

SUSTAINABILITY

Integrating SDGs
into SMEs' Business Strategy



Scopes

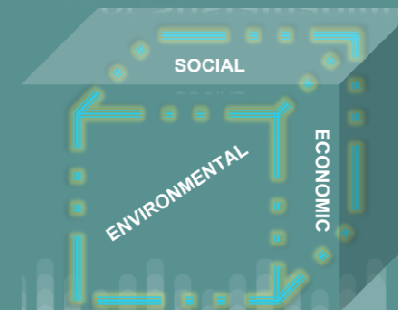
- ❖ Defining Sustainability
- ❖ WHY Sustainability
- ❖ SDG as Sustainability strategy
- ❖ Communicating SDG initiatives
- ❖ Implementating SDG programs





is meeting the needs of the present generation without compromising the ability of future generations to meet their needs. - *The UN Brundtland Commission, "Our Common Future" 1987*

The 3 Dimensions



**Traditional
Business**

**Sustainability-
driven
Business**

Profit

People

Planet

Profit

People

Planet

SDGs

Key Sustainability Barriers





SUSTAINABLE DEVELOPMENT GOALS



Facts about the SDGs

17 goals
169 targets
244 indicators
193 countries

poverty, inequality,
climate change,
environmental
degradation, peace,
and justice (UN)

4.5 million
people surveyed
on the goals

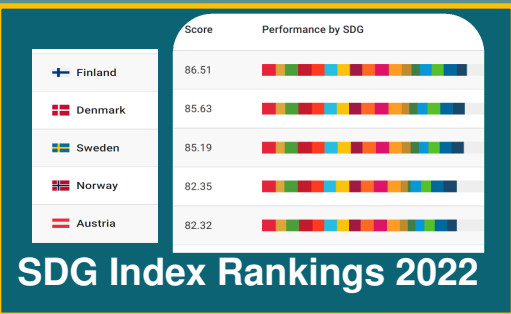
LEAVE
NO ONE
BEHIND

= interpretation
of sustainability
[2015]

“Our Common Future”
a.k.a. *The Brundtland
Report*, 1987

Jakob Trollbäck

1. Finland
2. Denmark
3. Sweden
4. Norway
5. Austria



The SDGs Wedding Cake Model



The Pillars of SDGs



People



Planet



Profit

SDGs Status

Nevertheless, the concept of sustainable development is now known - even amongst those who haven't accepted it - and it's recognized, debated and followed by an increasing number of **businesses**.

number of businesses
and followed by an increasing
- and it's recognized, debated
those who haven't accepted it



MAURICE STRONG, *Founding Executive Director of the UN Environment Programme (UNEP)*

WHY SDGs: The Business Case



Purpose

Profit

Risk
Management

Value
Creation

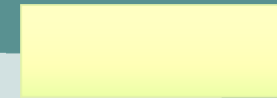
Growth

What is the most important for your company, when sustainability shall be a part of the core business?

- ❑ To attract employees
- ❑ Demand from customers
- ❑ Influence from competitors
- ❑ Political pressure and regulations



SDG's Implications on Business Strategy



Profit

Privilege

Publicity

**Local / Global
contribution**

**Creating Shared Value
(CSV)**

Falsify data

Rainbow-washing

Greenwashing

False marketing

Pressure to perform

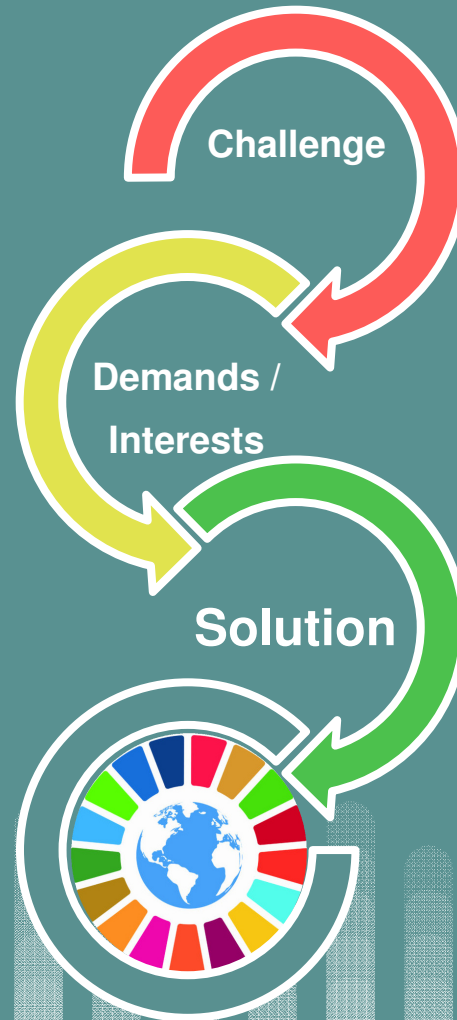
HOW: The ACTS to Start Working on SDGs



Adopt

“I believe that if you show people the problems and you show them the solutions they will be moved to act.”

Bill Gates

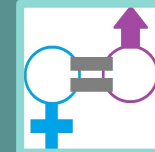


Areas of Action



Circularity

Carbon
neutrality



Equality,
diversity

Plastic
Circularity



Biodiversity

How Business Contributes to the SDGs

**ACT
RESPONSIBLY**



**FIND
OPPORTUNITIES**

WE SUPPORT



The 10 Principles of the UN Global Compact



HUMAN RIGHTS

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
Principle 2: make sure that they are not complicit in human rights abuses.



LABOUR

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
Principle 4: the elimination of all forms of forced and compulsory labour;
Principle 5: the effective abolition of child labour; and
Principle 6: the elimination of discrimination in respect of employment and occupation.



ENVIRONMENT

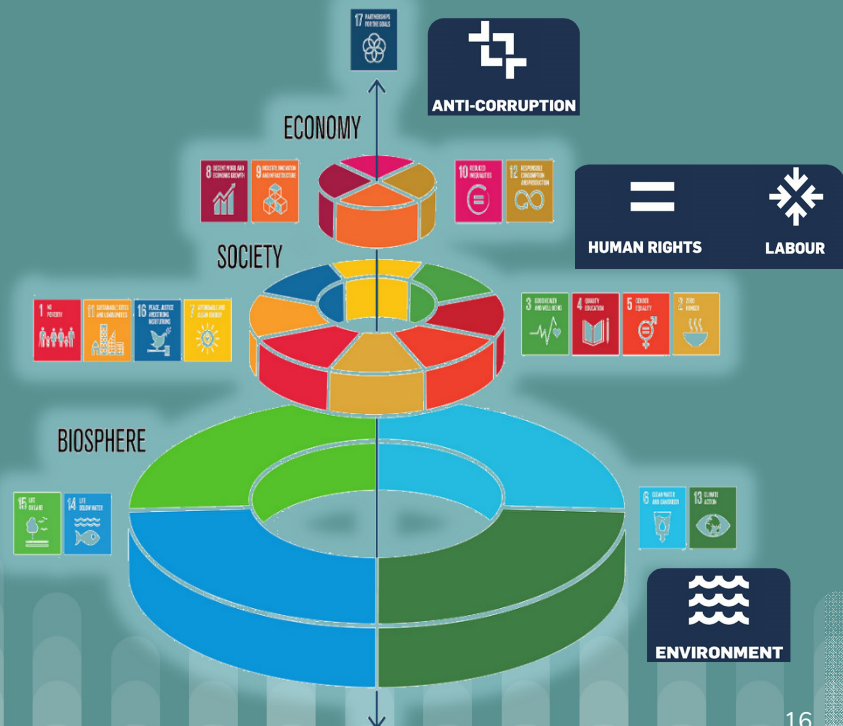
Principle 7: Businesses should support a precautionary approach to environmental challenges;
Principle 8: undertake initiatives to promote greater environmental responsibility; and
Principle 9: encourage the development and diffusion of environmentally friendly technologies.



ANTI-CORRUPTION

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery

Source: UNGC



ACT RESPONSIBLY

Ten Principles of the UN Global Compact

1. Businesses should support and respect the protection of internationally proclaimed human rights, and
2. Make sure that they are not complicit in human rights abuses.
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
4. The elimination of all forms of forced and compulsory labour;
5. The effective abolition of child labour; and
6. The elimination of discrimination in respect of unemployment and occupation.
7. Businesses should support a precautionary approach to environmental challenges;
8. Undertake initiatives to promote greater environmental responsibility; and
9. Encourage the development and diffusion of environmentally friendly technologies.
10. Businesses should work against corruption in all its forms, including extortion and bribery.

Sustainable Development Goals

1. End poverty in all its forms everywhere
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3. Ensure healthy lives and promote well-being for all at all ages
4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5. Achieve gender equality and empower all women and girls
6. Ensure availability and sustainable management of water and sanitation for all
7. Ensure access to affordable, reliable, sustainable and modern energy for all
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10. Reduce inequality within and among countries
11. Make cities and human settlements inclusive, safe, resilient and sustainable
12. Ensure sustainable consumption and production patterns
13. Take urgent action to combat climate change and its impacts
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and half biodiversity loss
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17. Strengthen the means of implementation & revitalize the global partnership for sustainable development

FIND OPPORTUNITIES

Source: UN Global Compact, White Paper

Communicate



Positive Impact from our business model

Reducing air pollution

Reducing noise pollution

Reducing the need for private car ownership and parking lots

Reducing the need for fossil fuels

Increasing awareness about electric vehicles

Sourcing from sustainable suppliers

Promoting extension of the charging infrastructure

Innovating urban mobility patterns

Affordable driving

Negative Impact from our business model

Electrical vehicle production

Lithium extraction

Cobalt extraction

Other metals extracted to produce the batteries

Aluminium

Plastic

Water usage

Mobility service and car usage

Energy usage for Cloud services and App use

Air pollution from car tyres

Use of electricity (only partly renewable depending on location)



Why?

Demands on companies in respect of transparency, ethical and responsible business conduct as well as managing human rights are increasing rapidly. We want to play our part in ensuring that business is done in a responsible and ethical manner and work with our suppliers and business partners to do so.



Focus areas

- Supplier program to ensure high social, environmental and ethical standards
- Managing high-risk suppliers
- Traceability in the supply chain – knowing where our materials come from
- Communicating our progress based on data in a transparent manner in a sustainability report



Goals for 2024

- 01 Responsible procurement measures are well implemented and functioning
- 02 Perceived as a trustworthy partner based on well-documented sustainability performance
- 03 Communicate openly about our sustainability performance in a short and clear annual sustainability report

SDG Solutions & Contributions

SDG CONTRIBUTION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



WOOD WOOD Circular business model for fashion items

Wood Wood is creating a circular business model for their products with a take-back and resell system. Customers will get a voucher to buy new products when returning products, which will be sorted into two groups: 1) can be sold as secondhand in their regular store, their Museum store and online, 2) will be recycled with a textile recycling partner. The circular business model will be based on the white-label digital platform.



e-Boks commitment to the 2030 Agenda



SDG 12: Responsible consumption and production

e-Boks targets SDG 12.2.1, working to reduce the material footprint per capita and per GDP by accelerating the transition from paper-based to digital post. By 2030, our target is to enable 1.5 billion digital documents to be sent annually.



SDG 13: Climate action

e-Boks works to reduce our own CO2e footprint in scope 1 and 2, while also mapping how we can reduce our CO2e footprint in scope 3.



SDG 16: Peace, justice and strong institutions

e-Boks works to ensure that every time we open one million digital postboxes, we also strengthen one million people's legal rights, protect their fundamental freedoms, secure their legal identities, and enable their secure and transparent access to public and private institutions. Our 2030 ambition is to grow our number of users to 30 million.



Carbon reduction solutions for individual farmers

Friland works with limiting the carbon footprint of meat from the individual farms supplying Friland, and how this can be marketed to customers. They work to develop a carbon reduction solution with a catalog with initiatives focused on GHG reduction on the individual farms, an incentive-based mechanism to incentivize farmers to adopt the initiatives and marketing the climate-friendly meat to consumers.



FOSSFLAKES

Product sustainability



Creating better performing products and packaging – using the best solutions

- Reducing the impact of our products through the use of new materials and/or business models
- Rethinking packaging solutions
- Creating the lowest CO₂ product in our segment of the market – documented

Low impact operations



Minimising the environmental impact of our operations and activities

- Energy efficiency and renewable energy in our own production
- Minimise waste of materials in our own production

Responsible conduct



Ensuring transparency and proper business conduct across the value chain

- Supplier program to ensure social, environmental and ethical standards
- Ensure traceability in the supply chain
- Communicate our progress based on data in a transparent sustainability report

Attractive workplace



Caring for our people

- Continue the development of an inclusive and attractive workplace as we grow
- Create career options and development opportunities for employees
- Maintain our strong record on health and safety

Communicating Commitments

Net zero emissions

Green methanol vessels.
First vessel is scheduled
to be in operation at the
beginning of 2024.



Tackle & Track



“Climate change is sometimes misunderstood as being about changes in the weather. In reality it is about changes in our very way of life.”

~ Paul Polman
Former CEO of Unilever

Key Figures	Standard / Baseline	Estimate Annual Savings (Timeframe e.g. 2022-2025)
Energy consumption (GJ, gigajoule)		
Material consumption (tons)		
Volume of waste (tons)		
Greenhouse gas emissions (tons CO2)		
Supply chain process (production, distribution, finance \$, €, DKK)		
Biodiversity (AOH)		

Sustainability Areas: KPI's to track

Employees

- Employee satisfaction
- Diversity & inclusion
- Internal communication
- Ergonomic safety (e.g. EHS)
- Employee development

Customers

- Demands from customers
- Product labeling
- Product information
- Choice of materials
- Customer experience

Suppliers

- Supply chain traceability
- Purchasing ethics
- Production information
- Procurement expertise
- Audits, reports

Society

- Sponsorship / Philanthropy
- Combating corruption
- CO2 neutrality
- Diversity
- Partnership

Environment

- Product disposal / recycling
- Carbon footprint
- Production waste - water
- Energy efficiency
- Chemicals in products

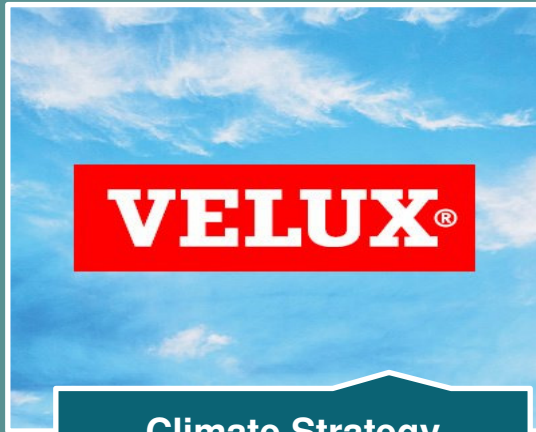
Ethics

- Compliance & transparency
- Employee retention
- Health & well-being
- Workplace conditions
- Code of Conduct

MILESTONES

Timeline [Months/ Years]	Goals / Initiatives	SDGs
		<div>8 DECENT WORK AND ECONOMIC GROWTH</div> 
		<div>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> 
		<div>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</div> 

Sustainability-driven Companies



**Climate Strategy
Award 2022**



**Sustainability Innovation
Award 2022**



**Long Term Value
Award 2022**

Structuring Sustainability Strategy

Company's Name & description

Which
SDG do
you
support?



How
does
your
company
support
the goal?

Facts about the company

Mission

Vision

Sustainability Efforts

Actions

Results



Resources

[CSRguide.dk](https://www.csrguide.dk)

(How to get started with CSR and Sustainability)

<https://sdgs.un.org/goals>

(SDGs information)

<https://www.unglobalcompact.org/take-action/sdg-action-manager>

(SDG Action Manager, SDG Management Tool)

<https://www.unglobalcompact.org/take-action/action>

(Ways to contribute to SDGs)

<https://www.business4goals.org/en/contributions-of-sustainable-development-to-the-private-sector/>

(Business for Goals)

<https://www2.deloitte.com/dk/da/pages/strategy-operations/articles/sdg-accelerator-for-smes.html>

(SDG Accelerator for SMEs, Sample SDG Cases)

<https://www.dst.dk/en/Statistik/temaer/SDG/danske-maalepunkter>

(The Danish sustainability indicators)

Key Takeaways

- ❖ Implementing sustainability program is challenging but remember *“The day before something is a breakthrough, it’s a crazy idea.”* (Peter Diamandis, X Prize Foundation)
- ❖ Avoid “fake news” sustainability. Be sustainable to keep your business.
- ❖ Stick to the core purpose in your business.



**ANY
QUESTIONS?**

**THANK
YOU!**

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YOU!**