



Sustainable Development Goals

Union Wallonne des Entreprises
May 24, 2019



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AGENDA

- The Shift
- The Sustainable Development Goals
- SDG & Business



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THE
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The Shift Ecosystem

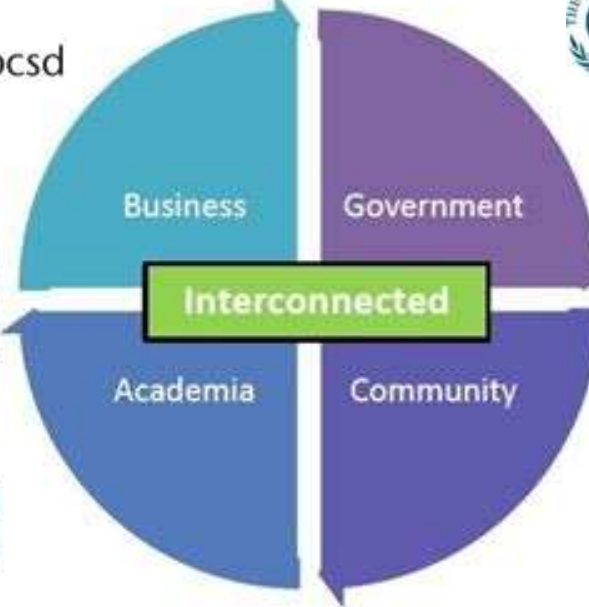
BUSINESS SOCIETY BELGIUM
BELGIAN BUSINESS NETWORK FOR CORPORATE SOCIAL RESPONSIBILITY



Global Compact Network Belgium



Quadruple
helix model



- Holistic Model
- Lifestyle Approach



A vehicle to promote excellence and knowledge exchange across 4 key sectors

GENERATION (T)



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Our members



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SUSTAINABLE
DEVELOPMENT
GOALS
17 GOALS TO TRANSFORM OUR WORLD

Our method

CONNECT

Join a unique and diverse Belgian network of companies and non-profit organisations that share the same ambition to co-create added value for society.

[Discover our community →](#)

COMMIT

Let yourself be inspired by the UN Sustainable Development Goals and map your societal ambitions for the coming years.

[Map your ambitions →](#)

CHANGE

Develop, together with our members and partners, innovative business models and societal projects to help solve the biggest challenges for our society.

[Take action →](#)



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Green Deal Gedeelde Mobiliteit

Wil jij meewerken aan de mobiliteit van de toekomst?

Onderneem actie om gedeelde mobiliteit een boost te geven en ga samen met anderen het engagement aan met de Vlaamse overheid!

Goals 2020



Carsharing + 80.000



1.000 companies offering
min. 1 carpooling initiative



400.000 people
sharing bikes



5x electrical carsharing
compared to 2017

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CONNECT COMMIT CHANGE



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THE SUSTAINABLE DEVELOPMENT GOALS



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Evolution of CSR



- **Golden sixties:** Market versus State
- **70-90:** environment, Globalisation, NGO's
- **'90 – 2009:** CSR & ISO 26000 & EU definition
- **Crisis:** Greenwashing, not strategic
- **Post 2011:** CSR 2.0 and Shared Value



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CSR definition



De European Commission defines CSR as:

« **the responsibility of companies for the effect they have on society.**»

Goal is:

- As far as possible, to detect negative effects to prevent and reduce it
- Maximizing the creation of shared value for their owners of shareholders, other stakeholders and society as a whole;



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CSR 2.0



CSR 1.0

Philanthropy
Risk Reducing
Image
Marginal
Negative

CSR 2.0

Collaboration
Opportunities
Performance
Scalable
Positive impact



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SDGs – Global Goals



- Backed by all 193 United Nations Member States = **robust**
- Developed & implemented by governments, civil society and business **together**
- **No one left behind**



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SDGs – Global Goals



17 goals, 169 targets, 1 agenda for 2030



PEOPLE



Issues directly related to the fundamental human rights, which permit all people to lead a dignified life.

PLANET



These aim to protect the planet by promoting sustainable natural resource management and addressing climate change.

PROSPERITY



These focus on enabling human beings to lead a prosperous and full life, and on promoting economic, social and technological progress that occurs in harmony with nature.

PEACE, JUSTICE & INST.



This promotes peaceful, just and inclusive societies that are free of fear and violence.

PARTNERSHIPS FOR THE GOALS



This aims to mobilize the necessary means to implement this agenda through a revitalized Partnership.

SDGs – Global Goals



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SDGs – Global Goals



Recognising the idea of a finite planet,
implicitly introduces an inherent “order” within
the SDG’s



How to implement the SDGs?



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SDG Compass



Society



OUT

2030

IN

2017

Organisation



Les questions centrales de l'ISO 26000



SDGs – step by step

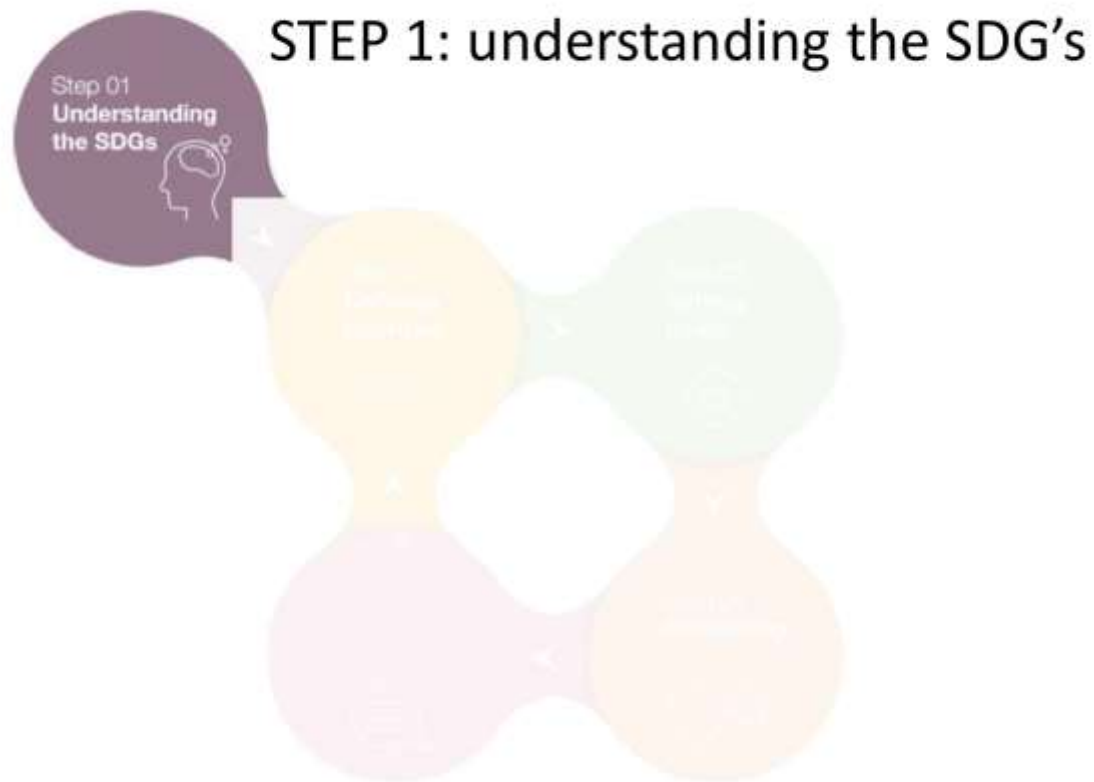


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SDGs – step by step



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SDG 4 – Context



Goal 4: Ensure inclusive and quality education for all and promote lifelong learning

Obtaining a quality education is the foundation to improving people's lives and sustainable development. Major progress has been made towards increasing access to education at all levels and increasing enrolment rates in schools particularly for women and girls. Basic literacy skills have improved tremendously, yet bolder efforts are needed to make even greater strides for achieving universal education goals. For example, the world has achieved equality in primary education between girls and boys, but few countries have achieved that target at all levels of education.



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SDG 4 –Goals



4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes

4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education

4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

SDG 4 –Indicators



4.1.1 Proportion of children and young people: (a) in grades 2/3; (b) at the end of primary; and (c) at the end of lower secondary achieving at least a minimum proficiency level in (i) reading and (ii) mathematics, by sex

4.2.1 Proportion of children under 5 years of age who are developmentally on track in health, learning and psychosocial well-being, by sex

4.2.2 Participation rate in organized learning (one year before the official primary entry age), by sex

SDG 4 – Means



4.a Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all

4.a.1 Proportion of schools with access to: (a) electricity; (b) the Internet for pedagogical purposes; (c) computers for pedagogical purposes; (d) adapted infrastructure and materials for students with disabilities; (e) basic drinking water; (f) singlesex basic sanitation facilities; and (g) basic handwashing facilities (as per the WASH indicator definitions)



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SDGs – step by step



STEP 2: Defining priorities



SDGs – Defining priorities



DETERMINER LES SDG PRIORITAIRES (1)

L'impact de mon organisation ou de mon entreprise sur ces sous-objectifs est-il ...

1. Matériel → impact significatif direct de l'activité principale
2. Lié → impact indirect ou non significatif
3. Pas d'impact → engagement volontaire

SDGs – Defining priorities



Impacts on society can be positive or negative,
linked to what you do and how you do it,
now or potentially in the future

**Reducing negative
impacts**

Responsibility

“identifying, preventing and
mitigating possible adverse
impacts”

The higher the impact
The higher the moral obligation
The higher the societal pressure

**Strengthening
positive impacts**

Shared Value

“maximising the creation of shared
value for society at large and
shareholders”

Business development towards
societal needs
New business models

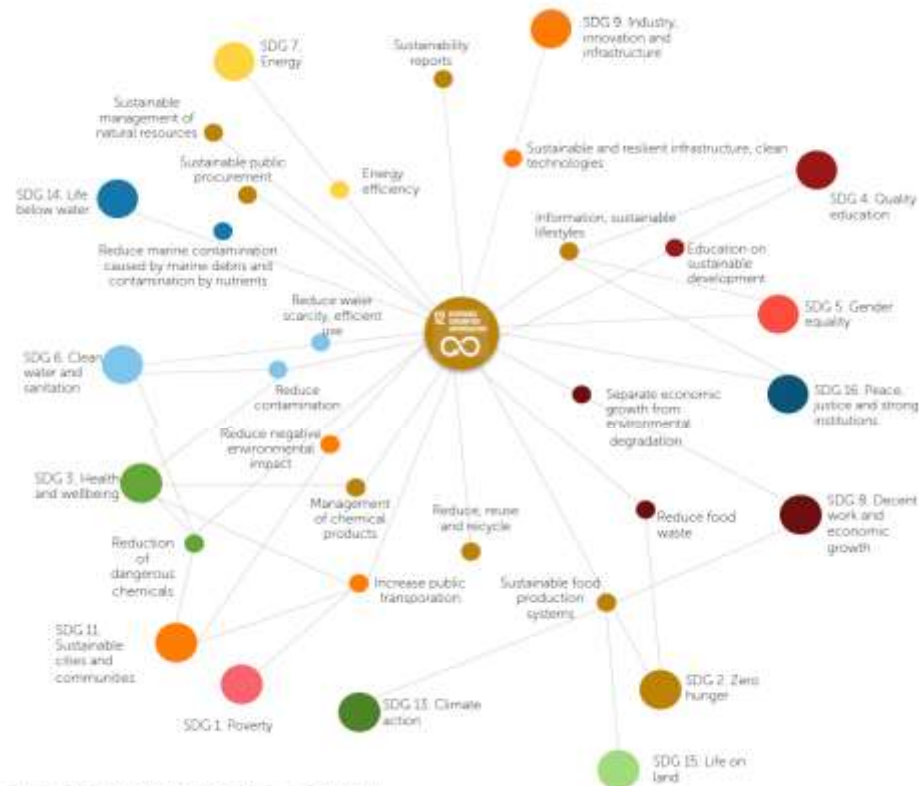


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PARTNERSHIPS FOR THE GOALS



Source: Translated and adapted from Le Blanc (2015)



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SDGs – step by step



STEP 3: Setting goals



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Setting Goals - SBT



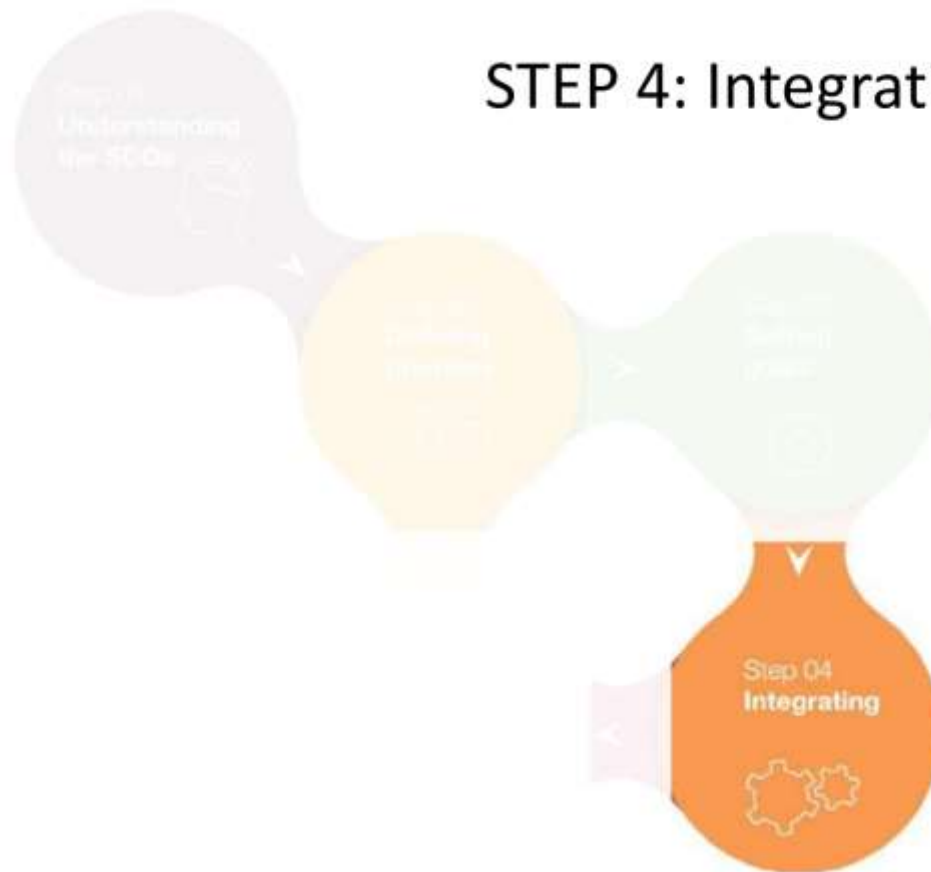
SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

SDGs – step by step



STEP 4: Integrating



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SDGs – Integrating



SDGs – step by step



STEP 5: Reporting



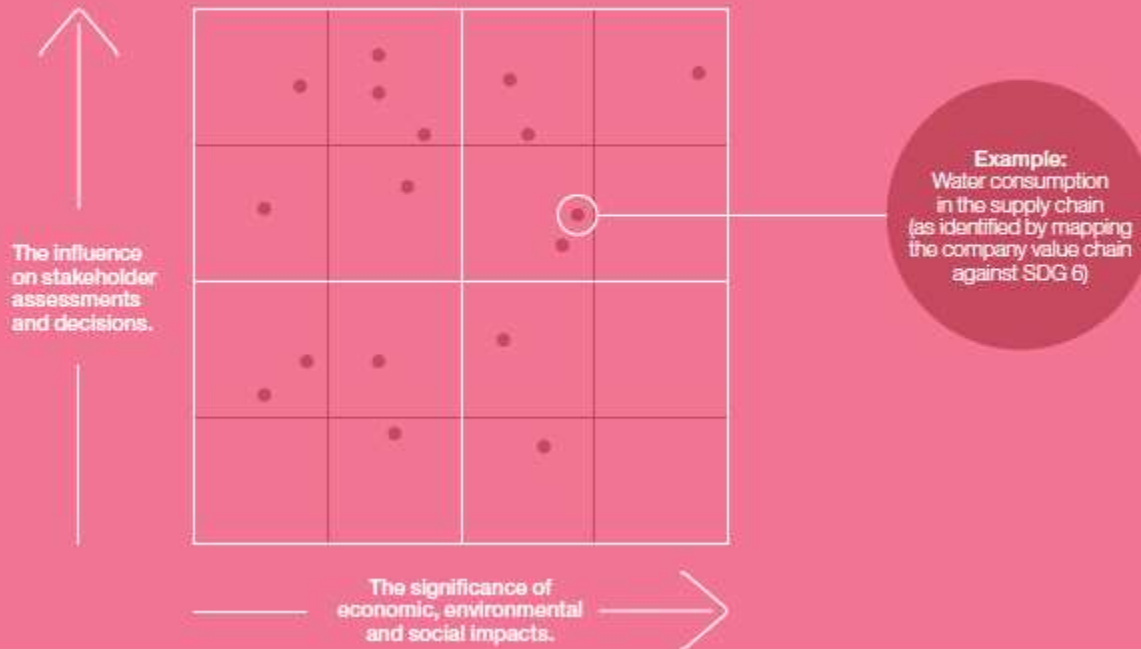
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SDGs – step by step

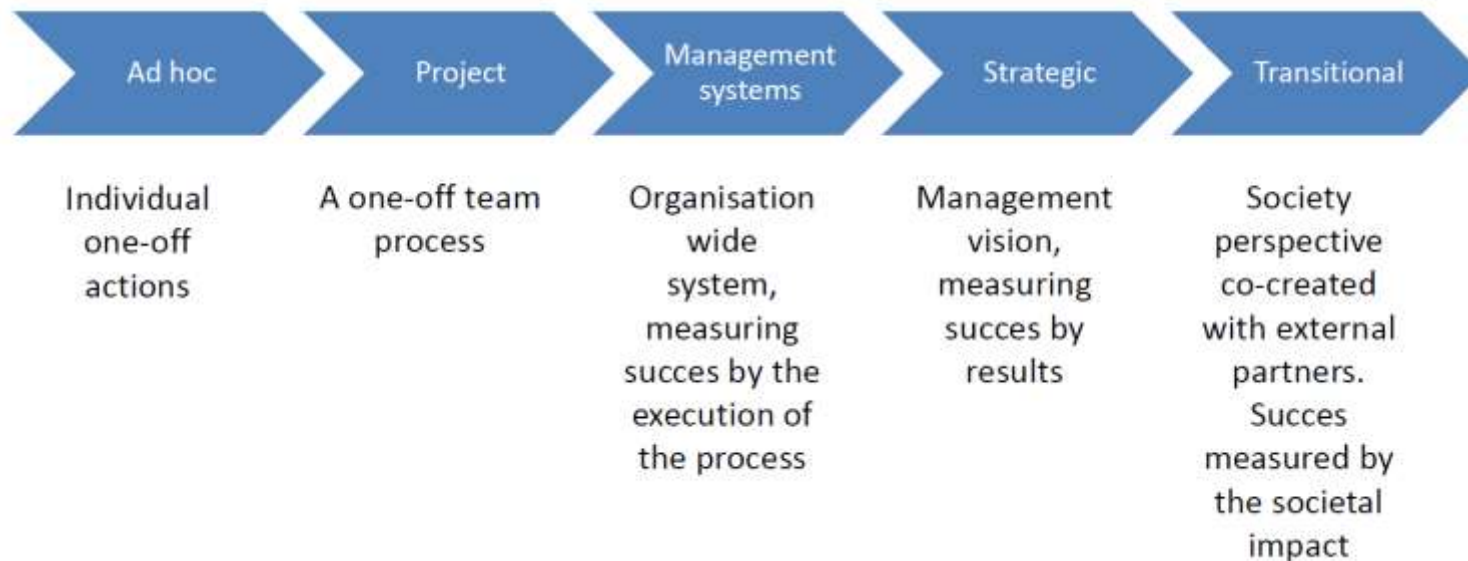
In action: Mapping SDG reporting priorities through materiality



SDGs – Global Goals



Organisations can have different maturity levels of dealing with sustainability

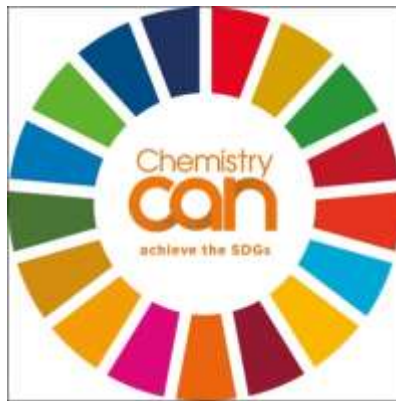


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SDGs – Sectorial goals



HOW FAR ARE WE?



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SDG SCORECARD 2030		
Goal	Target	Grade
1. POVERTY	1.1 End Extreme Poverty	B
8. GROWTH	8.1 Economic Growth in LDCs	B
15. BIODIVERSITY	15.2 Halt Deforestation	B
3. HEALTH	3.1 Reduce Maternal Mortality	C
4. EDUCATION	4.1 Universal Secondary Education	C
16. PEACE	16.1 Reduce Violent Deaths	C
17. PARTNERSHIPS	17.1 Mobilise Domestic Resources	C
2. HUNGER	2.1 End Hunger	D
6. WATER & SANITATION	6.2 Universal Access to Sanitation	D
7. ENERGY	7.1 Universal Access to Energy	D
5. GENDER	5.3 End Child Marriage	E
9. INDUSTRIALISATION	9.2 Industrialisation in LDCs	E
10. INEQUALITY	10.1 Reduce Income Inequality	F
11. CITIES	11.1 Reduce Slum Populations	F
12. WASTE	12.5 Reduce Waste	F
13. CLIMATE CHANGE	13.2 Combat Climate Change	F
14. OCEANS	14.2 Protect Marine Environments	F

End extreme poverty
Economic growth
Halt deforestation

Reduce maternal mortality
Secondary education
End hunger
Access to sanitation and energy

Income inequality
Waste
Climate change
Marine life

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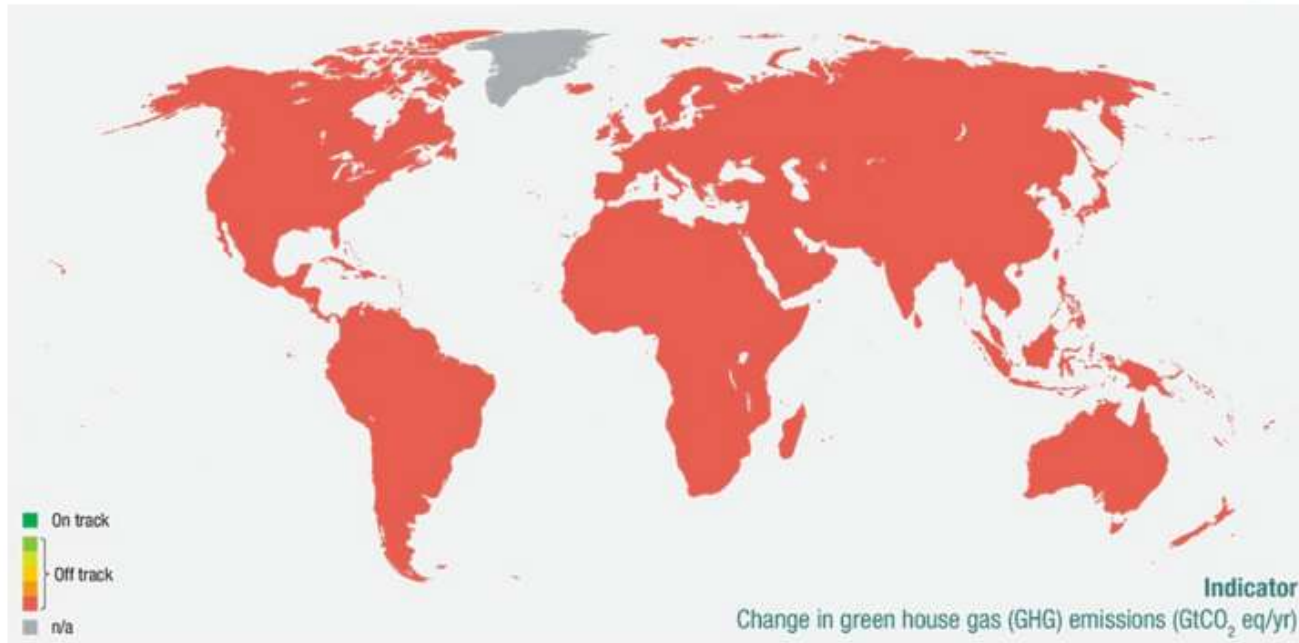


Climate Change

Target 13.2 Combat climate change by 2030

Global
grade

F



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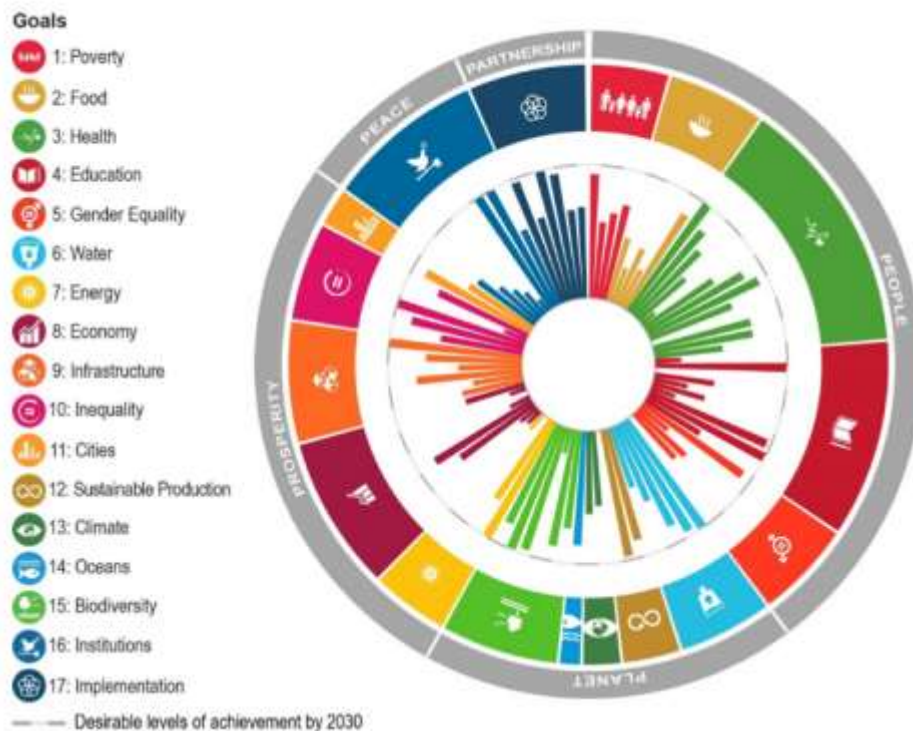


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SDGs – how far is Belgium?

11 on 169 sub-objectives in 2017

Figure 1. Belgium's current distance from achieving SDGs' 2030 targets



MEASURING DISTANCE TO THE SDG TARGETS, OCDE, June 2017

SDGs – how far is Belgium?



12th out of 156 countries

Strengths

- Poverty gap
- Good health & well-being
- Gender equality
- Protection of biodiversity



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SDGs – how far is Belgium?



Weaknesses

- Hunger: obesity
- Education of sciences
- Digital gap
- Air pollution
- Energy intensity and share of renewable energy
- Youth unemployment



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SDGs & BUSINESS



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Business is the **key to change**
A natural leader in the profound
transformation ahead



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Drivers

1. Risks

2. Opportunities

3. Resources



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Drivers

1. Risks



**PHYSICAL
RISKS**



**LEGAL
RISKS**



**REPUTATION
RISKS**



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Thailand, 2011

World Bank estimated

US\$45.7bn

Economic damages and losses

On what criteria
do you select
your suppliers?



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COTTON

10,000L of WATER
for 1kg of cotton



PLASTIC

180L of WATER
for 1kg of plastic

LEATHER

17,000L of WATER
for 1kg of bovine leather

STEEL

1,600L of WATER
for 1kg of chromium-nickel steel



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Drivers

1. Risks



PHYSICAL
RISKS



LEGAL
RISKS



REPUTATION
RISKS

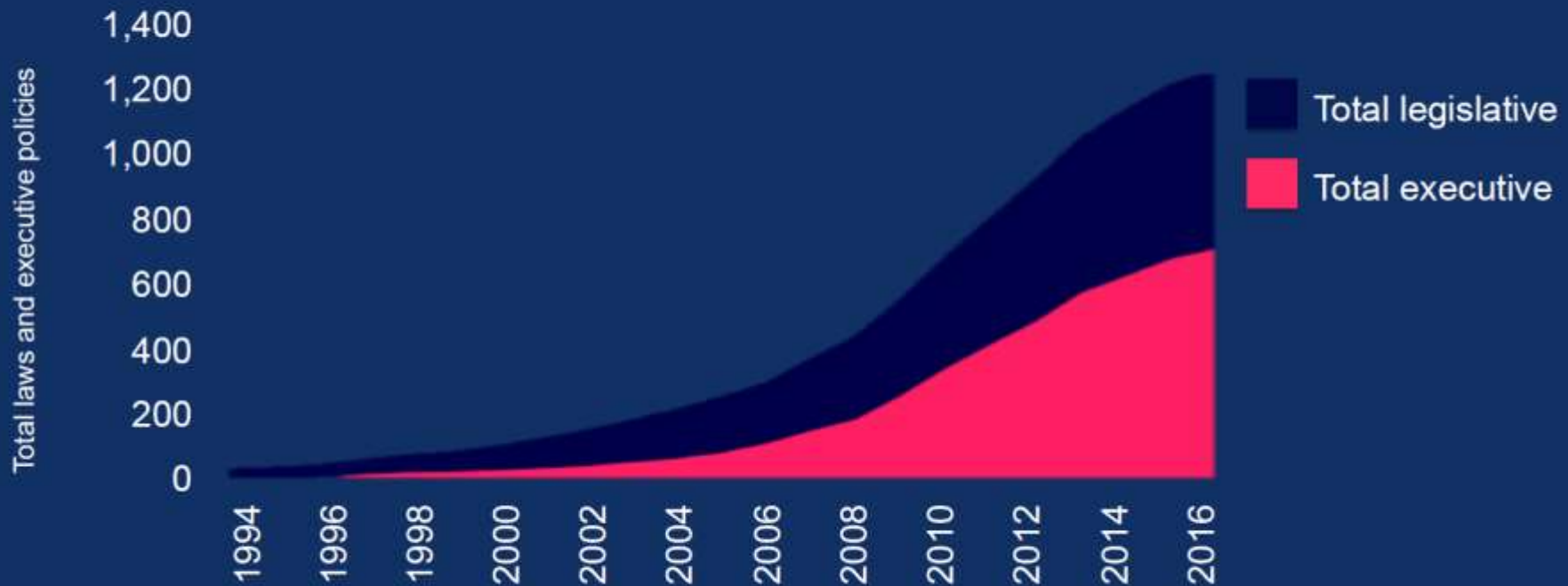


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Sustainability regulations are **increasing**



Stock of **climate change legislation** by the end of 2016



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« It's up to the fossil fuel companies [...] **to shoulder the cost of making New York safer and more resilient** »

BILL DE BLASIO
MAIRE DE NEW YORK

New York City VS

ConocoPhillips

ExxonMobil



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Drivers

1. Risks



PHYSICAL
RISKS



LEGAL
RISKS



REPUTATION
RISKS



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EPA settlement:

\$14.7BN

Volkswagen's market value:

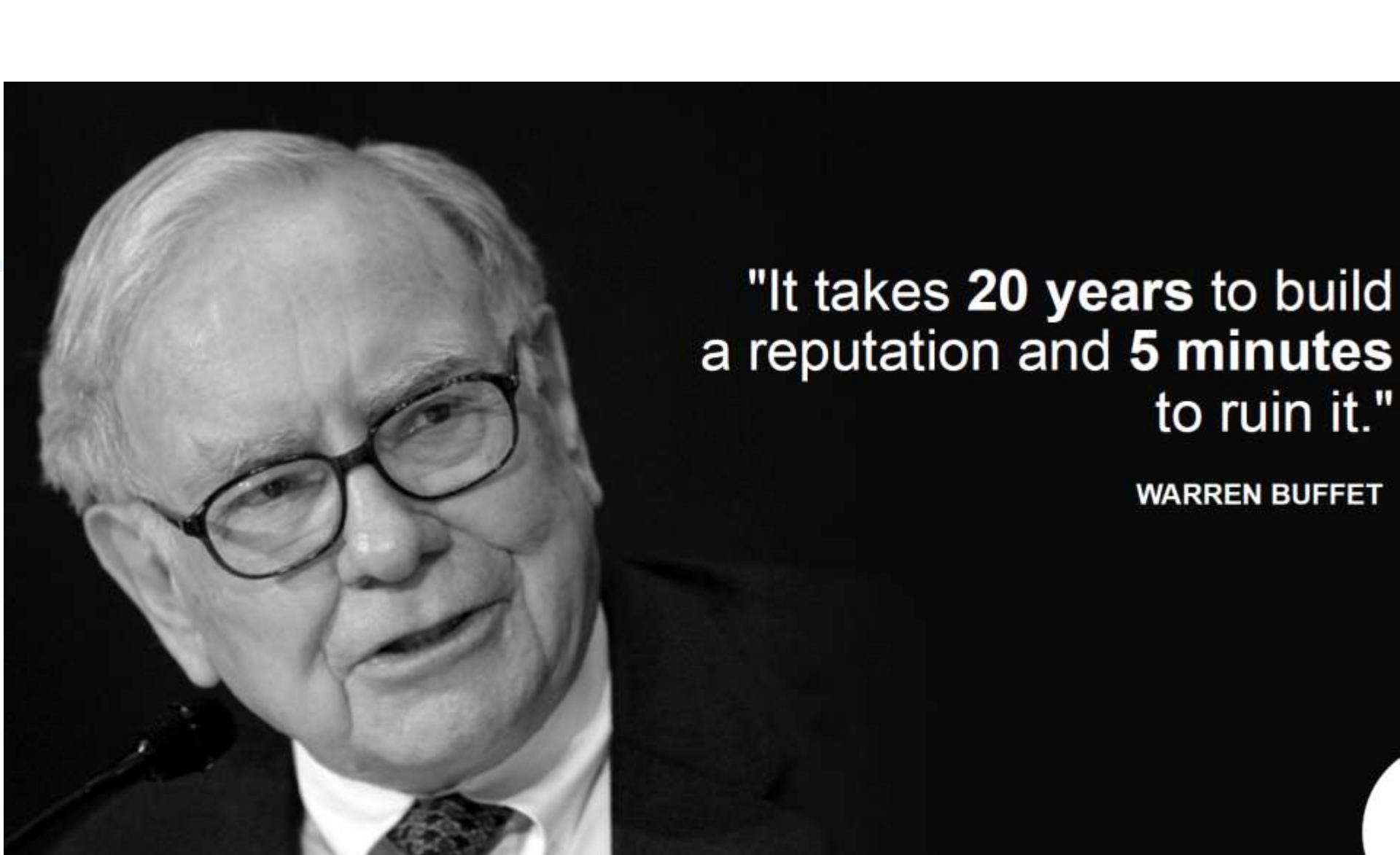
- 30 BN€



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A black and white portrait of Warren Buffett, an older man with white hair and glasses, wearing a suit and tie. He is looking slightly to the right of the camera with a thoughtful expression. The background is dark.

"It takes **20 years** to build
a reputation and **5 minutes**
to ruin it."

WARREN BUFFET



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Drivers

1. Risks

2. Opportunities

3. Resources



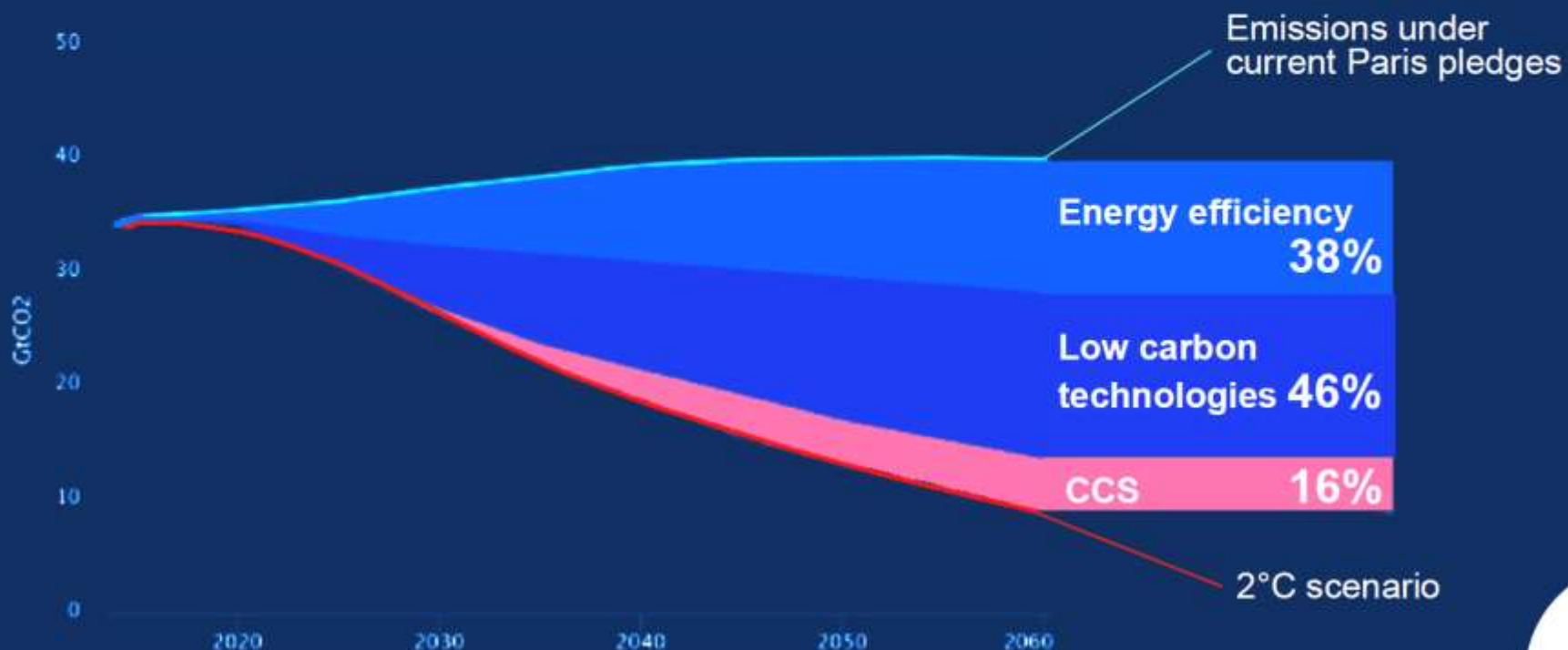
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Decarbonizing power is possible



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Business demand is booming

RE 100

131 companies including:



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25 April, 2018
UK To Ban All Plastic Straws,
Cotton Swabs, And Single-Use
Plastics

Forbes



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Drivers

1. Risks
2. Opportunities
3. Resources



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Millennials want to go to
sustainable companies



Best Workplaces for **Millennials**



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**Past data no longer
provides a solid basis
to predict the future**

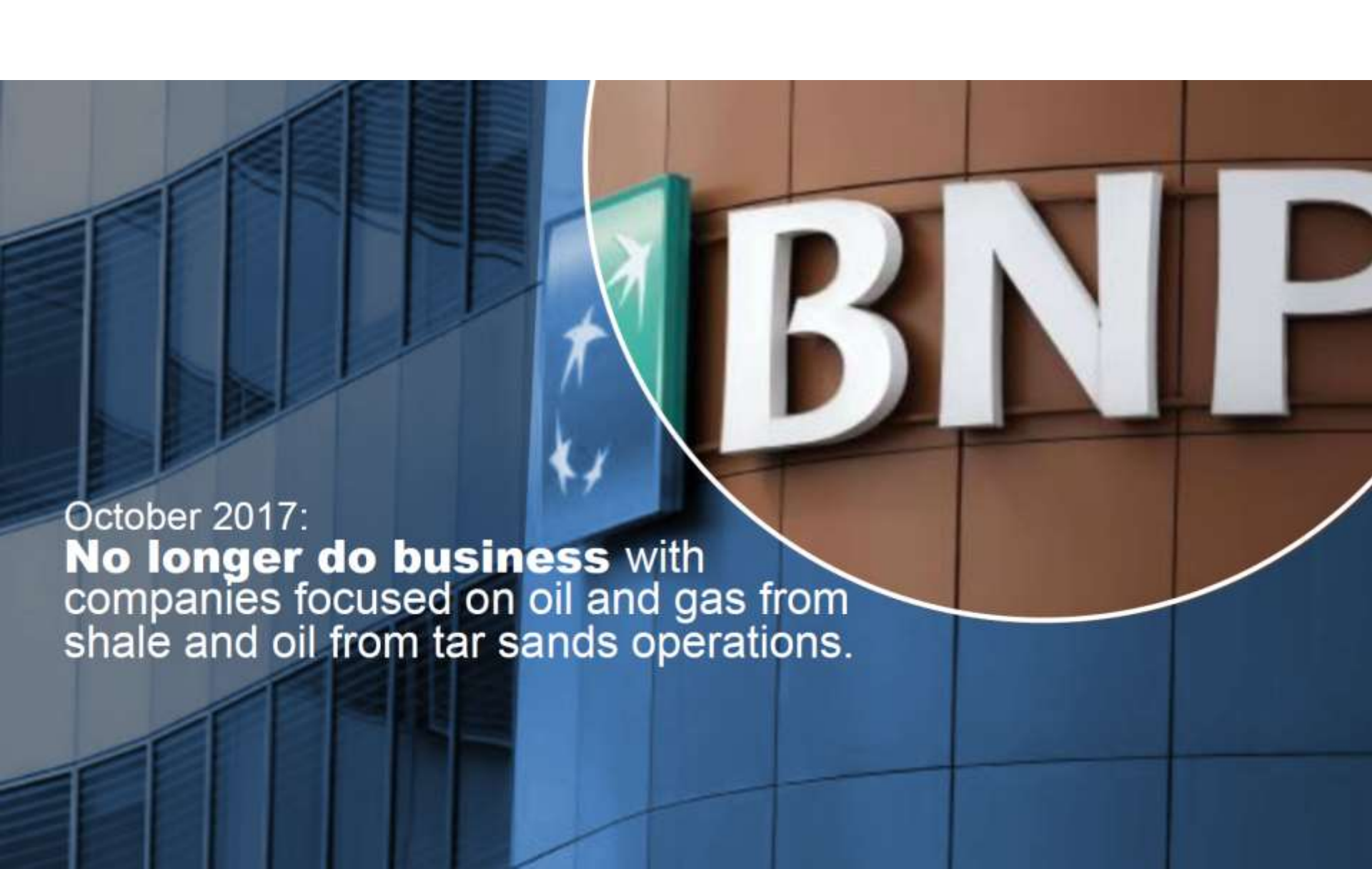
2017 Hurricane Irma
\$20-65 BILLION
INSURED LOSSES



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October 2017:

No longer do business with companies focused on oil and gas from shale and oil from tar sands operations.



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Business as usual
considering nature
**as unlimited
and free**



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Economically **stupid**

Socially **unacceptable**

Legally **dangerous**



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We need to go back **to the purpose
of the company to be able to transform**



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Developing business models: from linear economy to redefining value



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Linear economy: take



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Linear economy: transform



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Linear economy: waste



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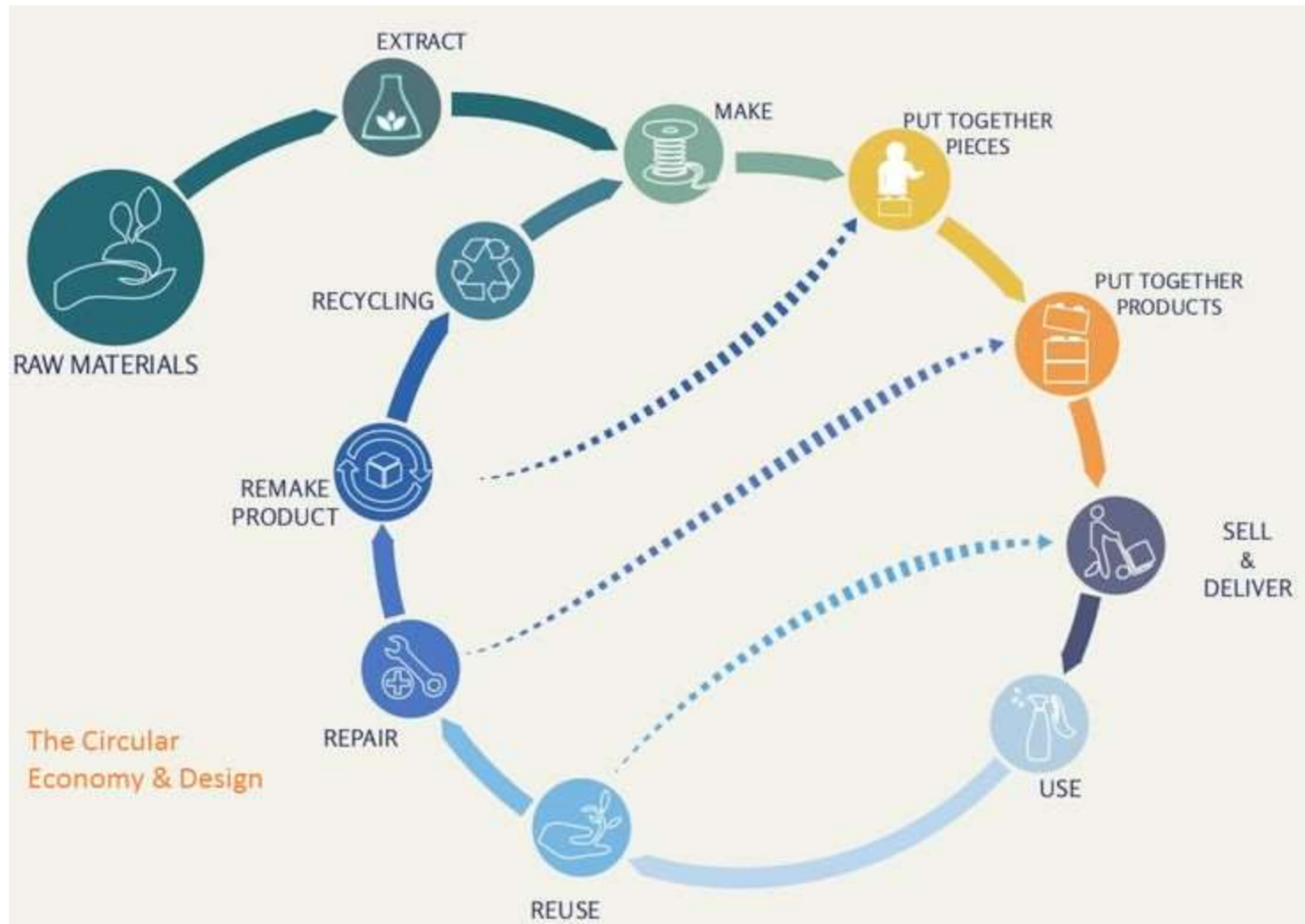
In 2050 there will be 3 more billions human beings



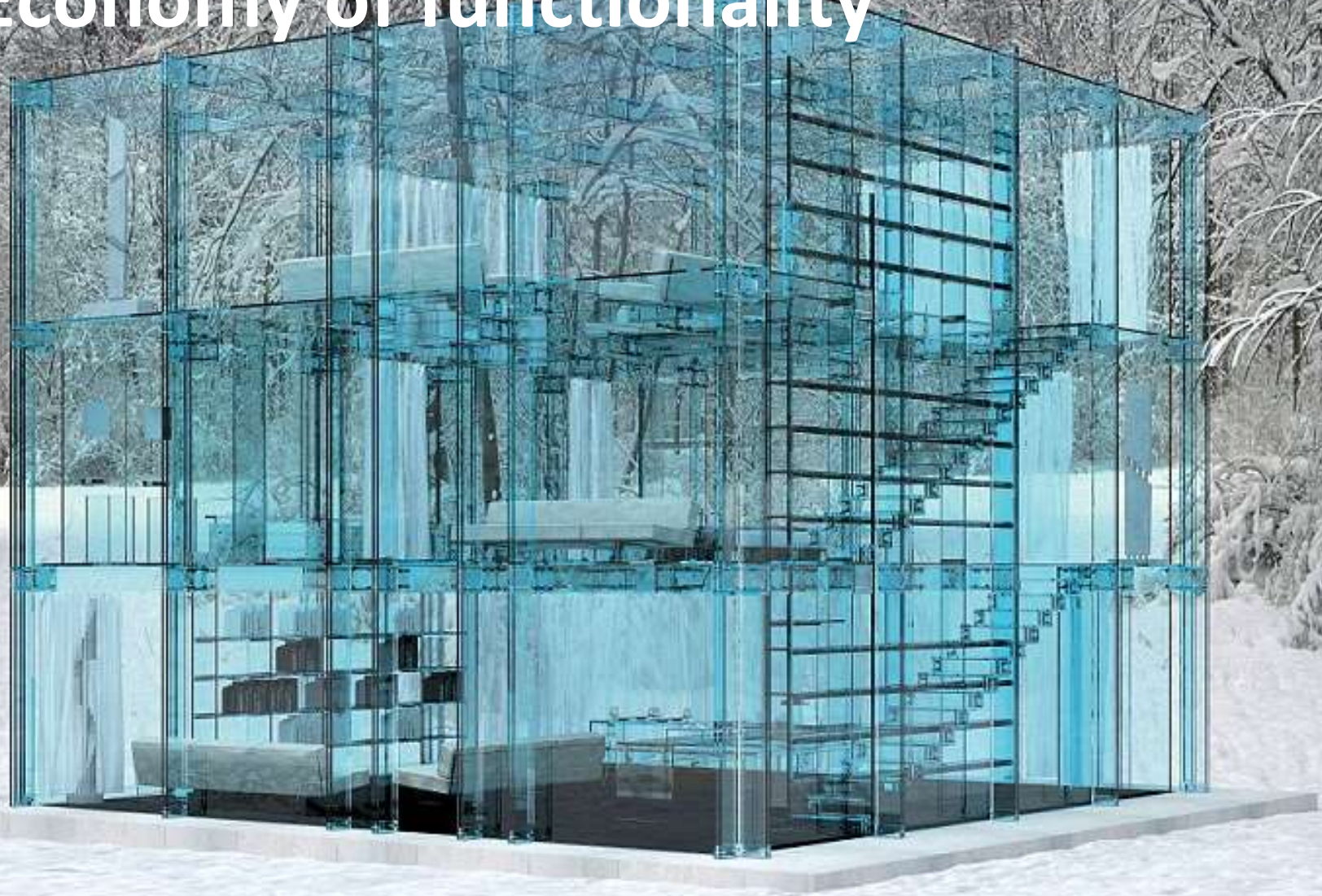
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Circular economy



Economy of functionality



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Redefining Value



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Future challenges - WBCSD



End plastic waste



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Future challenges - WBCSD



1.5°C



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Future challenges - WBCSD



Transforming urban mobility



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Future challenges - WBCSD



Healthy People, Healthy Planet



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Future challenges - WBCSD



Future of work



Business as usual **is dead**



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SEE YOU
SOON!

www.theshift.be
#WeMakeTheShift



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