University Global Coalition

SDGs Driving Change in Business on Purpose

Dr. Wendy M. Purcell PhD FRSA
March, 2021
KEY SOCIETAL TRENDS

- SIMPLICITY
- GLOBALISATION
- TECHNOLOGY
- INEQUALITY
- TRUST
- SUSTAINABILITY
- GENERATIONS
- TRUTH AND TRANSPARENCY
IT’S A VUCA WORLD

Volatile | Uncertain | Complex | Ambiguous
UN Sustainable Development Goals (SDGs)

“Saving our planet, lifting people out of poverty, advancing economic growth ... these are one and the same fight.”

Secretary-General, Ban Ki-moon

- 17 Goals
- 169 targets
- 193 countries signed
- Public policy priorities
- Time-bound targets
Nested & Hyper-connected

Global Economic Challenges
Inequality, poverty, lack of economic opportunity, rules to govern trade & investment laws

Global Social Challenges
Human rights violations, cultural survival, exclusion of women, marginalization

Global Environmental Challenges
Climate change, biodiversity loss, land and natural resources degradation, rising pollution, plastic gyres in oceans and eutrophication
Hyper-connected
LEADERS ON PURPOSE

Culture of Health
a business leadership imperative
PURPOSE-DRIVEN LEADERSHIP FOR THE 21ST CENTURY: TRANSITIONING TO A PURPOSE-FIRST ECONOMY THROUGH THE NEW BUSINESS LOGIC

2020 GLOBAL MULTI-YEAR CEO STUDY

https://www.leadersonpurpose.com/
PARTICIPANT CEOS

2020

THOMAS BUBERL
CEO, AXA

HAMDI ULUKAYA
CHAIRMAN & CEO, CHOBANE

THIPPAPORN ANRIYAVAROMP
CHAIRMAN, NODC & FOUNDER, DTGO

DOUGLAS M. BAKER, JR.
CHAIRMAN & CEO, ECOLAS INC.

JAMES MWAYE
MD & CEO, EQUITY GROUP HOLDINGS

ALAN MURRAY
PRESIDENT & CEO, FORTUNE MEDIA GROUP

IGNACIO GALAN
CHAIRMAN & CEO, IBERDOLA

ALEX GORSKY
CEO, JOHNSON & JOHNSON

ROBERTO MARQUES
CEO, NATURA & CO

HENRIK POUlsen
CEO, ØRSTED

JAKOB ASKOU BØSS
SR. VICE-PRESIDENT OF CORP. STRATEGY, ØRSTED

SONIA CHENG
CEO, ROSEWOOD HOTEL GROUP

PATRICIA OBO-NAI
CEO, VODAFONE GHANA

DYLAN TAYLOR
CHAIRMAN & CEO, VOYAGER SPACE HOLDINGS INC.

NANCY MCKINSTRY
CHAIRMAN & CEO, WOLTERS KLUWER
CORPORATE PURPOSE STATEMENT
- YOUR SYSTEMS VALUE CONTRIBUTION -

OUR STRATEGY
How we will create (new) systems value through purpose-profit reinforcement

LEADERSHIP & EMPLOYEES
How we lead and who we are

VALUES
What we stand for

VISION
Our path to transform as a company

CORPORATE PURPOSE STATEMENT
Our systems value contribution

PRINCIPLES
How we act

MISSION
Our transition path serving our purpose

The contribution we will make
1. Purpose-led self: Setting the tone and humility through purpose
2. Human-centered leadership: Empowerment and equity on purpose
3. Leading through uncertainty: Navigating disruption with purpose
4. Integrating profit and purpose with the planet
“Being purpose-driven is so critical because you can’t run a business on a dead planet—no sustainability, no business!”

Roberto Marques, CEO Natura &Co

Natura &Co’s Sustainability Vision 2030 connects climate action, circularity, and regeneration directly with business performance

“To defend human rights and be human-kind.”
“Let people from all over the world come together to be part of the community as brothers and sisters. ...business as a platform and a force to make things better around inequality.”

Hamdi Ulukaya, CEO of Chobani

Fighting food insecurity, food poverty and food deserts
Created inclusive community food hubs
“There is a better way to do business”
The Forestias – design in harmony with the natural world in a manner compatible with current and long-term needs.

“To be sustainable, you have to be profitable.”

Khun B, CEO of MQDC
Thippaporn Ahriyavraromp (Chearavanont)
“Executing social purpose by embedding it in economic purpose... ...from shared value to shared purpose. When is enough?”

Dr. James Mwangi, CEO of Equity Group Holdings

https://www.edx.org/course/improving-your-business-through-a-culture-of-health
### Exploring a Culture of Health in the Auto Industry

Wendy M. Purcell 1,*, Brian S. Feldman 2, Molly Finn 1 and John D. Spengler 1

<table>
<thead>
<tr>
<th>Company</th>
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<tbody>
<tr>
<td>General Motors Company</td>
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<td>Ford Motor Company</td>
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<td>Toyota Motor North America</td>
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<td>Tesla Inc.</td>
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<td>Hyundai Motor America</td>
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<td>Nissan North America</td>
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<td>Bavarian Motor Works (BMW)</td>
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G.M. Will Sell Only Zero-Emission Vehicles by 2035

The move, one of the most ambitious in the auto industry, is a piece of a broader plan by the company to become carbon neutral by 2040.

General Motors to phase out petroleum-powered cars and trucks and sell only vehicles that have zero tailpipe emissions by 2035. Announcement likely to put pressure on automakers around the world to make similar commitments. Embolden President Biden policies to fight climate change.

By Neal E. Boudette and Coral Davenport

Automakers Drop Efforts to Derail California Climate Rules

Momentum is shifting toward a clean-car future as more automakers end their legal efforts to block California’s tough fuel economy standards.

Toyota, Fiat Chrysler and several other major automakers said they would no longer try to block California from setting its own strict fuel-economy standards, signaling that the auto industry is ready to work with President Biden on his largest effort to reduce greenhouse gas emissions.

https://www.nytimes.com/2021/02/02/climate/automakers-climate-change.html
The environmental consequences of electric vehicles (EV) have been extensively studied, but the literature on their health impacts is scant.

Vehicle electrification in urban areas is an opportunity to achieve large public health benefits in the United States in the short term.

https://twitter.com/VoteSuz/status/1356832747281502216
### CONSUMER

**Financial Literacy & ‘Inclusive Financing’**  
GM Financial KEYS, Toyota On the Road Lending

**Generational Ergonomics**  
Ford 3rd Age Suit, Toyota in-vehicle cardiac measurement systems

**Differential Safety**  
Toyota car seat and childhood safety

### EMPLOYEE

**Organizational Well-Being & Healthy Employees**  
BMW ‘Health Initiative,’ Ford Wearable Technology

**Mental Health**  
BMW, Ford, Toyota

**Supply Chain Resilience & Diversity**  
Ford, Hyundai

### COMMUNITY

**Anchoring & Place-making**  
Ford Corktown, Hyundai IONIQ & ‘Culture Station’

**Talent Pipeline**  
Tesla apprenticeship program

**Minority-owned Dealerships**  
GM, Hyundai, Toyota

### ENVIRONMENT

**Eco-Innovation**  
Ford biomaterials, Hyundai plant-based artificial leather, bioplastics, and plant-based paints

**Electric Vehicles**  
GM, Rural-urban, disadvantaged communities

**‘Green’ Manufacturing Processes**  
Nissan, Tesla
GLOBAL GOALS: OUR PRIORITIES

1. NO POVERTY
2. SUSTAINABLE CITIES AND COMMUNITIES
3. RESPONSIBLE CONSUMPTION AND PRODUCTION
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. CLIMATE ACTION
9. LIFE ON LAND
10. REDUCED INEQUALITIES
11. LIFE BELOW WATER
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND

We are committed to tracking our impacts and advancing these 11 Global Goals through our operations, experiences and our TreadRight Foundation.
### HOW DO MTM EXPERIENCES ADVANCE THE GLOBAL GOALS?

Our TTC brands will identify which Global Goal(s) the MTM Experience advances. Use the legend below to help you understand what each Global Goal means.

| 1. | The experience contributes ending poverty in all its forms, everywhere |
| 2. | The experience contributes to ensuring inclusive and equitable quality education, and/or promotes lifelong learning opportunities for all |
| 3. | The experience is helping to achieve gender equality and empowering all women and girls |
| 4. | The experience is helping to ensure availability and sustainable management of water and/or sanitation for all |
| 5. | The experience is contributing to affordable, reliable, sustainable and modern energy for all |
| 6. | The experience is addressing and/or reducing inequalities within the country |
| 7. | The experience educates our guests on the sustainability and resiliency of community, and contributes to making the destination inclusive, resilient and sustainable for generations to come |
| 8. | The experience promotes and educates our guests on sustainable consumption and production |
| 9. | The experience educates our guests on the climate crisis and takes action to address its impacts |
| 10. | The experience contributes to the conservation and sustainable use of our oceans, seas and marine ecosystems |
| 11. | The experience educates our guests on the importance of natural ecosystems OR wildlife conservation and contributes to their restoration or repopulation |

GLOBAL GOAL 1. NO POVERTY
The experience contributes to ending poverty in all its forms, everywhere.

Minimum Criteria At least two criteria must be met:

- The organization ensures fair, affordable access to goods and services for people living in poverty
- The organization directly employs marginalized persons
- The organization increases economic activity in areas of high poverty, directly benefiting those in need
- The organization supports community-owned enterprises (ie. co-ops)

GLOBAL GOAL 7. AFFORDABLE AND CLEAN ENERGY
The experience is contributing to affordable, reliable, sustainable and modern energy for all.

Minimum Criteria At least one criterion must be met:

- The organization is powered by renewable energy (does not include people powered activities e.g. walking, cycling, etc.)
- The organization has energy reduction targets set and a plan to meet them
- The organization tracks and reports on their renewable energy consumption
- The organization is working to reduce energy consumption. E.g. Efficient building design, LED lighting, behavioural best practices, etc.
GOOD HEALTH AND WELLBEING

ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

WENDY PURCELL
“BLOOMSBURY HANDBOOK OF SUSTAINABILITY IN HIGHER EDUCATION: AN AGENDA FOR TRANSFORMATIONAL CHANGE”
Editors: Wendy M. Purcell & Janet Haddock-Fraser

1) Institutional catalysts of change for sustainability
2) International and national catalysts of change
3) University as sustainability place-makers
4) Driving systems change
Higher education and the COVID-19 pandemic: navigating disruption using the sustainable development goals

Wendy M. Purcell & Julio Lumbreras

*Discover Sustainability* 2, Article number: 6 (2021)  |  [Cite this article](#)

### React – Respond – Reimagine – Renew

<table>
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<th>Responses across HE fueled by C-19 &amp; informed by SDGs</th>
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<td>Sustainability</td>
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<td>Multi-stakeholder Partnerships</td>
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Convening based on:
- All SDGs get a seat at the table
- Take a next step, not a perfect step
- Engage in conversations, not presentations

https://www.brookings.edu/17rooms/
SDSN Network Guide: Education

Sustainable Development Solutions Network
A Global Initiative for the United Nations

Accelerating Education for the SDGs in Universities
A Guide for Universities, Colleges, and Tertiary and Higher Education Institutions


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Millennials, Seeking Purpose Is the New College Major
Our Mission

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.
TOGETHER WE CAN CHANGE HOW THE WORLD DOES BUSINESS
ARE YOU WITH US?
UNILEVER SUSTAINABLE LIVING PLAN

IMPROVING HEALTH AND WELL-BEING FOR MORE THAN 1 BILLION

By 2020 we will help more than a billion people take action to improve their health and well-being. We have helped 530 million people take action to improve their health and well-being.

REDUCING ENVIRONMENTAL IMPACT BY 1/2

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.

Our greenhouse gas impacts have increased and our water and waste impacts per consumer have reduced since 2010.

ENHANCING LIVELIHOODS FOR MILLIONS

By 2020 we will enhance the livelihoods of millions of people as we grow our business.

We have made steady progress across our Enhancing Livelihoods commitments.

“WE SHARE WITH THE WORLD A BETTER WAY OF LIVING”

1. Complete 1 Million de horas de voluntariado
2. Be recognized as one of the best companies to work for in the world
3. Become a reference in food and beverage smart consumption
4. Eradicate poverty within our company
5. Become a water, solid waste and carbon positive company
6. Reach 100% recycling of the bottles we place in the market
7. Lead through brands that make the world a better place

©WMP

HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH
The business of business is improving the state of the world.

Marc Benioff, Chairman & CEO, Salesforce

COMMUNITY
3.2M+
 Volunteer Hours

TECHNOLOGY
37K+
 Nonprofits, K-12, & Higher Ed

INVESTMENT
$230M+
 Grants
WE BELIEVE
people should know
WHAT’S IN OUR FOOD

We are proud of the food we make. But we know you may have questions about the ingredients we use. We’ve tried to answer some of those here, so have a look around and if you can’t find what you’re looking for, please get in touch.

Find out what ingredients are in our food...

Search for ingredients or products
Launched the Corporate Service Corps (CSC)—a model that trains global IBM leaders through immersive experiences in emerging markets. "Innovation that Matters—for Our Company and the World."

This successful model is now the basis of a burgeoning movement to develop leaders through experiential learning.

IBM develops new markets and global leaders. Communities have their problems solved.

Kevin Thompson
“Business as a force for good in the world.”
Dylan Taylor, CEO of Voyager Space

Reflections & Take-Aways
Thank you

wpurcell@hsph.harvard.edu