



Finding Out More About the SDGs

The Sustainable Development Goals are a call for action by all countries – poor, rich, and middle-income – to promote prosperity while protecting the planet. They recognise that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection. Read more on the website here:

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

The 17 goals are as follows:

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. Reducing Inequality,
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.

There are ways to integrate the SDGs into your business plan, which will not only help the country succeed in meeting its goals but may also help your business. Here are seven steps to follow to integrate SDGs into your business strategy:

- **Pick the goals that matter the most to your organisation** - All SDGs are important but a business might not have the capability to implement all of them. Therefore, it's crucial for businesses to understand they don't need to integrate all goals into action – especially at once – but they should pick the ones that they can have the most impact on.
- **Improve awareness of the goals** - Companies can integrate the goals as part of their business strategy by ensuring awareness of SDGs reaches different stakeholders. It's a good idea to include educational material of the goals to employees, shareholders and even customers. This will ensure the goals are at the forefront when individuals take action within the organisation.



- **Prioritise employment opportunities** - For most companies, the easiest way to tackle some of the goals is through better employment policies. This means becoming an inclusive employer and reaching out to communities that might not generally get the opportunity to participate in the industry – having apprentice opportunities for young people in poor and ethnic minority communities and ensuring the company has a gender balance in terms of employment.
- **Examine supply chains** - For a number of companies, the big impact will be on how the company selects and manages its suppliers. Even if the company implements green policies at its office, its suppliers might not share the same values. Therefore, it's essential for companies to integrate the goals into launching partnerships and engage with suppliers that share the same philosophy.
- **Boost transparency** - One simple, yet effective way to incorporate the goals into your company strategy is simply by enhancing your transparency. Include more information about where, when and how you are sourcing your business materials, what your hiring criteria are, and so on. This will force companies to look at these questions but also make it easier for consumers to make informed decisions.
- **Focus on long-term goals** - Overall, the SDGs are long-term goals and businesses should view them through this lens.