

World Environment Center

How can businesses collaborate to achieve meaningful impact on advancing the SDGs

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The business of sustainability



Introduction



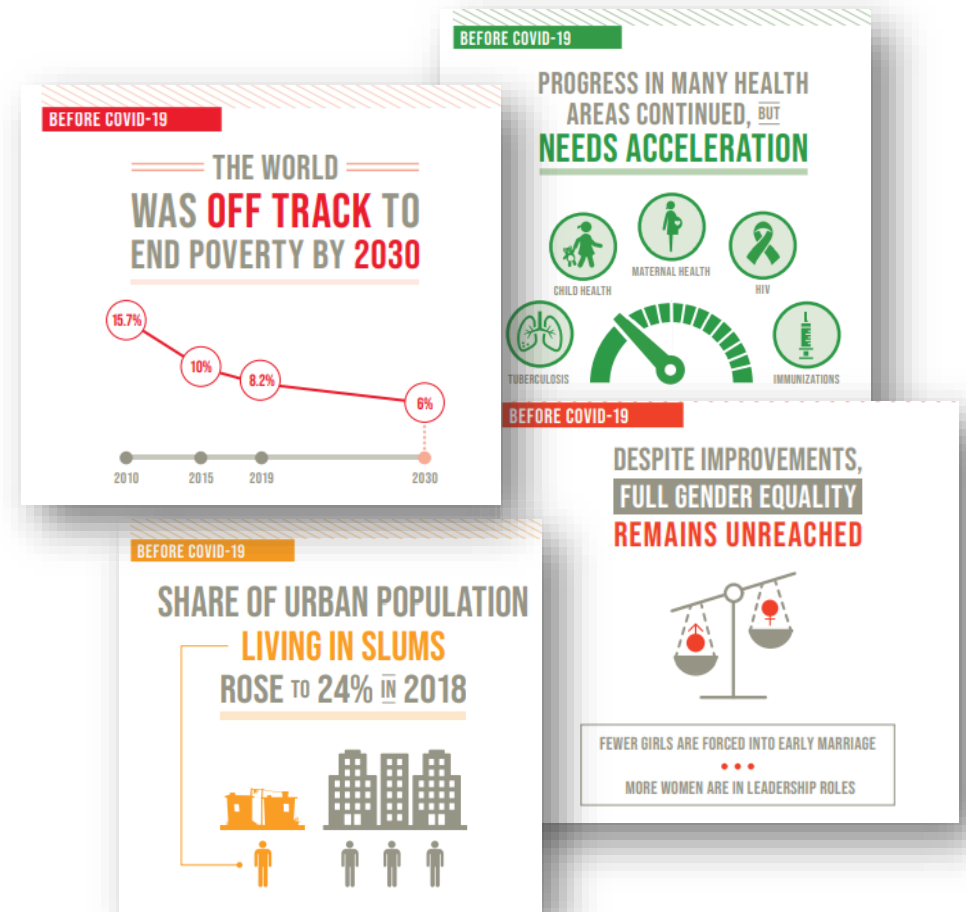
Linden Edgell
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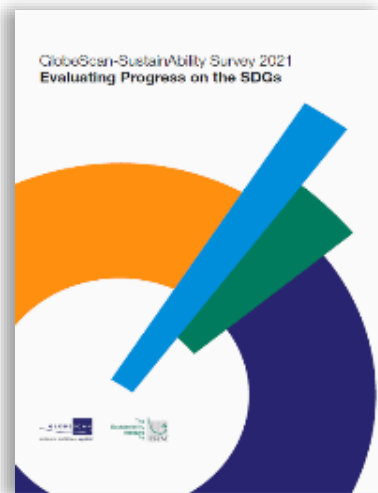
SDG progress is too slow

- Advances but overall progress not on track
- Trends in wrong direction
- Incremental change vs exponential change
- Lack of progress underlined by COVID-19



Source: UN Sustainable Development Goals Report 2020

The GlobeScan SustainAbility Survey



2021



2019

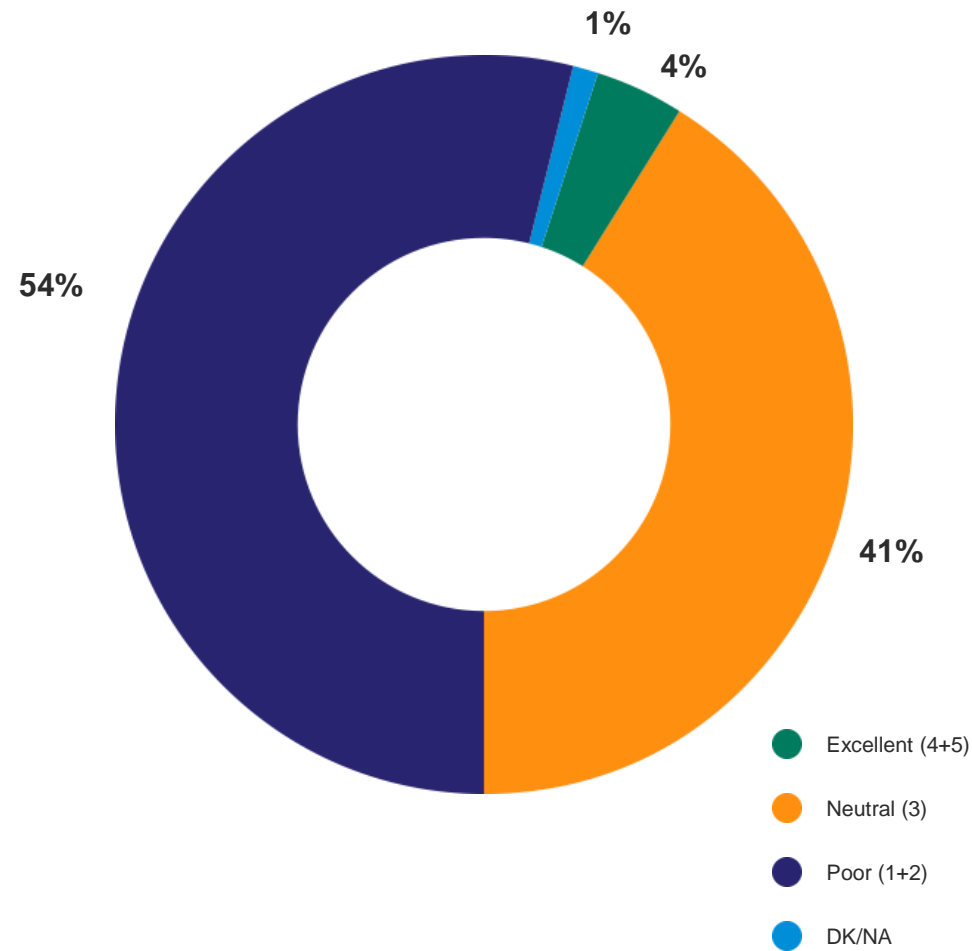


2017

Experts Remain Critical of Progress



How would you rate the progress made to date in the transition to sustainable development globally?



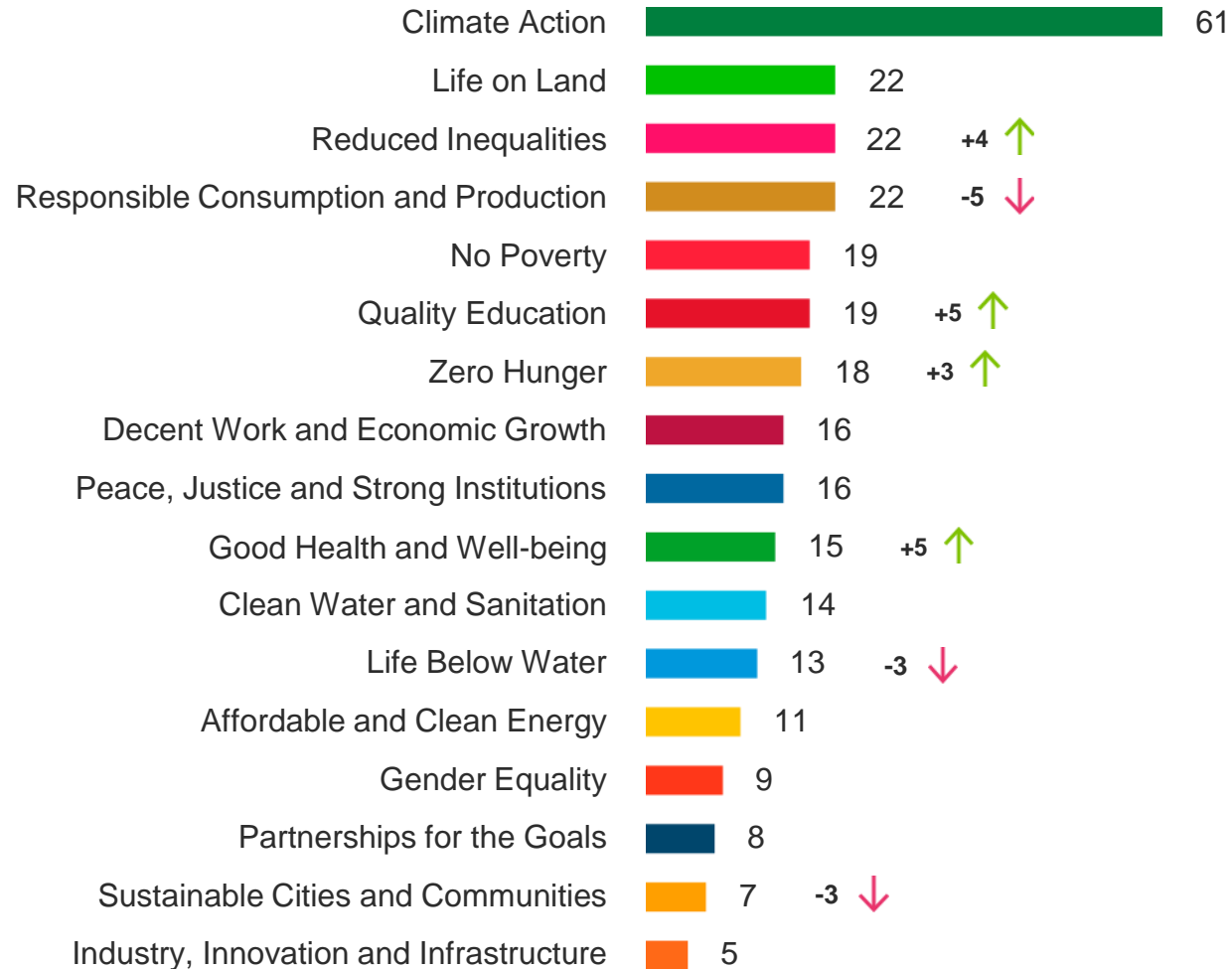
"Poor" (1+2),
All Respondents, 2017–2021

Climate Action Viewed as the Most Urgent Goal



Question

Which three Sustainable Development Goals (SDGs) do you think require the most urgent action?



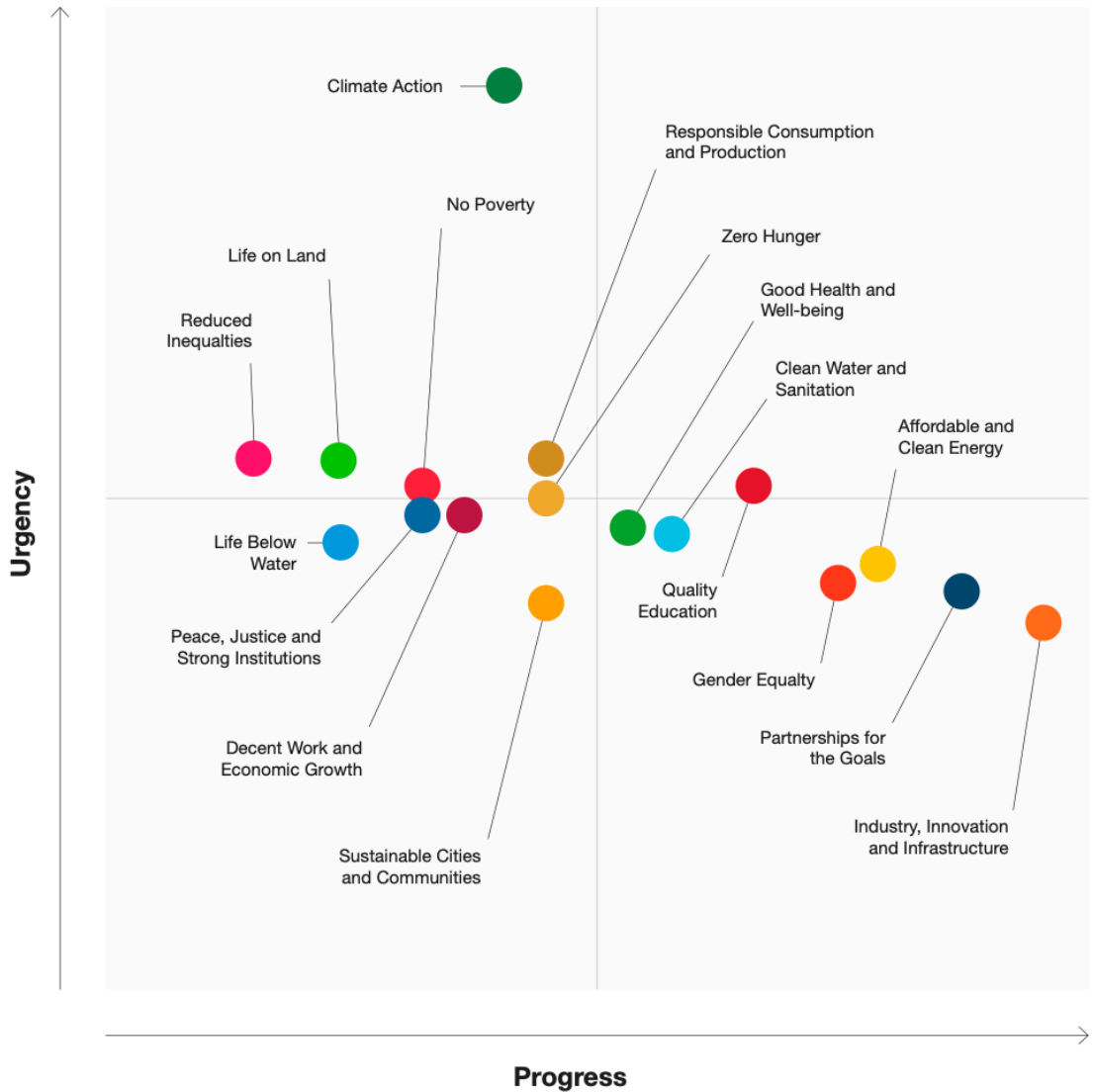
Most Urgent Goal, Total Mentions, All Respondents (%), 2019–2021

Most Urgent Goals are Making Less Progress



Question

How would you rate society's performance to date in having achieved progress toward each one of the Sustainable Development Goals (SDGs)?



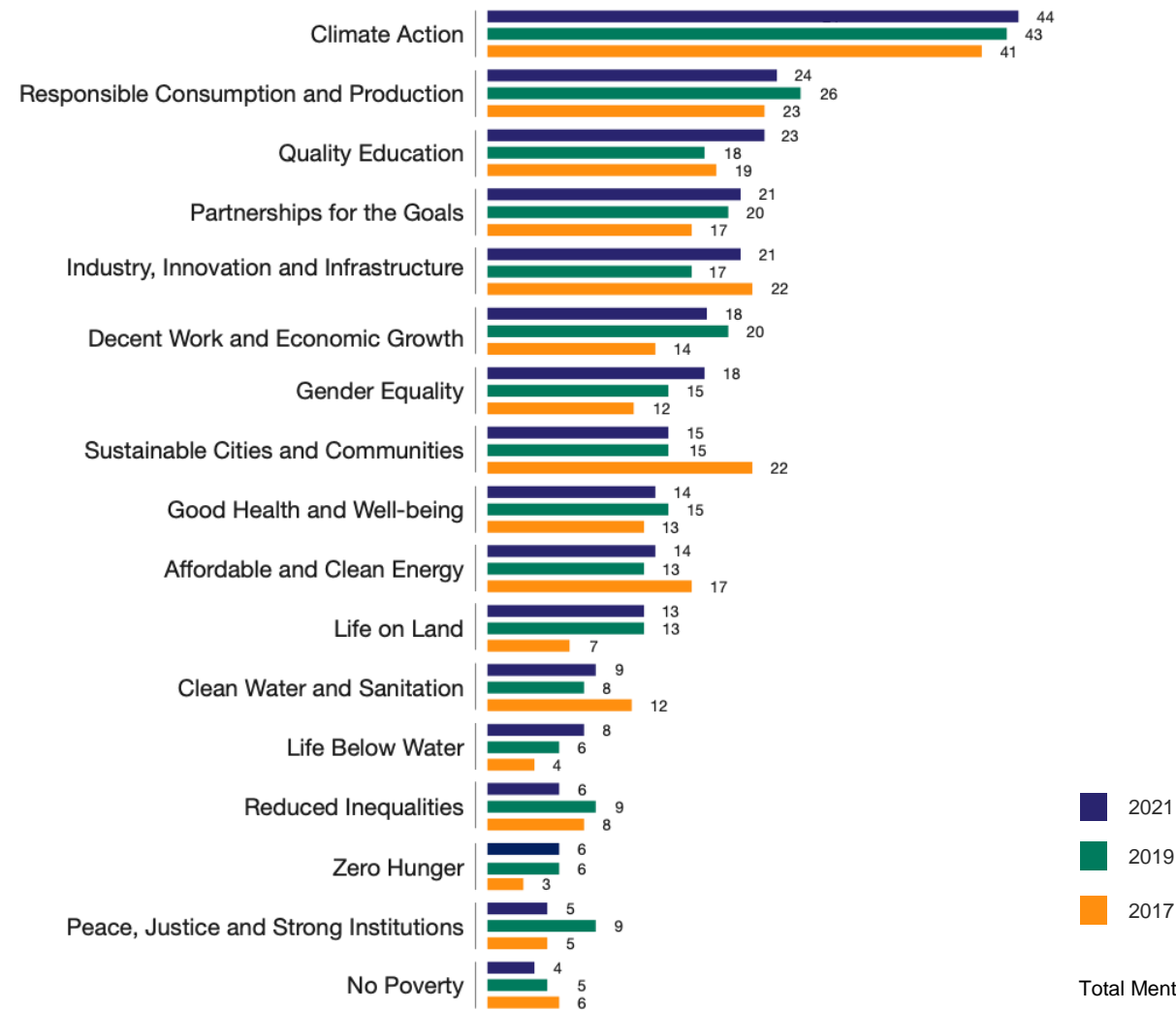
Perceived Urgency vs Progress
Achieved, All Respondents, 2021

Climate Action Receives Most Attention in Organizations



Question

Which of the Sustainable Development Goals (SDGs), if any, receive the most attention within your own organization (or within your own work if more applicable)?



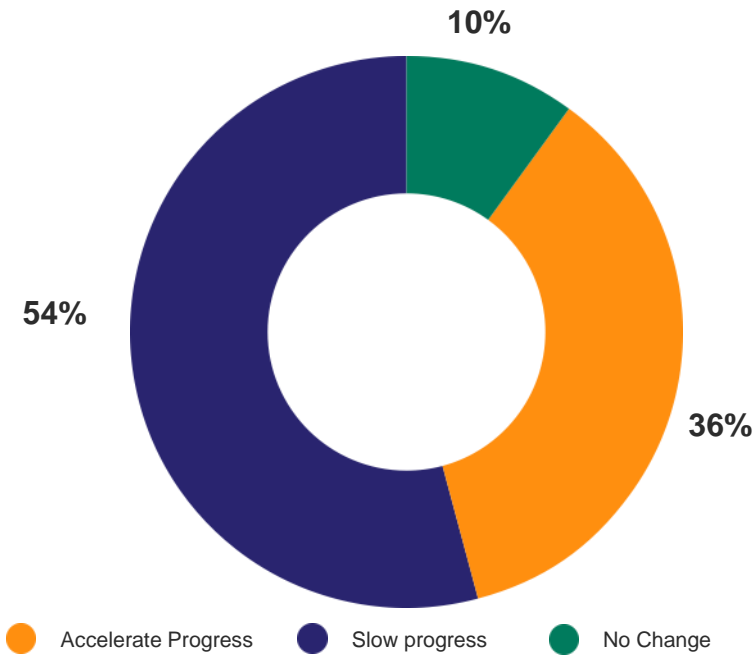
Total Mentions,
All Respondents (%), 2017–2021

COVID-19 and its Impacts are Expected to Slow Progress on the SDGs

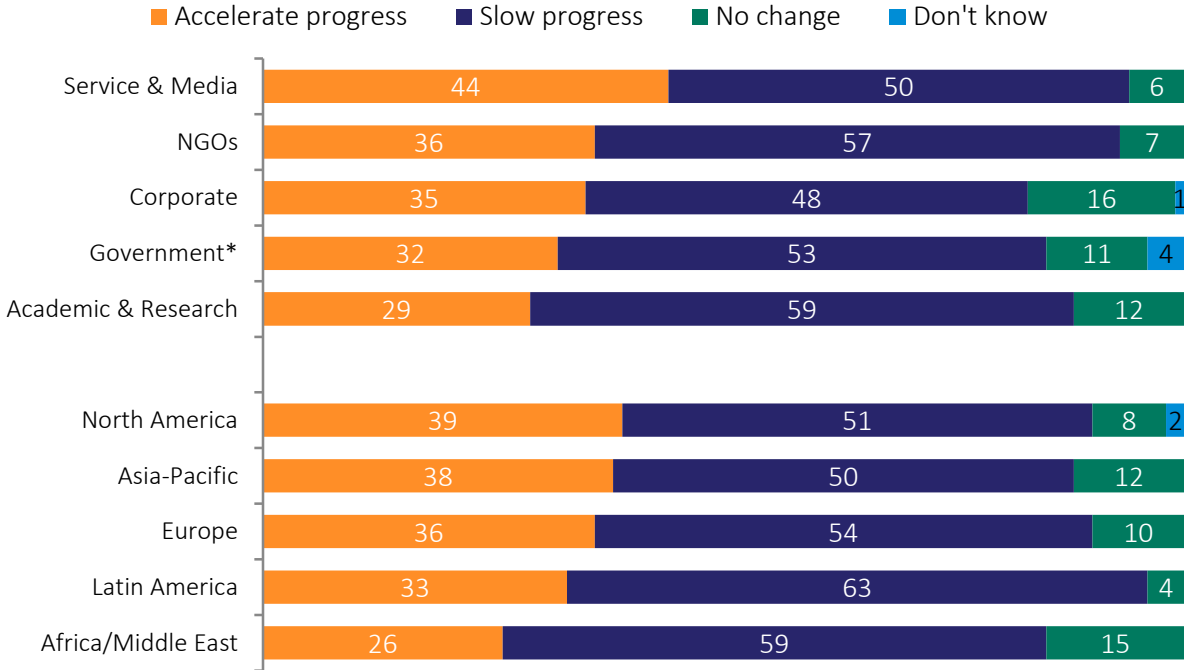


Question

Which of the Sustainable Development Goals (SDGs), if any, receive the most attention within your own organization (or within your own work if more applicable)?



All Respondents, 2021



*Small sample size (n=19)

All Respondents, 2021 (%)

The opportunity for business



“Achieving the Global Goals opens up US\$12 trillion of market opportunities...”

The opportunity for business



Source: WBCSD

A glass globe representing Earth is cracked and shattered, resting on a dark, wet, and rocky surface. The globe is transparent, showing internal fractures and reflecting the surrounding environment. The background is a blurred, wet, and rocky shore with some green moss or algae. The overall tone is somber and urgent, symbolizing environmental damage or a global crisis.

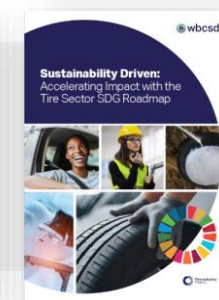
**...How is business
approaching the challenge?**

The case for sector level collaboration



“...players in all sectors will benefit from developing detailed “roadmaps” to guide their sector’s shift to sustainable development in line with the Global Goals.”

The case for sector level collaboration



Factors for success – Clarity on purpose

- Prioritise SDGs
- Guiding vision
- Consider implementation



Factors for success – Internal engagement

- Working group representation
- Industry Association role
- Consider potential barriers



Factors for success – External engagement

- Nature of engagement can vary
- Adds credibility / tests ambition



Further resources

Institute GSS SDG Survey 2021
[GlobeScan-SustainAbility
Survey 2021: Evaluating
Progress on the SDGs](#)

Institute STN research on
Collaboration
[<https://www.sustainability.com/thinking/leveraging-the-power-of-collaborations/>](#)

WBCSD Sector Roadmaps
[<https://www.wbcsd.org/Programs/People/Sustainable-Development-Goals/SDG-Sector-Roadmaps>](#)

WBCSD SDG Hub – resources
for business [<https://sdghub.com/>](#)



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