

Questions

Table ronde CSR LAB

Business

1. The concept of CSR has been developed in France, Brazil and more widely in Europe before and during the Millennium Goals Objectives, which are the reasons that motivated your company to move towards an international tool that is the Global Compact?
2. As part of the integration of the Global Compact in corporate strategy, you had to select some of these objectives. Which are they, how did you choose and why specifically these goals?
3. To complement the previous question, do you think a company should choose necessary SDGs strictly related to its core business?
4. Are you considering the integration of SDGs in your strategy and action plan exclusively at the policy level? Or your field teams are sensitised and involved in the implementation of SDGs?

Cooperation:

1. The MDGs adopted by the United Nations did not have the desired effect despite the involvement of the civil society, do you think the achievement of SDGs will be more effective if companies integrate and promote them?
2. Lise Kingo, Executive Director of the Global Compact stated, "The SDGs is an important driver of future markets and may trigger a wave of products, services and sustainable business innovations. All businesses have a role to play and find opportunities for growth and innovation. " Do you agree with this statement
3. Would you mentor your partners and corporate clients, if they were willing to follow your path?
4. It was recognized that the UN did not have the right approach on the integration of MDGs and ways to implement them. One of the main points underlined was that the UN and partners used a top-down and in silo based approach. Currently, the companies are changing their management to include new governance based on horizontality, cross-sector approach and agility.

Do you think this new governance could be applied to implement SDGs and be seen as a better way to involve actors?

External branding:

1. In the vision of your company, it is written that you want to be seen as a reference or leader through your services or strategy, do you think the integration of SDGs is decisive to achieve your vision?
2. Do you think the integration of SDGs in your company's strategy will have a measurable impact with your customers?
3. When companies implement an action plan linked to public policy or benefiting to community, they have to cope with sceptics who will tell, "it starts with the framework and often that is just some window dressing..."

What is your position and main arguments to demonstrate that this affirmation is wrong?

Legal frame:

1. Companies are familiar with ISO standards; we can mention ISO 26000 and ISO 14001 as being directly related with SDGs. In addition, International organisations created others tools such as Eco-Management and Audit Scheme or G4 Sustainability Reporting, but not limited.

In order to achieve the SDGs, is the profusion of these audit tools an obstacle or an effective support for companies?