



## **University Global Coalition**

## SDGs Driving Change in Business on Purpose

Dr. Wendy M. Purcell PhD FRSA March, 2021

## **MEGA TRENDS**



## **KEY SOCIETAL TRENDS**



SIMPLICITY



**GLOBALISATION** 



**TECHNOLOGY** 



**INEQUALITY** 



**TRUST** 



**SUSTAINABILITY** 



**GENERATIONS** 



TRUTH AND
TRANSPARENCY



## **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



- 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

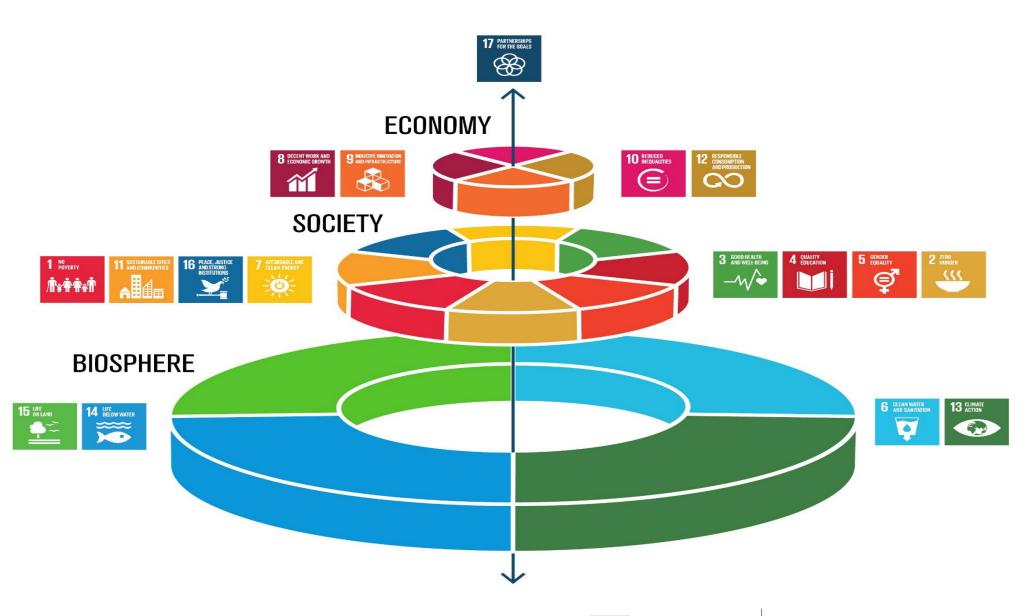
## **Global Environmental Challenges**

Climate change, biodiversity loss, land and natural resources degradation, rising pollution, plastic gyres in oceans and eutrophication

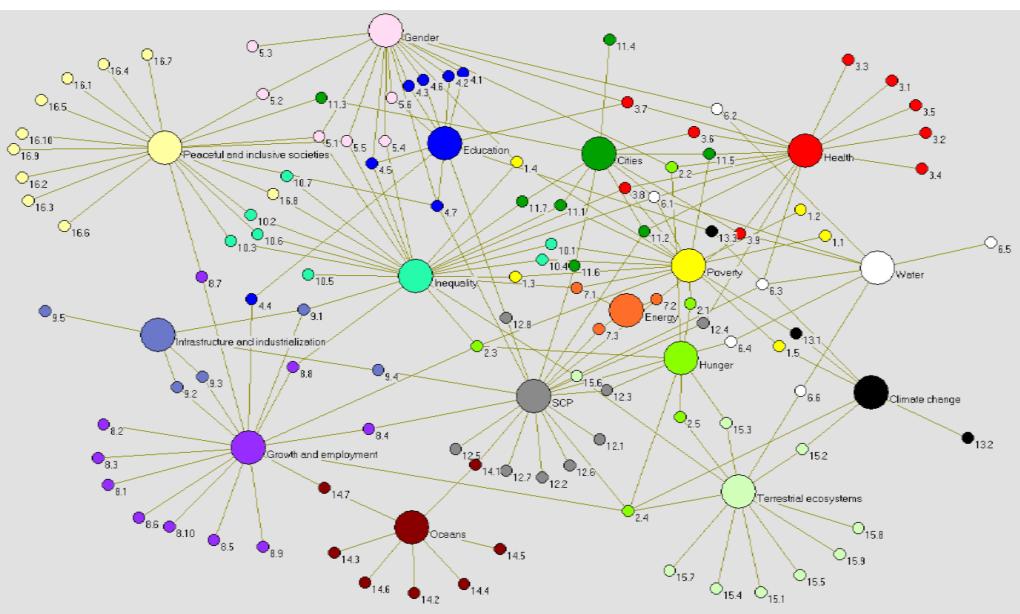




## Nested



## Hyper-connected







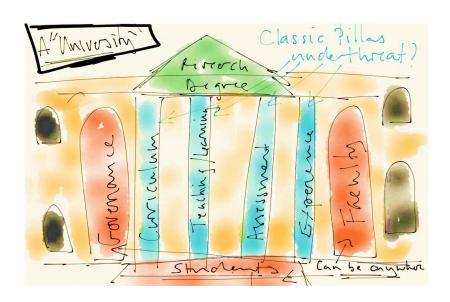
# LEADERS —CON PURPOSE





## Culture of Health

a business leadership imperative





# LEADERS —ON PURPOSE

https://www.leadersonpurpose.com/





## PURPOSE IS THE COMMITMENT TO CREATE VALUE BY CONTRIBUTING TO THE BENEFIT OF SOCIETY

#### PARTICIPANT CEOS 2020



THOMAS BUBERL



HAMDI ULUKAYA CHARMANG CEO, CHOSANS



THIP PAPORN ANRIYA VRAROMP CHARRMAN MODELS FOUNDER DTGO



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



JAMES MWANG! MD-E-CEO. EDUITY GROUP HOLDINGS



ALAN MUERAY PRESIDENT 6-CEO, PORTUNE HEDIA GROUP



ISNACIO GALÁN CHAIRMAN E CEO, RICROROLA



CEO. JOHNSON & JOHNSON



ROBERTO MARQUES



HENRIK POULSEN



JAKOB ASKOU DESS SR. VICE-PRESIDENT OF ODER, STRATEGY, SRSTED



SONIA CHENG CEO. ROSEWOOD HOTEL GROUP



PATRICIA 080-NAI CED, VODA FONE GHANA



OYLAN TAYLOR CHAIRMAN & CEO, WOYAGER SPACE HOLDINGS INC.



MANCY INCRINSTRY CHARRIMAN & CEO, WOLTERS KLUWCE

## LEADERS ---ON PURPOSE

CORPORATE PURPOSE STATEMENT
- YOUR SYSTEMS VALUE CONTRIBUTION -

## OUR STRATEGY How we will create

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

### LEADERSHIP & EMPLOYEES

How we lead and who we are

### PARTNER ECO-SYSTEM

With whom we are on the journey

#### **VALUES**

What we stand for

#### **PRINCIPLES**

How we act

#### VISION

Our path to transform as a company

#### MISSION

Our transition path serving our purpose

### CORPORATE PURPOSE STATEMENT

value contribution

Our systems



The contribution we will make

The value we will create



- 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



## natura &co



"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."



## **Chobani**®



"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"







"To be sustainable, you have to be profitable."

Khun B, CEO of MQDC Thippaporn Ahriyavraromp (Chearavanont)

The Forestias – design in harmony with the natural world in a manner compatible with current and long-term needs.







"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

2020 Oslo Business for Peace Award
CEO of the Year, 2020 & 2019 Think Business Banking Awards
African CEO of the Year, African Business Leadership Awards
Best bank in Africa, 2020 Euromoney Awards
SME Bank of the Year, Global SME Finance Awards





## Culture of Health

## a business leadership imperative

Consumer Health

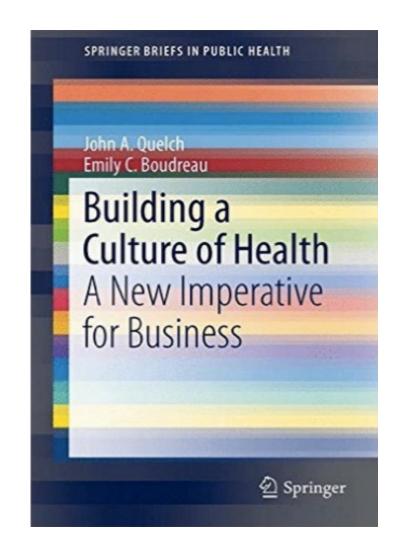
Environmental Health

Employee Health

Community Health

Koh, H.K., Singer, S.J., Edmondson, A.C. (2019). Health as a Way of Doing Business. *JAMA*, 321(1):33–34. doi:10.1001/jama.2018.18935

https://www.edx.org/course/improving-your-business-through-a-culture-of-health









[1]Article

## 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





## 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 plans an electric Hummer pickup, with a high-end version due in showrooms this fall. General Motors Company, via Associated Press

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.

New cars on a dock at the Port of Los Angeles in April. Lucy Nicholson/Reuters



Contents lists available at ScienceDirect

#### Environment International

journal homepage: www.elsevier.com/locate/envint



Assessing the health impacts of electric vehicles through air pollution in the United States



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Representative for Utah House of Representative in District 32 in Sandy, UT area

Tell your legislators to vote NO on HB209!

XUtah will have highest fees on clean vehicles in USA

X Discourages purchase of clean vehicles

XWill 🚹 air pollution & emissions

This is wrong direction for Utah.



Just learned about #HB209 seeking to increase electric vehicle registration fees. @SpencerJCox and @curtbramble, I don't own an EV, but I am grateful for each one I see. The average EV provides ~\$10,000 of health benefits over it lifetime. More not less! sciencedirect.com/science/articl...

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/135 6832747281502216



### **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
<u>Employees</u>

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'

<u>Talent Pipeline</u>
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











#### 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:



The experience contributes ending poverty in all its forms, everywhere



The experience contributes to ensuring inclusive and equitable quality education, and/or promotes lifelong learning opportunities for all



The experience is helping to achieve gender equality and empowering all women and girls



The experience is helping to ensure availability and sustainable management of water and/or sanitation for all



The experience is contributing to affordable, reliable, sustainable and modern energy for all



The experience is addressing and/or reducing inequalities within the country



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



The experience promotes and educates our guests on sustainable consumption and production



The experience educates our guests on the climate crisis and takes action to address its impacts



The experience contributes to the conservation and sustainable use of our oceans, seas and marine ecosystems



The experience educates our guests on the importance of natural ecosystems OR wildlife conservation and contributes to their restoration or repopulation

https://ttc.com/wp-content/uploads/2019/12/MTM@WMP
Qualifying-Experiences.pdf





#### 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.





## Series Editor: Wendy M. Purcell

HOME SUBJECTS SERIES RESOURCES EVENTS

YOUR BASKET 

Enter your search terms

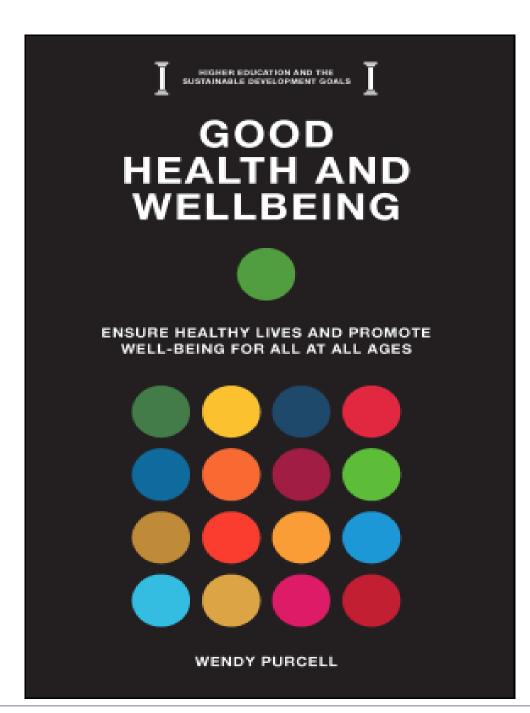
Keywords

ADVANCED SEARCH SERIES RESOURCES RESOURC



https://books.emeraldinsight.com/page/series-detail/higher-education-and-the-sustainable-development-goals/?K=e20210215940029482



















## B L O O M S B U R Y LONDON OXFORD NEW YORK NEW DELHI SYDNEY

## "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





Research | Open Access | Published: 16 February 2021

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

Responses across HE fueled by C-19 & informed by SDGs	
Leadership	Teaching & Learning
Financials	Employability
Campus	Sustainability
Internationalization	Multi-stakeholder Partnerships





## Convening based on:

- All SDGs get a seat at the table
- Take a next step, not a perfect step
- Engage in conversations, not presentations

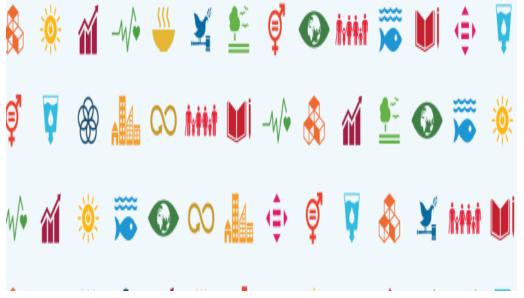
## **SDSN Network Guide: Education**



## ACCELERATING EDUCATION FOR THE SDGS IN UNIVERSITIES

A GUIDE FOR UNIVERSITIES, COLLEGES, AND TERTIARY AND HIGHER EDUCATION INSTITUTIONS

https://resources.unsdsn.org/acceleratingeducation-for-the-sdgs-in-universities-a-guide-foruniversities-colleges-and-tertiary-and-highereducation-institutions



# 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.



About V Our brands V Sustainable Living V News V Careers V Investor Relations V





## UNILEVER SUSTAINABLE LIVING PLAN

IMPROVING
HEALTH AND
WELL-BEING FOR
MORE THAN

1 BILLION

Py 2005 are will builty
more than a believe to improve their
beacht and well-being.

The hand larger (1.3) million
for health and and being.

REDUCING ENVIRONMENTAL IMPACT BY 1/2

By 2001 nor goal Our greenhoose pasin to halve the respect has represented anniversated and our water and hastyried of the words impacts per making and size consumer continues of our products reduced since 2010, as we green our ENHANCING LIVELIHOODS FOR MILLIONS

By 2020 we will enhance the livelihoods of millions of people on we prove our business. We have made bloody progress across our (inhancing), withouts constituted)



























The business of business is improving the state of the world.

Marc Benioff, Chairman & CEO, Salesforce



1%Time 1%Equity 1%Product



TECHNOLOGY

37K+

Nonprofits, K-12, & Higher Ed



\$230M+



## Campbells





Kevin Thompson

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.





## "Business as a force for good in the world."

Dylan Taylor, CEO of Voyager Space











## Thank you

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