



REIMAGINING

BUSINESS

Centre for
Sustainable
Business



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What are we trying to sustain, and why?

Greta Thunberg addressing the United Nations...

2019

“our house is on fire”

2020

“our house is still on fire”

2021

“blah, blah, blah”





REIMAGINING

BUSINESS

urgently, collectively, responsibly

The value(s) of academic research



Centre's Aims

**Connect and
spearhead
debate**

**Capacity
building for
urgent impact**



Research Priorities



Non-financial reporting and accountability



Responsible consumption and circularity



Disruptive technologies and shaping ecosystems

Working together

- Engage with, and use, our research
- Attend and host events
- Shape our research priorities
- Fund research projects
- Take part in our research and knowledge exchange projects
- Highlight sustainable business innovations
- Student projects, talks, and placements



CSB Advisory Board



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Let's find out more about your sustainability plans

We have created a PollEverywhere survey for you to answer some questions about how your organisation deals with sustainability, and how we can help

Click [here](#) to participate

Responses are anonymous, you can answer several times and amend your comments at any time

**If you would like to collaborate with
us, please get in touch**

Email: csb@liverpool.ac.uk

For more information, visit the [Centre for Sustainable Business website](#)



SDG Impact Standards

Jeremy Nicholls

SDG Assurance Framework Lead at the United Nations Development Programme



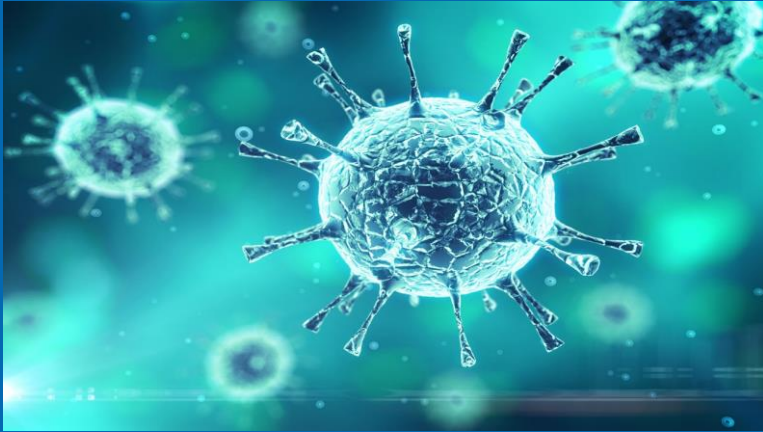
The Sustainable Development Goals





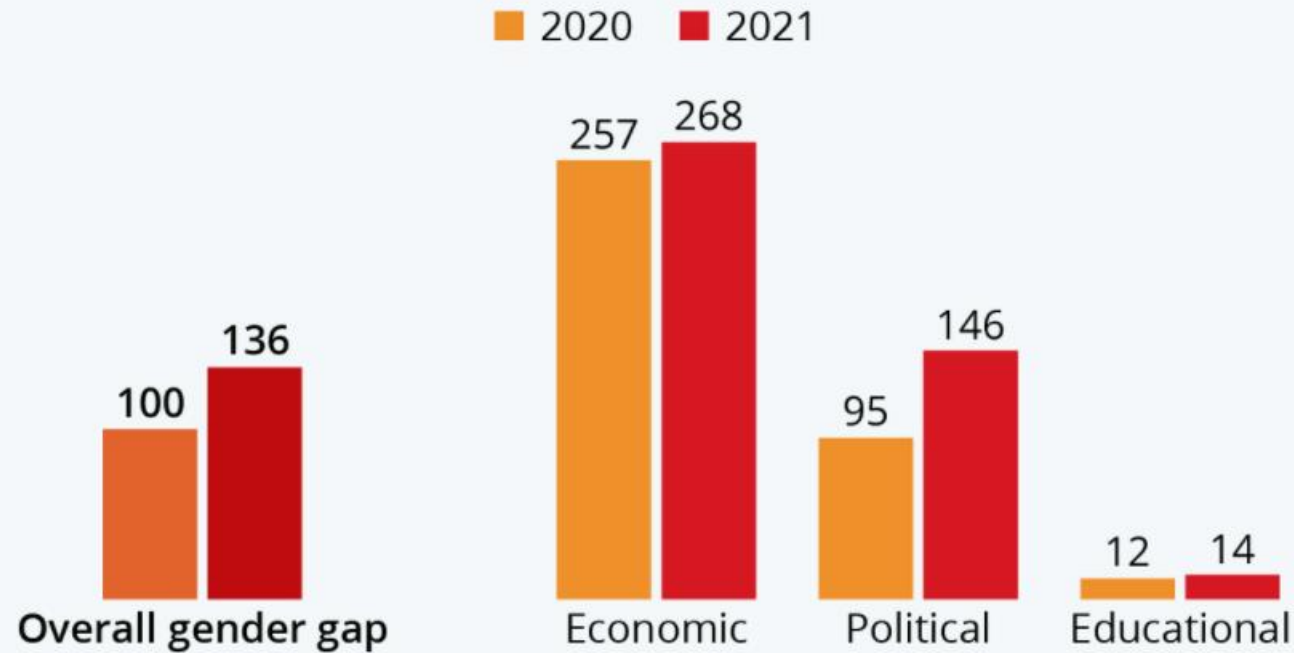
To achieve the SDGs and to put the world on a more sustainable and equitable path, we need a transformational shift in mindset and management decision-making.





Moving Backwards on the Long Road to Gender Equality

Time needed to close the following global gender gaps based on current trends (in years)*



* Calculated using figures for the 107 countries covered by the source report since its inception.

Source: World Economic Forum





We are at our limit:
Time to take responsibility &
make conscious choices





CARTOONSTOCK
A CARTOON COLLECTIONS COMPANY

A new normal

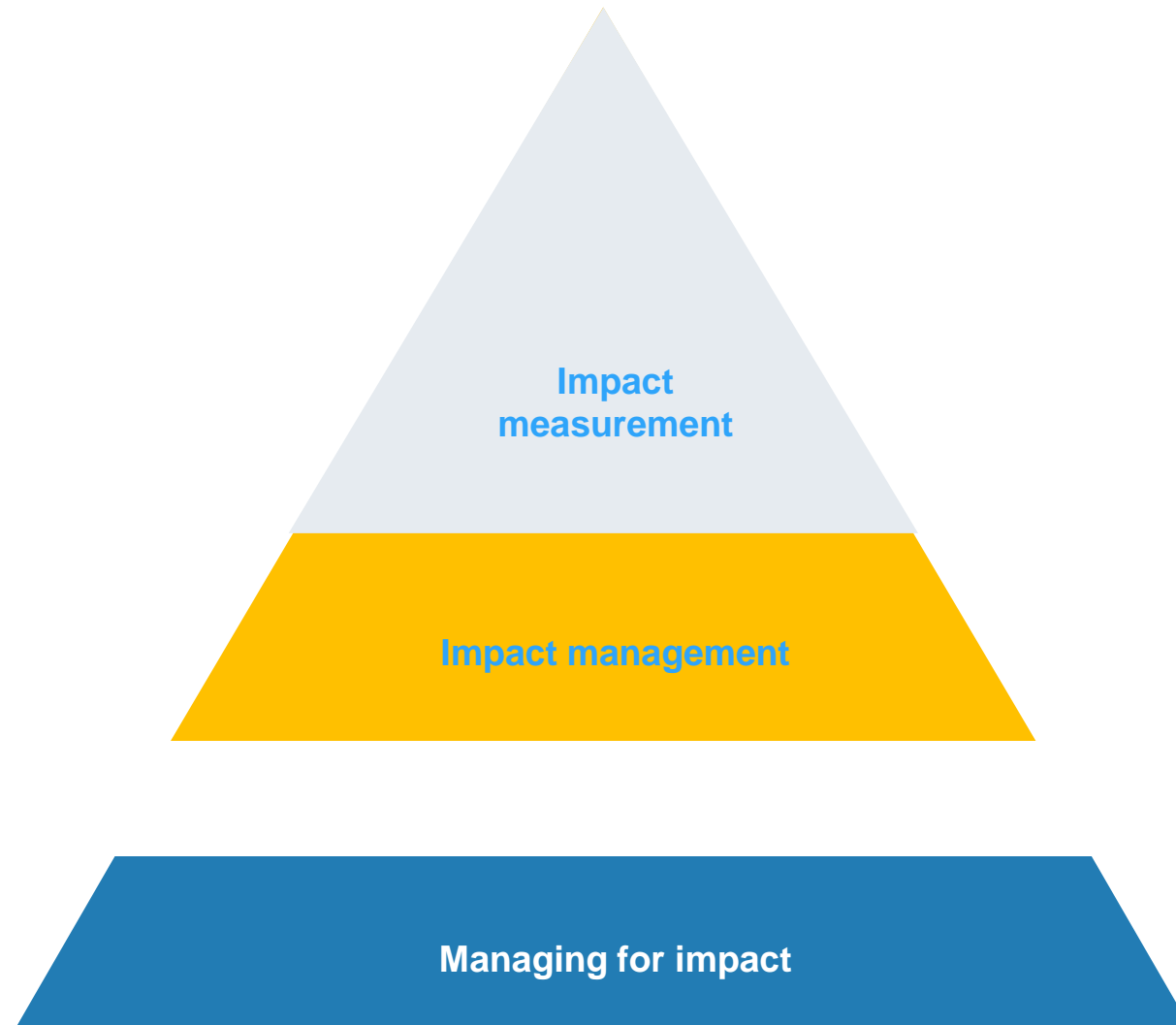
- From an add on to what business gets done to how all business gets done
- From SDG alignment to SDG action
- From reporting to decision making
- From measurement to managing for impact
- From operational to strategic
- From financial risk management to sustainability



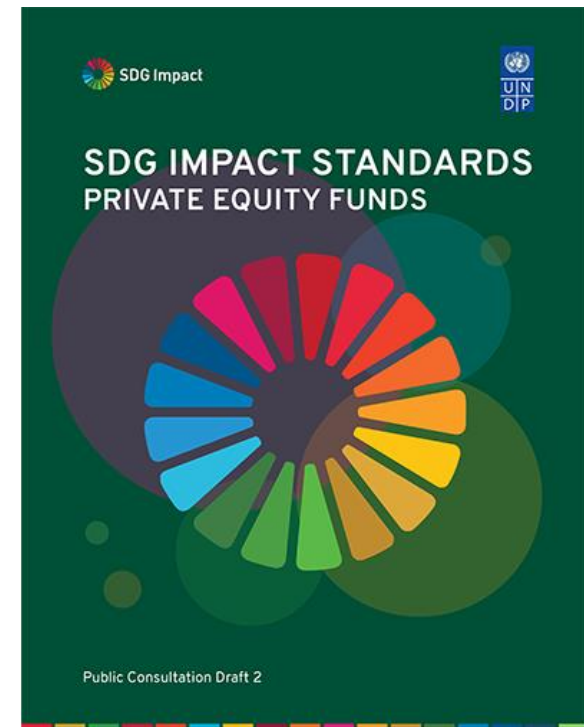
Impact management practice – the need to transform



SDG Impact



SDG Impact Standards



Human rights underpin sustainability and the SDGs



SDG Impact



Universal Declaration of Human Rights

- freedom and equality
- rights and freedoms for all
- life, liberty and security
- ban on slavery and servitude
- ban on torture
- recognition of the legal personality
- equality before the law
- legal assistance
- ban on arbitrary detention
- fair and public trial
- presumption of innocence
- private and family life
- domestic and international freedom of movement
- asylum
- nationality
- marriage equality and protection of the family
- private property
- freedom of thought, conscience and religion
- freedom of opinion and expression
- freedom of assembly and association
- democratic participation
- social security
- work and right to unionisation
- rest and leisure
- health and well-being
- education
- culture
- social and international order
- community
- respect for the rights and freedoms set forth in this Declaration

Terminology from the *Terminologia dels drets humans*
 UNITED NATIONS, Universal Declaration of Human Rights (online). Geneva: OHCHR, cop. 1996-2017.

The UNGPs rest on three pillars

- I Protect**
State duty to protect human rights.
- II Respect**
The corporate responsibility to respect human rights.
- III Remedy**
Access to remedy for victims of business-related abuses

A set of guidelines for States and companies to prevent, address and remedy human rights abuses committed in business operations

And the UN Women's Empowerment Principles

WOMEN'S EMPOWERMENT PRINCIPLES

Guidance to business on how to promote gender equality and women's empowerment in the workplace, marketplace and community.

- Principle 1  Establish high-level corporate leadership for gender equality.
- Principle 2  Treat all women and men fairly at work - respect and support human rights and nondiscrimination.
- Principle 3  Ensure the health, safety and well-being of all women and men workers.
- Principle 4  Promote education, training and professional development for women.
- Principle 5  Implement enterprise development, supply chain and marketing practices that empower women.
- Principle 6  Promote equality through community initiatives and advocacy.
- Principle 7  Measure and publicly report on progress to achieve gender equality.



United Nations Entity for Gender Equality
and the Empowerment of Women

And meaningful stakeholder engagement



A transfer of power from
those who have it to those
who don't





The SDG Impact Standards are an internal decision-making framework for making a positive contribution to sustainable development and the SDGs

- which cannot be achieved without demonstrating **respect for planetary boundaries and human rights**
- and is realized through effective **impact management and decision making**, recognizing that there are **trade-offs**

Good practice and internal decision-making will lead to improved performance, reported against ambitious targets





Third party assurance





To achieve the SDGs and to put the world on a more sustainable and equitable path, we need a transformational shift in mindset and management decision-making.



Mainstream financial accounting



Calculates profits for investors

without

accounting for the social and environmental consequences



Thank you

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Social Value Working with the University of Liverpool

READ CASE STUDY

Shaping preferable futures for a Social
Value Framework in the Liverpool City
Region



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