



# Sustainable Development Goals (SDG) Roadshow

Aligning the SDGs to business strategy  
26-28 September 2018

## Overview:

<b>3</b> Full Day workshops held	<b>3 + 3</b> Three cities in three days	<b>130</b> Individual participants	<b>75+</b> Different companies reached	<b>4</b> Company case studies shared	<b>4</b> Flights caught just in time
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## Purpose:



Confederation of Danish Industry (DI)



National Business Initiative (NBI)



Participants

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| <ul style="list-style-type: none"> <li>1 To share DI's experience of encouraging companies to use the SDGs as guidelines and drivers for business strategy and innovation for improved competitiveness</li> <li>2 To demonstrate how companies can drive business results through SDG alignment</li> <li>3 To learn about NBI's approach and methodology that facilitates SDG alignment and therefore pre-competitive collaboration at sector level</li> <li>4 To work with NBI to identify a sector in South Africa that is ready and willing to participate in the NBI sector level SDG alignment process in 2019</li> </ul> | <ul style="list-style-type: none"> <li>1 To share NBI SDG alignment approach and methodology for prioritising at sector level and building them into core strategy</li> <li>2 To facilitate the creation of shared value and collaboration through SDG implementation and the facilitation of public private partnerships to achieve SDG impact at scale in South Africa</li> <li>3 To discuss how this process translates to applications at company level &amp; learn from DI's approach as well as from other company experiences</li> <li>4 To identify a second sector in South Africa to run an updated NBI SDG process with in collaboration with DI in 2019</li> </ul> | <ul style="list-style-type: none"> <li>1 To learn about the NBI and DI approaches and methods available for facilitating the realisation of potential benefits of SDG alignment</li> <li>2 To learn about other approaches to SDG alignment from fellow South African companies</li> <li>3 To network and explore the development of a community of practice between fellow SDG champions</li> <li>4 Learn more about fostering noncompetitive collaboration at sector level to unlock shared value</li> </ul> |
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## Participant responses:

"Companies cannot be truly successful in failing economies-aligning business strategies to the SDGs is a way to contribute to supporting a more sustainable South Africa"

"A sincere THANK YOU for your inspiring SDG road show.  
  
As a result I've been given the green light to present a process and way forward for the group to adopt these as part of our business strategy. Exciting and daunting!"

"The SDGs have to be perceived and used as value drivers within a company"




# A Comparison of the The Two SDG Alignment Approaches

Both the DI and NBI approaches to SDG alignment for business are influenced by the contexts within which they were developed. Understanding these two contexts is crucial to identifying the differences between these two approaches, as well as recognising how each adds value.

 **Denmark:**  
42 924 km<sup>2</sup>



- Denmark is a developed country
  - Danish environmental regulation is extremely stringent & as a result products are of a high quality & production processes are more environmentally sustainable
  - Innovation in the private sector and in education is supported
  - Denmark's economy relies heavily on their export markets
  - There is a high degree of collaboration across sectors & society
- Denmark is ranked #2 in the world for their achievement of the SDGs**

 **South Africa:**  
1,22 million km<sup>2</sup>



- South Africa, is a developing country with a Gini Coefficient of 0.66
- 55% of the population is currently living in poverty
- 38.8 % of youth are unemployed
- There is limited collaboration between economic sectors & between private sector & society
- South Africa's main export products are unlikely to remain competitive in a green economy
- **South Africa is ranked #107 in the world for their achievement of the SDGs**

The **Confederation of Danish Industry** is a membership based organisation that represents & supports their 10,000 members from the private sector in matters relating policy & networking as well as providing membership services including information sharing, consulting & advisory services.

The **National Business Initiative** is a voluntary coalition of 100 South African and multinational companies, working towards sustainable growth and development in South Africa and the shaping of a sustainable future through responsible business action, thereby demonstrating business action for sustainable growth.

## The DI Approach



### Help Business Win:

- Sustainable & competitive businesses are those that find innovative ways to adapt to changing social, economic, ecological, and political contexts. They adapt by reducing their negative impacts on environment and society while scaling up their positive impacts in order to remain relevant & effective in changing markets, particularly those aligned to the development of green economies.



### Fostering the success of "mission driven companies:"

- DI's process aims to equip companies (at individual company level) with the methods and tools they need to re-imagine the way they do business that is in line with the principles provided by the 17 Sustainable development goals and local policy and regulation.



### How can I make my sustainable business more effective?

- Consider how the SDGs can be aligned to core business processes
- Set ambitious targets for SDG achievement through materiality analysis & stakeholder mapping
- Identify and support champions to drive innovation around, & implementation of, the SDG agenda within a company to ensure materialisation of benefits
- Identify the best ways of monitoring implementation and for telling the SDG story to internal and external stakeholders to enhance support and buy-in.

## The NBI Approach



### Support a sustainable and just economic transition :

- A healthy social, economic, political & ecological environment is a prerequisite for business sustainability. In a country with high levels of social inequality, corruption, & economic & ecological vulnerability to climate change, business has responsibility to work with both the public sector & civil society facilitate a transition to a more sustainable, equal & environmentally friendly future. This will ensure business sustainability & South Africa's economic competitiveness in global markets. The SDGs are a roadmap for this transition



### Fostering Pre-competitive Collaboration

- The NBI Process aims to encourage sectors & businesses in South Africa to become active agents for positive change in society.
- Facilitate pre-competitive collaboration with the objective of unlocking the economic, social and ecological shared value available through the achievement of the 17 Sustainable Development Goals.



### How to engage with the SDGs to unlock shared value?

- Facilitate a process to identify priority SDGs for a sector or company (Priority= importance+maturity+agency)
- Set meaningful objectives for the achievement of priority SDGs through core business, innovation, operations & CSI
- Develop & implement a Monitoring and Evaluation plan and dashboard to track and communicate progress towards objective achievement

## Similarities between the two approaches:

While these two approaches developed in radically different contexts, their departing point is the same: that the Sustainable Development Goals are about opportunity.

**Both the NBI and the DI recognise that business has the responsibility to be more actively involved in ensuring that the goals laid out in the SDGs are achieved. This will unlock value and promote social, economic & ecological sustainability.**

In addition, both organisations recognise that business will require support to simultaneously play a role in facilitating this transition and timing their adaptation to the new operating contexts that will emerge in order to remain sustainable, profitable and relevant. Both approaches align around the basic structure of: defining a vision, prioritise and align SDGs, integrate SDGs into business strategy, and implement and measure progress. **The value in enhancing competitiveness and social cohesion are NOT mutually exclusive.** The NBI, in future, will do both.

## Key Outcomes:



Knowledge was successfully shared & networks built between NBI and DI as well as between NBI, DI, and roadshow participants.



NBI & DI partnership strengthened & 2019 work plan to commence



The Agri-processing/ FMCG/ the retail sector (TBC) have been identified as possible participants in the next round of SDG alignment and objective setting with NBI and DI.

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