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WARWICK BUSINESS SCHOOL
THE UNIVERSITY OF WARWICK

For the Problem Solvers

Fred Dahmann

Associate Professor of Strategy &
Sustainability

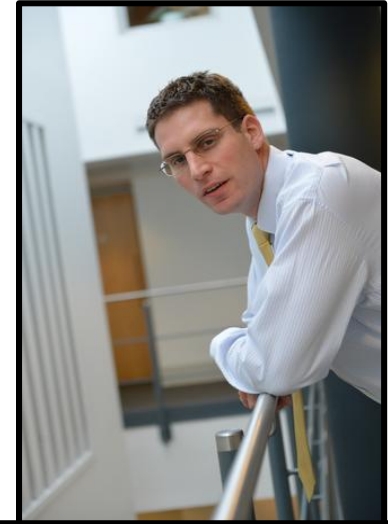
25 February 2021

**GreenTalk
LIVE Webinar**

**“Sustainable Development Goals:
an opportunity for business”**

Personal background

- BSc Construction Engineering Management, MSc Management and PhD Corporate Environmental Strategy
- Industry experience from working in construction and as an energy analyst/consultant in London
- Teaching on a range of UG and MBA level sustainability and strategy modules
- Research into companies' strategic responses to climate change and addressing the UN SDGs
- Member of University of Warwick SDG Advisory Board (ESSAG)



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UN Sustainable Development Goals to “end poverty, protect the planet, and ensure prosperity for all”



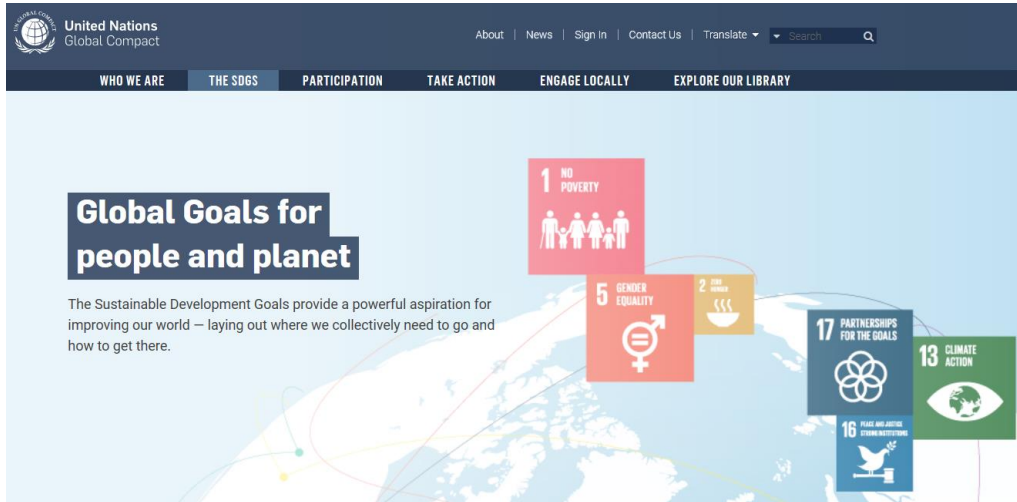
- Agreed 25/09/2015 by all member states of the UN as part of the Agenda 2030
- The SDGs supersede the Millennium Development Goals
- They are integrated, indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.
- Built on “5 Ps”: people, planet, prosperity, peace and partnership
- Apply to all developing and developed countries
- Supported by scientists, NGOs, civil sector, businesses, and other partners
- Comprehensive in its ambition
- Governance through voluntary goals, rather than mandatory rules

Business plays a critical role for achieving the Agenda 2030







BUSINESS FOR 2030

FORGING A PATH FOR BUSINESS IN THE UN 2030 DEVELOPMENT AGENDA
An initiative hosted by the United States Council for International Business



Achieving the SDGs could create 380 million jobs and help unlock at least \$12 trillion in business opportunities by 2030

“The SDGs – The world’s biggest crowdsourced order book from the future!”

	 Food and Agriculture	 Cities and Urban Mobility	 Energy and Materials	 Health and Well-being
1	Reducing food waste in value chain	Affordable housing	Circular models - Automotive	Risk pooling
2	Forest ecosystem services	Energy efficiency-buildings	Expansion of renewables	Remote patient monitoring
3	Low-income food markets	Electric and hybrid vehicles	Circular models - Appliances	Telehealth
4	Reducing consumer food waste	Public transport in urban areas	Circular models - Electronics	Advanced genomics
5	Product reformulation	Car sharing	Energy efficiency. Non-energy intensive industries	Activity services
6	Technology in large scale farms	Road safety equipment	Energy storage systems	Detection of counterfeit drugs
7	Dietary switch	Autonomous vehicles	Resource recovery	Tobacco control
8	Sustainable aquaculture	ICE vehicle fuel efficiency	End-use steel efficiency	Weight management programs
9	Technology in smallholder farms	Building resilient cities	Energy efficiency-Energy intensive industries	Better disease management
10	Micro-irrigation	Municipal water leakage	Carbon capture and storage	Electronic medical records
11	Restoring degraded land	Cultural tourism	Energy access	Better maternal and child health
12	Reducing packaging waste	Smart metering	Green chemicals	Healthcare training
13	Cattle intensification	Water & sanitation infrastructure	Additive manufacturing	Low-cost surgery
14	Urban agriculture	Office sharing	Local content in extractives	
15		Timber buildings	Shared infrastructure	
16		Durable and modular buildings	Mine rehabilitation	
17			Grid interconnection	

“60 global SGD hotspots that can grow 2-3x faster than the global economy”

The business case for engagement with the SDGs

Reduced risk from

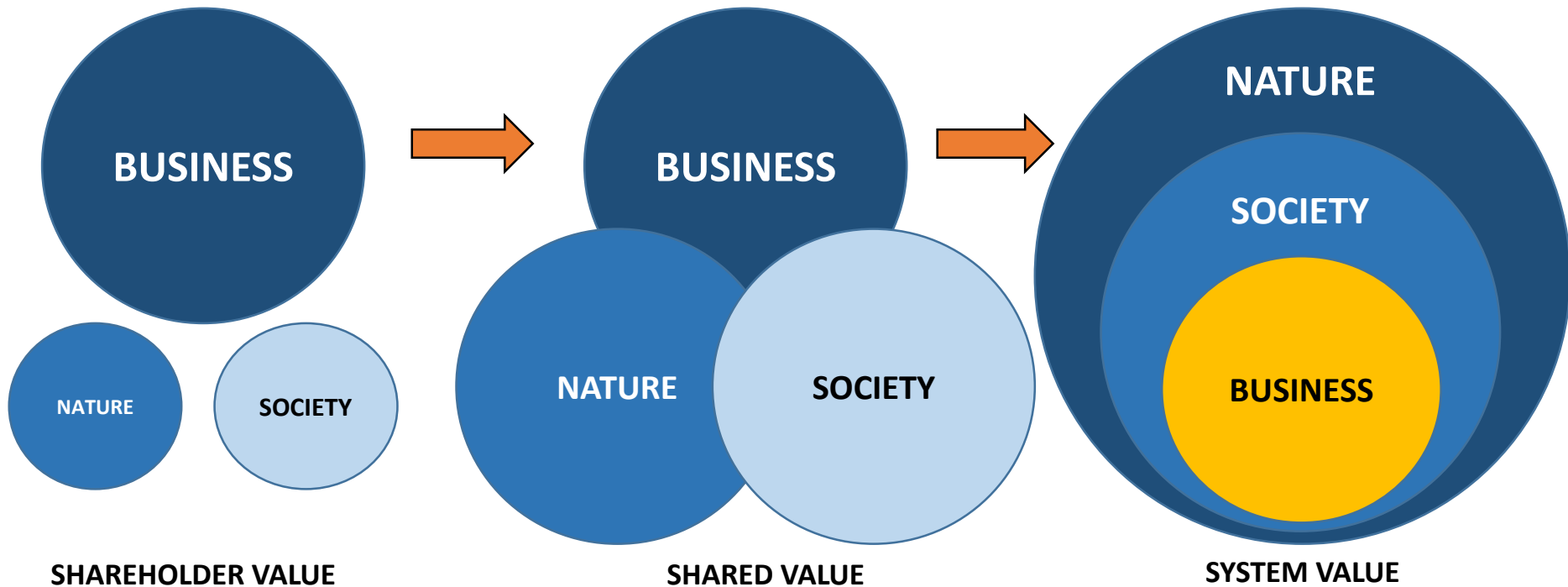
- Physical disruption
- Technological disruption
- Operational inefficiencies and lack of competitiveness
- Regulatory changes and political upheaval
- Fines and penalties
- Shifting consumer attitudes and buying behaviours
- Poor demand growth and economic instability
- Recruitment and retention
- Insurance premiums and cost of capital
- Corporate reputation
- New sustainability ratings and rankings
- No strategic vision and short-sighted implementation

Focus on six SDG Transformations?

1. EDUCATION, GENDER, AND INEQUALITY
SDGS 1, 5, 7-10, 12-15, 17
2. HEALTH, WELLBEING, AND DEMOGRAPHY
SDGS 1, 2, 3, 4, 5, 8, 10
3. ENERGY DECARBONIZATION AND SUSTAINABLE INDUSTRY *SDGS 1-16*
4. SUSTAINABLE FOOD, LAND, WATER, AND OCEANS *SDGS 1-3, 5, 6, 8, 10-15*
5. SUSTAINABLE CITIES AND COMMUNITIES *SDGS 1-16*
6. DIGITAL REVOLUTION FOR SUSTAINABLE DEVELOPMENT *SDGS 1-4, 7-13, 17*



Rethinking *how we do and value* business



Sustainability must be fully embedded within corporate strategy in order to be effective

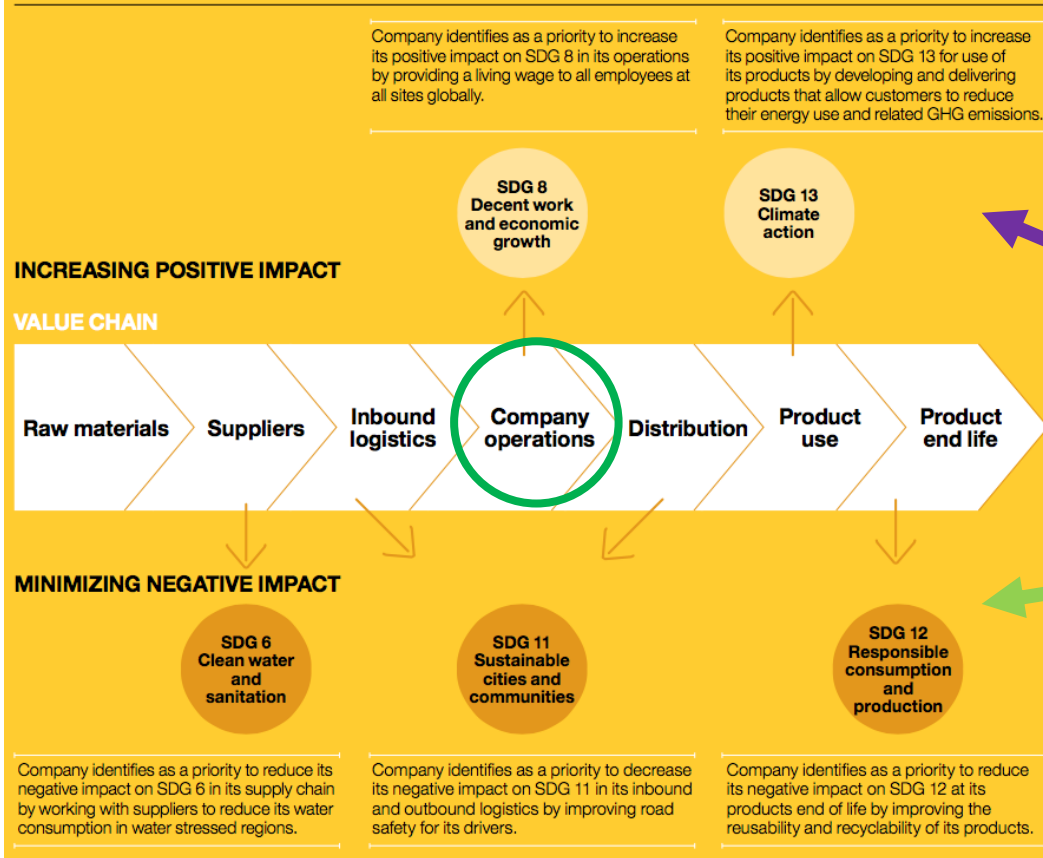


How should businesses integrate the SDGs?



Value chain mapping helps identifying impact areas

In action: Mapping the SDGs against the value chain



Most companies still focus primarily on reducing negative impacts, as well only on their direct impacts (WBCSD, 2018)

UN Global Compact proposes ten SDG Business Benchmarks

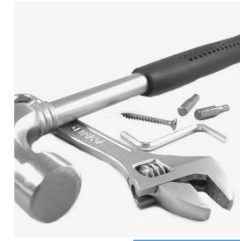
1. 100% of employees across the organization earn a living wage
2. Gender balance across all levels of management
3. Net-positive water impact in water-stressed basins
4. Zero waste to landfill and incineration
5. Zero discharge of hazardous pollutants and chemicals
6. 100% sustainable material inputs that are renewable, recyclable or reusable
7. Science-based emissions reduction in line with a 1.5°C pathway
8. 100% resource recovery, with all materials and products recovered and recycled or reused at end of use
9. Land degradation neutrality including zero deforestation
10. Zero incidences of bribery

Ensure you're aware of and ideally have used the sprawling list of sustainability concepts and tools



Concepts

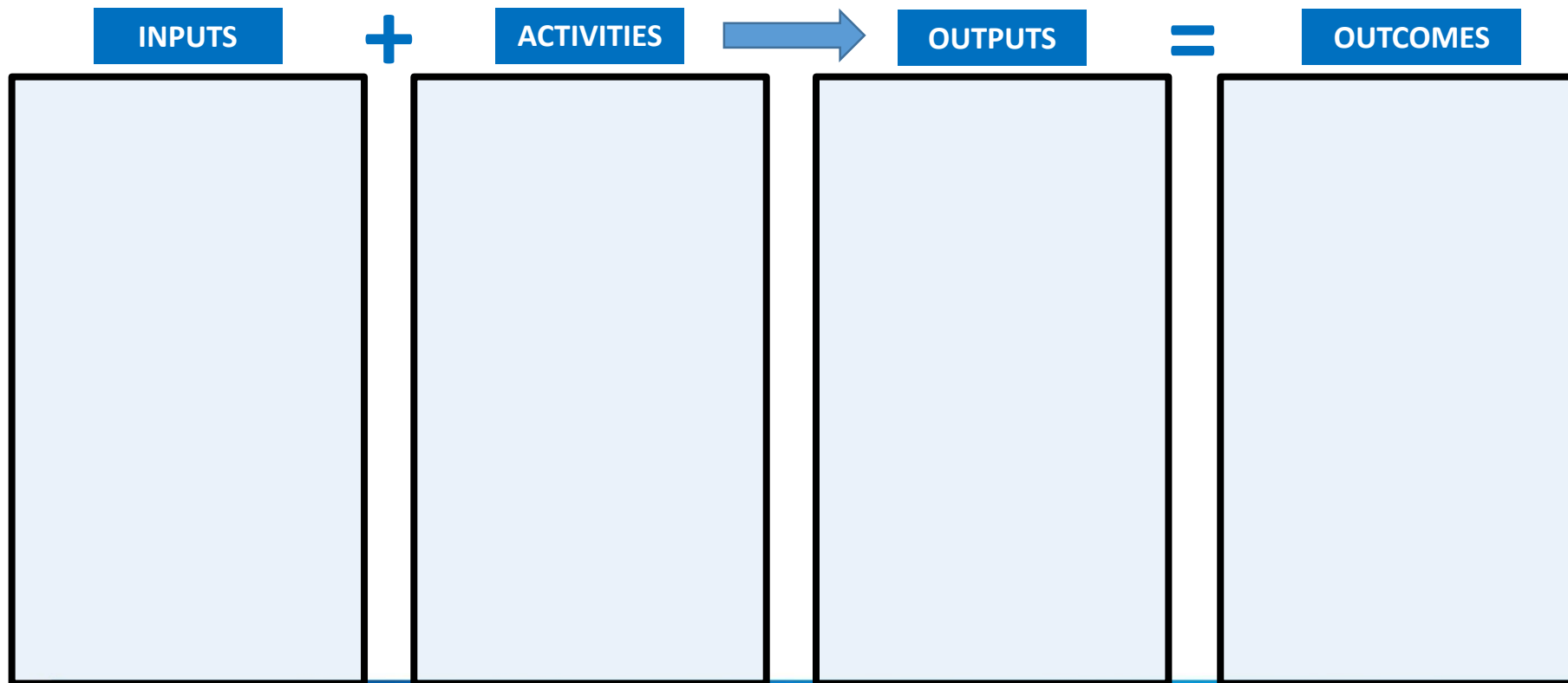
- UN SDGs
- The Anthropocene
- Circular economy
- Doughnut economics
- Biomimicry
- Sustainable business models
- Theory of change
- Purpose driven business



Tools

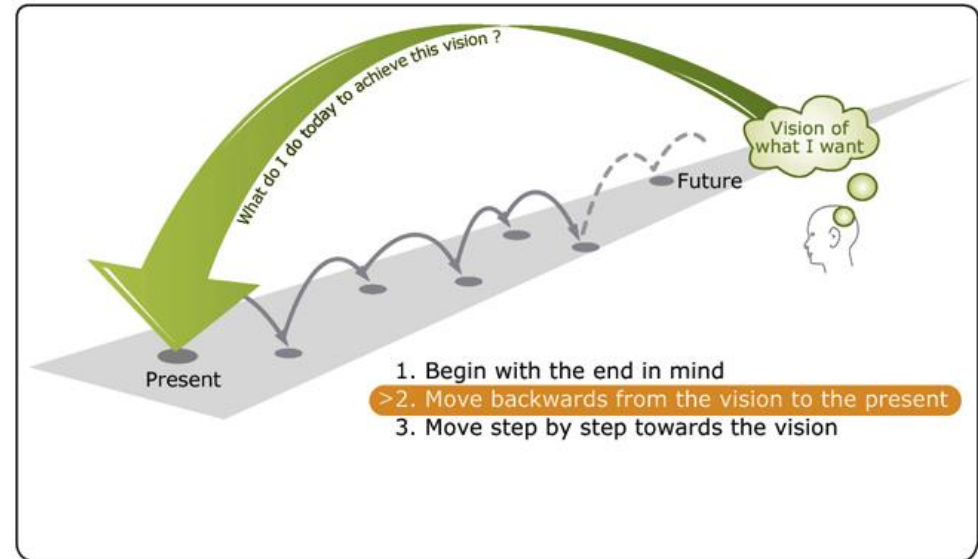
- SDG Compass
- Value Chain Mapping
- Materiality Matrix
- Future Fit
- Logic model
- Backcasting
- Stakeholder engagement matrix
- <http://shift.tools>
- <https://www.embeddingproject.org>

Use a logic model as a roadmap for your engagement and implementation



Use “backcasting” to imagine a successful or desirable outcome in the future and unleash creativity

- Avoid getting “locked-in” to the present and projecting problems into the future (BAU)
- Instead, recognize and capitalize on the socially constructed nature of reality
- If we can imagine a better future, how do we go about achieving it?
- Key challenge is devising and agreeing on the desirable future in the first instance!
- Employ “rigorous speculation”



Natural Step, 2020

The benchmark for performance is shifting



- Companies are under widespread pressure to engage with a multitude of sustainability challenges
- The business case for engagement hinges on more than simply “...because it’s profitable”
- The UN SDGs provide a common framework for policy and business
- Their implementation requires significant changes in strategy, finance and corporate governance
- An overarching organisational purpose serves to inspire internal and external stakeholders

Thank you and good luck!



Further information and guidance

- UK Sustainable Development Goals Network: <https://www.ukssd.co.uk/>
- Business for 2030: <http://www.businessfor2030.org>
- UN Global Compact and SDGs: <https://www.unglobalcompact.org/sdgs/about>
- Corporate Knights Global 100 Sustainable Companies: <https://www.corporateknights.com/reports/2021-global-100/>
- World Benchmarking Alliance: <https://sdg2000.worldbenchmarkingalliance.org/>
- WBA 7 Systems Transformations: <https://www.worldbenchmarkingalliance.org/seven-systems-transformations>
- SDG Hub: <https://sdghub.com/>
- Global Opportunities Explorer: <http://www.globalopportunityexplorer.org/>
- Unleash Solutions: <https://unleash.org/solutions-catalogue/>
- Solutions & Co for Climate change and Circular Economy: <http://www.solutionsandco.org/discover>
- Project Drawdown Climate change solutions: <https://drawdown.org/solutions/table-of-solutions>
- Ask Nature: <https://asknature.org/>
- Future Fit: <https://futurefitbusiness.org/explore-the-benchmark/>
- Net Positive Futures: <http://netpositivefutures.co.uk/>

Further reading

- BSDC (2017). Better Business, Better World. Business & Sustainable Development Commission. <http://businesscommission.org> or <https://www.unglobalcompact.org/library/5051>
- Elkington, J. (2020) "Green Swans". New York: Fast Company Press
- Sachs, J. (2015) "Ages of Sustainable Development". New York: Columbia University Press
- SDG Index (2019) "Sustainable Development Report 2019 – Transformations to achieve the Sustainable Development Goals". Sustainable Development Solutions Network. https://s3.amazonaws.com/sustainabledevelopment.report/2019/2019_sustainable_development_report.pdf
- UN GC (2015) "The SDG Compass". UN Global Compact. <https://www.unglobalcompact.org/library/3101>
- UN GC (2020a) "SDG Ambition – Scaling Business Impact for the Decade of Action". UN Global Compact. <https://www.unglobalcompact.org/library/5732>
- UN GC (2020b) "UN Global Compact 20th-Anniversary Progress Report: Uniting Business in the Decade of Action". UN Global Compact. <https://www.unglobalcompact.org/library/5747>
- van der Kaaij, J. and Leleux, B. (2019) "Winning sustainable strategies". Cham: Palgrave Macmillan

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COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME



Organisations that are going green

Sara Ballinger, Business Energy Advisor

T: 024 7697 2046 W: coventry.gov.uk/greenbusiness

 [@cwgreenbusiness](https://twitter.com/cwgreenbusiness)  <http://bit.ly/greenbusinessprogLinkedin>



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European Union
European Regional
Development Fund

MIDLANDS
ENGINE

Phase 2– (2019-2021)

- Energy and resource efficiency grants
- Free energy and resource efficiency audits to help identify energy, water and waste savings
- Continued free membership to the Green Business Network
- Access to other specialist support to enable growth and innovation
- Free events, workshops, webinars and 1:1 support

Extension – (June 2023)

- Confirmation that additional £1.14m grant funding
- Additional £118k revenue grants
- Provided by Coventry City Council & Coventry University Enterprises



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Energy/Resource Efficiency Grants

- Capital grants to improve energy/resource efficiency (Min £1K up to £50k)
- Grants of 40%
- Must save at least 1 tonne CO₂e per £1000 grant
- What can be supported?
 - Measures that save carbon
 - Typical measures include lighting - LED, heating, energy efficient equipment, transformers, power factor correction, renewable technologies, ventilation, refrigeration, recycling and waste - compactors, balers and crushers



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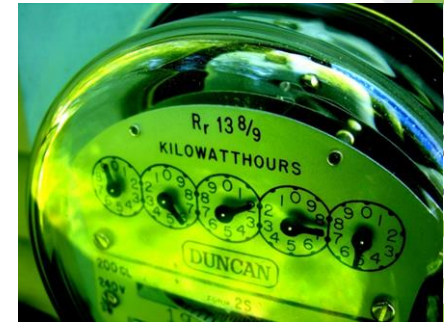
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Energy/Resource Efficiency Audits

Identify potential energy/resource efficiency measures

- Audit looks at: Building fabric, energy bills, heating, lighting, equipment, process, water, waste, behavioural
- Includes estimated capital costs, energy savings & payback periods – used to provide a business case
- Energy/resource efficiency report



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME



Sarginsons Industries Ltd.

- Aluminium Diecasting company based in Coventry.
- Light weighting solutions in particular for EV applications.
- Partnered with Char.gy to supply charging points on lampposts for on-street charging.



Phase 1 Grant

335 Tonnes CO₂e savings / annum
£130,000.00 capital investment
£26,000.00 Green Business grant

- LED lighting
- Power Factor Correction
- Variable Speed Drive compressor

Phase 2 Grant

525 Tonnes CO₂e savings / annum
£240,000.00 capital investment
£50,000.00 Green Business grant

- De-coring machinery. Previously used £106,000 in gas, new process will use £13,000 electricity instead.



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME



Sarginsons Industries Ltd.

Benefits to the Business:

- Enhanced brand image and increased competitive advantage.
- Increased productivity and reduced costs.
- Better financial and investment opportunities.
- Increased preparedness for future legislation and costs.
- Improved recruitment and retention of quality employees.
- Healthier work environment for employees.



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**MIDLANDS
ENGINE**

Datagraphic

- Document automation company based in Rugby
- £30k energy efficiency grant
 - 265 kW Solar PV array
 - Saving 60 tonnes CO₂e / annum
 - £24,000 in electricity costs

Other measures:

- Reviewed procurement practices, use local services as much as possible.
- Improved recycling facilities.
- Other energy efficiency measures: LED lighting, smart heating controls, improved fabric efficiency.
- Staff environmental action days.
- Become a Climate Aware Company, offsetting our carbon emissions, whilst we work towards becoming carbon neutral.



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Datagraphic

“Sustainability is at boardroom level within Datagraphic. The future of our planet depends on it; you simply have to do the right thing.”

“We are also starting to see the benefits of being green when it comes to winning new business. There appears to be a positive shift within the business world towards sustainability and the planet.”



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3P innovation

- World-class engineering and process automation company based in Warwick
- Invested £395,000 to reduce carbon emissions
- £69k energy efficiency grant
 - LED energy efficient lighting throughout the building
 - New high efficiency gas fired modulating heaters that save 30% on fuel costs
 - High performance air conditioning system
 - New air compressor achieving savings of between 20% and 30%
 - Installation of solar panels
- Estimates saving 153.3 tonnes of CO₂ emissions per year
- 290,000kWh of energy usage having been reduced



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME

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European Regional
Development Fund

What is it?

- A support funded programme for SMEs and organisations in Coventry and Warwickshire to help business become more energy/resource efficient and make the most low carbon opportunities

Who?

- All small to medium size businesses (SMEs) in Coventry and Warwickshire
 - Employ fewer than 250 employees
 - Have an annual turnover of not exceeding €50 million and/or an annual balance sheet not exceeding €43million
 - Have at least 50% of sales through business to business



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME

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European Regional
Development Fund

Our Highlights

Helping businesses to reduce their impact on the environment through funding for energy efficiency and renewable energy powered solutions

- We have assisted **112** businesses during Phase 2 of the programme to date
- Saving **1,200 tonnes** of CO2 emissions per year
- Allocated **£1.39 million** in grant funding to support these businesses during Phase 2 to date
- New jobs have been created
- **1,400** organisations have joined the Green Business Network



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME

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 **European Union**
European Regional
Development Fund

REMOTE ENERGY AUDITS

COVENTRY & WARWICKSHIRE
GREEN BUSINESS
NETWORK

As lots of businesses continue to work and communicate online during COVID-19, the Green Business Programme team are now adapting to new ways of working through remote energy audits. You can either send us photos or a video of the types of items listed below.

Lighting and electrical

Lightbulbs (walls, inset, ceiling)

Ceiling tubes (fluorescent tubes)

Heating and insulation

Boiler(s)

Electric/oil/gas heaters

Timers (if applicable)

Air Con Units (if applicable)

UK SME Statistics

5.9

Million Business*

99.9%

of business population*

ZERO

Legally bound to declare emissions
(under £36 million turnover)

51%

UK Economy*

65%

UK Emissions*

Remote Energy Audits

As lots of businesses in our region continue to work & communicate online, we adapted

- Energy advisor can work with your business remotely via online Teams – send us bills/photos/videos
- Download our handy guide on how a remote energy audit can work for you
- <https://bit.ly/cwremaudit>



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Green Business Network

Membership is free and offers a range of benefits:

- Events and workshops – **9 March – Health, wellbeing & sustainable communities**
- Monthly newsletter – news, events new legislation, case studies
- Membership certificate
- Expert advice
- Enhance green credentials to secure new business
- Networking and supply chain opportunities (Inclusion in Green Business Directory)
- Currently have 1400 other organisations you can network with
- Signposting to other grants
 - ▶ Business Support
 - ▶ Innovation
 - ▶ Skills 4 Growth

COVENTRY &
WARWICKSHIRE
GREEN
BUSINESS
NETWORK



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME



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Coventry University Enterprises – Delivery Partner

Funds for services and consultancy

Revenue Grants up to £10k (40% intervention) to support the development of low carbon products and services, supporting activities including:

- Intellectual Property Protection
- Supporting new businesses to progress their innovations
- Licensing
- Prototype design and manufacture
- Product Testing
- Accreditations and Certifications

Examples of grants awarded:

- Prototype design and manufacture for hydrogen fuel cell vehicle
- Software application development for an App to enable carbon reduction by promoting car sharing




Coventry
University
Enterprises Limited



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME



European Union
European Regional
Development Fund

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Coventry University Enterprises – Delivery Partner

Funds capital expenditure

Capital Grants up to £20k (40% intervention), supporting activities including:

- Equipment to manufacture new Low Carbon products
- Equipment to support introduction of new Green services including recycling and waste processing

Free expert 1-to-1 advice and workshops on a range of sustainable building techniques and technologies

- Passivhaus design and principals
- Sustainable refurbishment and energy efficiency strategies
- Building Information Modelling (BIM)



What we do

- Confidential environmental management assistance
- Provide bespoke registers of environmental and health and safety legislation
- Confidential site specific environmental legislation compliance audits
- Support clients with their environmental management systems to maintain ISO14001:2015

T: 02476 972060

E: businesssustain@coventry.gov.uk

<https://www.coventry.gov.uk/businesssustain>

Climate Change Strategy

- The Council are currently in development of a new Climate Change Strategy. This will be a more ambitious and inclusive climate change strategy, which works for the whole City
- The Climate Change Strategy will be based on the 17 Sustainable Development Goals (SDGs)
- The City Council intends to establish an independent Commission of stakeholders to mobilise businesses, communities and voluntary organisations across the City into developing a new Citywide Climate Change and Sustainability Strategy and Action Plan



CLIMATE CHANGE & SUSTAINABILITY ACHIEVEMENTS IN 2020



NEW ONLINE OFFERING

- GBP launched remote energy and resource efficiency audits
- Business Sustain developed online environmental register



EXTENSION

Extension to Green Business Programme until June 2023 to deliver an additional 143 business-assists and £1.04 million grant funding.



APRIL



APRIL



KEEPING COVENTRY WARM

All Affordable Warmth money allocated, supporting 45 properties

LAUNCHED

Business Sustain launched remote environmental compliance and internal audits

YEAR LONG FOCUS

Have supported businesses during COVID-19 to access grant funding through various streams

WEBINARS

Launch of GreenTalk LIVE webinars. Series of 8 webinars with an average of 60 people per event



MAY



OCTOBER

RESO

Research and analysis of Regional Energy System Operator

CDP A- SCORE

Coventry demonstrates best practice standards across climate adaptation and mitigation



NOVEMBER



DECEMBER

IEMA Transforming the world to sustainability



DECEMBER

IEMA

First city council to become a corporate member of Institute of Environmental Management and Assessment

GREEN BUSINESS SUPPORT

- Phase 2 of the GBP by end of 2020 has:
- Assisted 112 businesses
 - Saved 1,200 tonnes carbon per year
 - Allocated £1.39m to 86 companies
 - Subscribed 1,400 organisations to the Green Business Network

CLIMATE CHANGE & SUSTAINABILITY 2021 – WHAT'S NEXT



SUSTAINABLE CITY

Setting up an independent 'Sustainable Development Commission' to address the major challenges of climate change and loss of biodiversity

CLIMATE COMMISSION



BUSINESS SUSTAIN

Migrating 170 current environmental and health & safety registers to the online portal. Portal will be launched in June for new clients

LAUNCH OF ONLINE PORTAL



CLIMATE VIEW

We have subscribed to Climate View software to help us plan, understand, and visualize the shifts necessary to address the urgent climate crisis



NEW OPPORTUNITIES

We will continue to bid for funding to support the sustainability agenda

PARTNERSHIP

NET ZERO JOURNEY

Development of partnerships in delivering a major step change in energy infrastructure for the city

INCREASE ONLINE OFFER

GREENTALK LIVE

A new series of webinars are being planned for 2021

DECARBONISING ENERGY

REGIONAL ENERGY SYSTEM OPERATOR

Final design of West Midlands RESO project which will look at new energy system including low carbon energy generation, storage and management

CLIMATE GOALS



DELIVERING A SUSTAINABLE FUTURE

Development of a new climate change strategy engaging with key stakeholders. The strategy will be at the forefront of low carbon innovation to benefit the local economy

FUNDING STREAMS

CLIMATE CHANGE STRATEGY

Reducing our emissions across the City

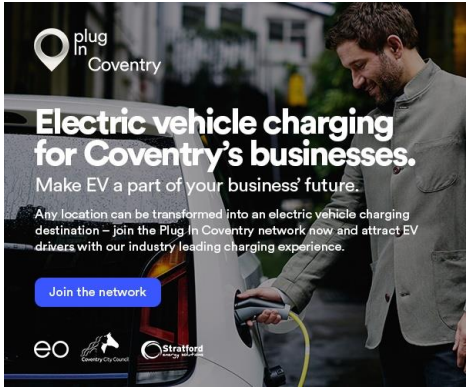


Very Light Rail

260 charge points have been installed, with further 208 by March 2021



Heatline – energy shipped from waste plant via 6.6km pipelines to major City Centre buildings



plug In Coventry

Electric vehicle charging for Coventry's businesses.

Make EV a part of your business' future.

Any location can be transformed into an electric vehicle charging destination – join the Plug In Coventry network now and attract EV drivers with our industry leading charging experience.

Join the network

eo Coventry City Council Stratford



'Try before you buy' – electric fleet

Electric Bus City



Home of the National Vehicle Battery Testing Centre



REMOTE ENERGY AUDITS

COVENTRY & WARWICKSHIRE GREEN BUSINESS NETWORK

As lots of businesses continue to work from home, the Programme team are now adapting to provide us photos or a video of the types of items we can audit.

Adapted to new ways of working

- Lighting and electrical
- Lightbulbs (walls, inset, ceiling)
- Ceiling tubes (fluorescent tubes)

Electric/oil/gas heaters

The Green Business audits. You can either send

- (if applicable)
- Units (if applicable)

Digital transformation for environmental management e.g. air quality



Changes



Active Travel Plans – changing transport behaviour

Partnership working in a new way

Creating green spaces in our City



Opportunity to change the way people use our City in the future - places for people not cars



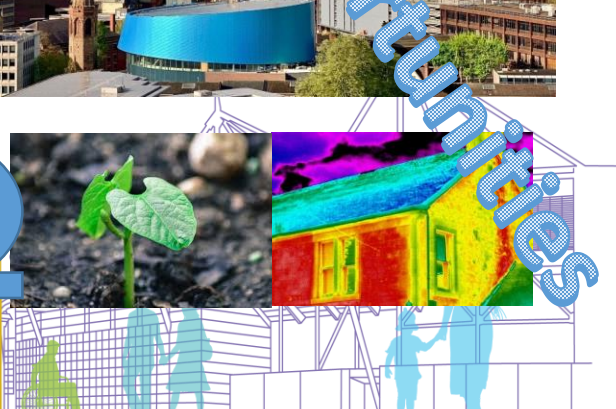
Green Funding Opportunities



Addressing fuel & food poverty



Effecting Change



Success

Opportunities

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European Union
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Green Business Programme

Contact us

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Join our LinkedIn group

