

The main engine driving the achievement of sustainability goals is the interaction of governments, civil society and science with business practice. Companies rely on close cooperation with politics and civil society to be able to deploy solutions at scale. Governments can leverage the contribution of the private sector by helping to manage risks, by setting innovation friendly targets and by supporting effective policy and practice.



- Orientation of national and regional sustainability strategies on the SDGs
- Prioritisation of the SDG action areas for Germany
- Information offers for business
- Working towards multilateral agreements in certain SDG action areas (e.g. trade, climate protection, health)
- Bilateral partnerships with other countries in certain SDG action areas
- Other suggestions
- No special expectations

"The SDGs match both our business strategy and our Bosch guiding principle 'Technology invented for life' perfectly, because our products improve the quality of life for human beings and contribute to the conservation of natural resources. I am convinced that companies can contribute decisively to attaining the goals through new business models, technologies and innovations. To achieve this, however, intensive cooperation between business, governments, civil society and science is essential."

Bernhard Schwager, Head of the Office of Sustainability, Robert Bosch GmbH

Dialogues, networking, best practice sharing and cooperation serve to create a common understanding. The reduction of complexity is a key driver for the acceptance and implementation of the SDGs.

### Our commitment to the implementation of the SDGs

The **Global Compact Network Germany (DGCN)** consists of the German signatories of the UN Global Compact, the world's largest multi-stakeholder initiative for sustainability and corporate responsibility. The DGCN promotes responsibility and integrity in management through practical learning and dialogue formats for the ten principles of the Global Compact – in Germany and all over the world. On this basis, the DGCN supports companies in the identification of new business opportunities within the framework of Sustainable Development Goals (SDGs), thus mobilising the essential innovation and investment power of business to achieve the global sustainability goals. For further information, go to [www.globalcompact.de](http://www.globalcompact.de)

**econsense – Forum for Sustainable Development of German Business** is an association of leading, globally active companies and organizations of German business specializing in the area of sustainable development and corporate social responsibility (CSR). Founded in 2000 on the initiative of the Federation of German Industries (BDI), the goal of econsense is to provide a dialogue platform and think tank, with the dual objectives of advancing sustainable development in business and assuming social responsibility. econsense will remain committed to engaging with the SDGs and will continue to support their achievement together with the member companies and in cooperation with third parties. For more information, go to [www.econsense.de/en](http://www.econsense.de/en)

**Fountain Park** offers companies, communities and institutions services for the implementation of stakeholder dialogues. The company supports the Global Compact and is particularly involved in the further development of CSR work, public value and the implementation of the SDGs. Fountain Park was founded as an original Finnish company in 2000. It has been active on the German market since 2014 and covers the implementation of stakeholder dialogues supplemented by services from workshops to stakeholder days. Materiality analysis and concrete suggestions for measures are created for a wide spectrum of topics through the involvement of all relevant stakeholder groups. For more information, go to [www.fountainpark.de](http://www.fountainpark.de)



In September 2015, the Member States of the United Nations adopted the 17 Sustainable Development Goals (SDGs) to initiate a global transformation towards a fairer and more sustainable society. It took long rounds of negotiations to agree upon the 17 goals, which are correspondingly ambitious, ranging from the fight against poverty and the improvement of education and health to the prevention of climate change and the protection of the oceans and ecosystems. The SDGs characterise the sustainability debate at national and international levels and promote the global modernisation agenda. As a global goals system, the SDGs provide a common language and a compass for the challenges of the 21<sup>st</sup> century.

By committing to acting responsibly and with integrity – also along their supply chains – companies can significantly contribute to the implementation of the SDGs. The innovation and investment power of business will also play a central role in achieving the SDGs. On the one hand, the participation of companies is essential to meet the challenges formulated by the SDGs – on the other, however, companies also see the SDGs as guiding principles for innovations and as an opportunity to promote sustainability topics.

### To the study

More than 380 representatives from German business participated in the survey carried out by the Global Compact Network Germany and econsense – Forum for Sustainable Development of German Business with support of Fountain Park.

The results indicate the SDGs that are most important for German companies and outline how these companies approach the SDGs.

You can find the comprehensive report here (available only in German): <http://www.fountainpark.fi/de/sdgs-in-der-deutschen-wirtschaft/>

380+ COMPANIES

20+ INDUSTRIES

40%+ SMEs

COMPANY SIZE OF THE SURVEY PARTICIPANTS

> 500 employees



< 500 employees

### What kind of support would be helpful for companies to strengthen their means to implement the SDGs?

INDUSTRY-SPECIFIC EXCHANGE	BEST PRACTICE SHARING	NETWORKING	DIALOGUE WITH CIVIL SOCIETY AND POLITICS	STAKEHOLDER DIALOGUES
REDUCE COMPLEXITY	INTEGRATION INTO EXISTING STANDARDS AND MANAGEMENT SYSTEMS	INFORMATION ON INDICATORS	COOPERATIONS AND PARTNERSHIPS	AWARENESS-RAISING ACTIVITIES



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Network Germany



Forum for Sustainable Development of German Business

# Do the SDGs matter for German business?

The survey results illustrate:  
All 17 SDGs are relevant for German companies.

## 72%

of the survey participants believe that the SDGs are relevant for their company

## 52%

of companies are already engaging with the SDGs

## 21%

plan to do so in the future

„For SAP, the SDGs form the framework of its sustainable corporate strategy. They enable us to classify and evaluate our own sustainability initiatives and the solutions used by our 320,000 customers in 190 countries to implement their strategies.“

Daniel Schmid, Chief Sustainability Officer, SAP SE

„Deutsche Bahn regards the Sustainable Development Goals as an appeal to companies to see sustainability as an opportunity for your business! Digitization can be a key driver in this respect if it is associated with sustainability from the outset.“

Dr. Meike Niedbal, Head of Sustainability Management and Futurology, Deutsche Bahn AG

“We are convinced that only a broader view across and beyond company boundaries will ensure our long-term and steadily-increasing growth. This is why Symrise consistently seeks common paths and solutions from which we can all benefit – along the entire value chain, from raw material suppliers to the consumer. For us as a global company, the Sustainable Development Goals of the United Nations are an important orientation yardstick against which we measure and align our own goals.“

Hans Holger Gliewe, Chief Sustainability Officer, Symrise AG

## The 5 most important SDGs

Not all 17 SDGs are equally relevant for companies. The extent to which a company can contribute to the achievement of each SDG depends on sector, industry, company size, production location and value chain position. To define priority areas for engagement, companies need to map their value chains and identify where positive impacts can be scaled up and where negative impacts can be reduced or avoided.



## Priority SDGs of different industries

### Pharmaceuticals and Chemicals:



### Mechanical and Plant Assembly:



### Automotive:



### Energy Supply:



### Transport and Logistics:



### Others:



To have a perfect SDG record over night is not very realistic. Companies still face many challenges due to their complex value chains but they are willing to assume responsibility. Companies are continuously improving their performance and actively contribute to addressing sustainability challenges.

## How can business contribute to achieving the SDGs? And which actions are companies already taking to advance the SDGs?

Activities of companies can make a significant contribution to regional and economic development, political stability, infrastructure development and the strengthening of local labour markets. More than half of the companies that participated in the survey are already engaging with the SDGs. Measures often mentioned include the implementation of materiality analyses and the integration of the SDGs into sustainability management as well as internal and external communication with employees, stakeholders and other companies.

„Companies contribute to the achievement of the objectives through their innovations and solutions. For us at BASF, the SDGs are also a concrete orientation for sustainability management; for example, we have incorporated them into our product portfolio control system.“

Thorsten Pinkepank, Director Sustainability Relations, BASF SE

## Which challenges are German business facing?

The Agenda 2030 is complex and can be difficult for business to properly understand. In order to set the right incentives, a better understanding is needed of the enabling factors, as well as the constraints, for business and investors interested in addressing sustainability challenges.

## The SDG Compass presents five steps for companies to maximize their contribution to the SDGs.



Source: <http://sdgcompass.org/>