



# SDGs

## What good looks like and why it matters

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# About the SDGs and their relevance to business and investors

**Sustainable Development Goals launched by the UN in 2015 as part of the 2030 sustainability strategy**

***Calls for the private sector to employ its business processes, funding, networks, and scale to contribute to these goals in the same way as they have responded to the Paris Agreement.***

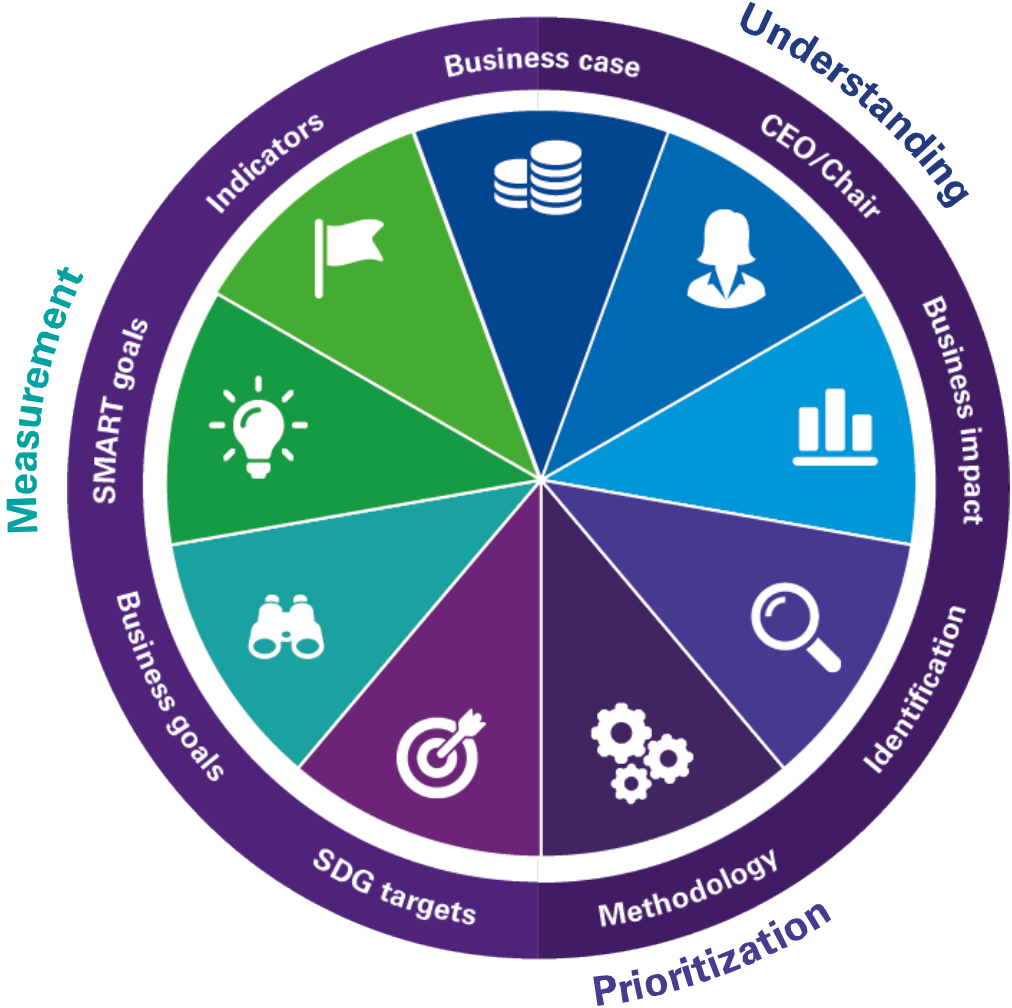


# Featured reporting companies

Leading SDG reporting companies

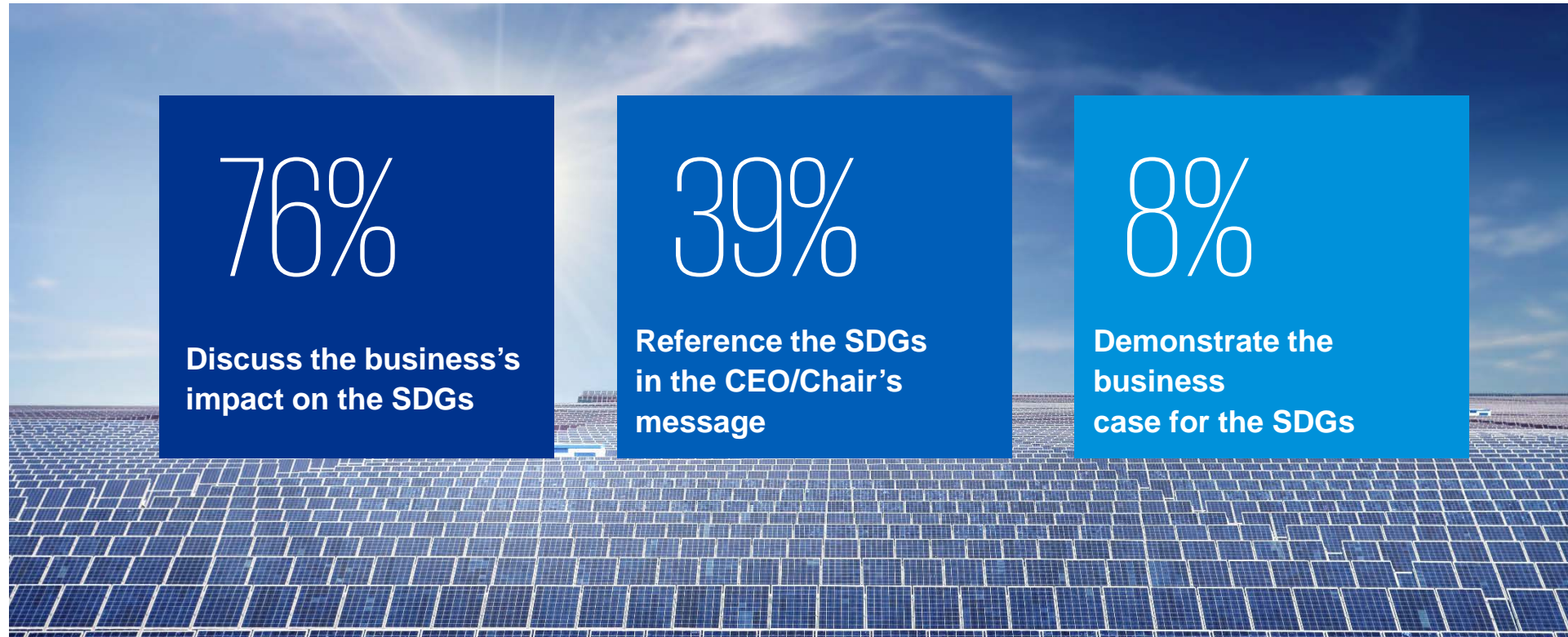


# What good SDG reporting looks like: KPMG's 9 quality criteria for evaluation





# Understanding the SDGs



# Prioritizing the SDGs

85%

**Identify the SDGs  
most relevant to  
their business**

55%

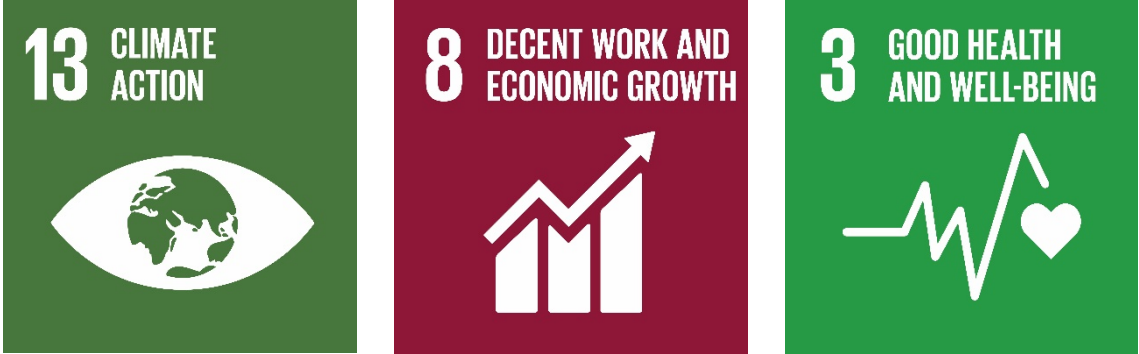
**Disclose the process  
used to prioritize the  
SDGs**

20%

**Identify relevant  
SDG targets**

# Prioritizing the SDGs

Companies are paying the most attention to the following three SDGs:



Companies are paying the least attention to the following three SDGs:



# Measuring SDG performance

35%

**Report SDG-related performance goals for the business**

9%

**Set SMART performance goals for their SDG activities**

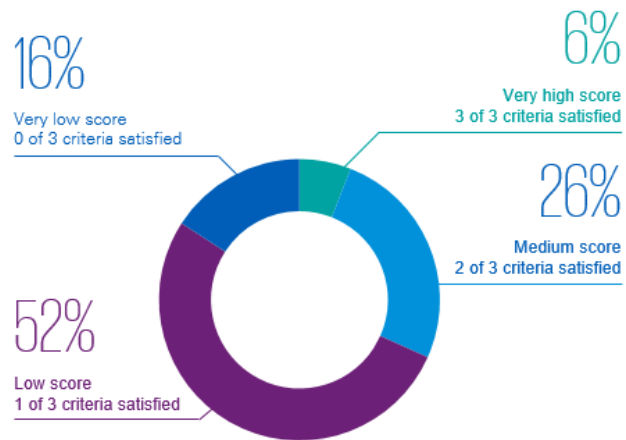
24%

**Report the indicators they use to measure their performance on the SDGs**

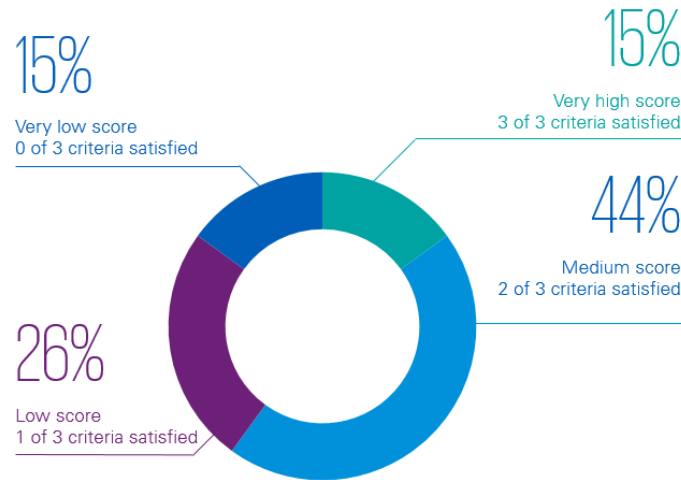


# SDG Reporting Quality Results

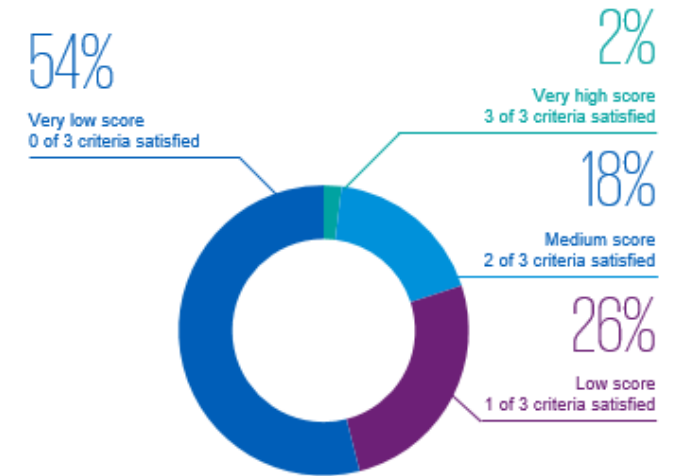
## Understanding the SDGs



## Prioritizing the SDGs



## Measuring SDG Performance



# What should companies be doing now with SDGs?

1

**Phase 1: Develop a solid understanding within the company of the SDGs and relevance to the business**

2

**Phase 2: Reach agreement on which SDGs the company will focus on and which ones it will not**

3

**Phase 3: Design appropriate performance targets and measurement systems that align to SDGs**

4

**Phase 4: Communicate the company's SDG programs and performance**

# Thank you, questions?