


## How will the UN's Sustainable Development Goals impact us, and the world?

The official SDG graphics are available to download at <https://www.un.org/sustainabledevelopment/news/communications-material/>

<b>Voice: [INSTRUCTIONS] emphasis</b>	<b>On Screen</b>
<p>In 2015, a spirit of global partnership created the United Nations 2030 Agenda for Sustainable Development.</p> <p>And at the heart of this are 17 Sustainable Development Goals, known as the SDGs.</p> <p>But what <b>are</b> these?</p> <p><i>[PAUSE]</i></p>	<p>The wheel, animated (slowly rotating). Backdrop of crowded city scene (in Asia?). This aerial shot's quite nice: <a href="https://www.storyblocks.com/video/stock/aerial-shot-of-crowd-of-people-on-city-square-they-coming-to-outdoor-concert-bz8p0hizio9gczvb">https://www.storyblocks.com/video/stock/aerial-shot-of-crowd-of-people-on-city-square-they-coming-to-outdoor-concert-bz8p0hizio9gczvb</a></p> 
<p>Think of them as a set of value statements for the world. A guide to help us create the future we want to see.</p>	<p>The 17 icons laid out in their tiles (see the communications material webpage for the downloadable graphics).</p>

<p>The SDGs define global priorities, spelling out our hopes for better health and education, reduced inequality, a protected environment, and economic growth.</p> <p>In their detail they take in everything from lifelong learning to clean transport...</p> <p>...and they apply to us all, <b>right now</b>, not just charities in developing countries in some far-off future.</p> <p><i>[PAUSE]</i></p>	<p>As the voiceover talks, SDG 8, 9, 10 and 12 (one at a time) pop out, get bigger, flip round and reveal the full wording (a bit like on <a href="https://sdgs.un.org/goals">https://sdgs.un.org/goals</a>)</p>
<p>For companies, the SDGs give structure and direction to strategies and plans. They're the agenda for the transition to a sustainable economy.</p> <p>In fact, achieving the Goals <b>depends</b> on companies and the people who make them.</p> <p>It's in companies that creativity meets innovation. The best examples are grabbing the opportunity to solve sustainability challenges and build a better future.</p> <p><i>[PAUSE]</i></p>	<p>People being innovative in a company – something like this? <a href="https://www.storyblocks.com/video/stock/group-of-diverse-men-and-woman-in-laboratory-exploring-three-dimensional-printed-models-and-talking-of-implementation-strategy-baw16n_3mjg8vpum7">https://www.storyblocks.com/video/stock/group-of-diverse-men-and-woman-in-laboratory-exploring-three-dimensional-printed-models-and-talking-of-implementation-strategy-baw16n_3mjg8vpum7</a></p> <p>or</p> <p><a href="https://www.storyblocks.com/video/stock/group-of-business-colleagues-brainstorm-at-informal-meeting-hc4w1rnkqjhl6ssas">https://www.storyblocks.com/video/stock/group-of-business-colleagues-brainstorm-at-informal-meeting-hc4w1rnkqjhl6ssas</a></p>
<p>To find out what companies are doing to align with the Goals, we spoke to some people who work in this area...</p>	
<p>1-2mins PETER / WILL / GLORIA We'll ask them questions like:</p> <ul style="list-style-type: none"> <li>• What is the role of business in achieving the SDGs?</li> </ul>	

- What is your organization doing to meet the SDGs?
- What are the benefits for businesses of aligning their strategy with the SDGs?/Why should businesses align their strategy with the SDGs?
- How can businesses align their strategy with the SDGs?

*If we don't get anything suitable, I will write up these points:*

- The SDGs give a framework to assess how sustainably your company is currently operating as well as its supply chain. They are a guidance to develop future strategies and establish market opportunities. With this framework companies can communicate better on their performance, set targets, take action and engage with stakeholders.
- Companies align to the SDGs to calculate and evaluate their progress through the framework however, to some extent it is up to the company to determine how and which SDGs they report out on.
- SDG commitments are ways that investors can analyze the material ESG impacts of a company. There is a strong business case for investing in companies aligned with SDGs, which are shown to secure steady returns for investors

Looking at how the SDGs relate to each other in a complex system might even lead to new strategies and ideas. People are connecting the social, the economic and the environmental.

One model known as the donut combines these areas and imagines a new kind of economic system.

The 17 goals in a complex interconnected matrix, like this:



or

<https://www.storyblocks.com/video/stock/plexus-social-icons-lamp-brain-idea-shlvuctyvjdv1ef2>

Picture a ring donut. The inner circle represents the social foundation, the baseline for human prosperity covered by the SDGs.

The outer circle is the ecological ceiling, the limits to the planet's life-supporting systems that are being threatened by how we live.

We are already overshooting the environmental limits of the outer ring and falling short in the social space.

But ideally we want to be **within** these two boundaries – **in** the donut, where it's ecologically safe, socially just, and where value is measured by more than money.

Cities like Amsterdam and Portland are leading the way, applying the donut model to housing, food systems and job creation.

In the 21<sup>st</sup> century, a regenerative and distributive economy will create a sustainable space where we can **all** thrive.

donut – download from

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