

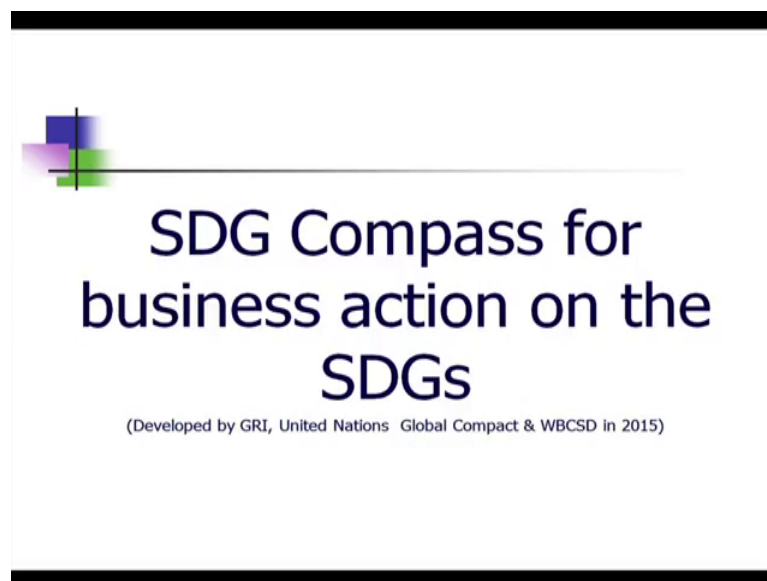
Corporate Social Responsibility
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Lecture – 51
SDG Compass

Welcome back to the MOOC course on Corporate Social Responsibility. My name is Aradhna Malik and I am helping you with this course and today we are going to wind up in this lecture we going to wind up the discussion on corporate social responsibility and sustainability, business corporate sustainability. So, let us see what we have for you here.

We have discussed a whole bunch of things on CSR and sustainability, we talked about the different initiatives, we talked about the different standards, we talked about integrating sustainability with CSR.

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Now, in this I am going to show you a very interesting tool that I have discovered and that is the SDG compass for business action on the SDGs - SDGs stands for sustainable development goals.

So, this was developed by the global reporting initiative United Nations global compact and WBCSD in the 2015.

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Why do the SDGs matter for business? (SDG Compass, 2015)

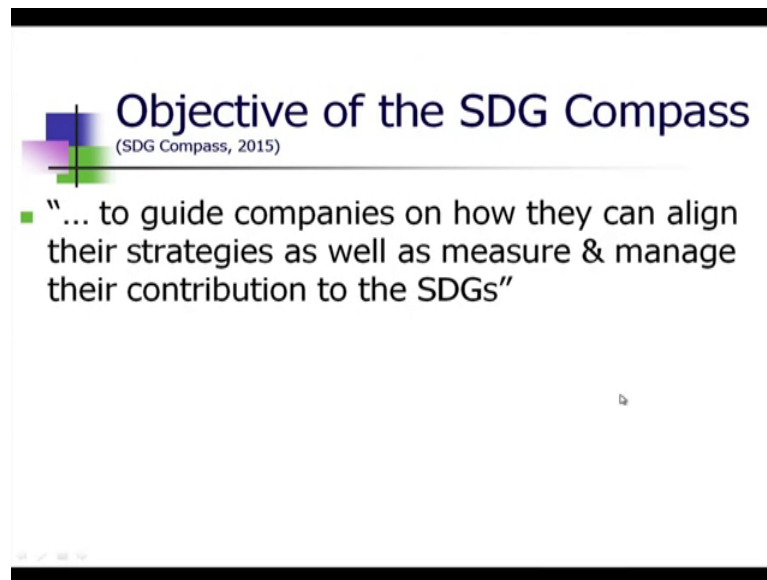
- "The SDGs define global sustainable development priorities & aspirations for 2030 & seek to mobilize global efforts around a common set of goals & targets."
- "Business is a vital partner in achieving the SDGs. Companies can contribute through their core activities, & we ask companies everywhere to assess their impact, set ambitious goals & communicate transparently about the results."

(Mr. Ban Ki Moon, UN Secretary-General)

Now, why do the SDGs matter for business, why should the sustainable development goals matter for business? The SDGs define global sustainable development priorities and aspirations for 2030 and seek to mobilize global efforts around a common set of goals and targets. So, the sustainable development goals are in the direction that the world is taking for the achievement of certain targets that have been established worldwide to provide some sort of a uniformity in achieving these, in alleviating the standard for the for the entire world.

Business is a vital part in achieving the SDGs. Companies can contribute through their core activities and we this is directly from the compass, the compass a designers ask companies everywhere to assess their impact set ambitious goals and communicate transparently about the results. This was a statement made by I am sorry this was a statement made by Mr. Ban Ki Moon who was the un secretary general.

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Now the, so the objective of the SDG compass is to guide companies on how they can align their strategies as well as measure and manage their contribution to the SDGs. The compass provides a direction for organizations to see where they are headed what they should be doing in order to align their efforts with the efforts of the rest of the world. Now I will tell you something about such efforts. So, these efforts see what happens is when we want to give back to society why do we want to give back to society, various reasons. One we feel there is a need you know something happens directly to us something affects us and we want to make sure the same thing the same problem is not faced by somebody else, then we feel that that some efforts some crisis occurs and more hands more resources are required to deal with that crisis. So, we just jump in. So, various reasons exist.

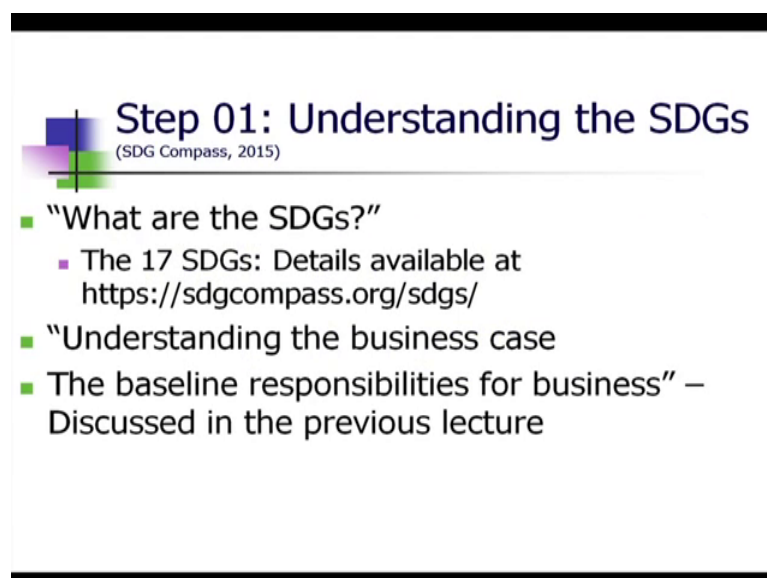
Now, as a result of these, this diversity of reasons in the in the social helping by realm to make it very very simple you know when we want to provide help to those in need this is what we think about, you know where is there a need what can I do what is required right now and because of this different efforts, different organizations, different activities, spring up sporadically in different places.

Now, when we talk about the SDG compass when we talk about the sustainable development goals guiding us we are not taking away the importance or we are not minimizing or reducing the importance that needs to be given to emergencies. Something

happens there are flash floods, there is a landslide, there is an earthquake by all means we all have to stop everything we are doing and rush to the scene of the accident and see how we can help be people there best. Oil spills immediately we need to go there and whatever you know we need to pull in our resources and direct our resources to minimizing the damage for the environment. Forest fires caused a lot of pollution lot of damage to the environment again we need to jump in. Glaciers melting causes a lot of flooding etcetera. So, all of those things need to be taken care of diseases. So, I mean all of these things require immediate intervention.

So, what the SDG is proposed or what the SDG compass proposes is that we should not you know keeping aside all of these emergencies when we are dedicating ourselves to continuously contributing to the adoption of or to helping the world you know develop or to I am sorry; I am at a loss for words. So, you know the SDG compass proposes that when we are committed to implementing the sustainable development goals in the hope that we will be able to contribute to the uniformity in improvement of the world around us then what we need to do is we know we need some sort of a direction. So, certain steps have been proposed there and these steps that have been proposed by the SDG compass are.

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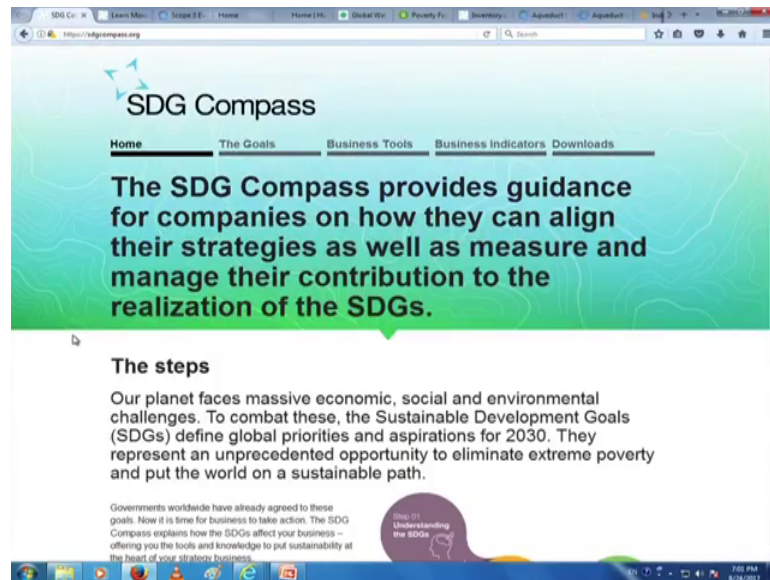
Step 01: Understanding the SDGs
(SDG Compass, 2015)

- "What are the SDGs?"
 - The 17 SDGs: Details available at <https://sdgcompass.org/sdgs/>
- "Understanding the business case"
- The baseline responsibilities for business" – Discussed in the previous lecture

The first step is understanding the SDGs. What are these SDGs, what are these sustainable development goals?

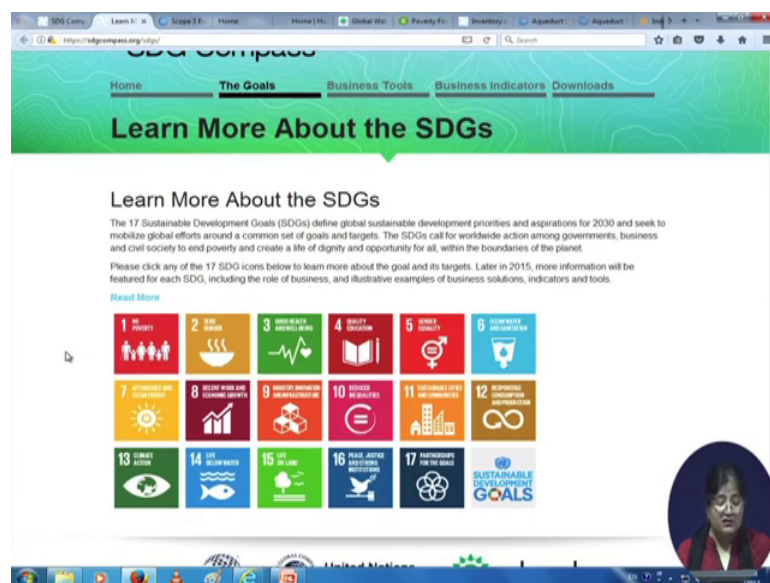
Now, what happens is now it like in the previous two lectures even in this lecture what I am going to do is I am going to bring the slides down like this and I am going to show you a number of websites that you will see and I will give you a list of the hyperlinks one second.

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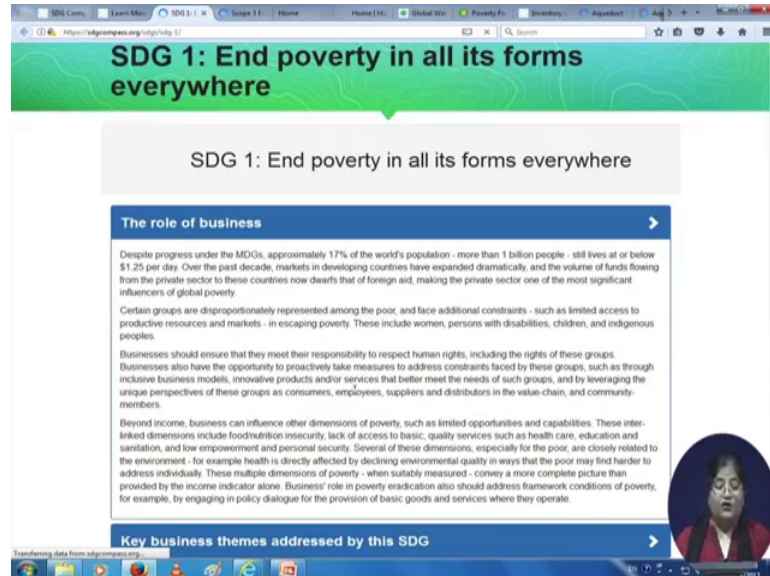
Here I have pulled up all the hyperlinks in the correct order all right. So, what are the sustainable development goals this is the SDG website.

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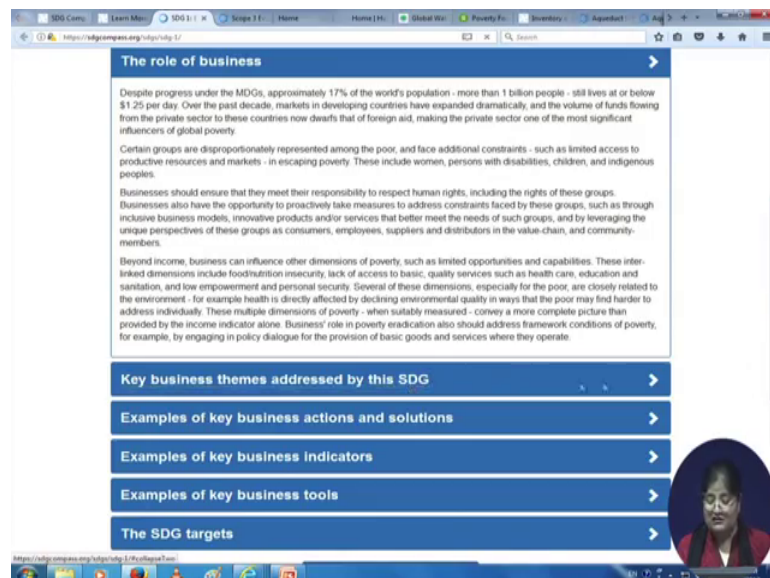
Then you can learn more about each sustainable development goal and how businesses can contribute to these development goals from here. So, you just click say no poverty.

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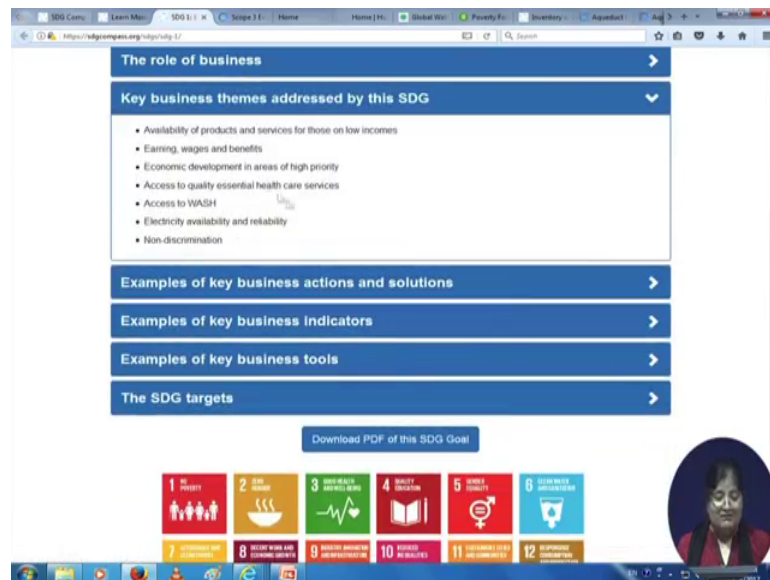


And then you can click on each one the role of business. So, how do you end poverty in all forms everywhere?

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The key themes addressed by this SDG here they are given here availability of products and services for those on low incomes. Earning wages and benefits economic development in areas of high priority, access to quality essential health care services, access to wash electricity available WSS sorry electricity availability and reliability and non discrimination.

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Some examples of key business actions and solutions are given here. You can develop products and services tailored for poor customers for example, mobile based money

transfer services for unbanked customers I am sorry maybe I can increase the size. So, you know this is such an amazing example of I mean the SDG compass gives you such clear direction you know when we talk about the SDG compass it is giving you such clear direction for what businesses can do point by point you know. So, the website address is SDG compass dot org you can look it up, but again I will give you all these details.

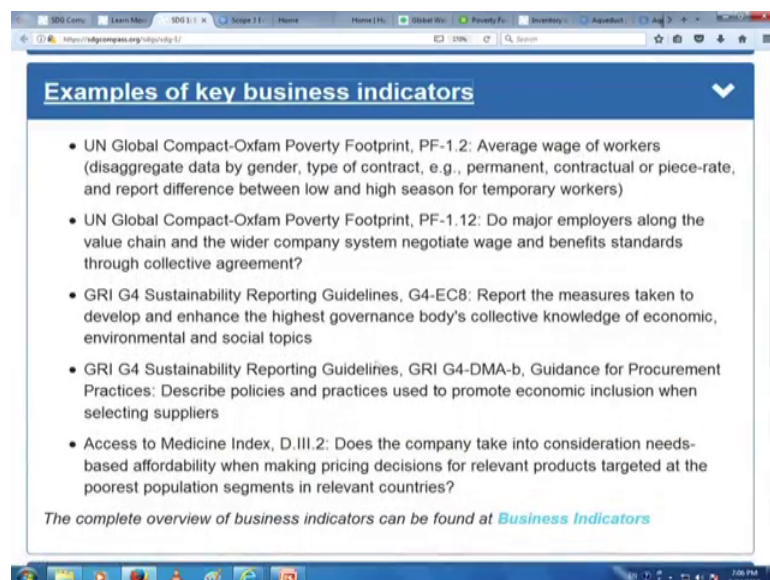
So, these are examples of how you can contribute to SDG goal number one. You can improve access to basic goods and services for people living in poverty for example, through core business policy dialogue and social investment you can recruit train and employ local community member. Including those living in poverty and integrate them in your value chain as producers, suppliers, distributors and vendors, get the small merchants, get the small vendors include them in your value chain identify people who are doing a good job, but may not have a brand. So, what, and you know e-commerce is such a wonderful way of doing this I have seen you know a lot of unknown names spring up on these ecommerce websites and you just take a chance, occasionally you will just take a chance this looks presentable somebody is helping them present all of their wares in a presentable manner and then you on an instinct you know sometimes, sometimes we fail, sometimes we get products that are not durable. But usually I found through different e commerce websites you know I have been able to get products that I would not have found in markets, why because they are there you can add the click of a button you can order something you do not have to go to the market, hunt for a million things you just order something that is you know before which you can take a small risk. You know depending on how much you want to spend and if it comes and if it works really well then great then you go and order some more.

So, you know, all of these things I mean you can encourage people who are really doing good work and maybe if you are an e commerce company or even if you are a regular FMCG company maybe you could include the wares of these people and promote them on your own website you know. I mean I am not again different companies have different ways of reaching out to the customers and different ways selling their products I am not trying to interfere with that or to suggest something different from that. All I am saying is that it would not hurt to include these people test out their quality and if the quality is good why not. So, that is one thing.

Invest in business driven poverty eradication activities for example, develop a living wage policy. Partner with civil society networks to provide education and entrepreneurial skills training that is something that you could do, you teach a you give a person a fish and you feed the person for one meal, I have forgotten the exact saying, but it is its almost something like this you give a person a fish you feed the person for one meal or for one day you teach a person to fish and you feed the person and his family for an entire lifetime.

So, you know that is what it means. You develop entrepreneurial skills you teach people you encourage them to take risks and do things on their own and they will be you know they will be able to earn their living much met better.

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The screenshot shows a presentation slide titled "Examples of key business indicators" with a blue header and a white body. The slide lists five bullet points, each starting with a black dot. The text is in a standard sans-serif font. At the bottom of the slide, there is a line of text in italics that says "The complete overview of business indicators can be found at [Business Indicators](#)". The slide is displayed in a web browser window, with the address bar showing "https://sdgcompass.org/sdgpolicy/5/". The browser's taskbar is visible at the bottom of the screen, showing various application icons and the system clock.

Examples of key business indicators

- UN Global Compact-Oxfam Poverty Footprint, PF-1.2: Average wage of workers (disaggregate data by gender, type of contract, e.g., permanent, contractual or piece-rate, and report difference between low and high season for temporary workers)
- UN Global Compact-Oxfam Poverty Footprint, PF-1.12: Do major employers along the value chain and the wider company system negotiate wage and benefits standards through collective agreement?
- GRI G4 Sustainability Reporting Guidelines, G4-EC8: Report the measures taken to develop and enhance the highest governance body's collective knowledge of economic, environmental and social topics
- GRI G4 Sustainability Reporting Guidelines, GRI G4-DMA-b, Guidance for Procurement Practices: Describe policies and practices used to promote economic inclusion when selecting suppliers
- Access to Medicine Index, D.III.2: Does the company take into consideration needs-based affordability when making pricing decisions for relevant products targeted at the poorest population segments in relevant countries?

The complete overview of business indicators can be found at [Business Indicators](#)

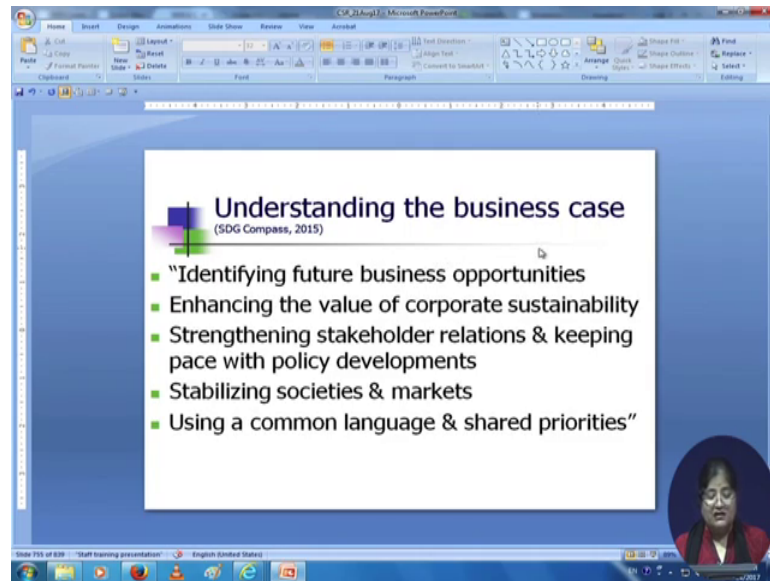
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So, you know these are some examples here again you know you can see, so you can go through this website and see, key business indicators are given examples of key business tools that you can use for achieving or for incorporating this particular goal or for contributing to helping with this goal, you can use the un global compact oxfam poverty footprint tool I had show you all this. UN guiding principles of business and human rights reporting framework women's empowerment principles, inclusive business primer some of these are give you examples of, but then all of these are available at the business tools link through this website.

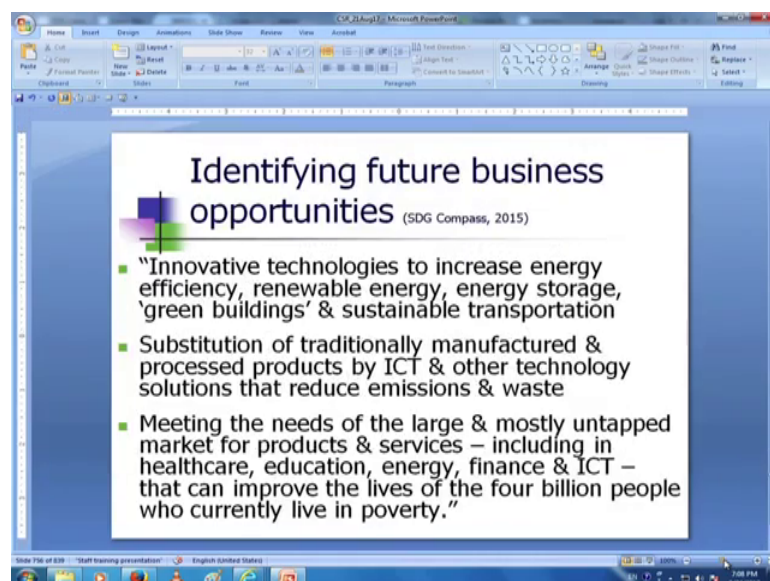
So, you can download the pdf of this SDG goal and read this in great detail amazing amazing thing that SDG you know this SDG compass has done. So, step one is understanding the SDGs. Now the 17 SDGs are there, the details are there then understanding the business case business case means why should you be investing in it, what are you getting out of it. The baseline responsibilities for business these are discussed in the previous lecture. So, let us see what we have in each of these.

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Understanding the business case we have seen the SDGs now what do we mean by understanding the business case. You identify future business opportunities you enhance the value of corporate sustainability you strengthen stakeholder relations and keep pace with the policy developments. Stabilized societies and markets use a common language and shared priorities, all of this is from the SDG campus I have just summarized what they have said for your benefit here.

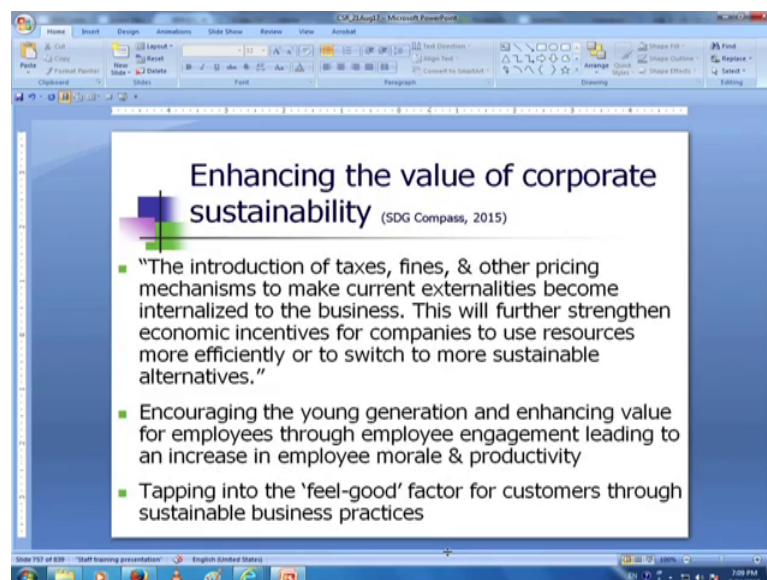
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Then identifying future business opportunities what do we mean by identifying future business opportunities. You could incorporate innovative technologies to increase energy efficiency maybe I can do this it will become a little easier for you to see.

So, innovative technologies to increase energy efficiency renewable energy, energy storage, green buildings and sustainable transportation, substitutional traditionally manufactured and processed products by ICT information and communication technologies and other technology solutions that reduce emissions and waste, meeting the needs of the large and mostly untapped market for products and services including in health care, education, energy finance and ICT that can improve the lives of the 4 billion people who currently live in poverty.

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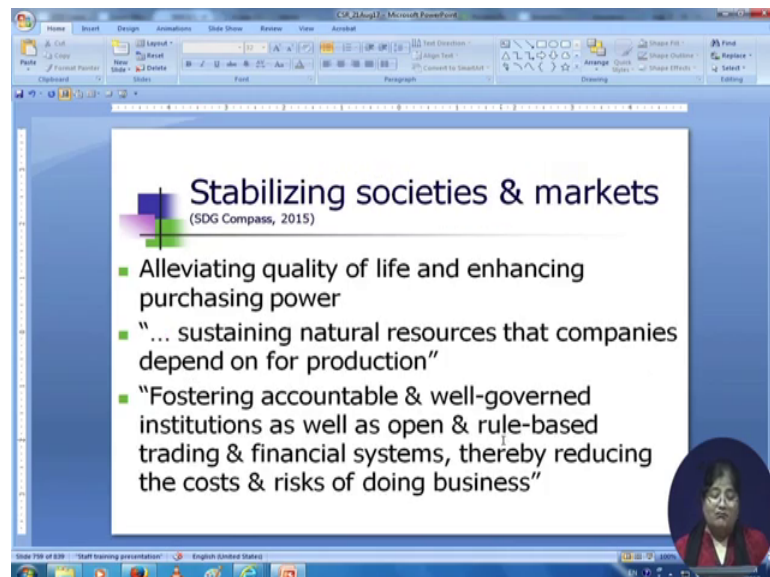
How do you enhance the value of corporate sustainability? You can introduce taxes fines and other pricing mechanisms to make current externalities become internalized to the business. This again happens at the policy level, but this can also be internal to a business. This will further strengthen economic incentives for companies to use resources more efficiently or to switch to more sustainable alternatives. You can encourage the young generation and enhance value for employees through employee engagement leading to an increase in employee morale and productivity you can tap into the feel good factor for customers through sustainable business practices.

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How do you strengthen stakeholder relations and keep pace with policy developments? The benefits of doing so are you improve trust among stakeholders you strengthen the license to operate you reduce legal reputation and other business risks and you build resilience to costs or requirements imposed by future legislation.

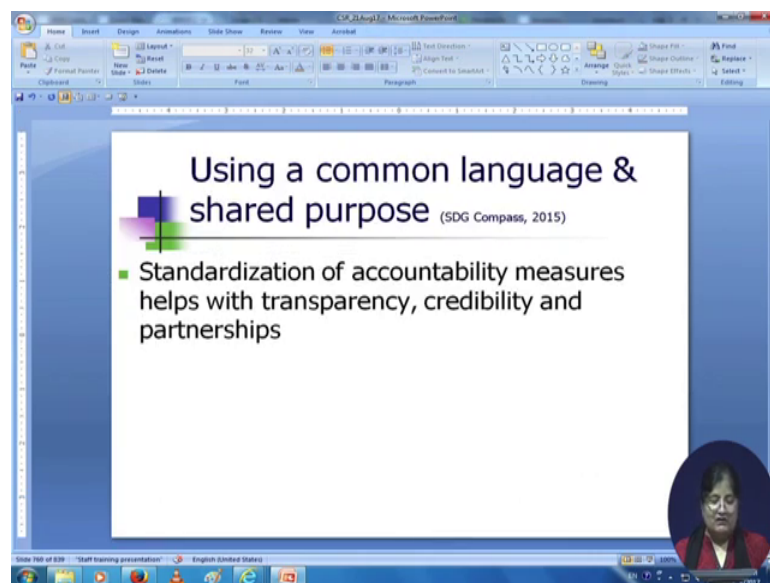
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Then how do you stabilize societies and markets? You alleviate the quality of life and enhance the purchasing power then when people are able to spend more they end up spending more and you sustain, but so they spend more and they contribute to the profits

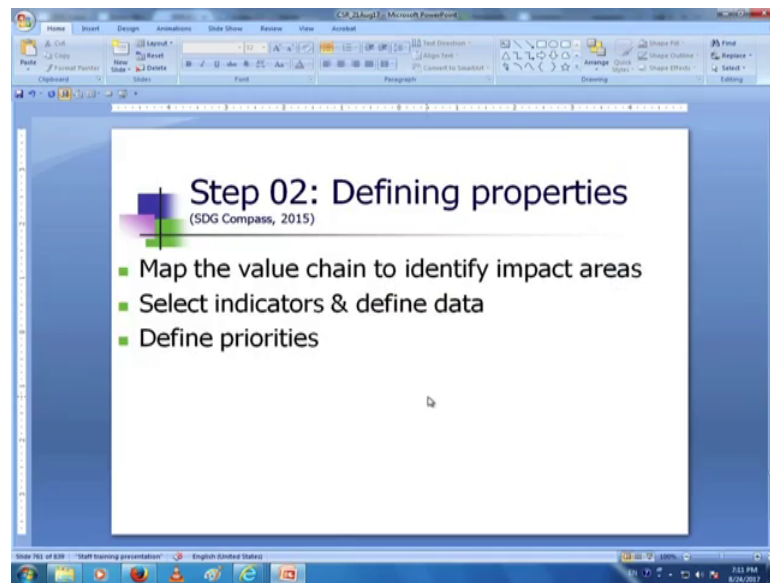
of your business. The second thing you can do is sustain natural resources that companies depend on for production the input needs to be you know at the same level as the consumption. So, if you are consuming a resource make sure you feed into it you replace it you replenish it alright and we have been talking about this I am not going to go into again, go into it again. Foster accountable and well governed institutions as well as open and rule based trading and financial systems thereby reducing the costs and risks of doing business.

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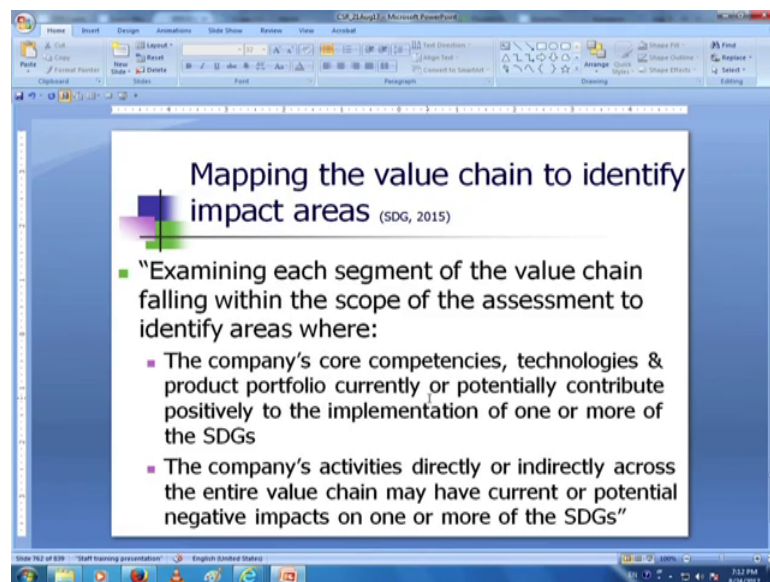
Use a common language and shared purpose, when you standardize accountability measures you are contributing to transparency you are encouraging your enhancing transparency which leads to credibility, the amount of faith people have in your organization, the belief they have in your organization, their willingness to invest in your organization, their willingness to buy from you and partnerships with other organizations who see you as a good organization.

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Second step is defining priorities, you map the value chain to identify impact areas select indicators and then define data and define your priorities.

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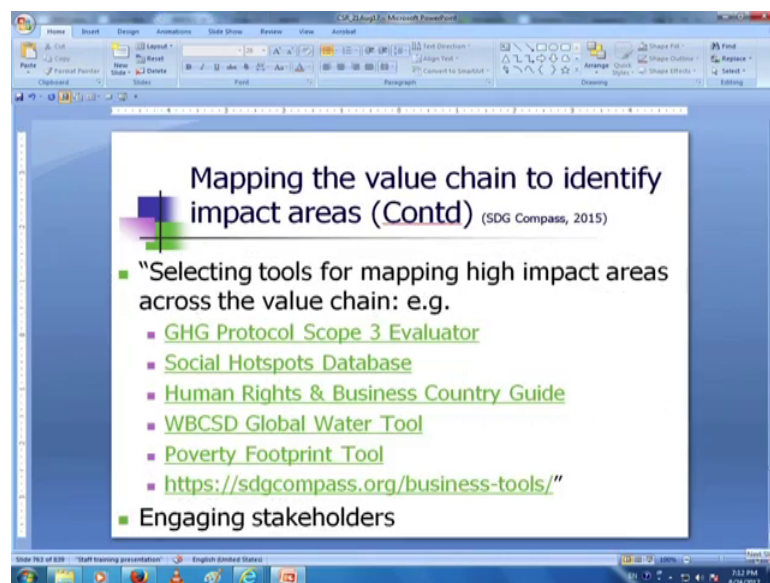


How do you map the value chain to identify impact areas? You examine each segment of the value chain falling within the scope of the assessment to identify areas where the company's core competencies technologies and product portfolio currently or potentially contribute positively to the implementation of one or more SDGs, then the company's

activities directly or indirectly across the entire value chain may have current or potential negative impacts on one or more of the SDGs and you need to identify this as well.

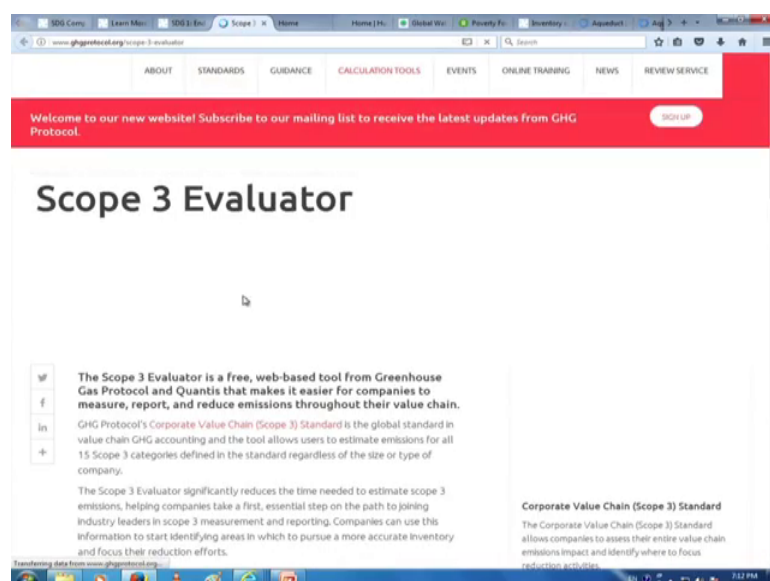
So, what are you good at and what are you doing that can damage the environment or that can prevent you from contributing to one or more of the sustainable development goals.

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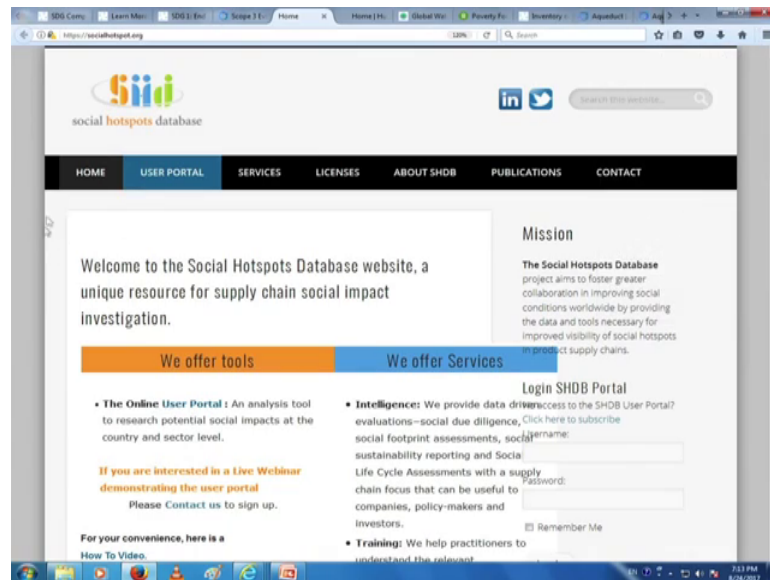
Then you select tools. So, various tools are given here I will show you these tools very quickly because we need more time to finish this.

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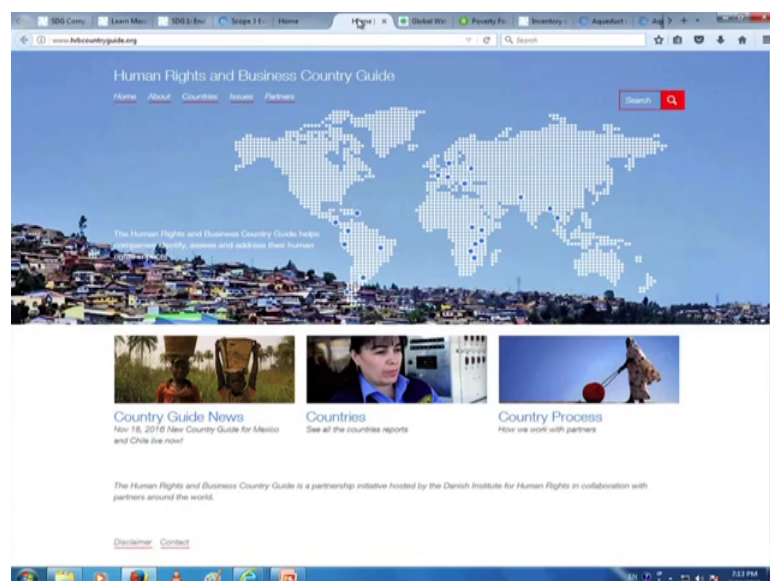
Anyway scope three evaluator is a free web based tool from greenhouse gas protocol and quantis that makes it easier for companies to measure report and reduce emissions through their value chain.

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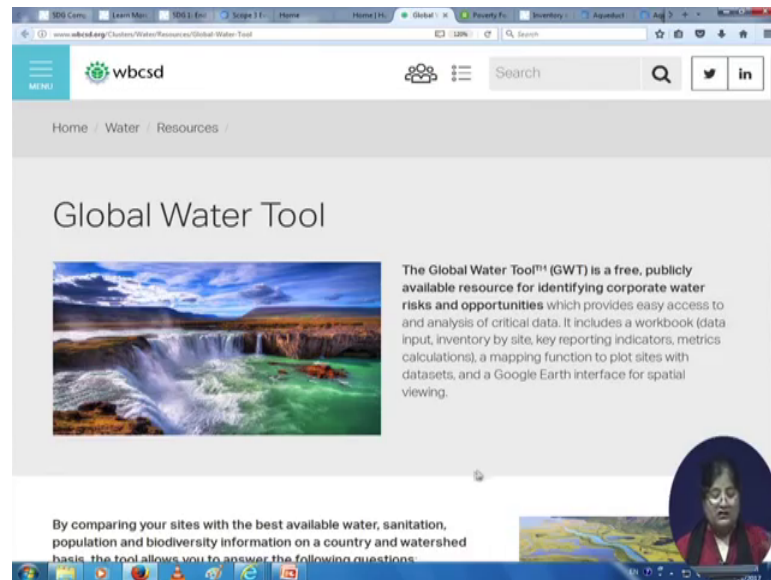
Then the next one is the social hotspot database. So, it is a unique role resource for supply chains social impact investigation it helps you evaluate the social impact of the of the supply chain. So, you can use this you can go through this.

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The third one here is the human rights and business country guide. The human rights and business country guide. And then it is a partnership initiative hosted by the Danish Institute for human rights in collaboration with partners all around the world. So, you can see different country reports here.

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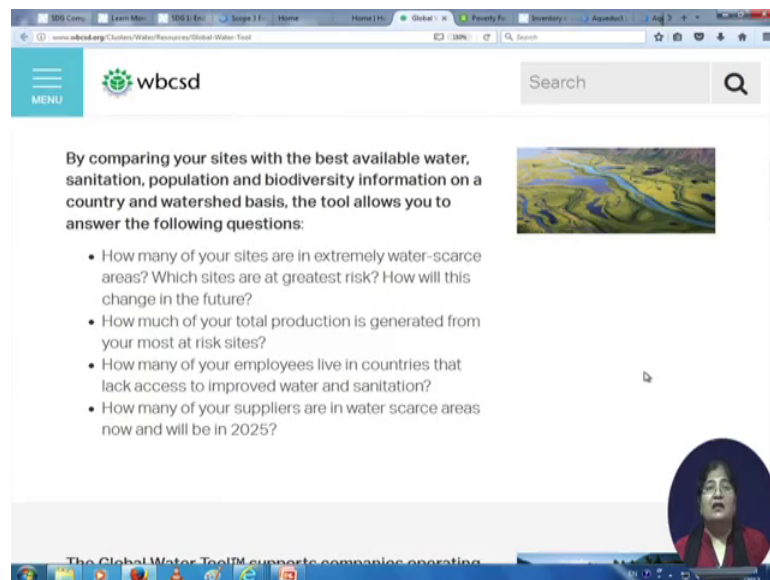
Then the world business council for sustainable development has developed a global water tool, it is a free publicly available resource for identifying corporate water risks and opportunities you know what are the risks and opportunities as far as you know if you are using water. So, what are the risks and opportunities by comparing your sites with the best available water sanitation population biodiversity information on a country and water shared basis that is how deep they gone into.

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Now, they gone regard you know during the development of this tool the tool allows you to answer the following questions, how many of your sites are in extremely water scarce areas I am reading directly from the website let me increase the size.

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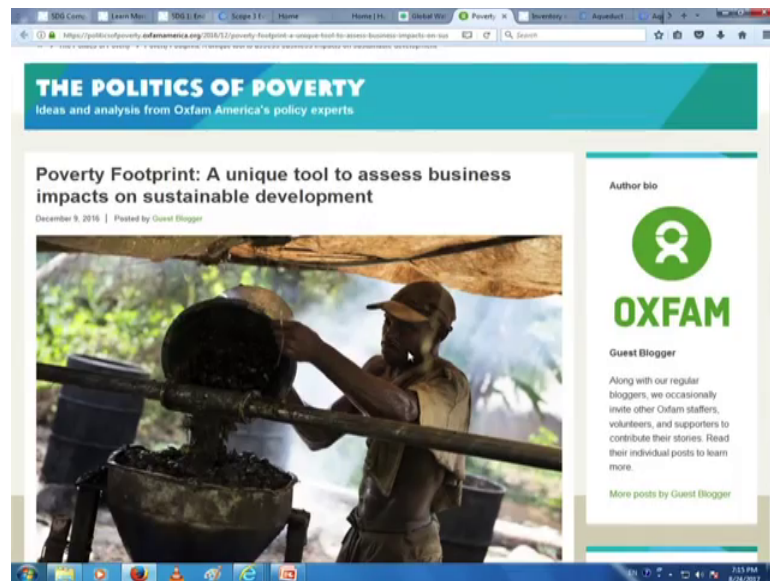


Here maybe you will be able to follow it too how many of your sites are in extremely water scarce areas which sites are at greater greatest risk, how will this change in the future, how much of your total production is generated from your most at risk sites, how many of your employees live in countries that lack access to improved water and

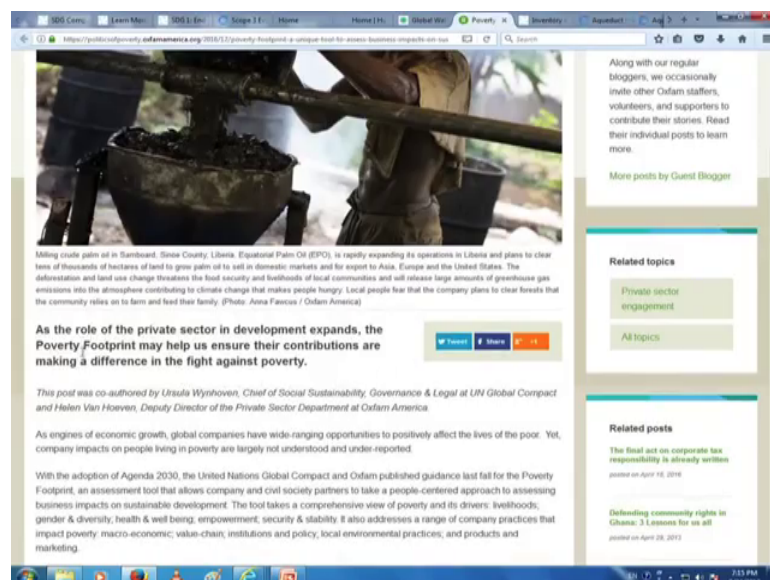
sanitation, how many of your suppliers are in water scarce areas now and will be in 20 to 20-25, 2025.

So, you know you can actually go through this tool and see I mean you know this is another amazing initiative all right, then you have the poverty footprint tool.

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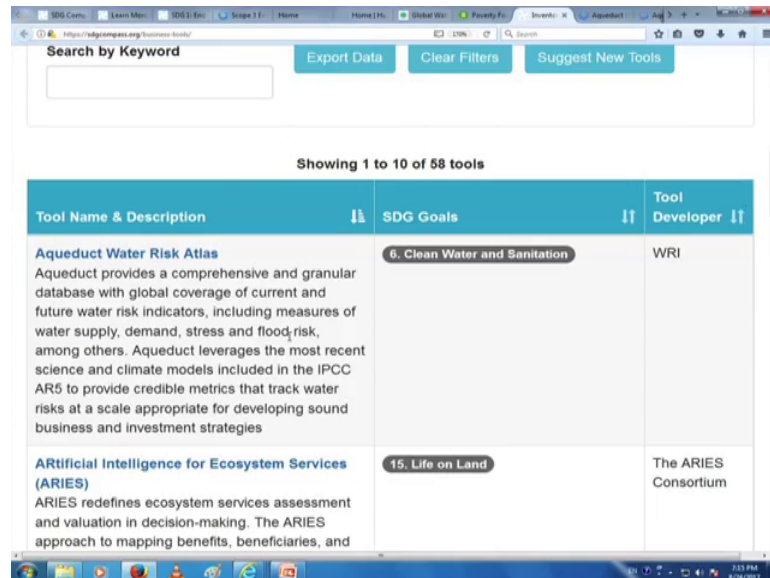
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A unique tool to assess the business impacts on sustainable development. So, you can see here as the role of the private sector in development expands the poverty footprint may help us ensure their contributions are making a difference in the fight against poverty are

you helping the reduce poverty or not through your efforts. So, you can go through this tool. And see you know this is this is another amazing initiative.

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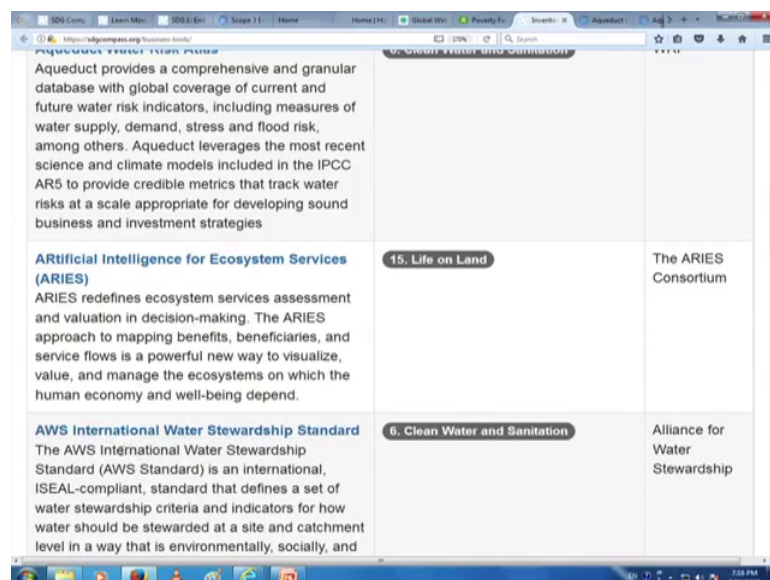


The screenshot shows a web browser displaying the 'SDG Compass Business Tools' page. At the top, there is a search bar labeled 'Search by Keyword' and buttons for 'Export Data', 'Clear Filters', and 'Suggest New Tools'. Below the search bar, it says 'Showing 1 to 10 of 58 tools'. A table lists the tools with columns for 'Tool Name & Description', 'SDG Goals', and 'Tool Developer'.

Tool Name & Description	SDG Goals	Tool Developer
Aqueduct Water Risk Atlas Aqueduct provides a comprehensive and granular database with global coverage of current and future water risk indicators, including measures of water supply, demand, stress and flood risk, among others. Aqueduct leverages the most recent science and climate models included in the IPCC AR5 to provide credible metrics that track water risks at a scale appropriate for developing sound business and investment strategies	6. Clean Water and Sanitation	WRI
Artificial Intelligence for Ecosystem Services (ARIES) ARIES redefines ecosystem services assessment and valuation in decision-making. The ARIES approach to mapping benefits, beneficiaries, and	15. Life on Land	The ARIES Consortium

And of course, you have the rest of the business tools here there is an inventory of business tools that is given here you can go through them.

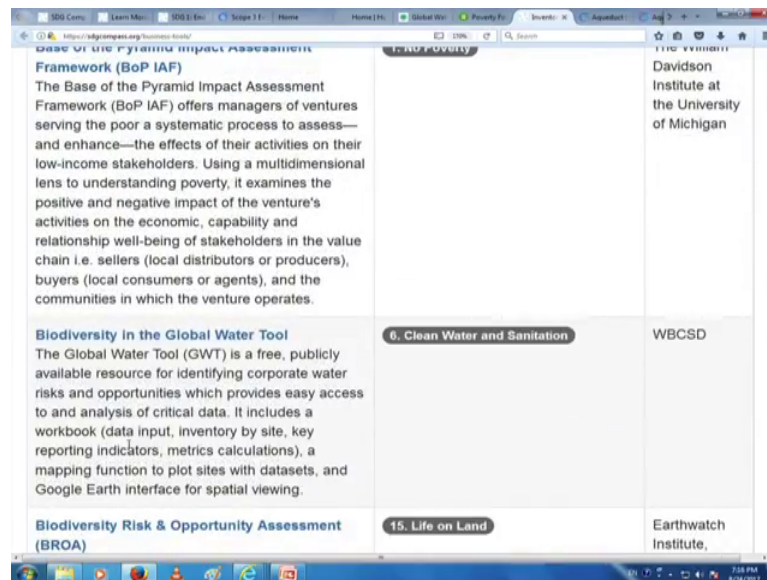
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This screenshot continues the table from the previous one, showing the next three tools listed on the website.

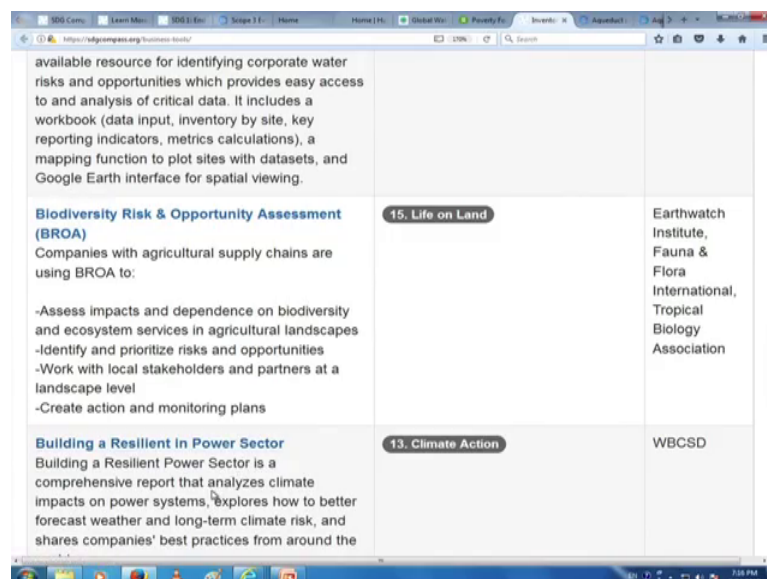
Artificial Intelligence for Ecosystem Services (ARIES) ARIES redefines ecosystem services assessment and valuation in decision-making. The ARIES approach to mapping benefits, beneficiaries, and service flows is a powerful new way to visualize, value, and manage the ecosystems on which the human economy and well-being depend.	15. Life on Land	The ARIES Consortium
AWS International Water Stewardship Standard The AWS International Water Stewardship Standard (AWS Standard) is an international, ISEAL-compliant, standard that defines a set of water stewardship criteria and indicators for how water should be stewarded at a site and catchment level in a way that is environmentally, socially, and	6. Clean Water and Sanitation	Alliance for Water Stewardship

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Aqueduct, water risk atlas I will just show this to you I am not going to show you artificial intelligence for ecosystem services, AWS international water stewardship standard you know various things are given here, biodiversity in the global water tool.

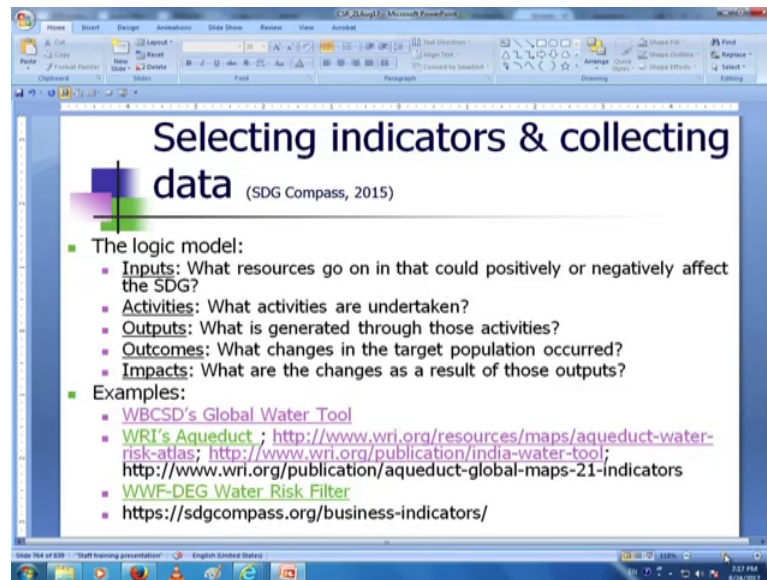
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So, you can see that all of these tools are available for the businesses that are operating that are trying to contribute to the fight in preserving our natural environment.

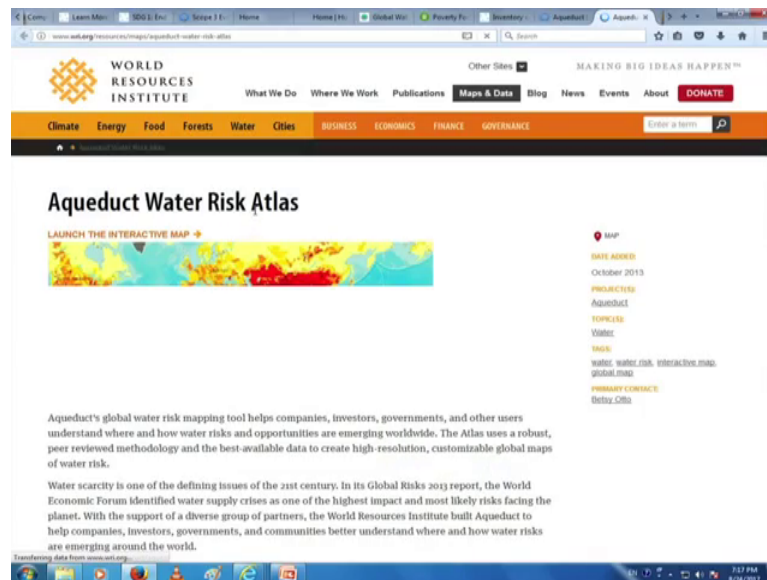
Then the next thing after you selected the tools for mapping high impact areas across the value chain then you engage the stakeholders tell them what you are doing and get them on board.

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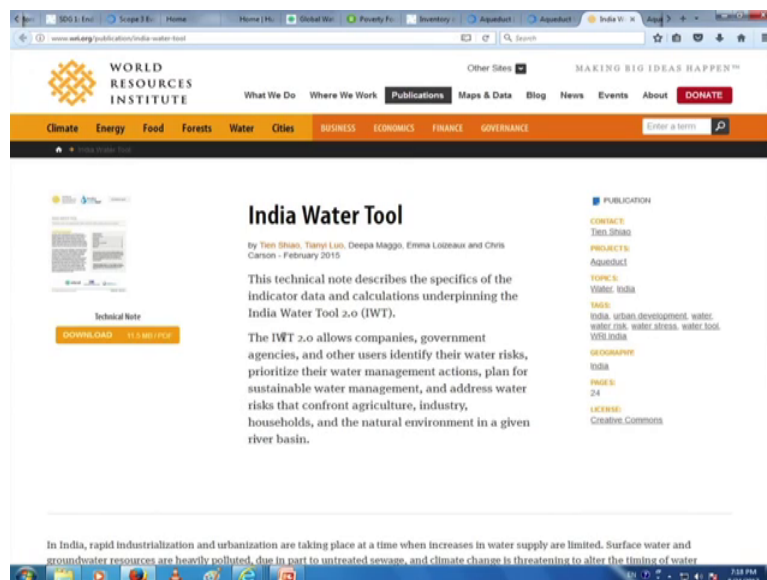
Then you select the indicators and collect data, the logic model here you know is used logic is the inputs what resources go on in that could positively or negatively affect the SDG that mean I think I have increased it too much here. Activities, what activities are and it they undertaken, what is outputs, what is generated through those activities, what outcomes what changes in the target population occurred. Impact what are the changes as a result of those outputs for example, there are some examples here. So, we have already seen the global water tool the next one in this the aqueduct, it is still loading I am sorry, yeah I could not get this to open; however, you have the water risk atlas. That is again designed by the world resources institute.

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So, you can launch the interactive map and you can see where there is a risk of the water you know the water table falling then you have some other things here.

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You have the India water tool that you can download this technical note describes the specifics of the indicator data and calculations underpinning the IWT 2.0 allows companies government agencies and other users to identify their water risks, prioritize their water management actions, plan for sustainable water management and address water risks that confront agriculture, industry, households and the natural environment in

a given river basin. Amazing you know this is specific to India, different parts of India. So, that is really really very very interesting.

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Then the next one is the aqueduct indicators. So, you have global maps 2.1 indicators this working paper explains the methodology. So, you have, so you have these indicators the global maps indicators. Then the next one here is the W world wildlife fund deg water risk filter which is something I have pulled up here, I am sorry this is still not loaded the water risk filter. So, you can see this, then you have the rest of the business indicators here.

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1. End poverty in all its forms everywhere	1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance	Access to financial services	Sector-specific	GRI G4 Financial Services Sector Disclosures	Access points in less populated or economically disadvantaged areas type
1. End poverty in all its forms	1.4 By 2030, ensure that all	Physical and economic	Sector-specific	GRI G4 Electric Utilities Sector	Approach to manage the impacts of

So, you have inventory of business indicators various types of business indicators, the GRI global reporting initiative G for financial services sector disclosures.

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	inheritance, natural resources, appropriate new technology and financial services, including microfinance				
1. End poverty in all its forms everywhere	1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new	Physical and economic displacement	Sector-specific	GRI G4 Electric Utilities Sector Disclosures	Approach to manage the impacts of displacement

GRI G for electric utilities sector disclosures women's world banking gender performance indicators etcetera.

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	of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance				
1. End poverty in all its forms everywhere	1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources,	Access to financial services	Sector-specific	Women's World Banking Gender Performance Indicators	Average initial loan balance as a percentage of per capita Gross National Income (GNI) by gender

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	vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters				
1. End poverty in all its forms everywhere	1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources,	Economic inclusion	General	GRI G4 Sustainability Reporting Guidelines	Describe policies and practices used to promote economic inclusion when selecting suppliers. Forms of economic inclusion include: suppliers owned or staffed by women; suppliers owned or staffed by members of vulnerable, marginalized or underrepresented groups; and small and medium sized suppliers

I mean whole bunch of indicators is given here GRI G4 sustainability reporting guidelines is there.

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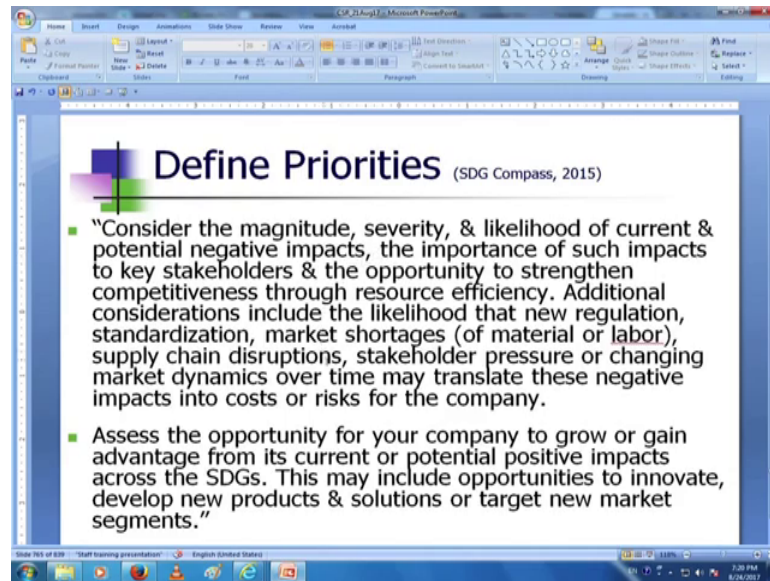
1. End poverty in all its forms everywhere	1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day	Earnings, wages and benefits	General	UN Global Compact- Oxfam Poverty Footprint	Do major employees along the value chain and the wider community negotiate wages and benefits standards through collective agreement?
1. End poverty in all its forms everywhere	1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day	Earnings, wages and benefits	General	UN Global Compact- Oxfam Poverty Footprint	Does the Company have a mechanism/policy/contract that seeks to ensure small-scale suppliers, smallholders and/or distributors are paid a fair price for goods and services, and/or are supplied to the Company, enabling sustainable trade? Provide details.
1. End poverty in all its forms everywhere	1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new	Availability of products and services for those on low incomes	Sector-specific	Access to Medicine Index	Does the company take into consideration based affordability making pricing decisions for relevant products targeted at the poor population segments in relevant countries?

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	currently measured as people living on less than \$1.25 a day				smallholders and/or distributors are paid a fair price for goods and services, and/or are supplied to the Company, enabling sustainable trade? Provide details.
1. End poverty in all its forms everywhere	1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new	Availability of products and services for those on low incomes	Sector-specific	Access to Medicine Index	Does the company take into consideration based affordability making pricing decisions for relevant products targeted at the poor population segments in relevant countries?

Global compact Oxfam poverty footprint which is what we just saw access to medicine index. So, this is something you can see here.

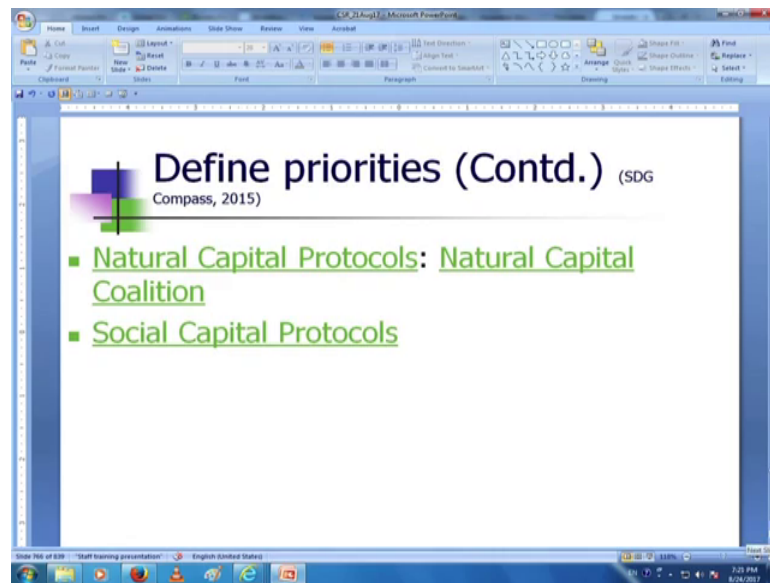
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So, these are different indicators you select the one that you need to use. Then you define priorities you consider the magnitude severity and likelihood of the current potential negative impacts the importance of such impacts to key stakeholders. And the opportunity to strengthen competitiveness through resource efficiency additional considerations include the likelihood that new regulations standardization market shortages of material or labor, supply chain disruptions stakeholder pressure or changing market dynamics over time may translate these negative impacts into costs or risks for the company.

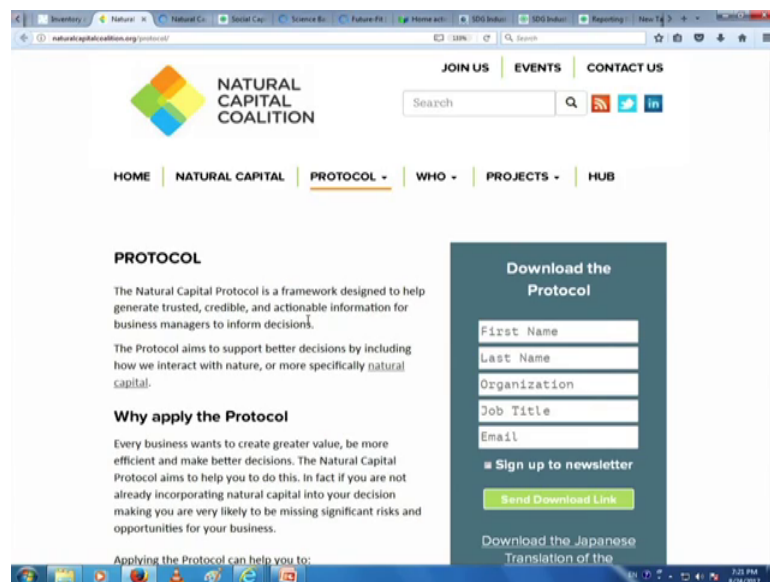
So, you define your priorities and know what affects those priorities then you assess the opportunity for your company to grow or gain advantage from it is current or potential positive impacts across the sustainable development goals. This may include opportunities to innovate develop new products and solutions or target new market segments.

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After you have done that here there are some ways some protocols that you can use to define your priorities let me show these to you.

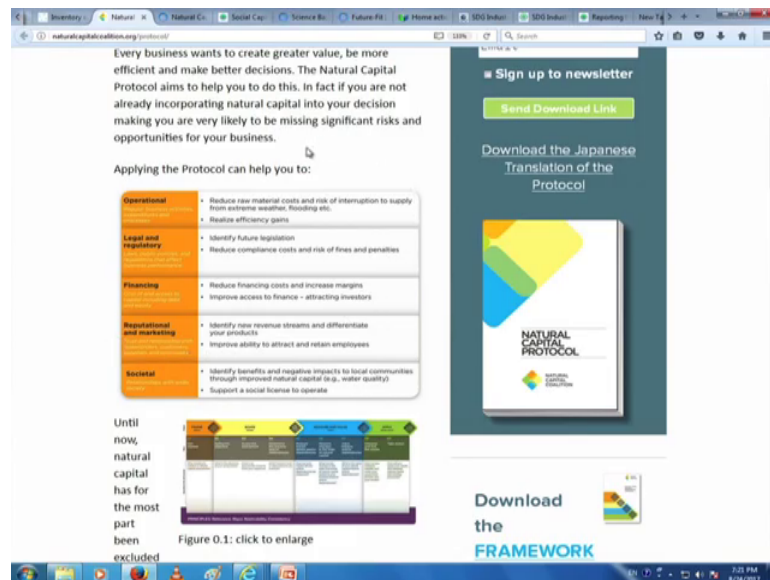
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This is the natural capital coalition natural capital coalition the protocol natural capital protocol is a framework designed to help generate trusted credible and actionable information for business managers to inform decisions.

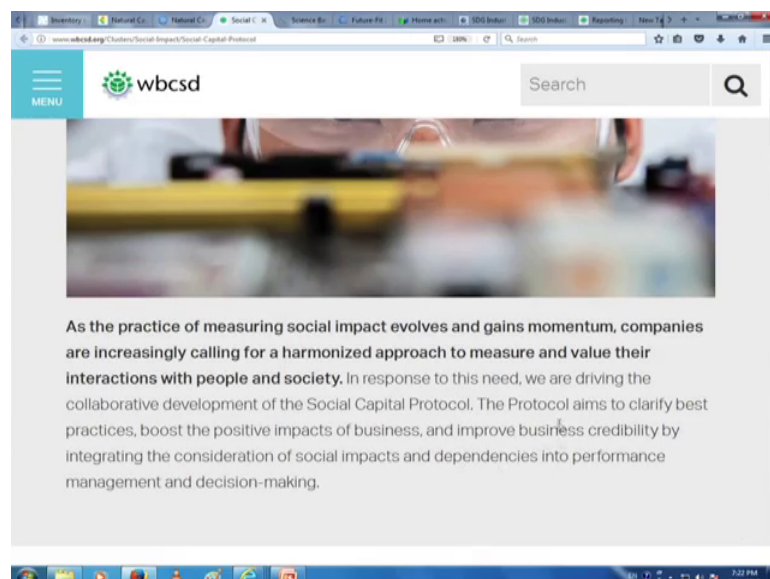
So, it aims to support better decisions by including how we interact with nature or more specifically the natural capital. So, that is something that you can use here.

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The protocol is given here it can help you with operational legal and regulatory financing reputation and marketing and societal aspects of your business, the details are here maybe you can see it when you have some time.

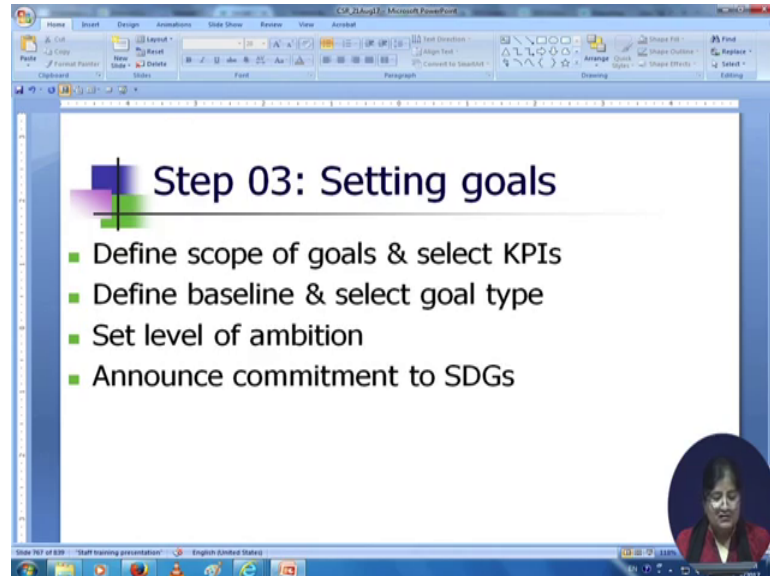
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The next one is the natural capital coalition which is the organization that has developed the protocols. So, they have this protocol here then we have the social capital protocol. So, the protocol aims to clarify best practices boost the positive impacts of business and improve business credibility by integrating consideration of social impacts and

dependencies into performance management and decision making. So, you can go through this all right.

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Step 3 is setting the goals, you define the scope of goals and select key performance indicators, define the baseline and select the goal type. Then you set the level of ambition, you announce your commitment to SDGs. I think we are running out of time. So, we will stop the discussion here we will continue the discussion in the next lecture which will be slightly shorter than this one.

Thank you very much for listening.