

7 steps to implementing the Sustainable Development Goals (SDGs)

What are the SDGs?

The United Nations' 17 Sustainable Development Goals were developed to address social and economic development issues. Companies should consider these as they manage their businesses. Outlined below are the 17 goals along with seven recommended steps to assist with implementation. For a more comprehensive look, also see [Creating a sustainable future: The role of the accountant in implementing the Sustainable Development Goals](#), where these and other matters such as the business case for the SDGs are explored in greater detail.

SUSTAINABLE DEVELOPMENT GOALS



Embrace your SDG journey.

1. Personal understanding of the SDGs

- Start with your own SDG journey.
- Which of the 17 goals resonate with you personally?
- Understand how the goals impact on each other.

2. Start the organizational SDGs conversation.

- Which of the 17 goals resonate with the organization?
- How do the SDGs link to your organizational mission, vision and purpose?
- Which SDGs can the organization directly influence?
- Build the cultural engagement with the SDGs across the organisation.

3. Build the SDGs into the organizational strategy and business model.

- Prioritize the SDGs for your organization around impact and influence – mapping SDG dependencies.
- Apply the lens of the SDGs to your strategy and decision-making processes.
- Use the SDGs to promote a longer-term sustainable investment vision.

4. Build and agree to SDG measures and embed capability across the organization.

- Collect data on the SDG priorities for your organization.
- Understand whether your organization has a positive or negative impact on the chosen SDGs. (Consider scenario planning.)
- Set targets for each SDG priority (KPIs).
- Build the SDGs into your planning process cycles.

5. Engage your supply chain partners and ecosystem with the SDGs.

- Build the collective and sustainable competitive play in your supply chain.
- Work with policy-makers and regulators to reflect the true cost of the way we all do business.
- Benchmark your SDG journey.
- Join a SDGs network or community.

6. Report on the SDGs as part of your integrated reporting.

- Communicate your progress to stakeholders.
- How is your business model contributing to achieving your chosen SDGs?
- Set out the organization's future strategy and impact on SDGs.

7. Learn and relearn – build the feedback loop into planning and strategy development.

- Re-prioritize SDGs based on impact of organizational progress.
- Repeat steps 3 to 6 based on your SDG learning.



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