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Better Brands



TOP 5

TOOLS TO TACKLE THE SDGS



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Thirteen years remain to reach the ambitious targets set by the UN SDGs. Is your business making a difference?

Knowing which SDGs to tackle, how to tackle them, and how to track your progress can seem like an overwhelming task. Luckily, many resources have been developed since the launch of the goals in 2015 to facilitate the process.

This member-exclusive report highlights the top tools for addressing the SDGs as identified by Sustainable Brands®. All of these tools are free and publicly available. SB provides our own assessment of each tool, and guidance on where it could be most useful on your company's SDG journey.

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SDG COMPASS

- User guide and interactive online tools
- Created by **GRI**, the **UN Global Compact**, and the **World Business Council for Sustainable Development** (WBCSD).

OBJECTIVE

The SDG Compass incorporates feedback received through three consultation periods from companies, government agencies, academic institutions and civil society organizations worldwide. The Compass aims to facilitate alignment of company strategy with the SDGs, and guide the measurement and management of a company's contributions towards the SDGs.

KEY FEATURES

The downloadable **User Guide** – This guide outlines a five-step framework to maximize SDG contribution: Understanding the SDGs, defining priorities, setting goals, integrating sustainability into the core business, and reporting and communicating information.

The **Business Indicators Inventory** – This inventory maps the SDG goals and their targets to specific points of sustainability reporting frameworks, such as CDP and GRI. For example, SDG Goal 16.3 aligns with GRI Indicator G4-56.

The **Tools Inventory** – This inventory shows which of the SDG Goals are addressed by existing business tools. For example, the inventory shows that ISO14000 Series standards address SDGs 6, 7, 12, and 13. The inventory can be helpful in mapping company's SDG impact areas. However, it does not contain much granularity or itemization of tools or of SDG targets.

SB ASSESSMENT

Companies that are just beginning their SDG journey can benefit from reading the user guide. The guide provides a strong business case for companies needing to define the value add of pursuing the SDGs. The guide is also valuable to revisit as a company sets new KPIs or undertakes sustainability reporting. The Business Indicators Inventory is especially useful for organizations that engage in sustainability reporting and want to align current reporting with the SDGs.



SDG INDUSTRY MATRIX

- Publication with case studies
- Created by the **UN Global Compact** and **KPMG**

OBJECTIVE

Developed to serve as a companion to the SDG Compass, the SDG Industry Matrix provides industry-specific examples and ideas for activating on the SDGs across six industries:

Financial services

Food/beverage/consumer goods

Healthcare & life sciences

Industrial manufacturing

Transportation

Energy/natural resources/chemicals

A downloadable guide for each industry provides both industry highlights and an industry matrix, relaying the bold pursuits and decisions made by companies in addressing each SDG.

KEY FEATURES

Industry Highlights section – The industry highlights section of each report has three parts. This section showcases opportunities for creating shared value in each industry. For example, the financial industry can foster shared value through increasing financial inclusion for small and medium sized enterprises, which addresses SDGs 5 and 8. The section also highlights existing principles and organizations that lay out good practice in the industry, such as the Roundtable on Sustainable Palm Oil in the Consumer Goods industry. A full list and description of industry collaborations to advance sustainable development is also included.

Industry matrix section – The industry-specific matrices provide a large number of case studies addressing each of the 17 SDGs. For example, in the Energy, Natural Resources, and Chemicals industry, Galp Energia addressed SDG 11 (Making cities and human settlements inclusive, safe, resilient, and sustainable) through installing LED traffic light bulbs to increase road safety and cut energy costs.

Climate Opportunities download – This download explores opportunities that exist for each of the six industries to take climate action.

SB ASSESSMENT

For a company looking to involve itself in SDG work, internally and through collaboration, the Industry Matrix is a valuable tool. Case studies not only provide examples, but also highlight opportunities for partnership. Companies that clearly fall into one of the six represented industries will gain the most benefit from engaging with the matrix.



SDG SELECTOR

- Online interactive tool
- Created by **PricewaterhouseCoopers**

OBJECTIVE

The SDG Selector narrows company focus on the SDGs from 17 down to 5, specifying which ones are most important based on the filter that is selected. SDGs can be filtered by:

Industry impact

Industry opportunity

Country

Theme (5 themes are listed – people, prosperity, planet, peace, and partnership)

Selecting an SDG reveals further information on the goal, a brief description of action that business can take, and countries in which the SDG is most relevant. Although the tool itself is simple, more comprehensive information is offered in supplemental downloads for each SDG.

KEY FEATURES

SDG Filters – All filters, except for theme, narrow to a group of 5 relevant SDGs. Industry filters include 10 different industries: chemicals, communication, engineering & construction, healthcare, financial services, manufacturing, energy utilities & mining, professional services, retail & consumer, and technology.

SDG Descriptions – PwC provides a brief background on the importance of each SDG, what businesses can do to address that SDG, and lists the countries in which the SDG is a top concern.

Supplemental Downloads – Further informational downloads are available for each SDG.

The downloads include more specific information on what business can do, key links to other SDGs, case studies, and statistics on how well countries are currently performing against each SDG.

SB ASSESSMENT

This tool is most useful for companies in the represented industries that are beginning to familiarize themselves with the SDGs. It is not possible to filter SDGs by a combination of sectors, which might make it difficult for companies to pinpoint their interest. Regardless, the tool is an excellent resource for narrowing focus when deciding which SDG is appropriate to focus on, especially in the context of the country in which your business is based. Further resources downloads contain valuable case studies that should not be overlooked.



BUSINESS FOR 2030

- Interactive Online Tool
- Created by **USCIB**

OBJECTIVE

The Business for 2030 website hosts a wide scope of information concerning the SDGs, but primarily measures the current progress of business towards addressing SDG goals. This progress is measured through how many SDG targets currently have business case studies associated with them. The information can be visualized by individual goal, by a global map, or by a graphic representation of progress. Companies are able to partner with Business for 2030 to have their own initiatives represented. The website also provides information on other existing metrics and indicators of SDG progress.

KEY FEATURES

Explore by goal – Exploring progress by goal provides a list of targets for each SDG. Relevant case studies of progress by companies are listed under their respective targets.

Global map – This interactive world map pinpoints the geographic locations of companies' SDG efforts. By clicking on a location, the map shows which company is addressing which target in that area.

Overview of progress – The overview of progress is a chart that measures the number of targets addressed by businesses for each SDG goal.

Metrics and Indicators – This tab provides information on work to date and current data availability for targets. Multiple links to external resources and information, are included most notably the **SDG Indicators Global Database**.

SB ASSESSMENT

This resource allows businesses to easily discover those SDG targets that have not yet been addressed, facilitating the development of original initiatives in new spaces. The provided case studies are valuable and often link to further information. Such a wide range of information can be overwhelming and difficult to navigate, but the webpage is still very valuable for context-setting as businesses consider how to align their strategy with the SDG landscape and measure their progress against SDGs.



FUTUREFIT GOALS

- Interactive Online Tool
- Created by **Future Fit Foundation**

OBJECTIVE

The FutureFit Business Benchmark is a free to use, open-source tool, that allows companies to assess how fit their business is for the future. A Future-Fit Business is one that creates value while in no way undermining – and ideally increasing – the possibility that humans and other life will flourish on Earth forever. By nature of its mission, the future-fit business benchmark aligns with Sustainable Development Goals. Learning about the benchmark, and how it relates to the SDGs, can help companies to align with both.

KEY FEATURES

Future Fit Goals - There are 8 future fit principles and 21 future fit goals, grouped by the stakeholders that they are most relevant to. This page allows you to explore future fit goals by individual stakeholder or by any combination of stakeholders.

Future Fit Goals and the SDGs – This interactive webpage page lays out which future fit benchmarks align with each of the 17 SDGs. Information about the targets of each SDG is also included.

Downloads – Downloads covering Future Fit **concepts, principles, & goals** and **indicators** are available. **Summary** and **detailed overview** maps of the Future Fit goals can also be downloaded.

SB ASSESSMENT

By aligning with the Future Fit Business benchmark, companies also align themselves with SDG Goals. The business benchmark is well-structured, and the process is laid out through downloads, offering an organized way for companies to significantly contribute to SDG progress.





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