



# HOW BUSINESSES CAN ALIGN WITH SDGS FOR SOCIAL GOVERNANCE SUCCESS

## PART TWO OF THE "POWER" GUIDE TRILOGY

With escalating concerns regarding environmental degradation and social inequality, it has become imperative for corporations to prioritise Sustainable Development Goals (SDGs) within their social governance policies.

***The question then arises for business leaders: how can you invest in these programmes to generate a positive impact?***

Integrating SDG targets into corporate strategies can position your business and its employees as responsible global citizens, foster stronger relationships with stakeholders, and drive long-term success.

Social governance refers to the organisation of society to meet everyday needs and tackle shared problems, encompassing policymaking, regulation, service delivery, and participation. Investment in the United Nations' Sustainable Development Goals is essential for achieving sustainable social governance. These programmes address a broad range of issues, including health, education, gender equality, and climate action. They promote holistic and inclusive development that benefits both humanity and the planet – leading to positive outcomes for individuals and communities.

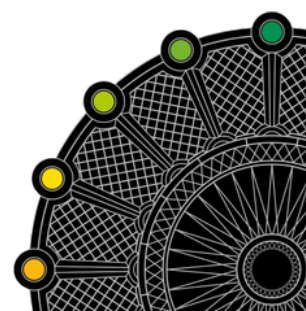
For example, improving access to affordable healthcare prevents health issues and reduces medical expenses for families, while advancing gender equality enables women to fully participate in society. In short, investing in SDG programmes is not only ethically sound but also economically sensible.

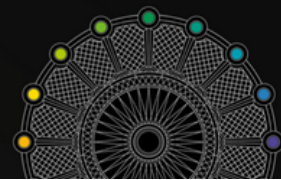
By aligning your business objectives and values with these global initiatives, you can significantly contribute to creating a more just and equitable world. Whether it's promoting responsible consumption and production or diminishing inequality and poverty, businesses of every size play a pivotal role in making the SDGs a reality.

### HOW TO CREATE A SUCCESSFUL SOCIAL GOVERNANCE POLICY:

#### 1. Identify the SDGs that align with your company's values and purpose:

It's critical to align your company's ethos and mission with corresponding SDG goals. Doing so not only contributes to a brighter future but also enhances your brand's reputation among customers, employees, and stakeholders. Whether the focus is on alleviating poverty, protecting the environment, or fostering equitable economic growth, such alignment provides clear direction for your corporate social responsibility initiatives and facilitates a lasting impact on society. Embracing SDGs that resonate with your company's ambitions, unlocks new avenues for opportunities, partnerships and business models that propel innovation and growth.





## 2. Set measurable targets for each SDG

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Establishing and monitoring progress towards specific targets is vital to achieving sustainable development. While the goals outline a blueprint for a better world, businesses require concrete targets to ensure they are contributing effectively. It is important to remember that while the SDGs may seem daunting, incremental progress towards these objectives can make a substantial impact. With a clear set of targets, we can better ensure that every individual, community, and nation is on the path towards a more sustainable future.

## 3. Incorporate employee involvement and engagement

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It is universally acknowledged that employee involvement and engagement are essential elements of organisational success. One effective way to incorporate this into your company policy is to actively seek employee feedback and include their opinions in the decision-making process. This ensures commitment and alignment with organisational objectives. This approach cultivates a sense of ownership and pride among staff.



## 4. Partner with organisations that support specific SDGs

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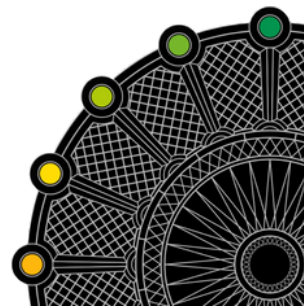
Maximising profits while positively impacting people and the planet can be achieved through partnerships with NGOs or charities that support specific SDGs. Collaborating with an organisation dedicated to eradicating poverty or enhancing education allows your business to align with these goals and play a crucial role in creating a better world. These partnerships not only benefit society but also offer opportunities to tap into new markets, enhance brand reputation, and boost employee engagement.

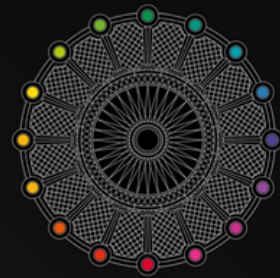
## In Conclusion

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Investing in Sustainable Development Goals (SDGs) is both a moral imperative and makes excellent business sense. Various ways to invest in SDG programmes range from funding innovators and startups addressing global challenges to partnering with established organisations focused on specific SDGs. Another way is through supply chain management and sustainable sourcing by choosing suppliers who adhere to sustainability standards. To conclude, investing in SDGs is more than just an ethical decision – it has the potential to yield dividends in multiple ways.

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