

Boardroom Questions

The Global Goals for Sustainable Development: 2015 - 2030

What does it mean for businesses?

The Global Goals are an opportunity for businesses to grow and profit by collaborating with others to create a world which is more prosperous, inclusive, sustainable and resilient



“ The world has never before been united by a set of global goals on poverty, inequality, injustice and climate change
Mark Wilson, CEO, Aviva

Businesses must capitalize on their supply chains, innovation skills, global networks and grassroots interaction to drive development.”
Paul Polman, CEO, Unilever

Global imperative

- The impacts of extreme poverty such as **hunger, disease, unemployment and conflict** are becoming ever more apparent
- **Weak governance, lack of infrastructure and rising inequalities** are limiting economic and social development
- **Natural resource depletion and environmental degradation** is contributing to water, food and energy crises

Why is this happening now?

- There is growing **consensus** from government, private sector and civil society actors that **it is in our collective interest to collaborate to improve the state of our world**
- 193 member States of the United Nations meet in **September 2015** to adopt 17 new Global Goals and 169 targets for the sustainable development of humanity and our planet over the fifteen year period to **2030**

Why these Global Goals may be relevant for your organization

- The Global Goals, which are universal, apply to **all nations and people**: seeking to tackle inequality and leave nobody behind. Therefore companies operating in different countries need to understand any potential impact to their **operational models**.
- The integration of relevant Goals into business strategies and **sharing of knowledge, expertise, technology and financial resources** to progress ‘the global partnership’ to meet the Global Goals, may require a **strategy review**.
- Goals are wide ranging including ending poverty and hunger, ensuring sustainable consumption and production, and promoting peaceful and inclusive societies which may result in organizations **reviewing their procurement and people policies**.
- The UN is leading a significant focus on the ‘means of implementation’ including **data, finance and accountability mechanisms**.

Potential opportunities for growth



- New and expanding **multi-stakeholder partnerships** offer opportunities for innovation and growth
- Companies acting responsibly and driving inclusive sustainable development can enhance their **reputation with customers, clients, investors and other stakeholders**
- More enabling environments open up **new markets**

Potential impact for business in getting it wrong



- **Competitive disadvantage** as companies driving sustainable development gain first access to new markets and opportunities
- Lack of security due to **access to natural resources** including land, water and energy
- **Brand and reputational damage** could lose support from customers, clients, investors and governments

Boardroom Questions



1. How can you strengthen your **value creation strategy** so that by applying a 'shared value' lens you identify the **business opportunity** in addressing economic, social and environmental challenges (thereby increasing your contribution to the Global Goals)?
2. Have you considered whether your **procurement** and **employment** strategies are aligned to the Global Goals?
3. How are you managing your company's exposure to **water, energy, food, climate and social risks**?
4. Have you issued a statement on human rights and developed a strategy to 'do no harm' and also proactively **uphold human rights** across your sphere of influence?
5. What opportunity do the **emerging middle classes** in high growth markets represent for your business?
6. How will progress towards the Global Goals affect **market opportunities** and the competitor landscape?
7. How can you innovate to reach **customers/clients on low incomes** in your home country and/or overseas?
8. How do you collaborate with other organizations in your industry to develop and **adopt good practice principles and standards** to drive positive change?
9. How are you fostering a **culture of innovation and collaboration** to seize new multi-stakeholder partnership opportunities?
10. Does your **workforce** have the diversity, skills and attributes to innovate and succeed in our changing world?
11. Do you have the right **systems and processes** in place to more effectively tell your value creation story?

What actions could the Board consider?



Protect and enhance your **organization's reputation** by acting responsibly in pursuit of inclusive, sustainable prosperity



Review, and where necessary improve, **systems to measure**, manage and report the company's contribution to growing inclusive, sustainable prosperity – through integrated or supplementary reporting



Ensure you have the **values, resource, knowledge and capability** to implement the actions above



Conduct a thorough **refresh of your stakeholder, risk and value creation analyses** to ensure your strategy reflects the changing social, environmental and policy landscape



Assess opportunities to **collaborate** with other businesses, governments, civil society, the United Nations, development banks and academia in order to **drive innovation and shared value**

What are KPMG International and its network of member firms doing?

- KPMG is working with businesses, governments, the United Nations and civil society to increase inclusive, sustainable and resilient prosperity and effective, accountable service delivery
- KPMG advocates for business support for the Global Goals through initiatives such as the Sustainable Development Goals Industry Matrix (in partnership with the United Nations Global Compact) and the Zero Hunger Declaration
- KPMG's Global Development Initiative applies KPMG's skills, resources and influence in pursuit of the Global Goals

If you want to know more, contact:



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