MY BUSINESS PLAN FOR SDGs –
TO TRANSFORM OUR WORLD
BY 2030

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The means of implementation—including how to mobilize the financial resources to achieve an agenda for sustainable development—are a core feature of the new agenda.

In order to achieve the goals of Sustainable Development, substantial investment will be required, in both developed and developing countries. This agenda will require the mobilization of significant resources—in trillions of dollars. But these resources are already exist. There are far more than enough savings in the world to finance the new agenda. It is crucial for our goals to direct our investment to support sustainable development.

Resources need to be mobilized from domestic and international sources, as well as from the public and private sectors. Aid assistance which necessarily have the countries most in need.
OPPORTUNITIES FOR BUSINESS

1. New Business & benefits bottom line

The report, Better Business Better World, launched in January 2017 estimates that the SDGs could generate $12 trillion of opportunities across four sectors by 2030. This is equal to around 9% of forecast global growth.

It identifies 60 sustainable and inclusive market “hotspots” in four key economic sectors:

- Energy US$4.3 trillion;
- Cities: US$3.7 trillion;
- Food & Agriculture US$2.3 trillion;
- Health & Well-being US$1.8 trillion.1

2. Creates value

- Empowering people and protecting the environment helps business build trust, improve reputation and connect with new stakeholders.
- Achieving the SDGs will bring more people into the global economy and lift up new markets.
- Aligning the SDGs with your core company values sends a positive signal to an evolving consumer base that continues to gravitate toward sustainable companies.
- A commitment to the SDGs tells customers, investors, communities and other stakeholders that you care about being a good corporate citizen.

3. Driver for investor and consumer behaviors

- Achieving SDG can help ensure resources for future generations while strengthening your value chain against price volatility and lack of supply.
- Investors are becoming more concerned with companies’ sustainability risk profiles as well understanding sustainability-related business opportunities. They have shown an interest in the SDGs and businesses proactively supporting achievement of the SDGs.
The SDG Index and Dashboards describe countries’ progress towards achieving the SDGs and indicate areas requiring faster progress.

- The global SDG Index score and scores by goal can be interpreted as the percentage of achievement. The difference between 100 and countries’ scores is therefore the distance in percentage that needs to be completed to achieving the SDGs and goals.
- The same basket of indicators is used for all countries to generate comparable scores and rankings.
- The report summarizes countries’ current performance and trends on the 17 SDGs. This year’s Index is topped by Sweden, Denmark and Finland whereas the Democratic Republic of Congo, Chad and the Central African Republic rank last among the 156 countries included.

Source: SDG Index and Dashboards Report 2018  Global Responsibilities
The SDG Dashboard for OECD member countries suggests that every rich country faces major challenges in meeting several SDGs, and that no OECD country is on track achieving all of the SDGs.

In particular, available data on SDG 12, SDG 13, SDG 14, and SDG 15 suggest that OECD countries are far from reaching these goals and that many are stagnating or experiencing a deterioration.
Business is a vital partner in achieving the Sustainable Development Goals because **Business is the engine and the transformator in the world driving economic growth.**

No matter how large or small, and regardless of their industry, **all companies can contribute to the SDGs.**

To do the transformation we need to put the Agenda and the SDGs in the **core of the business strategy** and business activities.

**Business 4 SDGs™ - a generic business & evaluation process**

I have created a **generic process** which asks companies to first do business responsibly and then pursue opportunities to solve societal and environmental challenges through business innovation, collaboration and evaluation.
Business 4 SDGs™ - a generic business & evaluation process

Step 01 – UNDERSTANDING SDGs
• What are the SDG’s and why do they matter to business?
• Map your value chain to tailor your SDG approach

Step 02 – DEFINING PRIORITIES
• Connect with your stakeholders
• Use a materiality assessment to determine which SDGs matter most to you
• Establish an evaluation framework and policy

Step 03 – SETTING GOALS & EVALUATE
• Set time-bound goals that reflect your priorities
• Define your level of ambition
• Establish an evaluation plan (clear purpose, scope & intended use)

Step 04 – INTEGRATING
• Appoint Head of Sustainability & Evaluation (independent function reporting to CEO)
• Appoint managers in the business to ensure that the objectives and evaluation plan are implemented and monitored accordingly.

Step 05 – FOLLOW UP, REPORTING & COMMUNICATING
• Transparent reporting – Incorporate the SDG- and Evaluation plan into your financial/non-financial reporting

Step 06 – MULTI-STAKEHOLDER PARTNERSHIPS
• Build on partnerships, unify sectors, stakeholders and engage employees to further your SDG goals
• Craft meaningful CSR programs to take you further
MANAGEMENT & EVALUATION FUNCTION

- Appoint a Head of Sustainability & Evaluation
- Part of organisation’s governance and management functions
- Independent of other management functions
- Report directly to CEO
- Partnership and cooperation with United Nations system
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Appoint Head of Sustainability & Evaluation – independent other functions and transparently reporting to CEO.
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