

A look at SDGs in the Industry

Innovation and New Business Opportunities

 Aarhus, Denmark





Heather Louise Madsen, PhD - My Background

Academic and Business Background

- Masters in Sustainability
- PhD in Innovation Management



Innovation Fund Denmark
RESEARCH, TECHNOLOGY & GROWTH



DEM SDG Clients and Partners

- SDG Materiality and Cases



HARVARD
Office for Sustainability

- SDG Management Strategy

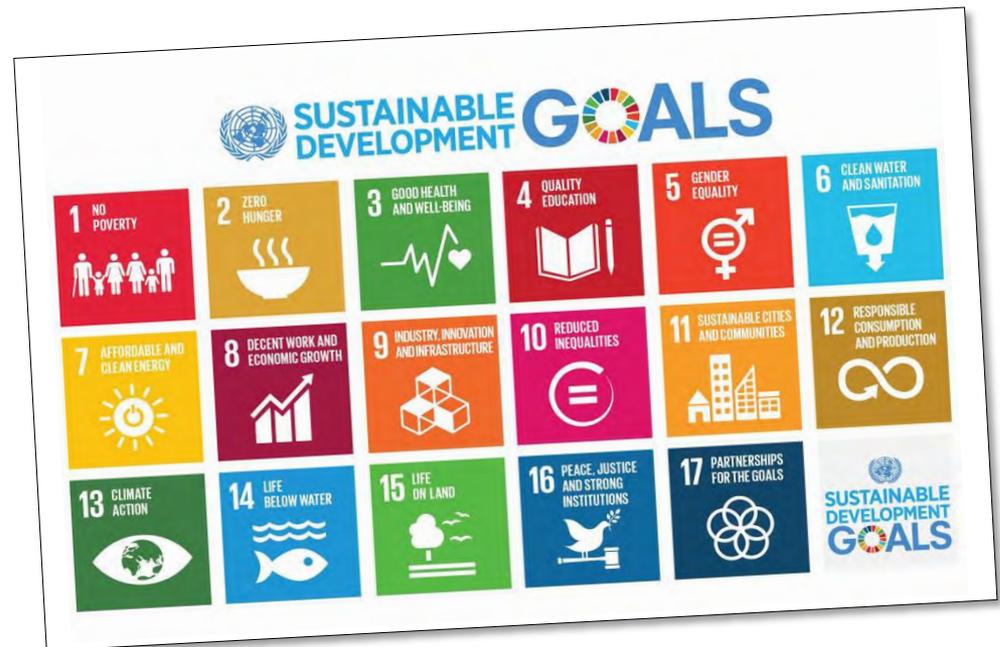


- SDG Alignment for International Monitoring & Evaluation



Agenda – SDGs...

- *What are they?*
- *Why do companies care?*
- *Why should YOU care?*



Sustainable Development Goals - SDGs

Global priorities and aspirations for 2030 to combat massive economic, social and environmental challenges

Imagine a world where there is **NO POVERTY** and **ZERO HUNGER**.

We have **GOOD HEALTH AND WELL BEING**, **QUALITY EDUCATION**, and full **GENDER EQUALITY** everywhere. There is **CLEAN WATER AND SANITATION** for everyone.

AFFORDABLE AND CLEAN ENERGY has helped to create **DECENT WORK AND ECONOMIC GROWTH**.

Our prosperity is fueled by investments in **INDUSTRY, INNOVATION AND INFRASTRUCTURE** and that has helped us to **REDUCE INEQUALITIES**.

We live in **SUSTAINABLE CITIES AND COMMUNITIES** and **RESPONSIBLE CONSUMPTION AND PRODUCTION** is healing our planet. **CLIMATE ACTION** has capped the warming of the planet and we have flourishing **LIFE BELOW WATER** and abundant, diverse **LIFE ON LAND**.

We enjoy **PEACE AND JUSTICE** through **STRONG INSTITUTIONS** and have built long term **PARTNERSHIPS FOR THE GOALS**.

Sustainable Development Goals - SDGs

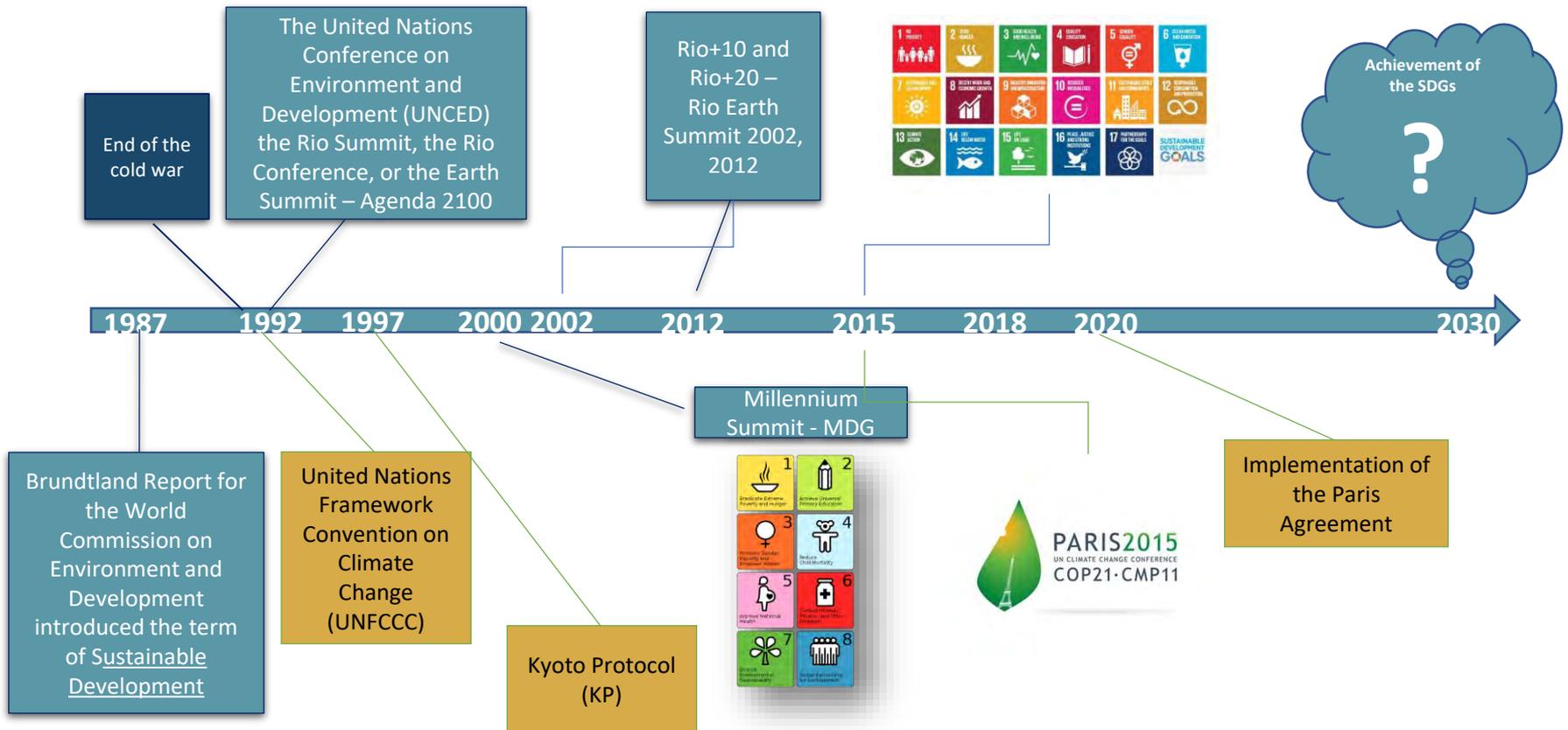
Global priorities and aspirations for 2030 to combat massive economic, social and environmental challenges



Substance?



Sustainability History in Brief





SUSTAINABLE DEVELOPMENT GOAL 7

Ensure access to affordable, reliable, sustainable and modern energy for all



PROGRESS & INFO (2017)

PROGRESS & INFO (2016)

TARGETS & INDICATORS

PROGRESS OF GOAL 7 IN 2017

Progress in every area of sustainable energy falls short of what is needed to achieve energy access for all and to meet targets for renewable energy and energy efficiency. Meaningful improvements will require higher levels of financing and bolder policy commitments, together with the willingness of countries to embrace new technologies on a much wider scale.

- Globally, 85.3 per cent of the population had access to electricity in 2014, an increase of only 0.3 percentage points since 2012. That means that 1.06 billion people, predominantly rural dwellers, still function without electricity. Half of those people live in sub-Saharan Africa.
- Access to clean fuels and technologies for cooking climbed to 57.4 per cent in 2014, up slightly from 56.5 per cent in 2012. More than 3 billion people, the majority of them in Asia and sub-Saharan Africa, are still cooking without clean fuels and more efficient technologies.

REVIEW



GOAL 7 WILL BE REVIEWED IN-DEPTH AT THE HIGH-LEVEL POLITICAL FORUM IN 2018

READ MORE IN RELATED TOPICS

<https://sustainabledevelopment.un.org/>

<https://sdgcompass.org/>



SUSTAINABLE DEVELOPMENT GOAL 12

Ensure sustainable consumption and production patterns



Goals



Targets

12.1 Implement the 10-Year Framework of Programs on sustainable consumption and production (10YFP), all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

12.2 By 2030, achieve sustainable management and efficient use of natural resources

12.3 By 2030, halve per capita global food waste at the retail and consumer level, and reduce food losses along production and supply chains including post-harvest losses

12.4 By 2020, achieve environmentally sound management of chemicals and all wastes throughout their life cycle in accordance with agreed international frameworks and significantly reduce their release to air, water and soil to minimize their adverse impacts on human health and the environment

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling, and reuse

12.6 Encourage companies, especially large and trans-national companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

12.7 Promote public procurement practices that are sustainable in accordance with national policies and priorities

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

“Business is a vital partner in achieving the Sustainable Development Goals. Companies can contribute through their **core activities**, and we ask companies everywhere to assess their **impact**, set ambitious goals and communicate transparently about the **results**.”

-Ban Ki-moon, UN Secretary-General

Indicators

12.1.1 Number of countries with sustainable consumption and production (SCP) national action plans or SCP mainstreamed as a priority or a target into national policies

12.2.1 Material footprint, material footprint per capita, and material footprint per GDP

12.2.2 Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP

12.3.1 Global food loss index

12.4.1 Number of parties to international multilateral environmental agreements on hazardous waste, and other chemicals that meet their commitments and obligations in transmitting information as required by each relevant agreement

12.4.2 Hazardous waste generated per capita and proportion of hazardous waste treated, by type of treatment

12.5.1 National recycling rate, tons of material recycled

SDG Compass *

“Your company can select the most relevant indicator(s) for each potential high impact area or use them as an **inspiration to define your own indicators.**” p.14

“To determine a water quality indicator, the company could use global guidance (for example by the WHO) or **benchmarks set by industry.**” p.15

*<https://sdgcompass.org/>



Why ?



Megatrends

Climate Change
Global Warming
Drought and Flooding
Extreme Weather and Rising Sea Level
Urbanization & Migration
Land Development

Cities consume **75%** of the world's natural resources and account for **80%** of global greenhouse gas emissions



Source: United Nations, 2015



Digitalization & BIG DATA

Water scarcity
Food scarcity
Increasing Energy Demand



Megatrends

Megatrend – Increasing Energy Demand	
Challenges	Opportunities
<ul style="list-style-type: none"> • Increasing costs • Regulation • Pollution • Etc. 	<ul style="list-style-type: none"> • Provide energy supply more efficiently • Consider new technology • Etc.



Business impact



Case – Energy Owner and Operator

"**2017** will be remembered as the **year when newly built offshore wind became cheaper than black energy**, as demonstrated by the recent auctions for offshore wind in Germany and the UK. It's never been more clear that it's possible to create a world that runs entirely on green energy."



“At Ørsted, we are committed to running our business in a way that contributes to the **SDGs**”

Henrik Poulsen, CEO, Ørsted



“Social responsibility and value creation work together”

Filip Engel,
Director of Sustainability,
Ørsted



Case – Pump Manufacturer

Become Sustainable or die!

*Kim Nøhr Skibsted,
Senior Vice President of Communications,
Grundfos*



Case – Pump Manufacturer

"The UN has set 17 very ambitious Sustainable Development Goals (SDGs). 15 of these 17 goals relate directly or indirectly to water. I am placing particular significance on goal 6, that relates to access to clean water and sanitation for everyone. We and our technology can make a real difference to the world in this area. **We are - in my clear opinion - a SDG 6 company.**

Our knowledge and water technology can move the world in a positive direction. By purifying surface water for drinking. By making water available in refugee communities. And by moving water energy efficiently, so that we take care of the globe while doing so. We are making a difference because we can."

Mads Nipper, Group President & CEO



Mads Nipper, CEO, Grundfos





Case – Building Insulation Producer

The global goals are also
ROCKWOOL's goals

We contribute to meeting 10 of the 17 UN Sustainable Development Goals (SDGs) and we will strive to improve and measure our performance against them.





Making our positive contributions count!

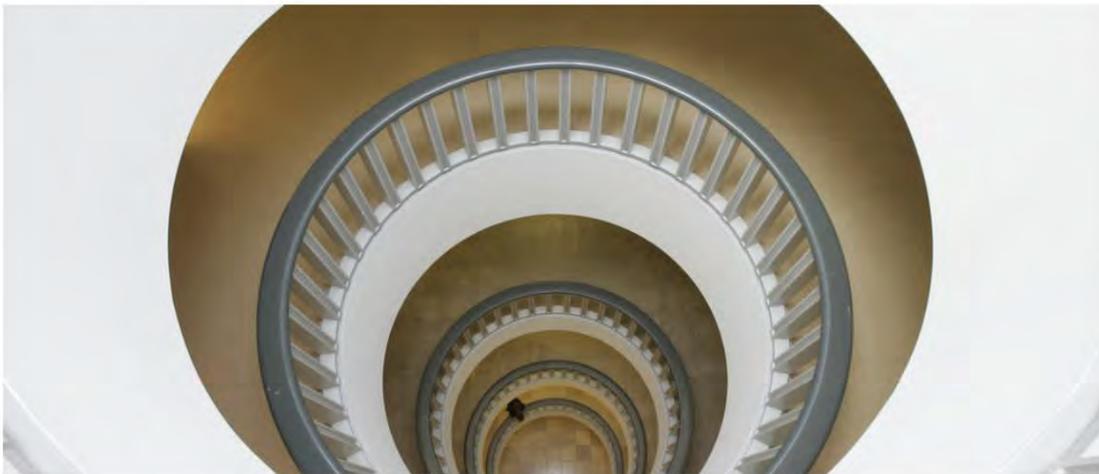
“We began using the SDGs as a **strategic framework** in 2016. We chose to pursue the goals that are most aligned with our business competencies and where we can have the greatest impact”

How do we know we’re making a difference?

We measure the **impact** of our products on society where feasible. For several years, we’ve tracked the **net positive carbon impact** of our offering. For example, our building insulation throughout its lifespan typically saves approximately 80 times the carbon emitted during its production from cradle to gate.



How the circular economy can help us achieve the Global Goals



If the sheer scope of the SDGs looks ambitious, it's because what is at stake is a systemic, multi-stakeholder, all encompassing shift. One that notably attempts to see beyond the industrial revolution-inherited, linear, extractive model of “take, make, dispose”, to shape positive solutions...

Research carried out by the Ellen MacArthur Foundation team, with analytical input from McKinsey, leads us to believe that the **circular economy model has a lot to contribute to this [SDG] agenda...**



How ?



How ?

Replicable Methodology

Understanding the SDGs

Report and communicate

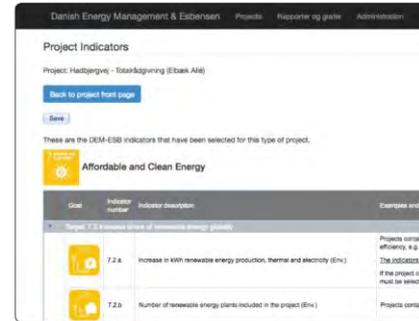
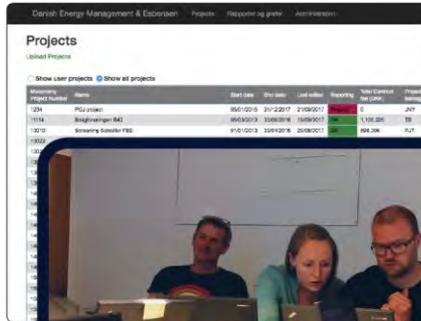
Integrating Indicators/measurable output



Defining impact focused goals and materiality

Identifying corresponding SDGs / SDG Targets





Innovative SDG Services we now offer



- SDG Business Strategy
- SDG Materiality Screening/Assessment
- SDG SMART Indicator (KPI) Identification
- SDG Impact Tracking Cases/ Reports
- SDG Measurement System
- SDG Training & Education Workshops



The Dawn of a New Business Era



Paul Polman
CEO at Unilever

To be a good business person, you need to know as much in the future about sustainability as you know about sales - you need to know as much about climate change as you know about cash flow.



The SDGs are an opportunity for...

1. Business opportunities worth **\$12 Trillion**
2. (Better Business Better World Report)
3. **Foresight** management & addressing megatrends
4. Meeting increasing **consumer and investor demands**
5. Driving **Innovation**
6. **Common framework** linking diverse sustainability standards and interests
7. **Common language** for easily communicating sustainability efforts and progress

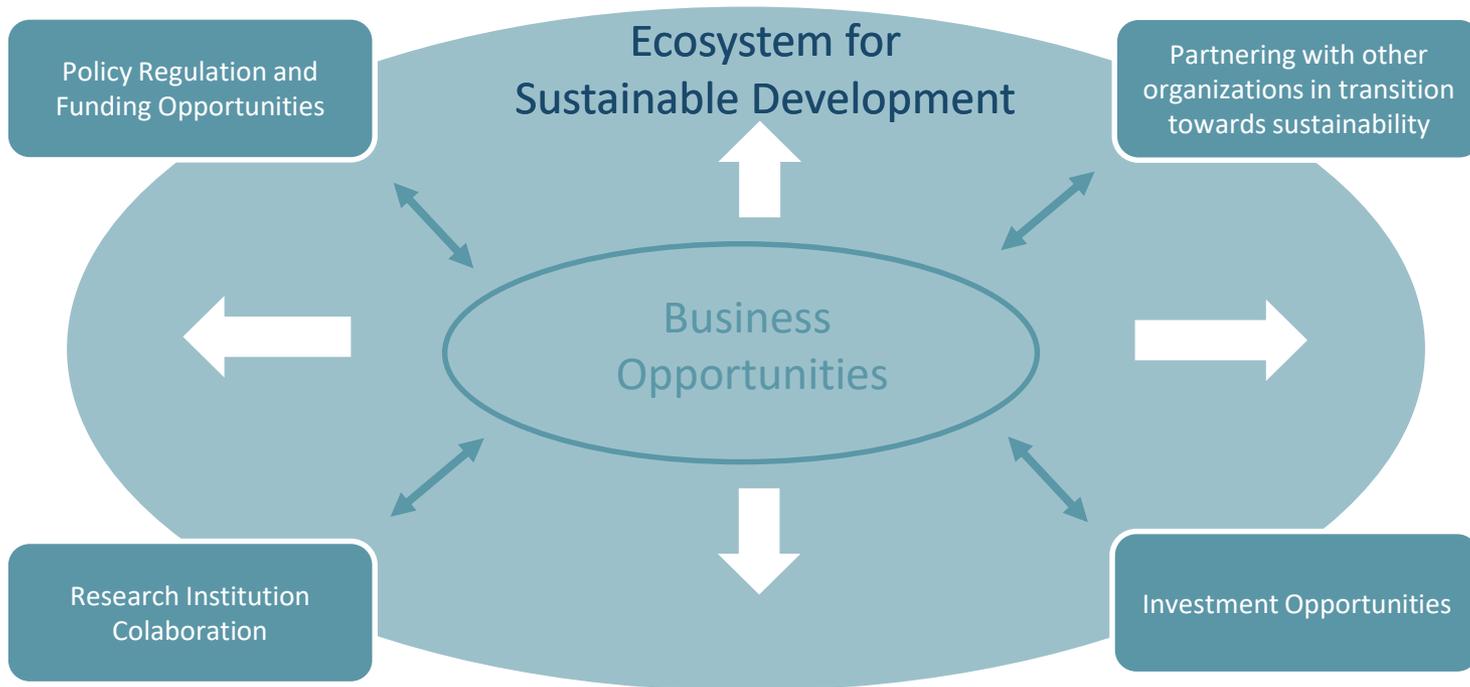


Where ?





Realizing the SDGs through Multi-Stakeholder Partnerships



Thank you!



Contact

Heather Louise Madsen, PhD e-mail: hlm@dem.dk