

# SDG Survey Results

615 Danish Executives surveyed on their experience of working with the UN Sustainable Development Goals

SURVEY RESULTS | SEPTEMBER 22, 2020





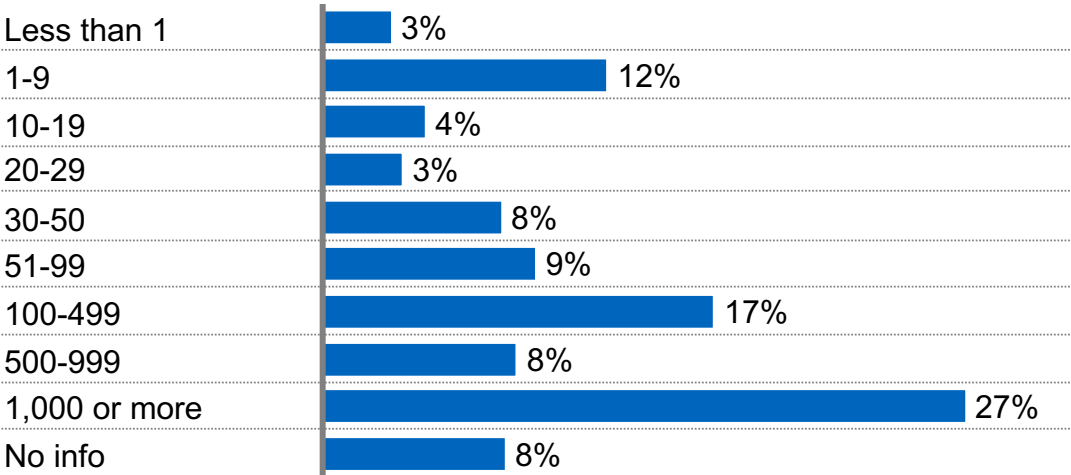
## Key insights: More actively use the SDGs today and business-related motivations are increasing, but barriers remain the same

- 1 Primary focus on working with the business-related SDGs. Motivation is still **primarily social**, but **business-related motivations are increasing (~34% of companies in 2018 to ~40% in 2020)**.
- 2 **~61% of companies actively use the SDGs today** and has increased by 20 p.p. over the last two years (**~41% of companies in 2018 to ~61% in 2020**). However only 21% has made the SDGs an integrated part of the company's strategy and business model in 2020.
- 3 Largest barriers remain the same: **Limited opportunity to gain and measure impact**, as well as potentially lack of customer interest and high costs.
- 4 UN's SDGs are **high on the CEO agenda (~50% of companies)**. Additionally, the **CEO often plays an active role** in the work with the SDGs (**~80% of companies**). Moreover, the Board of Directors are increasingly playing an active role in the work with the SDGs (**~0% of companies in 2018 to ~10% in 2020**).
- 5 The impact is primarily being measured by **benchmarking with the UN SDG sub goals**, and most companies report the impact in the **company's annual or sustainability report**

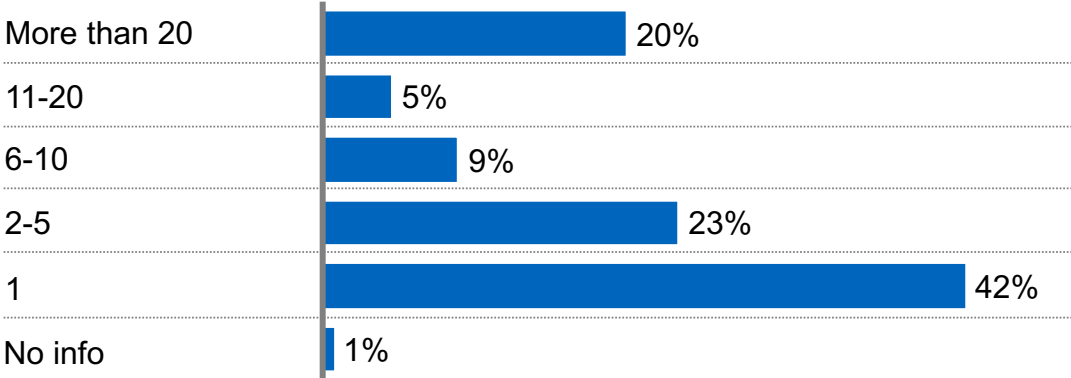


# Survey results: 615 Danish executives have answered with variation in company size, industry and geography

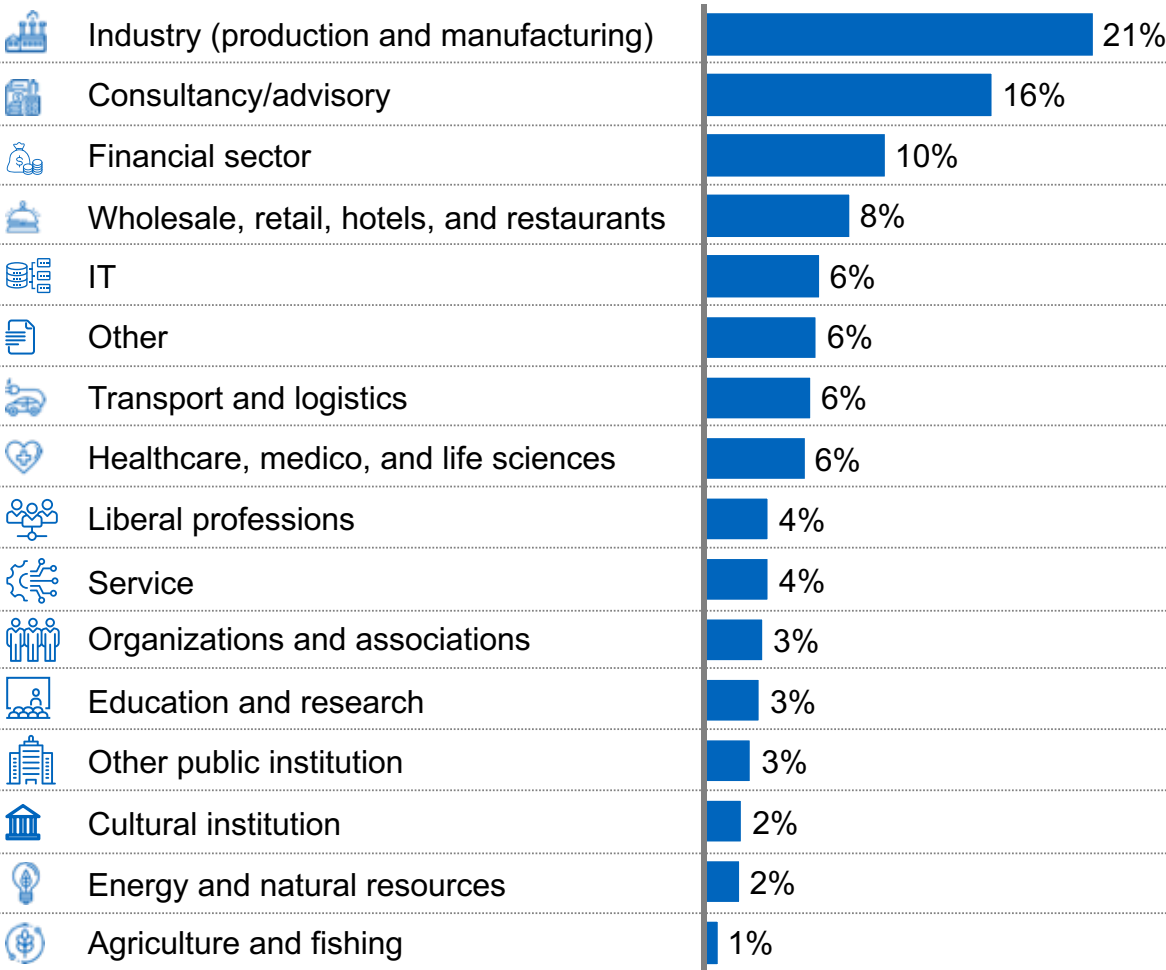
Global revenue, mDKK 2018, % of responses



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 13, 7, 8, and ...

SDG number

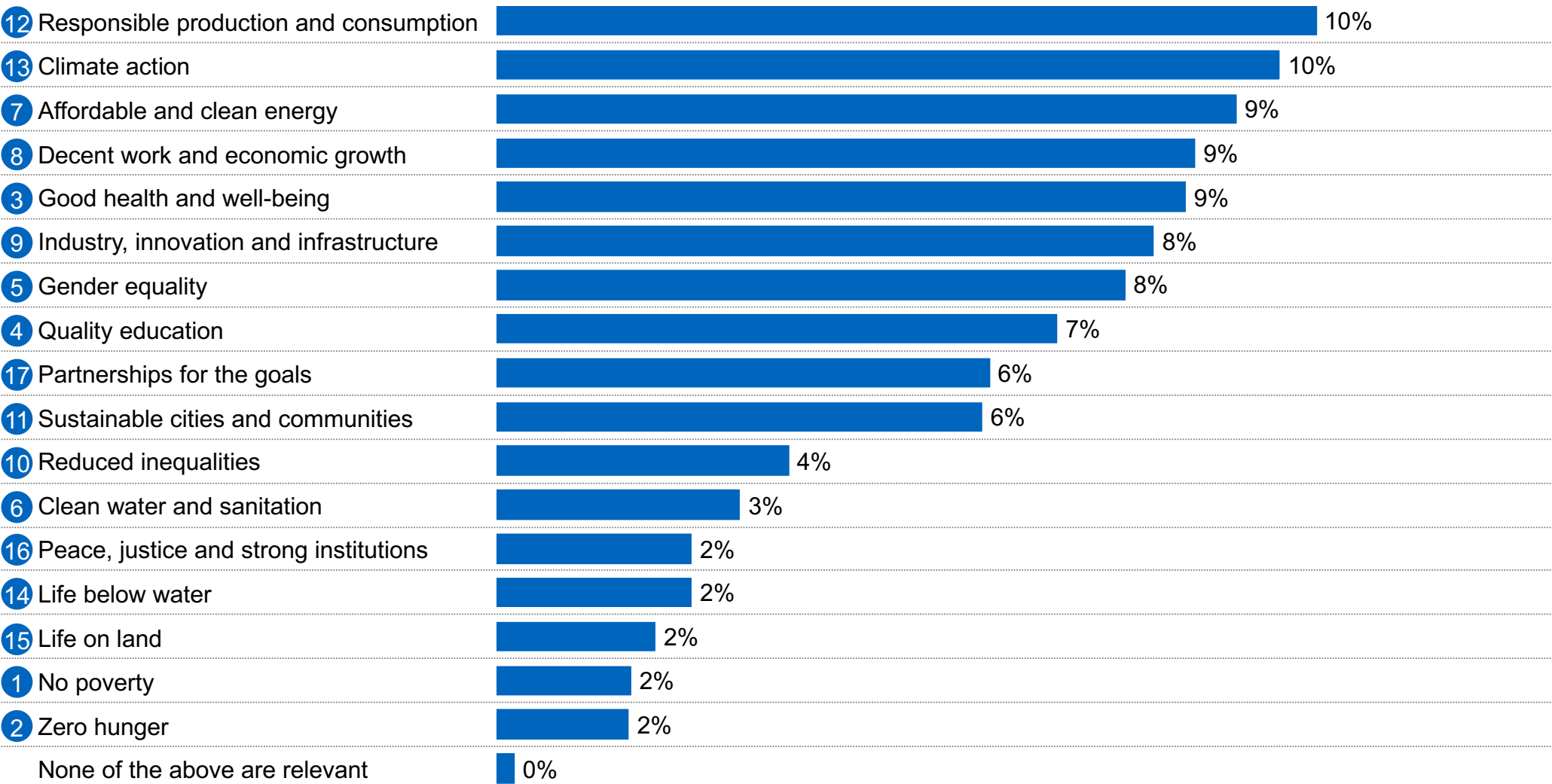
## Key takeaways

Executives see SDG 12, 13, 7, 8, 3, and 9 as most relevant to business

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

All goals are seen as somewhat relevant to business

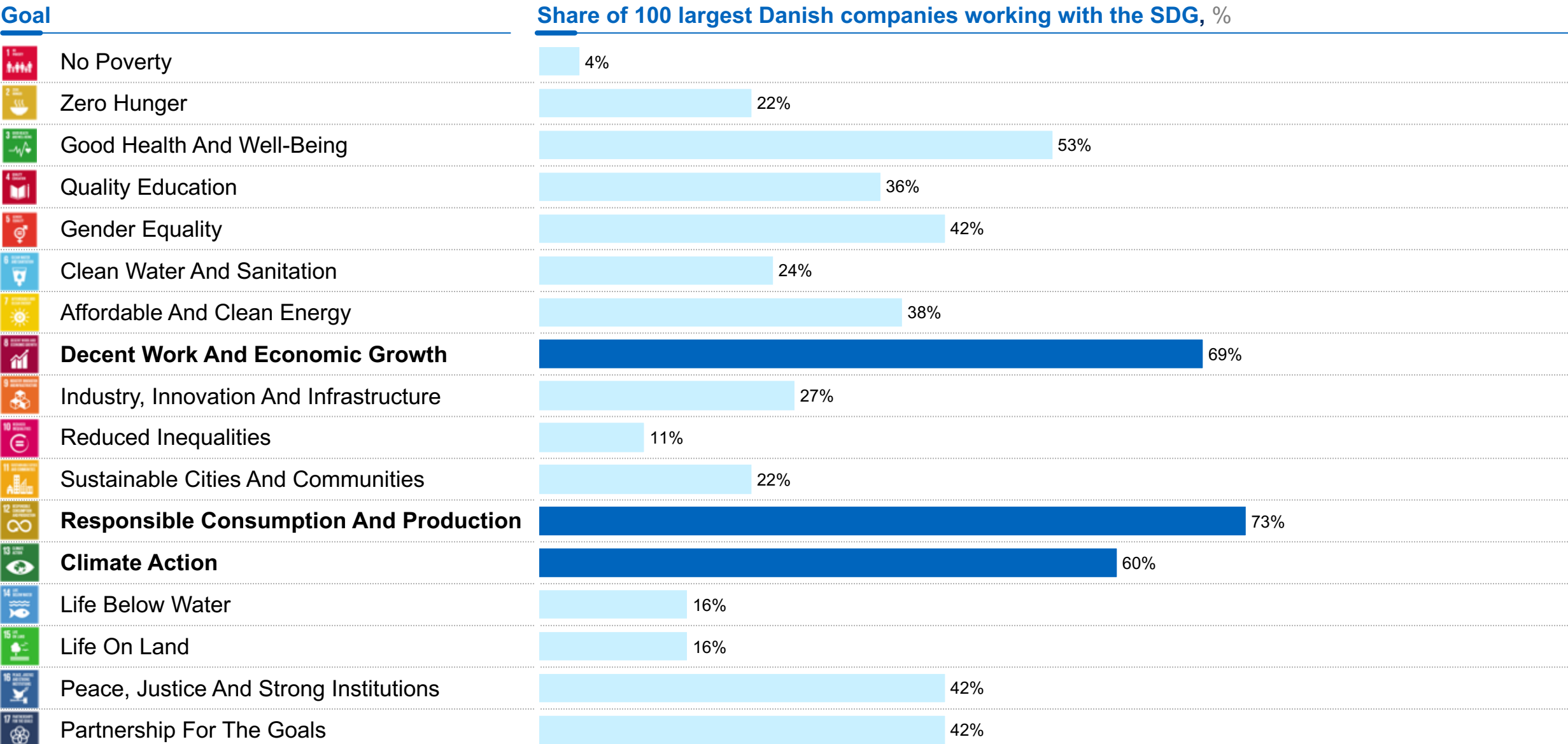
Relevance of the different SDGs, % of 3,299 votes made by 615 survey participants in 2020







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





































# 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, good health and well-being**, and **responsible consumption and production** as the most relevant SDGs in their industries

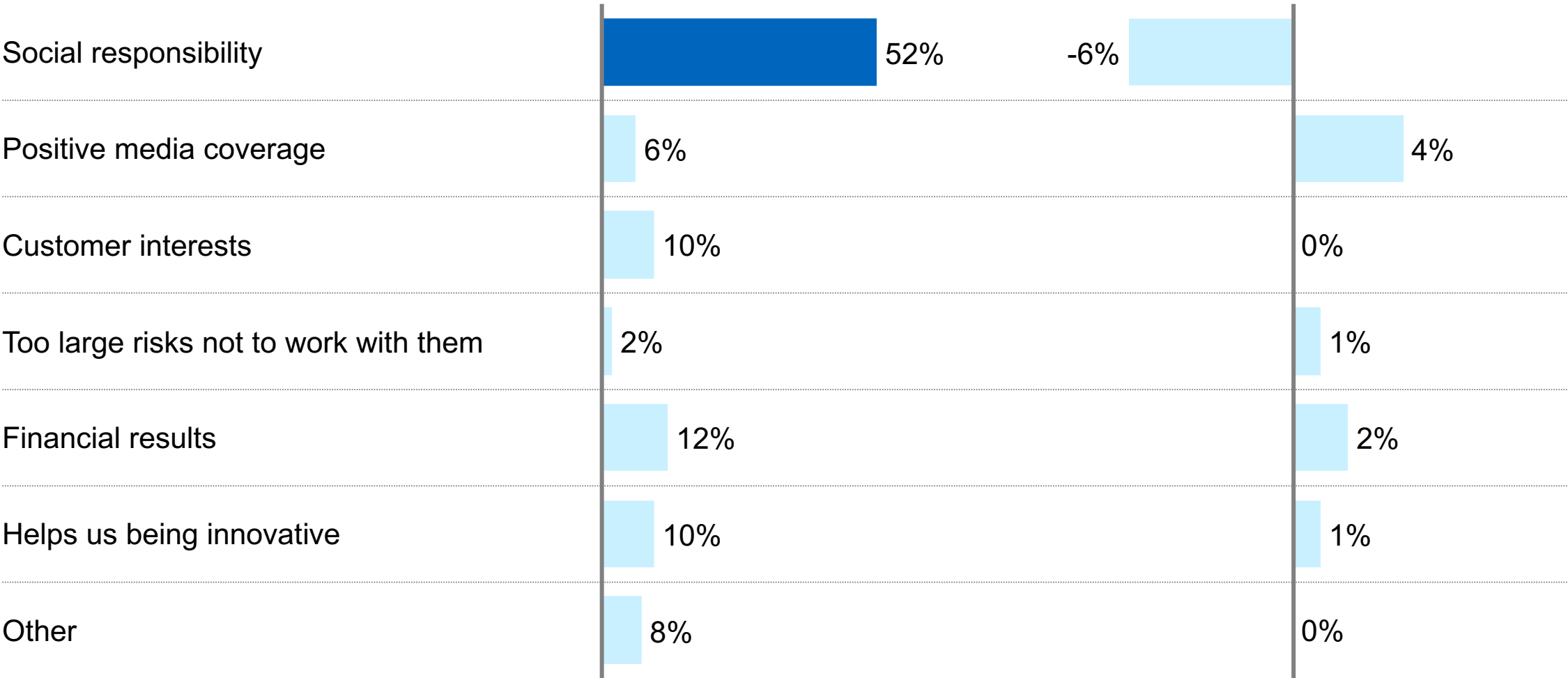
Sector	Most relevant SDG
 Industry (production and manufacturing)	 Responsible consumption and production
 Consultancy/advisory	 Gender equality
 Financial sector	 Climate action
 Wholesale, retail, hotels, and restaurants	 Responsible consumption and production
 Healthcare, medico, and life sciences	 Good health and well-being
 Education and research	 Quality education
 Organizations and associations	 Partnerships for the goals
 Liberal professions	 Gender equality
 IT	 Industry, innovation and infrastructure
 Transport and logistics	 Climate action
 Energy and natural resources	 Climate action
 Service	 Good health and well-being
 Other public institution	 Partnerships for the goals
 Cultural institution	 Partnerships for the goals
 Agriculture and fishing	 Climate action
 Other	 Responsible consumption and production



# Survey results: Motivation is still primarily social, but business-related motivations are increasing

**What is the primary motivation for working with UN's SDGs?, % of responses in 2020, N = 385**

**Change from survey results in 2018, delta in % of responses 2018-20**

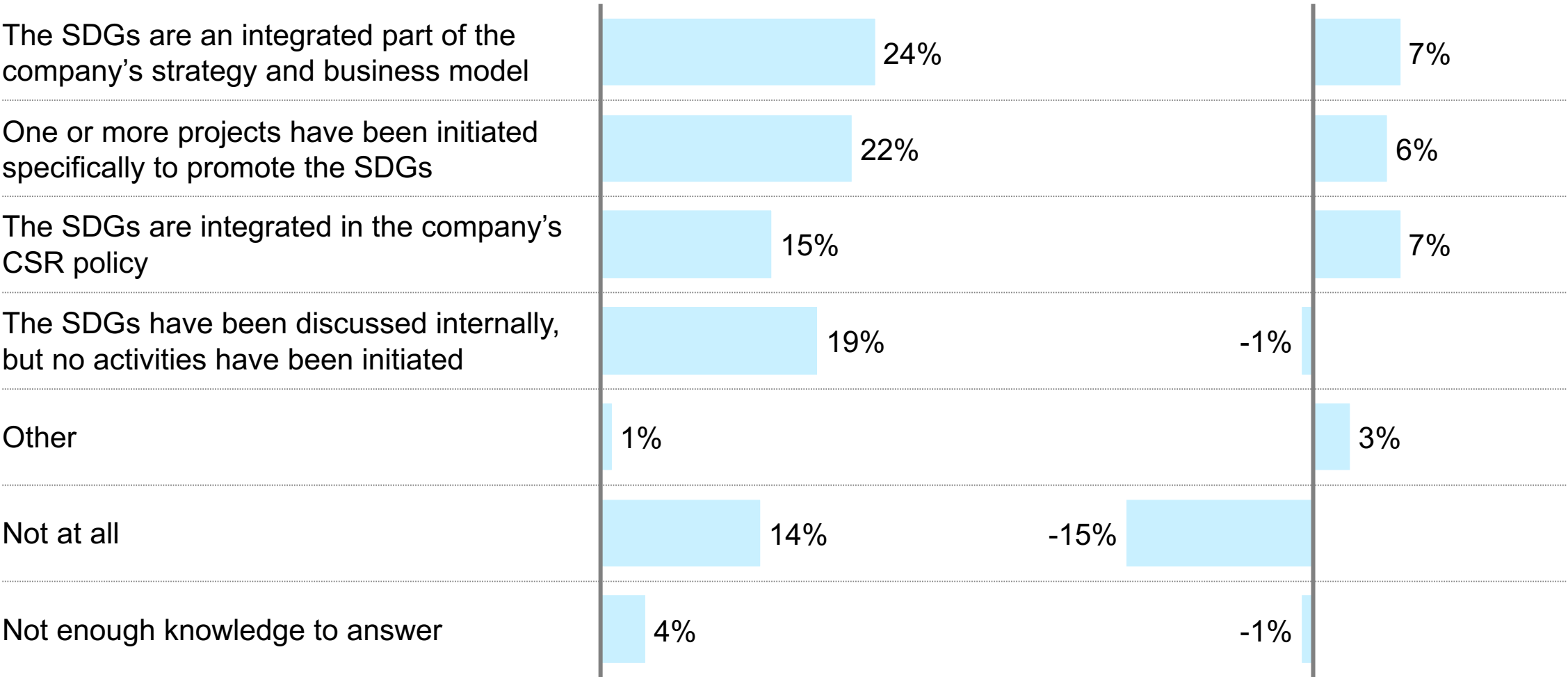




# Survey results: More companies actively use the SDGs today

To which extent does your company use UN's SDGs today, % of responses in 2020, N = 615

Change from survey results in 2018, delta in % of responses 2018-20







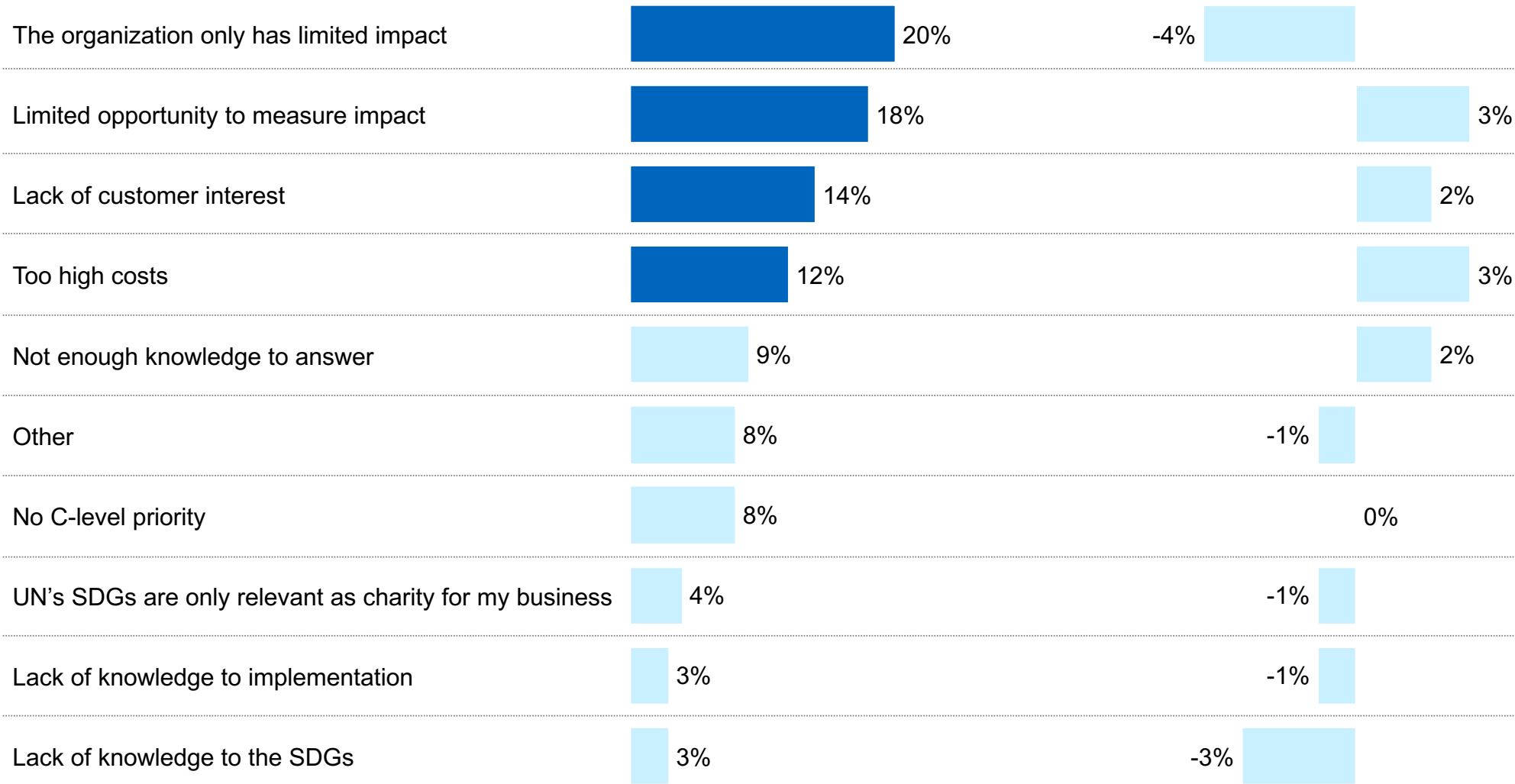
# Survey results: Largest barriers to working with the SGDS are still limited opportunity to gain and measure impact

## Key takeaways

Limited opportunity to gain and measure influence, as well as potentially lack of customer interest and high costs are still among the largest barriers

Largest barriers for working with UN's SDGs, % of responses in 2020, N = 385

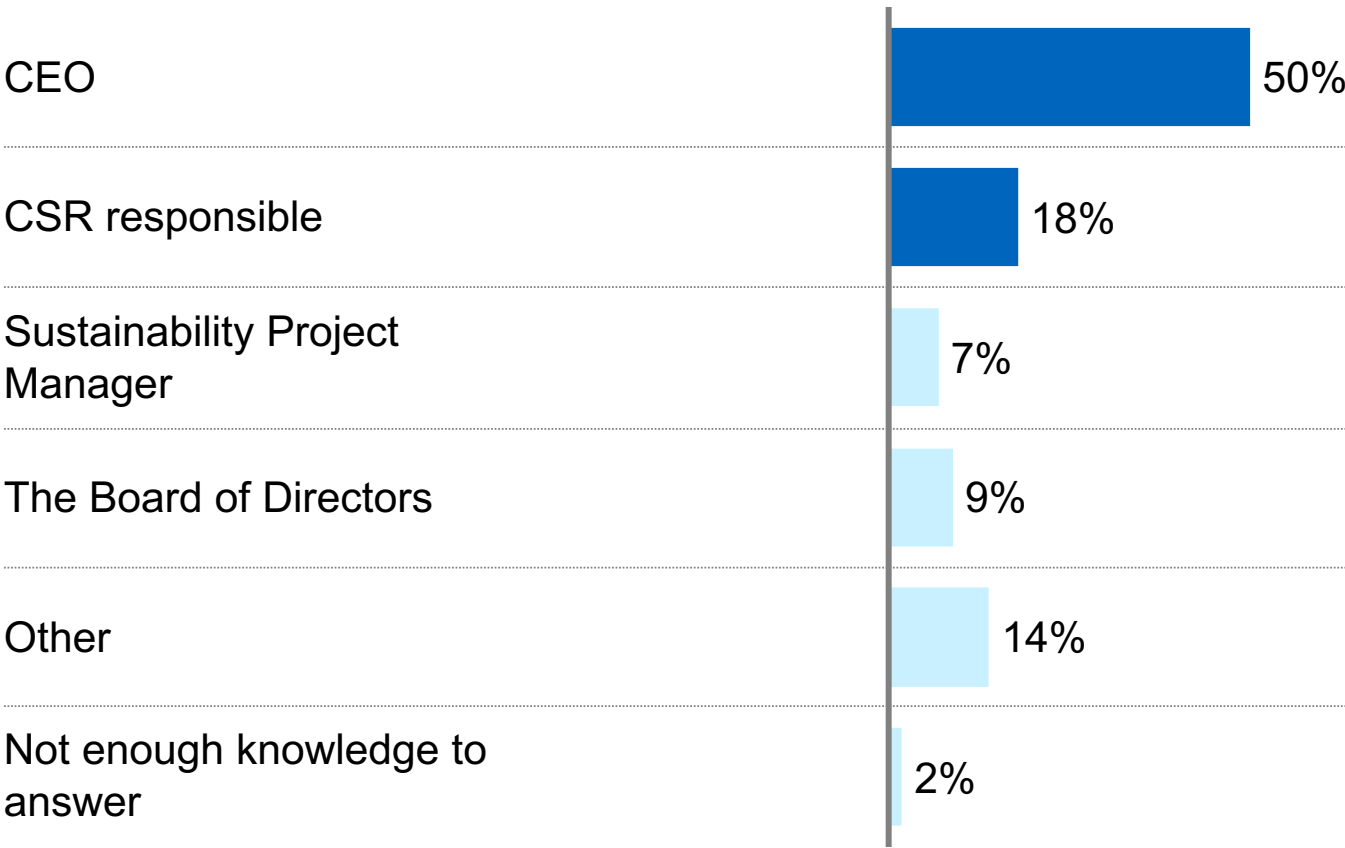
Change from survey results in 2018, delta in % of responses 2018-20



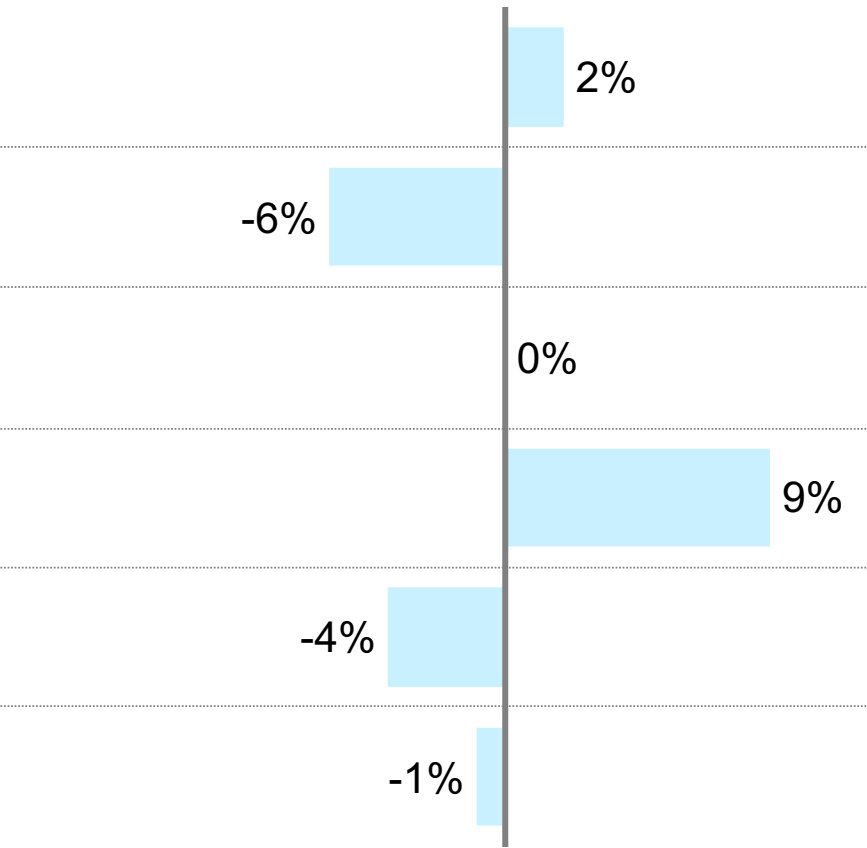


# Survey results: CEOs are the primary driver, but the Board of Directors are increasingly playing an active role in the work with the SDGs

Primary driver of the SDG work, % of responses in 2020, N = 385



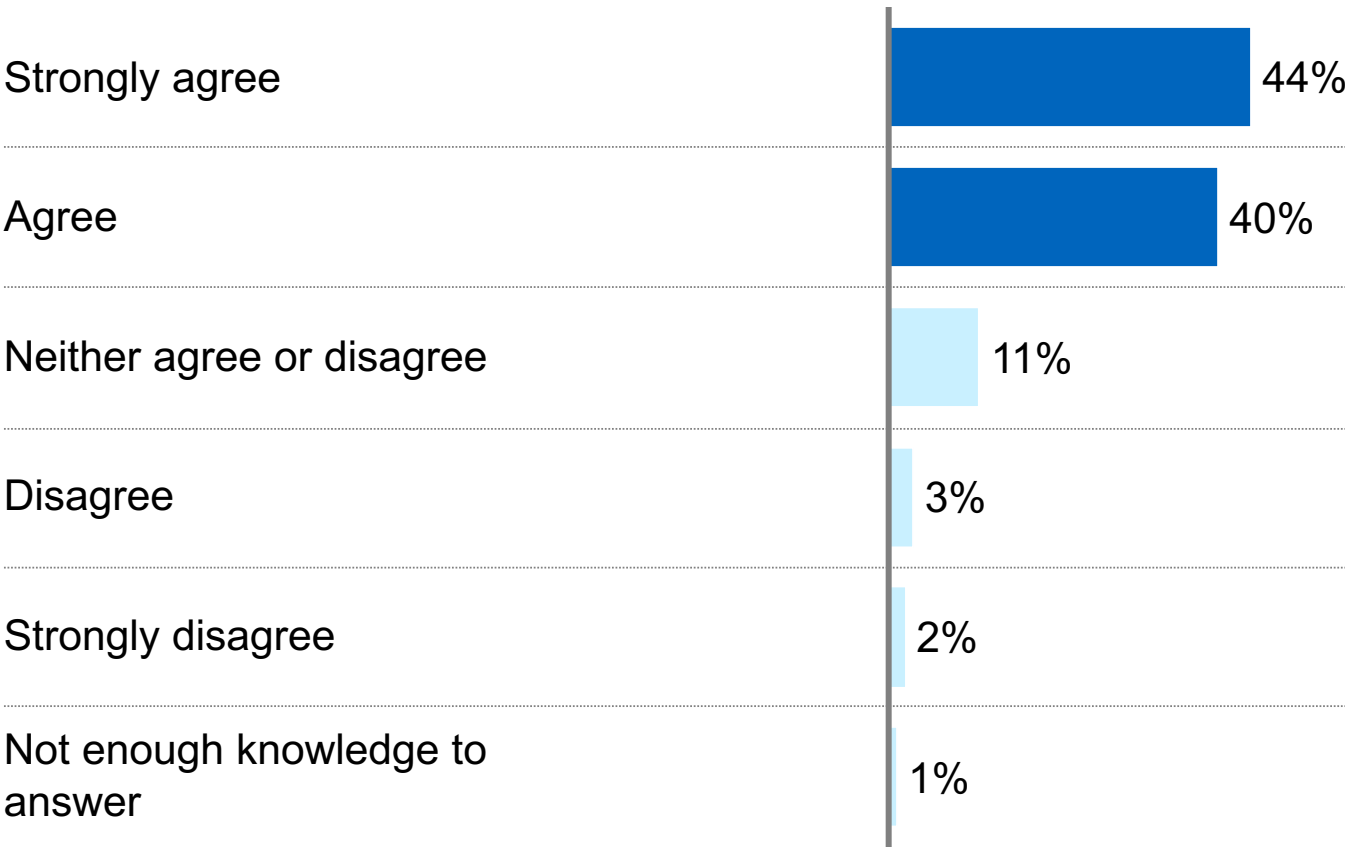
Change from survey results in 2018, delta in % of responses 2018-20



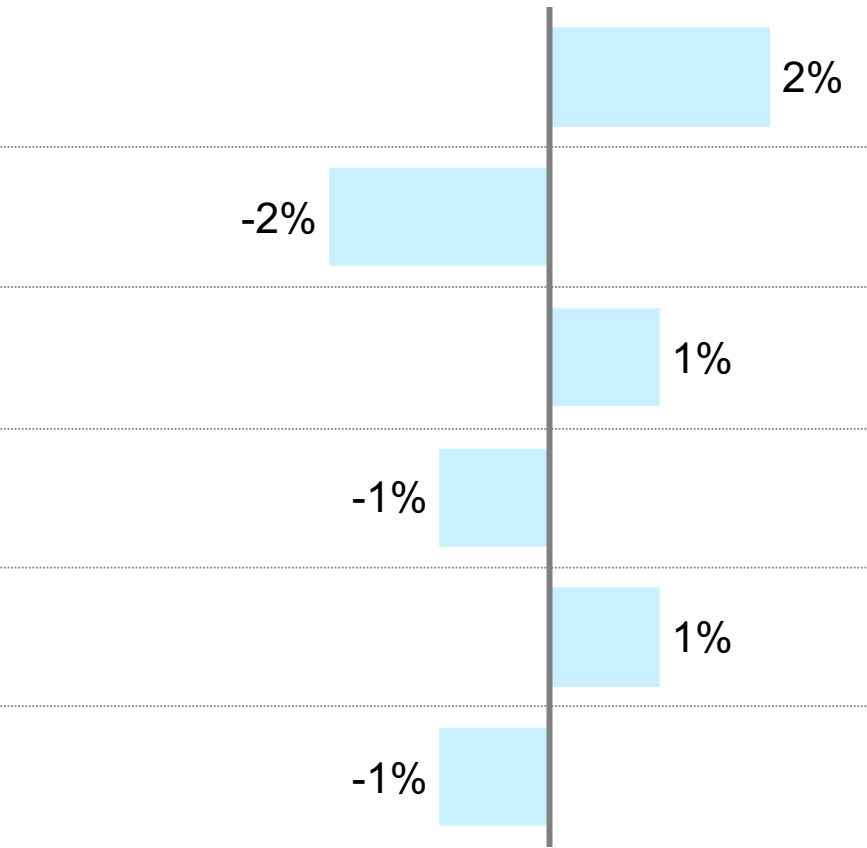


# Survey results: The CEO often plays an active role in the work with the SDGs

**High on the CEO agenda and he/she plays an active role in the work with the SDGs, % of responses in 2020, N = 385**



**Change from survey results in 2018, delta in % of responses 2018-20**

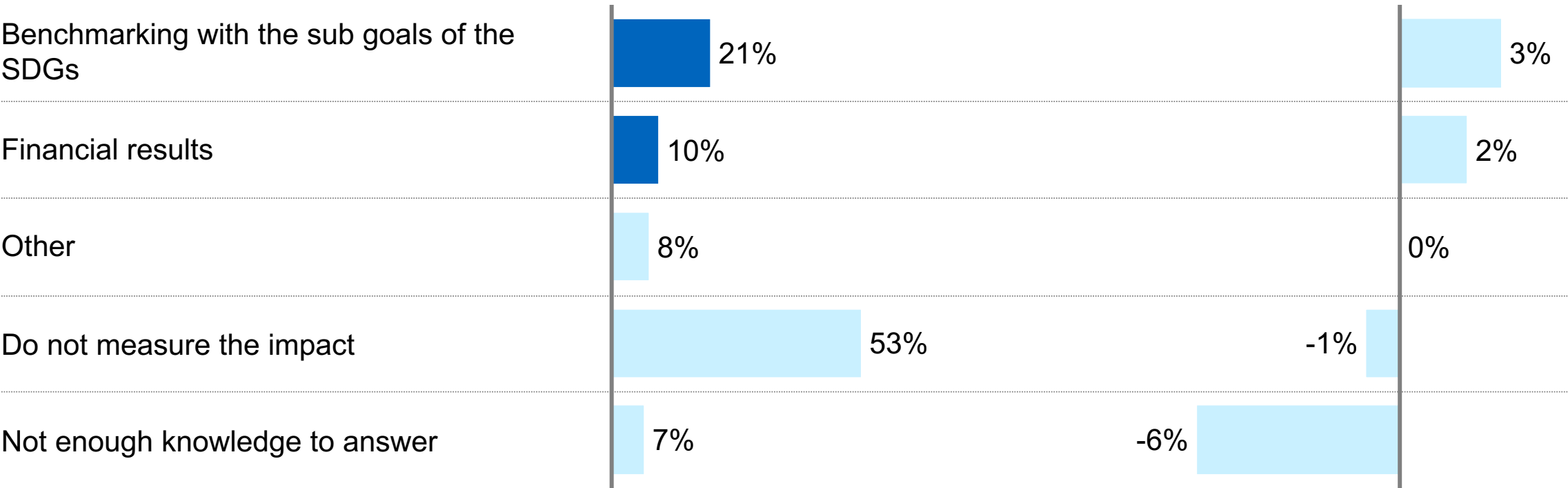




# Survey results: Impact is primarily measured by benchmarking with the UN SDG sub goals

Measurement method, % of responses in 2020, N = 385

Change from survey results in 2018, delta in % of responses 2018-20





# Survey results: The impact is primarily reported in the company's annual report and sustainability report

Reporting method, % of responses in 2020, N = 197

Change from survey results in 2018, delta in % of responses 2018-20

