

# SDGs4Biz

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# Introduction

- Hello, I'm John Ure, I was an associate professor at the HKU where I was also director of the Technology Research Project, and currently I am in Singapore as Director of the Fair Tech Institute of **Access Partnership**, an international IT consultancy company.
- My subject today are the '**SDGs4Biz**' on behalf of the **UP-CIFAL** which is supported by the UN Institute for Training and Research (**UNITAR**)
- Biz has its own issues – *unlike Govt* its incomings and outgoings are one-way, not two-way

# MDGs → SDGs

- The UN's 17 SDGs (2015-2030) grew out of the 8 MDGs (2000-2015) after *a failure to meet* all the MDGs
- *Failure is a tragedy* for those who suffers the consequences, the poor and the homeless, the sick, the bereft and for all those in danger discrimination and violence, especially vulnerable women and children
- But failure demands a rethink = **SDGs were more focused on what to do**
- **17 goals but 250 targets!** Far too many for any one entity to address – but that's not necessary: **just focus on those that are relevant to your business**

# Sustainability, Development, Goals

- **Sustainability** – unlike Govt where procurement and revenues both **generate future tax revenues**, Biz is reliant upon revenues for savings/re-investment so less sustainable [*Rarely, not never, Govts go bankrupt*]
- **Development** – Biz development is only sustainable if it hedges bets against the future e.g., diversification and **planned innovation**, etc.
  - To achieve any of the SDGs, **planned innovation lies at the core**; e.g., equal opportunities for all staff may call for digital training = enhanced productivity
- **Goals** – define the types of innovation required to sustain the business
  - Planned innovation can take place **at any point along the supply chain**; e.g., avoiding carbon taxes by promoting the use of green energy upstream

# Why should business take the SDGs seriously?

- Can the SDGs be achieved by 2030? ***Probably not!***
- Why try? Its like the Climate Change goals – the further away the worse for ***EVERYONE***
- ***Hope (not enough) vs. despair (useless) vs. resolution (essential)***
- Every Biz needs to be resolute about three types of returns
  - **Financial** – revenues and profits
  - **Economic** – higher levels of social welfare such as a healthier and more literate workforce
  - **Social** – achieve good standing within the community and among staff

# The Business Case for Pursuing the SDGs

## The goals and targets

- The role of the business sector is crucial to success or failure – ***targets are something to aim at***
- Build ***a business case and a direction*** that leads to innovation and growth based upon a global shift towards the SDGs – ***e.g., gains from green finance, ESG ratings, meet growing consumer expectations***

## What business can do

- Know the goals and identify those most relevant to the business for ***immediate*** attention
- Know the targets for those goals – ***but set your own too***
- Create ***inhouse Working Groups*** to advise on strategies that work for business
- Form ***FDGs*** to be inclusive and better understand how the issues affect staff and the community
- Examine ***reach-outs and partnerships*** with other bodies domestic and international

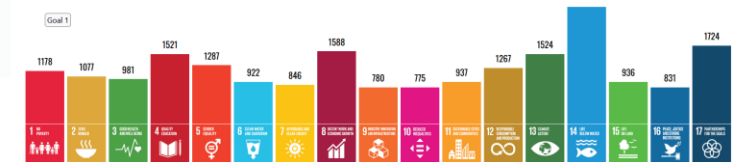
# SDGs for Business Guideline

- 17 goals, far too many targets for anyone to meet them all!  
<https://unstats.un.org/sdgs/indicators/indicators-list/>
  - Many of them are aspirational rather than practical answers or solutions
  - But... businesses can select any that resonate with their focus and add their own practical ideas
  - The three necessary steps are
    - BoD buy-in
    - Identify relevant targets
    - Make staff stakeholders
- 17 slides – each with a link to one of many sources of information
- The challenges of partnerships



# Some useful references for SDGs and Partnerships

- <https://sdgs.un.org/goals> - the 17 SDGs
- <https://sdgs.un.org/partnerships/browse> - the Partnership Platform
- [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=SDG 17 - Partnerships for the goals](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=SDG_17_-_Partnerships_for_the_goals)
- <https://www.unglobalcompact.org/sdgs/17-global-goals>
- <https://unstats.un.org/sdgs/metadata/>



Search

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Select Goal

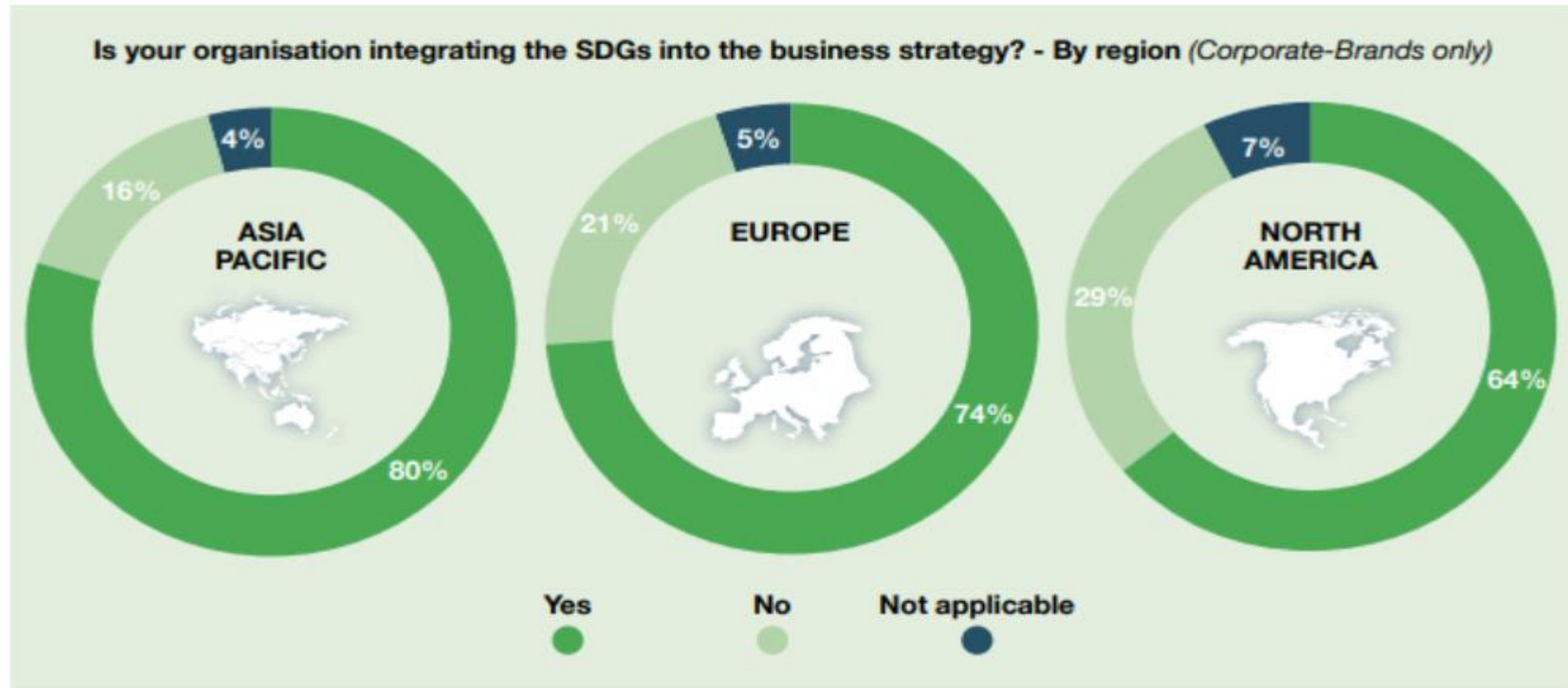
Select Target

Filter Clear Back



EU trend of SDG 17 on partnerships for the goals

The region where there's the highest level of integration within business strategies is Asia/Pacific 80% (76% in 2018 and 66% in 2017) followed by Europe 74% (74% in 2018 and 59% in 2017), and finally North America 64% (61% in 2018 and 56% in 2017).



**What has been the most challenging aspect of integrating the SDGs into the business strategy? (Corporate-Brands only)**

Funding to support the program implementation	Executive buy in / Integrating into operations	Raising awareness and importance at C-level	Educating suppliers and integrating across the supply chain
Lack of prioritisation from key and vocal stakeholders	Clear standards and benchmarks	Aligning metrics, measuring progress and reporting impact	Creating tangible goals that are linked to business success
Mapping the SDGs to financial and investment indicators.	Identifying ROI for initiatives	Aligning SDGs with business KPIs	Balancing short term Cashflow needs with SDGs
	Seeking investment	Political and regulatory issues	

NAME	TYPE	SECTOR	COUNTRY	JOINED ON
PTC Holdings Corp.	Small or Medium-sized Enterprise	Diversified	Philippines	2022-11-11
Tae sung Phil's.Co.,Inc.	Small or Medium-sized Enterprise	Industrial Metals & Mining	Philippines	2022-09-20
Prestige Quality Paper Products Corporation	Small or Medium-sized Enterprise	Forestry & Paper	Philippines	2022-08-23
SGV & Co (EY Philippines)	Company	Diversified	Philippines	2022-08-16
Nordic Chamber of Commerce of the Philippines	Business Association Local	Not Applicable	Philippines	2022-08-11
Converge Information and Communications Technology Solutions, Inc.	Company	Fixed Line Telecommunications	Philippines	2022-04-19
MERALCO (Manila Electric Company)	Company	Electricity	Philippines	2021-05-04
Pure Essentials Specialist Corp.	Small or Medium-sized Enterprise	Household Goods & Home Construction	Philippines	2021-04-19
Ove Arup & Partners Hong Kong Limited – Philippines Branch	Small or Medium-sized Enterprise	Construction & Materials	Philippines	2021-03-29
I-Metrics Asia-Pacific Corporation	Small or Medium-sized Enterprise	Software & Computer Services	Philippines	2021-03-26
Nickel Asia Corporation	Company	Mining	Philippines	2021-03-02
Philippine International Studies Organization (PHISO)	NGO Local	Not Applicable	Philippines	2021-02-16

NAME	TYPE	SECTOR	COUNTRY	JOINED ON
Metro Pacific Investments Corporation	Company	Diversified	Philippines	2020-11-17
BAYO MANILA INC.	Company	General Retailers	Philippines	2020-10-12
GMA Network, Inc.	Company	Media	Philippines	2020-03-13
Aboitiz Equity Ventures Inc.	Company	Financial Services	Philippines	2020-03-02
Smart Communications, Inc.	Company	Mobile Telecommunications	Philippines	2020-02-20
PLDT, Inc.	Company	Fixed Line Telecommunications	Philippines	2020-02-19
SAP Philippines Inc.	Company	Software & Computer Services	Philippines	2019-10-11
Morination Agricultural Products	Small or Medium-sized Enterprise	Food Producers	Philippines	2019-09-05
Globe Telecom, Inc.	Company	Mobile Telecommunications	Philippines	2019-08-15
SM Investments Corporation	Company	Diversified	Philippines	2019-03-26
Association of Development Financing Institutions in Asia and the Pacific	NGO Global	Not Applicable	Philippines	2018-08-15
World Relations Organization for Justice, Peace and Development, Inc.	NGO Global	Not Applicable	Philippines	2018-06-05



NAME	TYPE	SECTOR	COUNTRY	JOINED ON
International Care Ministries Foundation, Inc.	NGO Global	Not Applicable	Philippines	2018-02-09
Eastern Caribbean-Southeast Asia Economic and Cultural Chamber	Business Association Global	Not Applicable	Philippines	2017-05-12
Ayala Corporation	Company	Diversified	Philippines	2017-03-28
OMON Group Inc.	Small or Medium-sized Enterprise	General Industrials	Philippines	2017-03-24
German-Philippine Chamber of Commerce and Industry, Inc. (GPCCI / AHK Philippinen)	Business Association Local	Not Applicable	Philippines	2016-11-29
Fostering Education & Environment for Development (FEED), Inc.	Foundation	Not Applicable	Philippines	2016-08-02
Jaime V. Ongpin Foundation, Inc.	NGO Local	Not Applicable	Philippines	2015-11-09
Subic International Management and Consultancy, Inc.	Small or Medium-sized Enterprise	Support Services	Philippines	2014-12-10
ADEC Innovations Corporation	Small or Medium-sized Enterprise	Software & Computer Services	Philippines	2014-07-24
Manila Doctors Hospital	Company	Health Care Equipment & Services	Philippines	2014-06-11
Atlas Metal Products MFG Co Inc	Company	General Industrials	Philippines	2014-04-21
Bolton International, Inc.	Company	Support Services	Philippines	2013-10-04

42 results

10 per page ▾

NAME	TYPE	SECTOR	COUNTRY	JOINED ON
<a href="#">Peace Without Limits (PWL) International Organization</a>	NGO Global	Not Applicable	Philippines	2013-02-12
<a href="#">Philake Metal Corporation</a>	Company	General Industrials	Philippines	2012-05-07
<a href="#">Shinkozan Corporation</a>	Company	Industrial Engineering	Philippines	2012-04-11
<a href="#">Philippine Marketing Association</a>	Business Association Local	Not Applicable	Philippines	2009-06-30
<a href="#">ECPAT Philippines</a>	NGO Local	Not Applicable	Philippines	2003-05-21
<a href="#">Mabuhay Vinyl Corporation</a>	Small or Medium-sized Enterprise	Chemicals	Philippines	2002-05-30

<https://sdgs.un.org/goals/goal1>



- The *Poverty Footprint: A People-centred Approach to Assessing Business Impacts on Sustainable Development* is an assessment tool
- Emphasizes stakeholder engagement and partnerships between companies and civil society as a means for establishing pro-poor business strategies.



[https://www.unglobalcompact.org/docs/issues\\_doc/development/SDGMatrix-ConsumerGoods.pdf](https://www.unglobalcompact.org/docs/issues_doc/development/SDGMatrix-ConsumerGoods.pdf)



- Rising numbers going hungry from food insecurity from 2014 and the onset of the COVID-19 pandemic made it worse
- The war in Ukraine has badly disrupted global food supply chains
- World Resources Institute led a multistakeholder global standards initiative to measure 'food and waste' supply chains

<https://www.unglobalcompact.org/library/5972>



- *Nine Business Practices for Improving Safety and Health Through Supply Chains and Building a Culture of Prevention and Protection*
- The brief focuses on the role that businesses can play in ensuring safe and healthy workplaces, especially when operating in countries with deficient national safety and health and employment injury protection schemes.

[https://www.unglobalcompact.org/library/search?utf8=%E2%9C%93&search%5Bkeywords%5D=&search%5Bsustainable\\_development\\_goals%5D%5B%5D=31&search%5Bcontent\\_type%5D=&search%5Bsort\\_field%5D=](https://www.unglobalcompact.org/library/search?utf8=%E2%9C%93&search%5Bkeywords%5D=&search%5Bsustainable_development_goals%5D%5B%5D=31&search%5Bcontent_type%5D=&search%5Bsort_field%5D=)



- **ILO Helpdesk for Business on International Labour Standards** = one-stop shop for businesses and workers to understand the application of labour standards
- Family-friendly workplaces: policies and practices to promote decent work along supply chains – working conditions have a significant impact upon business productivity and wellbeing
- Achieving decent work and inclusive growth: the business case for social dialogue – ILO provides working examples of successful outcomes

<https://www.unglobalcompact.org/take-action/action/womens-principles>



Take action across all seven Principles:

- Principle 1: Establish high-level corporate leadership for gender equality
- Principle 2: Treat all women and men fairly at work – respect and support human rights and nondiscrimination
- Principle 3: Ensure the health, safety and well-being of all women and men workers
- Principle 4: Promote education, training and professional development for women
- Principle 5: Implement enterprise development, supply chain and marketing practices that empower women
- Principle 6: Promote equality through community initiatives and advocacy
- Principle 7: Measure and publicly report on progress to achieve gender equality

<https://www.unglobalcompact.org/what-is-gc/our-work/environment/water>



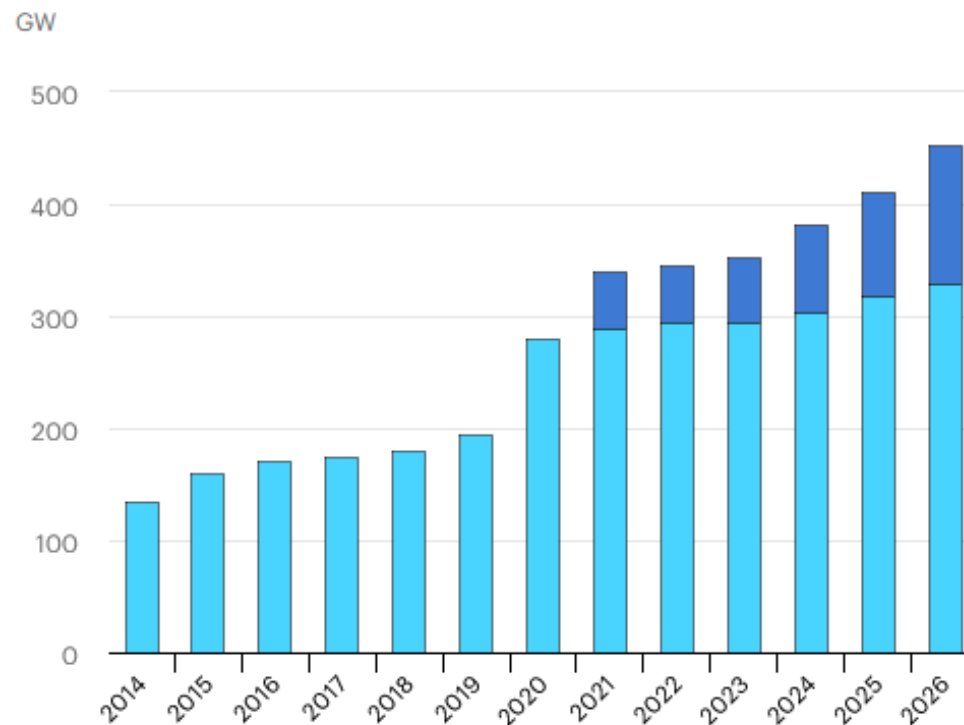
Water-related business risks are generally placed in three broad categories:

- **Physical risk** – Relates to water quantity (scarcity and flooding) and water quality that is unfit for use (pollution)
- **Reputational risk** – Relates to the impact on a company's brand and can influence customer purchasing decisions
- **Regulatory risk** – Relates to the capacity of government to manage water effectively and sustainability

<https://www.iea.org/fuels-and-technologies/renewables>



Annual renewable electricity capacity additions, main and accelerated cases, 2014-2026



But < 20% of energy demand by 2030

<https://www.un.org/development/desa/disabilities/envision2030-goal8.html>



- Achieve productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.
- Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.
- Target 8.7 | End Modern Slavery, Trafficking and Child Labour
- Target 8.A | Increase Aid for Trade Support

<https://www.globalgoals.org/goals/9-industry-innovation-and-infrastructure/>



- Increase the access of small-scale industrial and other enterprises to financial services, including affordable credit, and their integration into value chains and markets.
- Develop sustainable and resilient infrastructure, including regional and transborder infrastructure
- Retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes



<https://www.globalgoals.org/goals/10-reduced-inequalities/>



- Training workshops on business digitalisation and e-commerce skills especially among women and youth of MSMEs
- Is your company committed to achieving Goal 10 and is there a holistic strategy to do so? Does it reach out into the wider community?
- Are the Board of Directors whole-heartedly supporting the strategy? Do they seem the benefits in terms of finances (lower staff turnover, enhanced skills and commitment) and in terms of economic/social benefits to the staff and the community?

<https://sdgs.un.org/topics/sustainable-transport>



- The transport sector is a major emitter of GHGs so green transport will be a particularly important role in the achievement of the Paris Agreement
- Shift to BEVs (battery electric) and HFVs (hydrogen fuel cells) – see <https://www.linkedin.com/in/john-ure-262655/recent-activity/>
- BUT... the production of electricity and hydrogen can be very polluting ...
- Need to promote renewable sources of energy
- Recycling end product is a challenge

<https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>



- An estimated 1/3<sup>rd</sup> annually of all food produced – equivalent to 1.3 billion tonnes worth around \$1 trillion – ends up rotting in the bins of consumers and retailers or spoiling due to poor transportation and harvesting practices.
- If people worldwide switched to energy efficient light bulbs the world would save US\$120 billion annually.
- Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.
- Every company can reduce and recycle waste and encourage consumers likewise

<https://www.seforall.org/support-us>



- COP27 – Not much time left?
- The news from the UN’s *Emissions Gap Report 2022* that “the international community is falling far short of the Paris goals, with no credible pathway to 1.5°C in place” is bleak reading.
- But .... *if we act now*, we can still be on track for the goals of the Paris Agreement? What’s to lose? EVERYTHING!
- Promote renewables, discuss transitions such as carbon taxes, carbon trading schemes and green finance

<https://www.un.org/sustainabledevelopment/water-and-sanitation/>



- Decades of poor management and overextraction of groundwater and contamination of freshwater supplies have exacerbated water stress.
- Water-related ecosystems and water scarcity caused by climate change, underinvestment in water and sanitation and insufficient cooperation on transboundary waters.
- Good water management should not only focus upon clean water and conservation of fish stocks, but also cross-border cooperation to avoid conflicts

<https://sdgs.un.org/goals/goal15>



- Protect forests – for the flora, the fauna and to absorb carbon naturally
- Deforestation raises temperatures, and threatens slips
- Maintain the fertility of agricultural soil
- Maintain irrigation and flood defences
- Maintain bio-diversity to protect society from extinctions and loss of knowledge for the future benefit of medicines and cures
- Every company can find ways to support the above, including in their own supply chains

<https://www.un.org/sustainabledevelopment/peace-justice/>





- Among the institutions around the world most affected by corruption are the judiciary and police
- Corruption, bribery, theft and tax evasion annually cost some \$1.26 trillion for developing countries
- The rule of law is the foundation of sustainable and equitable development
- 1 in 3 internet users worldwide is a child and 800 million of them use social media. Any child can become a victim of online violence.

<https://www.globalgoals.org/goals/17-partnerships-for-the-goals/>



- Partnerships offer access to new knowledge, skills and resources
- Partnerships scale-up what any one organisation can achieve on its own
- Partnerships reach out to communities/civil society as well as other enterprises
- Partnerships bridge the private and public sectors
- Partnerships bridge national and international enterprises/governments/International Development Agencies (IDAs)



<p><b>Example</b></p> 	<p>The Farm to Market Alliance (FtMA) is a public-private consortium of eight leading agro-businesses and institutions formed to make markets work better for smallholder farmers. FtMA employs a comprehensive value chain approach to transform existing agricultural practices through providing smallholder farmers with access to predictable markets, affordable finance, quality farming inputs and effective agricultural technologies.</p>
<p><b>Example</b></p> 	<p>Creating 'no-take' zones in marine protected areas are essential to increase depleted fish stocks. However, many fisherman and their families rely on fishing for their income and, with no alternative, ignore a government-mandated ban. Bringing in the local fishing communities as partners to both plan and monitor the no-take zone, along with agencies that can work with the communities to develop alternative livelihoods results in a holistic, implementable and viable solution.</p>
<p><b>Example</b></p>	<p>GSK and Save the Children are working together, combining GSK's scientific expertise and resource with Save the Children's on-the-ground knowledge to develop medicines adapted to the ailments and local conditions of children in the poorest countries.</p>

## Weighing the costs of partnership

As well as assessing the expected value from a partnership, organisations must assess the likely costs involved. In addition to typical project implementation costs, there will be partnership transaction costs involved. Clearly, all partnership arrangements will involve increased staff time to negotiate and develop the partnership as well as to manage the relationship with partners. They will also likely require other 'hard' costs such as additional travel, external facilitation and meeting costs, as well non-tangible costs such as social and political capital.

TRANSACTION COSTS	IMPLEMENTATION COSTS		
Partnerships can take a significant amount of time both to develop and to manage, requiring staff time, social and political capital and some 'hard costs'	<b>Staff time</b> All staff time plus overheads / full cost recovery	<b>'Hard' costs</b> Money and other resources with a financial value (e.g. travel, office space, equipment etc.)	<b>Non-tangible</b> Social and political capital used in implementation

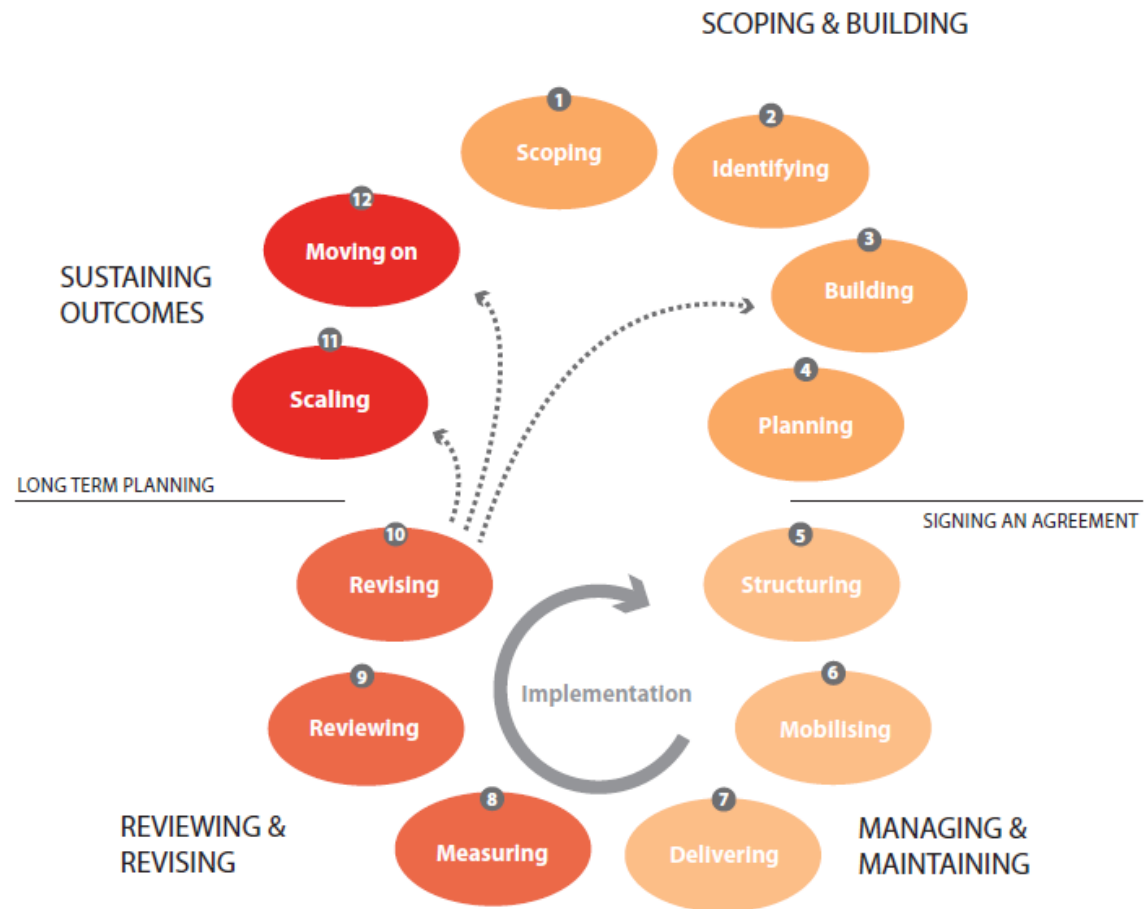
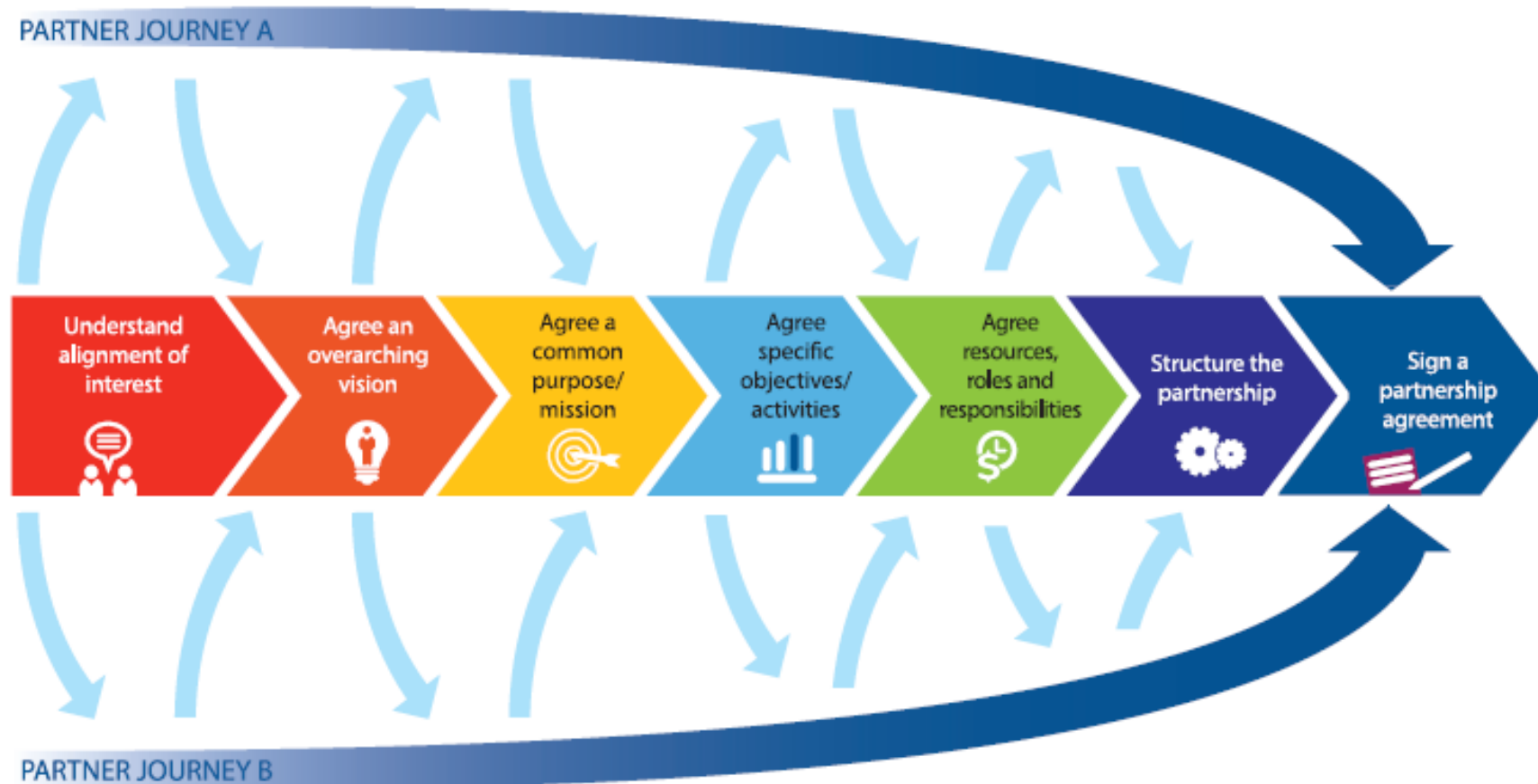
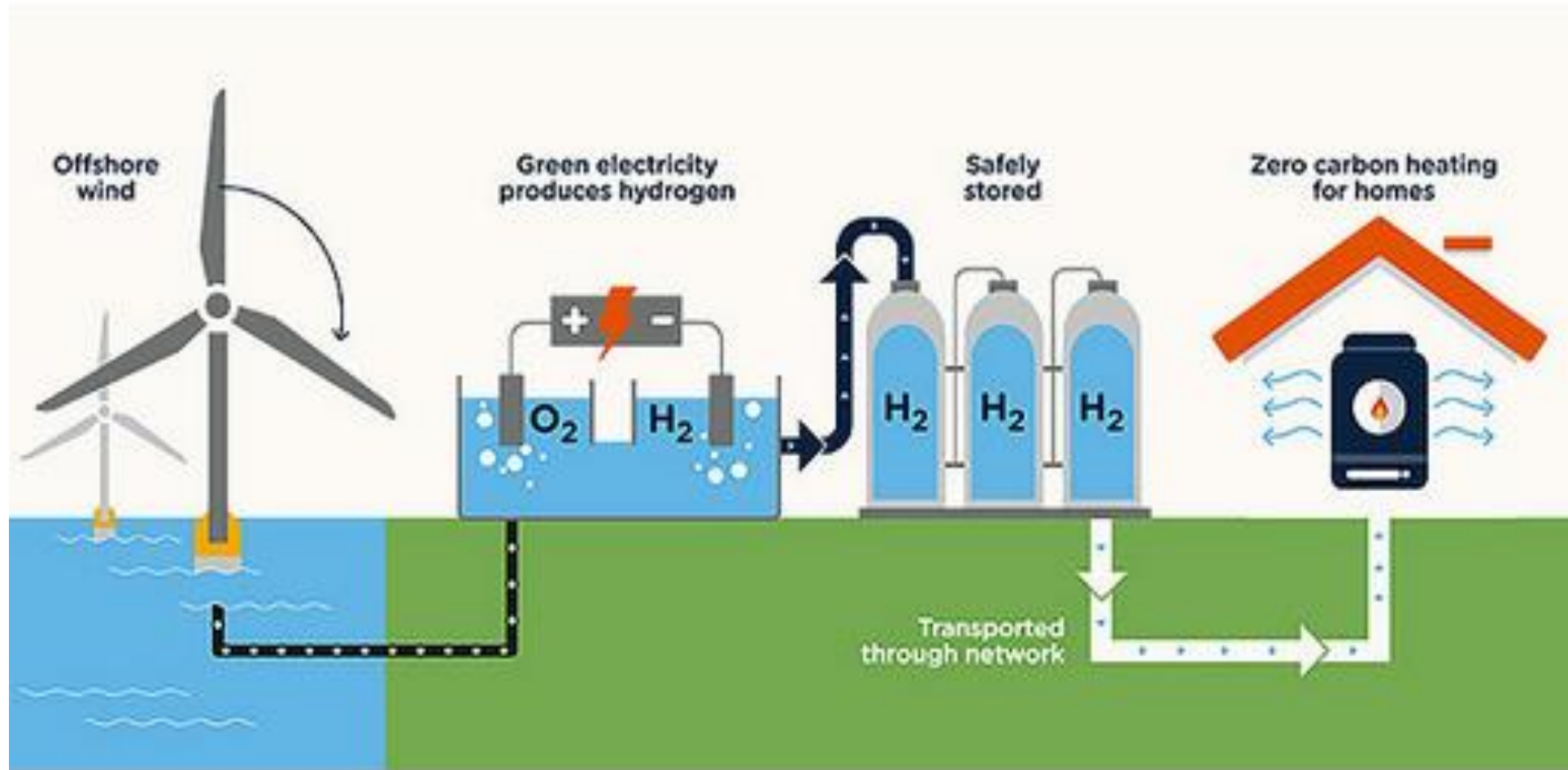


Figure 4: The Partnership Journey



- **Blackstone owned group told to end use of child labour**
- A sanitation company owned by private equity group Blackstone has been ordered to stop using child labour after federal investigators allegedly found workers as young as 13 employed in abattoirs in Nebraska and Minnesota, including some who had suffered serious chemical burns. (Financial Times 14<sup>th</sup> Nov 2022)

Green hydrogen production = energy (IN) + electrolysis/ $\text{H}_2\text{O} \Rightarrow \text{H}_2 + \text{O}$   
(For homes also read vehicles)



In the fuel cell = electrolysis +  $0 + \text{H}_2 = \text{energy (OUT)} + \text{H}_2\text{O}$

