

THE UN SUSTAINABLE DEVELOPMENT GOALS



The UN Sustainable Development Goals (SDGs) are a universal call to action to solve the world's most urgent challenges and create a prosperous future for all. With governments, civil society, and businesses working together, we can put an end to poverty, rescue the planet and build a peaceful world – by 2030.

Behind each SDG are a suite of indicators to measure progress in achieving the goal. Below is a summary of each of the 17 UN Sustainable Development Goals and a sample of measurable actions organizations can implement to support each goal.



SDG 1 No Poverty – End poverty in all its forms everywhere

Poverty is the result of a lack of resources to provide for necessities – food, clean water, shelter, and clothing. In Canada, close to 10% of people live below the poverty line. Businesses can help by supporting their workers and supporting programs to provide for people in need.

- ◆ 100% of employees across the organization earn a living wage or % above living wage
- ◆ Financial planning resources and/or training for all employees
- ◆ % of expenses spent with locally owned businesses
- ◆ Savings programs for retirement are provided
- ◆ Flexible work hours to ensure employees can care for their dependents



SDG 2 Zero Hunger – End hunger, achieve food security and improved nutrition, and promote sustainable agriculture

Zero Hunger is about making sure our food systems are resilient and ready to meet the nutritional needs of our communities long-term.

- ◆ Promote health and nutrition through workshops and counselling
- ◆ Provide healthy (plant rich) snack and meal options (make available → subsidise → provide for free)
- ◆ Grow food on-site. Start a rooftop or patio garden with food for staff.
- ◆ Provide garden starter kits at a discounted rate to staff and/or provide education of food growing
- ◆ Donate \$ or time to organizations that support food security initiatives, such as local food banks



SDG 3 Good Health and Well-Being – Ensure healthy lives and promote well-being at all ages

Good physical and mental health for ourselves and our teams. Create an environment where people are empowered to care for themselves and their families, and work-life balance is a priority.

- ◆ Provide supplementary benefits including health, dental, life insurance and disability coverage
- ◆ Provide mental health coverage for employees. E.g. Benefits includes Employee Assistance Program / counselling
- ◆ Provide flexible work hours to ensure employees can care for their dependents
- ◆ Wellness programs encourage active lifestyles (bike to work week, step challenges, running events, etc.)
- ◆ Provide training and awareness events on mental health, substance abuse, nutrition, etc.



SDG 4 Quality Education – Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

A skillful workforce is crucial for business to prosper. Businesses have the potential to provide opportunities for direct and indirect jobs for youth, women, and those with special needs, who should benefit through educational means.

- ◆ Professional development opportunities outside of core training are provided (eg. Leadership, financial planning, public speaking, etc.)
- ◆ Facilitate and contribute funding (budget or matching program) to people accessing continuing education (time/\$)
- ◆ Educational content integrated into business' product or service for guests/customers (climate action, circular economy, cultural heritage, etc.)
- ◆ Co-op and work experience opportunities are provided with a focus on underrepresented groups
- ◆ Mentorship and training opportunities are provided (coaching, training at-risk youth)



SDG 5 Gender Equality – Achieve gender equality and empower all women and girls

Ensuring equal opportunities for women and girls requires the careful review of existing programs and systems to remove barriers and correct for historical inequities. Equal support for all parents will increase flexibility and shared responsibility in caring for dependents. Encourage and empower women to take on leadership roles.

- ◆ At least 50% of leadership positions are held by women
- ◆ Gender equality policies and practices in place for recruitment, remuneration (equal pay for equal work, training, promotions, etc.)
- ◆ Women and girls are actively empowered through mentorship and education
- ◆ Kid-friendly office and child-care support (on-site childcare, subsidized childcare, policy to support breastfeeding mothers, flexible work hours for all parents)



SDG 6 Clean Water and Sanitation – Ensure availability and sustainable management of water and sanitation for all

80% of our wastewater globally goes into waterways without treatment. In addition, common pollutants such as fertilizers, plastics and spills put freshwater systems at risk. By changing practices and contributing to systems such as bioswales and wetlands, we can restore healthy

freshwater systems.

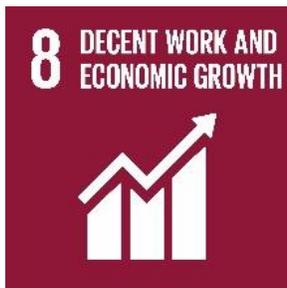
- ◆ A water savings assessment or audit has been conducted to identify all potential water saving actions.
- ◆ Goals have been set to reduce water consumption and plans are in place to achieve those goals (e.g. low-flow fixtures, rain-capture, drought-resistant landscaping, or behavioural best practices)
- ◆ Educate staff/guests/clients about the above practices and importance of protecting and conserving freshwater resources
- ◆ All freshwater used is properly treated before returning to the natural ecosystem
- ◆ Raingardens, bioswales or natural wetlands provide natural filtration to stormwater run off



SDG 7 Affordable and Clean Energy – Ensure affordable, reliable, sustainable, and modern energy for all

Energy use contributed to 60% of total global greenhouse gas emissions. Organizations can reduce energy consumption, and make the shift to clean energy with reduced emissions.

- ◆ Energy reduction targets have been set and there is a plan to meet them
- ◆ Working to reduce energy consumption. E.g. efficient building design, LED lighting, behavioural best practices, etc.
- ◆ Renewable energy is purchased for 100% of energy needs
- ◆ Supporting a clean and just transition to renewable energy sources from fossil fuels



SDG 8 Decent Work and Economic Growth – Promote inclusive and sustainable economic growth, employment, and decent work for all

Due to COVID, we have witnessed dramatic job loss, especially in youth and entry level positions. To create a strong economic future, companies can create great work opportunities and foster both individual and broader economic stability.

- ◆ 100% of employees across the organization earn a living wage or % above living wage
- ◆ Contractors are paid at least a living wage and have a formal feedback process
- ◆ Financial services for employees include direct deposit, financial management assistance debt management, retirement savings plans, etc.
- ◆ Recruitment of marginalized/ underrepresented groups including youth, newcomers, Indigenous, LGBTQ2, etc.
- ◆ Sick days and wellness days are provided and staff are encouraged to proactively take care of themselves



SDG 9 Industry, Innovation & Infrastructure – Build resilient infrastructure, promote sustainable industrialization, and foster innovation

Investment in innovation and infrastructure are key drivers towards economic stability and development. Promoting research, innovation, and sustainable industries are key to facilitate sustainable development.

- ◆ % of company facilities certified by a green building program (B Corp's top bracket is 80+%)

- ◆ Set reduction goals and consistent measuring of waste, energy, water, and carbon
- ◆ % Job growth rate. Increase number of positions paying living wage (B Corp's top bracket is 50%+)
- ◆ Support innovative companies and organizations who are providing an alternative product/service that will help reduce environmental impacts of your organization
- ◆ Investments in innovative operational changes or infrastructure that will reduce emissions and promote sustainable development (Eg: Shifting to biofuels, changing a manufacturing process to reduce energy, etc)



SDG 10 Reduced Inequalities – Reduce inequality within and among countries

Income inequality is on the rise—the richest 10 percent have up to 40 percent of global income whereas the poorest 10 percent earn only between 2 to 7 percent. Companies can support equality in income, rights, and inclusion regardless of age, sex, race, or ethnicity.

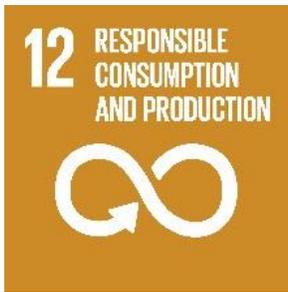
- ◆ Diversity assessment of leadership positions and pay completed
- ◆ Recruit and employ marginalized or underrepresented people (people with disabilities, Indigenous, LGBTQ2, seniors, newcomers, etc.)
- ◆ Provide services to support or empower underrepresented people that they would not normally have access to
- ◆ Advocate for the rights of underrepresented people
- ◆ Ensure equal work for equal pay, regardless of age, sex, race, or ethnicity



SDG 11 Sustainable Cities and Communities – Making cities and human settlements inclusive, safe, resilient, and sustainable

The rapid growth of cities—a result of rising populations and increasing migration—has led to a boom in mega-cities, especially in the developing world, and slums are becoming a more significant feature of urban life. Making cities sustainable means creating safe career opportunities (over 90% of COVID cases are in urban areas), protecting green spaces, improving urban air quality, and improving transportation

- ◆ Have an educational component about how the business contributes to the sustainability and resiliency of its community
- ◆ Provide safe, affordable housing for its staff
- ◆ Provide free or subsidized transit passes for their staff
- ◆ Participate in/contribute to regional planning design and decisions towards sustainable development
- ◆ Directly improve the accessibility/safety of green space or protected lands



SDG 12 Responsible Consumption and Production – Ensure sustainable consumption and production patterns

Waste is one of the most pressing global issues, as our material footprint increased it puts great pressures on natural resources. The way our organizations purchase, consume or make products can reduce these pressures.

- ◆ Goals have been set to reduce waste and improve sorting and plans are in place to achieve those goals
- ◆ Showcase/support circular economy principles and/or upcycling (using waste as a resource). Examples include using waste heat, recycling wood waste to use as biofuel, old lumber into new furniture, etc.
- ◆ Company has achieved a 80% or higher waste diversion rate (percentage of waste recycled vs landfilled)
- ◆ Purchasing policy addresses durability, recyclability, post consumer waste content and ethical purchasing decisions for common items
- ◆ Responsible paper consumption (reduce total use, increase % PCR content in all paper)



SDG 13 Climate Action – Take urgent action to combat climate change and its impacts

COVID-19 may result in a 6% drop in GHG emissions for 2020, which is still short of the 7.6% annual reduction required to limit global warming to 1.5 degrees. Businesses play a huge role in reducing emissions and fostering a regenerative future.

- ◆ Carbon footprint is measured regularly, and offsets are purchased annually. (Business is Carbon Neutral)
- ◆ Emissions reduction targets have been set for 2030 and there is an annual plan to help meet them.
- ◆ An environmental report is completed annually/biennially and publicly available
- ◆ Product/service includes an educational component about the climate crisis and what can be done to minimize impact
- ◆ \$ or time donated to organizations that are supporting climate action initiatives



SDG 14 Life Below Water – Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Business can contribute to the ocean's biodiversity, balance and health by reducing plastic waste, only purchasing sustainably caught seafoods, and reducing emissions.

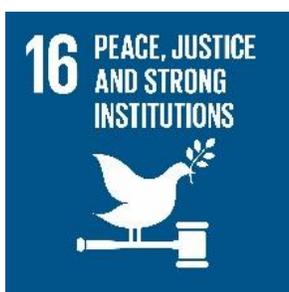
- ◆ Prevent/reduce marine pollution
- ◆ No single use disposable items are provided to staff or guests
- ◆ Goals have been set to reduce plastics and plans are in place to achieve those goals
- ◆ Contribute to the protection of endangered marine species and/or enhanced biodiversity
- ◆ Purchasing policy to only purchase Oceanwise seafood and educates guests/staff about sustainable, low-on-the-food chain options such as shellfish and seaweeds



SDG 15 Life on Land – Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

31,000 species are threatened with extinction due to habitat loss, and forests are continuing to decline at a rapid rate. Consider how your business can combat these trends to protect life on land.

- ◆ Include an educational component on improving, protecting, or conserving ecosystems or animal populations
- ◆ Support reforestation/tree-planting initiatives
- ◆ The organization works towards the conservation of threatened or at-risk species
- ◆ Promote biodiversity in insects and pollinators through native plant landscaping and/or green roof tops
- ◆ Biodiversity targets are integrated into land use planning



SDG 16 Peace, Justice & Strong Institutions – Promote just, peaceful, and inclusive societies

For business, SDG 16 is about good governance in our workplaces. It is also about looking outside the walls of our business to see how we can contribute to a peaceful and just world more broadly. In 2019, the number of people fleeing war and conflict exceeded 79.5 million, the highest ever recorded.

- ◆ Corporate oversight: non-fiduciary advisory board or board of directors
- ◆ Financial performance and beneficial ownership is transparent
- ◆ Stakeholders have a voice in social and environmental performance (advisory board or other feedback mechanisms)
- ◆ Code of ethics and whistle blower policy promote ethical decision making
- ◆ Create work opportunities for refugees, directly in your company or supported within your supply chain

17 PARTNERSHIPS FOR THE GOALS



SDG 17 Partnership for the Goals – Revitalize the global partnership for sustainable development

Most of the indicators for SDG 17 from the UN are about paying fair taxes or for international relations and ensuring developing countries have the resources to achieve the UNSDGs. For business, think about supporting your sector, industry or community in achieving the SDGs.

- ◆ Engage with industry organization on sustainability. Encourage organization to reflect on/adopt UNSDG framework (Start with one!)
- ◆ Create partnerships with non-profits to work on specific projects within the SDGs
- ◆ Collaborate with your competitors to raise the bar and standards within your industry
- ◆ Engage your existing partners to support the UN Sustainable Development Goals
- ◆ Develop partnerships with existing organizations that are advancing SDGs you wish to support