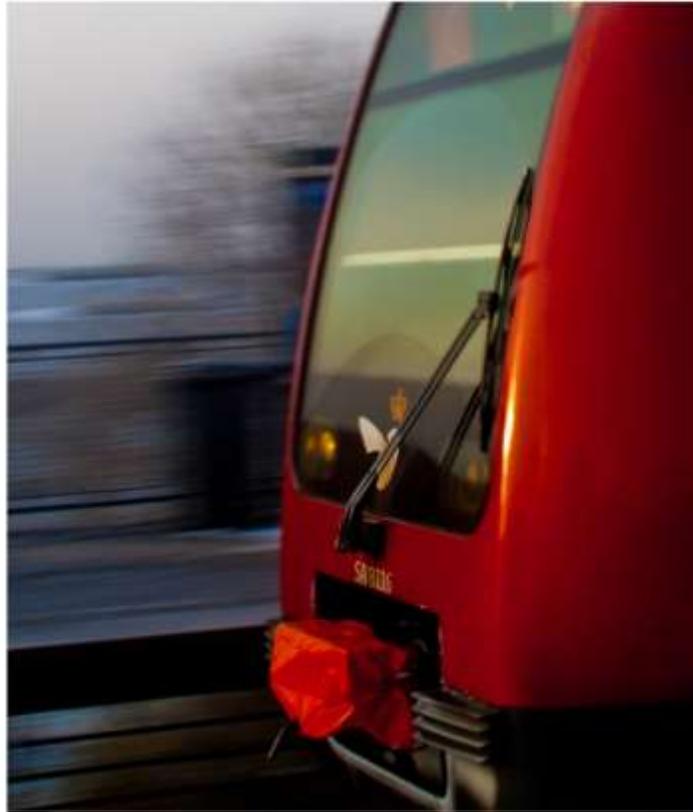
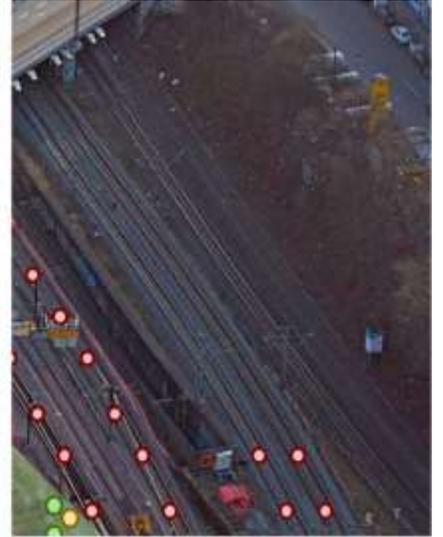


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LE34

VISER VEJEN





The role of the private (*land*) sector in supporting the 2030 global agenda

“The link between achieving the SDG’s and creating sustainable business”

Kenneth Norre, CEO LE34



Land is fundamental for the SDG's

- At least **8 out the 17 SDG's** are related to Land Management, Land Policy and Cadaster.
- **SDG no. 1: End poverty** => formalize land ownership
- **SDG no. 2: End hunger** => access to land and protected land tenure rights
- **SDG no. 5: Gender equality** => the right for women to own land, secure tenure rights for women
- **SDG no. 10: Reduce inequality** within and among countries => Access to land and protection of tenure rights against discrimination
- **SDG no. 11: Cities safe and sustainable** => Protection and recognition of tenure rights for informal urban settlements
- **SDG no. 13: Combat climate changes** => Land Management, Land planning and spatial planning to reduce emission
- **SDG no. 15: Sustainable ecosystems**, forests, land degradation => proper management of forest land
- **SDG no. 16: Peaceful societies**, justice for all => equal access to tenure rights, land policy and land management
- **SDG no. 17: Partnerships** => important key to achieve the SDG's



The obligation and the commitment

- The future of our planet depends on global contributions
- Private companies **is a must**, in the achievement of the SDG's, private companies possess **valuable knowledge and experience** that can make a difference
- **Partnership** is the key to success, across countries, companies, governments, institutions and people
- Be open for collaboration on the SDG's, it is not only a good story – it is **relevant, important, necessary** and the foundation for a sustainable world
- This might be **the best opportunity ever**, to make a difference for;
 - Your business
 - Your employees
 - The World



The SDG's and CSR

➤ CSR – what is it?

➤ **Corporate Social Responsibility** is a management concept whereby companies **integrate social and environmental concerns in their business operations** and interactions with their stakeholders.

➤ CSR is generally understood as being the way through which a company **achieves a balance of economic, environmental and social imperatives**, while at the same time addressing the expectations of shareholders and stakeholders. (UNIDO, 2018)

➤ Key CSR issues include:

➤ Corporate **accountability, sustainability, and responsibility, environmental management, labor standards and working conditions, human rights, good governance, and anti-corruption** measures.

“By combining CSR with the SDG's you will be able to enable a broader strategic perspective and by that grow your business to be sustainable in the long term”



The CEO perspective in a global world

Why are the involvement in and contributions to the SDG's important from a business perspective?

- CSR
- Innovation and growth
- Retaining employees / develop employees (the backbone)
- Attracting new talented employees (the future)
- Customers / Partners
- Profit / shareholder value
- Branding

The SDG's shall be seen as a strategic tool - "the Vision"



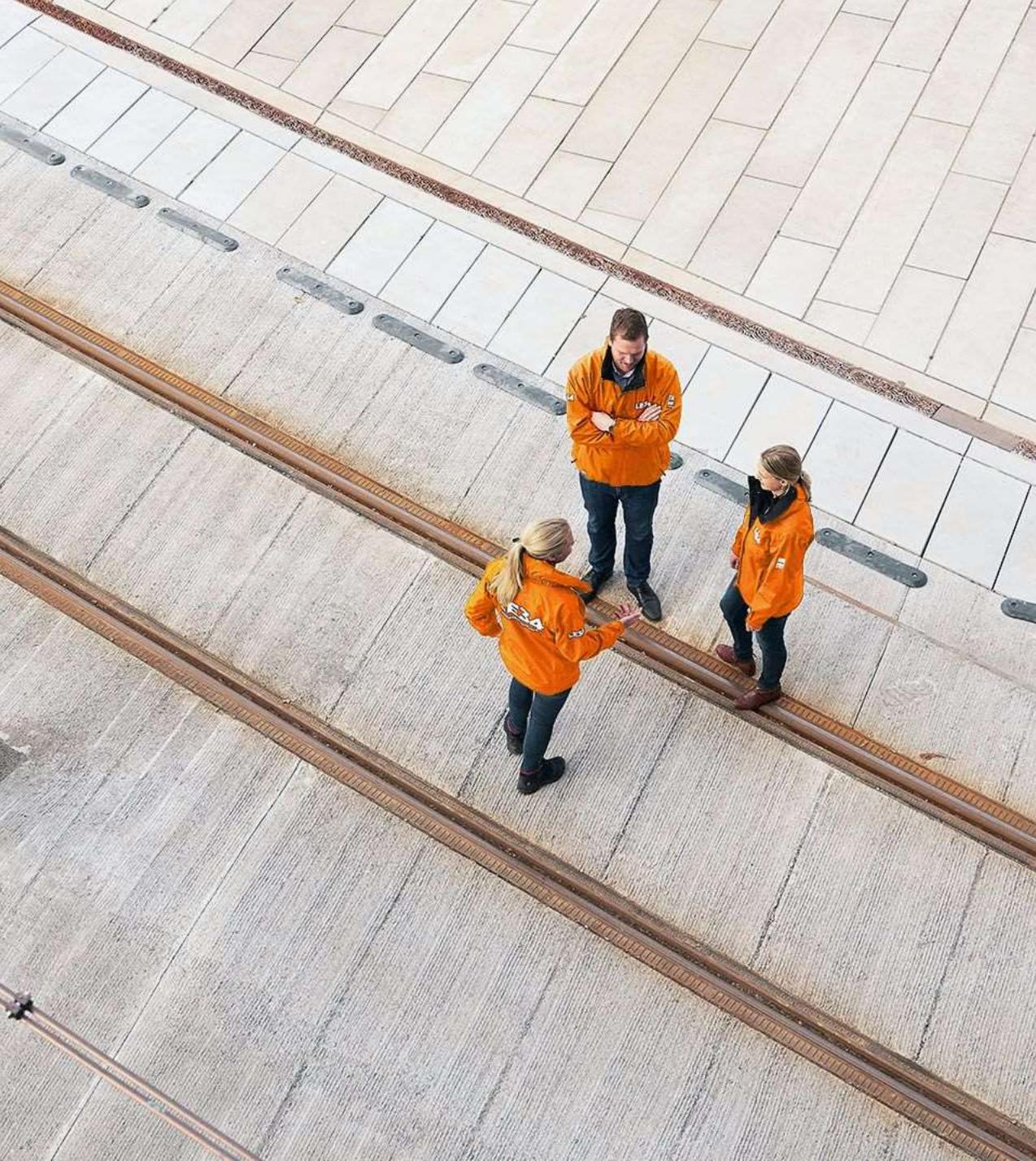
The CEO challenge

- What are our challenges:
 - Sustainability, an attractive and **sustainable long lasting business**
 - A world with **disruption**
 - What makes the difference in every business => **good and talented people**
 - Young people **want more than remuneration**, they want to be a part of an organization that makes a difference
 - Young people ask about **Values, Visions and CSR**
(Value based Management)
 - For many people it is not enough to make a donation – **they want to invest a part of themselves**
 - The SDG's are part of the education in the **preliminary schools** today (common knowledge and language)
- By that private companies have a huge opportunity to work actively on the SDG's.



The role of the private land sector

- The SDG's are a **great opportunity and a gift** for business leaders
 - Not only in terms of being green, waste management, recycling, energy optimization etc.
 - But especially by focusing externally – how can we contribute?
- The **SDG's opens up** for;
 - New business opportunities & innovation
 - Growth, international activities
 - Partnerships
 - Financial output
- A **focused CSR strategy in context of the SDG's** opens up for;
 - Being a differentiator in respect of attracting new employees
 - Boosting employee engagement and satisfaction
 - Improving efficiency
 - Career development
 - Creating attractive work environment
 - **"A proud company identity"**



Partnerships

- My questions;
 - How can we use the SDG's to make our business sustainable
 - How can we contribute to the global agenda
 - How can we help to eliminate poverty and hunger globally by 2030
- One answer is to use and **share business knowledge**, enter into **partnerships** and have a strategic focus on the SDG's
- Think **wide, not narrow**, all companies have something to offer – maybe not singularly but in partnerships
- **The SDG's are a game changer - and good "news"**



The case of LE34

- how private sector contributions can be done

LE34 in brief

- Private land surveying company
- Turnover USD 47 mio.
- +350 employees
- Founded in 1817
- 24 Offices in Scandinavia
- Leading provider of land management and land surveying services in Northern Europe
- ISO 9001:2015 certified
- 7 business areas:
 - Cadastral Services
 - Spatial Planning
 - Land Law
 - Utilities and Energy
 - Engineering Survey
 - GIS
 - Offshore

The company vision & strategy

- The LE34 vision and mission ;

“Market leader and Second to none”

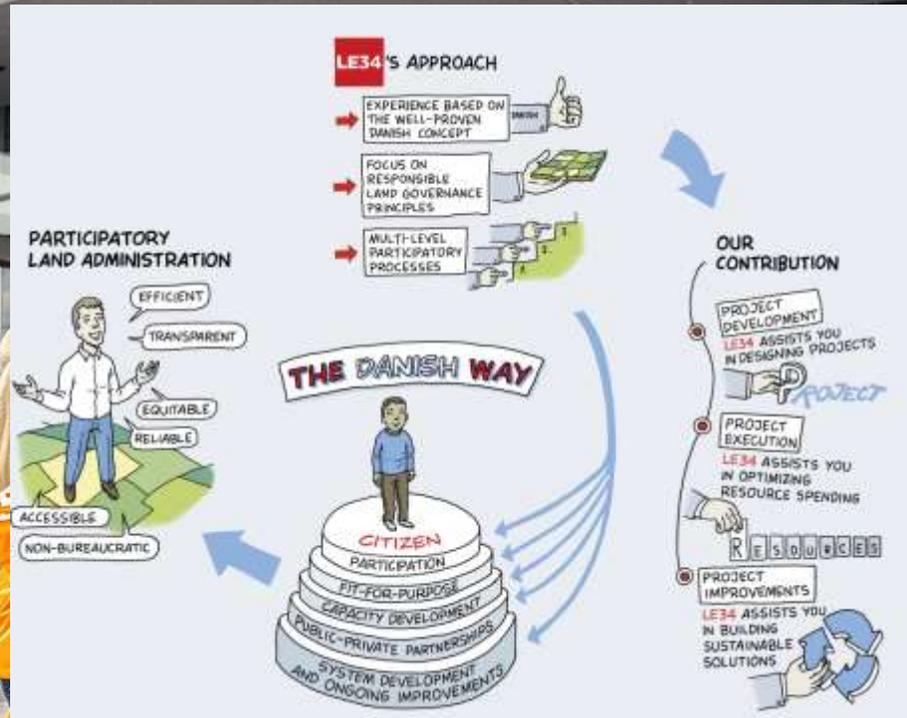
It is not (*only*) about profit – it is about being sustainable in the long term

A transition from “Economic Value added models” to “value based management”.

- ✓ Culture
- ✓ Proudness
- ✓ Ambitions
- ✓ Clear goals
- ✓ Communication
- ✓ Transparency
- ✓ Values
- ✓ and more “soft” items.



The obligation



- We have been doing this in Denmark for +200 years
- By that we have an **obligation** to share our knowledge
- In LE34 we want to **make a difference**, also in a wider perspective
 - Commitment to UN Global Compact principles - **DONE**
 - Internally being “green” - **DONE**
- The opportunity is to look **outside** borders and use **knowledge and experience** to create **a better world** by helping - in eliminating poverty and hunger.



The SDG's as a strategic enabler and driver

➤ The *ultimate* vision:

Actively contribute in elimination of all poverty and hunger in year 2030

- LE34 Academy (retain, educate and attract employees)
- Innovation (grow your business and develop employees)
- Culture / Values (proudness, one company)
- Branding (differentiator)
- Growth and goals (sustainability in the long term)
- CSR (a social profile)

All this makes sense in addressing the SDG's and is a perfect match with CSR



Wrap up

- The SDG's are the enabler to have **CSR** as a strategic focus
- The SDG's are a differentiator in attracting and develop **talented people**
- **Private companies** are a must, and an important **partner** in delivering globally on the SDG's
- You can make your business **sustainable** with the SDG's

At LE34 we are a committed partner, to make the world a better place for all

Thank you for the attention