

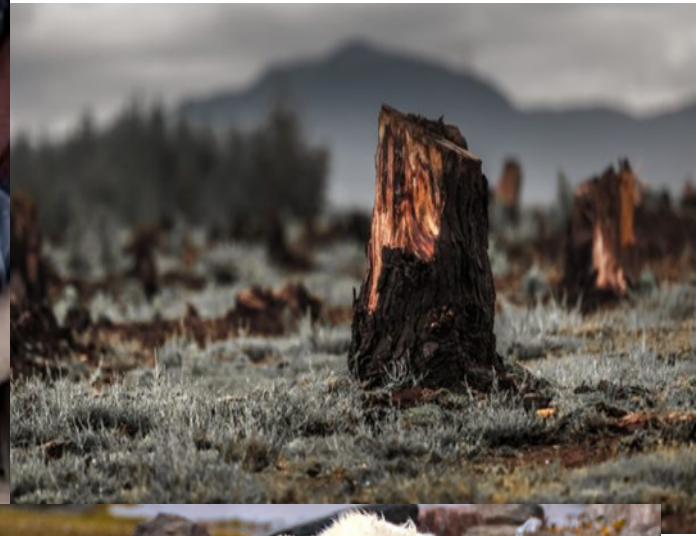
The implementation of Agenda 2030: Which role for business?



Prof. Angelo Riccaboni
University of Siena
Chair UN SDSN MED, Chair Fundacion PRIMA

Montalcino, July 19, 2018

Traditional development model is leading our Planet and our communities to a huge sustainability crisis



Agenda 2030 and the SDGs



- **After a two-year negotiation**
- **A common Agenda and 17 goals for the world's future, through 2030**
- **Agreed by 193 leaders at the UN, on 25 Sept 2015**
- **Backed up by a set of 169 detailed Targets**



Conférence sur les Changements Climatiques 2015

COP21/CMP11

Paris France



SECRETARE EXECUTIVE CONVIC

PRESIDENT

SECRETARE



ACTION TIME

NOVEMBER 7 TO 18

#COP22 - cop22.ma



MARRAKECH
COP22|2016|CMP12
UN CLIMATE CHANGE CONFERENCE

TAK
TO
SPI
NOV
AC
#COP2

CUSTOMS



“Companies are a vital element in achieving the Sustainable Development Goals. Companies can contribute through their key activities; therefore, we ask them to assess their impacts, set ambitious targets and communicate the results obtained in a transparent way.”

Ban Ki-moon, former UN General Secretary

Business As Usual



foxb

“Yes, the planet got destroyed, but for a beautiful moment in time we created a lot of value for shareholders.”



- 1. Which contribution businesses can give to implement Agenda 2030?**
- 2. Why should businesses be actively engaged in such Agenda?**
- 3. What should businesses do in practice to become Business 2030?**

1. Which contribution businesses can give to implement Agenda 2030?



Role of leaders

Technological,
organizational
and social
solutions



Promote proper
behavior and
answer to
pressure from
the bottom

2. Why should businesses be actively engaged in the implementation of Agenda 2030?

(i) It's fair towards communities and environment

- International and national regulations – Regulatory risk
- Operational & reputation risks



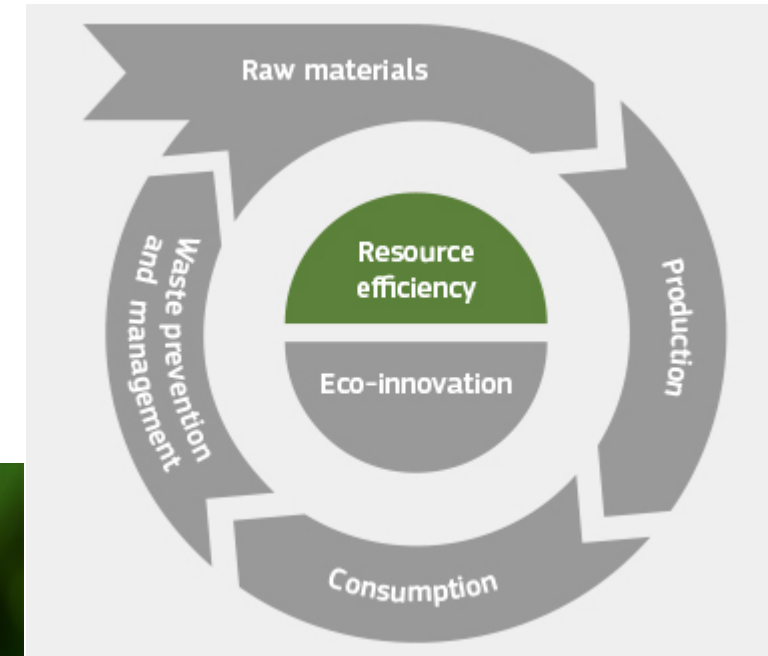
2. Why should businesses be actively engaged in the implementation of Agenda 2030?

(ii) Opportunities

- Investors preference for more responsible business



- New opportunities from changes in consumers' attitude towards more sustainable and healthier products



- Saving financial and natural resources -> Circular economy



Larry Fink

Chairman and Chief Executive Officer

Laurence D. Fink is Founder, Chairman and Chief Executive Officer of BlackRock, Inc. He also leads the firm's Global Executive Committee.

Companies must ask themselves: What role do we play in the community? How are we managing our impact on the environment? Are we working to create a diverse workforce? Are we adapting to technological change? Are we providing the retraining and opportunities that our employees and our business will need to adjust to an increasingly automated world? Are we using behavioral finance approaches to prepare workers for retirement, so that they invest in a way that will help them achieve their goals?

2. Why should businesses be actively engaged in the implementation of Agenda 2030?

(iii) Trust and Better management



- Keep and attracting talents and valuable human resources



- Better governance thanks to transparency, diversity, reporting



- Better risk management

3. What should businesses do in practice to become Business 2030?



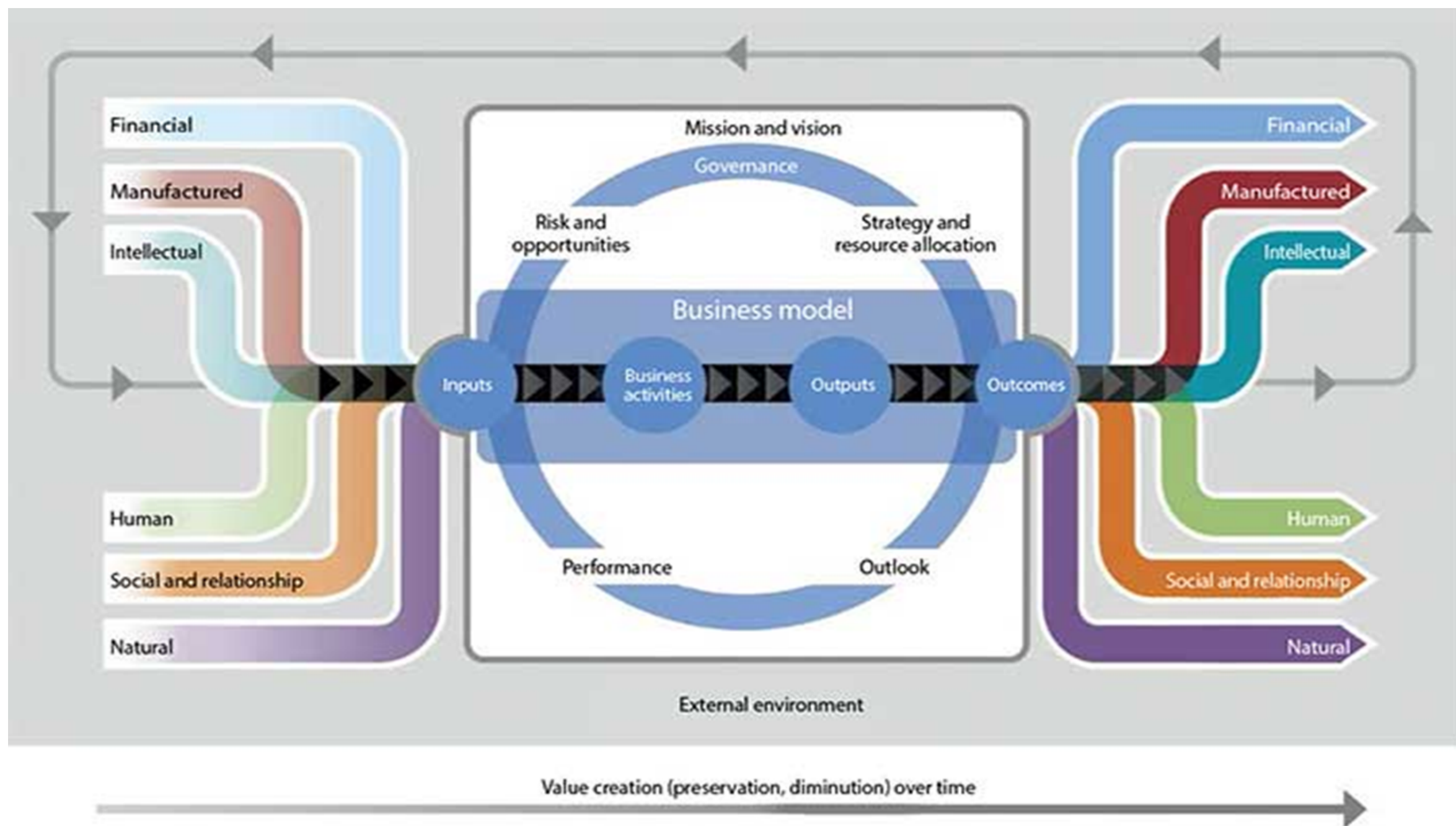
(i) Integrate strategy, business model and decision-making processes with environmental and social goals



"Sustainable development towards a future where every human being can unfold his or her individual potential; where mankind is living together in social forms reflecting human dignity; and where all economic activity is conducted in accordance with ecological and ethical principles"



Our Corporate Purpose states that to succeed requires "the highest standards of corporate behavior towards everyone we work with, the communities we touch, and the environment on which we have an impact."



(ii) Be open to innovation and partnerships

Technological and organizational innovations

Going beyond boundaries:

Business partners and Stakeholders

NGOs, networks, associations, research institutions, public sector



(iii) Ensure a Sustainable Supply Chain

Issues of sustainability and profitability particularly relevant in agro-food systems



Agro-food System a crucial role in achieving SDGs

employment, job creation, rural and community development, human welfare,
consumers' health, hunger, food waste and lost



11 EU Countries: Croatia, Cyprus, France, Germany, Greece, Italy, Luxembourg, Malta, Portugal, Slovenia & Spain

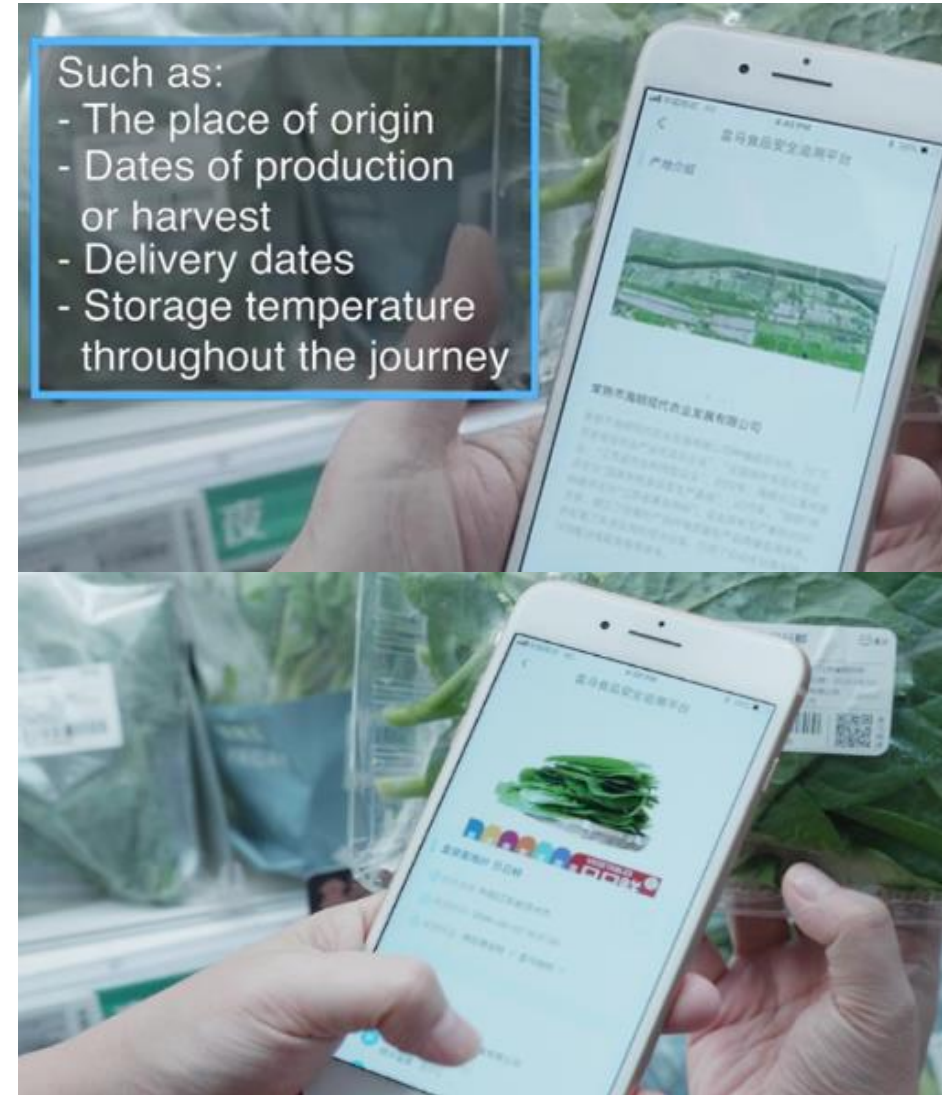
8 non-EU countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Tunisia & Turkey

Euro-Mediterranean Research and Innovation Programme with a budget of € 500 Million over 7 Years euro

“Hema” App

Customers can track farm-to-shelf journey of food

- Item’s farm-to-store journey
- Photos of the distributor’s business licenses and food-safety certificates
- Access to the product’s provenance details
- 1,700 items in nine categories : meat, seafood, rice, tofu and soy products, fruits, vegetables, poultry and eggs, dairy and cooking oil



SDGacademy

We create and curate free educational resources on sustainable development and offer them as a global public good.

18

**COURSES AND
MORE TO BE
ANNOUNCED
THROUGHOUT
2018.**



**ENROLLMENTS
170k +**

**COUNTRIES/
TERRITORIES**

190 +



An Observatory for the promotion of solutions
in the Agri-Food sector in Mediterranean Area

PRIMA Observatory on Innovation

PRIMA Observatory on Innovation promotes
research, innovation and education
best practices in Mediterranean Area

Scroll Down

◉ Welcome



In short

Becoming Business 2030

It is fair, provides opportunities, induces better management



Combining economic growth & greater profitability with care for the Planet
A great opportunity worth trying