



United Nations  
Global Compact

# MAKING GLOBAL GOALS LOCAL BUSINESS

A New Era for  
Responsible Business



# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit — officially came into force. Over the next fifteen years, with these new goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.



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# THE WORLD NEEDS YOU... NOW

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The world has set a very ambitious and necessary agenda for 2030: the Sustainable Development Goals (SDGs). All 193 Member States of the United Nations have committed themselves to solving the world's biggest challenges within 15 years: ending global poverty, protecting our planet and ensuring a life of dignity for all.

Fulfilling these ambitions will take an unprecedented effort by all sectors in society – and business has to play a very important role in the process. The reason is obvious: We have to invent, develop and launch countless new ideas and solutions within a very short time. In other words: The SDGs not only identify where we have to be in 2030 to create a sustainable world which leaves nobody behind, they also outline new markets and opportunities for companies all over the world.

To succeed, we must turn the global goals into local business. The UN Global Compact is committed to be a leading catalyst of that transformation. We will devote our capacities and global network to make it happen – based on the sound values and principles that the UN Global Compact is built upon.

*We envision a sustainable market revolution based on three fundamentals:*

1. *The need for addressing accelerating and complex challenges. An endless stream of analysis concerning global risks proves the urgency of action.*
2. *Establishing new cross-sector partnerships is essential. No sector can solve the problems alone, as complex challenges call for systemic solutions.*
3. *Markets and the solutions of the future will be rooted in strong values. We are entering an era of sustainable competitiveness.*

That said, the SDGs are about far more than developing new sustainable markets. The 17 goals represent one guide – a blueprint – for a sustainable way of life for all people on Earth. They are about hopes and dreams of a better future, which we can turn into reality together, if we so wish.

And we do. The Leaders Summit 2016 is the first formal step on our journey to transform dreams into realities – because we have the will, the capabilities and the power to do so. But it will only be possible if we build alliances and partnerships between businesses and all relevant stakeholders – both private and public – to demonstrate the huge potential of a values-driven market approach. It is all about connecting the best ideas and people, co-creating new solutions and communicating them to the world.

The UN Global Compact urges businesses worldwide to embark on this journey to 2030. We need pioneering corporate leaders and entrepreneurs who can build the sustainable societies of tomorrow – and we need them now. The opportunities are huge, but time is short.

We are well-prepared to lead the effort. **Making Global Goals Local Business** will be the priority for our organization over the next five – indeed 15 – years. Together we can show that companies that do business responsibly and find opportunities to innovate around the SDGs will be the market leaders of tomorrow.

Let's make this movement big, strong and innovative. Let's make a difference. The time is now.



**Lise Kingo**  
Executive Director  
United Nations Global Compact



# TOWARDS A NEW BUSINESS LANDSCAPE

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Today's business landscape is characterized by an unprecedented, accelerating and complex mix of risks and opportunities. Every industry and every sector – in every country – is facing new challenges, which they must confront in a changing operating environment.

## THE RULES HAVE CHANGED

Your entire market can be disrupted in a short time by innumerable factors, be it a new technology or a sudden lack of natural resources. New markets are emerging rapidly due to megatrends such as population growth, resource scarcity or global health risks. For example, the global demand for water is set to outgrow current extraction capacity by 40% in 2030, and the global water market is expected to grow to a size of USD 1 trillion before then. The markets are melting pots of new risks and new opportunities, developing at an ever-increasing speed.

Meanwhile, consumers and investors are better informed than ever before – and they want businesses to take responsibility for the pressure our planet and its population are under. There is growing understanding – especially by business leaders and investors ahead of the curve – that

it is not enough for companies to concern themselves only with short-term profits because natural disasters, social unrest or economic disparity can damage long-term prosperity.

These changes profoundly affect the way we organize our societies, live our lives and run our businesses. The old models simply no longer apply.

## NEW NEEDS AND VALUES

For companies to navigate the critical developments of the new millennium, it takes a keen sense of emerging trends, a grounding in ethics and values that consumers and other stakeholders are increasingly invested in, and sustainable operations from start to finish. The businesses that understand this challenge and take action will be a step ahead.

# MEGATRENDS IN THE NEW ERA OF BUSINESS

INTERCONNECTED MEGATRENDS ARE DRIVING THE NEW ERA OF BUSINESS,  
AND OPEN UP NEW HORIZONS FOR TRANSFORMATIVE CHANGE

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## Planet under pressure

*Human activity is driving negative changes in the global environment resulting in climate change, deforestation, loss of biodiversity, ocean acidification, soil degradation and pollution.*

## Energy transition

*Changing regulations, dramatic reductions in renewable energy costs and concerns about energy security will impact energy markets.*

## Employment under pressure

*Automation will continue to reduce labour intensive industries, lowering employment opportunities. The full impact of large scale automation has yet to be felt.*

## Resources – from abundance to limits

*The world has entered a period of intensified resource stress. Three planets are needed to meet human consumption by 2050. The essentials for human life – water, food and energy – are under pressure.*

## Future demographics

*The population will pass 8 billion by 2030 with most growth in low-income countries. Western countries face aging populations and a shrinking pool of workers while developing regions face youth bulges.*

## Local is king

*Local entrepreneurship is growing to foster more sustainable lifestyles as a backlash to globalization. The global citizen is trying to re-root and reconnect with place and locality.*

### NAVIGATING IN A NEW LANDSCAPE

With the SDGs, businesses have gained a new “north star” for a world in constant change. A universal compact for humanity, the SDGs provide a shared vision for the world we want to create – and a clear understanding that we all must contribute for it to become a reality.

The SDGs bring together world leaders, the business community, civil society and citizens around shared challenges to make change happen on a massive scale. This is the change that is needed for communities and businesses to thrive everywhere, now and in the future.

## The growing wealth gap

*The rich are getting richer and income inequality is widening both within and between countries. Today, the richest 1% own more than 50% of the world's wealth.*

## Fragmenting power

*Economic power is moving South and East. Power is dispersed and congregating around new countries and entities. A reassertion of nationalism and protectionism will create a less open world.*

## Hyper-transparency

*Digital technology will continue to revolutionize communications. There will be even greater demand for hyper-transparency in business supply chains, at all levels.*

## Rise of the city

*60% of the world's population will be urban by 2030. Affluent cities will be powerhouses with smart technology driving green and resilient environments.*

## Disruptive business models

*Full cost accounting will become the norm and "all inclusive" pricing systems will reflect social and environmental impacts. Accounts will recognize a broader set of "capitals" than merely financial.*

## Radical innovation unleashed

*Transformative breakthroughs ranging from nano- and biotechnology, graphene and bio mineralization to robotics, artificial intelligence and 3D printing will revolutionize our world.*

## Deteriorating security

*Fierce competition for natural resources, crowded urban centres, mass migration, and a widening gap between rich and poor will intensify social pressures and cause violence to erupt.*

## Internet of things

*By 2020, an estimated 50 billion devices will be connected to the Internet.*

## Generation next

*The Millennial Generation are digital natives and understand the opportunities inherent in crowd-sourcing and connectivity. Better-educated, empowered and more self-reliant, Generation Next knows the challenges of their time and demand transparency and accountability.*

Source: IMPACT: Transforming Business, Changing the World, UN Global Compact and DNV GL (2015)

Addressing everything from inequality and conflict, to unemployment and climate change, the global goals reflect the complex, interconnected operating environments that businesses face around the world. Similarly, the unanimous adoption of the SDGs by all Governments is a testament to our growing awareness that these challenges must be tackled urgently and collectively.

The expectations on business in the new SDG era are immense. At the same time, the opportunities at hand are quickly becoming evident and appealing. The next step is turning the aspirations of the global goals into business action and impacts in markets around the world.

## MAPPING YOUR OPPORTUNITIES

Companies around the world — large and small — have already started transforming their business models to responsibly serve societal needs and tap into new markets, and are seeing success at the same time. With trillions of dollars in public and private investments to be redirected towards achieving the SDGs, the motivation for business to orient towards sustainability will only grow stronger.

The UN Global Compact is working with partners to identify new sustainable solutions, business models and opportunities. Together with DNV GL and Monday Morning, we have launched an annual Global Opportunity Report.

The 2015 and 2016 reports clearly find that while the task of tackling entrenched social problems was once strongly believed to be the realm of Government, a clear shift is taking place: progressive businesses are working for the society they want to operate in. This is not simply motivated

by altruism, but rather by an increasing recognition that social risks are detrimental to the bottom line and that there even may be business opportunities in addressing them.

So far, the project has proven how ten global risks have opened 30 new market opportunities. One example: Where other reports rate food shortage as one of the biggest global risks, the Global Opportunity Report documents why this risk opens the biggest opportunity in terms of smart farming—and has the best options for ready and scalable solutions.

The Global Opportunity Report points to a new mindset, sparked by the wide range of avenues for taking action. Technology is a key vehicle for changemakers in this regard — for example, we are seeing efforts to address youth unemployment by closing the skills gap through digital learning and in large-scale health initiatives with mobile apps.

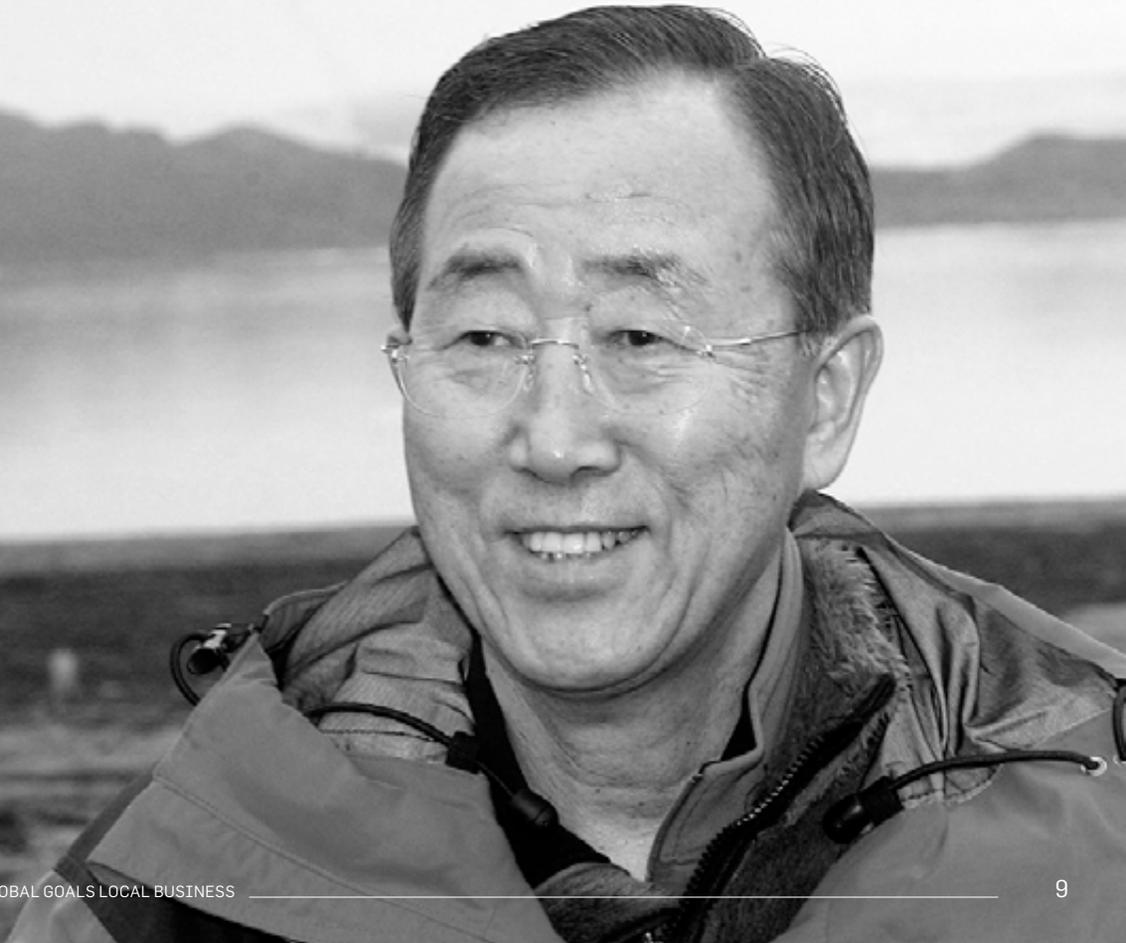
## GLOBAL OPPORTUNITY REPORTS 2015 AND 2016

More than 6,000 business leaders from all parts of the world take part in co-creating the Global Opportunity Report. The yearly report identifies 15 new sustainable markets by mapping the top opportunities behind five global risks. With each new edition of the report, we expand the scope of vision and deepen our understanding of risks and opportunities ahead.



**"THERE IS  
NO PLAN B,  
BECAUSE  
THERE IS NO  
PLANET B."**

**BAN KI-MOON  
SECRETARY-GENERAL OF THE UNITED NATIONS**





# LET'S TRAVEL TOGETHER

Over the past 15 years, the UN Global Compact has built the most global platform for businesses to responsibly address the challenges and opportunities they face around the world. We are unparalleled in our ability to unite companies with the stakeholders needed to advance sustainable development: Governments, civil society, labour, educators, investors and the UN – among many key actors.

## A GLOBAL MOVEMENT

With a mandate from the UN General Assembly to “advance United Nations values and responsible business practices within the United Nations system and among the global business community”, the UN Global Compact is the largest global network of sustainable companies – with 8,800 businesses in 165 countries committed to uphold UN values and principles in how they operate. We have launched – and have close alliances with – the largest responsible investment and responsible management education initiatives in the world. All of our activities are anchored in Local Networks based in 80 countries.

Our global movement has already made its mark – think of it now as your guide to the future.

Whereas the corporate sustainability agenda only existed on the fringes of the business community at the beginning of the new millennium, the mission to unite the purposes of profit and responsibility has moved to the core of business operations around the world.

Now, more than ever, it is time for the corporate sustainability movement to take flight. In our turbulent and changing world, the best performers of tomorrow will be those who take responsibility for creating the world we want.



## IT'S ALL ABOUT VALUES

At the UN Global Compact, the approach of taking shared responsibility for a better world is our DNA. Our founding mission and over 15 years of work have focused exclusively on bringing business and all stakeholders to the table to advance this agenda. The UN Global Compact is built on the belief that businesses everywhere can play a pivotal role in improving our world, and it starts by doing business right.

In the rush to transform business models and systems for the future, integrity and values will have a huge role to play. Yes, innovation and technology will be central in the new era. But to achieve lasting and widespread sustainability results, all companies must take on fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption. It's time to end discrimination, provide a safe workplace, halt toxic pollution, and stop bribery.

Around the world fundamental laws and international standards are violated too often, significantly contributing to the unsustainable state of affairs that the SDGs seek to correct. We will need to stop making problems worse before we can hope to make things better.

For companies wanting to advance the SDG agenda, the job starts by acting responsibly — incorporating the UN Global Compact's Ten Principles widely into strategies and operations, and understanding that good practices or innovation in one area cannot make up for doing harm in another.

Smart companies understand that principles-based business is about far more than minimum standards or compliance. Principles provide the common ground for partners, a moral code for employees, an accountability measure, and ultimately are the foundation for building trust across the board. Principles are simply good business.

OF 1,000 CEOS SURVEYED BY THE UN GLOBAL COMPACT

**87%**

agree that the SDGs provide an essential opportunity for business to rethink approaches to sustainable value creation

**74%**

state that participation in the UN Global Compact shapes their sustainability efforts

**80%**

agree that demonstrating a purpose-driven commitment is a key differentiating factor in their industry

**90%**

are personally committed to ensuring that their company leads on the sustainable development agenda

SOURCE:  
2016  
UN GLOBAL  
COMPACT-  
ACCENTURE  
CEO STUDY

# HOW BUSINESS CONTRIBUTES TO THE SDGS

## ACT RESPONSIBLY

### UNITED NATIONS GLOBAL COMPACT TEN PRINCIPLES



HUMAN RIGHTS



LABOUR



ENVIRONMENT



ANTI-CORRUPTION



## FIND OPPORTUNITIES



## GLOBAL GOALS, LOCAL BUSINESS

The UN Global Compact’s Ten Principles provide a universal language for corporate responsibility – understood and interpreted by businesses around the world. Our principles resonate with and guide companies everywhere regardless of size, complexity or location.

Now, the SDG agenda gives an enormous boost and focus to our global movement of responsible companies that are working to make business a force for good.

While the SDGs are universal, they will very much be addressed at the national level – where each country will apply their unique history, culture and capabilities.

As countries establish and enact national plans for achieving the SDGs, the Global Compact’s Local Networks in approximately 80 countries provide the platform for business to engage with stakeholders from Government, the UN, civil society and communities to map a shared approach.

## GLOBAL IMPACT

**Global Compact Local Networks are rolling out the global goals to business communities in all regions of the world, ensuring that the SDGs result in tangible and impactful actions on the ground.**

**LOCAL NETWORKS** ●  
**COUNTRIES WITH SIGNATORIES** ●

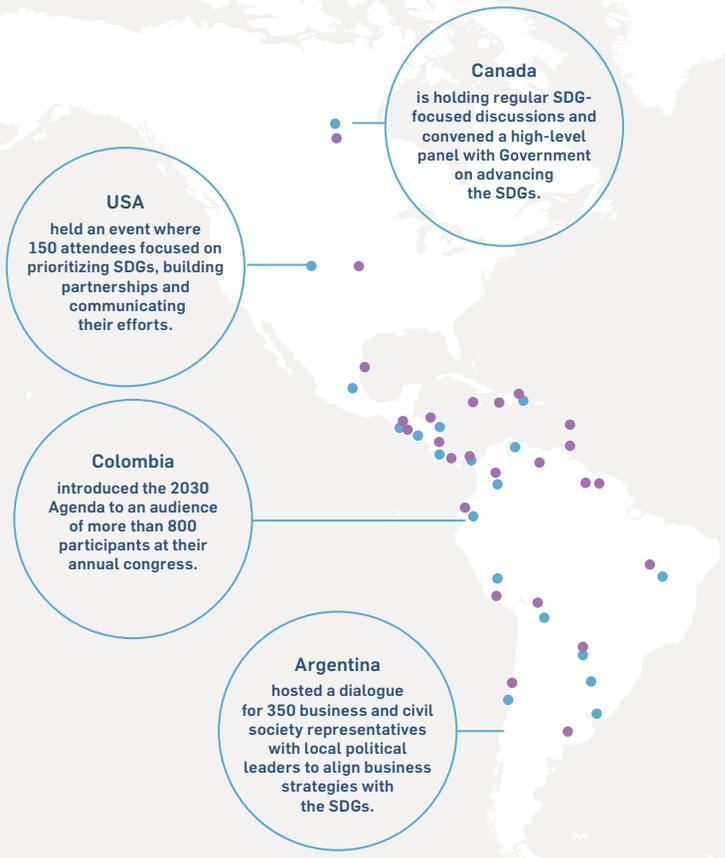
### THROUGH LOCAL SDG ACTION PLANS, OUR NETWORKS WILL:

GUIDE BUSINESS ON **ACTING RESPONSIBLY AND FINDING OPPORTUNITY TO ADVANCE THE SDGS**

CONNECT AND COORDINATE WITH **NATIONAL SDG POLICIES AND PROCESSES**

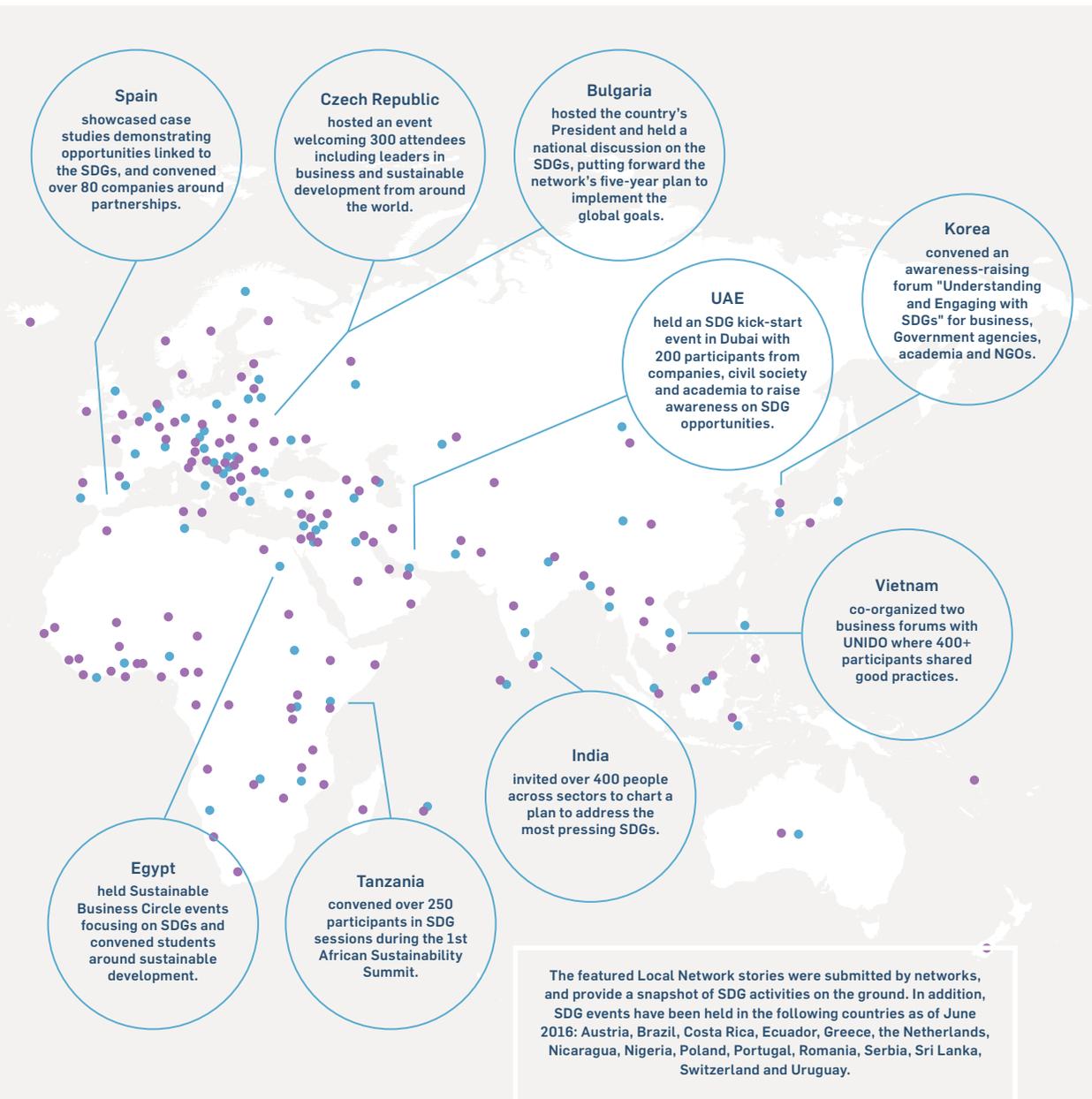
CONVENE ALL STAKEHOLDERS TO **ESTABLISH PARTNERSHIPS AND BUILD TRUST ACROSS SOCIETY**

SUPPORT COMPANIES TO **REPORT ON SUSTAINABILITY EFFORTS AND THEIR IMPACT ON THE SDGS**



Through our Local Network SDG Action Plan, we are equipping networks to carry out SDG implementation strategies. This involves spreading the word on the ground about the SDGs, engaging in policy dialogues with Government, establishing partnerships and mobilizing action on issues highly relevant in the local context – whether it be women’s empowerment, clean water and sanitation, or human trafficking.

Global Compact Local Networks bring all of the unique aspects of our global initiative to the local context: They are multi-stakeholder, inclusive, action-oriented and excellent for networking with local sustainability leaders and influencers. Our country networks played an important role in bringing the voice of thousands of responsible businesses to shape the SDGs as they were developed, and now they are gearing up to give life and depth to the agenda.



# YOUR TOOLBOX

FOR OVER 15 YEARS, BUSINESSES AROUND THE WORLD HAVE TURNED TO THE UN GLOBAL COMPACT TO SHAPE THEIR CORPORATE SUSTAINABILITY APPROACH. WE OFFER AN EXTENSIVE TOOLBOX – RANGING FROM BEST PRACTICES AND RESOURCES TO EMBED THE TEN PRINCIPLES INTO YOUR OPERATIONS, TO ADVANCED ACTION ON ISSUES LIKE CLIMATE CHANGE OR GENDER EQUALITY.

THE UN GLOBAL COMPACT IS UNIQUELY EQUIPPED TO HELP COMPANIES ANYWHERE ALONG THEIR JOURNEY TO SUSTAINABILITY – FROM BEGINNERS TO LEADERS.

## #1 ACTION PLATFORMS

THE UN GLOBAL COMPACT – WITH PARTNERS FROM THE UN AND CIVIL SOCIETY – HELPS COMPANIES TAKE A DEEP DIVE ON CRITICAL ISSUES THROUGH ACTION PLATFORMS.

In the coming years, we will develop new platforms as needed, and in response to company demand, to fill emerging gaps in advancing the SDGs. We are launching a Breakthrough Innovation Platform, helping to identify and spur promising new technologies and disruptive business models that can responsibly deliver the products and services of the future.



*Learn more about what your company can do today:*  
[unglobalcompact.org/take-action](https://unglobalcompact.org/take-action)

## #2 ALIGNING WITH THE GLOBAL GOALS

**THE NEW GLOBAL GOALS WILL REQUIRE COMPANIES TO WORK MORE STRATEGICALLY ON SUSTAINABILITY – FROM GOAL SETTING, TO MEASUREMENT AND REPORTING.**

**The UN Global Compact's library contains over 200 resources, all searchable by the SDGs relevant to your business. We are helping connect the dots between sustainability work and the SDGs.**

### **NEW SDG RESOURCES INCLUDE:**

#### **SDG COMPASS**

Align your business operations with the SDGs and measure your progress with this comprehensive online resource, developed in cooperation with the World Business Council for Sustainable Development and the Global Reporting Initiative.

#### **SDG INDUSTRY MATRIX**

Identify risks and opportunities associated with the SDGs by sector using these guides developed with KPMG – so far covering financial services; food, beverage and consumer goods; transportation; industrial manufacturing; and healthcare and life sciences.

#### **POVERTY FOOTPRINT**

Understand corporate impacts on multi-dimensional poverty with this assessment tool developed in cooperation with Oxfam – which outlines factors that influence poverty, and emphasizes stakeholder engagement and partnership as a means for establishing pro-poor business strategies.

*Explore our sustainability library: [unglobalcompact.org/library](https://unglobalcompact.org/library)*

## #3 UN PARTNERSHIPS

**PARTNERSHIPS ARE INTRINSIC TO THE SUCCESS OF TODAY'S MOST INNOVATIVE COMPANIES.**

**As the entry point to the United Nations for business, the UN Global Compact works to foster partnerships across all sectors and regions, as well as supporting and enhancing partnership capacity across the UN.**

**The UN-Business Action Hub brings business and the UN together to share partnership and project opportunities, especially at the local level. We will focus on bringing transformative partnerships to the fore, as achieving the SDGs will require cross-collaborative efforts of greater scale and impact.**

*Explore partnership needs and opportunities: [business.un.org](https://business.un.org)*

## #4 SDG REPORTING

**FAST EVOLVING INFORMATION AND DATA COLLECTION TECHNOLOGIES HAVE MADE TRANSPARENCY A DEFINING CONDITION OF SUCCESS IN THE MARKETPLACE.**

**Governments have emphasized this agenda through SDG 12, calling for companies to adopt sustainable practices and integrate this information into reporting cycles. The UN Global Compact – together with the Global Reporting Initiative – will help companies align reporting on the SDGs, and advise on communicating this data in a meaningful and usable way. We also commit to reporting annually on the overall progress and performance of our business community.**



# EMBARKING ON THE OPPORTUNITY JOURNEY TO 2030

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Over the next five years, and up to the 2030 marker, the UN Global Compact aims to shift corporate mindsets and models everywhere in order to achieve the SDGs. We are uniquely positioned and prepared to do so. We invite you to join us on this journey, and become a pioneer in the new SDG era. No one can do this alone. We need partnerships and collaboration as never before.

## THE TIME IS NOW

In just 15 years, the UN Global Compact has helped usher in a new era for responsible business. We have a truly global, inclusive network – with corporate and non-business signatories found in nearly every country and hailing equally from developed and developing countries. Our companies represent all industries and sizes – from the smallest enterprises to the largest organizations in the world. With the adoption of the SDGs, our global movement has gained a new level of direction and momentum.

Now, imagine what we can achieve with the knowledge, technology and global reach of the companies and changemakers at hand. The next five years are a critical period for mobilizing activity. To meet the SDGs by 2030, the time to act is now. Companies need to start looking through the SDG lens right away – imagining

how their operations, products and services can support the realities of our planet and better serve markets both today and in the future.

## A MOVEMENT RISES

Our journey officially launches at the Leaders Summit 2016 – when UN Global Compact business leaders gather in New York to endorse the SDG agenda and chart the way forward. Moving ahead, we will continue to awaken our global network to the SDGs – showing both the responsibility and unique opportunity at hand to shape better business models and more sustainable markets.

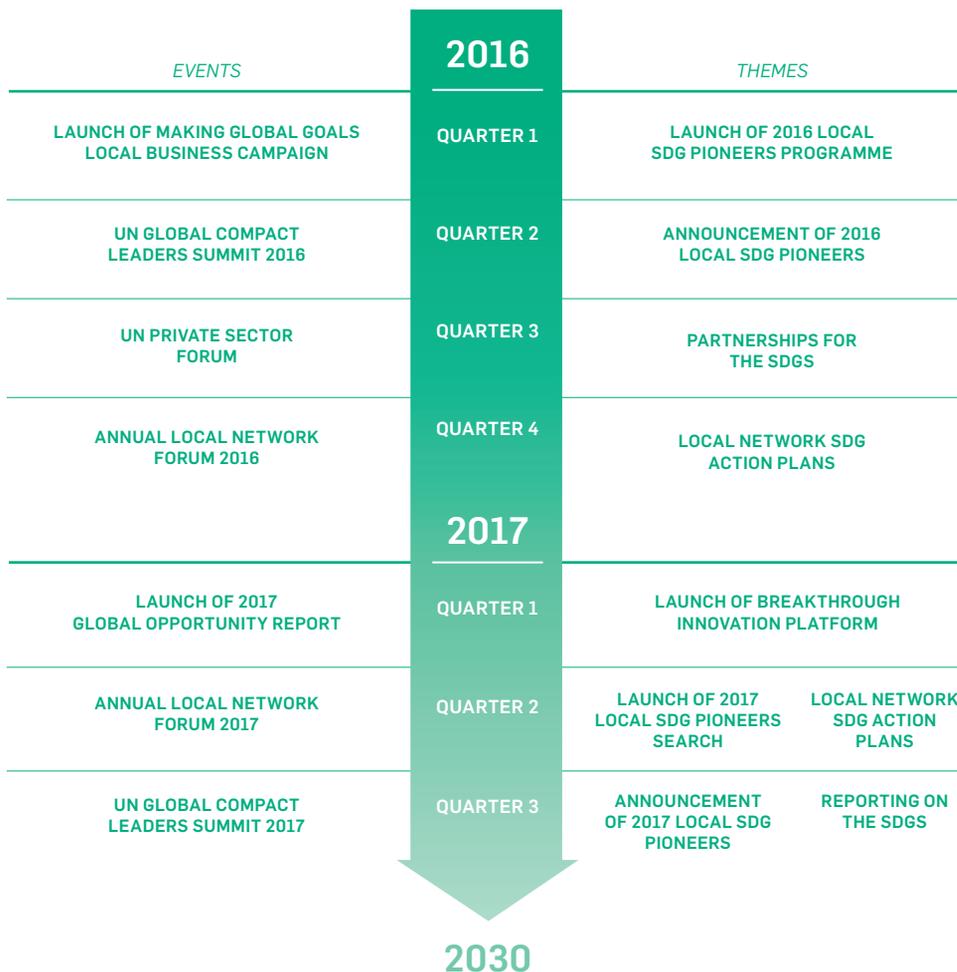
We will guide businesses in areas essential for making progress, including responsible practices, transformative partnerships, breakthrough innovation and impact reporting.

# JOIN US!

THE SDGS PROVIDE A ROADMAP FOR THE WORLD WE WANT, AND THE UN GLOBAL COMPACT PROVIDES THE TOOLS TO HELP BUSINESS GET US THERE. BUT TO REACH OUR DESTINATION, WE NEED THE NAVIGATORS AND INDIVIDUALS WHO CAN TURN GOALS AND PRINCIPLES INTO CONCRETE ACTIONS.

THE TIME TO SEIZE THE OPPORTUNITIES AND CREATE THE FUTURE WE WANT IS NOW – AND THE WORLD DEPENDS ON EACH OF US TO MAKE IT HAPPEN.

## BUILDING A MULTI-YEAR SDG JOURNEY



# LOCAL SDG PIONEERS

**AT THE UN GLOBAL COMPACT, WE ARE SEEKING OUT PEOPLE AND COMPANIES WHO ARE TURNING GLOBAL GOALS INTO LOCAL BUSINESS, AND IN DOING SO WE WANT TO MOTIVATE MANY MORE.**

Starting in 2016 we will identify SDG Pioneers each year, shining a spotlight on entrepreneurs who champion sustainability through their business models, and changemakers who are mobilizing companies in their communities and countries to be a force for good. We invite you to join us on this journey, and become a pioneer in the new SDG era.



**KERRY ADLER**

*Founder, President and CEO,  
SkyPower Global*

**CANADA**

Kerry Adler lives by the belief that businesses can succeed by doing good in his tireless mission to give vulnerable communities all over the world access to affordable clean energy solutions, thereby leading efforts against climate change.



**ZUBAIDA BAI**

*Founder and CEO,  
ayzh*

**INDIA**

Zubaída Bai brings together her background as a mechanical engineer with her insights from being a mother to develop commercially successful maternal health products in India which give thousands of women the right to a safe birth and dignified healthcare.



**FARZANA CHOWDHURY**

*Managing Director and CEO,  
Green Delta Insurance Company*

**BANGLADESH**

Farzana Chowdhury improves the lives of thousands of women in Bangladesh through a dedicated and successful commercial insurance scheme which provides economic security irrespective of their income, occupation or vocation.



**SONIA CONSIGLIO FAVARETTO**

*Press and Sustainability Managing Director,  
BM&FBOVESPA S.A.*

**BRAZIL**

Sonia Consiglio Favaretto uses her intuitive communications skills to drive the creation of a social capital market that connects socio-environmental projects to investors, through one of the largest stock exchanges in the world.



**LIANG XIAOHUI**

*Chief Researcher, Office for Social Responsibility,  
China National Textile & Apparel Council  
Adjunct Professor, Peking University*

**CHINA**

Liang Xiaohui brings together business and human rights in both teaching and commercial practice, having implemented a number of groundbreaking and internationally recognized projects in China that profitably develop solutions to business-related human rights issues.



**ULISSES MATIOLLI SABARÁ**

*President, Beraca  
(Sabará Participações)*

**BRAZIL**

After an inspiring trip to the Amazon Rainforest, Ulisses Matiulli Sabará transformed his Brazilian cosmetic ingredients company into one which drives its commercial success by developing economic and social inclusion opportunities for thousands of families while working to ensure the environmental integrity of the region.



**CLAUS STIG PEDERSEN**

*Head of Corporate Sustainability,  
Novozymes*

**DENMARK**

Claus Stig Pedersen has led the deployment of the SDGs as a core business driver for one of the world's biggest biotechnology companies, while inspiring other sustainability practitioners to do the same.



**PATRICK NGOWI**

*Founder and CEO,  
Helvetic Solar*

**TANZANIA**

Patrick Ngowi uses his entrepreneurial passion to drive the renewable energy sector in Tanzania while empowering communities by creating thousands of local job opportunities.



**DINA SHERIF**

*CEO and Co-Founder,  
Ahead of the Curve*

**EGYPT**

Dina Sherif passionately advocates for sustainable private sector growth which enables social entrepreneurs to develop solutions to long-standing challenges in the Arab region, through her leadership of a social business and various regional platforms.



**ULYSSES SMITH**

*Senior Lawyer,  
Linklaters LLP*

**USA**

Ulysses Smith uses his extensive legal experience and reputation to embed action towards peace, justice and strong institutions within the New York legal system.

**"COMPANIES THAT  
DO BUSINESS  
RESPONSIBLY  
AND FIND  
OPPORTUNITIES TO  
INNOVATE AROUND  
THE SDGS WILL  
BE THE MARKET  
LEADERS OF  
TOMORROW."**

LISE KINGO  
EXECUTIVE DIRECTOR  
UNITED NATIONS GLOBAL COMPACT

# ANNEX: LEADING THE WAY ON THE SDGS

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Since the Rio+20 Conference on Sustainable Development in 2012, companies in the UN Global Compact's LEAD initiative have been deeply committed to the process that led to the launch of the 2030 Agenda and the SDGs. Global Compact LEAD – a group of companies from across all regions and sectors working to advance corporate sustainability within their organizations and inspire others to do the same – has been spearheading sustainability strategies ranging from board engagement and oversight of sustainability to full integration across business functions.

Most recently, LEAD companies were among the first to start aligning their strategies and activities with the SDGs and contributed their knowledge and experience to the development of resources and tools intended to guide the implementation of SDGs by business, including the SDG Compass and the SDG Industry Matrix.

The examples below highlight some of ways that LEAD companies are helping to advance the SDGs through their core business activities and partnerships.

*Learn more about LEAD: [unglobalcompact.org/lead](http://unglobalcompact.org/lead)*



**AVIVA**<sup>1</sup> is one of the largest micro-life insurers on the Indian sub-continent working with several microfinance companies and a host of co-operative banks. Due to its vast network of branches, Aviva is able to serve financially-excluded and rural customers quickly and at low cost. In one year alone, Aviva covered over 630,000 people through its microinsurance products and close to 500,000 policies were sold in rural India.

<sup>1</sup> SDG Industry Matrix: Food, Beverage and Consumer Good, UN Global Compact and KPMG, 2016



**YARA INTERNATIONAL ASA** is participating in the Southern Agricultural Growth Corridor of Tanzania, a public-private partnership that aims to transform subsistence smallholder agriculture into a sustainable commercial farming sector, serving local, regional and international markets. Beyond increasing the demand for Yara's agricultural products, the partnership's ambition is to create at least 420,000 new employment opportunities within the agricultural value chain – and secure annual farming revenues for Tanzania estimated at USD 1.2 billion.



**TAKEDA PHARMACEUTICAL COMPANY LTD.** launched a two-year programme to support global health and empower working women. The company has partnered with BSR's HERhealth programme and local NGOs to provide health education to 54,000 mostly female factory and farm workers across China, Ethiopia, India and Kenya. In addition to improving employee retention and productivity, the programme is expected to increase workers' awareness of their general and reproductive health and rights, improve health behaviors and increase access to healthcare services.

The inclusion of company names and/or examples in this publication is intended strictly for learning purposes and does not constitute an endorsement of the individual companies by the UN Global Compact.



**SUMITOMO CHEMICAL COMPANY LTD.** is expanding its investment in R&D to develop a full range of innovative vector control tools and technologies to limit the spread of malaria and other vector-transmitted diseases. The research seeks to achieve a world that is free or substantially reduced of vector borne disease and illness, improving the health and livelihoods of millions.



**ENEL** partners with Barefoot College through its Enel Green Power programme to empower women from electricity-deprived villages to install and maintain small photovoltaic systems. While growing new markets for solar products, the partnership develops the capacities of women entrepreneurs by providing them with technical training and bringing sustainable energy sources to their communities. The programme was expanded in 2015 to Kenya and Tanzania where it has helped to electrify more than 750 households in two years.



**IBERDROLA S.A.** launched the Electricity for All initiative to provide affordable access to electricity to 4 million people in developing countries by 2020. In addition to helping Iberdrola enter large new markets, the initiative has brought electricity to over 1.4 million people since 2014, including communities in some of the most disadvantaged areas of Brazil. The company recognizes electricity access as a key driver for human development, leading to increased productivity, employment opportunities and overall improvements to the quality of life in communities.



**NETAFIM** is introducing its efficient drip irrigation systems to commodity crops in California such as alfalfa, corn and rice, helping farmers become more resilient to drought. Drip irrigation is not yet a common practice for commodity crops, which are the largest consumers of water, but the market potential is very large. In a case where a dairy farmer used effluent wastewater to irrigate his corn, impacts included water savings, reduced GHG emissions and improved yields.



**NESTLÉ S.A.** developed an Action Plan on Women in the Cocoa Supply Chain in Cote d'Ivoire which creates equal opportunities, gives women a voice and increases women's income. The Plan promotes local women's associations linked to the company's supply chain, and delivers high-yielding, disease-tolerant cocoa seedlings and technical assistance to increase productivity and income. These efforts have helped demonstrate how inclusive cocoa farming leads to positive impacts on families, communities and the country as a whole, while contributing to a more sustainable supply of cocoa.



**DEUTSCHE TELECOM AG** sees its innovative telecommunications solutions as enablers for social and environmental impact across many sectors. For example, in Macedonia the company is supporting the development of an agricultural monitoring system called SmartWine, which provides grape producers with round-the-clock information about vineyard conditions. Smart agriculture applications like SmartWine can help farmers to increase their savings and improve crop yield through reducing their energy, water and chemical usage.



**SK TELECOM** is providing energy efficiency enhancement solutions, such as Cloud Building Management Systems (BEMS), for buildings to reduce GHG emissions for its customers. BEMS involves cloud-based management and analysis of data on customer energy consumption collected in real time in order to identify areas for improvement in facility operation and optimization. In 2015, SK Telecom applied ICT-based BEMS and FEMS solutions to 17 business sites, including buildings and factories, to help customers achieve an average of 10% energy savings.



**NOVO NORDISK AS** is a founding partner of the Cities Changing Diabetes initiative, a partnership platform for cross-disciplinary, cross-sector collaboration to respond to the dramatic rise in urban diabetes across the world. A joint effort among UCL, Steno Diabetes Center and C40, the partnership leverages Novo Nordisk's expertise in treating diabetes to map and analyze root causes of urban diabetes — a symptom of unsustainable development — and will identify and scale up solutions to ensure healthy lives and promote well-being in cities.



**UNILEVER'S** Sustainable Living Plan sets out ambitious goals. By 2020 it will help more than 1 billion people take action to improve their health and well-being and enhance the livelihoods of millions of people, and by 2030 it aims to halve the environmental footprint of the making and use of its products as it grows its business. In 2015, Unilever's Sustainable Living brands grew even faster than they did in 2014. They also delivered nearly half of the company's growth and grew significantly faster — in fact 30% faster — than the rest of the business. The Plan has enabled to company to make more than €200m of savings in one year alone through manufacturing, logistics, material efficiencies and research and development.



**LAFARGEHOLCIM** launched the Shelter-for-Livelihood (S4L) project, leveraging the company's core business to provide sustainable housing to low-income communities and reduce the housing deficit in Argentina. On a commercial basis, S4L equips families with skills to design, construct and maintain homes which are environmentally friendly, financially accessible, culturally acceptable and can contribute to creating self-sustaining businesses. S4L has reached 750 people and established four microenterprises, two production sites and seven marketing channels for products developed from the project.



**NOVOZYMES** was inspired by the SDGs when developing its new company purpose and strategy, which emphasizes collaboration and core business contributions to advance the SDGs. The SDGs are used as a lens when evaluating and prioritizing innovations for future business growth. To drive progress Novozymes has set ambitious long-term goals for financial and sustainability performance: to have their biological solutions reach 6 billion people by 2020; to educate 1 million people about the potential of biology; to partner with key public and private organizations to catalyze five global partnerships for change; and to deliver 10 transformative innovations that change the lives of people and save 100 million tons of CO2 through customer use of their products by 2020.



**FUJI XEROX CO., LTD.** operates a "closed loop" integrated recycling system for its products, in which products released to the market are collected back after use, and the parts are either reused or recycled, thus reducing waste sent to landfill. The company has introduced recycling systems and take-back programmes across Japan, Thailand, China, Korea, Australia and New Zealand. Since 2010, the company has maintained a recycling rate of at least 99.5% across its operations, which contributes to its goal of reducing CO2 emissions by 30% in 2020 compared to 2005.



**BASF<sup>2</sup>** has teamed up with other chemical companies in a Low Carbon Technology Partnership initiative to jointly analyze the potential of various game-changing innovations for carbon emissions reductions in chemical production. Also, recognizing that technological improvements have physical limits BASF looks for disruptive innovations for its production processes – with cross-sector cooperation playing an important role. For example, together with ThyssenKrupp and Linde, BASF is working on a new process for the production of hydrogen that is much more carbon efficient than the conventional process and at the same time delivers metallurgical carbon for use in the steel industry.

<sup>2</sup> Caring for Climate Progress Report 2015, Deloitte, UNGC, UNEP, UNFCCC, 2015



**UPM BIOFUELS** has innovated and developed a production process to transform crude tall oil, a wood-based residue of UPM's own pulp production, into a unique advanced biofuel called UPM BioVerno. It can be used in any diesel engine – car, bus or truck. It reduces greenhouse gas emissions by 80% compared to fossil diesel, and does not compete with food production. Based on results from the pilot production and testing, UPM Biofuels began commercial production of the renewable diesel in 2015.



**A.P. MOLLER – MAERSK** is dedicated to responsibly recycling all of its ships. More than 70% of all ships are recycled on beaches in a way that leads to negative environmental and community impacts, providing companies like Maersk with limited options for responsible recycling. In 2016, Maersk launched a project to engage with shipyards in Alang, India to make more responsible and cost-efficient ship recycling facilities available to the shipping industry, and to engage more ship owners on this issue.



**PIRELLI & C. SPA** partners with a supplier in Indonesia to improve the production of natural rubber, a key input in Pirelli's tires. The programme trains rubber farmers – the majority of which are small-holders – on improved methods of rubber extraction, aiming to maximize productivity, enhance rubber quality and extend the life of the rubber trees. In addition to providing Pirelli with a more reliable supply of higher quality rubber, the initiative is expected to improve the livelihoods of farmers and reduce deforestation. In two years the programme has reached 6,000 farmers.



**BRASKEM** has created the Fewer Losses, More Water Movement, a partnership which aims to reduce water losses in distribution systems by 2030. Water scarcity is a major issue in Brazil, and distribution losses account for up to 40% of all treated water amounting to approximately 6.5 billion m3 of water each year. With the support of the Global Compact Network Brazil, the project already has 50 participants, including private and public companies, local government authorities, NGOs and educational entities.



**ARM HOLDINGS** uses its network and expertise to convene the technology sector and develop innovative partnerships for development. For example, in 2015 ARM partnered with UNICEF to launch the Wearables for Good challenge to develop innovative, affordable solutions to make wearables and sensor technology that benefit women and children across the world. ARM will be partnering with the WHO, UNICEF, ITU and the FAO to deploy technology in an effort to support the SDGs, which has the potential to lead to impact across several goals, while generating new revenue streams for ARM Holdings.

## ABOUT THE UNITED NATIONS GLOBAL COMPACT

The United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals. The UN Global Compact is a leadership platform for the development, implementation and disclosure of responsible corporate practices. Launched in 2000, it is the largest corporate sustainability initiative in the world, with more than 8,800 companies and 4,000 non-business signatories based in over 160 countries, and more than 80 Local Networks.

[www.unglobalcompact.org](http://www.unglobalcompact.org)



**United Nations**  
Global Compact

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# THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT

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## HUMAN RIGHTS

1. **Businesses should support and respect the protection of internationally proclaimed human rights; and**
2. **make sure that they are not complicit in human rights abuses.**



## LABOUR

3. **Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;**
4. **the elimination of all forms of forced and compulsory labour;**
5. **the effective abolition of child labour; and**
6. **the elimination of discrimination in respect of employment and occupation.**



## ENVIRONMENT

7. **Businesses should support a precautionary approach to environmental challenges;**
8. **undertake initiatives to promote greater environmental responsibility; and**
9. **encourage the development and diffusion of environmentally friendly technologies.**



## ANTI-CORRUPTION

10. **Businesses should work against corruption in all its forms, including extortion and bribery.**