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
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
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
SDGs

**+**
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

A!
SDGs

Conclusions 1

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

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

A!
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
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.
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.
SHAPING A SUSTAINABLE FUTURE

FOR EXAMPLE
YEAR 2030

BUSINESS VISION

ALIGNED VISION

SOCIETAL SUSTAINABILITY VISION

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