

“Business as a Force for Good”

Jimmy Maymann, Chairman of UN Live Online, former CEO of *The Huffington Post*



UN
LIVE
MUSEUM
FOR
HUMANITY

From Shareholder to Stakeholder Management

"The business of business isn't just about creating profits for shareholders — it's also about improving the state of the world and driving stakeholder value."

- Marc Benioff, Founder & CEO, Salesforce



...and from CSR to Sustainable Development



To achieve the 2030 SDG goals USD 1.4 Billion needs to be invested every year....

Achieving the SDG's requires action in several areas...



...and opens whole new business opportunities!

Digital revolution

Artificial intelligence, big data, biotech, nanotech, autonomous systems



Human capacity & demography

Education, health, ageing, labor markets, gender, inequalities



Smart cities

Decent housing, mobility, sustainable infrastructure, pollution



USD 12 billion opportunity until 2030!

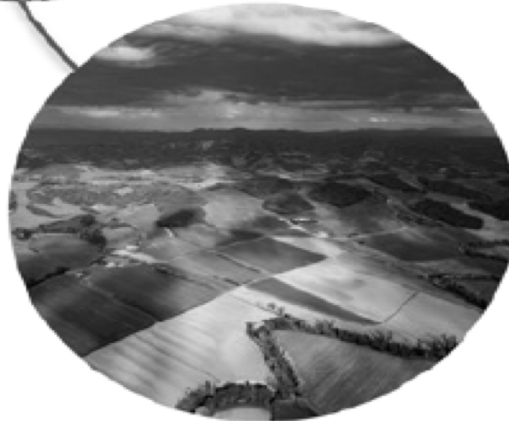
Consumption & production

Resource use, circular economy, sufficiency, pollution



Food, biosphere, & water

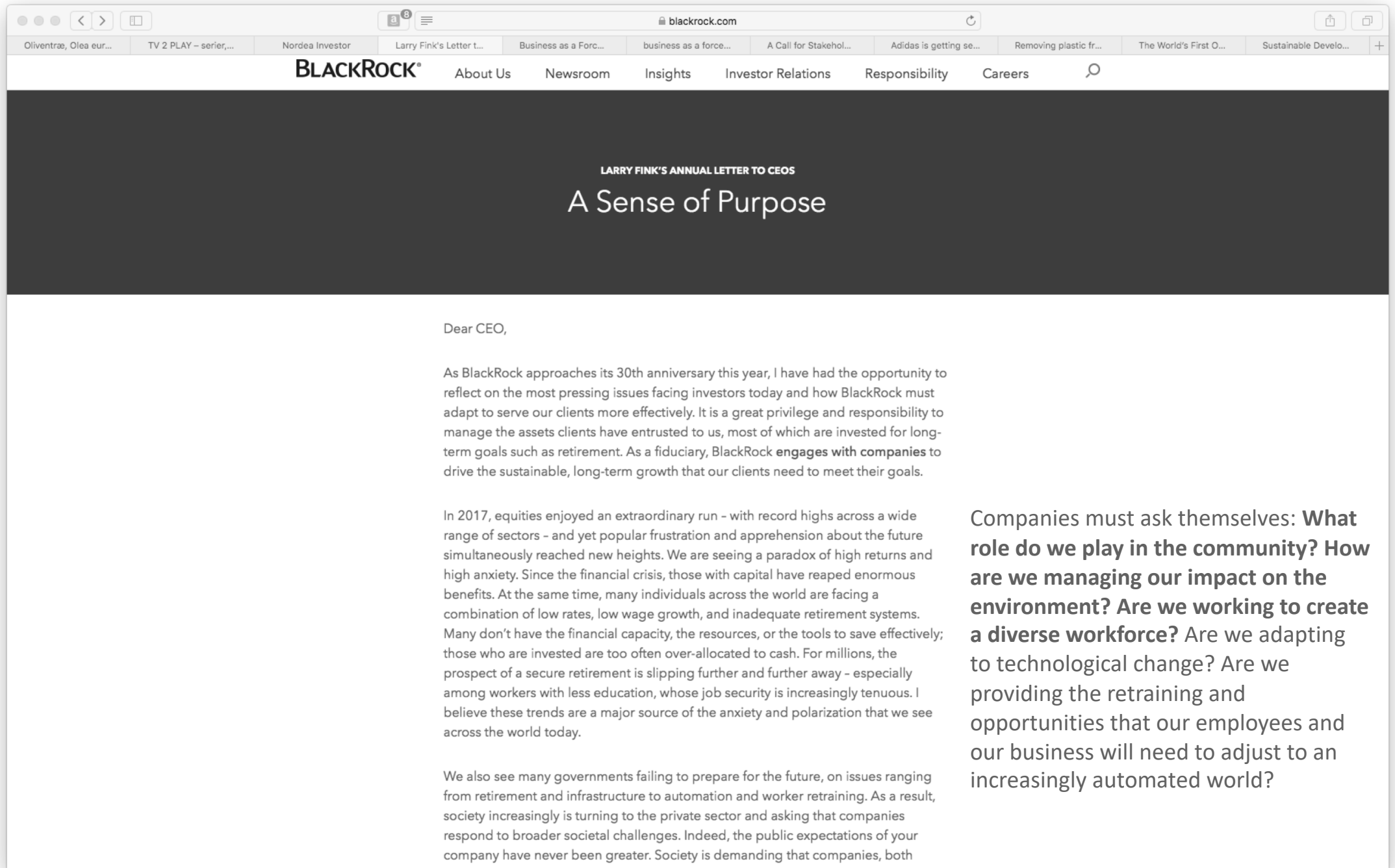
Sustainable intensification, biodiversity, forests, oceans, healthy diets, nutrients



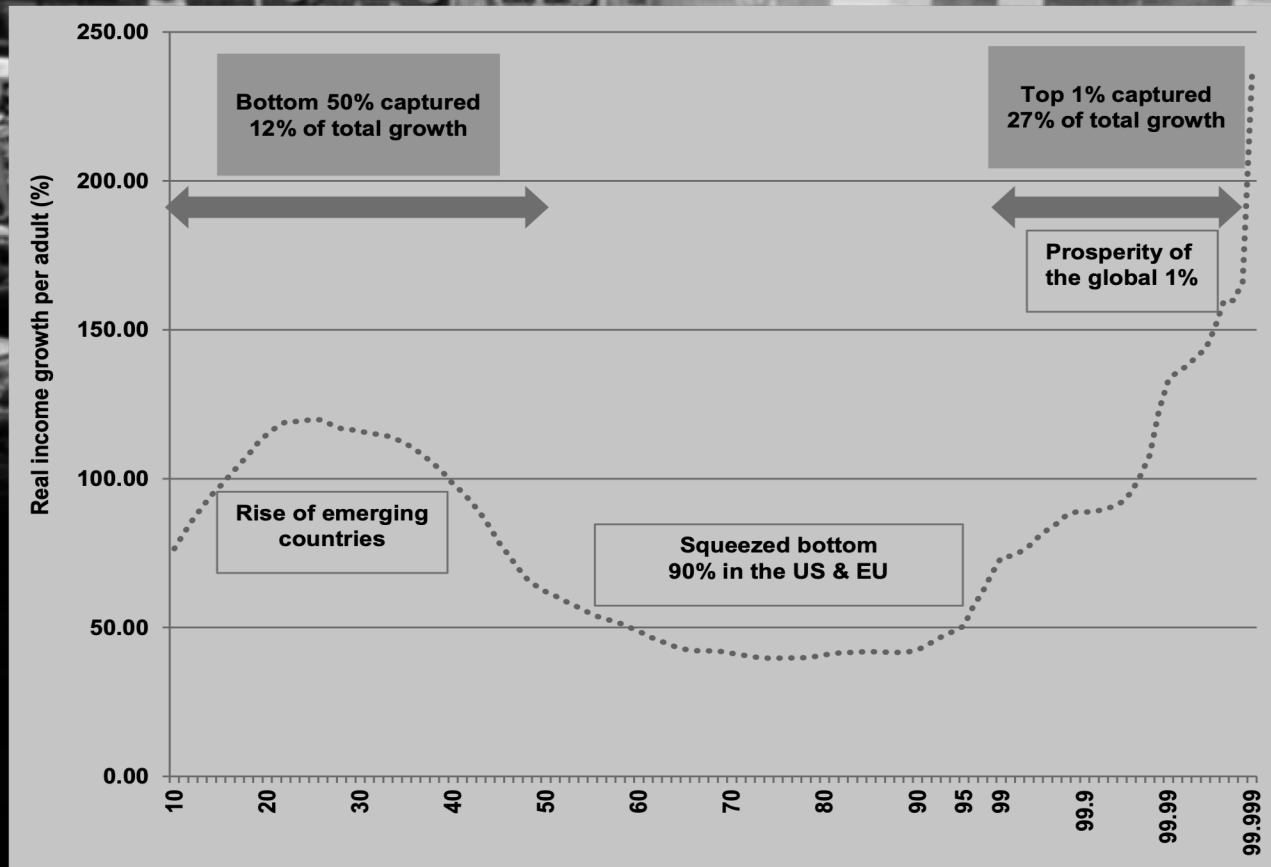
Decarbonization & energy

Energy access, efficiency, electrification, decent services






There's a growing un-rest and distrust in Society



...capitalism too often becomes a race to the bottom. In low-growth economies, a focus on earnings-per-share (EPS) is leading to more unemployment and deepening inequality.



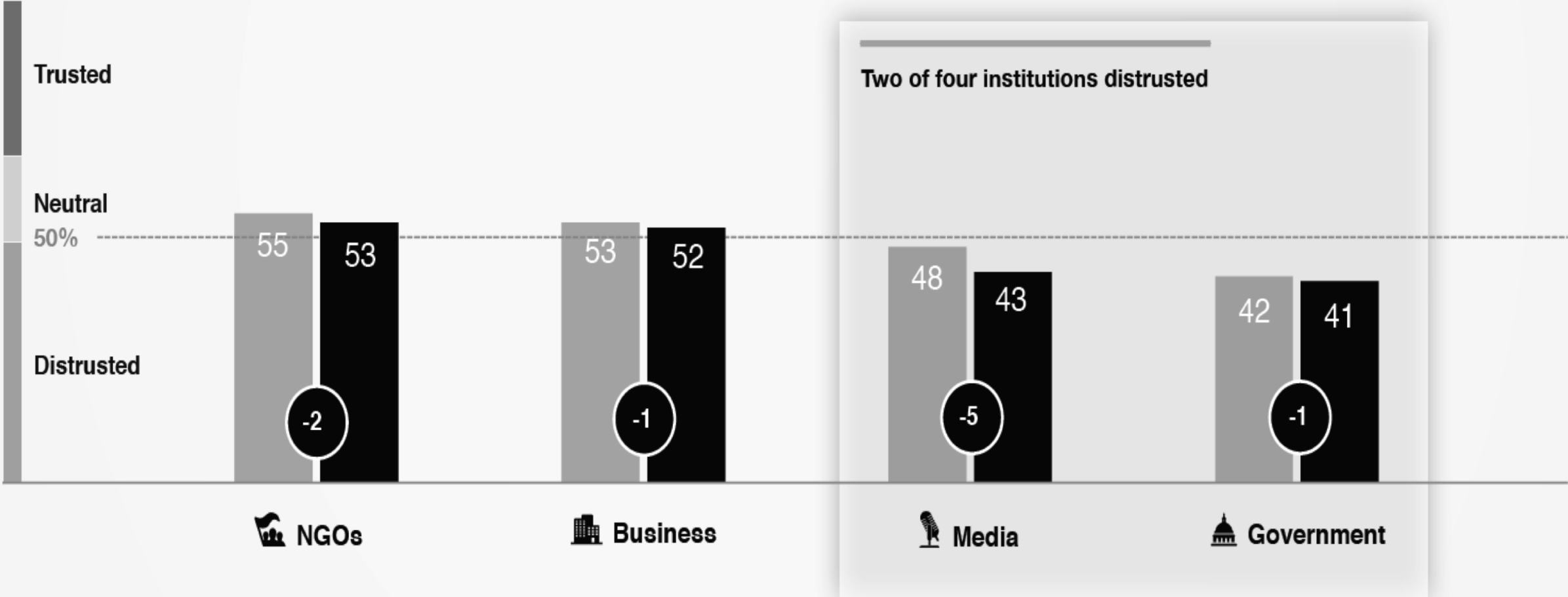
99% FED UP!
(BECAUSE THE)
1% F'D UP!

#OCCUPYWALL

Trust in All Four Institutions Declines

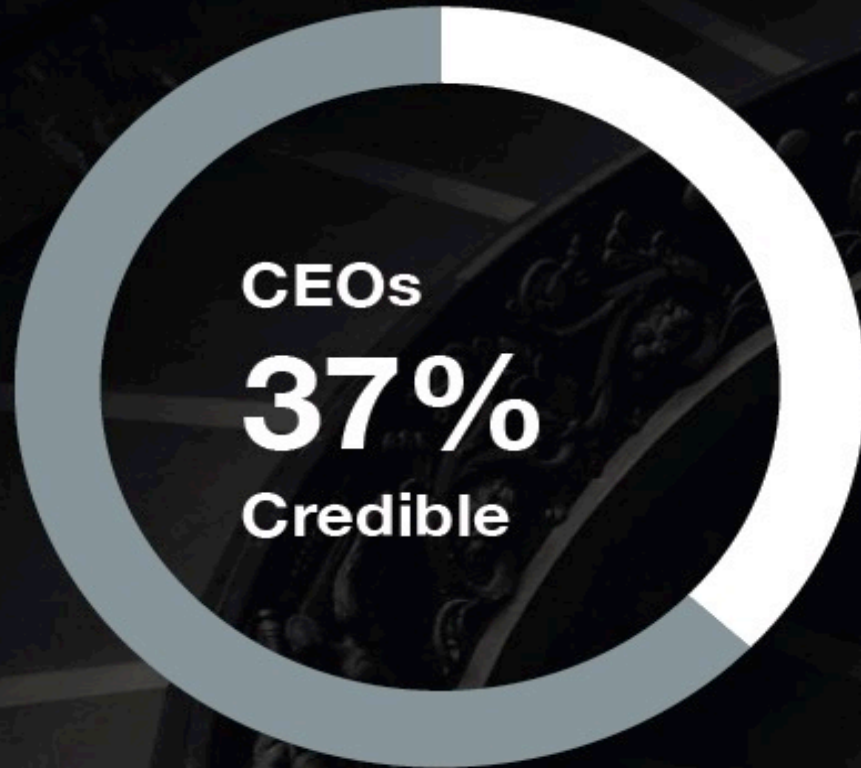
Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017

2016 2017



Credibility of Leadership in Crisis


Percent who rate each spokesperson as very/extremely credible



Adidas Turns Ocean Pollution Into Cool New Sneakers



Each shoe uses an average of 11 plastic bottles per pair and incorporates recycled plastic into the shoe's laces, heel webbing, heel lining, and sock liner covers.



WE ARE WORKING WITH PARLEY TO TRANSFORM MARINE PLASTIC
POLLUTION INTO HIGH PERFORMANCE SPORTSWEAR, SPINNING THE
PROBLEM INTO A SOLUTION. THE THREAT INTO A THREAD.
#ADIDASPARLEY

At adidas, our core belief is that through sport, we have the power to change lives. This becomes particularly relevant when we talk about the impact we have with our sustainability work. We are one of the very few companies that integrate sustainability into their business model, which becomes most visible in the fact that we take sustainability to the product level.

The Parley logo, featuring the word "PARLEY" in a bold, uppercase, hand-drawn style font.

[ADIDAS.COM/PARLEY](https://www.adidas.com/parley)

Kasper Rorsted, CEO Adidas



"Technology is the most potent **agent of change**. Whereas other change-agents rely on reshuffling the existing building blocks of society, technological innovation creates entirely new ones, expanding our **problem-solving toolbox**".

Boyat Slat

Founder and CEO, The Ocean Cleanup

The Ocean Clean-up Project


The system was earlier this year deployed in the Great Pacific Garbage Patch, the world's largest accumulation zone of ocean plastics. Situated halfway between Hawaii and California, the patch contains 1.8 trillion pieces of plastic, and covers an area twice the size of Texas.





“Maersk contributes to the protection of the ocean environment through our sustainable activities in both ocean and land-based activities. As a responsible maritime operator, we are committed to ensuring that the oceans remain a healthy environment for generations to come. We are therefore very pleased to contribute with services and equipment to The Ocean Cleanup.”

Claus V. Hemmingsen, Vice CEO of A.P. Moller – Maersk and CEO of the Energy division



“We are the first generation that can end poverty and the last generation that can take steps to avoid the worst impact of climate change. Future generations will judge us harshly if we fail to uphold our moral and historical responsibilities.”

Former UN Secretary General Ban Ki-moon