



Key insights: Increasing number of companies are working with the UN SGDs, but motivation is primarily social and barriers are still present

1

Primary focus on working with the business-related SGDs, but **motivation is primarily social** and **non-business related**. The survey reveals a **regional and sectorial variation in SGD focus**.

2

~60% of companies actively use the SDGs today, but only 21% has made the SGDs an integrated part of the company's strategy and business model. 64% of the workshop participants stated that the workshop have had significant impact

3

Largest barriers are **limited opportunity to gain and measure impact**, as well as potentially high costs. In the course of the VL workshops, Danish executives **no longer see lack of customer interest as one of the largest barriers**

4

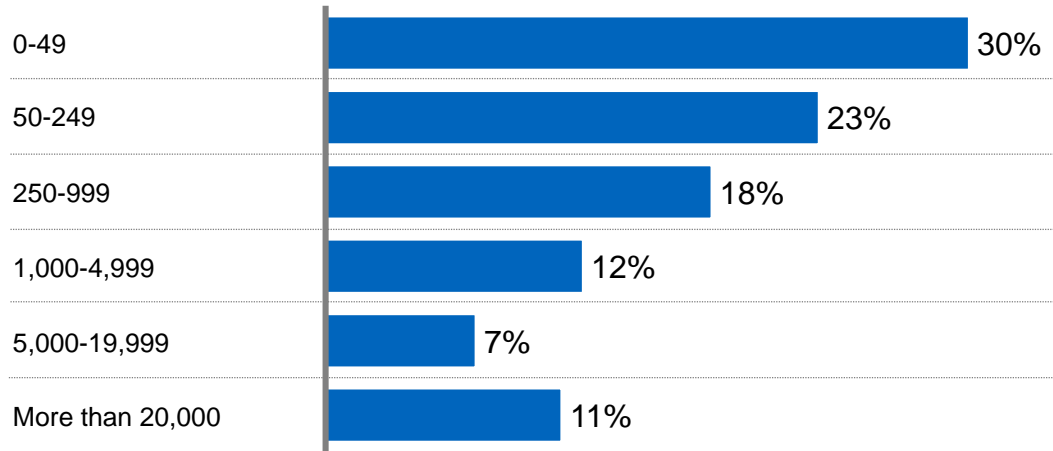
UN's SGDs are **high on the CEO agenda (~50% of companies)**. Additionally, the **CEO often plays an active role** in the work with the SGDs (**~80% of companies**).

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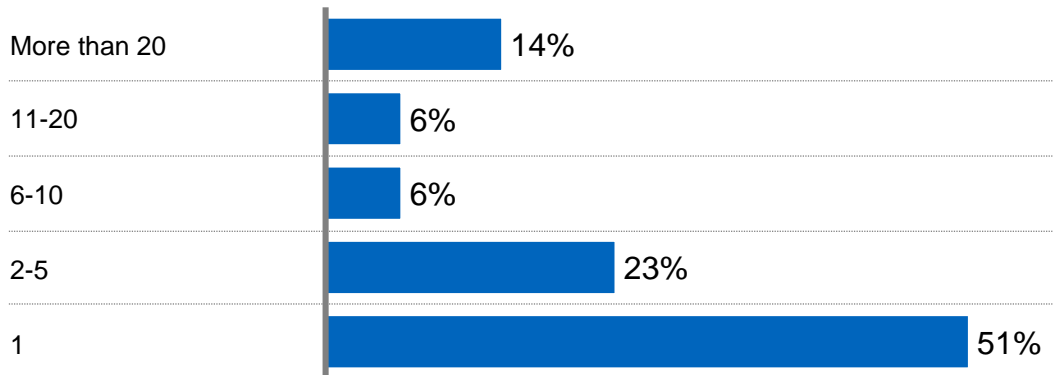
The impact is primarily being measured by **benchmarking with the UN SGD sub goals**, and most companies report the impact in the **company's annual or sustainability report**

Survey results: Variation in company size, industry and geography

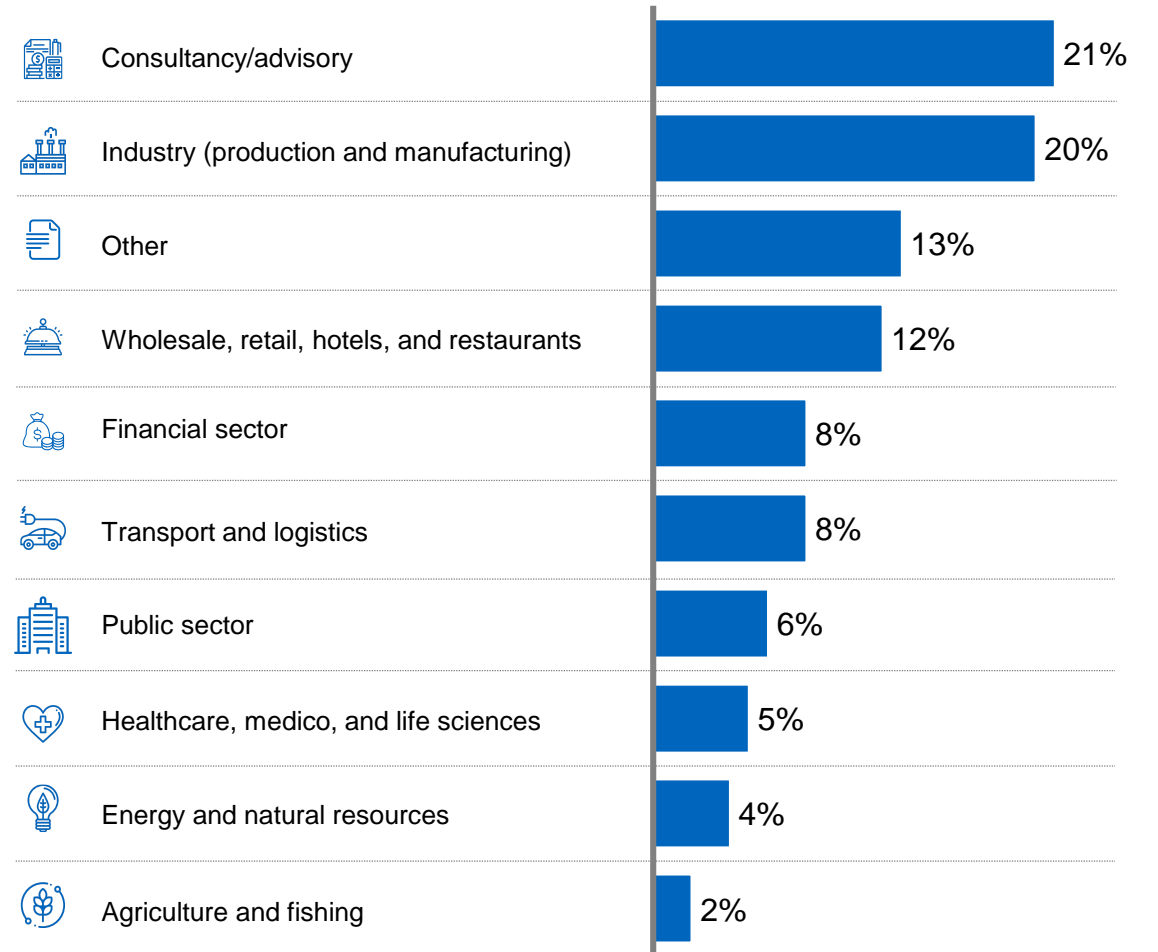
Global revenue, mDKK 2018, % of responses



Countries with primary operations, % of responses



Industry, % of responses





Survey results: SDG 12 is considered to be the most relevant among Danish executives closely followed by SDG 8, 13, 9, and 3 ...

SDG number

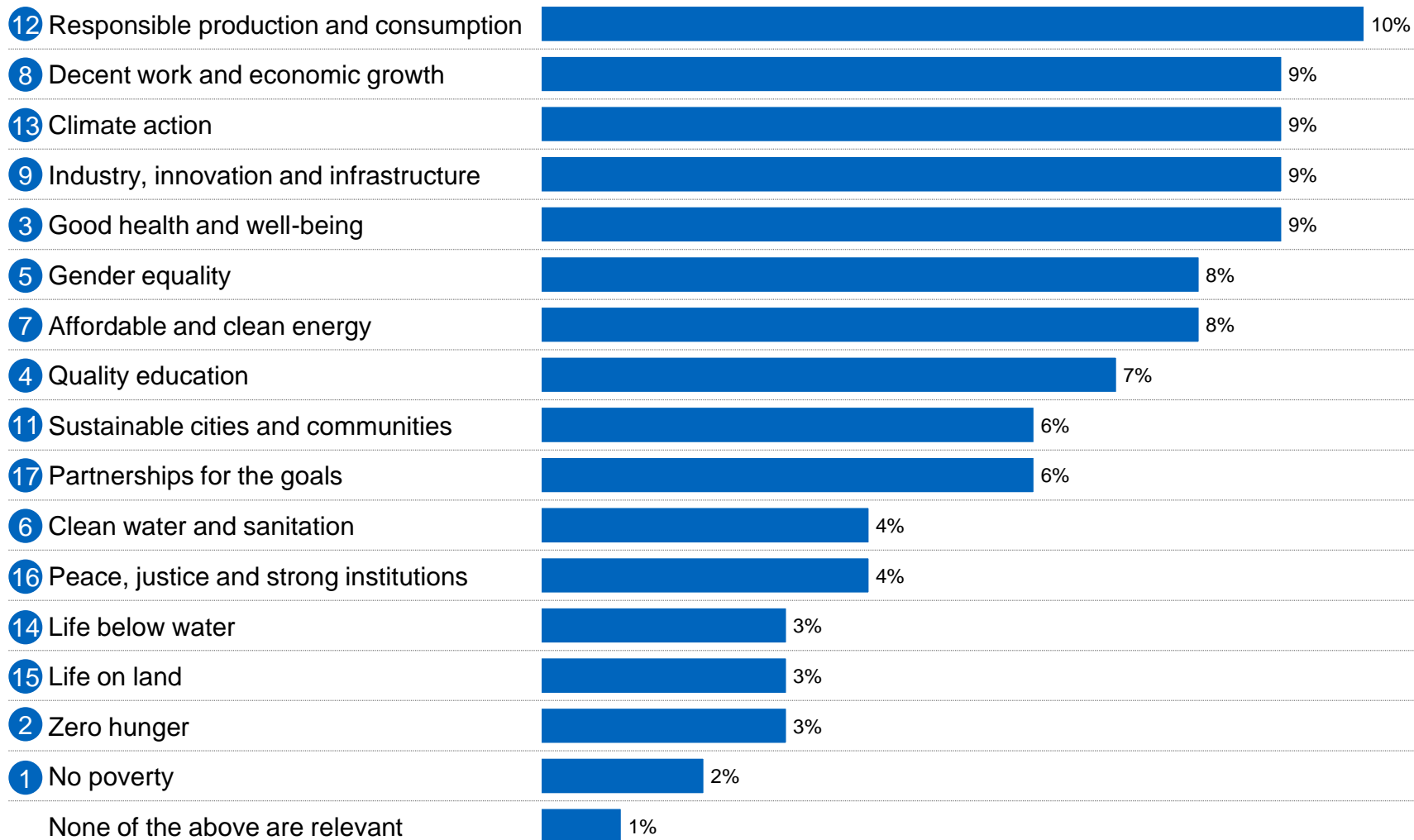
Key takeaways

Executives see SDG 12, 8, 13, 9, and 3 as most relevant to business

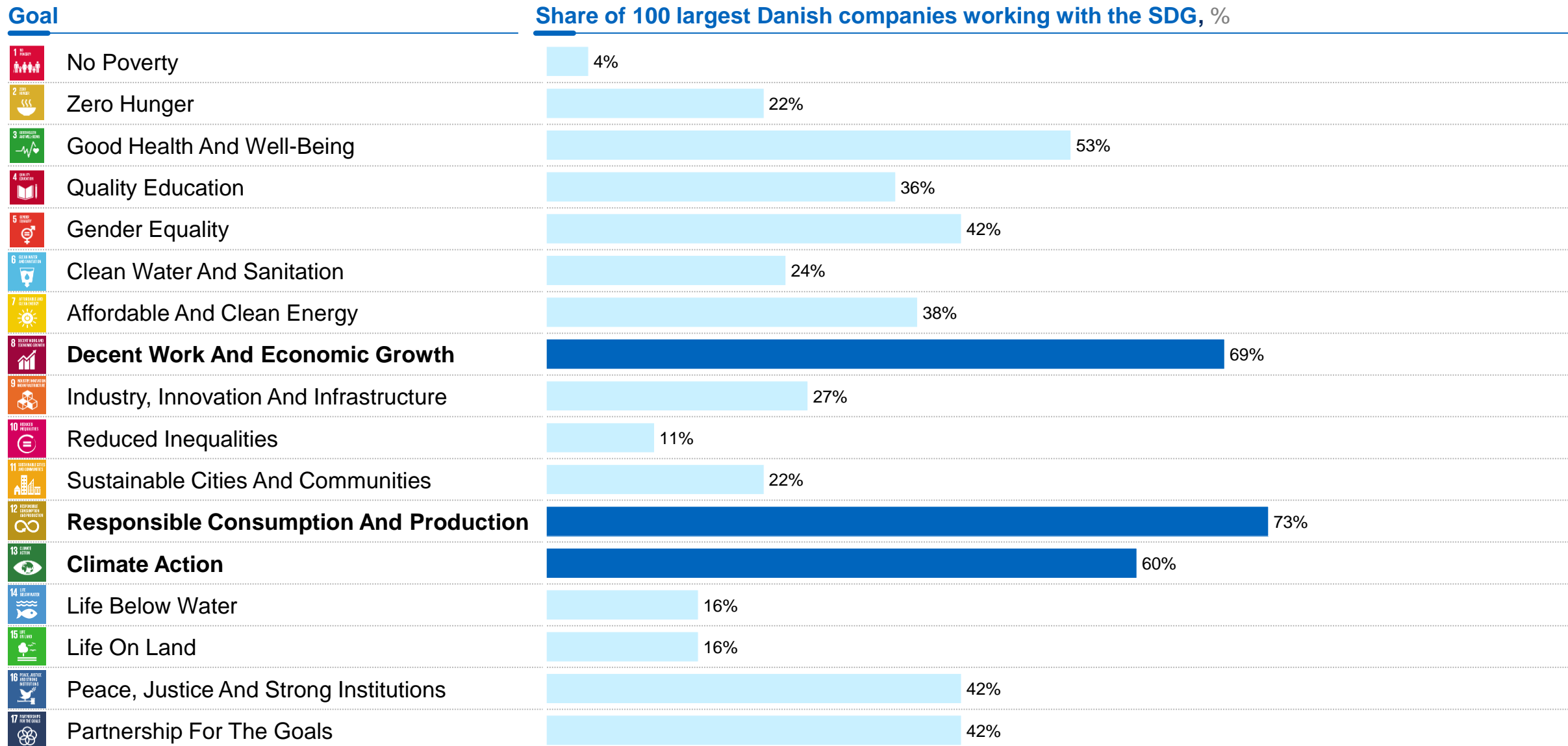
SDG 5, 7, 4, 11, and 17 also receive high business attention

All goals are seen as somewhat relevant to business

Relevance of the different SDGs, % of 3,682 votes made by 605 survey participants



... this is in line with the SDGs in focus in the annual reports and sustainability reports of the largest Danish companies





Survey results: Regional variation in SDG focus with climate action in Eastern Denmark and responsible production and consumption in Western Denmark

Key takeaways

Clear differences in focus across the Danish regions though the regions in Western DK as well as in Eastern DK are more aligned

Western DK's focus is more typical for production companies with all regions agreeing on SDG 12, as well as a general focus on sustainable energy and economic growth

Eastern DK emphasizes climate action and also focuses on gender equality and good health

Region Nordjylland

- 7 Affordable and clean energy
- 12 Responsible production and consumption
- 4 Quality education

Region Midtjylland

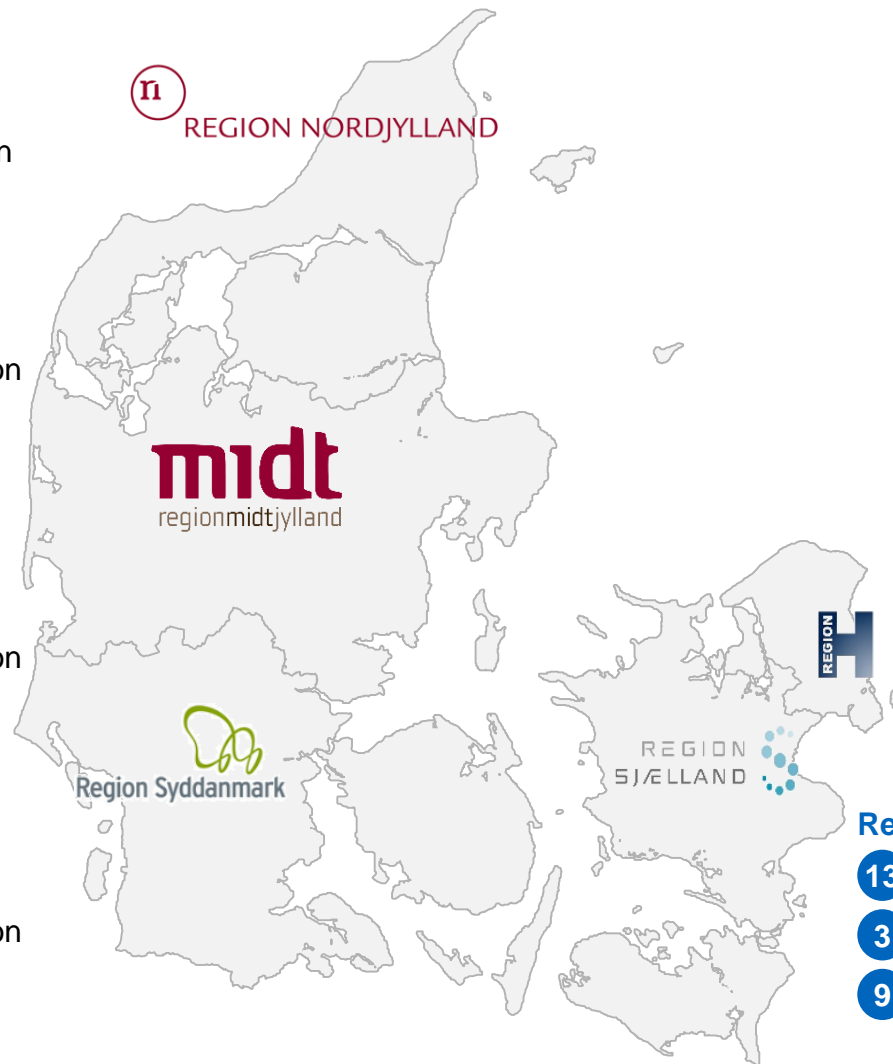
- 12 Responsible production and consumption
- 8 Decent work and economic growth
- 9 Industry, innovation, and infrastructure

Region Syddanmark

- 12 Responsible production and consumption
- 13 Climate action
- 7 Affordable and clean energy

Outside Denmark

- 12 Responsible production and consumption
- 8 Decent work and economic growth
- 9 Industry, innovation, and infrastructure



SDG number

Region Hovedstaden

- 13 Climate action
- 5 Gender equality
- 8 Decent work and economic growth

Region Sjælland

- 13 Climate action
- 3 Good health and well-being
- 9 Industry, innovation, and infrastructure

Survey results: Sectorial variation in SDG focus













SDG number

Key takeaways

Relevance of SDGs vary across sectors/industries

The most productive sectors consider **climate action** and **responsible consumption and production** as the most relevant SDGs in their industries

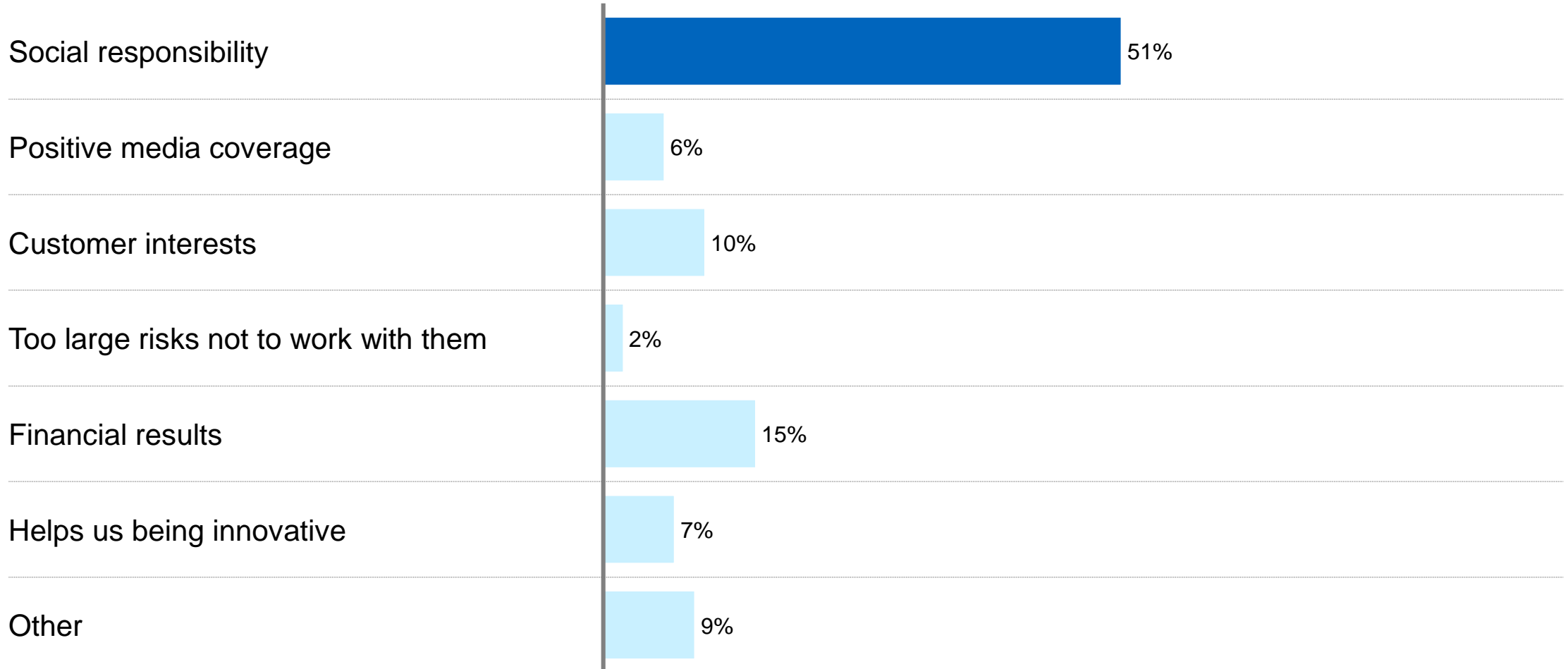
Thus, we assume that these SDGs in particular have a higher probability of success in business

| Sector | Most relevant SDG | Productivity rank ¹ |
|--|---|--------------------------------|
|  Industry (production and manufacturing) | 12 Responsible consumption and production | 4 |
|  Consultancy/advisory | 5 Gender equality | 7 |
|  Financial sector | 12 Responsible consumption and production | 2 |
|  Wholesale, retail, hotels, and restaurants | 5 Gender equality | 10 |
|  Healthcare, medico, and life sciences | 12 Responsible consumption and production | N/A |
|  Education and research | 3 Good health and well-being | 8 |
|  Organizations and associations | 4 Quality education | N/A |
|  Liberal professions | 3 Good health and well-being | N/A |
|  IT | 5 Gender equality | 6 |
|  Transport and logistics | 5 Gender equality | 5 |
|  Energy and natural resources | 13 Climate action | 1 |
|  Service | 13 Climate action | 11 |
|  Other public institution | 8 Decent work and economic growth | NA |
|  Cultural institution | 8 Decent work and economic growth | 9 |
|  Agriculture and fishing | 12 Responsible consumption and production | 12 |
|  Telecommunications | 12 Responsible consumption and production | 3 |
|  Other | 11 Sustainable cities and communities | N/A |

¹ Ranking based on productivity measured as Gross Value Added per employee within sector

Survey results: Motivation is primarily social and non-business related

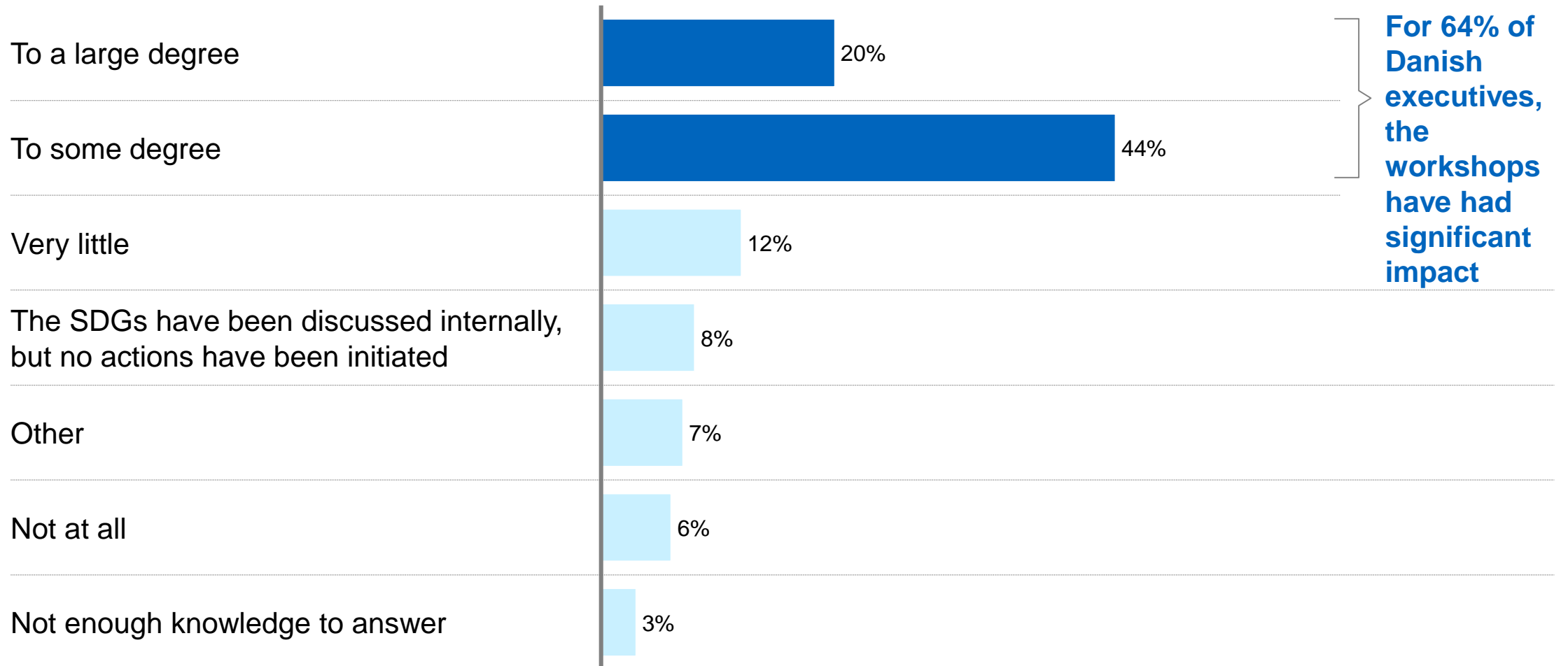
What is the primary motivation for working with UN's SGDS?, % of responses, N = 254





Survey results: Workshops have significantly increased awareness of the SDGs

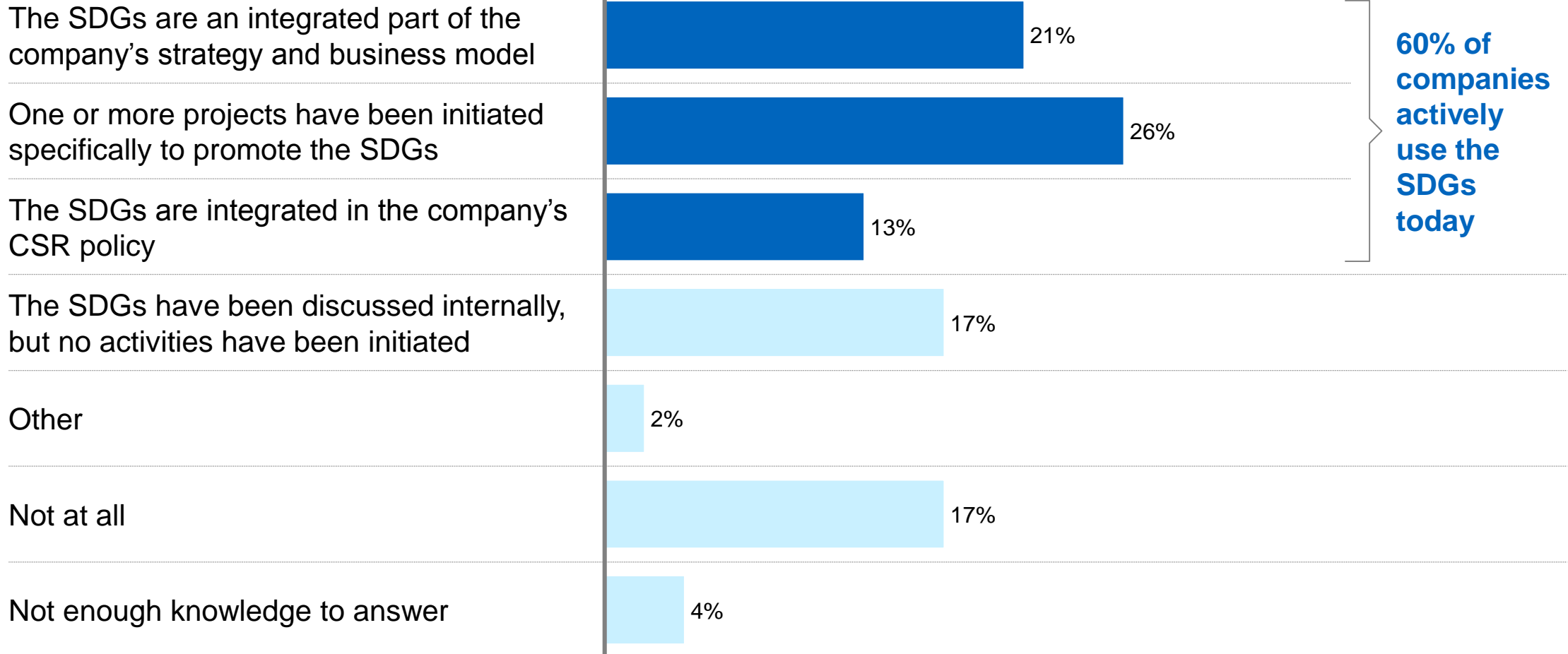
To which extent have the workshops affected your company's awareness of the SDGs?, % of responses, N = 64





Survey results: 60% of Danish companies actively use the SDGs, while 40% still do not apply them

To which extent does your company use UN's SDGs today?, % of responses, N = 319





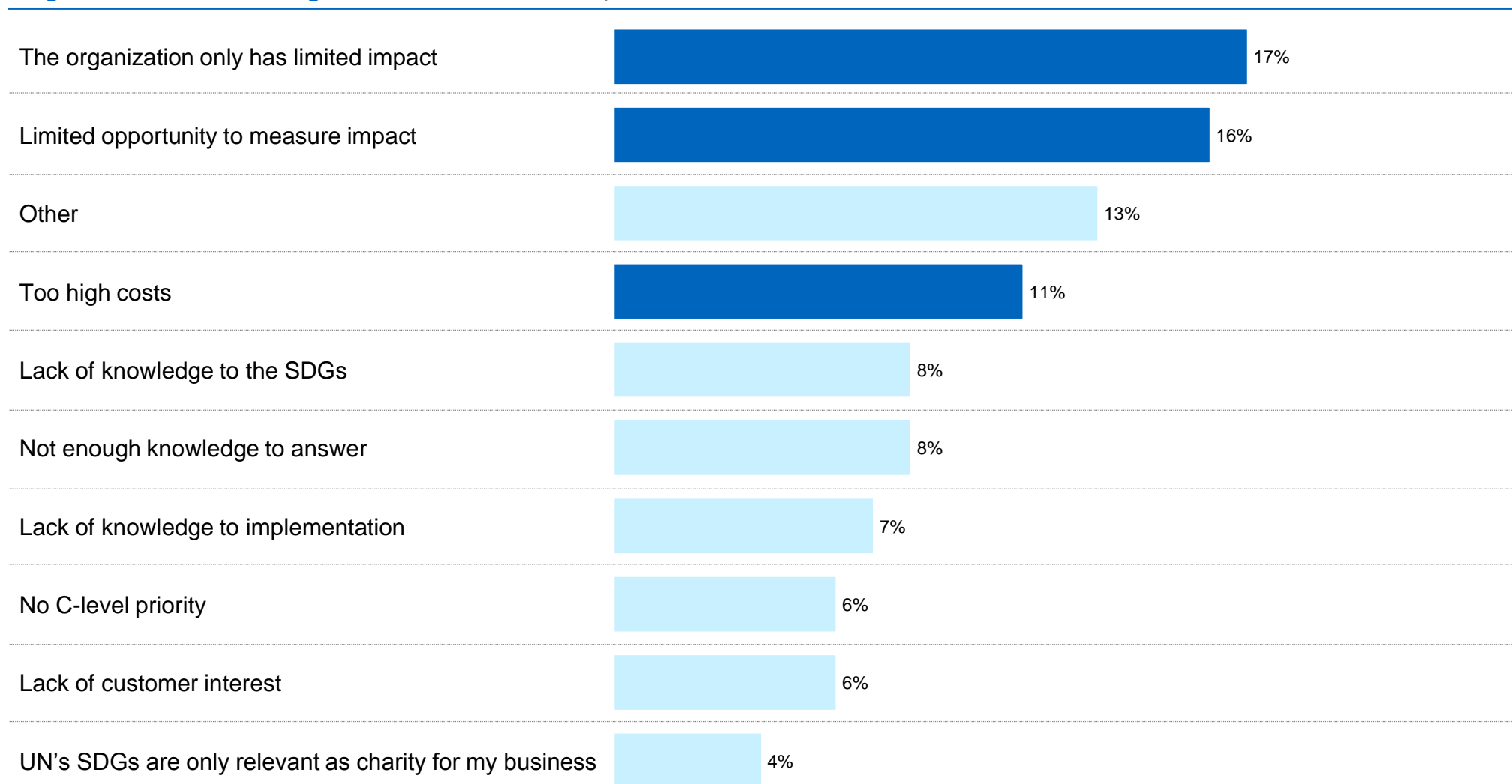
Survey results: Largest barriers to working with the SGDS are limited opportunity to gain and measure impact, as well as potentially high costs

Key takeaways

Limited opportunity to gain and measure influence, as well as potentially high costs are among the largest barriers

As a result of the workshops, Danish executives no longer see **lack of customer interest** as one of the largest barriers

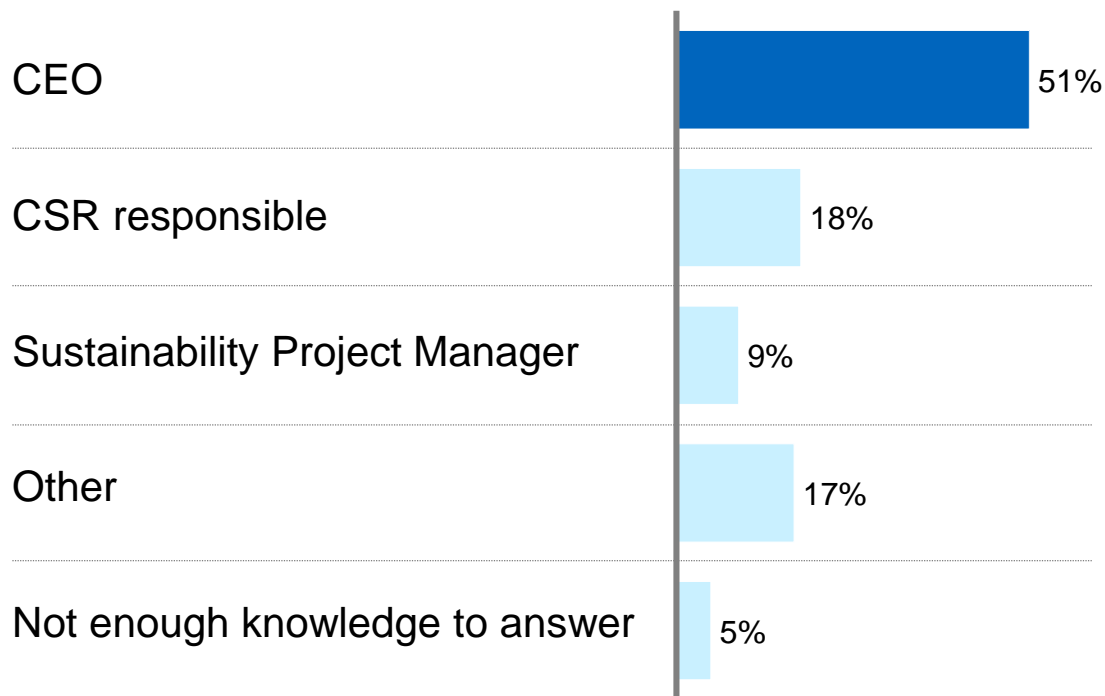
Largest barriers for working with UN's SDGs, % of responses, N = 319



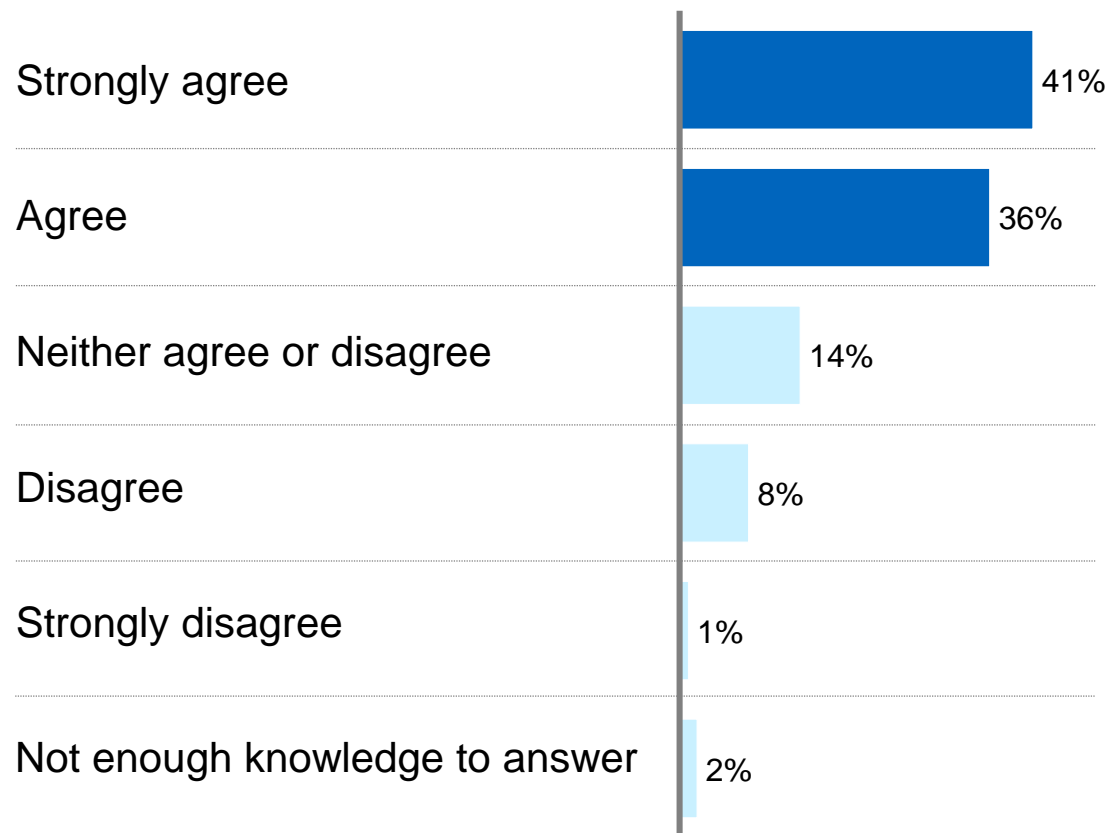


Survey results: CEOs are the primary driver and plays an active role in the work with the SDGs in most companies

Primary driver of the SGD work, % of responses, N = 254



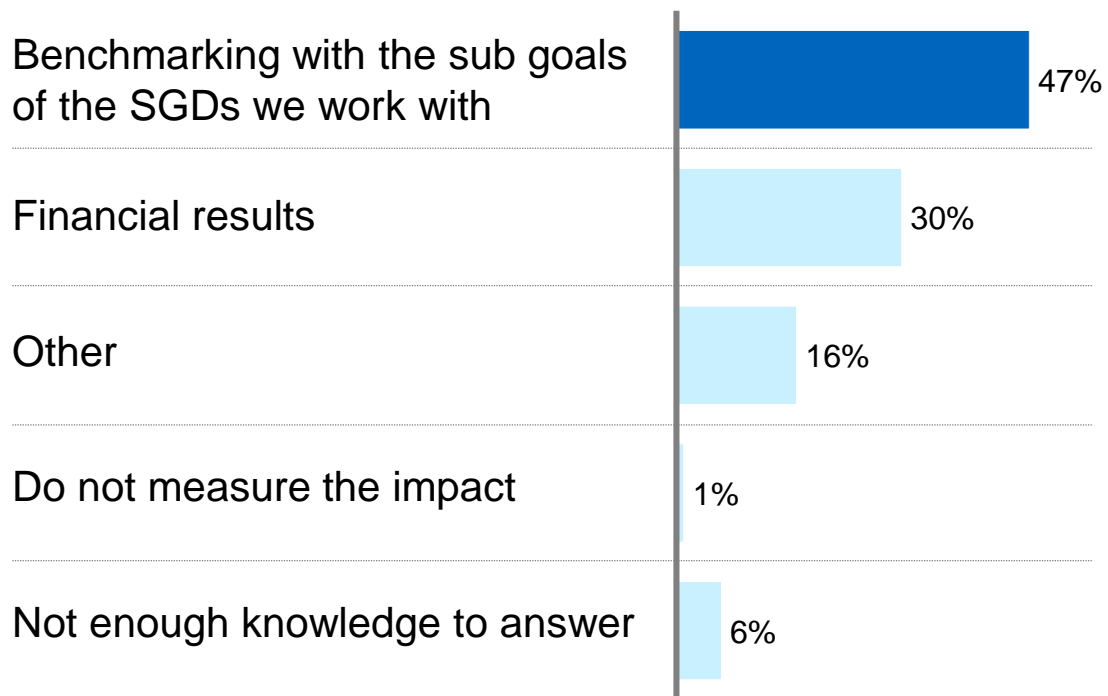
High on the CEO agenda and he/she plays an active role in the work with the SDGs, % of responses, N = 254





Survey results: Impact is primarily measured by benchmarking with the UN SGD sub goals

Measurement method, % of responses, N = 98



Reporting method, % of responses, N = 98

