

# Chief Sustainability Officers for SDGs.

## TIME TO TRANSFORM: HOW BUSINESS CAN LEAD THE TRANSFORMATIONS NEEDED TO REALIZE THE SDGs

### Key Takeaways

Jointly convened by WBCSD and United Nations Department of Economic and Social Affairs (UN DESA), this event brought together business leaders and sustainable development champions for an engaging dialogue to explore the key transformations that are needed across the global business community to put us on course for a world where everyone can live well, within planetary boundaries.

### Part 1: Setting the scene

#### Welcome:

Filippo Veglio, Managing Director and Senior Management Team, WBCSD

Filippo Veglio opened the event with a brief introduction on UNDESA and WBCSD's partnership to advance and make the SDGs more actionable for businesses globally. He also introduced WBCSD's [Vision 2050: Time to Transform](#), a framework for business action for the decade ahead that is practical, grounded in reality, and designed to help companies drive change in their strategies and sustainability planning.

Mr. Veglio highlighted Vision 2050's nine transformation pathways that encompass all key areas of business activity and highlight where business is uniquely positioned to contribute to sustainable development.

#### Opening statement:

Elliott Carlton Harris, Assistant Secretary-General for Economic Development and Chief Economist, UN DESA

Mr. Harris recognized how the COVID-19 pandemic has exposed our society's vulnerabilities and inequalities and underlined the critical need for a robust global response that prioritizes equity (most immediately in terms of the equitable roll-out of vaccination programs) as well as low-carbon, resilient and conservation-based recovery pathways.

Mr. Harris called for predictable policies to create the right enabling conditions for business action while also emphasizing the private sector's key role in establishing a "new-normal."

## Part 2: Realizing shared prosperity for all

### **Moderator:**

Filippo Veglio, Managing Director and Senior Management Team, WBCSD

### **Guest Speakers:**

- Alyssa Auberger, Chief Sustainability Officer, Baker McKenzie
- Andreas Eggenberg, Chairman, Masisa
- Caroline Rees, President and Co-founder, Shift

This session identified mounting inequality globally as a critical challenge that needs to be urgently addressed by a wide range of stakeholders, including the private sector. Speakers explored the role and responsibility of business when it comes to efforts to work towards a more equitable and inclusive society. Caroline Rees called for businesses to take an active and accountable role in protecting and promoting standards of living well.

Alyssa Auberger identified several steps that companies can take within their own operations and in collaboration with multi-stakeholder platforms to advance diversity, equity, and inclusion. Finally, Andreas Eggenberg highlighted some of the initiatives that the company is undertaking to advance shared prosperity and spoke in particular to the importance of supporting small and medium-sized enterprises.

## Part 3: Embracing new consumption and production models

### **Moderator:**

Julian Hill-Landolt, Director Vision 2050, WBCSD

### **Guest Speakers:**

- Minna Aila, Senior Vice President, Sustainability and Corporate Affairs, and Member of the Group Executive Committee, Neste Corporation
- Wolfram Alderson, Executive Manager Health and Nutrition, KDD and CEO, Hypoglycemia Support Foundation
- Nadja Swarovski, Chair, Swarovski Foundation and Waterschool

Julian Hill-Landolt framed the discussion by emphasizing the critical importance of making progress on SDG 12 and making sustainable lifestyles possible. Minna Aila shared details of the journey that Neste has undertaken over the last 15 years to continually transform its business model and embrace the need for sustainable products and services. Ms. Aila highlighted, in particular, the important role that innovation and technology, responding to societal expectations, investment, and policy environments, play in making transformation a reality.

Wolfram Alderson then provided insight into the transformations needed to realize a more sustainable and healthier global food system.

Finally, Nadja Swarovski highlighted some of the initiatives that are underway throughout the luxury goods industry to support sustainable production and consumption.

## Part 4: Scaling sector-level collaboration

### Moderator:

James Gomme, Director  
People & Society, WBCSD

### Guest Speakers:

- TJ Higgins, Global Chief Business Strategic Officer, Bridgestone Corporation
- Mónica Oviedo Céspedes, Head of Sustainability, Iberdrola SA
- Brian Sullivan, Executive Director, IPIECA

This session provided a platform for dialogue on collaborative business action to advance the SDGs. It highlighted, in particular, the efforts undertaken by a number of sectors to create “SDG sector roadmaps” that set new standards for global best practice in terms of how sectors and their value chains can contribute towards achieving the SDG agenda on the road to 2030.

James Gomme kicked off the discussion by providing a brief introduction to the concept of [SDG Sector Road-mapping](#) and the initiatives that WBCSD has embarked upon with a number of sectors to advance this concept. TJ Higgins shared the experiences of the Tire Industry Project (TIP) in producing its SDG sector roadmap that was [launched](#) in 2021, pointing to the importance and power of effective stakeholder engagement and to the value of the resultant roadmap in guiding TIP’s strategic efforts.

Mónica Oviedo Céspedes provided insights on some of the challenges associated with the development of an SDG Sector Roadmap (particularly against the backdrop of a global pandemic) but also stressed the shared positive outcomes that have arisen from the efforts by the [electric utilities sector](#) to develop their own roadmap.

Finally, Brian Sullivan provided an overview of the [oil and gas sector SDG roadmap](#) that was produced as part of a collaborative initiative between WBCSD and IPIECA and that identifies 93 action areas for the sector to drive progress on the SDGs. Mr. Sullivan explained how this resource has helped to inform IPIECA’s strategy and outlined the organization’s ambitions to work towards the implementation of the roadmap moving forward.