

The SDG Voyager – A practical guide to align Sustainable Development Goals with ISO 26000

Input to the multi-speaker session

***"The ISO 26000 Social Responsibility Standard After
Ten Years and the UN Sustainable Development
Goals: Finding the Linkages,"***

Ryerson University's Institute for the Study of
Corporate Social Responsibility
Monday, March 23, 2020

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1. The Breadth of the 2030 Agenda

2. The SDGs in the Context of CSR

3. The Basis: ISO 26000

4. The SDGs & Relevant Business Themes



The Sustainable Development Goals (SDGs)



Differences to the Previous Millenium Development Goals

- **Unlike the Millenium Development Goals (2000 – 2015), the new Agenda 2030 of the UN takes into account that sustainable development requires significant contributions of the private sector.**
- **Organizations, thus, are explicitly called on contributing to the 17 new goals and their 169 targets:**

„Private business activity, investment and innovation are major drivers of productivity, inclusive economic growth and job creation. We acknowledge the diversity of the private sector, ranging from micro enterprises to cooperatives to multinationals. We call on all businesses to apply their creativity and innovation to solving sustainable development challenges”. (Article 67 der “Agenda 2030 for Sustainable Development”)



The Realization of the 17 goals from businesses' perspective (1)

I. Core CSR

- **Can be realized independently from sector, size or particular resources available to a firm**
 - Direct contribution by managing core business in a socially responsible manner
 - Implies organizational governance based on ethical values and principles
- **Examples**
 - Goals 3 – 5: occupational health and safety management, professional education and development, human rights at all workplaces, etc.
 - Goals 13 – 15: climate change mitigation, prevention of pollution, etc.



- 1 ● End poverty in all its forms everywhere
- 2 ● End hunger and achieve food security
- 3 ● Ensure healthy lives and promote well-being for all at all ages
- 4 ● Inclusive and equitable quality education
- 5 ● Gender equality
- 6 ● Clean water and sanitation for all
- 7 ● Sustainable and modern energy for all
- 8 ● Full and productive employment and decent work for all
- 9 ● Foster innovation and resilient infrastructure
- 10 ● Reduce inequality
- 11 ● Resilient and sustainable cities and human settlements
- 12 ● Sustainable consumption
- 13 ● Action to combat climate change
- 14 ● Life below water
- 15 ● Life on land
- 16 ● Peace, justice and strong institutions
- 17 ● Partnerships for the goals

The Realization of the 17 goals from businesses' perspective (2)

II. Corporate Citizenship

- **Can be realized in addition to Core CSR, on a purely voluntary basis**
 - By choosing to align business activity towards a particular direction and/or voluntarily agreeing to expand social engagement at the companies' respective locations – nationally as well as internationally
- **Examples**
 - Goal 1: access to essential services, community involvement and development, etc.
 - Goals 2 – 9, 10, 11 and 17



The Realization of the 17 goals from businesses' perspective (3)

III. Rising stars and established companies with an outstanding goal of excellence

- **Rising stars:**

- Were founded only recently, or whose business idea is still yet to develop out of today's global challenges
- Starting from the beginning, they completely bring their core business in line with the SDGs

- **Established companies with an outstanding goal of excellence:**

- Possess high ethical maturity
- Ready to change and adapt their former core business according to the SDGs, or at least add new fields of business to it
- Identify new areas of business by developing innovative solutions for societal challenges, based on their respective core competencies



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The SDGs in the Context of CSR (1/2)

- **Main critique of the first SDG initiatives**, e.g. the SDG Compass:
 - Pure focus on goal setting and indicators

Example:

Goal-8 is associated with 120 indicators together from GRI G4, CDP, Women's World Banking Gender Performance Indicators, Oxfam's Poverty Footprint and Women's empowerment principles. Isn't this overwhelming and daunting, specially for SMEs in less developed countries?

- **And: Can one measure what cannot be managed?**



The SDGs in the Context of CSR (2/2)

- **Translating the challenges of sustainable development to the context of individual firms** requires them to engage in thorough sense-making processes to develop a deep understanding and idiosyncratic interpretations of both sustainability challenges and their roles and responsibilities in it
(see e.g. Cramer et al., 2005; Murillo & Lozano, 2006; Basu & Palazzo, 2008).
- **Conclusion:**
 - Reporting based on indicators comes second to guiding issue management.
 - Unless we hand-hold companies and show them a large number of ways in which they can impact their surroundings, they would operate in their narrow zones.
- **Proposal:** Use the first global CSR management standard ISO 26000 as a bridge between the abstract requirements of the SDGs and the (long) lists of indicators!



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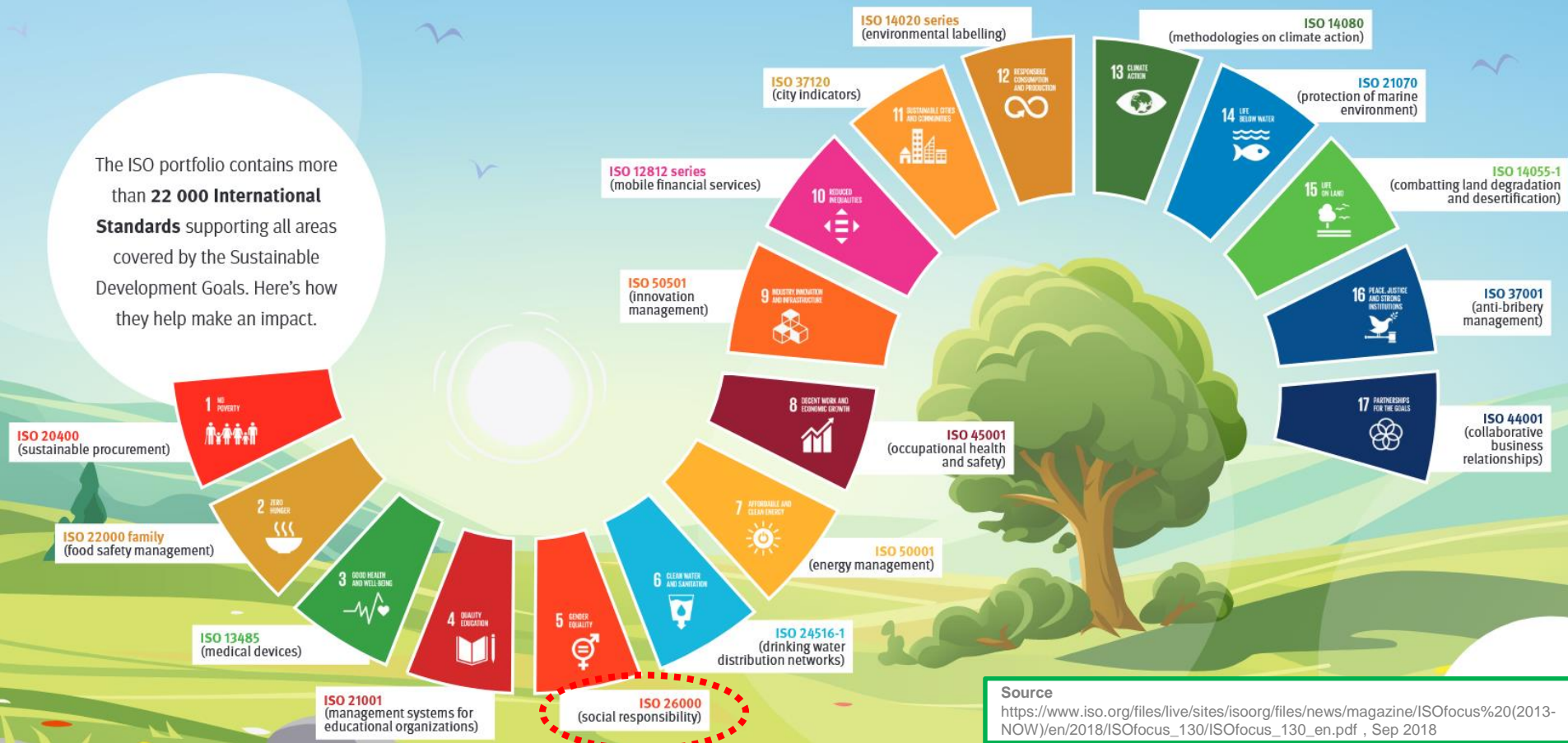
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The ISO Portfolio

The ISO portfolio contains more than **22 000 International Standards** supporting all areas covered by the Sustainable Development Goals. Here's how they help make an impact.



Source

[https://www.iso.org/files/live/sites/isoorg/files/news/magazine/ISOfocus%20\(2013-NOW\)/en/2018/ISOfocus_130/ISOfocus_130_en.pdf](https://www.iso.org/files/live/sites/isoorg/files/news/magazine/ISOfocus%20(2013-NOW)/en/2018/ISOfocus_130/ISOfocus_130_en.pdf), Sep 2018

Why ISO 26000?

- **The inclusive nature and procedural fairness of its development process, its consensual orientation and its transparency lead the standard to possess a high level of legitimacy.**

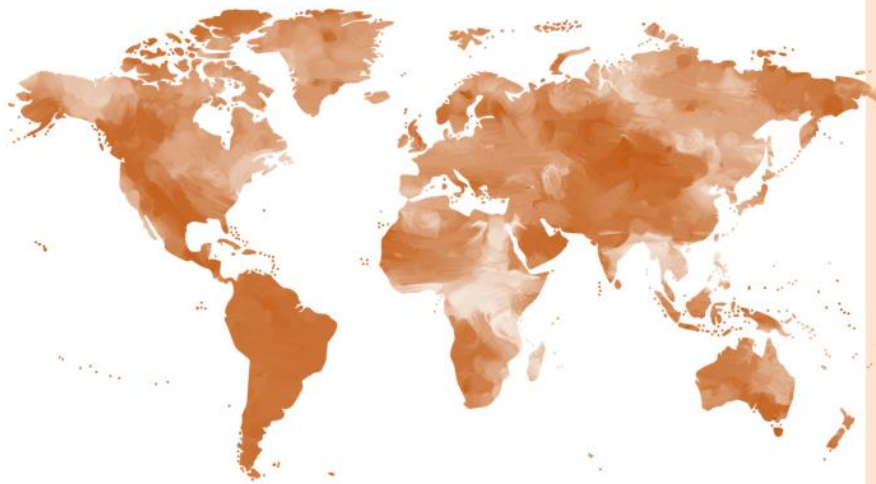
(see e.g. Mueckenberger & Jastram, 2010; Mena & Palazzo, 2012; Hahn & Weidtmann, 2012).

- **It is**
 - a working guideline on the business themes and recommendations that **can help corporations in coupling firm-level activities with sustainable development.**
 - **providing an aim in view** and a tangible business component to impact development.

The SDG Voyager

SDG Voyager –

A practical guide to align business excellence with
Sustainable Development Goals



SUPPORTED BY

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An Example: Goal 2

- 2.1 *by 2030 end hunger and ensure access by all people, in particular the poor and people in vulnerable situations including infants, to safe, nutritious and sufficient food all year round*
- 2.2 *by 2030 end all forms of malnutrition, including achieving by 2025 the internationally agreed targets on stunting and wasting in children under five years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women, and older persons*
- 2.3 *by 2030 double the agricultural productivity and the incomes of small-scale food producers, particularly women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets, and opportunities for value addition and non-farm employment*
- 2. *by 2030 ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters, and that progressively improve land and soil quality*
national, regional and international levels, and ensure access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge as internationally agreed
- 2.a *increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development, and plant and livestock gene banks to enhance agricultural productive capacity in developing countries, in particular in least developed countries*
- 2.b. *correct and prevent trade restrictions and distortions in world agricultural markets including by the parallel elimination of all forms of agricultural export subsidies and all export measures with equivalent effect, in accordance with the mandate of the Doha Development Round*
- 2.c *adopt measures to ensure the proper functioning of food commodity markets and their derivatives, and facilitate timely access to market information, including on food reserves, in order to help limit extreme food price volatility*



Relevant Business Themes & Recommendations (ISO 26000)



TECHNOLOGY DEVELOPMENT & INNOVATION:

- Contributing to the development of low-cost technologies that are easily replicable and have a higher positive impact on nutrition provision, agricultural productivity and hunger eradication
- Stimulating innovation and efficiency, reducing costs of products and services

HEALTHY AND AFFORDABLE FOOD:

- Considering engaging in partnerships with organizations like universities or research labs to enhance scientific research in the area of nutritional supplements and healthy offering
- Offering high quality products with longer product life at affordable prices
- In setting prices and charges, offer, wherever permitted, a tariff that gives a subsidy to those who are in need

SOCIAL INVESTMENT:

- Contributing to programs that provide access to food and other essential products for vulnerable or discriminated groups and persons with low-income, considering the importance of increased capabilities, resources and opportunities
- Engaging in joint efforts for provisioning food as the basic essential commodity, for vulnerable and deprived, with special attention to children

SUSTAINABLE AGRICULTURE WITH ENHANCED PRODUCTIVITY:

- Adopting sustainable agricultural and allied activities practices including aspects of animal welfare, for example as defined in leading standards and certification schemes
- Progressively procuring a greater proportion of products from suppliers using more sustainable technologies and processes
- Developing sound agricultural techniques and making them accessible to those who are in need, ensuring the security of drinking water and food

GOOD PRACTICE – GOAL 2

Bosch

To provide access to sufficient nutrition for everyone, it is essential to increase harvest yields. Therefore, Bosch promotes sustainable agriculture with innovative solutions. Bosch focuses on sensor technology, software and robotics in order to increase production, the quality of food and to make processes more environmentally friendly. The focus is on the activities of the Bosch startup Deepfield Robotics, which started in 2014 to digitize agriculture.

For example, in India Bosch technology makes agricultural processes more efficient regarding resources used. An interplay of three systems allows farmers to monitor their land in real time: “AgriSense” collects data via sensors, “Sankhya” analyzes them and makes recommendations referring to soil and water management. “AquaZen” irrigates plants automatically when needed.


Sainsbury’s

Sainsbury’s is one of the largest chain of supermarkets in the United Kingdom. 2016 the company initiated the initiative “Waste less, Save more” in order to support their customers to reduce food waste. Sainsbury’s invests 10 million £ in a period over five years in this program giving customers practical tactics and ways to cut the amount of wasted food. In the first year of the initiative Sainsbury’s tested different approaches being monitored by an independent entity.

Trials included the education of pupils in local schools or bringing a community fridge into a community to encourage sharing surplus food. Sainsbury’s also tested the use of technologies, including smart fridges and Apps. During 2017 Sainsbury’s widened the successful-tested approaches to more than 140 communities all over Britain.

(Sources: <https://www.about.sainsburys.co.uk/making-a-difference/our-values/our-stories/2017/putting-food-waste-tactics-to-the-test>; <https://www.about.sainsburys.co.uk/making-a-difference/our-values/our-stories/2017/helping-customers-to-cut-food-> & <https://nachhaltigkeitsbericht.bosch.com/fuer-eine-welt-ohne-hunger/>)



<p>Goal 2. End hunger, achieve food security and improved nutrition, and promote sustainable agriculture</p> <p>2 ZERO HUNGER</p> 	Technology Development and Innovation	Contributing to the development of low-cost technologies that are easily replicable and have a higher positive impact on nutrition provision, agricultural productivity and hunger eradication	ISO 26000: 6.8.6 Technology Development and access
		Stimulating innovation and efficiency , reducing costs of products and services	ISO 26000: 6.6.5 Fair competition
	Healthy & Affordable food	Considering engaging in partnerships with organizations like universities or research labs to enhance scientific research in the area of nutritional supplements and healthy offering	ISO 26000: 6.8.6 Technology Development and access
		Offering high quality products with longer product life, at affordable prices	ISO 26000: 6.7.5 Sustainable Consumption
		In setting prices and charges, offer, wherever permitted, a tariff that gives a subsidy to those who are in need	ISO 26000: 6.7.8 Access to essential services
	Social Investment	Contributing to programs that provide access to food and other essential products for vulnerable or discriminated groups and persons with low-income, considering the importance of increased capabilities, resources and opportunities	ISO 26000: 6.8.9 Social Investment
		Engaging in joint efforts for provisioning food as the basic essential commodity, for vulnerable and deprived, with special attention to children	ISO 26000: 6.3.9 Economic, social & Cultural Rights
	Sustainable Agriculture with enhanced productivity	Adopting sustainable agricultural and allied activities practices including aspects of animal welfare, for example as defined in leading standards and certification schemes	ISO 26000: 6.5.6 Protection of the environment, biodiversity and restoration of natural habitats
		Progressively procuring a greater proportion of products from suppliers using more sustainable technologies and processes	ISO 26000: 6.6.6 Promoting social responsibility in the value chain
		Developing sound agricultural techniques and making them accessible to those who are in need	ISO 26000: 6.5.6 Protection of the environment, biodiversity and restoration of natural habitats

Thank you

For your attention!

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