



Collaboration for SDG Impact

Joining Forces to Solve Business Challenges and Contribute to the SDGs

OUR OFFER TO COMPANIES



Overview



INTRODUCTION

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**SOLVE
YOUR SGD
CHALLENGE**

Businesses have a vital role to play in the sustainability transition. Over the last decades, both on a voluntary basis and spurred on by public authorities, an ever-growing number of companies have integrated **the Sustainable Development Goals (SDGs) in their competitiveness and growth strategy.** They have understood that responsible business can lead to more sustainable profits and growth, new market opportunities, and long-term value for shareholders.

However, **the SDGs pose complex, cross-boundary issues** that involve multiple actors, making it difficult for the single business to have an impact. **Our solution? Collaborative and cross-sector platforms** that boost expertise amongst business partners, allowing them to identify and scale up solutions to the challenges posed by the SDGs. In other words, **collaborative platforms help businesses in making systemic change happen.**

While collaboration amongst businesses might sound easy, it can be hard to achieve. Different business stakes and perspectives, as well as difficulties in building trust and aligning goals can be problematic to manage.



For years, CSR Europe has been successfully supporting businesses in building effective **partnerships to scale-up sustainable solutions.**

The result of such effort has been the launch of several **collaborative platforms** in the automotive sector; biodiversity; digitalisation; logistics; Science, Technology, Engineering, Mathematics (STEM); tyre road wear.

The present document illustrates how companies can engage in ongoing collaborative efforts and/or incubate new collaborative platforms to tackle SDG-related challenges.

SCOPING & CONCEPT

**01
STEP**

DEFINE THE CHALLENGE:

1. Input from companies
2. Gather facts for a Stakeholder Mapping
3. One-to-One Calls

LAUNCH OF THE PLATFORM

IMPLEMENTATION OF THE STRATEGY AND ACTION PLAN

1. Contractual Agreement
2. Systematic Interactions with Platform partners
3. Follow through of the Action Plan

**05
STEP**

PLATFORM CREATION

DEVELOP OPERATIONAL PLAN & BUSINESS ENGAGEMENT

1. Recruitment of companies and partners
2. Preparation of the Action Plan
3. Budget Plan

**04
STEP**

PARTNERS OUTREACH

**02
STEP**

ENGAGE LEAD COMPANIES AND PARTNERS

1. Develop first concept
2. One-to-one calls and webinar
3. Open Workshop to scope topic and approach

PARTNERSHIP BUILDING

**03
STEP**

ESTABLISH COMMON DIRECTION ON DELIVERABLES

1. One-to-one calls and webinar
2. Project concept development and definition of the strategy
3. Closed workshop to finalise the concept



Our Collaborative Platforms



FROM IDEA TO PARTNERSHIP

BIODIVERSITY & INDUSTRY



TOGETHER FOR STEM



DRIVE SUSTAINABILITY



TYRE & ROAD-WEAR



RESPONSIBLE TRUCKING





CHALLENGE

A car contains hundreds of materials that are all sourced from multiple tiers of suppliers. With such **complex supply chains** it is challenging to know exactly where materials come from and under what conditions they have been produced.



SOLUTION

Create transparency in the supply chain, identify challenges and support suppliers to improve.



SCOPE & TIMELINE

Drive sustainability was set up in 2012 with a focus on Europe, but is now active at global level.



WHO CAN JOIN

Original equipment manufacturers (OEM) and their suppliers.



HOW TO TACKLE THE SDGs?

Leading automotive manufacturers work together with key stakeholders to improve the **social, ethical and environmental performance of automotive supply chains**. They promote a **common approach within the industry** and integrate sustainability in the overall procurement process.



OBJECTIVES

1. **Share experiences/information** on sustainability issues in the automotive supply chain;
2. **Develop and apply common tools** for supply chain due diligence and capacity building;
3. **Integrate sustainability** into the procurement process;
4. **Engage with relevant stakeholders** for long lasting sustainability impact.

If you would like to join, contact:
Heike Schulze



BMW GROUP

DAIMLER



FCA
FIAT CHRYSLER AUTOMOBILES

HONDA



SCANIA

TOYOTA

VOLKSWAGEN
AKTIENGESELLSCHAFT

VOLVO
Volvo Car Corporation

VOLVO
VOLVO GROUP



Responsible Trucking



CHALLENGE

The logistics sector faces many challenges connected with **truck drivers**, including difficulties in finding workers, poor working conditions, human rights violations, non-compliance with law, major fraud issues and technical and road safety breaches.

These problems are all magnified in the context of **rising competition** in the sector and **complex cross-border legislations**.



SOLUTION

Improvement of the working conditions of road transport workers and compliance with legislation.



SCOPE & TIMELINE

The **Responsible Trucking platform** was launched in June 2019 and is **now expanding its group of partners**.



WHO CAN JOIN

Carriers and shippers.



HOW TO TACKLE THE SDGs?

Carriers and shippers work together to prepare for future policy developments and actively manage the social risks present in the sector.



OBJECTIVES

1. Executing of Root Cause Analysis of social issues in European trucking;
2. Produce Truck Transport Social Guidelines (TTSG) for the industry;
3. Ensure Compliance through spot-check tool;
4. Increase Capacity through cross-sector actions and policy dialogue.

If you would like to join, contact:
Daniel Lissoni



BMW GROUP

DAIMLER



MAERSK

postnord

Raben

SCANIA

VOLKSWAGEN
AKTIENGESELLSCHAFT

VOLVO
Volvo Car Corporation

VOLVO
VOLVO GROUP

XPOLogistics



Together for STEM



CHALLENGE

There is a **shortage of people in Science, Technology, Engineering and Mathematics (STEM) studies and jobs**. The STEM industries are growing faster than others, yet the number of students in this field is stationary and remains too low, especially when it comes to women. This is causing **tension in the labour market and an extreme lack of diversity in STEM jobs** and companies.



SOLUTION

Inspire more young people to get interested in STEM; remove barriers, especially for women, to thrive in STEM studies and jobs; provide communication and training materials on careers.



SCOPE & TIMELINE

The **Together for STEM platform** was launched in May 2019 and is **now expanding its group of partners**.



WHO CAN JOIN

Companies who are active and/or interested in fostering STEM education, talents, and jobs.



HOW TO TACKLE THE SDGs?

Collaboration with leading companies is key in **making STEM more strategic** and provide a stronger offer to young people.



OBJECTIVES

1. **Strengthen and scale corporate STEM programs** and collaborate at European level through peer learning;
2. **Connect local teams** and work together on the ground to inspire young people with a stronger offer;
3. **Engage in policy dialogue** at EU and local level to drive systemic change.

If you would like to join, contact:
Andrea Bittnerova



AMGEN

IBM

Johnson & Johnson



Tyre and Road-Wear Platform



CHALLENGE

Tyre and Road Wear Particles (TRWP) are tiny debris produced during normal tyre functioning on the road. They are generated by the friction between tyres and the road surface and represent a **source of micro-plastics in the environment.**

The tyre tread abrasion rates do not only depend on tyre design, but are also affected by different external factors, such as driving behaviour, road and vehicle characteristics. To consider all these factors, solutions for TRWP require a **multi-stakeholder approach.**



SOLUTION

The European Tyre and Rubber Manufacturers' Association (ETRMA) adopted a pro-active approach and launched a multi-stakeholder initiative to tackle this challenge: the European TRWP Platform, facilitated by CSR Europe.

CLOSED PLATFORM

For more information, contact:
Elisa Casazza



SCOPE & TIMELINE

The European TRWP Platform was launched in July 2018 with an initial focus on Europe.



HOW TO TACKLE THE SDGs?

The Platform aims at creating an **open and inclusive dialogue among all relevant stakeholders** to explore a balanced and holistic approach to address and better understand TRWP.



OBJECTIVES

1. Share scientific knowledge;
2. Achieve a common understanding of the possible effects of particles generated during normal tyre use and wear;
3. Co-design mitigation options to reduce TRWP.



6 CLEAN WATER AND SANITATION



14 LIFE BELOW WATER



15 LIFE ON LAND



Biodiversity & Industry



CHALLENGE

In nature, all animals, plants and elements work together in an ecosystem to survive and thrive.

This balance, however, is currently disrupted by the rapid loss of biodiversity, caused by industrial activity, monoculture, loss of natural habitats and global warming.



SOLUTION

Tackling biodiversity pressure points across the value chain.



SCOPE & TIMELINE

The **Biodiversity & Industry Platform** is currently under development and will be **launched in 2020**.

If you would like to join, contact:
Soni Kanabar



WHO CAN JOIN

Companies interested in assessing their impact on biodiversity and applying countermeasures to minimise it.



HOW TO TACKLE THE SDGs?

Companies can collectively enhance the **net positive biodiversity impacts** of their industrial sites and across their value chains.



OBJECTIVES

1. Benchmark 2.0 with a confidential biodiversity rating
2. Standard Framework to assess the value chain impact
3. Methodology to tackle biodiversity pressure points through “Lighthouse Projects”
4. Blueprint on how to measure your company’s impact on biodiversity & how to implement countermeasures
5. Visibility in strategic EU discussions



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



14 LIFE BELOW WATER



15 LIFE ON LAND



Discovering Partnerships Opportunities



In 2020, over 5.000 businesses and stakeholders from all over the world will gather online for the [European SDG Summit](#). Together, they will incubate action-oriented collaborations aimed at:

- Increasing the resilience of enterprises;
- Rebuilding societies and economies after COVID-19;
- Accelerating the implementation of the Sustainable Development Goals by 2030.

Highlight of the event are **40+ SDG Roundtables**, organised by CSR Europe and its network **to address specific SDGs challenges at European and National level**. As NPO you will have the opportunity to **choose your SDG topic of interest, and start incubating collaborations with a small and selected group of experienced stakeholders**. As a result of the Round-table discussions and the business connections developed during the event, NPO will be able to **kick-start new collaborative platforms** or enhance existing ones with the support of CSR Europe.

Each year, CSR Europe invites its NPOs to select key issues to stimulate sector and cross-sector collaboration in line with our [2030 Strategy](#):

- An economy with and for **PEOPLE**
- Sustainable raw **MATERIALS** & value chains
- Sustainable **MARKETS** and finance

The European SDG Summit 2020 is organised in the framework of the [European Pact for Sustainable Industry](#): a pan-European movement to invigorate leadership and engagement at local and international level towards a Sustainable Europe 2030.



2019

Discover Our SDGs Roundtable Topics

Our 2019 SDGs Roundtable Topics



PEOPLE



YOUTH
INCLUSION
&
EDUCATION

GIRLS
IN
STEM

LONG-TERM
STAKEHOLDER
ENGAGEMENT TO
INFORM BUSINESS
STRATEGY

SKILLS FOR
21ST CENTURY
JOBS

SOCIAL
INNOVATION
PARTNERSHIPS

MATERIALS



CIRCULAR
PROCUREMENT

EDUCATION
FOR
SUSTAINABILITY

COMBATTING
PLASTIC WASTE
IN TOURISM

SUSTAINABLE
WATER
MANAGEMENT

CLIMATE
CHANGE AND
SUSTAINABLE
CITIES

MARKETS



SOCIAL
IMPACT
MEASUREMENT

SUSTAINABLE
FINANCE
&
IMPACT
INVESTMENT

PRINCIPLES FOR
RESPONSIBLE
BANKING

SUSTAINABLE
SUPPLY CHAIN
MANAGEMENT

DISABILITY
IN
SUSTAINABILITY
REPORTING

Youth Inclusion & Education



Even in the most developed countries in Europe, disadvantaged groups of **young people do not have access to quality education** and opportunities. As a result, they are at risk of falling behind in the **labour market**.

According to **Manoelle Lepoutre**, Senior Vice President and Civil and Society Engagement at Total, actions must be taken to build a professional and trust-based relationship between the civil society, educational institutions and private companies.

At the Brussels SDG Summit 2019, Lepoutre illustrated the project “**L'École de Production**” of the Total Foundation which supports schools in integrating and qualifying young pupils that are at risk of dropping out.

Participants of the SDG Roundtable “Youth Inclusion & Education” recognised the need for concerted action amongst stakeholders to respond to the **local needs** and **ensure the delivery of tailored educational models**.



MULTI-STAKEHOLDER PARTNERSHIP TO SUPPORT DISADVANTAGED YOUTH THROUGH EDUCATION & REPLICATION OF THE TOTAL SCHOOL MODEL IN OTHER COUNTRIES.





The need for talents in the fields of Science, Technology, Engineering & Math (STEM) is increasing. However, the **number of students in STEM remains low, especially among girls.**

Stereotypes are a key barrier for women to enter and stay in STEM studies and jobs. Nataliia Koshovska, Programme Analyst of the United Nations Fund for Population Activities (UNFPA) and Maryna Saprykina, Executive Director of CSR Ukraine, described their **efforts to increase the number of girls in STEM:** mentorship programme, hackathon for girls, Girls Day and social experiments on stereotypes. The activities included top female business and academic leaders mentoring one or more girls in STEM while addressing the stereotypes that are influencing young girls' mindsets.

At the Roundtable, participants agreed that language, culture, parents, teachers and media contribute to shape girls' mindsets. Therefore, CSR Europe launched the Collaborative platform **"Together for STEM"** to connect with STEM initiatives around the world and scale them up in other countries.



COLLABORATE TO SCALE UP BEST PRACTICE INITIATIVES OF BUSINESS-EDUCATION PARTNERSHIPS THAT BREAK DOWN STEREOTYPES AND EMPOWER WOMEN IN STEM.



Long-term Stakeholder Engagement to inform Business Strategy

WITH



Companies need to open up and reach out to the increasingly connected world around them because their **business will only grow, endure and earn acceptance if they know how to listen to and talk to the stakeholders in their ecosystem.**

“Nowadays we cannot take a decision without engaging a full range of stakeholders”, said Yves Nissim, VP Head of Transformation and Operation in CSR, Orange. At the Brussels SDG Roundtable, companies identified 3 key elements to ensure stakeholder engagement: inclusivity, materiality and responsiveness. A trust-based relationship between people and communities are needed because the business is no longer the only core of the process.

Face-to-face dialogue is the most effective approach, according to Yves Nissim. Participants agreed and decided to explore potential cooperation in **sustainable agriculture and biodiversity.**



BUSINESS COLLABORATION TO DEVELOP & ROLL OUT A STRONG MODEL FOR STAKEHOLDER ENGAGEMENT IN COMPANIES, BASED ON INCLUSIVITY, MATERIALITY AND RESPONSIVENESS.



BACK

Skills for the 21st Century Jobs



WITH



The demand of new skills is increasingly becoming an issue in many fields. Employees are requested to be able to move from one subject to another. However, **cross-disciplinary expertise**, combining different skills and competences, are difficult to develop.

Existing institutional frameworks for organising education and work tend to operate in silos, inhibiting the creation of a new cross breed of skills and competences.

The role of Human Resources needs to shift from categorical to more fluid. Dominic Nolan, Education Programme Manager at IBM, presented [Skills Build](#), the online learning platform launched in 2019 to help job seekers gaining core professional skills needed in the modern workforce. Lisa Tahiri Rukiqi, Executive Director of Kosovo CSR Network, shared with participants the [cooperation between the organisation and UNICEF to empower youth](#).



RETHINK HR PROCESSES TO BE PEOPLE-CENTRIC AND FOCUSED ON LIFELONG LEARNING TO EMPOWER EMPLOYEES AND PREPARE THEM FOR THE 21ST CENTURY JOBS



BACK

Social Innovation Partnerships



Non-Governmental Organizations (NGOs) are a big driver of social impact, however, their resources are generally limited. At the SDG Roundtable “Social Innovation Partnership”, Moody’s and HERE Technologies explained to participants how they are partnering up with NGOs and non-profits to **drive social innovation** and to help improving their performance and impact. How? By offering their technology, expertise and resources.

Rudo Mutambiranwa, Regional Head of Corporate Social Responsibility EMEA and APAC at Moody’s described the impact measurement process based for instance on proofing the efficiency of the input and the outcomes in the relationship with the beneficiary.

Participants agreed that **building trusts** amongst partners and **assessing common goals** would be pivotal for the success of the collaboration. At the same time, the **presence of experienced partners on the ground**, working with the communities where the project is implemented is essential.



COLLECTING BEST PRACTICES ON BUSINESS-NGO PARTNERSHIPS AND HOW THEY ARE MANAGED TO SPUR SOCIAL INNOVATIONS.



BACK

Social Impact Measurement



How do you measure the value of your company to society? Putting a monetary value on social impact and non-financial activities helps your company in driving sustainability forward and connects it to its environment.

Andrea Salemme, Sustainability and Corporate Social Responsibility Specialist at UnipolSai, presented the project [“Welfare, Italy. Laboratory for new social policies”](#), in collaboration with the European House Ambrosetti. Together, they developed a methodology that is allowing Unipol to **measure the societal impact of the company’s activities, insurance activities and specific investments, in monetary terms**. Targets of the project are mainly internal stakeholders for improved credibility and financial market players. For each area, impact was measured by following three steps:

1. Analysis of what are defined as data input driver;
2. Quantification;
3. Valuation and Estimation.

At the SDG Roundtable, participants recognised the need to define standards for social impact because otherwise, in presence of different methods, it is difficult to compare results.



DEVELOP SECTOR WIDE APPROACH AND STANDARD TO SOCIAL IMPACT MEASUREMENT TO ENSURE EFFECTIVENESS AND COMPARABILITY.



BACK

Sustainable Finance & Impact Investment



WITH



EUROPEAN
VENTURE
PHILANTHROPY
ASSOCIATION

Sustainable investments are more successful than traditional investments. They generate a higher return on investment; drive social value creation; they are purpose-driven; and create stronger connections between investors and clients.

The way companies invest is significantly changing, explained Steven Serneels, CEO of the European Venture Philanthropy Association (EVPA) to the participants of the SDG Roundtable. Under financial pressure, classic non-profits, where the societal mission comes first, are becoming social enterprises. On the other hand, classic for-profit companies, pressured by society, are starting to invest not only for profit but also for purpose. Why? To bring value to shareholders in the long term and find the right balance between Return On Investment (ROI), risk and impact. Classic investing is influenced by Environmental, social and governance (ESG) criteria. Even if financial return comes first, companies are looking in a long-term impact investing direction.

At the event, Yoichi Mearashi, General Manager of Itochu, presented their **management philosophy of sampo yoshi as a direction to sustainability initiatives.** Itochu's founder, Chubei Itoh, set out from Toyosato Village to Nagasaki as a traveling linen merchant in 1858. Due to the merchants' contributions to the society, they were permitted to promote business activities in the region. Since then, not only good for the seller and the buyer, but also for the society became the management philosophy.



BRIDGE THE GAP BETWEEN SUSTAINABLE IMPACT AND RETURN ON INVESTMENT AND SEE THE MARGIN CORPORATES HAVE TO EXPERIMENT WITH NEW BUSINESS MODELS TO INCREASE SUSTAINABLE INVESTMENT.



BACK

Principles for Responsible Banking



WITH



As society's expectations change, **banks must be transparent and clear** about how their products and services create value for their customers, clients, investors, as well as society. The [Principles for Responsible Banking](#) help any bank – whatever its starting point – to align its business strategy with society's goals. The Principles represent a **comprehensive global framework** based on Alignment; Impact; Clients & customers; Stakeholders; Governance & target setting; Transparency & accountability.

Banks adopting the final Principles will commit themselves to using products, services and relationships to support and accelerate the fundamental changes in economies and lifestyles. **They are necessary to achieve shared prosperity for current and future generations**, explained Burcak Inel Martenczuk, Head of Financing Growth at the European Banking Federation (EBF) to the participants of the SDG Roundtable.

Participating companies discussed the challenges in the implementation of the principles, such as access to data, social impact assessment and the integration of sustainability risks in the overall risk management.



COLLABORATION BETWEEN BUSINESSES TO SUPPORT THE IMPLEMENTATION OF THE RESPONSIBLE BANKING PRINCIPLES AND MEASURE THEIR IMPACT.



BACK

Sustainable Supply Chain Management



WITH **VATTENFALL** 

How to organize your business' supply chain to make it sustainable?
How to go beyond the basics and deliver more impact?

At the Brussels SDG Summit Roundtables, Ilka Baert and Arjan Pouw, Sustainability Advisors at Corporate Vattenfall, illustrated their company's sustainable supply chain roadmap, based on three aspects:

1. **Materiality;**
2. **Change management;**
3. **Collaboration.**

One of the core issues in making the supply-chain more sustainable is the **difficulties posed by complex procedures**. Participants discussed several possible solutions, such as the importance of building supplier's capacity and dialogue with suppliers to reach a common denominator and standardise the procedures.

Vattenfall's **Code of Conduct and Integrity** governs the way Vattenfall communicates and works with our own employees. Their Code of Conduct for Suppliers – CoCfS defines the company's requirements and expectations of suppliers with respect to sustainability. The Code of Conduct for Suppliers also applies for contractors and subcontractors. As Vattenfall has so many suppliers and buys such a wide range of goods, services and fuels with varying risk profiles and legal and sustainability requirements, implementation of their CoCfS varies.



DEVELOP SECTOR-WIDE CODE OF CONDUCT AND DEVELOP PARTNERSHIPS TO IMPROVE SUSTAINABILITY IN THE SUPPLY CHAIN.



BACK

WITH



People with disabilities have difficulties to enter the labour market, even though they represent a source of talent and diversity for companies. Disability Hub Europe for Sustainable Growth and Social Innovation, an initiative led by Fundación ONCE and co-funded by the European Social Fund, focus on the potential of the binomial disability and sustainability to foster social and labour inclusion of people with disabilities in Europe while promoting inclusive and sustainable businesses.

At the SDG Roundtable, participants discussed the modalities in which universities could contribute to facilitate the entrance in the job markets of students with disabilities. They agreed that the **narrative around disability needs to change from “charity” to “strategy”**.

The key areas identified for further collaboration are to explore how companies can join the Disability Hub and discover other companies’ best practices, implementing them in their own reality, and how universities can enter in the discourse on the binomial disability & sustainability.



SUPPORT PEER-LEARNING AND COLLECT BEST PRACTICES TO CHANGE THE NARRATIVE AROUND HIRING DISABLED PEOPLE FROM CHARITY TO STRATEGY



BACK



Moving from a linear to a circular economy is key to ensure a more sustainable economic system, using waste as a resource. An important way to drive this change forward is to **include principles of circularity in the procurement process.**

Working with suppliers on circular procurement might be challenging due to lack of understanding, transparency, and the constraints to companies' capacity for change. Participants of the SDG Roundtable agreed that **procurement is changing and can have a strategic role.** Focus should be placed on how circularity can enable other functions and improve the performance of the supply chain.

Luca Meini, Head of Circular Economy and Environmental Strategies at Enel, explained how the company started this process by **understanding the behaviour of suppliers and redesigned their full supply chain.** Further, a circular economy model was developed and used as a decision-making tool. In the initial stage they developed a platform for communication with suppliers. Workshops and presentations were provided to align the suppliers' understanding about circular procurement. In the assessment process suppliers were asked about recycled materials, renewable energy or water usage.



START BUSINESS COLLABORATION ON CIRCULAR ECONOMY IN THE RENEWABLE ENERGY SECTOR



BACK

WITH **TOYOTA** **EPSON**[®]

Educating the next generation on sustainability is a great way to drive long-term changes. Guillermo Denaux, Senior Specialist Environmental Affairs & Corporate Citizenship at Toyota Motor Europe illustrated how the company is already working with NGOs to tackle the issues of biodiversity and education. Partnerships have been established with the Foundation for Environmental Education in Denmark, and the Royal Botanical Gardens in the UK amongst others. The objective these partnerships is to **bring nature back to youth.**

Boris Manev, Head of CSR and Government Affairs EMEAR at Epson Europe, explained how their are matching requests from NGOs willing to engage in educational partnership on topics in line with Epson' sustainability strategy. The engagement led Epson to launch its first-ever **Win-A-Robot competition** to support teams of students and researchers around EMEAR in innovating the way of using an Epson robot.

Participants agreed that businesses must sit at the table together with Higher and Lower Education Institutions to redesign together educational programmes. Sustainability is a complex medium-long term journey that needs stable trustful partnerships among all actors.



SUPPORT SUSTAINABILITY EDUCATION AT ALL LEVELS THROUGH BUSINESS ENGAGEMENT



BACK

Combating Plastic Waste in Tourism



WITH



Plastic waste is polluting our oceans and environment. As a result, paradise locations are turning into plastic soups, affecting not only the natural environment but also the travel and tourism industry.

Tessa Groenen, Project Manager at MVO Nederland, presented the organisation's commitment to take responsibility on plastic waste and implement measures to reduce, reuse and recycle plastics to preserve tourism destinations. At the SDG Roundtable, Solène Padeletti, Project Manager at IMS Luxembourg, described to participants the **new Zero Single-Use Plastic Manifesto**, launched in September 2018. Since then 48 companies committed to stop using single-use plastic by the end of 2020.

Cross-sectorial collaboration could instil a sense of greater urgency in tourism companies to change the current situation. Participants agreed that a common pledge could ensure enough peer pressure to push more companies to switch to more eco-responsible behaviours. At the same time, it would create real cohesion, multiplying the impact and facilitating the negotiations with reluctant businesses and suppliers.



CROSS-SECTOR PARTNERSHIPS TO FIGHT PLASTIC WASTE IN THE TOURISM SECTOR



BACK

Sustainable Water Management



Only 2% of the world's water is drinkable and climate change, urbanisation, lifestyle changes, and industrial activity are putting pressure on our freshwater reserves.

David Martin, Vice President Government Relations at Ecolab, and Therese Noorlander, Sustainability Director Europe at Coca Cola, explained to participating companies the importance of water management.

Current water prices do not reflect the real value of this natural resource, and customers are not always aware of this reality. Although many companies set targets on water reduction, many of them are lagging behind. Ecolab believes that current legislation is too complex and there are not enough incentives in place to encourage water saving amongst the population. At Coca-Cola they extended their water standards targets to the supply chain.

Participants agreed that building awareness, support recycling and innovation, working with non-governmental organisation and sharing information on the water footprint might contribute to solve the problem of water waste.



BUSINESS COLLABORATION TO RAISE AWARENESS AND CREATE INCENTIVES FOR PEOPLE AND COMPANIES TO REDUCE THEIR WATER FOOTPRINT



BACK

Climate Change and Sustainable Cities



WITH



BNP PARIBAS

Climate Change is arguably one of the most pressing issues of our time as it will impact everyone, everywhere.

The Climate Change Cluster, presented by Carine Thomas, Senior Manager at Foretica, conveys different stakeholders to co-elaborate sustainable solutions to climate change mitigation on 5 main areas:

1. Sustainable mobility;
2. Infrastructures
3. Energy
4. Healthy Lifestyles
5. Innovation
6. Finance

Adam Hirny, Director of International Financial Institutions and Sustainable Growth Programmes Bureau at BNP Paribas Poland, together with his colleague Maria Krawczynska, CSR Manager, presented their Partnerships for sustainability on financial and non-financial instruments developed to ensure sustainable development and inclusivity.

Partnership among private and public bodies, as well as civil society, is a crucial element to foster sustainability in the development of cities. At the same time, companies recognised the need to build homogeneous criteria for the evaluation of the level of sustainability of a city.



BUILD COMMON CRITERIA TO MEASURE THE LEVEL OF SUSTAINABILITY OF CITIES



BACK

Solve Your SDG Challenge



Every day you - a company that take the SDGs as a compass and want provide value to society and sustainable profitability - are confronted with wide variety of **sustainability challenges** that could benefit from collaboration.

If you have ever left a meeting thinking "I wish I could do more?" or "How can my organisation have a true impact?", then, **CSR Europe is here to support you.**

Whether you would like to join a collaborative platform or incubate a new one to tackle SDG-related challenges, **we want to hear from you!**

Contact Stefan Crets at sc@csreurope.org



RESPONSIBLE BUSINESS, BETTER FUTURE.

About CSR Europe

CSR Europe is the leading **European business network for Corporate Sustainability and Responsibility**.

With our corporate members and National Partner Organisations (NPOs), we unite, inspire and support over 10,000 enterprises at local, European and global level.

We support businesses & industry sectors in their transformation and collaboration towards practical solutions and sustainable growth.

We are for systemic change; therefore, following the SDGs, we want to co-build with the European leaders and stakeholders an overarching strategy for a Sustainable Europe 2030.