



THINKERS

50

15TH INDUSTRY CONGRESS

ISTANBUL CHAMBER OF INDUSTRY

THE VALUE OF SUSTAINABILITY

Marga Hoek



1 NO POVERTY



2 NO HUNGER



3 GOOD HEALTH



4 QUALITY EDUCATION




5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 RENEWABLE ENERGY



8 GOOD JOBS AND ECONOMIC GROWTH



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE



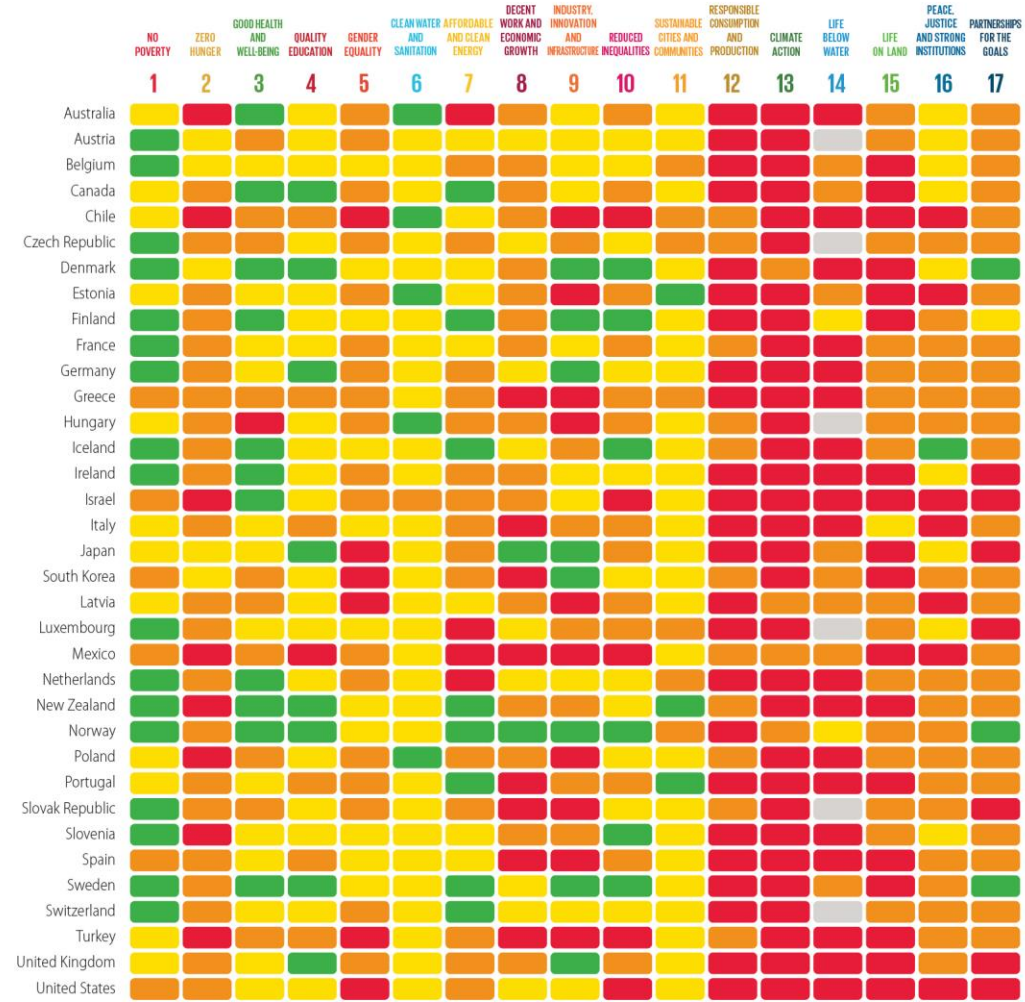
17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development

THE TRILLION DOLLAR SHIFT

SDG DASHBOARD FOR OECD COUNTRIES



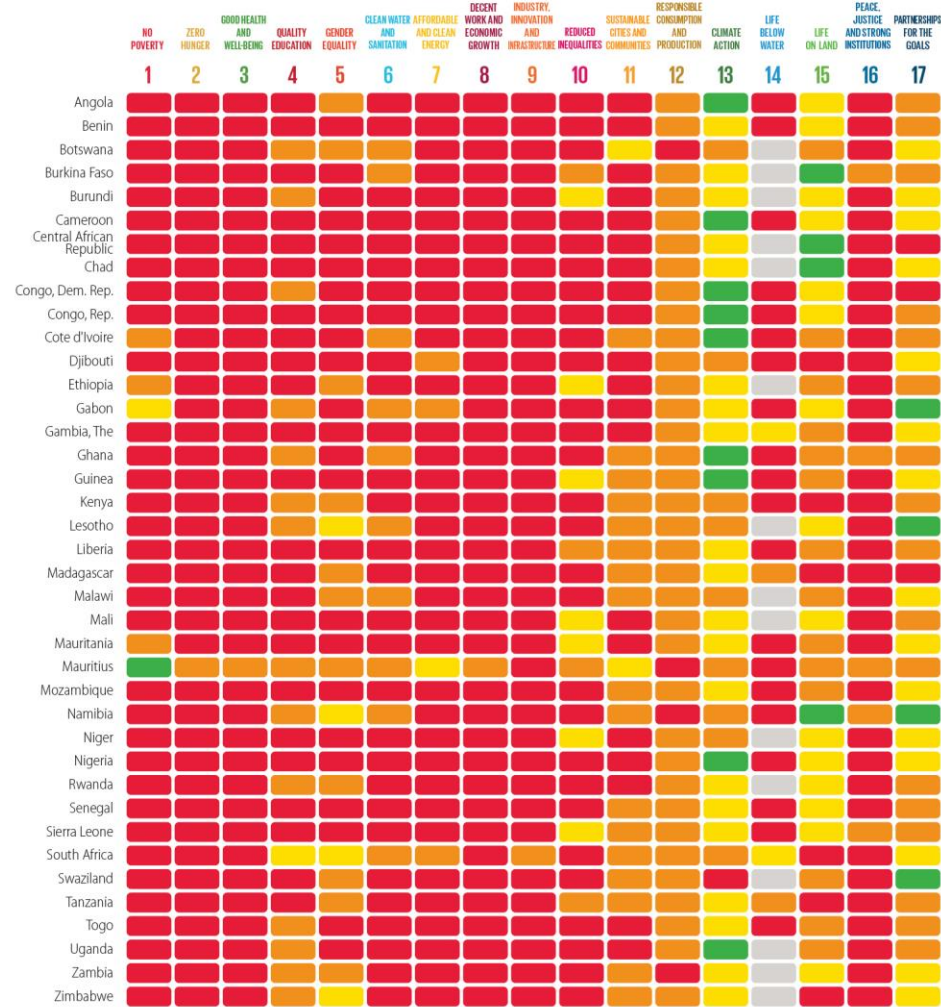
A green rating on the SDG Dashboard denotes SDG achievement, and is assigned to a country on a given SDG only if all the indicators under the goal are rated green. Yellow, orange and red indicate increasing distance from SDG achievement.

For more information on the dashboard methodology, refer to part 2. Full metadata on the indicators used is available at www.sdgindex.org

Source: Authors' analysis

SDG DASHBOARD FOR SUB-SAHARAN AFRICA

THE TRILLION DOLLAR SHIFT



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Figure 1: SDGs Mapped Against Environmental, Social, and Governance Categories



Purpose driven companies





THE GLOBAL GOALS
For Sustainable Development

**DELIVERING THE GLOBAL
GOALS COULD UNLOCK
\$12 TRILLION**

IN BUSINESS OPPORTUNITIES



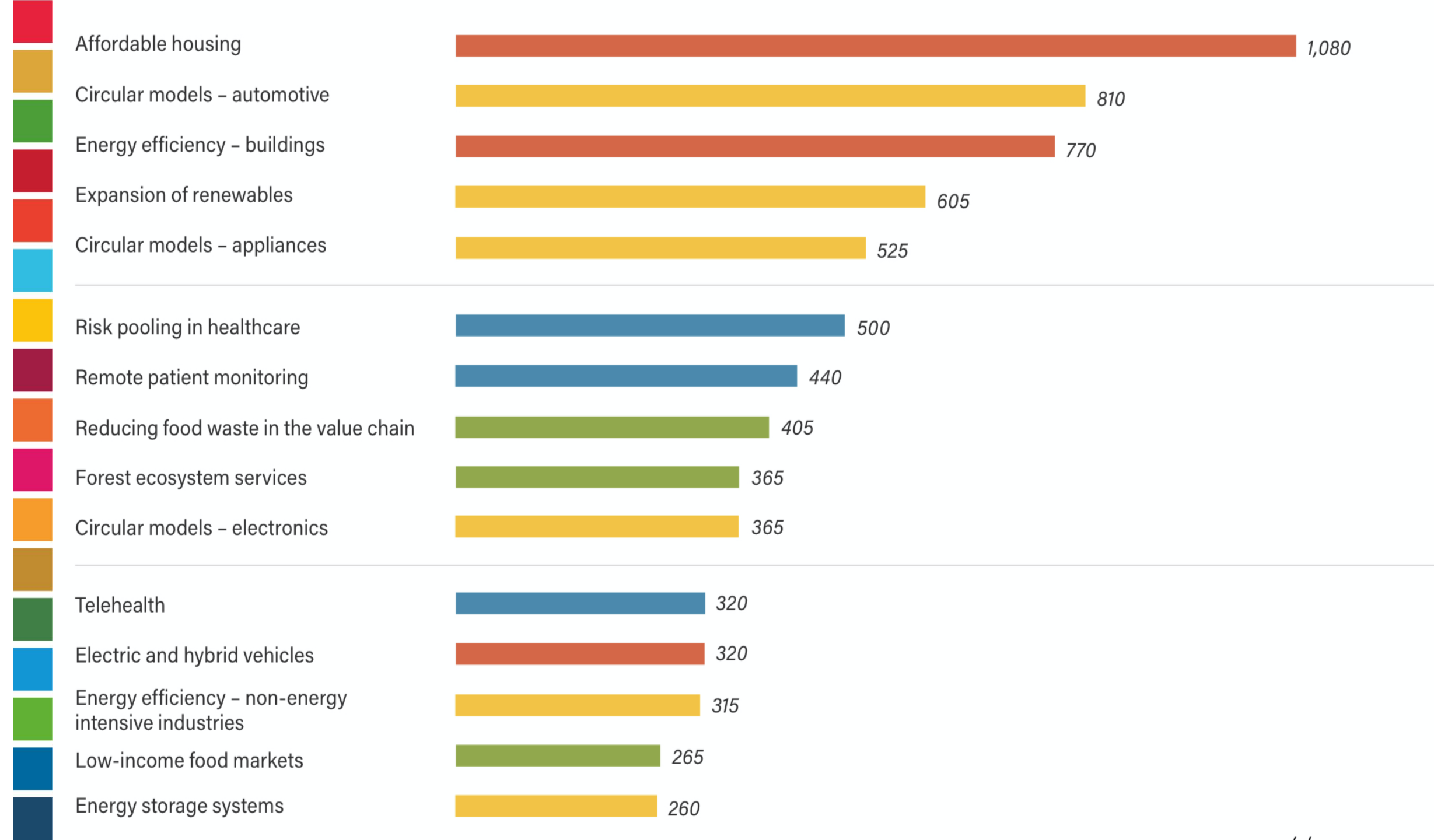
Tremendous market opportunities
in four economic systems:

food &
agriculture

cities

energy &
materials

health &
well-being



DSM

Nutrition Improvement Program
Fighting malnutrition around the world

Case applied in: Global
Headquarters located in: The Netherlands

SDG 3

Good Health and Well-Being

Reach more than 28 million people per year with improved nutrition through biomedical, health and nutrition product portfolios geared toward maintaining, protecting or regenerating health.

SDG 7

Affordable and Clean Energy

Enable energy solutions such as advanced biofuels and materials for solar panels, and support clean energy efforts via the Bright Minds Challenge, while increasing use of renewable energy.

SDG 12

Responsible Consumption and Production

Reduce food waste through solutions such as Pack- Age; replace fossil fuel based alternatives with advanced biofuels and bio-succinic acid.

SDG 13

Climate Action

Focus on reducing the company's carbon footprint and enabling the low-carbon economy.

THE RIGHT NUTRITION IN THE CRITICAL FIRST 1,000 DAYS OF LIFE **PROVIDES THE FOUNDATION FOR CHILDREN TO THRIVE AND NATIONS TO PROSPER.**

FEIKE SIJBESMA, CEO/CHAIRMAN MANAGING BOARD DSM

CHALLENGE

To address malnutrition issues affecting 2 billion people living on US \$2 a day or less.



“ DSM HAS
PRIORITIZED
THE ISSUE OF
MALNUTRITION
AND ADVOCATES
FOR IMPROVED
NUTRITION ALL
OVER THE WORLD.
”

The image is an architectural rendering of a modern high-rise building. The building features a facade of vertical, light-colored panels with a grid of windows. The top section of the building is illuminated with a vibrant pink and purple light. The building is surrounded by lush greenery, including trees and a rooftop garden. In the foreground, there is a public square with people walking, a person on a bicycle, and a bus stop. The sky is a deep blue, suggesting dusk or dawn. On the left side of the image, there is a vertical bar with a series of colored squares: red, yellow, green, red, orange, cyan, yellow, red, orange, pink, orange, yellow, green, blue, green, and blue.

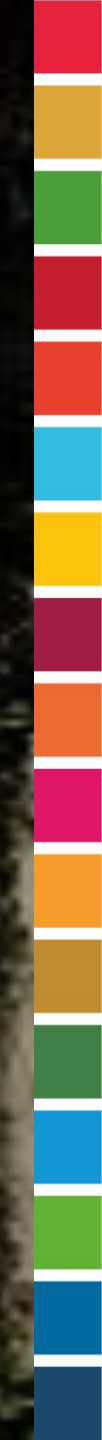
CATELLA AND ELITHIS

Building energy positive
houses for affordable living



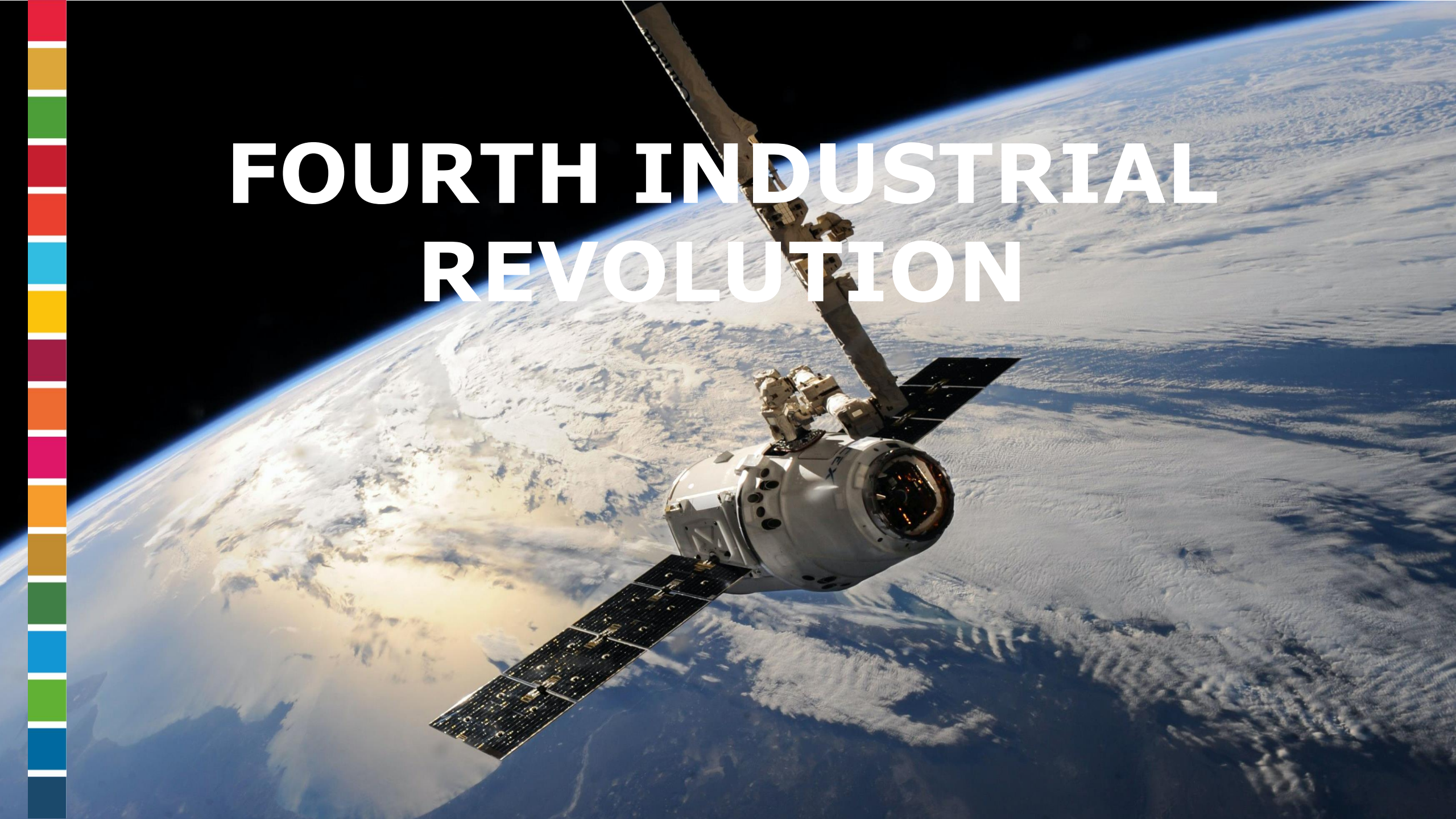
ØRSTED

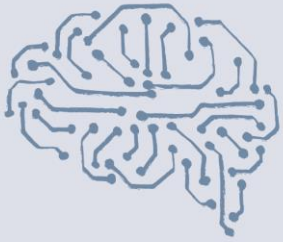
**Decarbonizing the entire
supply chain**



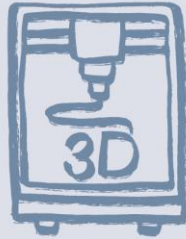
ARCELIK GROUP
Sustainable household
appliances manufacturer

FOURTH INDUSTRIAL REVOLUTION

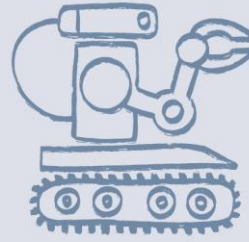




ARTIFICIAL INTELLIGENCE
AND DATA COLLECTION



3D PRINTING (ADDITIVE
MANUFACTURING)



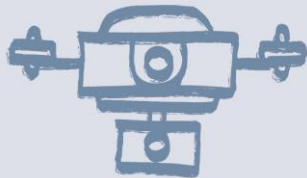
ADVANCED ROBOTICS



ARTIFICIAL INTELLIGENCE
AND DATA COLLECTION



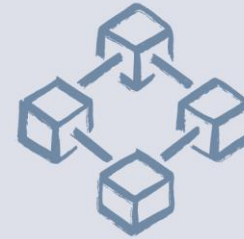
VIRTUAL REALITY (AUG-
MENTED REALITY)



AUTONOMOUS VEHICLES
(INCLUDING DRONES)



INTERNET OF THINGS (IOT)



BLOCKCHAIN



**PRO SOLVE
SMOG EATING FACADE
ABSORBING POLLUTION FROM AIR**



CROSS TEXTILES
Circular Jeans
Re Design Project

NAFHAM

Nafham (“we understand” in Arabic) Online Educational Platform
Online video lessons following K - 12 curricula to support learning in
Egypt, Syria, and more countries

Case applied in: Egypt, Algeria, Saudi Arabia,
Kuwait and Syria
Headquarters located in: Egypt

SDG 4

Quality Education

The platform currently has more than 23,000 videos covering Egyptian, Saudi, Kuwaiti, Algerian, and Syrian curricula and is available online through the website, mobile apps (Android/iOS) and the smart TV app. To date more than 5,000 videos have been crowd-sourced.

SDG 17

Partnerships for the Goals

A Cairo tech-focused accelerator Flat6Labs, four entrepreneurs, including Ahmad El Alfi, the head of parent fund Sawari Ventures, have partnered to support and improve education systems.

AT NAFHAM, WE FIRMLY BELIEVE THAT ENGAGING YOUNG AND CURIOUS MINDS IS THE MOST CREATIVE AND **EFFECTIVE APPROACH TO A BETTER UNDERSTANDING.**

MOSTAFA FARAHAT, CEO AND CO-FOUNDER NAFHAM

CHALLENGE

To enhance school systems in regions where there is inadequate educational facilities or lack of access to schools.



“NAFHAM AIMS TO COMPENSATE FOR CURRENT SHORTCOMINGS IN THE TRADITIONAL SCHOOL SYSTEM AND SUPPORT REFORM OF CURRENT EDUCATIONAL SYSTEMS.”



#FACE
THE CLIMATE EMERGENCY



NEW GENERATIONS SPUR SUSTAINABLE GROWTH





Five Qualities of SDG Leadership

Intentional

Support for the SDGs is an integral, deliberate part of a leading company's strategy

Ambitious

A leading company's level of ambition greatly exceeds prevailing levels of ambition, its actions are material in the context of its end-to-end operations, and it focuses on long-term outcomes

Consistent

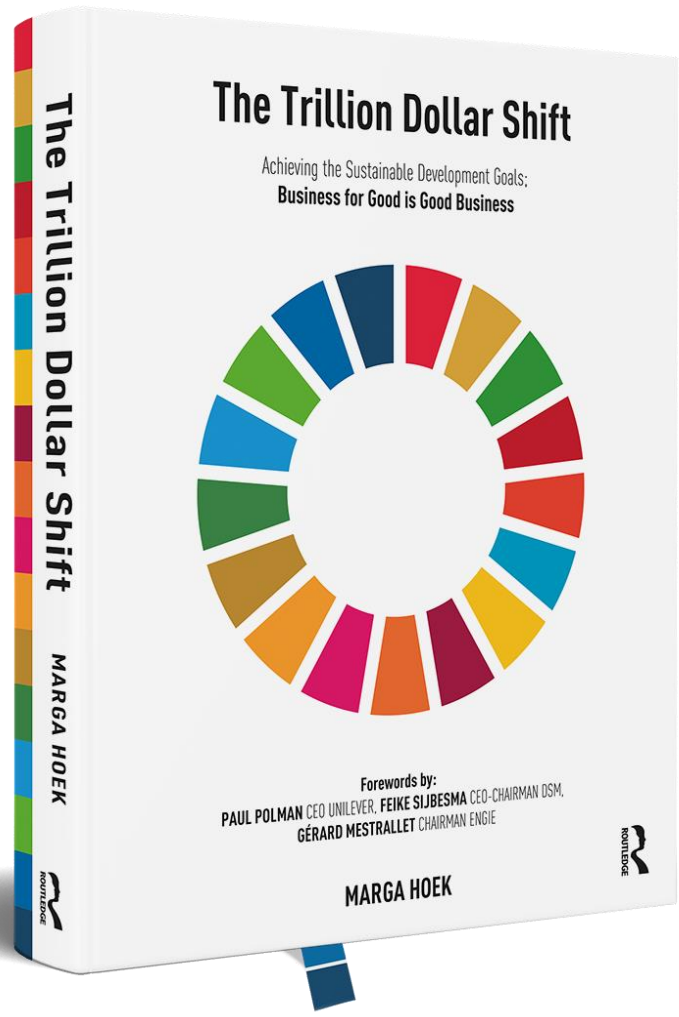
Support for the SDGs is embedded across organizational functions and external communications

Collaborative

Support for the SDGs involves partnerships, including with business, government, civil society and other actors

Accountable

A leading company is transparent, manages risk, seeks out meaningful engagement with stakeholders, and is accountable for adverse impacts.





**THERE IS NO PLAN B
BECAUSE WE DO NOT
HAVE A PLANET B**

**BAN KI-MOON
FORMER UN SECRETARY-GENERAL**