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SDGs

I have applied SDGs with these industries

- Digital
- Electronics
- Food & Agriculture
- Fashion-textile
- Forestry
- Industrial machinery
- Energy
- Scientific instruments and services
- Construction
- Real-estate
- Start-ups
- Cities

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SDGs

Are used in business

1. In communication / reporting

1. Convincing investors
2. Convincing the customers
3. Convincing the society

2. Reducing the footprint and increasing the impact

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SDGs

Why they should be used in business?

1. Extremely useful way to access shared metrics, targets and concepts in various field of sustainability
2. Easy to get started, lot of support available
3. Takes all the aspects of sustainability into account
4. Works cross industries

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SDGs

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1. Shared and recognized language
2. Allows comparison
3. Includes good metrics and paths and goals for development

1. Can be used very selectively: cherry picking
2. Does not contextualize the business into the big picture
3. Does not engage the supply chain and the valuechains sufficiently
4. = It does not drive the systemic transition

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SDGs

Conclusions 1

SDG's are useful and almost compulsory for business, because:

- They are broadly used
- Metrics are well developed
- Expectation everywhere

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SDGs

Conclusions 2

SDG's are not very useful in improving your own IMPACT as a business:

- They are “too many”
- They appear to have no hierarchy, while actually there is (SDG7)
- They don't have a broad enough and business relevant systemic view
- They communicate tracking better than vision
- **They don't assume collaboration**

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TRANSFORMATION TRIANGLE

Sustainability transition needs to happen fast and in stable environment. **This requires Innovation, Capital and Regulation to have shared vision on the sustainable society.**

These 3 elements need to work together in same pace towards the shared vision.

INNOVATION

CAPITAL

REGULATION



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TRANSFORMATION TRIANGLE

TOMORROW'S MARKET ENVIRONMENT IS DEFINED BY ANTICIPATED **REGULATION AND EMERGING INNOVATION.**

CAPITAL IS THE ENERGY IN THIS SYSTEM, IT BOTH FEEDS AND IS FED BY **INNOVATION** AND IT NEEDS **REGULATION TO NAVIGATE.**

INNOVATION

CAPITAL

REGULATION



SHAPING A SUSTAINABLE FUTURE

FOR EXAMPLE
YEAR 2030

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**BUSINESS
VISION**

ALIGNED VISION

**SOCIETAL
SUSTAINABILITY
VISION**

**SOCIETAL
SUSTAINABILITY
TARGETS**



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SHAPING A SUSTAINABLE FUTURE

FOR EXAMPLE
YEAR 2030

BUILD BUSINESS STRATEGIES FROM THE POINT OF VIEW OF THE SOCIETAL SUSTAINABILITY STRATEGY

INNOVATION NEEDS

MARKET OPPORTUNITIES

INVESTORS

VALUE CHAINS

PARTNERS

CUSTOMER NEEDS

EMERGING REGULATION

