



**BUSINESS CONFERENCE TO ADVOCATE
UN SUSTAINABLE DEVELOPMENT GOALS
(SDGs) AMONG BUSINESSES**

*24 August 2017 | 9.00am – 4.00pm
Menara Usahawan, Persiaran Perdana,
Precinct 2, 62652 Putrajaya*

Co-Organised by



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“The ‘business’ of businesses goes beyond just business; it is to take full responsibility of their impact on society, economy and the environment, catalyzing sustainable development and shaping sustainable communities.” - President, UN Global Compact Malaysia

ABOUT THE CONFERENCE

The role of Malaysian businesses and industry is not limited to mobilizing financial resources, but to influencing policy, institutionalizing change and inspiring action for better SDG outcomes of the nation. During the Conference on SDGs for Business, participants will be introduced to global development trends such as the Circular Economy and Sharing Economy in the context of business. Experts and practitioners will share insights and strategies for sustainable growth; explore best practices, innovations and ideas on climate change, responsible investments, sustainable reporting, stakeholder engagement, human capital, environmental stewardship and principles of good governance.

ABOUT SDGs FOR BUSINESS

On 25 September 2015, 193 Member States of the United Nations ratified a plan to shape a better future for all – setting out a roadmap for the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of this “Agenda 2030” are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time.

With SDGs, businesses now have a globally-accepted and practical definition of sustainable development, which in turn will help companies align their own strategies and practices with global priorities. In doing so, businesses will need to assume a greater role and devise common platforms for dialogue and partnerships with other companies, civil society organizations and governments.

The SDGs hold potential to guide companies in their long-term investments, strategic prioritization and goal setting. All SDGs may not be relevant to every company, but there is a strong and proven business case for companies to contribute to the realization of each SDG, for example, opening new market opportunities, improving productivity, mitigating risks and improving a company’s reputation.

SUSTAINABLE DEVELOPMENT GOALS



Who Should Attend

- Key decision makers and motivators from MNCs and SMEs
- C-suite executives interested in long-term business sustainability
- CSR and sustainability experts and consultants
- Entrepreneurs and strategists
- Corporate development and communication managers
- Policymakers, non-profit, academic and think-tank groups
- Legal and compliance professionals
- HR Managers, trade union and co-operative leaders

Keynote Address

Keynote Address 1 by His Excellency Stefan Priesner, Resident Coordinator of United Nations for Malaysia, Singapore and Brunei.

Keynote Address 2 by The Honourable Mr. Neil Foo, CEO of Secretariat for the Advancement of Malaysia Entrepreneur

PLENARY 1


How companies can align their goals with SDGs

With SDGs, there is an opportunity for Businesses to take the lead and collaborate with governments, as well as civil society towards measurable outcomes. This is to also say that although it largely depends on the governments to tackle SDG implementation at a national level, the goals simply will not be achieved without meaningful action by businesses.

Business has a key role to play as an engine of economic growth, employment and a source of finance, technology and innovation. A prosperous, SDG-compatible 2030 will rely heavily on innovations such as sustainable cities, climate-smart agriculture, clean energy, and improved medicine and health care – all areas that depend on the dynamism and the funding of private sector, working in close partnership with governments and communities.

SDGs also represent an historic opportunity for businesses to use the SDGs as an overarching framework to shape, steer, communicate and report their strategies, goals and activities, capitalizing on a range of benefits.

Key Discussion Points:

- Understanding Global Goals 2030: Translating SDGs for Malaysia and inspiring collective action;
 - Doing Well and Doing Good: Deriving insights from leaders of leading corporations, SMEs as well as public agencies;
 - Appreciating the Role of Private Section: Setting expectations for corporate Malaysia to be a key enabler in achieving the national SDG plans; and
 - Aligning with International Standards: Benchmarking with FTSE4Good, Dow Jones Sustainability Index, Global100, Asia Sustainability Ranking, Global Compact 100 etc. to improve triple bottom-line,
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PLENARY 2

Enabling better ROIs, better business and opportunities with SDGs

Adoption of SDGs promises new opportunities for businesses, new solutions for governments and a new force for NGOs to improve development gains. While companies cannot transform overnight, with SDGs, there is a greater role for the private sector employees and leadership in accelerating efforts and creating momentum towards 2030.

2015 was a year filled with positive achievements for our collective future, with the adoption of SDGs and the Paris Agreement. 2016 came as a stark contrast to 2015. Our assumptions about the global economy were shaken, with many asking whether the costs of globalization are greater than its benefits. An economic prize of up to US\$12 trillion by 2030 for the private sector, which could reach \$30 trillion through even broader Global Goal opportunities. 60 “hotspots” opportunities in the four economic systems were identified and reviewed by the Business and Sustainable Development Commission – food and agriculture, cities, energy and materials, and health and well-being, which will generate business revenue & savings equal to 10% of forecast global GDP. These 60 Global Goals hotspots can grow 2-3 times faster than the global economy with 380 million jobs created by Global Goal’ business opportunities [in the four systems] by 2030.

Key Discussion Points:

- What are some of the sustainability challenges faced by SMEs acting as suppliers to large corporations and what can be done to bridge the gap?
- How can corporations ensure that their procurement processes are sustainable and ethical?
- How can organizations use SDGs to impact their bottom line?
- Escaping the pressure to create short-term value; Avoiding Cherry-Picking; and Changing Business Models;
- What are the implications for business and for achieving the global goals?
- Delivering solutions for better lives in a growing world and interconnecting people, planet and profit



PLENARY 3


Aligning SDGs to build human capital and create better organizations

Business leaders, management gurus and consultants continuously debate on the importance of creating competitive advantages. While chief financial and operating officers have always had a seat at the senior leadership table, HR practitioners in this part of the world have only recently begun to earn their place.

Among the myriad of challenges that face organizational leaders, acquiring, retaining, developing and managing an organization's human capital is among the most critical, especially for SMEs who may not invest in staff and their skills development due to the fear of losing them to competition, for want of better salaries.

In organizations with sustainable talent management systems, there is a framework that includes taking inventory of management potential, adopting a talent and learner mindset, creating strategic partnerships between HR professionals and organizational leaders, valuing feedback at all levels with a specific emphasis on individual contributors, redefining and investing in talent development, redefining sustainable sourcing value chain and, perhaps most important of all, making an organization-wide commitment to strategy.

Key Discussion Points:

- Labour crunch is affecting businesses operating in Malaysia, how can good CSR practices help talent acquisition and retention, and build better businesses?
 - Does the management view human capital with the same weightage as financial capital, which is often considered as more important?
 - Looking beyond the organization, are suppliers taking care of their staff and what are the business risks when they don't?
 - How can businesses ensure that their talent procurement processes are sustainable and ethical?
 - Have public scrutiny and regulatory measures led to better disclosure and accountability along the value chain?
 - What are some of the best practices in assessing, monitoring and auditing for accountability along the value chain?
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PLENARY 4

Funding the future responsibly

Asia is on a new paradigm of growth, because prosperity in the 21st century needs a very different approach, and has to put people and the planet at the centre of decision-making and investment choices.

Responsible investments and financing is a noble, socially conscious, "green" or ethical investing, and it is an investment strategy which seeks to consider both financial returns and social good to bring about a social change. Corporate practices that promote environmental stewardship, consumer protection, human rights, and diversity are all part of this new phenomenon. Also referred to by policy-makers as "responsible financing" or "sustainable lending", the central idea is that responsible or prudent lenders do not lend to countries that are unable to pay back. This argument has long been made by the global debt movement, where prudent investors will not invest in a product that is involved in sin business or product that will not give adequate returns to them.

Key Discussion Points:

- What does responsible investment mean for financial institutions and businesses?
- Why do Responsible Investments matter?
- Has ethical investment reached mainstream in Malaysia?
- Can responsible investments mean a competitive advantage?
- Are environmental, social and governance (ESG) aspects a key consideration for global investors and financial service providers? What are the other considerations of investors?
- Do investors see incorporating ESG factors as part of their fiduciary duty to their clients and beneficiaries?
- What can short-termism impact company performance, investment returns and market behaviour?
- What are the legal requirements protecting the long-term interests of beneficiaries and the wider financial system?
- What are the concerns of beneficiaries, including the issue of transparency with investments?
- What are some of the value-destroying reputational risks from issues such as climate change, pollution, working conditions, employee diversity, corruption and aggressive tax strategies in a world of globalized and social media?





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For more information please contact the organising secretariat

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for more information.