

Make an impact

Engage with the Sustainable
Development Goals



Purpose-driven sustainability



The Sustainable Development Goals (SDGs), spearheaded by the United Nations, is a set of 17 “Global Goals” with 169 targets between them. It calls for concerted efforts towards building an inclusive, sustainable and resilient future for people and planet.

When global companies align with the SDGs they will have a clearer view on how their business helps or hinders achieving local or global sustainability goals.

They will also have a competitive advantage over those companies that don’t understand their contribution or use the knowledge to revise their strategies accordingly.



How to get there

- 1 Agree which SDGs your business and its value chain have an impact on directly and indirectly, in the countries you operate in
- 2 Agree the methodology and measure your business impact across all these SDGs
- 3 Understand where your business has a positive or negative impact on each SDG
- 4 Understand the priorities of the governments your business operates under
- 5 Prioritise reducing negative impacts and increasing positive impacts according to what needs to be achieved by governments
- 6 Incorporate this learning into business planning and strategy
- 7 Evidence how you impact on the SDGs and your contribution.



Driven by the United Nations (UN), the Sustainable Development Goals (SDGs) are a set of global goals that governments are expected to adopt. When they sign up to them, they will look to society, and businesses in particular, for help to achieve them. It will herald a major change for business. Governments will want to measure and monitor progress and manage the effectiveness of their interventions. In turn, businesses will need to assess their impact on the SDGs and review its strategy accordingly. It will need to collect, assure and report new data, evolving its reporting too.

1 NO POVERTY 	End poverty in all its forms everywhere
2 ZERO HUNGER 	End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3 GOOD HEALTH AND WELL-BEING 	Ensure healthy lives and promote well-being for all at all ages
4 QUALITY EDUCATION 	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5 GENDER EQUALITY 	Achieve gender equality and empower all women and girls
6 CLEAN WATER AND SANITATION 	Ensure availability and sustainable management of water and sanitation for all
7 AFFORDABLE AND CLEAN ENERGY 	Ensure access to affordable, reliable, sustainable and modern energy for all
8 DECENT WORK AND ECONOMIC GROWTH 	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation



Reduce inequality within and among countries



Make cities and human settlements inclusive, safe, resilient and sustainable



Ensure sustainable consumption and production patterns



Take urgent action to combat climate change and its impacts



Conserve and sustainable use the oceans, seas and marine resources for sustainable development



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



Strengthen the means of implementation and revitalize the global partnership for sustainable development



Which SDGs are relevant to you and your business? What impact would you like to make?

Find out using our online PwC SDG Selector Tool.



<https://dm.pwc.com/SDGSelector/>



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