



Collaboration, Innovation and Resilience: Championing a Digital Generation

Brisbane, Australia 6–10 April

## Private sector contribution to the Sustainable Development Goals

- **The FIG SDG Task Force**
  - Ensure understanding of the 2030 agenda and the relevance of the SDG's to our profession
- **Today's session**
  - Private sector contribution – inspiration and examples
  - Government session Tuesday at 11.30am
  - Academia session Wednesday at 11.30 am
- **The panel participants**
- **Panel discussions and audience Q&A**

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**One common goal, 5 years to 2030,  
we all need to accelerate and partner  
up**

**Governments, Academia, People, NGO´ and private companies**



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## **“The SDG ´s - social responsibility and sustainable organizations”**

**”The young generation as employees and business development”**

**I will take a 3 in 1 approach;**

- Corporate Social Responsibility**
- Talent Management**
- Business Development**

**Kenneth Norre, CEO at LE34**



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## The CEO perspective

Why is the work and contribution to the SDG's important, from an **organizational** and **business** view?

- Innovation and growth
- Retention and development of employees **(The foundation)**
- Attracting new talented employees **(The future)**
- Customers / Partners / suppliers (stakeholders)
- Financial performance
- Branding
- CSR – Corporate Social Responsibility

**As an organization we are met with (internal and external) demands to take a social responsibility,**

**- also globally**

**That's why the SDG's are important – and a differentiator, it's a tool for taking social responsibility**

## CSR: Corporate Social Responsibility – what is that?

CSR is generally seen as a **concept and a tool** where organizations **achieve a balance** between financial, environmental and social ethical rules – **corporate responsibility and good governance**

### CSR includes:

- Sustainability
- Environmental management
- Working standards
- Working conditions
- Human rights
- Good governance
- Anti-corruption.

*“Let’s **re-think CSR** in a whole new perspective;*

*By **combining CSR with the SDG’s**, We can **take CSR** into a new broader strategic perspective, and through this make our **organizations sustainable in the long run**”*

*Why? – it’s a fact today, that all stakeholders around a company is evaluating us on our CSR impact, and willingness to make a difference*





## Our challenges; - and opportunities

- Sustainability, an **attractive and sustainable organization** – in the long term for all stakeholders
- A world full off **disruption**
- What makes **the difference** in any organization => **skilled and talented people**
- Young people wants more than remuneration, they want to be a **part of an organization that makes a difference**
- They ask into **values, vision and CSR**
- They want education - **Career and Talent Management**
- To many people it is not enough to make a **donation**, they want to **invest a part of themselves**
- The SDG ´s is a part of the education in the **preliminary school** (common knowledge and language)

## Talent Management

**Our organizations has to relate and act on the SDG ´s if we want to attract the young generation**



## What can we (also) use the SDG´s to?

- **Differentiation** when it comes to attract employee, but **also customers**
- Boosting employee **engagement and satisfaction**
- Create an attractive **working environment**
- AND – last but not least;

New **business** and **growth**

169 sub-goals for business development

**The SDG´s shall be seen as a strategic tool and incorporated into the strategy**

If we do it right we can use the SDG´s to combine:

- CSR
- Talent management
- Business development

## The case of LE34

*how private sector SDG contributions can be done*

### LE34 in brief

- Private land surveying company
- Founded in 1817
- Leading provider of land management and land surveying services in Northern Europe

- +450 employees
- 29 Offices in Scandinavia
- Turnover USD 70 mio.
- ISO 9001 and ISO 45001 certified

#### 7 business areas:

1. Cadastral Services
2. Land Law & expropriation
3. Engineering Survey
4. Offshore
5. Climate and Spatial Planning
6. Utilities and Energy
7. GIS / IT services





## 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

## LE34 – we call us an SDG 1, 2 og 17 company

### Some facts ;

- 70 % of the worlds population do not have secured rights to land (constitutional rights)
- What many of us take for given when we buy land, buy a house or rent a facility, is non-existing globally
- Secured rights gives access to trading of land, financing of land and create a foundation for social and economic growth

### The short version;

*Where is the incentive for a farmer in a (developing) country to produce more and better food, if you do not have a secured right or title to the land where the food is produced?*

- **Secured rights to land, is the incentive to produce more and better food (zero hunger)**
- **More and better food will affect trade and financing, and by that create the foundation for economic social growth (no poverty)**





## The SGD's as a strategic driver and tool – LE34

The ultimate vision:

*Actively contribute to the eradication of poverty and hunger by the year 2030*

- LE34 Academy  
(Retain, educate and attract employees)
- Innovation  
(new business opportunities)
- Culture/values  
(proudness, "one company")
- Branding  
(differentiation)
- Growth and goals  
(sustainability in the long run)
- CSR  
(a social responsible profile/accountability)



*All elements make sense in context of the SDG's and have a perfect match with CSR*





## Wrap up

- The **young generation** places completely new demands to the organizations they want to work in
- The SDG ´s is a **differentiator**, when it comes to **developing our employees, our organization and our business**
- The SDG ´s are the **catalyst** for taking our **CSR** work to a new **strategic level** (social responsibility)
- We can use the SDG ´s to **demonstrate** that we take a **social responsibility**
- All of us has an **obligation to contribute** to the SDG ´s – big and small.

The SDG ´s is a “3 in 1” – its a beautiful combination of CSR, Talent Management and business development

## Thank You

## That is why the SDG ´s is a “gift”



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## Questions for discussion;

1. Is private sector contribution important to deliver on the SDG goals? - where is the room for improvement?
2. What are the capabilities of the private sector?
3. Why is partnering important to deliver on the SDG's?
4. What values do young people prioritize in their choice of employer, and to what extent are young people willing to engage in workplaces that actively work towards achieving the SDGs?
5. What role do flexibility and work-life balance play for young workers, and how does this relate to their lifestyle and well-being?
6. How long can we expect young people to work with us today, how long will they stay in a current role?



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# Thank you so much to everybody

- FIG
- The panel participants
- The audience today

# Take care, enjoy the conference



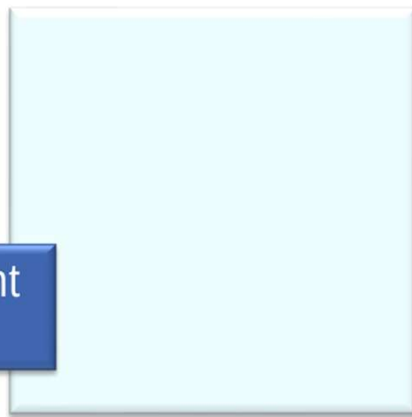
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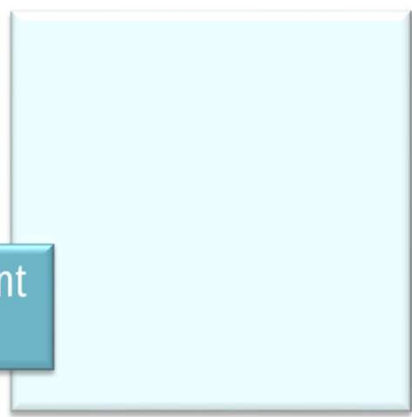


## The most relevant SDGs related to the presentation and theme of this session

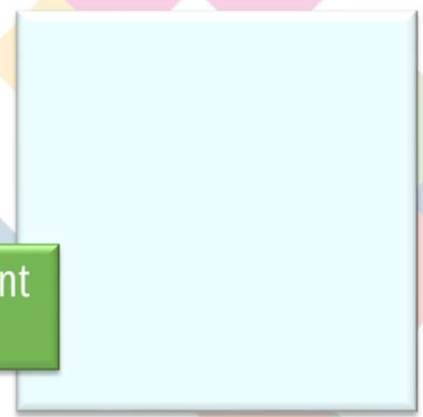
1st relevant  
SDG



2nd relevant  
SDG



3rd relevant  
SDG



**SUSTAINABLE  
DEVELOPMENT GOALS**

International Federation of Surveyors supports the  
Sustainable Development Goals