Implementing SDGs; Challenges and Responses
- the role of the private sector

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Carina Larsfälten
Managing Director, Global Policy Affairs

The World Business Council for Sustainable Development
The World Business Council for Sustainable Development (WBCSD) is a CEO-led organization of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment. Through its members, the Council applies its respected thought leadership and effective advocacy to generate constructive solutions and take shared action.
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The implementation of the SDGs - the role of the private sector

- Why a role for the private sector in the implementation of the SDGs?
- What is that role?
- Why would companies be interested in playing such a role?
- What are global business organizations doing to engage companies in the implementation of the SDGs?
Why would companies be interested in the implementation of the SDGs?

The SDGs provide:

• global roadmap & momentum
• redirects & focus investment flows
• defines markets
• defines trends & future policies
• provides a common language
• opportunity to strengthen a company’s license to operate
• unified & shared framework across all dimensions of SD and a platform for multi-stake holder efforts & partnerships
What are global business organizations doing to engage companies in the implementation of the SDGs?

- WBCSD; Align mission description, structure, work streams, language, goals to SDGs
- SDG Compass (UNGC, GRI, WBCSD)
- SDG Commission