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**Roundtable discussion on measuring the private sector's  
contribution to  
the attainment of the Sustainable Development Goals**

United Nations HQ, New York  
Room S-2726 - Secretariat building, 27<sup>th</sup> floor

Monday, 23 April 2018

**Opening panel: The role of company reporting as an SDG  
monitoring tool**

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# SDGs The Business Case for Action

Monday, 23 April 2018, New York



# Key Considerations for Business

## STRATEGIC INTEGRATION

SDGs used as a framework to identify opportunities for innovation and to better manage material risks



### Challenges

- Integration into strategic functions
- Knowledge & awareness of development agenda

## COMPANY



New markets

License to Operate

Risk Management

Enhanced Reputation

## SDG COMMUNICATION



Demonstrating how sustainability strategies and products are aligned with SDGs

### Challenges

- Detailed integration into reporting cycle
- Metrics to demonstrate level of impact



# Business & Sustainable Development Commission

Achieving the Global Goals opens up **US\$12 trillion** of market opportunities in the four economic systems examined by the Commission.

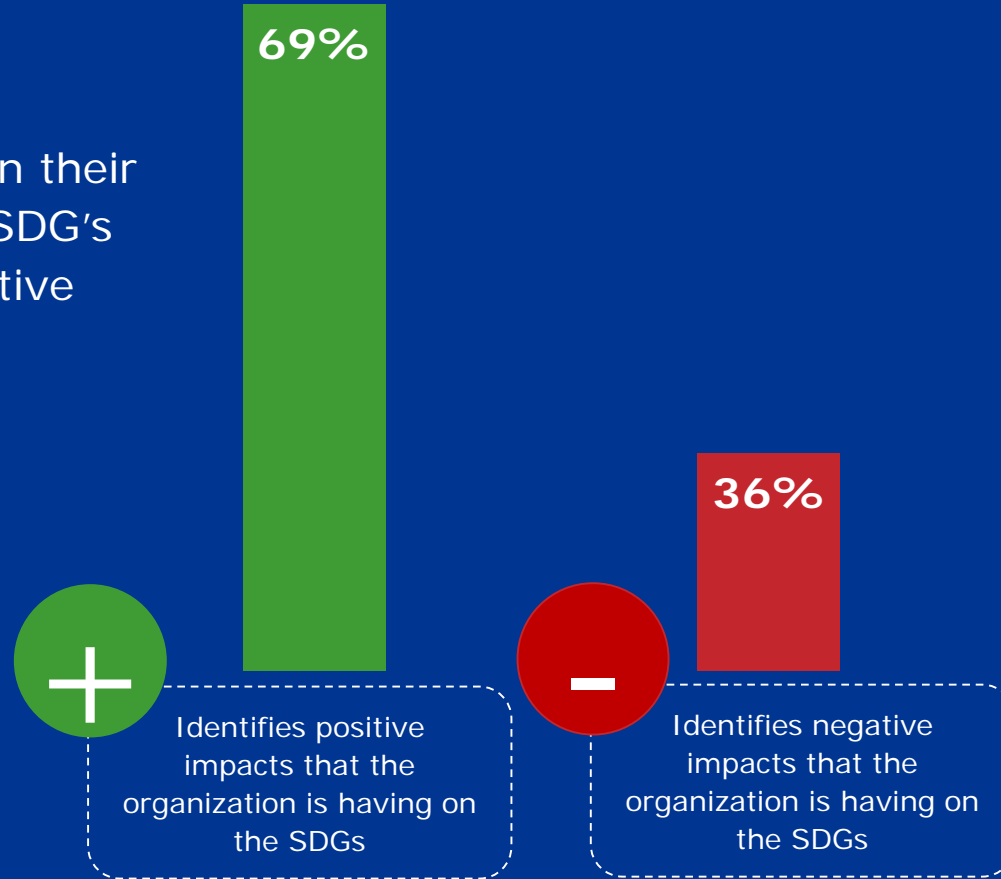


**BUSINESS &  
SUSTAINABLE  
DEVELOPMENT  
COMMISSION**



# Current levels of interaction with the goals Certain areas still posing challenges...

...Companies are focusing on their positive contribution to the SDG's but few are identifying negative impacts



# Where do companies want to go and what is stopping them



## Ambitions

- Further integrate the SDGs into corporate or sustainability strategies and business planning
- Measure and monitor SDG impacts through development/ improvement of KPIs and SDG related business goals
- Improve (or begin) reporting



## Key challenges

1. Lack of understanding of business case among internal stakeholders (48%)
2. Lack of clarity about regulatory implications (41%)
3. Complexity of agenda (38%)
4. Absence of clear targets (31%)
5. Lack of available data on global SDG progress (27%)
6. Lack of top management leadership (19%)



## Solutions

- Articulate the business case
- Policy and regulatory clarity
- Standardization of SDG KPIs
- SDG investment indices and benchmarking
- Reporting guidelines on SDGs