

# Integrating SDGs to Strengthen Strategies and Actions: Setting the Context



Shankar Venkateswaran

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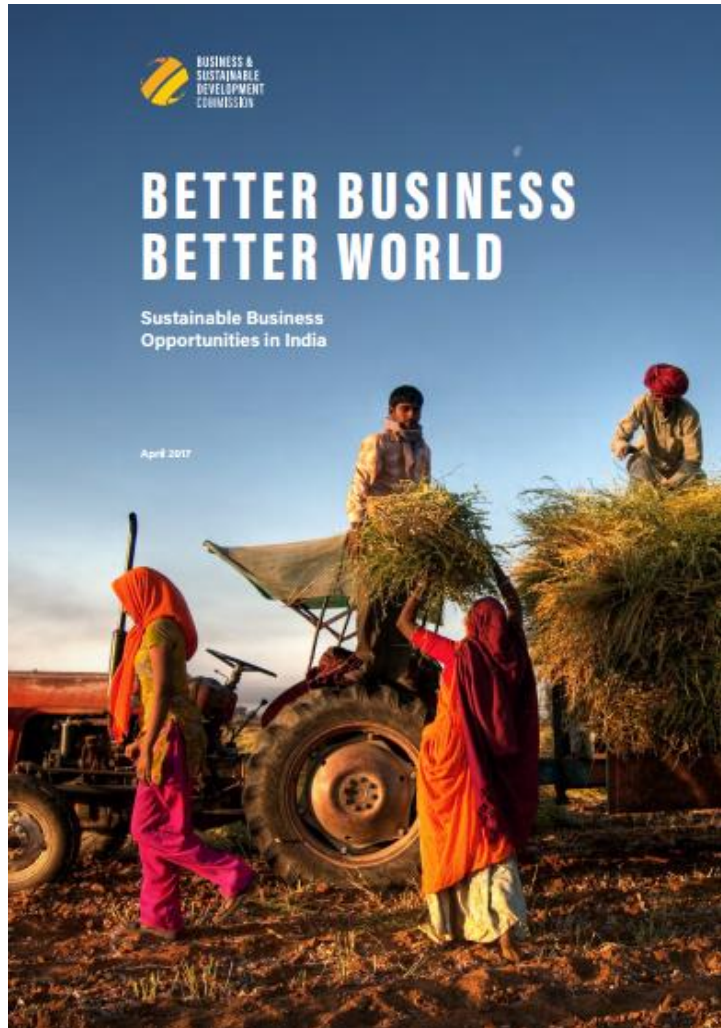
# Business and SDGs – FAQs

1. Why should SDGs matter to business? Is it about CSR?
2. 17 Goals and 169 targets – is a company expected to contribute all of them? What does “contributing to SDGs” really mean?
3. What indicators can my company use to measure this contribution? How can my company set targets based on SDGs?
4. How do I report?

# 1. Why should SDGs matter to business?

- Provides business opportunities
- Input into determining material sustainability issues
- Framework to align business and societal/national goals and provides “license to operate”

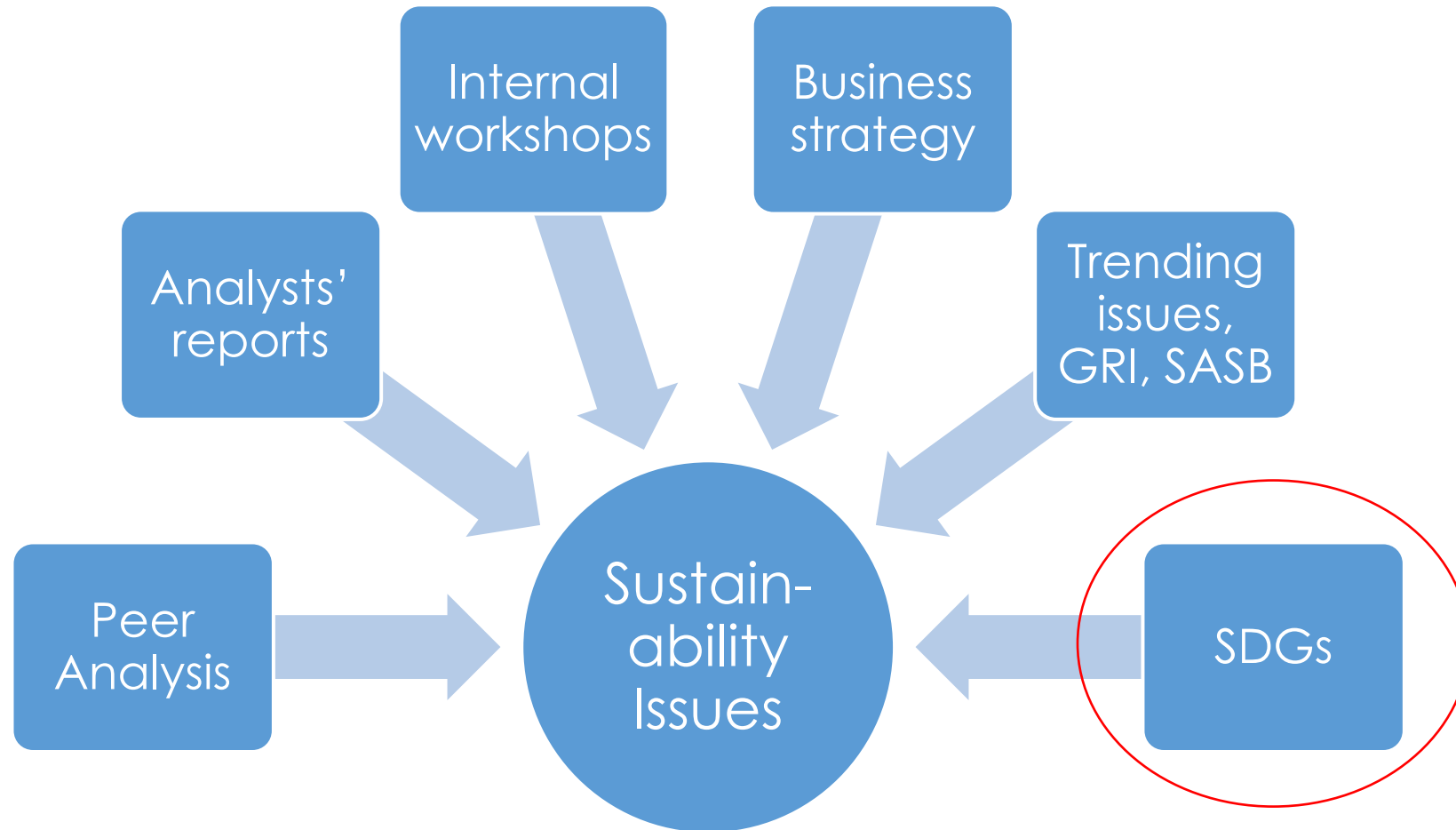
# SDGs provide business opportunities



The global Business and Sustainable Development Commission's India Report suggested that SDGs provide huge opportunities for business in India:

- USD 1 trillion worth of economic opportunities by 2030
- 72 million jobs can be potential created
- Top 5 opportunities include:
  - Risk pooling
  - Low-income food markets
  - Reducing food waste in supply chain
  - Renewable expansion
  - Affordable housing

# Sourcing Sustainability Issues for Materiality



## 2. Contributing to all SDG goals?

- No company can possibly contribute to all SDG goals and targets – important to prioritise.
- Best to undertake this by sector, wherein:
  - Material sustainability issues for the sector are identified
  - These are mapped with the SDGs
  - Actions that eliminate the negative and enhance the positive impacts are identified based on good practice
- [Indian Cement Sector SDG Roadmap](#) is an excellent case study

# Developing a sector SDG roadmap

1 **Which Sustainable Development Goals does each of my sector's material sustainability issue impact positively and negatively?**

2 **How can we eliminate the negative impacts?**

3 **How can we enhance the positive impacts?**



# If material issues not identified...

	Indirect	Direct
Core Business	Monitor regularly	<b>Focus, Measure &amp; Report</b>
CSR	Track	<b>Measure &amp; Report</b>



# 3. Indicators and Targets?

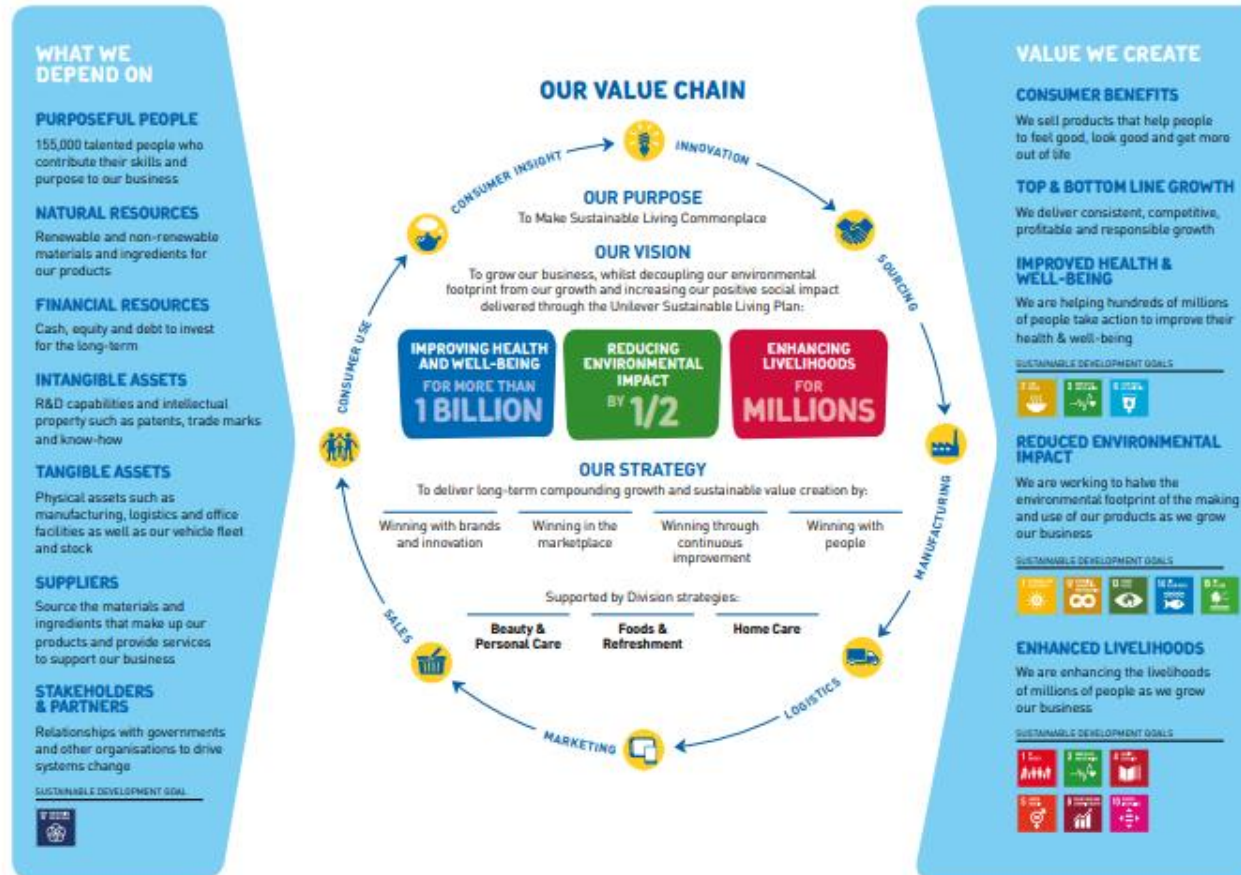
- SDG document itself has some indicators. MoSPI has developed India-specific indicators but more work can be done here.
- Setting targets is a challenge but here are some ideas:
  - Setting your own ambitions – leap of faith!
  - Peer analysis and your own baseline.
  - Dialoguing with NITI Aayog.

## 4. How do I report?

- UNGC and GRI have set up an Action Platform which provides [guidance](#) to help business integrate the SDGs into their reporting processes
- Companies report on:
  - Sustainability Strategy
  - SDG Prioritisation
  - Impact
  - Value chain

# Strategy - Unilever

FIGURE 5: INFOGRAPHIC FROM UNILEVER'S REPORT DISCLOSING ITS OVERALL BUSINESS STRATEGY<sup>5</sup>



# SDG Prioritisation – A P Moller-Maersk

FIGURE 1: INFOGRAPHIC FROM A.P. MØLLER – MÆRSK'S REPORT DISCLOSING ITS RANKING OF THE PRIORITIZED SDGS<sup>1</sup>

## HOW A.P. MOLLER - MAERSK CONNECTS TO THE UN SUSTAINABLE DEVELOPMENT GOALS



# Contribution – ABB





Thank You