

Sustainable Development Goals (SDGs) PwC Survey Highlights

Helena Athoussaki – Head of sustainability centre



Sustainable Development Goals (SDGs)

193 governments have agreed to achieve 17 goals tackling major world issues by 2030



SDGs – a great achievement to get to launch

- 1** **193** countries agreeing and committing to achieving common goals
- 2** **17** goals, **169** targets and **230** indicators
- 3** a single framework in one language
- 4** real determination to implement change and measure success real time



Why do the SDGs matter for business?

A new direction for government and business

193 UN member states have signed up to the SDGs - **they will look to business to help achieve them**

Business engagement

Contribution

CEOs will want to know how their business supports or detracts from government's goals.

Fair regulation

Especially if they want to be on the receiving end of 'fair' regulation and a welcoming licence to operate.

Goal congruent

It's not about business implementing the SDG's - it's about business having a strategy that, at the national level, is goal-congruent with government ambition....

Consumers want business to engage

Our approach-Our survey

*To better appreciate the approach **global companies are adopting**, with regard to the SDGs, we conducted two separate surveys past summer – **one for business and another for citizens** – that were promoted through social media and shared with **PwC** clients, United Nations Global Compact (**UNGC**) members and Global Reporting Initiative (**GRI**) members.*

We wanted to know just how aware companies and citizens were of the SDGs and how companies were planning to engage with them.

Why a survey?

The reason is simple and pressing. Following the ratification, governments will formulate new regulation, incentives and strategies to achieve the SDGs, gaining momentum to deliver lasting change.

Expectation is high that business will make a significant contribution to help governments, and society for that matter, achieve the goals.

Smart companies wanting to position themselves as supporters may want to plan now how they can take sustainability and put it at the heart of business growth to stay ahead of their competition.

How is business engaging with the SDGs?

- 1 What are they doing?
- 2 What steps they are taking?
- 3 What are their ambitions?
- 4 What help do they need?

- Business: 986 responses from **90** countries
- Citizen: 2,015 responses from **37** countries



Results at a glance

1

92%

SDG awareness amongst the business community is high (92%) compared to the general population (33% citizens aware of SDGs)

2

Government is seen as having prime responsibility to achieve the SDGs by business and citizens alike (49% of business responders and 44% of citizens ranked government first)

Engagement is high

3

Business has already started to take action:

71%

Despite only 10% business responders ranking business with prime responsibility, 71% business say they are already planning how they will respond to the SDGs.

4

There are distinct gaps in how to engage, especially in areas where tough decisions are required.

13%

Only 13% of businesses have identified the tools they need

29%

Only 29% of businesses are setting goals, but what gets measured gets managed, what's in an objective gets done.

Reason for optimism

*We should be optimistic that
engagement will increase by 2020:*

22% → 4%

22% of business responders say they are doing nothing right now, but this drops to 4% when thinking about what they'll be doing in five years.

Citizens will quickly engage

Citizens grasp the significance:

90%

of citizens believe it is important that business signs up to the SDGs

78%

of citizens said they were more likely to buy the goods and services of companies that had signed up to the SDGs.

Awareness and responsibility

92%

*of businesses are
aware*

33%

of citizens are aware

Prime responsibility to
deliver rests with:

Government



Priorities

Little alignment between businesses and citizens

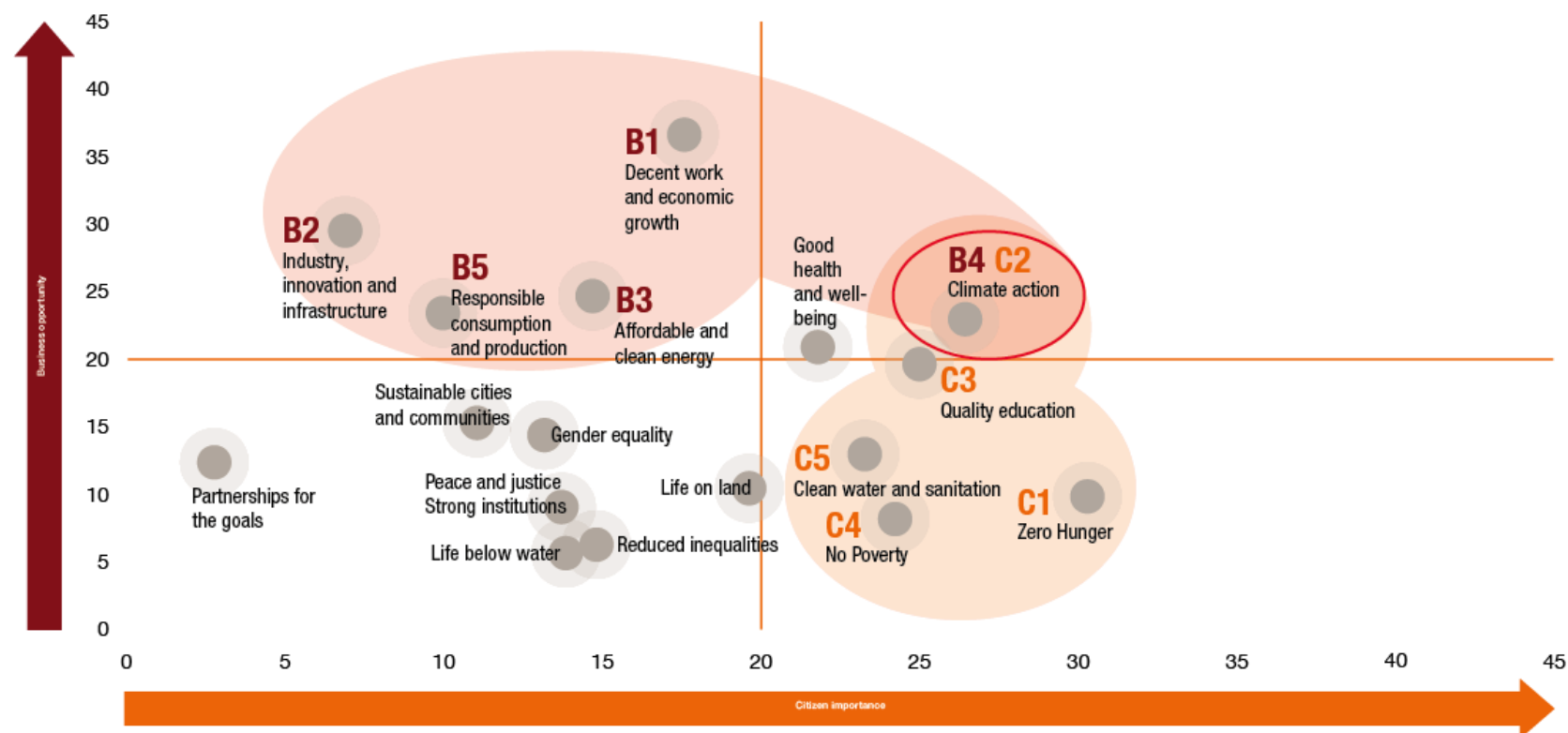


Businesses vs Citizens – differing perspectives

Are business and citizens on the same wave length?

Q. Please rank the five SDGs that could represent a business **opportunity** for your company in the future (mean index score).

Q. From the list below, please rank the five SDGs that you consider most **important** to you (mean index score).



C1-C5 = top 5 ranked SDGs for citizens

B1-B5 = top 5 ranked SDGs for business

Source: PwC SDG Engagement Survey 2015

Focus for business

SDGs – Business impact and opportunity

Q. Please rank the five SDGs where you believe your business (and your value chain) has the greatest impact (mean index score).

Q. Please rank the five SDGs that could represent a business opportunity for your company in the future (mean index score).



Source: PwC SDG Engagement Survey 2015

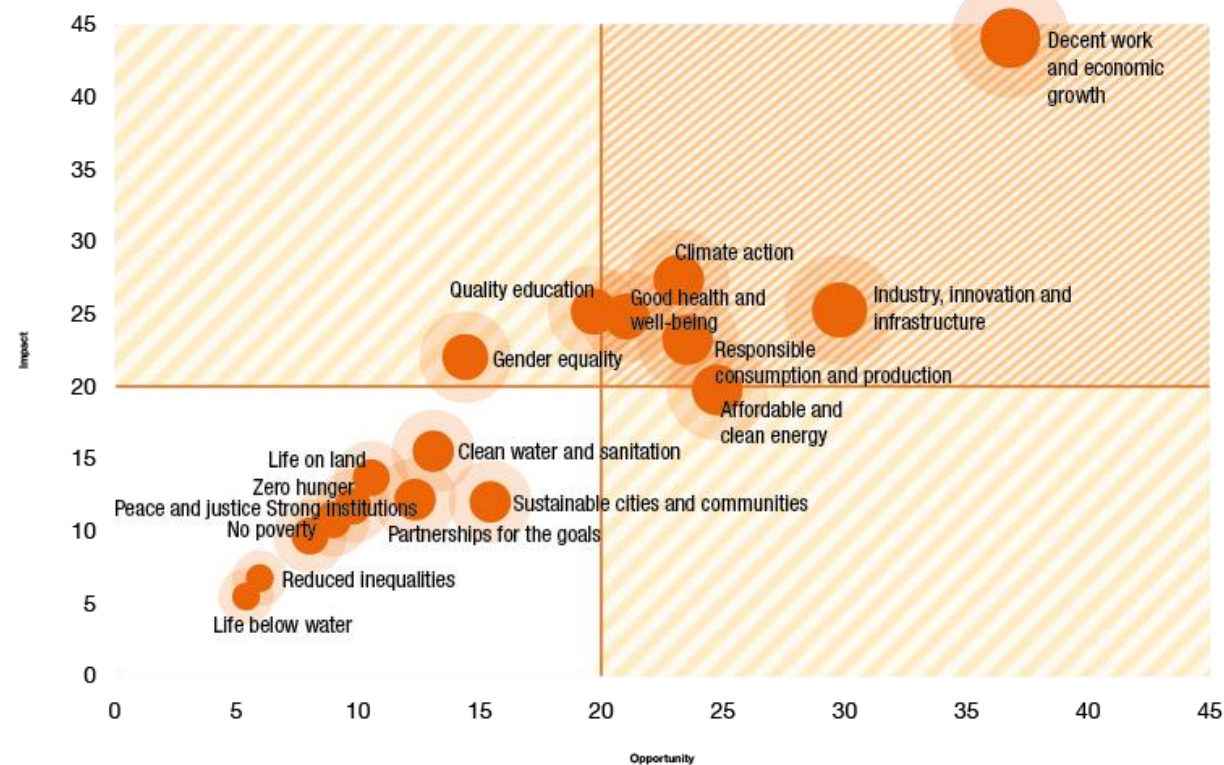
Will risks be missed?

Mapping WEF Global risks against business priorities

Comparing WEF Risks 2015 against business perspectives on SDGs

Q. Please rank the five SDGs where you believe your business (and your value chain) has the greatest **impact** (mean index score).

Q. Please rank the five SDGs that could represent a business **opportunity** for your company in the future (mean index score).



Source: PwC SDG Engagement Survey 2015; World Economic Forum, The Global Risk Report 2015



How are businesses planning

Business is planning how to assess their impact on the SDGs

Q. How do you plan to assess your impact on the SDGs?



Engaging with the SDGs

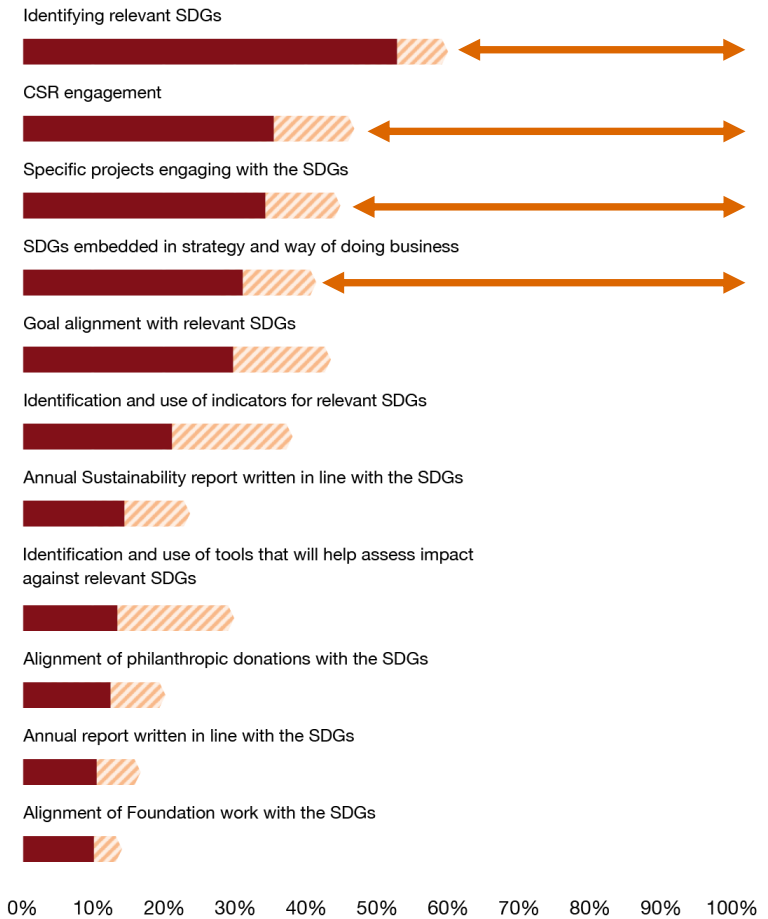
Much activity is already underway with clear priorities over the next five years.

But is the ambition high enough? After five years, there's still a significant gap in action to bridge.

At what point do conversations about strategy always factor in the implications for achieving one or more SDGs?

What action can we expect to see from business by 2020?

- Q. What action is your business taking to prepare for the launch of the SDGs?
- Q. What action do you think your business will be taking within the next five years to implement the SDGs i.e. what is your vision?



Customers have great expectations

90% citizens expect business to sign up to the SDGs

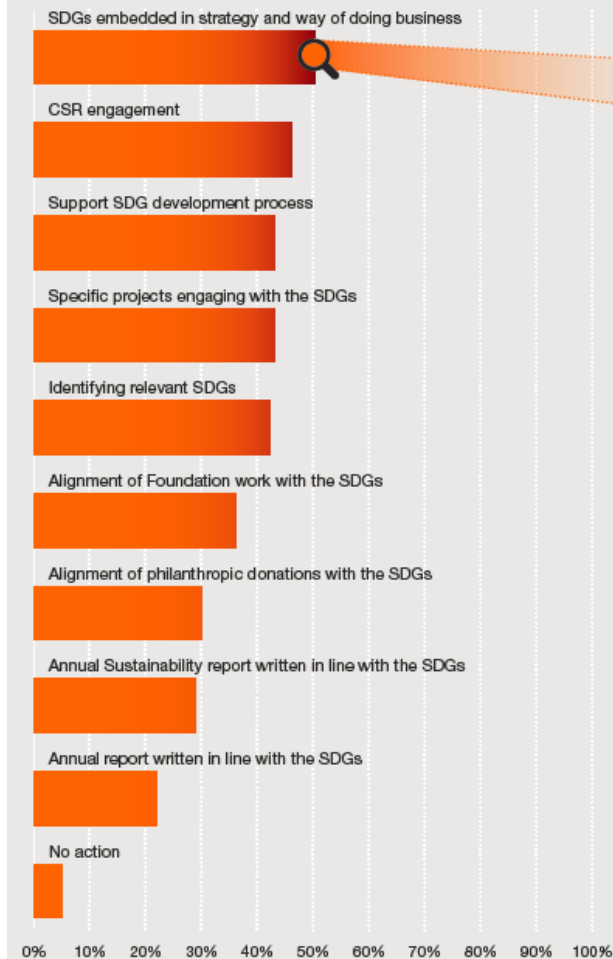
50% expect business to embed them into their strategy - higher in some countries i.e. Malaysia and UK

But only **31%** of business is working on this now and only **41%** think they will have done it within 3 years.

78% said they would change their buying behaviour because of SDGs public engagement has the potential to be high.

Figure 13: Citizens expect business to take action

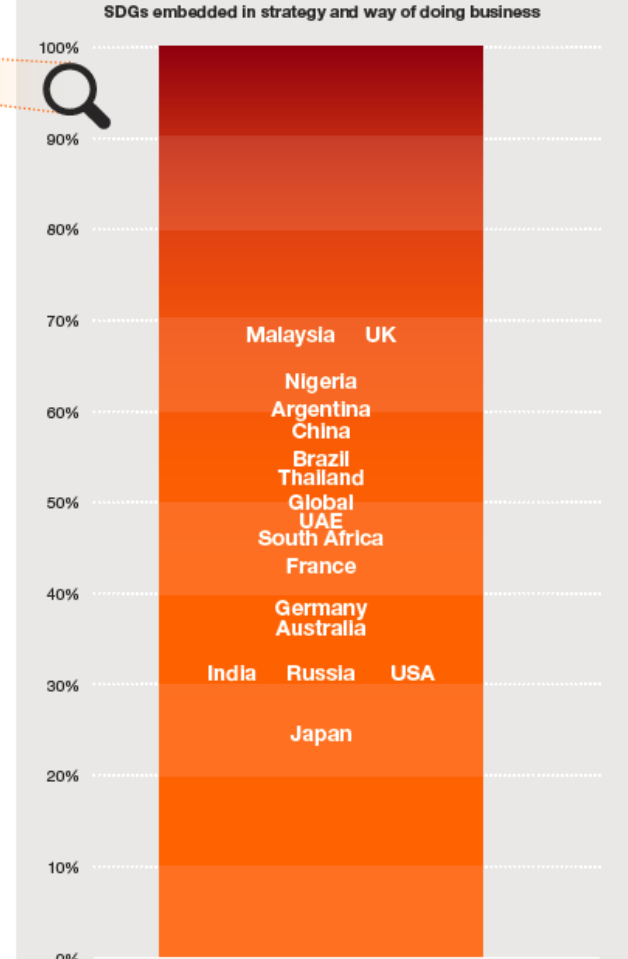
Q. What actions do you think businesses should be taking to support the SDGs?



Source: PwC SDG Engagement Survey, 2015

Figure 14: Citizens have high expectations

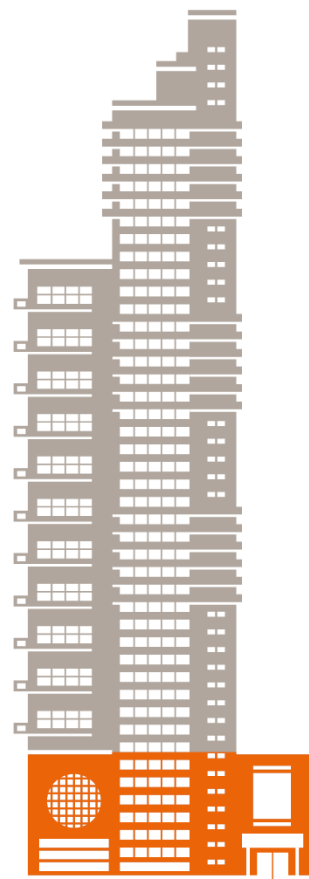
Q. What action do you think businesses should be taking to support the SDGs?



Source: PwC SDG Engagement Survey, 2015

Barriers to engagement

What's stopping business engaging?



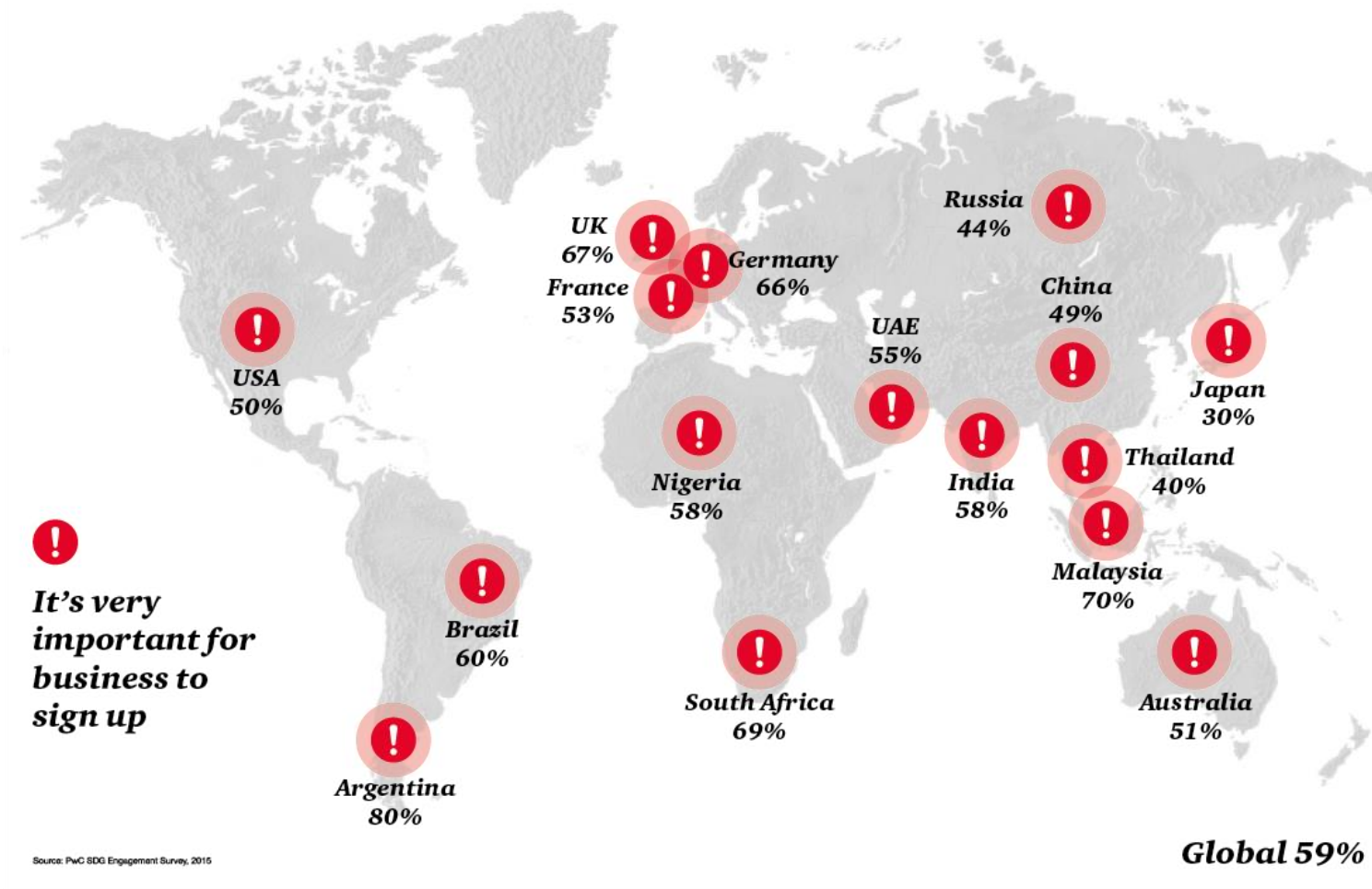
13%
of the companies surveyed have identified the tools that will help them assess their impact against the SDGs

Source: PwC SDG Engagement Survey, 2015

Citizens think it very important for business to sign up to the SDGs

Citizens think it's very important that business signs up to the global goals

Q. Having read the UN's Sustainable Development Goals, how important do you think it is that business sign up to these goals? (% selected 'very important')



Potential for consumer pressure

SDGs influence buying behaviour

Q. If you knew that an organisation had signed up to the UN's Sustainable Development Goals, would that make you more or less likely to use their goods or services? (% responding likely or very likely)



Source: PwC SDG Engagement Survey, 2015

Why do the global goals matter for business?



*“Now is the time to **mobilize the global business community as never before**. Trillions of dollars in public and private funds are to be redirected towards the SDGs, **creating huge opportunities** for responsible companies to deliver solutions. ”*

Business has a fundamental role in the delivery of a thriving society in a thriving environment



84% of CEOs said
that they are
expected to address
wider stakeholder
needs



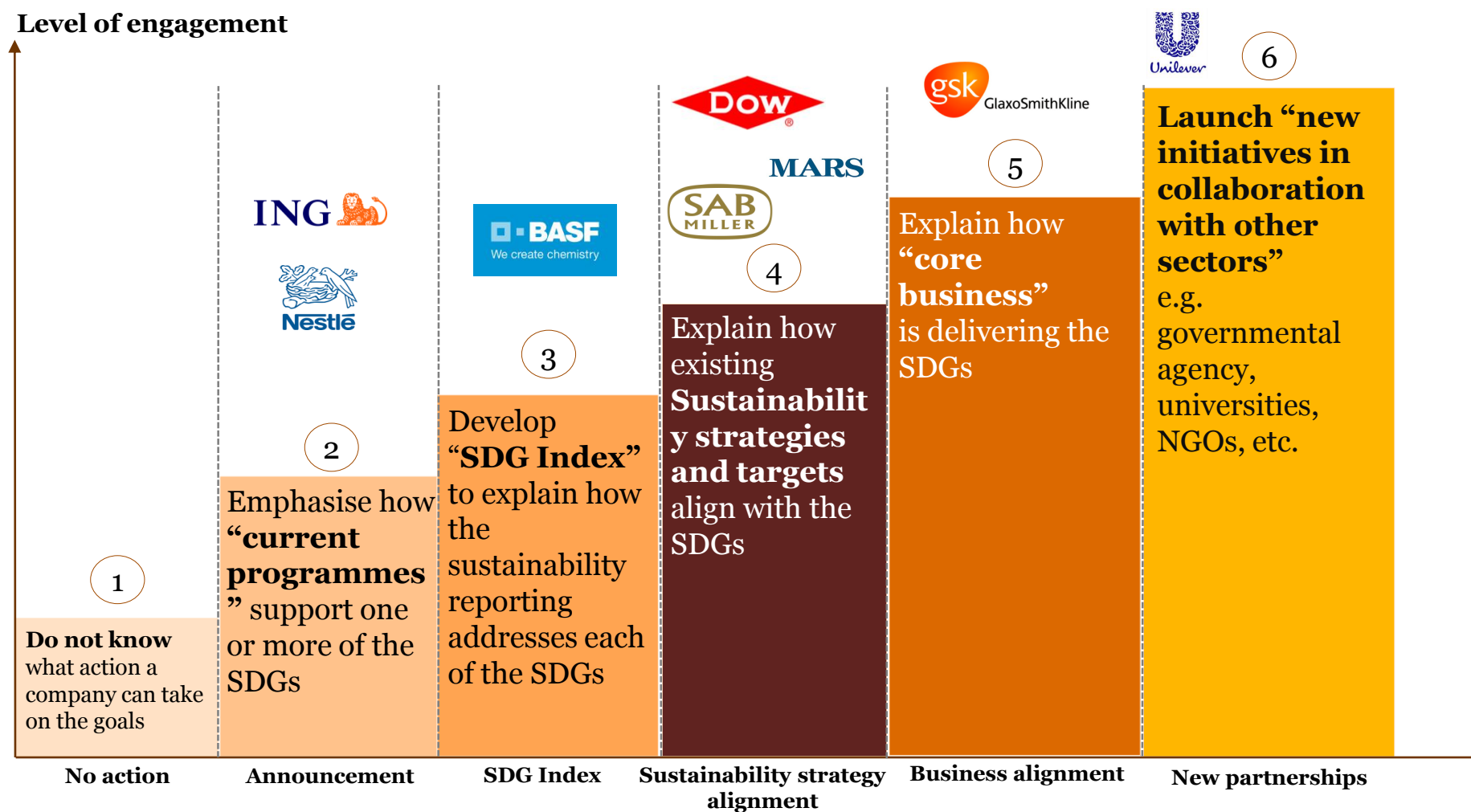
76% of CEOs say
business success is
about more than just
financial profit



52% of CEOs say
creating value for
wider stakeholders
drives profitability

What good looks like – best practices from around the world

How are companies responding to the 17 Sustainable Development Goals?



Nestlé and ING emphasise how their current programmes support some of the SDGs



BASF developed SDG Index to explain how its sustainability reporting addresses each of the SDGs

Level of engagement

Sustainable Development Goals	Contribution of BASF
SDG 1: End poverty in all its forms everywhere	Sustainable Economic Growth
SDG 2: End hunger, achieve food security and improved nutrition, and promote sustainable agriculture	Food fortification Food security through sustainable agriculture
SDG 3: Ensure healthy lives and promote well-being for all at all ages	Global Public Health Corporate Health Management
SDG 4: Ensure inclusive and equitable quality education and promote life-long learning opportunities for all	Improve education for a secure future
SDG 5: Achieve gender equality and empower all women and girls	Diversity & Inclusion
SDG 6: Ensure availability and sustainable management of water and sanitation for all	Sustainable use of water
SDG 7: Ensure access to affordable, sustainable, and reliable modern energy for all	Wind Energy
SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	Investing sustainably
SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	Innovation
SDG 10: Reduce inequality within and among countries	Connected to care
SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable	Sustainable construction

3

Develop
“SDG Index”
to explain how
the
sustainability
reporting
addresses each
of the SDGs

BASF welcomes the SDGs and supports the UN in making our planet more sustainable. The SDGs are of great importance to BASF, as a globally-active company that **contributes to a sustainable future with its innovations**. This applies especially to SDGs that are related to:

- **Hunger,**
- **Clean water and sanitation,**
- **Renewable energy,**
- **Good jobs and economic growth,**
- **Innovation and infrastructure**
- **Sustainable cities and communities,**
- **Responsible consumption and production patterns,**
- **Climate action and**
- **Partnering.**



No action

Announcement

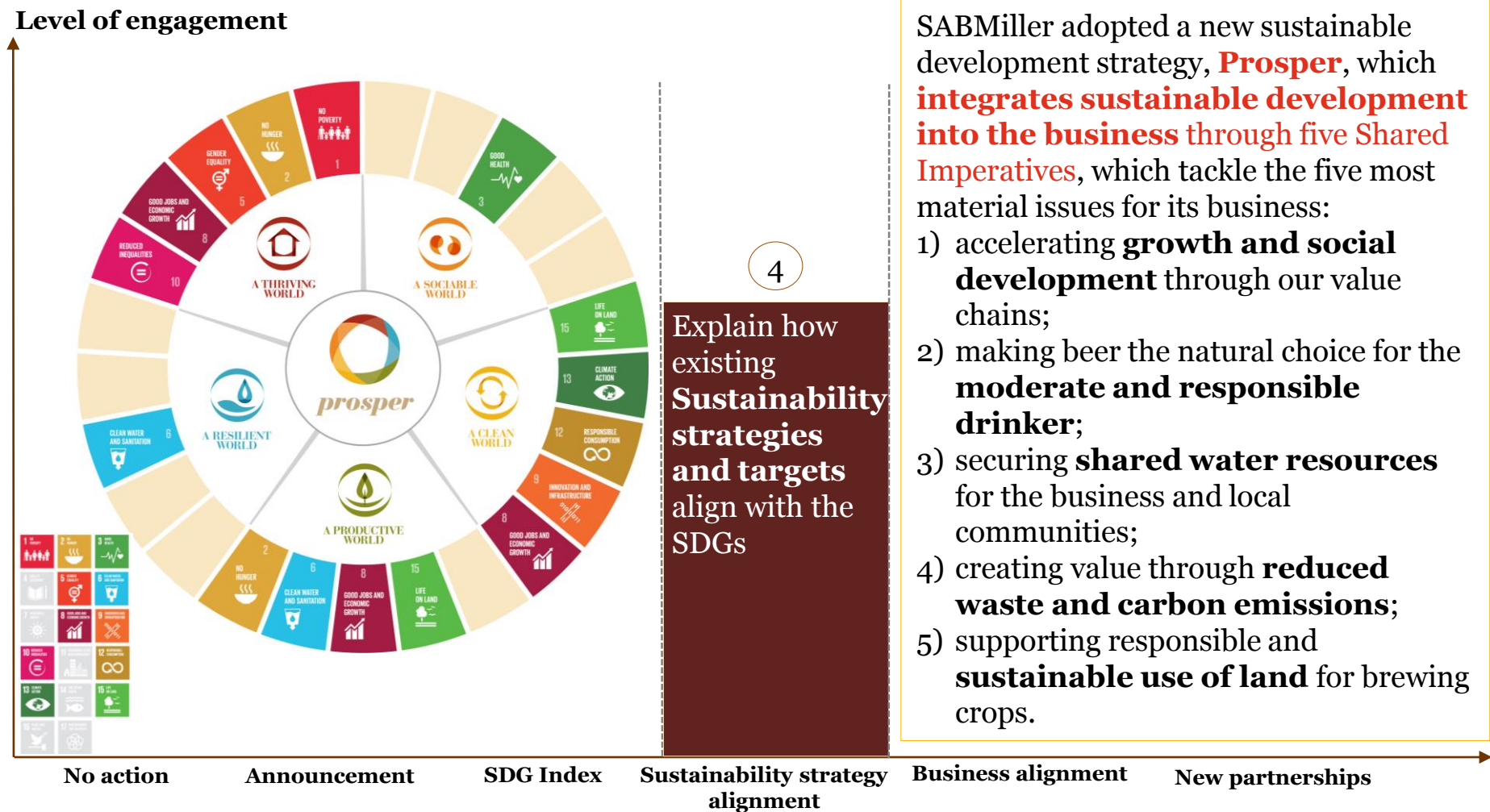
SDG Index

Sustainability strategy
alignment

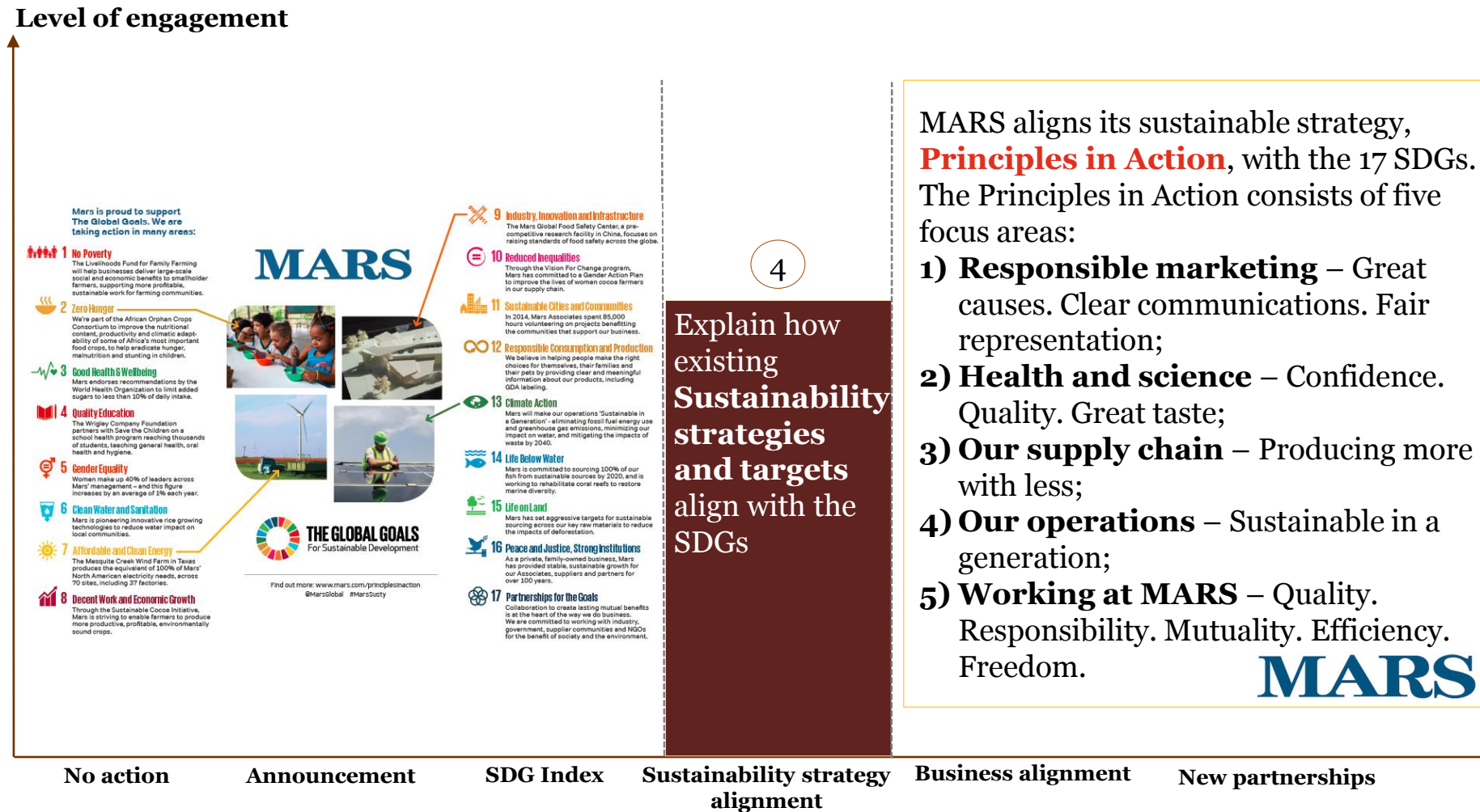
Business alignment

New partnerships

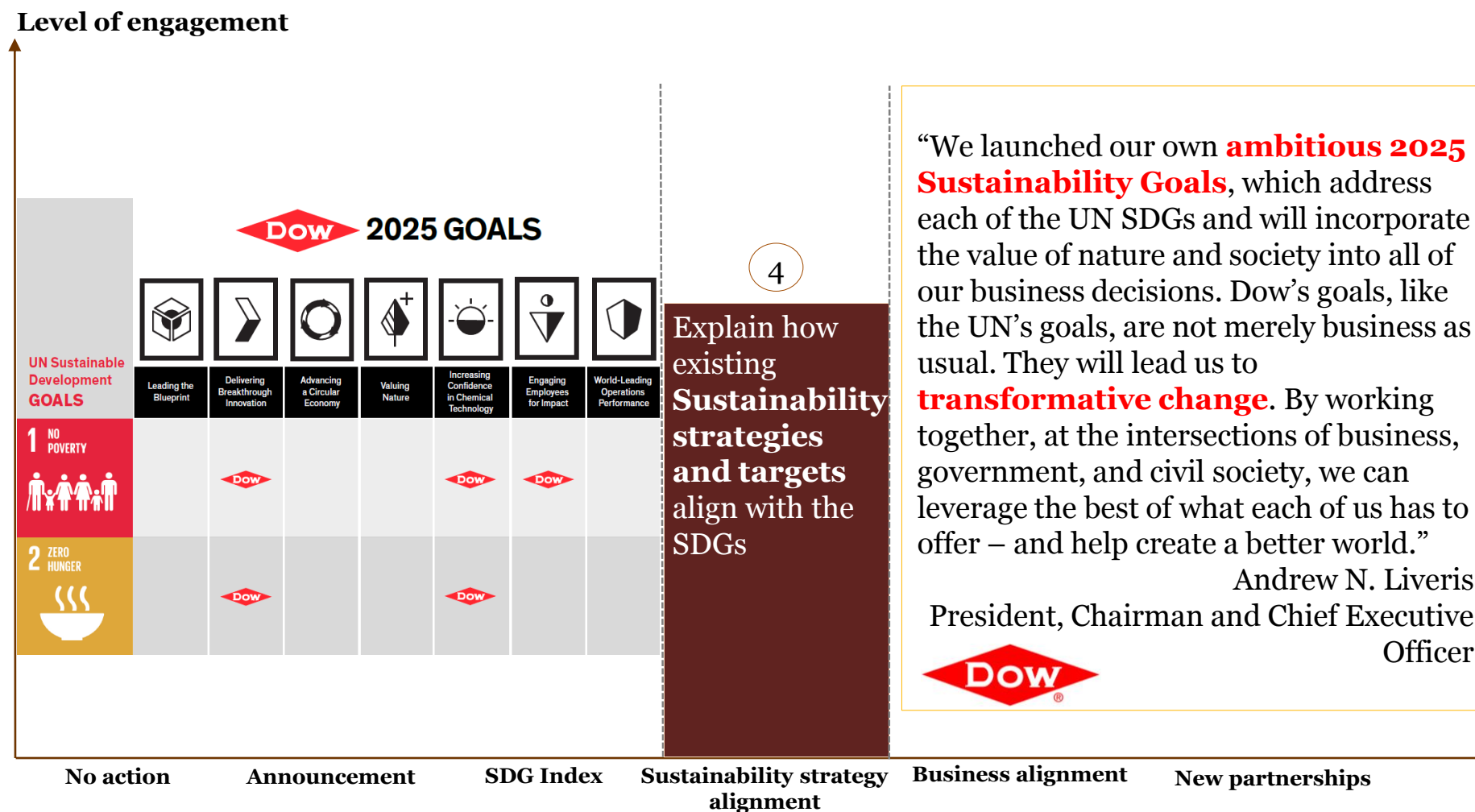
SABMiller, MARS and Dow explain with infographics on how their sustainability strategies align with SDGs



SABMiller, MARS and Dow explain with infographic on how their sustainability strategies align with SDGs



SABMiller, MARS and Dow explain with infographic on how their sustainability strategies align with SDGs



GSK has gone beyond CSR strategy alignment and showed how their core business is delivering on the SDGs

Level of engagement

GSK is fully committed to **expand patient access to medicines and services while preserving incentives for future innovation and sustainability**. The company does this by pursuing flexible **business models focused on both innovation and access** including open innovation approaches, tiered pricing and working in public-private partnerships. Its contributions in alignment with SDGs include:

- 1) Achieve Universal Health Coverage (UHC)
- 2) End preventable deaths of newborns and children under-five
- 3) Support frontline health workers
- 4) End the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases (NTDs)
- 5) Support R&D of vaccines and medicines for diseases of developing countries
- 6) Reduce premature mortality from non-communicable diseases (NCDs)
- 7) Manage environmental impacts



5

Explain how
“**core business**”
is delivering the
SDGs

Our commitment to sustainable development

As a science-led healthcare company, GSK has an important role to play in improving the health and well-being of millions of people around the world. We want to help people to do more, feel better and live long healthy lives, wherever they are in the world.



No action

Announcement

SDG Index

Sustainability strategy
alignment

Business alignment

New partnerships

Unilever launched new initiatives to deliver the SDGs through partnership with various sectors

Level of engagement

Justine Greening, **UK Secretary of State for International Development (DFID)**, President Bill Clinton, **Founder of the Clinton Foundation**, and Paul Polman, **CEO of Unilever**, announce a new partnership – **Transform** – to create jobs, increase incomes, and improve the health and well-being of 100 million people in developing countries by 2025:

- A five year, minimum £10 million, initiative
- Focus on **water, sanitation and hygiene**, with the potential to expand to **household energy**
- Identify and develop **social business models** that serve low-income households
- Contribute to the **evidence base** around behaviour change, with a focus on digital and mobile, to improve health and well-being on a large scale

All three organizations will engage their global teams across Africa and South Asia in a **collaborative process** to:

- Identify commercially **viable investments**,
- Provide **capital**, and
- Deliver **technical expertise** and **capacity building** to support Transform.

6

Launch “new initiatives in collaboration with other sectors”

e.g.
governmental agency,
universities,
NGOs, etc.



No action

Announcement

SDG Index

Sustainability strategy
alignment

Business alignment

New partnerships

How business can address SDGs



Key questions for business ...

1

SDGs are complex.
And so is your business.
Where do you start?

3

Governments will
look to the business
community to support
their goals. Will you
be ready?

2

Consumers have high
expectations. Real
pressure to perform.
How will you match up?

4

Business impact on
SDGs will shape long
term strategy. What
does your board think
about the SDGs?

Global Goals Business Navigator

Overview



PwC's SDG tool combines elements of over 400 statistical sources with detailed understanding of the targets and indicators that underpin the SDGs.

The tool will allow a business to:

- **Evaluate which SDGs** they can best contribute to
- **Identify the significant risks** (i.e. where business activities hinder governments more than help) in relation both to core products and activities and more broadly across the supply chain, on a country by country basis
- **Identify the potential opportunities** (i.e. where business activities could help significantly more) in relation to core products and activities and the wider supply chain, on a country by country basis.

SDG Selector app...business relevant information on our website



SDG Selector

It's easy to think that the SDGs are something for governments to deliver, after all it was 193 governments that agreed to them. But delivering the goals will have an impact on business - governments will introduce new policy, regulation, incentives and taxes to drive new behaviours. So expectations are high that business will play a key role in helping to achieve the Goals. CEOs will want to know how their business helps or hinders the SDGs being delivered and identify opportunities too.

Which SDGs are relevant to you and your business? Please select by one of the following: industry OR country OR theme

Industry Impact:

(business has the greatest impact on these SDGs)

Industry Opportunity:

(business sees the greatest potential opportunity)

Country:

Theme:

We're the official knowledge partner at the Responsible Business Forum on Sustainable Development 2016. If you're attending, [click here](#) to confirm your workshop choice.

At PwC, we believe that the Global Goals are a game changer for the planet and that business can make a significant contribution to help achieve them. [Find out more](#) about how we are helping business to understand the risks and opportunities. Or contact [Louise Scott](#) or your local PwC team.



What drives the SDG Selector? In our 2015 readiness research for "[Make it your business](#)", we asked business leaders which SDGs they thought their business had an impact on and which might be an opportunity for them going forward – their responses drive the industry SDG selections. Our [Global Business Navigator tool](#) takes over 200 data sources to score countries performance against each SDG target - this data drives the country SDG selection. We've also cut the SDGs by theme – people, prosperity, planet, peace and partnership.

Thank you

*For more information, please contact Helena Athoussaki at:
helena.athoussaki@gr.pwc.com*

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, [insert legal name of the PwC firm], its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2016 PwC UK. All rights reserved. In this document, "PwC" refers to PwC UK which is a member firm of PricewaterhouseCoopers International Limited, each member firm of which is a separate legal entity.