
NEWS UPDATE FROM THE NBI

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380 million New Jobs Possible Globally through Four Systems of Sustainable Development Goals

By 2030, 380 million new jobs could be created globally through business opportunities spread across four main systems of the Sustainable Development Goals (SDGs), i.e. Food & Agriculture, Cities & Urban Mobility, Health & Well-Being and; Energy & Materials. Across these 4 systems exist 60 identified hotspots that can generate business revenue and savings equal to 10% of the global Gross Domestic Product. At a minimum, 12 of these market opportunities can generate US\$ 12 trillion globally. More than 50% of the opportunities exist in the developing world.

This is according to a report by Business Commission on Sustainable Development (BCSD), the findings of which were recently presented by [Lord Mark Malloch-Brown](#), Co-Chairman of the Commission, at an event hosted in Sandton by the NBI and Investec.

Lord Malloch-Brown indicated that seizing these opportunities by business requires a different global growth model, as the current one had resulted in high societal, environmental and economic costs and is therefore unsustainable. The global goals “provide a better model for growth as implementing solutions will also enable business to make profit. They are also significantly more ambitious than traditional Corporate Social Investment. Hence it is important that business pushes for a financial system that is geared towards longer term sustainable investment”, he added.

[The BCSD report](#) highlights the following key barriers that business would have to overcome in order to access these significant opportunities and benefits. These include:

- Internal obstacles, especially current business models that are unsatisfactory in accessing the opportunities;
- Capital markets with weak incentives for investments and that are built for the short term;
- Policy settings that have failed to internalise social and environmental externalities; and
- Market conduct when cost pressures can create a race to the bottom on environmental and labour issues.

The report further recommends that business leaders can overcome these obstacles through the following 5 key actions:

- Incorporate the global goals into company strategy;
- Drive transformation to create sustainable markets with sector peers, creating impact beyond the company’s traditional market;
- Pay the true cost of natural and human resources, working closely with policy makers;
- Push for a financial system oriented towards longer term sustainable investment; and
- Rebuild the social contract; i.e. building longer term relationships and confidence with communities.

How can South African business seize available market opportunities?

Enthusiasm exists within business to mainstream the SDGs and to drive growth, evidenced by emerging collective action already galvanized across the world, noted Tanya Dos Santos of Investec. For companies in South Africa, it is also important to acknowledge the enormity of the task ahead and identify areas of alignment and collective action with

Government. These include SDG alignment to domestic frameworks such as the National Development Plan (NDP), existing Sector Charters, as well as on-going collective action interventions like the CEO Initiative, added Tanya Dos Santos.

CEO of the NBI, Joanne Yawitch reiterated that it is in the interest of business to support SDG priorities, as they are an important framing for building a just and equitable society, while also encouraging companies in South Africa to benefit from international thinking. She noted that South African business also has a lot to demonstrate to the world, the CEO Initiative and the Fund for Small & Medium Enterprises being recent and good examples.

In taking the SDG work forward, Ms Yawitch indicated that the NBI and the Global Compact Network have identified Sustainable Development Goal 5 on Gender Equality for collective action with companies. Opportunities also exist for companies to identify where further sector or geographic- based opportunities in South Africa may be greatest, and with the support of the NBI, engage in collective action.

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2 60 Global Goal hotspots that can grow 2-3x faster than the global economy

	 Food and Agriculture	 Cities and Urban Mobility	 Energy and Materials	 Health and Well-being
1	Reducing food waste in value chain	Affordable housing	Circular models - Automotive	Risk pooling
2	Forest ecosystem services	Energy efficiency-buildings	Expansion of renewables	Remote patient monitoring
3	Low-income food markets	Electric and hybrid vehicles	Circular models - Appliances	Telehealth
4	Reducing consumer food waste	Public transport in urban areas	Circular models - Electronics	Advanced genomics
5	Product reformulation	Car sharing	Energy efficiency. Non-energy intensive industries	Activity services
6	Technology in large scale farms	Road safety equipment	Energy storage systems	Detection of counterfeit drugs
7	Dietary switch	Autonomous vehicles	Resource recovery	Tobacco control
8	Sustainable aquaculture	ICE vehicle fuel efficiency	End-use steel efficiency	Weight management programs
9	Technology in smallholder farms	Building resilient cities	Energy efficiency-Energy intensive industries	Better disease management
10	Micro-irrigation	Municipal water leakage	Carbon capture and storage	Electronic medical records
11	Restoring degraded land	Cultural tourism	Energy access	Better maternal and child health
12	Reducing packaging waste	Smart metering	Green chemicals	Healthcare training
13	Cattle intensification	Water & sanitation infrastructure	Additive manufacturing	Low-cost surgery
14	Urban agriculture	Office sharing	Local content in extractives	
15		Timber buildings	Shared infrastructure	
16		Durable and modular buildings	Mine rehabilitation	
17			Grid interconnection	

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