



# How to Integrate Sustainable Development Goals (SDGs) in Business

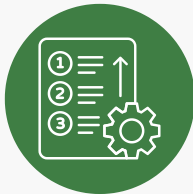
Using the SDG framework in the sustainable development of business could help businesses mitigate risks, identify opportunities for growth, and leverage a shared language to focus on purpose and foster partnerships.

## 1 UNDERSTAND THE SDGs



- Understand what are SDGs. Visit the [UNSDG official website](https://www.un.org/sustainabledevelopment/).
- Understand the objectives and targets behind each SDG.
- Study and know the benefits of using SDGs.
- Understand how SDGs will enhance your existing corporate responsibilities.

## 2 DEFINE PRIORITIES



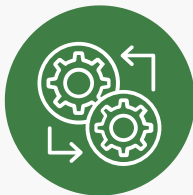
- Map out your business value chain to identify the areas where they can maximise positive impact or minimise negative impact.
- Using a logic model to analyse the effects of SDGs on business will provide businesses with a clearer picture of which priorities to initiate.

## 3 SET GOALS



- Use the SMART (specific, measurably, attainably, realistically, and timely) guideline to make the priorities achievable.
- Use an inside-out approach, where you benchmark the goals with current business performance, future projections, and historical data.
- Use an outside-in approach, where you set the goals based on global societal and environmental needs.

## 4 INTEGRATE



- Announce the commitments within the company and to the public.
- Business leaders play key roles in demonstrating organisational change for the SDGs and creating shared understanding across the organisation.
- Integrate SDGs into every function of business based on the goals set.
- Engage in partnerships to address sustainability issues effectively.

## 5 REPORT AND COMMUNICATE



- Design and create sustainability reporting to collate and communicate sustainability data to investors, stakeholders, and shareholders.
- Use international standard reporting formats for greater consistency and clarity, such as the GRI standard and BSI standard.

