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## 24B- It's time for companies to make their Sustainable Development Goals resolution!

### CONTEXT

*The UN 2030 Agenda represents the biggest opportunity for global awareness and actions on such huge challenges. How to seize the opportunity, especially for companies? How could they align their core business to the SDGs? The countdown to 2030 has begun.*

### SYNTHESIS OF DEBATES AND/OR CONCRETE PROPOSALS

The SDGs used to be called the Millennium Development Goals. Those goals were announced in 2000 and aimed, for instance, at ending poverty and hunger. However, these projects have not been a great success for several reasons: the top-down approach proposed by the UN, the involvement of actors (firms only had a financial participation), or the issue of communication of actors within the NGOs. It is time to understand that those SDGs can be a lever of innovation.

According to Nathalie JAUBERT, companies must also participate to the SDGs, as the latter have an impact of the whole of the firm, within and on its commercial actions. Companies, and especially banks, must lead ambitious action plans which include the SDGs and give them a long term engagement and goal to reach. There is also a need to reinforce partnerships through the financing of firms. There are numerous external and internal vital sparks. The COP21 was the first step towards an international co-financing. The bank BNP Paribas wanted to show it was capable to act; hence it decided to communicate with the Executive Board by the mean of yearly indicators: the KPI. Those have been included in the variable pays and forge a link between remuneration and CSR. There therefore is a need to identify what has a positive impact on the environment and channel capitals to positive projects. In this matter, the bank especially regards micro-financing, education for all, energy transition and wants to encourage innovation.

The stock exchange BM&FBOVESPA is a source of investments for the markets. On the one hand, its role is to encourage companies; and the other hand, it is to convince investors, and build trust. It was recognized by the UN as a pioneer of the SDGs. What matters to the company are responsibilities. Companies must prove their commitment, describe the measures and the means implemented to reach their goals. Brazilian firms are trying to understand how to concretely implement the SDGs day to day.

At Novartis, the head of the CSR department is in direct link with the CEO, and, together, they try to expand the right to health and medical treatments. Ethics and conformity are strong values for the company which thinks that everyone should respect the rules and report behaviors which go against the ethics. For the company, health and security are very important, which is why they want each employee or volunteer to create their CSR plan. It established 17 SDGs along with a methodology to implement them.

### THEY SAID IT !

« Let's not be naive » N. Jaubert, BNP Paribas

« We must take responsibility and speak of a sustainable development. » S. Consiglio Favaretto, BM&FBOVESPA

« There is nothing more extraordinary than an ordinary life. » E. Roth, Novartis

« Apply the SDGs, put them in practice and spread the word » S. Serve, Jeune Chambre Economique

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