in line with our objective, but we also had significant engagement from other important stakeholder groups.

The 2018 Roadshow achieved significantly higher **participation** than the 2017 edition, with 604 people attending. This was our most important performance metric, but not the only significant measure of our awareness-raising impact. Our event registration pages were viewed over 8 000 times, demonstrating the reach of our marketing efforts.

Engagement Metrics: Page views, registrations, and attendance by city demonstrating that results don't always correlate to population. The key determinant of success was most often the strength of our local partners.



	Page Views	Registered	Attended
Winchester	704	63	51
Belfast	621	57	44
Derby	280	28	28
Leeds	680	34	30
London	1216	170	97
Cardiff	580	39	26
Edinburgh	1238	95	69
Liverpool	751	80	80
Birmingham	523	47	21
Bristol	878	127	80
Manchester	758	117	78
Total	8229	857	604

After each event, we sent around a brief report to all partners, speakers and attendees asking them to circulate it around. Thus, the impact of this project went far beyond the events themselves. We initiated and reinforced SDG communities that have used the momentum and learnings from these gatherings to push the Global Goals Agenda forward locally.

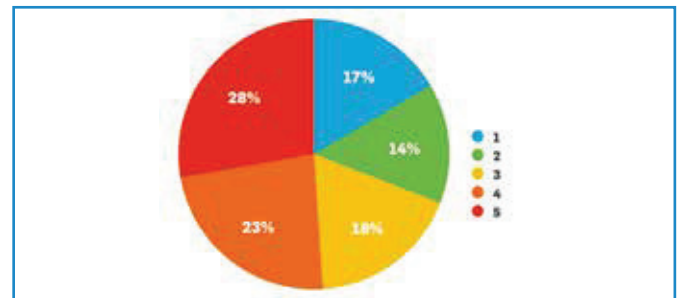


To further advance our awareness-raising mission, all event attendees were given SDG pin badges and SDG postcards, so that they could extend the SDG message even further.

B. - Collected Data

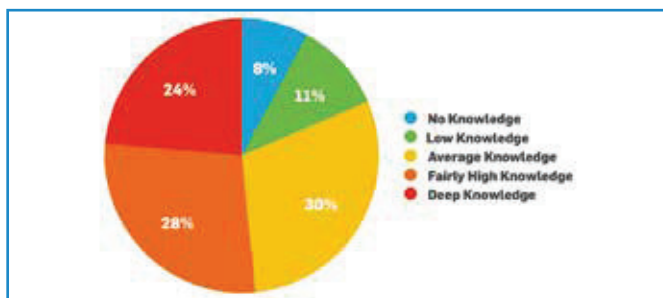
Throughout the registration process and at the events themselves, the project team gathered useful data on the current level of awareness of the Goals in the UK and the potential for business engagement across the country.

This chart shows that a majority of registrants were already knowledgeable about the SDGs, but notably, almost one in five registrants were not. The Roadshow was not just preaching to the choir.

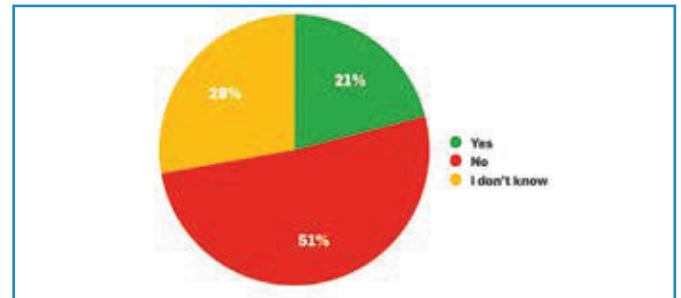


Registrants were also asked to assess the extent to which their organisation was **engaged on the Goals**, with “1” being not engaged at all and “5” being already aligned with the Goals.

In general, it is encouraging to see that over half of the organisations registering for the Roadshows are quite serious about the SDGs. Equally, the result for this question reinforces that there is still much to be done in mobilising the UK business community around the Agenda 2030.



Registrants were asked to self-assess their **knowledge of the Goals** prior to the event.

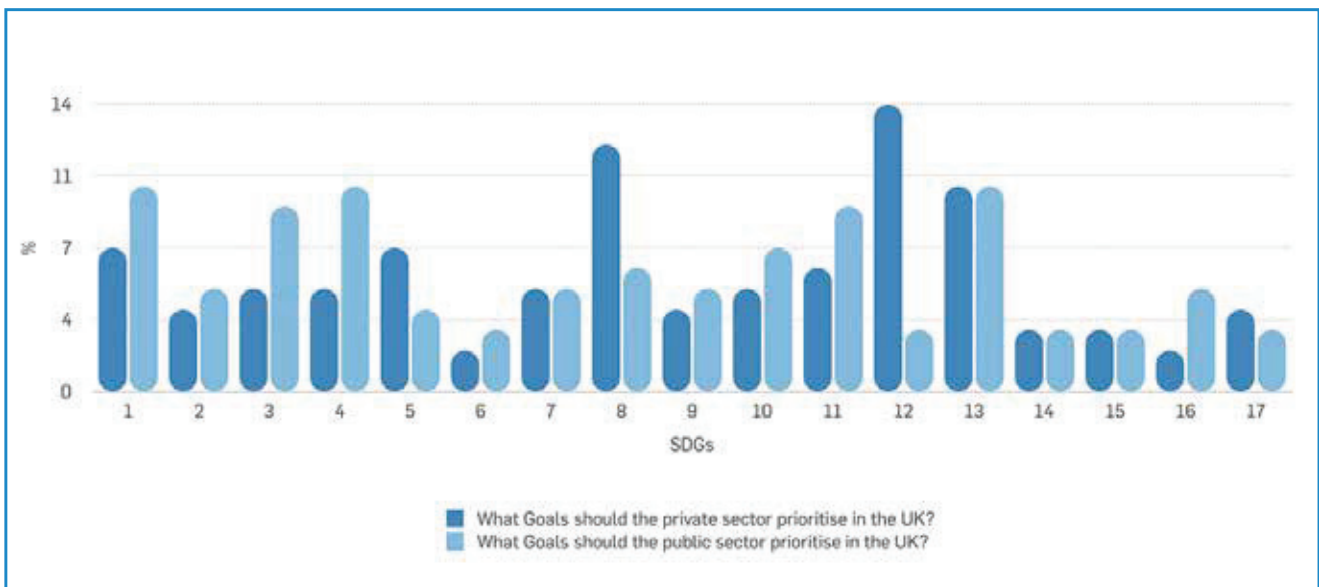


Another question was aimed at exploring whether organisations **publicly report on the SDGs**.

Results revealed that only a minority of them do and half of them do not. This contrasts with PwC's SDG Reporting Challenge 2018, which found that 72% of (large) companies now mention the Goals in their annual corporate or sustainability report.

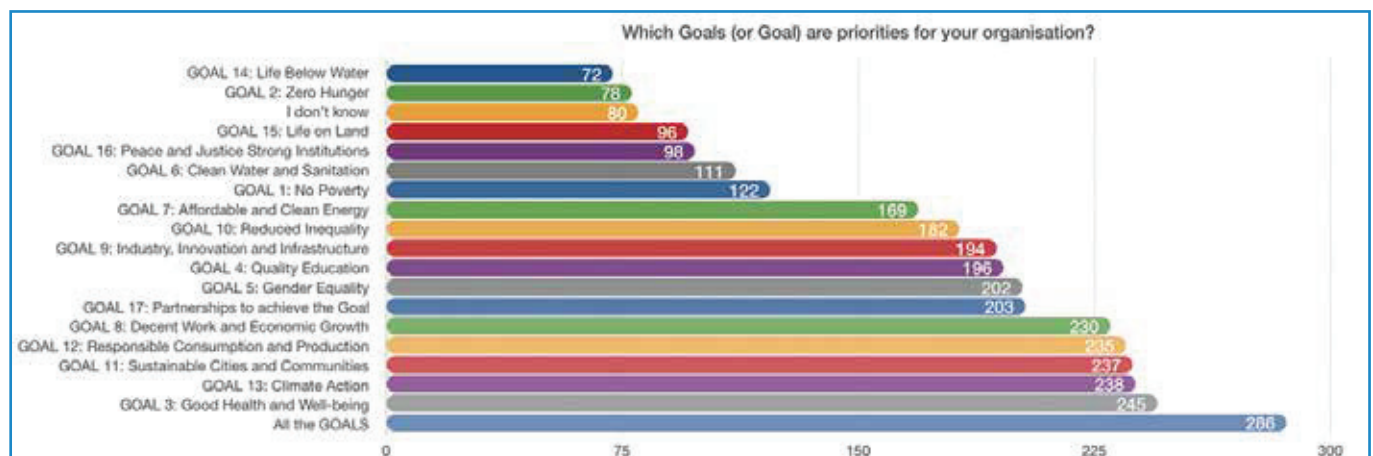
Worryingly, more than a fourth of registrants simply did not know. It is fair to assume that if they don't, not many people in their organisations would. More efforts are needed within these organisations to spread the word internally as well as externally.

SDG priorities data was also collected, at both city and organisational level. The chart below compiles all the city-level results to provide a country-level estimation¹. According to the SDG Roadshow 2018 participants, top SDG priorities in the UK should be Goals 12 'Responsible Consumption and Production', 8 'Decent Work and Economic Growth' and 13 'Climate Action' for the private sector, and Goals 4 'Quality Education', 1 'No Poverty' and 13 'Climate Action' for the public sector.



As per SDG priorities at organisational level, most registrants think that their organisations should tackle the SDGs holistically. When selecting SDG priorities, however, Goals 3 'Good Health and Well-being', 13 'Climate Action', 11 'Sustainable Cities and

Communities', 12 'Responsible Consumption and Production', and 8 'Decent Work and Economic Growth' come out on top. At the other end of the spectrum, Goals 14 'Life Below Water' and 2 'Zero Hunger' are largely not seen as priorities.



1. For more details on city-level results, see www.sdg-roadshow.org.uk.

C. - Feedback

Feedback from attendees has been consistently positive from event to event. In post event surveys, over 90% of respondents said the event was useful to them.

“Really useful event! The penny finally dropped about how to build SDGs into a business strategy rather than just aligning what we already do to the SDGs! The range of speakers was very informative.”
(Business attendee, Manchester)

“Helped me understand that other businesses were having the same difficulties as we are in interpreting and linking to the SDGs. Also, was useful to hear how the UK government are looking at it and how the SDGs might start to be more prominent in government activity in future”.

(Business attendee, Bristol)

D. - Roadshow 2019

2019 will be a pivotal year in the UK. With Brexit - and the massive uncertainty that it has brought - grabbing everyone's attention, much work is needed to make the Global Goals day-to-day business. The UK Government's Voluntary National Review of the Global Goals presents a timely opportunity to bring this agenda to the forefront. Additionally, sustainability issues such as plastic waste, gender equality and modern slavery

have had extensive media coverage in the UK recently, so it is vital to connect these issues to the Goals.

Building on the 2017 and 2018 Roadshows which were mainly aimed at raising awareness of the Goals, the UN Global Compact Network UK is now embarking on the ambitious and more practical-oriented Global Goals Roadshow 2019.

2. The SDG Working Group

In parallel to the Roadshow, the UN Global Compact Network UK has been running a more intimate Working Group on the SDGs for 2 consecutive years. This Working Group is exclusively for UK Network members and participation is limited to 20-25 organisations.

Introduced as the SDG Working Group in 2017, it became the more focused SDG Reporting Working Group in 2018 due to a strong interest in this particular theme from the members.

This Working Group is a small, private forum for participating members to discuss dilemmas or obstacles they are experiencing in addressing the SDGs. Its purpose is to create a 'safe space' where they can engage in frank discussions with external experts and WG peers to identify good practice measures for effectively engaging with the Goals.

Over these two years, the Working Group convened nine times to discuss key topics such as the business case for the Goals, defining priorities, SDG investing, impact assessment, and UK Government's implementation of the SDGs.