

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 targets and actions organizations can implement to support each SDG.



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.

Example Targets

- ◆ 100% of employees across the organization earn a [living wage](#) or % above living wage
- ◆ 100% of employees receive financial literacy education and feel secure about their financial health
- ◆ Donate X [\$ or volunteer time] to organizations that are reducing poverty in your region

Example Actions

- ◆ Savings programs for retirement are provided
- ◆ Provide flexible work hours to ensure employees can care for their dependents
- ◆ Provide access to financial planning resources and/or training for all employees
- ◆ Increase economic activity in areas of high poverty, directly benefiting those in need
- ◆ Financial services for employees include direct deposit, financial management assistance, debt management, retirement savings plans, etc.



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.

Example Targets

- ◆ 100% of employees have access to sufficient, affordable, and nutritious food options
- ◆ 100% of marketing and communications materials contain an educational component around minimizing food waste or promoting sustainable food systems
- ◆ Donate X [\$ or volunteer time] to organizations that support food security initiatives, such as local food banks or small-scale producers

Example Actions

- ◆ Promote health and nutrition through workshops and counselling
- ◆ Provide healthy (plant rich) snack and meal options (make available → subsidize → provide for free)
- ◆ Start a rooftop or patio garden to grow food on-site with staff
- ◆ Provide garden starter kits at a discounted rate to staff and/or provide education of food growing
- ◆ Partner with caterers and restaurants who support local, sustainable farmers
- ◆ Donate excess food to food bank or other local non-profit
- ◆ Create space for a community garden on-site



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.

Example Targets

- ◆ 100% of employees have access to supplementary benefits including health, dental, life insurance, and disability coverage
- ◆ 100% of employees participate in health-focused wellness programs (Quarterly)
- ◆ Donate X [\$ or volunteer time] to organizations that are researching treatments and vaccines for infectious diseases (TB, Malaria, HIV, COVID-19)

Example Actions

- ◆ Benefits plan includes Employee Assistance Program / counselling coverage
- ◆ 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.

- ◆ Sick days and wellness days are provided, and staff are encouraged to proactively take wellness days



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.

Example Targets

- ◆ 100% of employees participate in continuing education or professional development opportunities annually
- ◆ 100% of marketing and communications materials contain an educational component to empower consumer/guest decision making (climate action, circular economy, etc.)
- ◆ Donate X [\$ or volunteer time] to organizations that are reducing the barriers to the access to education for underrepresented groups or students

Example Actions

- ◆ Professional development opportunities outside of core training are provided (e.g. Leadership, financial planning, public speaking, etc.)
- ◆ Co-op and work experience opportunities are provided annually, with a focus on underrepresented groups
- ◆ Mentorship and training opportunities are provided (coaching, training at-risk youth)
- ◆ Create work-integrated learning opportunities such as co-ops, internships or apprentice programs



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.

Example Targets

- ◆ At least 50% of leadership positions are held by women
- ◆ 100% of employees have received gender equality education
- ◆ Donate X [\$ or volunteer time] to organizations that support vulnerable women (victims of trafficking, violence, or exploitation)

Example Actions

- ◆ Gender equality policies and practices in place for recruitment, remuneration (equal pay for equal work, training, promotions, etc.)
- ◆ Annual gender equality training and workshops are provided
- ◆ Women and girls are actively empowered through mentorship and education
- ◆ Create a policy to support breastfeeding mothers, and flexible work hours for all parents
- ◆ Provide paid parental leave and flexible return to work opportunities for working 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.

Example Targets

- ◆ Reduce water consumption by X% by 2030
- ◆ 100% of marketing materials and communications contain an educational component about protecting and conserving freshwater resources
- ◆ Donate X [\$ or volunteer time] to organizations that support freshwater ecosystems

Example Actions

- ◆ Conduct a water savings assessment or audit to identify potential water saving actions
- ◆ Update equipment to low-flow and high efficiency
- ◆ Create a filtered water refill station for guests to avoid bottled water
- ◆ 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 behavioral best practices)
- ◆ All freshwater used is properly treated before returning to the natural ecosystem
- ◆ Raingardens, bioswales or natural wetlands provide natural filtration to stormwater run off
- ◆ Spill prevention systems in place to protect freshwater systems from business operations



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

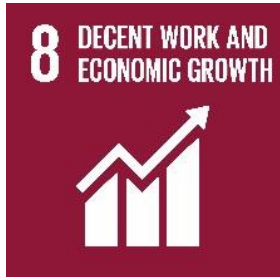
The energy supply sector is responsible for approximately 35% of total greenhouse gas emissions globally. Around 80% of global energy and 66% of electrical generation are supplied from fossil fuels.

Example Targets

- ◆ Reduce energy consumption by X% by 2030
- ◆ Donate X [\$ or volunteer time] to organizations that are advancing renewable energy research and development

Example Actions

- ◆ Regular energy audits are conducted and energy consumption is monitored
- ◆ Energy reduction targets have been set and there is a plan to meet them
- ◆ Adopt energy efficiency codes, standards, and best practices (e.g., efficient building design, LED lighting, behavioral best practices)
- ◆ 100% of energy is offset via renewable energy credits (directly or indirectly through [Bullfrog Power](#))
- ◆ Actively reduce oil, natural gas, propane or diesel consumption



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.

Example Targets

- ◆ 100% of employees across the organization earn a [living wage](#) or % above living wage
- ◆ 100% of employees have flexible work elements (i.e., work from home/remote work options, flexible scheduling, job sharing, etc.)
- ◆ X% of revenue is returned to the local economy.

Example Actions

- ◆ Recruitment of marginalized/ underrepresented groups including youth, newcomers, Indigenous, LGBTQ2, etc.
- ◆ Employee handbook includes: a non-discrimination statement, anti-harassment policy, benefits, training and leave, etc.
- ◆ Policies and practices to ensure fair working hours and rest periods
- ◆ Recognition of workers' freedom of association and right to collective bargaining
- ◆ Human Rights Policy is publicly available and includes: acknowledgement of the rights of Indigenous peoples and principles of the UN Universal Declaration of Human Rights
- ◆ Co-op and internships available to youth and recent graduates
- ◆ Contractors are paid at least a living wage and have a formal feedback process
- ◆ Purchase from suppliers who create unique work opportunities for women, recent immigrants, those living with disabilities, ESL/ETL and new Canadians, and visible minorities
- ◆ % of expenses spent with locally owned businesses (note: BCorp's top bracket is 60%)



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.

Example Targets

- ◆ % of company facilities certified by a green building program (B Corp's top bracket is 80+%)
- ◆ % job growth rate. Increase number of positions paying living wage (B Corp's top bracket is 50%+)
- ◆ % of annual revenue spent on innovation, research, or development (B Corp's top bracket is 20+%)
- ◆ % of annual expenses spent on environmental protection and conservation (B Corp's top bracket is 20+%)

Example Actions

- ◆ Set reduction goals and consistently measure waste, energy, water, and carbon
- ◆ 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 (E.g.: Shifting to biofuels, changing a manufacturing process to reduce energy, etc.)
- ◆ Collaborate to test or develop a new technology that will reduce environmental impact in your operations



SDG 10 Reduced Inequalities – Reduce inequality within and among countries

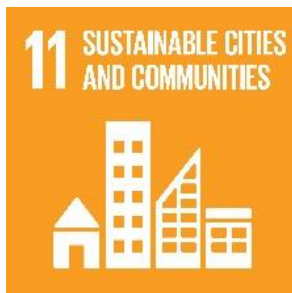
Income inequality is on the rise—the richest 10 percent have up to 40 percent of global income whereas the poorest 10 percent earn only between 2 to 7 percent. Companies can support equality in income, rights, and inclusion regardless of age, sex, race, or ethnicity.

Example Targets

- ◆ 100% of employees have access to equal pay and opportunities
- ◆ Diversity of business (ownership/leadership/employees) = diversity of BC
- ◆ 100% of suppliers/partners have a Justice, Equity, Diversity and Inclusion program in place

Example Actions

- ◆ Pay gap is eliminated (2SLGBTQ, BIPOC, Women, Seniors, Newcomers)
- ◆ Recruit and employ marginalized or underrepresented people (people with disabilities, Indigenous, LGBTQ2, seniors, newcomers, etc.)
- ◆ Company promotes Justice, Equity, Diversity and Inclusion through quarterly staff training and discussion, and a focus on inclusive hiring.
- ◆ Provide services to support or empower underrepresented people that they would not normally have access to
- ◆ Ensure equal work for equal pay, regardless of age, sex, race, or ethnicity
- ◆ Non-discrimination practice or policy, ensuring the company does not discriminate based on age, sex, disability, race, ethnicity, origin, religion, or economic status
- ◆ Corporate banking agency reinvests profits in the community (e.g., credit union)
- ◆ Evaluate and replace suppliers based on the above indicators/ specifically supports companies owned by marginalized community members



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. Making cities sustainable means creating safe career opportunities, protecting green spaces, improving urban air quality, and improving transportation

Example Targets

- ◆ Donate x% of annual revenue or x hours/year to organizations that provide affordable housing; promote safe and green transportation; protect nature and build heritage sites; and/or promote cultural vibrancy
- ◆ 100% of staff have access to safe and affordable housing
- ◆ 100% of staff can freely access low- or no carbon transportation options

Example Actions

- ◆ X% of annual revenue is donated to xx organization(s) (environmental/sustainability/social support organizations)
- ◆ Contribute X\$/% to staff housing expenses
- ◆ Provide all employees with access to e-bikes / transit passes / carpool network
- ◆ Roll out staff bike purchase benefit to encourage and incentivize active and sustainable commuting
- ◆ Provide staff housing to x% of employees as a benefit of employment
- ◆ Lobby government / transit companies to expand transit network to increase staff access to employment site by transit
- ◆ Partner with local organization and contribute x number of paid staff hours annually for volunteer projects that support sustainability and/or resiliency



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.

Example Targets

- ◆ Achieve an 80% or higher waste diversion rate (percentage of waste recycled vs landfilled)
- ◆ Make business operations completely paperless
- ◆ Make Client menu 100% vegan or low-carbon protein based

Example Actions

- ◆ Create a sustainable purchasing policy
- ◆ Eliminate plastic from all product materials and packaging
- ◆ Enhance waste management practices by separating all recycling streams (paper, plastic, soft plastic, glass, electronics, etc.) and recycling responsibly
- ◆ Collect all organic/compostable waste separately from landfill waste
- ◆ 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.
- ◆ Eliminate employee business cards
- ◆ Switch to 100% paperless customer invoicing
- ◆ Ensure all waste fryer oil is collected and converted to biodiesel (food service)
- ◆ Eliminate brochures from marketing materials
- ◆ Conduct an internal waste audit (see Project-zero.ca for free waste audit tools)
- ◆ Increase vegan menu options to 50% of total menu
- ◆ Remove high-carbon meat (beef, lamb) from all menu items
- ◆ Partner with local farmers for sourcing sustainable and ethical meat and produce
- ◆ Deconstruct and salvage materials from any building demolition projects



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

The most recent report from the Intergovernmental Panel on Climate Change (IPCC) warns that we must cut global emissions in half by 2030. Businesses play a huge role in reducing emissions and fostering a regenerative future.

Example Targets

- ◆ 100% of electricity is from renewable sources
- ◆ Reduce company GHG emissions by 50% by 2030 with a future target of net-zero by 2050
- ◆ All facilities, equipment, and vehicles are fossil fuel free and zero emissions

Example Actions

- ◆ Carbon footprint is measured annually with reduction opportunities identified and acted upon – report is made publicly available
- ◆ Replace 100% of company vehicles with ZEV (zero-emissions vehicles)
- ◆ All new staff receive climate action training as part of onboarding process
- ◆ Product/service includes an educational component about the climate crisis and what can be done to minimize impact
- ◆ X\$ or time donated to local organizations that are supporting climate action initiatives
- ◆ Low-carbon transportation options are incentivized (safe bike parking, EV charging stations, bus passes, etc.)
- ◆ Alternatives such as electric, hydrogen, biofuel and others are used instead of fossil fuels
- ◆ Contribute to the protection of carbon sinks (soil carbon sequestration through sustainable agriculture, blue carbon (marine), teal carbon (wetlands), forests, etc) through offsets or other means
- ◆ Install solar/wind/other renewable energy generation to reduce/eliminate reliance on grid electricity or fossil fuel -powered generators



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.

Example Targets

- ◆ 100% of marine pollutant sources (vessels/watercraft/plastics/cleaners etc.) are phased out of operations
- ◆ X% of revenue supports local marine environmental organizations
- ◆ Start a not-for-profit and/or redirect revenue to supporting marine health and biodiversity

Example Actions

- ◆ No single use disposable items are provided to staff or guests
- ◆ Replace all watercraft with zero-emission vessels
- ◆ Eliminate all plastic use from business operations and customer/client/product use
- ◆ Contribute x\$/time to the protection of endangered marine species and/or enhanced biodiversity
- ◆ Institute purchasing policy to only purchase Ocean Wise seafood and educate guests/staff about sustainable, low-on-the-food chain options such as shellfish and seaweeds
- ◆ Educate guests/clients on the marine environment and best practices for a low-impact experience
- ◆ Provide staff with x paid volunteer hours and partner with local organizations performing beach cleanups, marine biodiversity enhancement, etc.
- ◆ Engineer docks to withstand the weight of marine life rather than removing it or incorporate “living docks” that promote marine plant life



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.

Example Targets

- ◆ 100% of land-based pollutant sources (fertilizers/plastics/cleaners/fuels etc.) are phased out of operations
- ◆ X% of revenue supports local environmental and biodiversity organizations
- ◆ Start a not-for-profit and/or redirect revenue to supporting forest/grassland/wilderness health, rehabilitation, and biodiversity

Example Actions

- ◆ All guest experiences include an educational component on improving, protecting, or conserving ecosystems or animal populations
- ◆ X% of revenue is donated to organizations protecting at-risk species that are present within the land boundaries the organization owns and/or operates on
- ◆ Promote biodiversity in insects and pollinators through native plant landscaping and/or green roof tops
- ◆ Biodiversity targets are integrated into land use planning

- ◆ Use/promote sustainable agricultural practices that sequester carbon and promote biodiversity (e.g. permaculture, intercropping, biodynamic farming, etc.) Even the wine you choose can have a positive impact!
- ◆ Participate in or contribute to habitat restoration/tree-planting initiatives
- ◆ The organization supports and/or actively participates in anti-poaching initiatives
- ◆ Protect important habitat areas for birds, mammal migration, etc. within the land the organization owns and operates on
- ◆ Institute a citizen science program that contributes data on local biodiversity to science-based databases and offer free tours/activities to those taking part in citizen science



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.

Example Targets

- ◆ Provide x number of jobs for refugees directly or within the supply chain
- ◆ Donate X [\$ or volunteer time] to organizations in areas of conflict and humanitarian crises to contribute to peace and institution building
- ◆ All staff have financial/temporal access to mental health services and legal counsel (via staff benefits program / paid time off / direct support) if they experience hate crimes or sexual, physical, or psychological violence

Example Actions

- ◆ Corporate oversight: non-fiduciary advisory board or board of directors
- ◆ Financial performance and beneficial ownership are transparent
- ◆ Stakeholders have a voice in social and environmental performance (advisory board or other feedback mechanisms)
- ◆ Company Code of ethics and whistle blower policy promotes ethical decision making
- ◆ Publicly available Environmental, Social, and Governance (ESG) reporting
- ◆ Ratify corporate governing documents that ensure long-term focus on social and environmental actions
- ◆ Offer employees flexible working hours / paid time for voting at all levels (municipal, provincial, federal) and offer shuttle service or transit passes to enable those without personal transport to vote
- ◆ Provide all staff with benefits that include funding for mental health and counselling services



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.

Example Targets

- ◆ Use influence in supply / value chain to encourage X number of organizations to adopt the SDG framework and set targets for 2030
- ◆ X% of partner organizations have already committed to the SDGs and have set targets for 2030
- ◆ Support x% of partners/industry/sector/community in adopting the SDGs and target setting for 2030

Example Actions

- ◆ Hold an annual conference for organizations in your supply chain, competitors, and partner organizations to share progress, discuss challenges, and modify/enhance upcoming targets
- ◆ 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
- ◆ Develop partnerships with existing organizations that are advancing SDGs you wish to support
- ◆ Openly share solutions to sustainability issues with your industry at home and abroad



Truth & Reconciliation – Building an inclusive Canadian economy based on respect for Indigenous rights and titles, inclusive supply chain practices, authentic community engagement, and transparent business practices

As business leaders, we have a responsibility to adopt the *United Nations Declaration on the Rights of Indigenous Peoples* as a reconciliation framework and to apply its principles, norms, and standards to corporate policy and core operational activities involving Indigenous peoples and their lands and resources.

Example Targets

- ◆ [Business Name] has implemented Action 92 of the 94 Calls to Action issued by the Truth and Reconciliation Commission of Canada
- ◆ 100% of employees have participated in Indigenous Perspectives Training
- ◆ Benefit agreements in place with the First Nation(s) land on which we do business
- ◆ X% of supply chain is indigenous owned businesses

Example Actions

- ◆ Commit to meaningful consultation, building respectful relationships, and obtaining the free, prior, and informed consent of Indigenous peoples before proceeding with economic development projects.
- ◆ Ensure that Aboriginal peoples have equitable access to jobs, training, and education opportunities in the corporate sector, and that Aboriginal communities gain long-term sustainable benefits from economic development projects.
- ◆ Provide education for management and staff on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law, and Aboriginal–Crown relations. This will require skills-based training in intercultural competency, conflict resolution, human rights, and anti-racism.
- ◆ Support businesses that are owned or operated by local Indigenous people and/or incorporates Indigenous culture/education
- ◆ Work to acknowledge and learn about local or Indigenous language or culture
- ◆ Sponsor, volunteer and/or participate in local Indigenous events and ceremonies
- ◆ Acknowledge traditional lands through territorial land acknowledgments
- ◆ Create a list of all indigenous owned businesses that your company can support, update annually
- ◆ Incorporate indigenous history into tour content
- ◆ Create partnership with indigenous groups to conduct joint tours to share indigenous knowledge