



The evolution of sustainability:  
**Through the lens of business**

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Sept 05, 2019

**APCO**  
worldwide®

# What are the Sustainable Development Goals?

## Sustainability three dimensions:

- Economic growth
- Social inclusion
- Environmental protection

1 No Poverty



2 Zero Hunger



3 Good Health and Well-being



4 Quality Education



5 Gender Equality



6 Clean Water and Sanitation



7 Affordable and Clean Energy



8 Decent Work and Economic Growth



9 Industry, Innovation and Infrastructure



10 Reduced Inequalities



11 Sustainable Cities and Communities



12 Responsible Consumption and Production



13 Climate Action



14 Life Below Water



15 Life On Land



16 Peace, Justice and Strong Institutions



17 Partnerships for the Goals



**SUSTAINABLE  
DEVELOPMENT  
GOALS**

**A shared  
blueprint for the  
future we want**

# From MDGs to SDGs

2000

Millennium  
Development Goals  
(MDGs)

Poverty reduction



2015

**Sustainable  
Development Goals  
(SDGs)**

Multiple dimensions

Concerted efforts

Feasible roadmap

# United Nations Global Compact (UNGC)

“ We recognize that the **active participation of the private sector** can contribute to the achievement of sustainable development. ”

Active participation of the private sector

Public-private partnerships

Corporate social responsibility

Corporate sustainability reporting

# Disruptive global context is shaping the business environment and driving business strategy...



**Supply**

**Demand**



Land and Resources

Labor and Talent

Capital



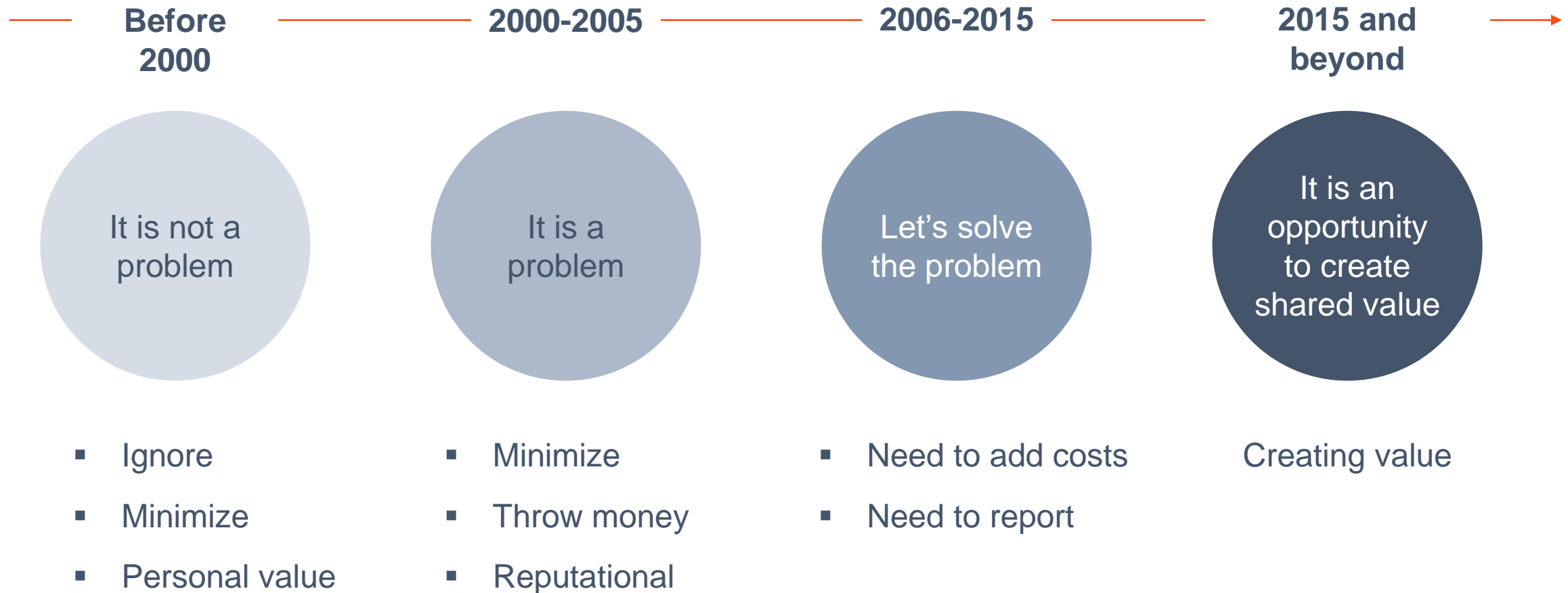
Emerging markets

New Demands

Rising expectations

**Risks or opportunities?**

# Evolving corporate thinking and practices

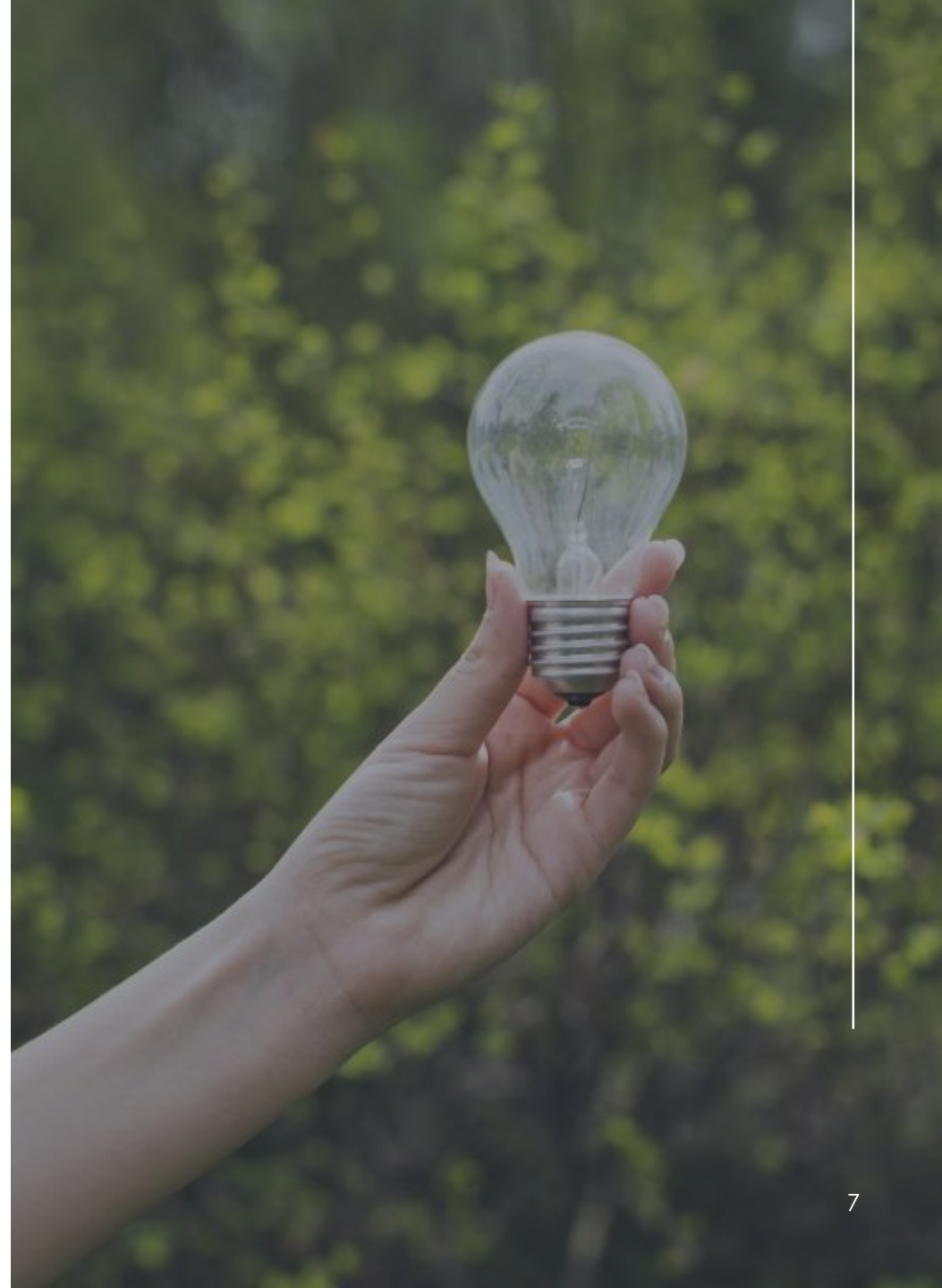




# Capitalize the benefits of SDGs

## **SDG initiatives do not have to be a cost.**

- corporate responsibility
- communication and marketing
- stakeholder engagement
- future-facing strategies
- business environment



# Towards Corporate Shared Value (CSV)



- Reconciving products and markets
- Redefining productivity in the value chain
- Enabling local cluster development

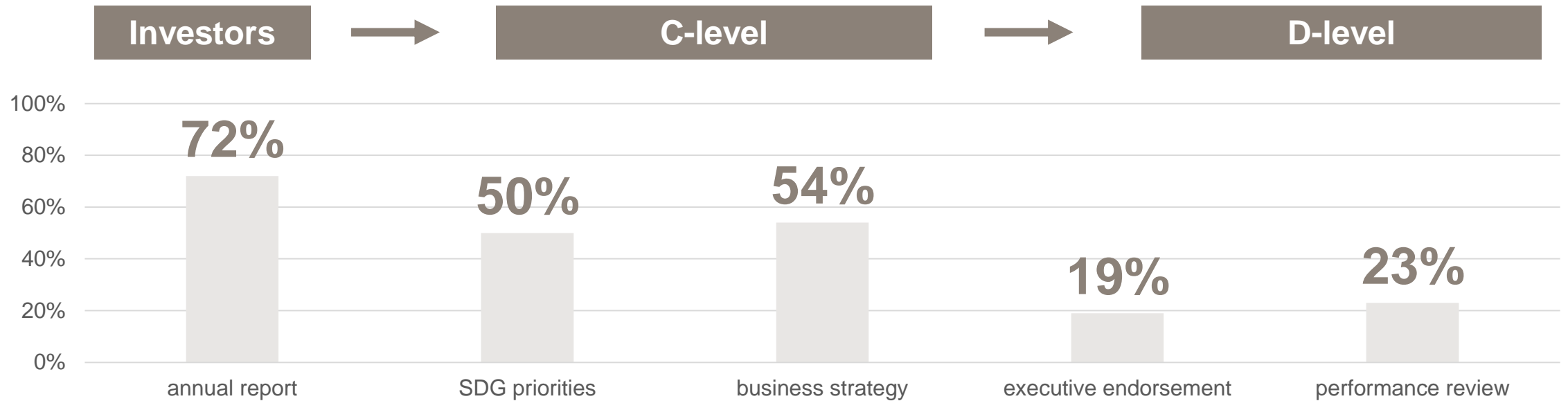


**Creating  
Shared Value**



# Translate SDGs from strategies to operations

## ■ From knowing to doing



## ■ From compliance to competitive advantage

“

*Corporates work to generate profits and return value to shareholders, but the best-run companies do more.*

”

--- Business Roundtable, Aug 2019

A person stands on a mountain peak with their arms raised in celebration, silhouetted against a bright sunset. The sun is low on the horizon, creating a warm, golden glow. The sky is filled with soft, wispy clouds. The foreground shows the dark, rocky silhouette of the mountain peak.

Foreign business in China:  
Develop **GLOCAL** strategies for SDGs

# Challenges facing corporates

## Internal

- Who take the lead?
- How to align priorities between Supply Chain and CSR teams?
- How to involve all departments?

Lack of support from management team

- Cost or Saving?
- Compliance or Competitive advantage?
- Too busy to think about it?

Lack of collaboration and poor teamwork

Lack of engagement with employees

- Irrelevant to most employees?
- Burden to employees?
- Another KPI to achieve?

# Challenges facing corporates

## External

External audiences (consumers, media and key stakeholders) lack interest in corporate's sustainability efforts



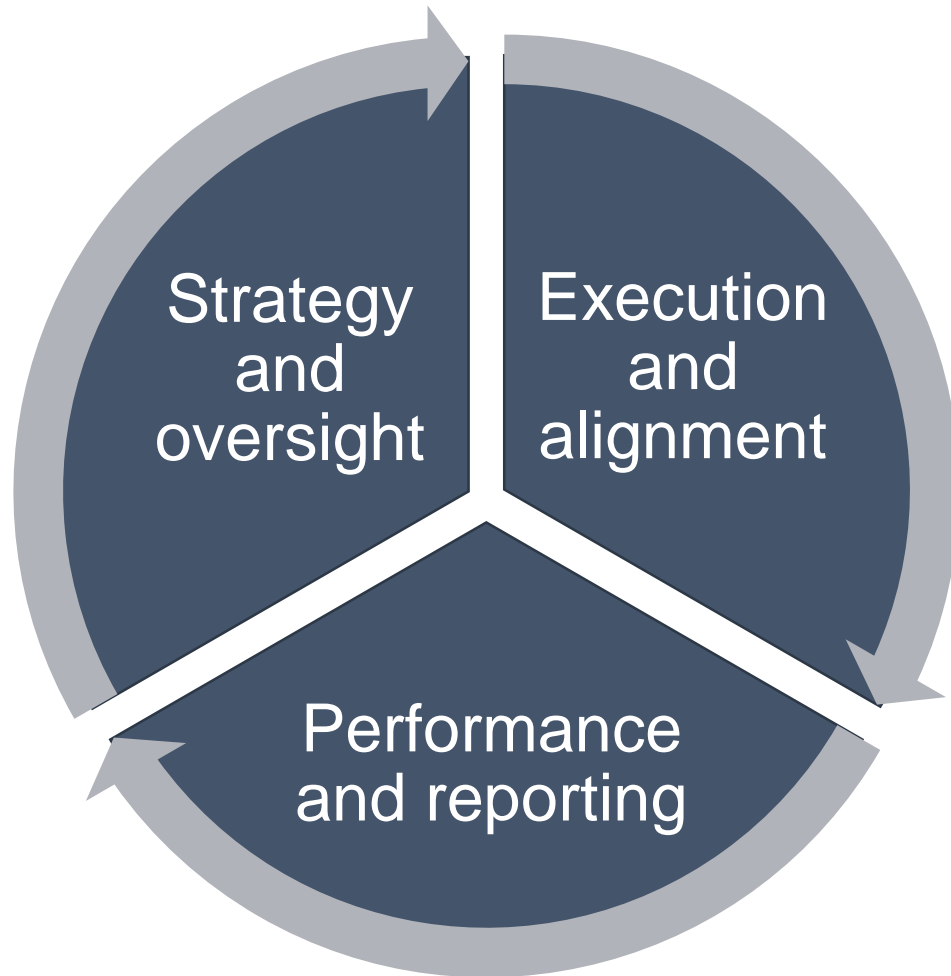
**Solution:**  
an integrated  
engagement approach  
and broad partnership[s]

Annual sustainability report:  
where to go next?



**Solution:**  
an interactive and  
continuous approach

# Advice to business



## Business leaders of tomorrow should be:

- Globally astute
- Design thinkers
- Collaboration
- Social empathy
- Value-guided and mission driven

# Advice to business operating in China

Align with Chinese government agenda & deep dive into public policy!

**In-depth Poverty  
Alleviation with  
Corporate  
Strength**

**Action Plan for  
Prevention & Control  
of Air, Water and Soil  
Pollution**

**Healthy China  
2030**



# Advice to business operating in China

## An integrated approach

- Globally aligned
- Business strategy
- Multi-stakeholder partnership

APCO Worldwide **challenges conventional thinking to help our clients succeed:**



Insight & Research



Strategy



Engagement



Communication



Accountability  
& Reporting

# Advice to business

With APCO's solutions: services and case studies



Creating an overarching initiative called **Microsoft Unlimited Potential Goal** which integrated business with their corporate Citizenship strategy



Developing a global leader in corporate philanthropy by designing and implementing a national **employee volunteer campaign** to highlight corporate commitment and leadership



Enhancing PEPSICO's global reputation by developing a unique platform for engagement and communication: "**Recipe for the Next Billion**".