

Back in 2015, the United Nations adopted its **2030 Agenda for Sustainable Development** and called for companies to join a collaborative effort based on **“a shared blueprint for peace and prosperity for people and the planet, now and into the future.”**

# The Path to Positive Profit\$

## What are the Sustainable Development Goals?

17 GOALS TO TRANSFORM OUR WORLD



## Why Should Companies Get Involved?

Scarce natural resources, environmental disasters, weak financial markets and social inequality **can limit growth** and **increase the risk companies face**. Embracing the UN Sustainable Development Goals enables companies to **build value while making a difference**.

### Companies need skilled employees.

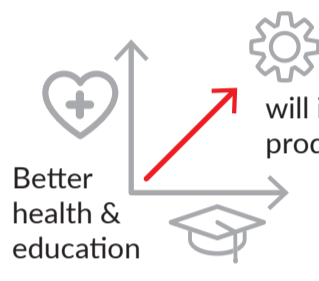
**250 million** children & young adults are not learning needed skills



**Nearly 50%** lack access to school



Better health & education will increase labor productivity



Achieving the Global Goals creates at least **\$12 trillion** in opportunities!



Addressing social inequality and environmental stress will reduce political uncertainty, lowering business risks and multiplying returns on investment.

### Companies face elevated risk from political uncertainty and environmental stress.

Climate change puts **\$2.2 trillion** in economic output at risk<sup>2</sup>



**54%**

of supply chains optimized for long-term sustainability<sup>3</sup>

UN Business & Sustainable Development Commission Report

Support the SDGs as “the right growth strategy” for the global business community

1

Incorporate the SDGs into your corporate strategy

2

Collaborate with sector peers to fuel sustainable practices and drive business opportunities

3

## Six Actions to Support Sustainable Development Goals

4 Work with policy-makers to level the playing field

5 Push for long-term sustainable investment

6 Regain and build trust with consumers and workers by supporting equality, inclusivity, and sustainability

## How CSR and ESG Programs Can Help

Committing to Corporate Social Responsibility and adhering to Environmental, Social & Governance factors makes companies more attractive to both consumers and investors, helping to ensure profitability while addressing some of the world’s most pressing social and environmental concerns.

### Corporate Social Responsibility

**93%** of the world’s largest 250 companies **publish annual corporate responsibility reports**<sup>4</sup>



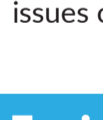
**60%** of CSR reports **independently audited**<sup>5</sup>



We find that firms making investments and improving their performance on environmental, social, and governance (ESG) issues exhibit better stock market performance and profitability in the future.

**87%** will buy from a company that advocates on an issue they care about<sup>6</sup>

**76%** will boycott a company that supports issues contrary to their beliefs<sup>7</sup>



**63%** of Americans want companies to **lead on social and environmental change**<sup>8</sup>

**78%** want companies to **address important social justice issues**<sup>9</sup>



George Serafeim, Professor of Business Administration, Harvard Business School

### Environmental, Social & Governance

**86%** of Millennials interested in **sustainable investing**<sup>10</sup>



Millennials hold **\$200 billion** in annual buying power<sup>11</sup>



ESG investing estimated at **over \$20 trillion**<sup>12</sup>



With active commitment to CSR and ESG programs, companies can deliver good profits while also supporting the critical sustainable development goals that will make the world better for all.

## Are you in?



1 "Better Business, Better World," UN Business & Sustainable Development Commission Report, January 2017. Accessed at: [http://report.businesscommission.org/uploads/BetterBiz-BetterWorld\\_170215\\_012417.pdf](http://report.businesscommission.org/uploads/BetterBiz-BetterWorld_170215_012417.pdf)  
 2 Disparte, Dante. "If You Think Fighting Climate Change Will Be Expensive, Calculate the Cost of Letting It Happen," Harvard Business Review, June 12, 2017. Accessed at: <https://hbr.org/2017/06/if-you-think-fighting-climate-change-will-be-expensive-calculate-the-cost-of-letting-it-happen>  
 3 O'Marah, Kevin. "Supply Chain Executives Must Lead On Climate Change," Forbes, September 8, 2016. Accessed at: <https://www.forbes.com/sites/kevinomarah/2016/09/08/supply-chain-executives-must-lead-on-climate-change/#654d2b3b2566>  
 4 Nelson, Jane. "Corporate Social Responsibility: Emerging good practice for a new era," OECD Observer No 299, Q2 2014. Accessed at: [http://oecdobserver.org/news/fullstory.php/aid/4269/Corporate\\_Social\\_Responsibility\\_Emerging\\_good\\_practice\\_for\\_a\\_new\\_era.html](http://oecdobserver.org/news/fullstory.php/aid/4269/Corporate_Social_Responsibility_Emerging_good_practice_for_a_new_era.html)  
 5 Divine, John. "ESG Investing: 4 Important Facts, Stats and Debates in 2018," U.S. News & World Report, April 4, 2018. Accessed at: <https://money.usnews.com/investing/investing-101/articles/2018-04-04/esg-investing-4-important-facts-stats-and-debates-for-2018>  
 6 "2017 Cone Communications CSR Study," Cone Communications, January 2017. Accessed at: <http://www.conecomm.com/research-blog/2017-csr-study>  
 7 IBID  
 8 IBID  
 9 IBID  
 10 Divine, John. "ESG Investing: 4 Important Facts, Stats and Debates in 2018," U.S. News & World Report, April 4, 2018. Accessed at: <https://money.usnews.com/investing/investing-101/articles/2018-04-04/esg-investing-4-important-facts-stats-and-debates-for-2018>  
 11 IBID  
 12 Kell, Georg. "The Remarkable Rise of ESG," Forbes, July 11, 2018. Accessed at: <https://www.forbes.com/sites/georgkell/2018/07/11/the-remarkable-rise-of-esg/#5a95f13c1695>

## For more information

Nexis® Solutions, a LexisNexis® business unit, offers flexible technology and global intelligence to help you identify, establish, and manage trusted relationships with the customers, suppliers and other third parties that are critical to achieving your business goals.

Because good profit comes from making the right strategic decisions.

**Due Diligence Solutions:** LexisNexis.com/Lexis-Diligence  
**Risk Monitoring Solutions:** LexisNexis.com/Entity-Insight  
 @LexisNexisBiz LexisNexis.com/BizBlog 800-628-3612