



**CORPORATE  
CITIZENSHIP**

LONDON · NEW YORK · SAN FRANCISCO · SANTIAGO · SINGAPORE

09.29.2015

# The Sustainable Development Goals

How Businesses Can Contribute



# About Corporate Citizenship

Established in 1997, one of the longest-standing specialist sustainability consultancies

A global business, with offices in London, New York, San Francisco, Singapore and Santiago

Working experience in more than 40 countries across Africa, India, South East Asia and Latin America.



Understand the landscape



Create a resilient strategy



Measure impacts & improve performance



Build partnerships & engage stakeholders



*“Corporate Citizenship helped us to understand the issues, anticipate what’s next and realise the opportunities for growth.”*

**Global VP, Sustainable Business**

# Speakers

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**Megan DeYoung**

DIRECTOR  
Corporate Citizenship  
New York



**Mike Tuffrey**

CO-FOUNDING DIRECTOR  
Corporate Citizenship  
London

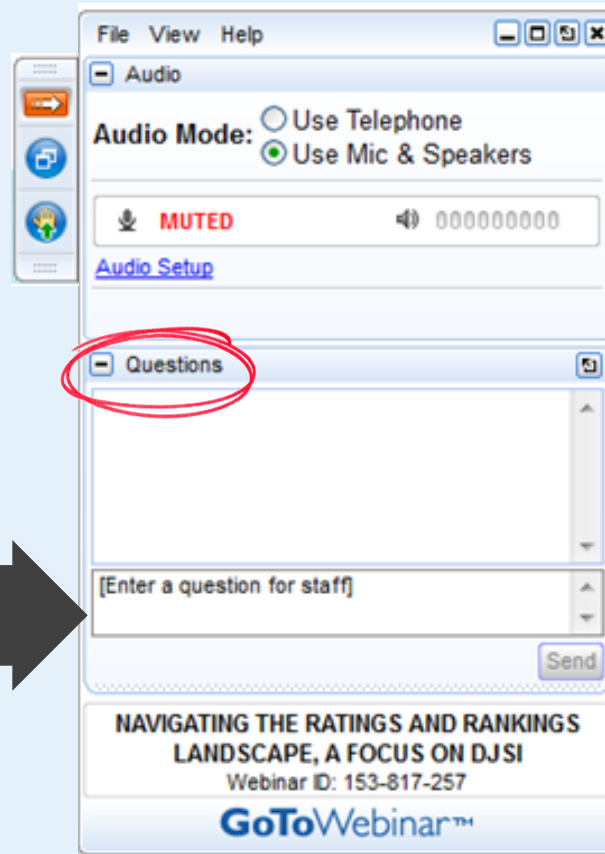


**Mark Weick**

DIRECTOR  
Sustainability and Enterprise Risk  
Management  
The Dow Chemical Company

# Asking questions

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# What we will cover today

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- **From MDGs to SDGs**
- **17 Goals across 5 areas**
- **The role for business**
- **The implications for business**
- **Q&A**

# Introducing the SDGs

# From MDGs to SDGs



## MDGs 2000-2015

- 8 “half-way” goals
- Aid focused – from rich to poor countries
- Created through a top-down process
- Addressing symptoms of poverty...
- Narrow and incomplete

## SDGs 2015-2030

- 17 interconnected “zero-based” goals
- Universal goals for all countries
- An inclusive participatory processes
- ...plus issues of peace, stability, human rights and good governance
- More comprehensive and multi-faceted

# 17 Goals, 5 aims

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## 1. People



*End poverty and hunger....*

## 2. Planet



*Protect the planet...*

## 3. Prosperity



*Enjoy prosperous and fulfilling lives...*

## 4. Peace



*Foster peaceful, just and inclusive societies...*

## 5. Partnership



*Mobilise the means required to implement this Agenda ...*



# The role for business

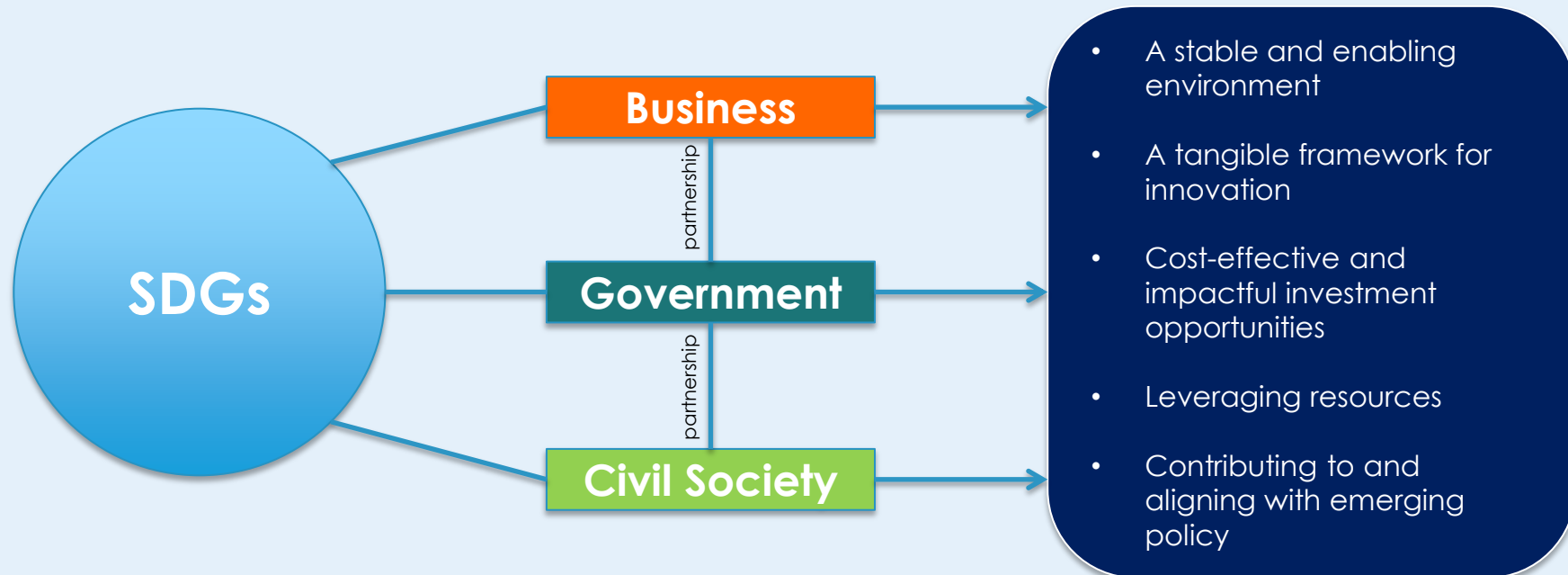
*“If you want to achieve anything of a systemic and global nature, you have to bring in all of these different entities and, above all, industry,”*

Kazuki Kitaoka, head of strategic planning and coordination, United Nations Industrial Development Organization

# The role for business

The SDGs provide:

- a holistic framework, that allows business to contribute.
- a 'universal language' with which all types of organisation can set agendas
- in effect, a new global standard for business.



## Survey says....

Awareness is already high in business, but action is uncertain



1 in 4 are aware of the SDGs, but have no current plans to do anything about them



4 in 10 are exploring the implications, but not yet taking any action



1 in 5 are involved in a collaboration on the SDGs



16% said their organisation was not currently aware of the goals

# Mark Weick

Director, Sustainability and Enterprise Risk Management

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# 2025 Sustainability Goals



### Leading the Blueprint

Dow leads in developing a societal blueprint that integrates public policy solutions, science and technology, and value chain innovation to facilitate the transition to a sustainable planet and society.



### Delivering Breakthrough Innovations

Dow delivers breakthrough sustainable chemistry innovations that advance the well being of humanity.



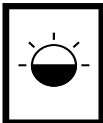
### Advancing a Circular Economy

Dow advances a Circular Economy by delivering solutions to close the resource loops in key markets.



### Valuing Nature

Dow applies a business decision process that values nature, which will deliver business value and natural capital value through projects that are good for the company and good for ecosystems.



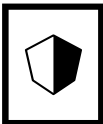
### Increasing Confidence in Chemical Technology

Dow increases confidence in the safe use of chemical technology through transparency, dialogue, unprecedented collaboration, research, and our own actions.



### Engaging Employees for Impact

Dow people worldwide directly apply their passion and expertise to advance the well being of people and the planet.



### World-Leading Operations Performance

Dow maintains world-leading operations performance in natural resource efficiency, environment, health, and safety.



## Goal 1: Leading the Blueprint



Dow leads in developing a societal blueprint that integrates public policy solutions, science and technology, and value chain innovation to facilitate the transition to a sustainable planet and society.

100 significant dialogues  
&  
10 impactful collaborations

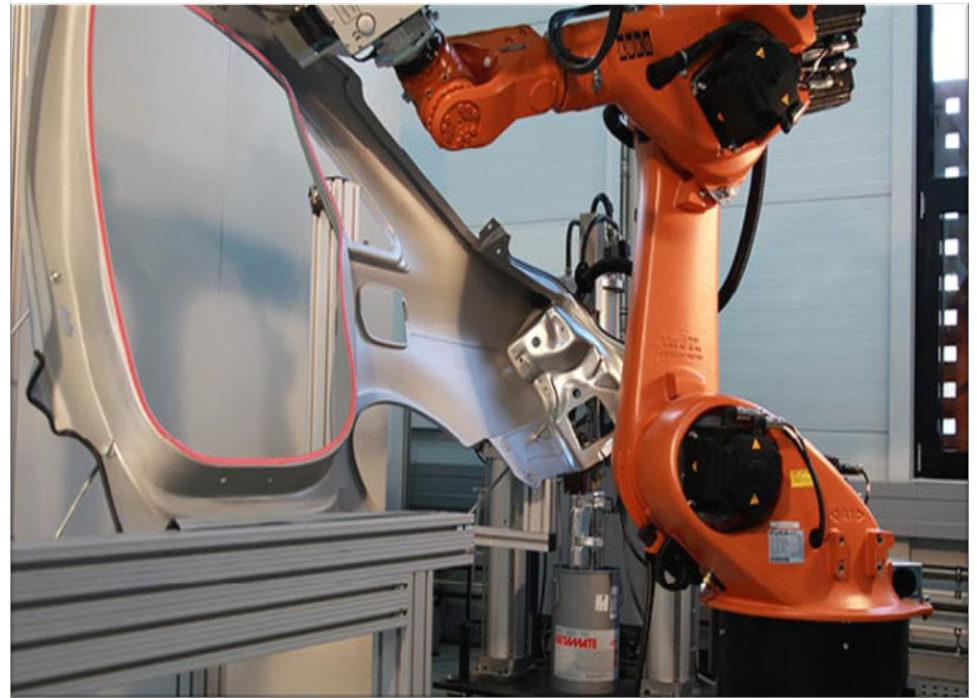


## Goal 2: Delivering Breakthrough Innovation



Dow delivers breakthrough sustainable chemistry innovations that advance the well-being of humanity.

Innovation portfolio delivers 6x net positive impact on sustainable development

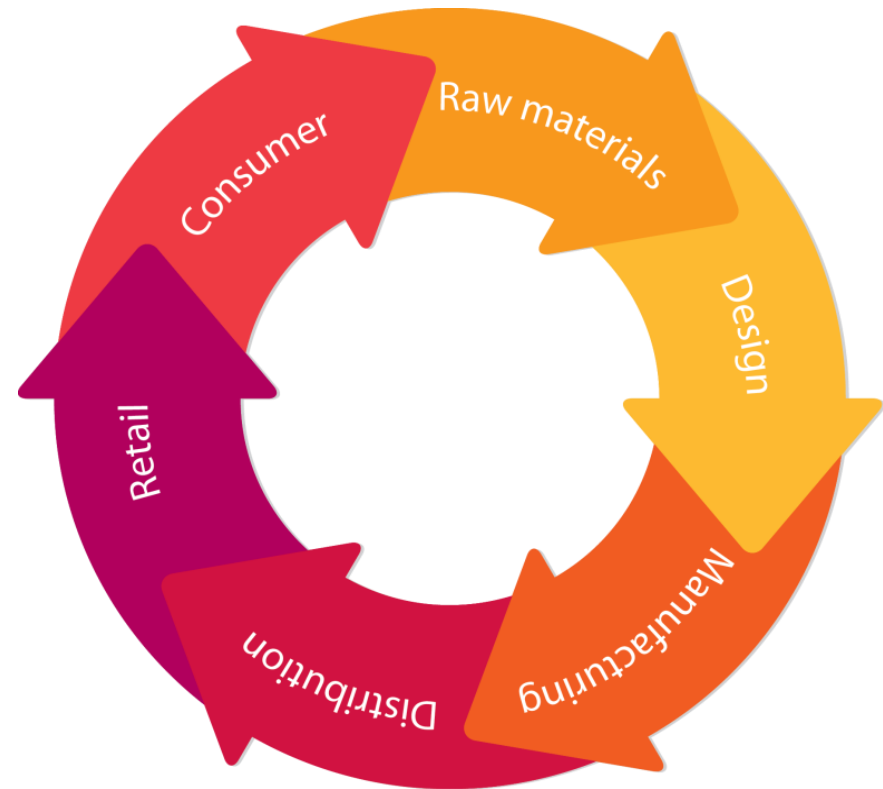


# Goal 3: Advancing a Circular Economy



Dow advances a Circular Economy by delivering solutions to close the resource loops in key markets.

Deliver six major circular economy projects





## Goal 4: Valuing Nature

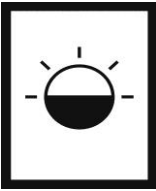


Dow applies a business decision process that values nature, which will deliver business value and natural capital value through projects that are good for the Company and good for ecosystems.

Business-driven project alternatives that will enhance nature and deliver \$1 billion in NPV



## Goal 5: Increasing Confidence in the Safe Use of Chemical Technology



Dow increases confidence in the safe use of chemical technology through transparency, dialogue, unprecedented collaboration, research and our own actions.

Achieve 100% support for the use of chemical technology among key stakeholder groups

Integrate predictive methods into 100% of new product assessments and reduce animal use in testing by 30%



## Goal 6: Engaging Employees for Impact



Dow people worldwide directly apply their passion and expertise to advance the well-being of people and the planet.

10% of our workforce will serve as STEM ambassadors, giving 600,000 hours to support better STEM education

Employee volunteers will complete 700 sustainability projects around the world

Positively impact over one billion people worldwide



# Goal 7: World-leading Operations Performance in EH&S and Efficiency



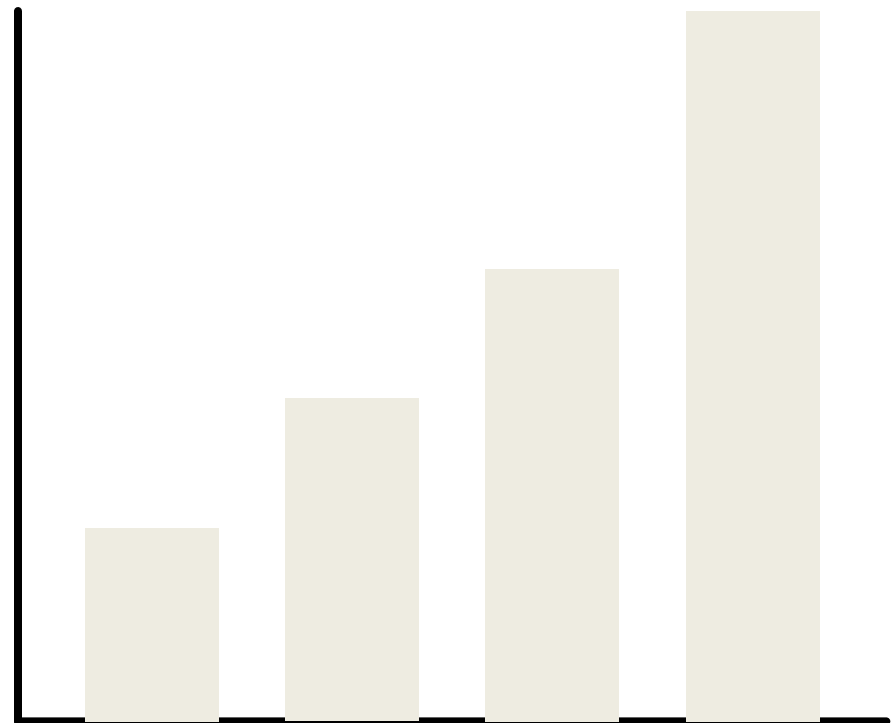
Dow maintains world-leading operations performance in natural resource efficiency, environment, health and safety.

Zero unplanned safety and process safety events

100% health rating

10% improvement in resource efficiency

20% reduction in water intake



# How can businesses engage with the SDGs?

1. Strategy Development
2. New Models of Partnership
3. Making Commitments, Setting Targets, Forming Policy
4. Communication and Reporting

# 1. Strategy Development

RESPONDING TO A CHANGING LANDSCAPE

Companies that are aligned with the SDGs will be aligned with emerging policy.



**Pictured:**  
**SDGs and the Post-2015 Agenda Business Manifesto**, 10 point manifesto outlining the business opportunities in contributing to the SDGs.

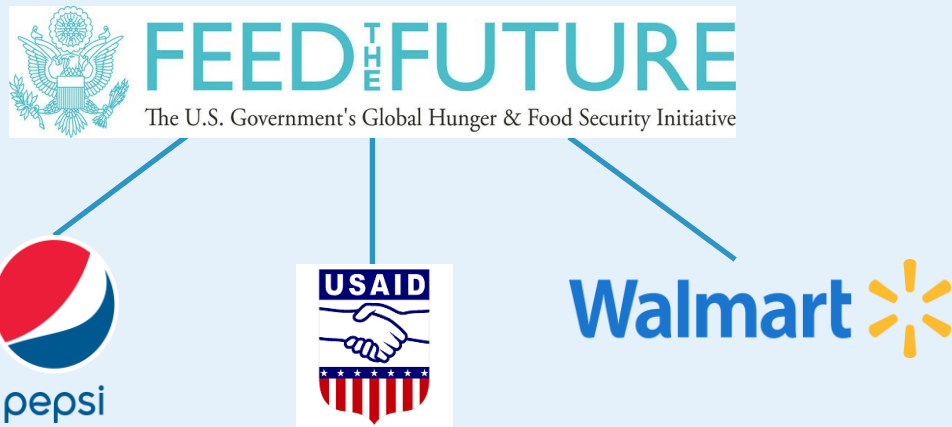
**From our survey:**  
**56.9%** of practitioners say they are likely to use the SDGs to inform strategy development in the coming years.

## 2. New Models of Partnership

COLLABORATION BETWEEN PRIVATE, PUBLIC AND THIRD SECTOR SPHERES: A MODEL FOR THE FUTURE

### From our survey:

**66.7%** say they are most likely to partner with others (e.g. non-profits, government, companies) on a shared project to achieve one or more of the SDGs



### 3. Making Commitments, Setting Targets, Forming Policy

A common criticism:

*'SDGs are too vague in their definitions and aims.'*

#### But the SDGs are a roadmap, not a blueprint

- Less about specific targets than setting direction towards a global agenda
- As a global standard with political weight, the SDGs create a de facto standard for business

#### From our survey:

**56.9%** of our survey of practitioners say that their organisations are most likely to use the SDGs to review or set new targets for the organisation.





## 4. Communication and Reporting

NEW FRAMEWORK FOR ENGAGEMENT?

Likely to further encourage the importance and sophistication of non financial reporting

SDG Compass (a GRI and Global Compact initiative) gives firms an easy to use framework for strategy and reporting on SDGs.

Watch this space...

**From our survey:**

**29.2%** say they are most likely to use the SDGs as part of reporting, such as an SDG index



# Audience Poll

# Audience Poll

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## 1. What is your organisation's current level of understanding of and engagement with the SDGs?

- a. Aware of the SDGs, but with no plans to do anything about them
- b. Aware of the SDGs and actively looking at the implications, such as monitoring their development or preparing to respond to their launch
- c. Actively involved in a business-led, or cross-sectoral, collaboration related to the SDGs
- d. Other

# Audience Poll

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## **2. Which of the below do you think your organisation is likely to pursue in relation to the SDGs over the coming years?**

- a. Partner with others (e.g. NGOs, government, companies) on a shared project to achieve one or more of the SDGs
- b. Use the SDGs to review or set new targets for the organisation
- c. Apply the SDGs to impact monitoring, measurement and reporting
- d. Benchmark the SDGs against company policies and practices
- e. Use the SDGs to inform strategy development

# Audience Poll

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## **3. What do you consider to be the greatest challenge for the private sector in contributing to the SDGs?**

- a. Brokering and maintaining trust in cross-sector partnerships with non-governmental organisations (NGOs)
- b. Willingness of governments to work with the private sector on delivery
- c. Gaining sufficient buy-in from internal stakeholders
- d. Gaining significant enough engagement across the business community as a whole

# Q & A

Thank you for joining us!

# Contact us



For further information please contact:

## **Megan DeYoung – Director**

E: [Megan.DeYoung@corporate-citizenship.com](mailto:Megan.DeYoung@corporate-citizenship.com)

T: +1-212-226-3702

New York

## **Mike Tuffrey – Co-founding Director**

E: [Mike.Tuffrey@corporate-citizenship.com](mailto:Mike.Tuffrey@corporate-citizenship.com)

T: +44 (0)20 7861 1616

London

W: [www.corporate-citizenship.com](http://www.corporate-citizenship.com)

E: [mail@corporate-citizenship.com](mailto:mail@corporate-citizenship.com)

Twitter: @Ccitizenship @MeganDeYoung1

LinkedIn: [Corporate Citizenship Company](https://www.linkedin.com/company/corporate-citizenship-company)

### **London Office**

Holborn Gate, 5th Floor  
26 Southampton Buildings  
London WC2A 1PQ  
United Kingdom

T: +44 (0)20 7861 1616

### **New York Office**

241 Centre Street  
4th Floor  
New York, NY 10013  
United States

T: 1-212-226-3702

### **San Francisco Office**

901 Mission Street  
Suite 105  
San Francisco, CA 94103  
United States

T: 1-415-416-9580

### **Santiago Office**

Nueva Costanera 3698  
Of 203  
Vitacura - Santiago  
Chile

T: +56 (2)2 247 9008

### **Singapore Office**

3 Fusionopolis Place  
03-54 Galaxis Worklofts  
Singapore  
138523

T: +65 9858 0359