

Delivering the Sustainable Development Goals

seizing the opportunity in global manufacturing



Table of contents

Executive Summary	4
Foreword - introducing the SDGs	6
• Driving sustainable change	6
1. The SDGs - the role of governments	8
• Governments around the world are getting serious about the SDGs	8
• CEOs recognise the significance of a government agenda	9
• Forging partnerships for the SDGs – a government perspective	11
• So how is the United Arab Emirates government approaching the SDGs?	16
• Where business can partner with governments on the SDGs	16
2. The SDGs – the role of business	18
• No more business-as-usual – why the SDGs matter for business	18
• The 17 SDGs, and the 169 targets that underpin them, are a blueprint	18
• Outlining the opportunities - the SDGs as competitive advantage	18
• Citizens worldwide believe that business is about profit...and more besides	20
• Making the SDGs relevant for leaders and for other corporate functions	22
3. The SDGs – opportunities for global manufacturing businesses	26
• The manufacturing industry worldwide	26
• Manufacturing and the SDGs	26
• Which SDGs matter most for manufacturers?	27
• Connecting the SDGs	30
• So what are the biggest SDG-related opportunities for manufacturers?	32
4. Conclusions	33
• Aligning with the SDGs is a major opportunity for both manufacturers and governments	33
• Annex A – achieving key targets for SDGs 7, 8, 9, 12, and 13	35
Contacts	40



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Executive summary

This white paper, developed jointly by PwC, GMIS and UNIDO, sets out the business imperative for manufacturing businesses of achieving the United Nations Sustainable Development Goals (SDGs), and why global manufacturing organisations must align their strategy with the SDGs.

Of course businesses cannot achieve the SDGs by themselves. That is not their role. That is the role of government. But individual businesses – including global manufacturers - can help (or hinder) governments in achieving them.

Governments will also turn to business to help them achieve the SDGs, not primarily through donations or philanthropic activity (although that will help too), but by reviewing and seeking inputs that help shape government policies and procedures impacting businesses.

For global manufacturing players, this means (a) recognising the relevance of the SDGs to their business activities, and then (b) moving away from “business-as-usual” in the way they deliver and create products and services.

Manufacturers should look closely at the targets that underpin SDG goals 7, 8, 9, 12 and 13 in particular, as these may well be where their greatest opportunities (and their biggest contribution) lie. UNIDO, which focuses particularly on SDG 9, believes that the structural shift toward more innovation and technology-oriented industrial activities will significantly change the nature of competition, redefine work and redraw traditional industrial boundaries. As such, the arrival of the new industrial revolution promises considerable opportunities for inclusive and sustainable development for manufacturers as they align their business models with the achievement of the SDGs.

The recent ‘Better Business, Better World’ report revealed that pursuing sustainable and inclusive business models could unlock economic opportunities worth at least US\$12 trillion a year by 2030 and generate up to 380 million jobs, mostly in developing countries. But the total economic prize from implementing the Global Goals could be two to three times larger still, assuming that the benefits are captured across the whole economy and accompanied by much higher labour and resource productivity.



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الملخص التنفيذي

تركز اليونيدو بشكل خاص على هدف التنمية المستدامة رقم ٩، وتعتقد بأن التحول الهيكلي نحو مزيد من الابتكار والأنشطة الصناعية ذات التوجه التكنولوجي سوف تغزّ بشكل ملحوظ طبيعة المنافسة، مع إعادة تعريف العمل والحدود الصناعية التقليدية. وعليه، فإن وصول الثورة الصناعية الجديدة يحمل معه فرصاً كبيرة للتنمية الشاملة والمستدامة لشركات التصنيع التي بدأت بمواءمة نماذج أعمالها مع تحقيق الأهداف العالمية للتنمية المستدامة.

وقد كشف تقرير «أعمال أفضل، لعالم أفضل» أن السعي نحو اتباع نماذج عمل مستدامة وشاملة يمكن أن يفتح الأبواب لفرص اقتصادية بقيمة ١٢ تريليون دولار أمريكي على الأقل سنوياً بحلول عام ٢٠٣٠، بالإضافة إلى خلق ما يصل إلى ٣٨٠ مليون فرصة عمل، معظمها في الدول النامية. ومع ذلك، يمكن أن تكون الفائدة الاقتصادية الكلية من تنفيذ هذه الأهداف العالمية أضعاف ذلك، على افتراض أن يتم تسجيل الفوائد على جميع قطاعات الاقتصاد إضافة إلى وجود قدر أكبر من الإنتاجية لدى العمالة والموارد.

تم إعداد هذه الوثيقة بالتعاون مع برايس ووترهاوس كوبرز، والقمة العالمية للصناعة والتصنيع، ومنظمة الأمم المتحدة للتنمية الصناعية (يونيدو)، وفيه يبحث أهمية تحقيق شركات التصنيع للأهداف العالمية للتنمية المستدامة (SDGs) وأسباب حاجة المنظمات الصناعية العالمية إلى مواءمة استراتيجيتها مع هذه الأهداف.

ويعد تحقيق الأهداف العالمية للتنمية المستدامة من ضمن دور الحكومات وليس الشركات والأعمال، كونها لا تستطيع القيام بذلك من تلقاء نفسها. ولكن، يمكن للشركات - بما في ذلك شركات التصنيع العالمية - أن تساعد (أو تعيق) الحكومات في تحقيق تلك الأهداف. كما أن الحكومات ستسعى للحصول على المشورة من الشركات لمساعدتها على تحقيق الأهداف العالمية للتنمية المستدامة، ليس فقط من خلال التبرعات أو النشاط الخيري (على الرغم من أنه من شأنه أن يساعد أيضاً)، وإنما عن طريق استعراض والبحث عن المدخلات التي تساعد على تطوير السياسات والإجراءات الحكومية التي تؤثر على هذه الشركات.

استناداً لما سبق، فإن شركات التصنيع العالمية الكبرى ستدرك أهمية الأهداف العالمية للتنمية المستدامة لأنشطتها التجارية، وتبتعد عن اتباع طريقة أداء «الأعمال كالمعتاد» عند تقديم أو خلق منتجاتها وخدماتها. وعليه، ينبغي على شركات التصنيع الاطلاع عن كثب على المستهدفات الخاصة بأهداف التنمية رقم ٧ و ٨ و ٩ و ١٢ وعلى وجه الخصوص الهدف رقم ١٣، حيث أنها تمثل أفضل الفرص المتاحة لهم (وأكثر المساهمات).

Foreword – introducing the SDGs

Driving sustainable change

When 193 governments come together - as they did when signing up to the SDGs in 2015 - and agree to face world issues head on, you know that there is appetite for change. In 2015, countries worldwide adopted 17 goals¹, with 169 underlying targets, that tackle major issues impacting the world, from ending poverty, to protecting the planet, to ensuring prosperity for all as part of a new sustainable development agenda.

Each of these 17 United Nations Sustainable Development Goals (SDGs) has specific targets that need to be achieved by 2030. For the goals to be reached, everyone needs to do their part: governments, the private sector (i.e. business), civil society and individuals. In this report, we focus primarily on the role of governments and businesses, with a special emphasis on global manufacturers.



Source: Preliminary results from the PwC SDG selector.

¹See <http://www.un.org/sustainabledevelopment/sustainable-development-goals/> for more on each of the 17 goals.

The SDGs both build upon and go way beyond the earlier Millennium Development Goals (MDGs) – launched in 2000 to make global progress on poverty, education, health, hunger and the environment. The MDGs had been an expression of solidarity with the world's poorest and most vulnerable. They translated principles and aspirations into a set of time-bound, shared targets, and mobilised the world to tackle poverty's many dimensions, forming a framework for a global partnership that ushered in a new era of development cooperation.

Although the MDGs were not achieved in their entirety, significant inroads were made: extreme poverty was halved in 15 years; 43 million more children now go to school; new HIV infections went down by 40% and over two billion more people got access to clean drinking water. But there is still much to do.

In part, the SDGs encompass the unfinished business of the MDGs, but they go well beyond poverty eradication, breaking significant new ground covering economic and environmental challenges as well. Crucially, the 17 goals and their underlying 169 targets are interconnected rather than stand-alone and they apply equally to the developed and developing world.

For over 20 years already, governments have also been coming together to discuss climate change, its impact on the planet and how to address it. 2016 saw a major new agreement on their approach and ambition, evidencing the ability and current appetite of governments to convene and commit to driving real change. This “Paris Agreement” feeds into SDG 13 (Climate action) rather than competing with it.²

The agreement has now been ratified by 132 countries. The UAE government, which ratified in September 2016, sees this agreement as a ‘way for countries to contribute to climate actions in line with their economic and development priorities*. For the UAE this means solutions which create new social and economic opportunities and support our ambitious agenda towards economic diversification’, according to Dr Thani Ahmad Al Zeyoudi, Minister of Climate Change and Environment.

“The 2030 Agenda for Sustainable Development, adopted by world leaders two years ago, is a blueprint for making our world more equitable, sustainable and liveable.

To implement this plan - and its 17 Sustainable Development Goals - we need to broaden the circle of action to include governments, bilateral and international organisations, and international financial institutions”

Antonio Guterres, UN Secretary General³

*Source: <http://www.thenational.ae/uae/environment/uae-to-monitor-greenhouse-gas-emissions>.

²For more on the Paris Agreement, see http://unfccc.int/paris_agreement/items/9485.php

³See <http://www.newsweek.com/2017/01/20/davos-2017-un-secretary-general-antonio-guterres-opinion-540326.html?rx=us>

1. The SDGs – the role of governments

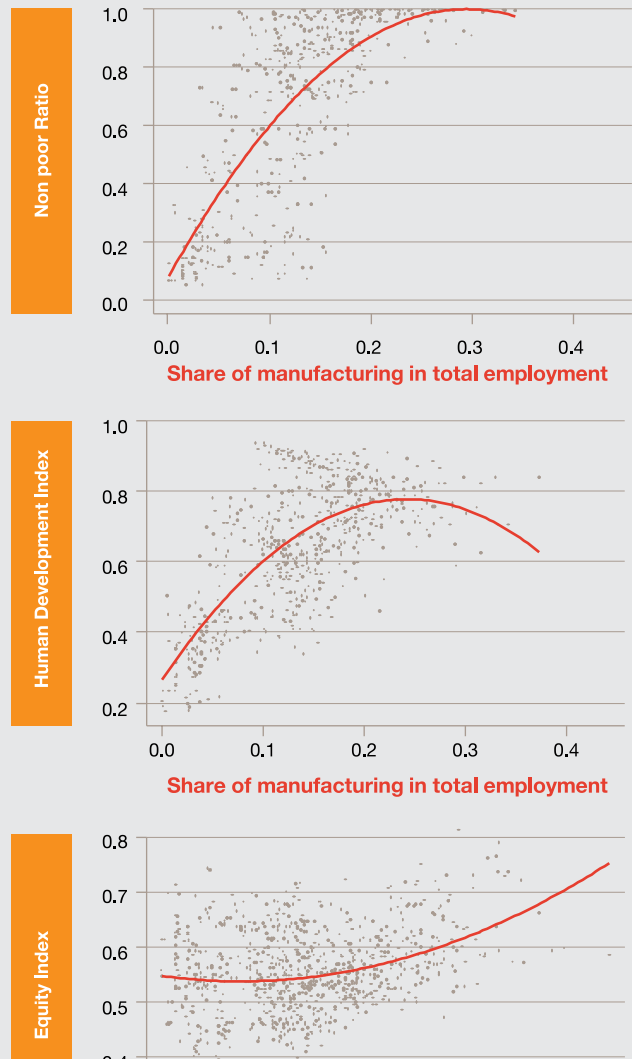
Governments around the world are getting serious about the SDGs

It is clear that primary responsibility for achieving the SDGs lies with governments, but it is also now widely recognised that they will not be able to make the dramatic level of change without the help of business. After all, business activity has an impact - both positive and negative - that touches upon all the goals.

Industrialization is critical to economic growth and employment in all countries. There is ample empirical evidence that industry and manufacturing provide greater opportunities to exploit economies of scale, drive investment and innovation, create formal employment, and facilitate global trade. This recognition is based on its ability to drive the structural transformation of economies, which is key for realizing the economic growth rates and decent job opportunities needed to achieve shared and sustained prosperity.⁴

For instance, recent analysis conducted by UNIDO shows the positive correlation between manufacturing and indicators of social inclusiveness. (See Figure 1: Inclusiveness indices by share of manufacturing in total employment). Data from the Non-Poor Ratio, Human Development Index and Inclusive Industrialization Development index all demonstrate strong linkages between manufacturing and lower levels of poverty, better income distribution, and better human development rankings.

Figure 1: Inclusiveness indices by share of manufacturing in total employment, 1970-2010.



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