

Unlocking Business Impact: How organizations can contribute to the UN Sustainable Development Goals



Together with the United Nations
Development Programme (UNDP)
and Bureau Veritas
May 8, 2025

Welcome



Anne Holm Sjøberg,
Head of Digital and Sustainability,
Danish Standards



Program

1.00 pm

Welcome & Call to action
by Danish Standards & UNDP

Sustainability from a Business Perspective
by UNDP & Bureau Veritas

Guidelines for Contributing to the SDGs
by Danish Standards

Case: PMC Hydraulics – Working with the Guidelines
by PMC Hydraulics

Certification or not?
by Bureau Veritas

Q&A

2.25 pm

Call to action



Sebnem Sener,
Head / Private Finance for the SDGs,
Sustainable Finance Hub, UNDP

Sustainability from a Business Perspective

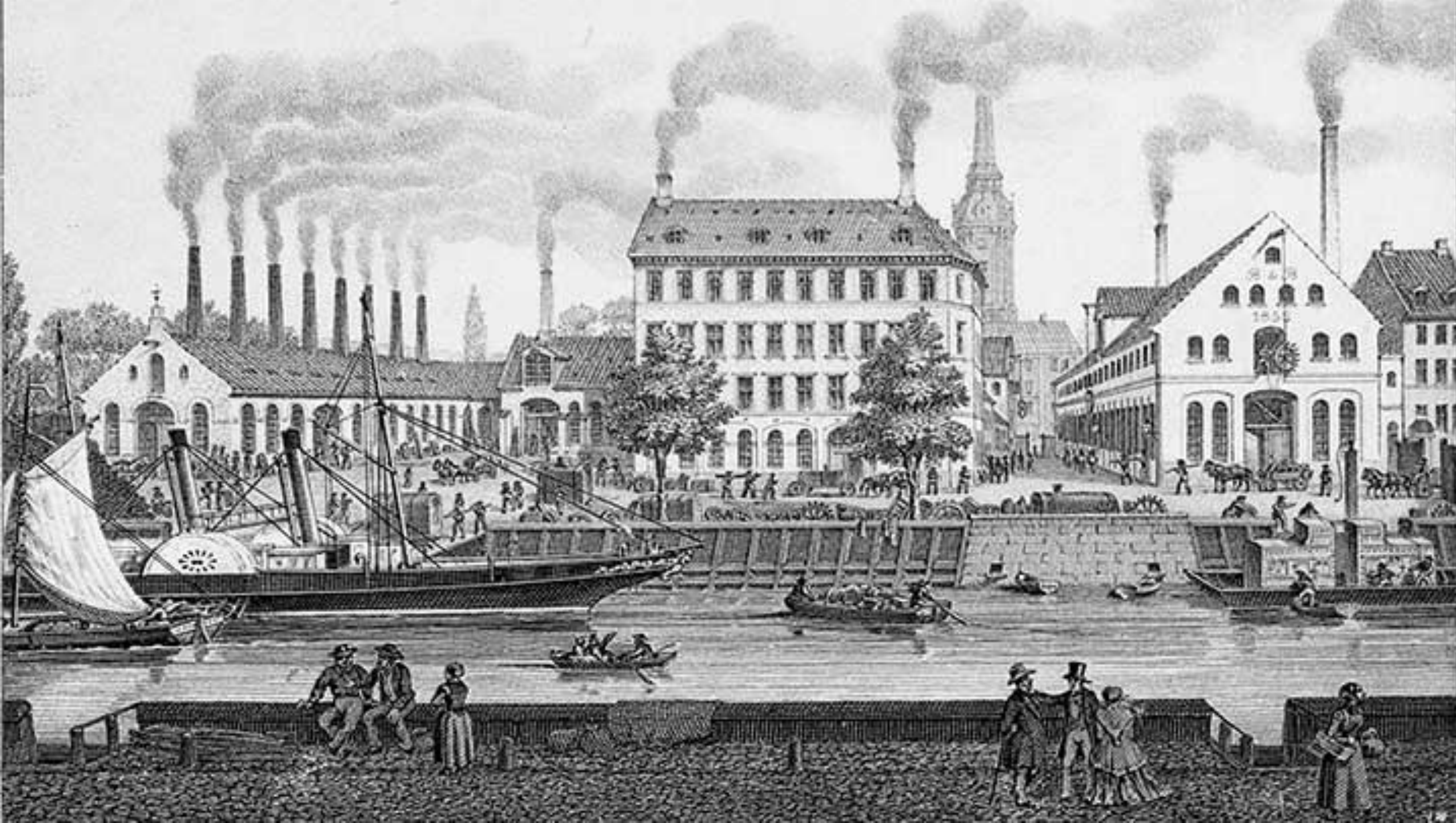


Sara Lisa Orstavik,
Private Finance and Impact Advisor,
UNDP
&
Jacob Færgemand,
OG Market Leader Food and Public
Affairs -S&W Europe, Bureau Veritas



Managing for Impact

Taking action on sustainability



**NATURVERN EN LIVS-
NØDVENDIGHET ØYEBLIKKELIG
TILTAK MOT FORGIFTNINGEN**



**...RNE KREVER
...KE ALMISSER
...OSIALISTISKE KULTUR-
...RBEIDERS FORENING**

Fotballen ruller
igjen... følg den i
Dagbladet

What is sustainability?

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

UN World Commission on Environment and Development



What is impact?

The effects the enterprise or investment has on the world:

- The **economic, social, and environmental changes experienced by people and planet** caused by an organization or investor's actions and decisions
- Impacts can be **positive or negative, intended or unintended, direct or indirect**



Sustainability as good business



More businesses and investors recognize the important link between sustainability and profitability.

They are looking for ways to operate more sustainably, have a net positive impact on the world around them and future-proof their organizations and portfolios.

We know WHAT we want. But HOW to get there?



Management Systems show the way



Sustainability at the core of internal management systems



ISO-UNDP Guidelines empower businesses to do business better



Setting **ambitious impact objectives and targets**, aligned with the relevant SDG targets and indicators where practicable, to optimize impacts



Engaging with relevant interested parties to identify and prioritize actual and expected impacts, whether beneficial or adverse;



Collecting data on actual and expected impacts;



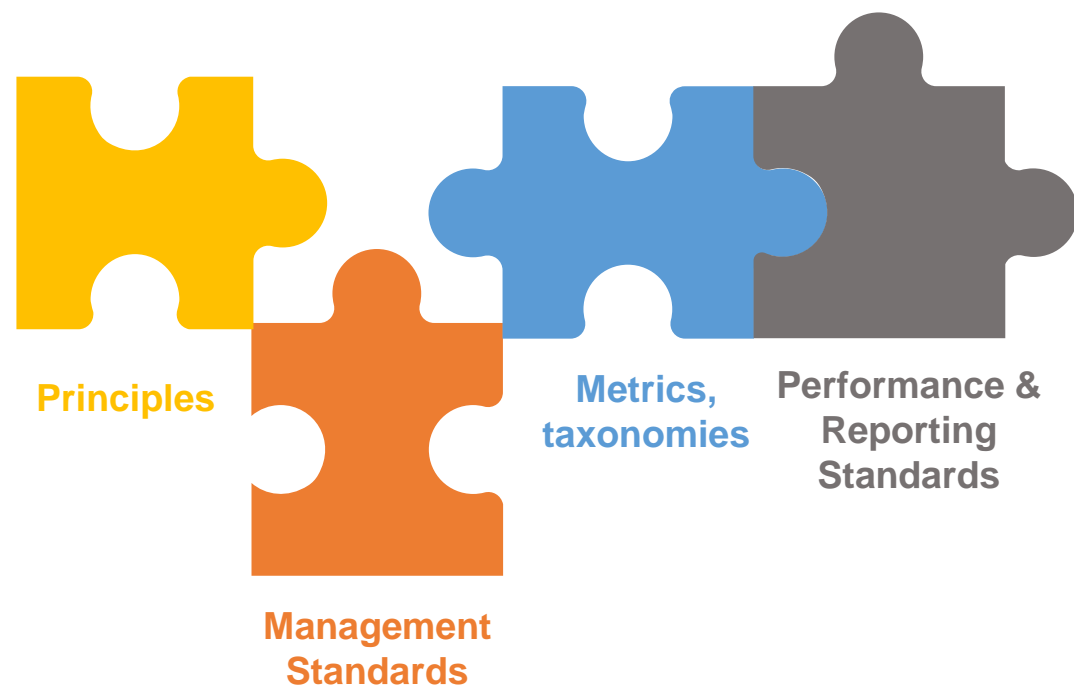
Generating options that support innovation, and **making informed choices** between those options;



Understanding and managing trade-offs to increase impact at a rate commensurate with planetary needs, and to achieve the SDGs and meet the needs and expectations of those experiencing impacts.

The missing piece

From principles to performance, through action



Thank you



www.sdgprivatefinance.undp.org

Unique Partnership



The Nordics unique position to take lead

- ✓ The nordic way of thinking business
- ✓ Fits with innovation
- ✓ Should be easy for the nordics
- ✓ Commitment



Guideline for Contributing to the SDGs



Jan Høstrup,
Chief Consultant, Danish Standards
& secretary of ISO/PC 343



Corporate identity - the heart of your competitiveness

1. Sustainability is more political than ever
US, EU, The Nordics...
2. Investors, customers and employees care
whether an organization is acting with
responsibility.
3. Sustainable competitive advantages
rely on integrity in actions
- compliance in what you think, say and
do
4. It's your operating model
– Not branding



Guidelines for contributing to
the United Nations Sustainable
Development Goals

ISO/UNDP PAS 53002

ISO/PAS 53002 Guidelines for contributing to the UN Sustainable Development Goals



Guidance for an organization to systematically manage and optimize its contributions to the UN SDGs

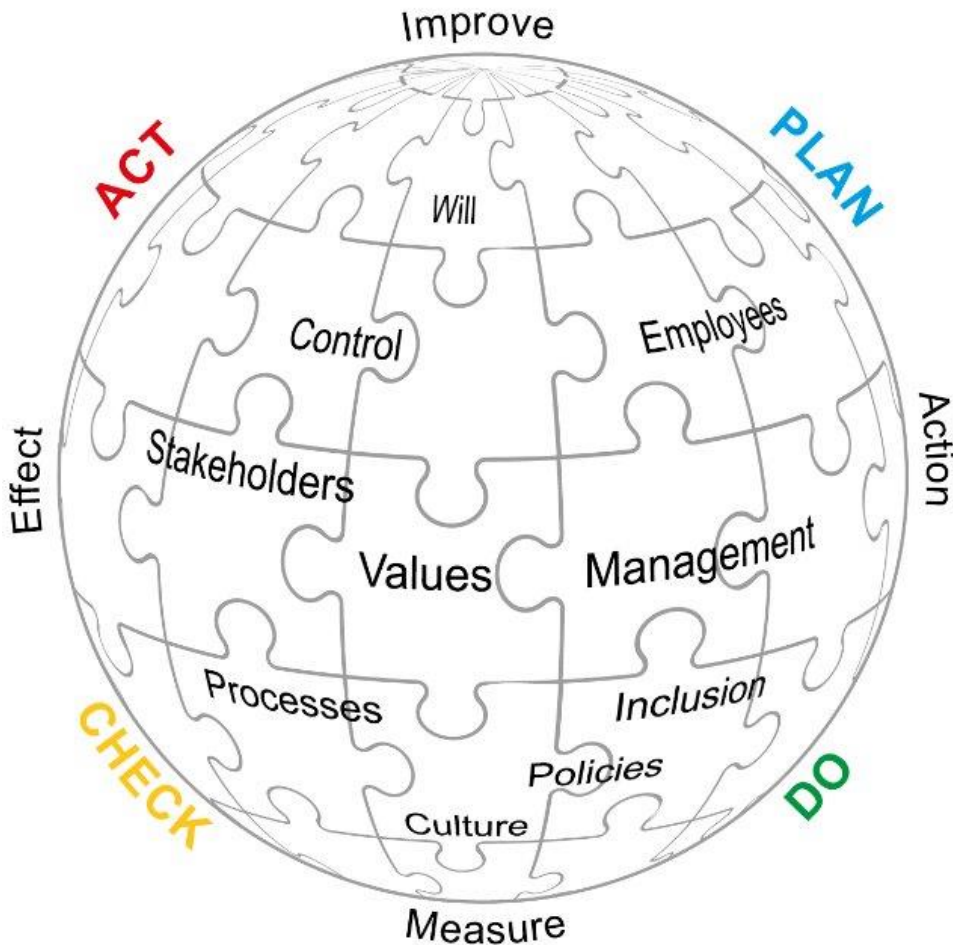
- Based on UNDP Impact Standards and ISO's management system structure
- Designed for integration with the organizations existing management system.
- A proactive inside-out perspective on achieving the SDGs, accelerating the contributions of the organization.
- Avoiding greenwashing through stakeholder dialogue and transparency.
- Suitable for any organization, regardless of size, location, global or local.



Embedding managing for impact in the strategy

- From profit centered purpose to Profit AND SDG centered purpose.
- Profit with stronger integrity.
- From shareholder value to stakeholder value.
- From SDG alignment to SDG action.
- From measurement for compliance and reporting to strategy and decision-making
- From financial risk management to value creation and innovation

Key elements of the guidance



- Know your context
- Learn from your stakeholders
- Lead proactively
- Plan for efficient impact
Identify your unique contributions
convert intentions into specific goals
- Assure resources and
organize for success
- Govern your efforts
through data for
continuous improvement
- Be transparent
about your efforts



How can organizations implement the ISO UNDP guidelines for the SDGs?

- Understand the SDGs
- Accept the responsibility
- Leadership commitment
- Build solid processes and assure the SDG focus is embedded into your decision making



Contribute to ALL the SDGs!?

Prioritization based on analysis

- Choose efforts to contribute purposefully and ambitiously where it's most efficient.

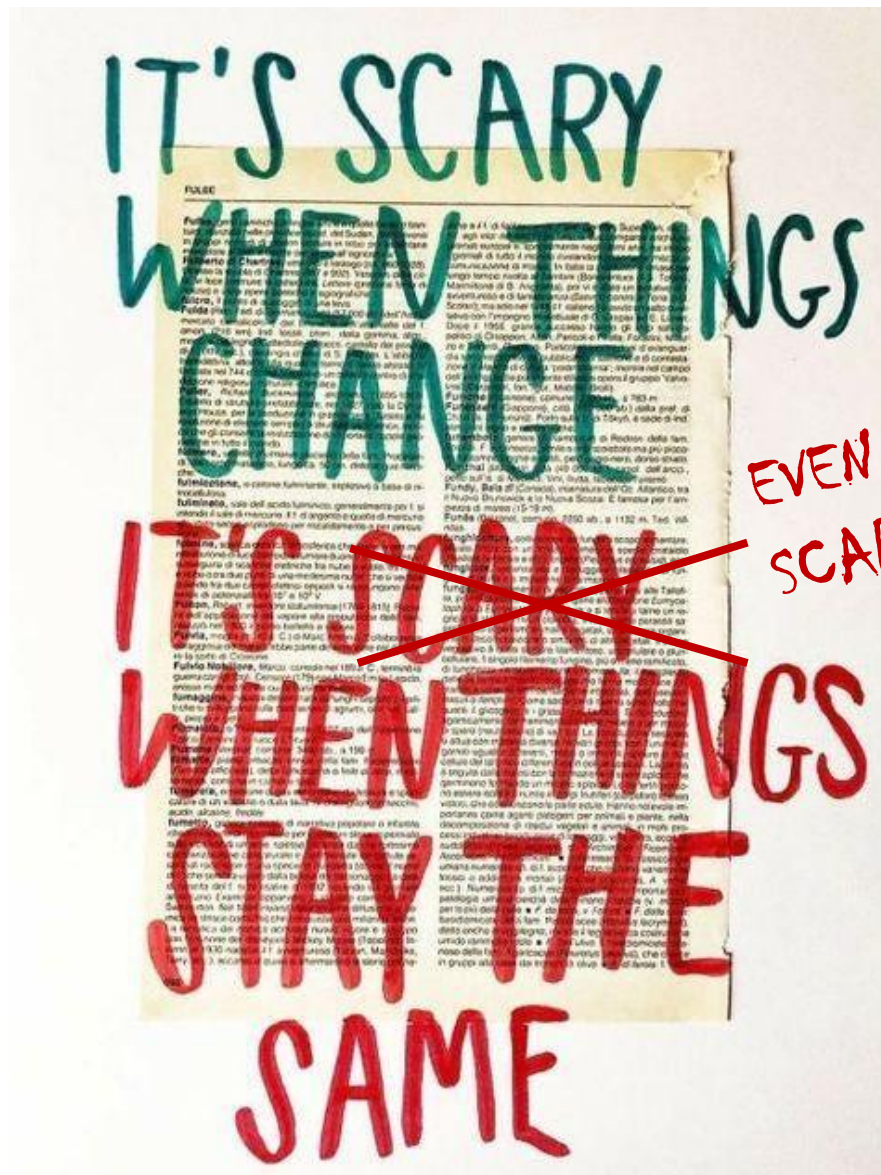
Gradual Contribution

- Do something. Learn and improve.
- Engage in dialogue with stakeholders to ensure efforts are appropriate and ambitious.

Annual Review

- Revisit the analysis annually to assess changes in the value chain, stakeholders, impacts, and SDG prioritization.

**We may not be able to do it all,
but each of us can make a difference!**



What's the gain?

Besides contributing to a better world...

- ✓ Trust
Improved perceived integrity of the organization
- ✓ License to operate
- ✓ Satisfying the needs and expectations of critical stakeholders
- ✓ Stronger employee branding
- ✓ Opportunities for innovation and stronger market position
- ✓ Mitigation of risk for disruption

Would you like to follow along or provide input to the work?

Join the committee at Danish Standards:
Management Standard for the UN SDGs.

The Danish committee follows the international project committee in ISO, which has developed the guideline and is currently working on the MSS.

ISO/PC 343 MSS on SDG

Working Group 1:
Development of ISO 53001



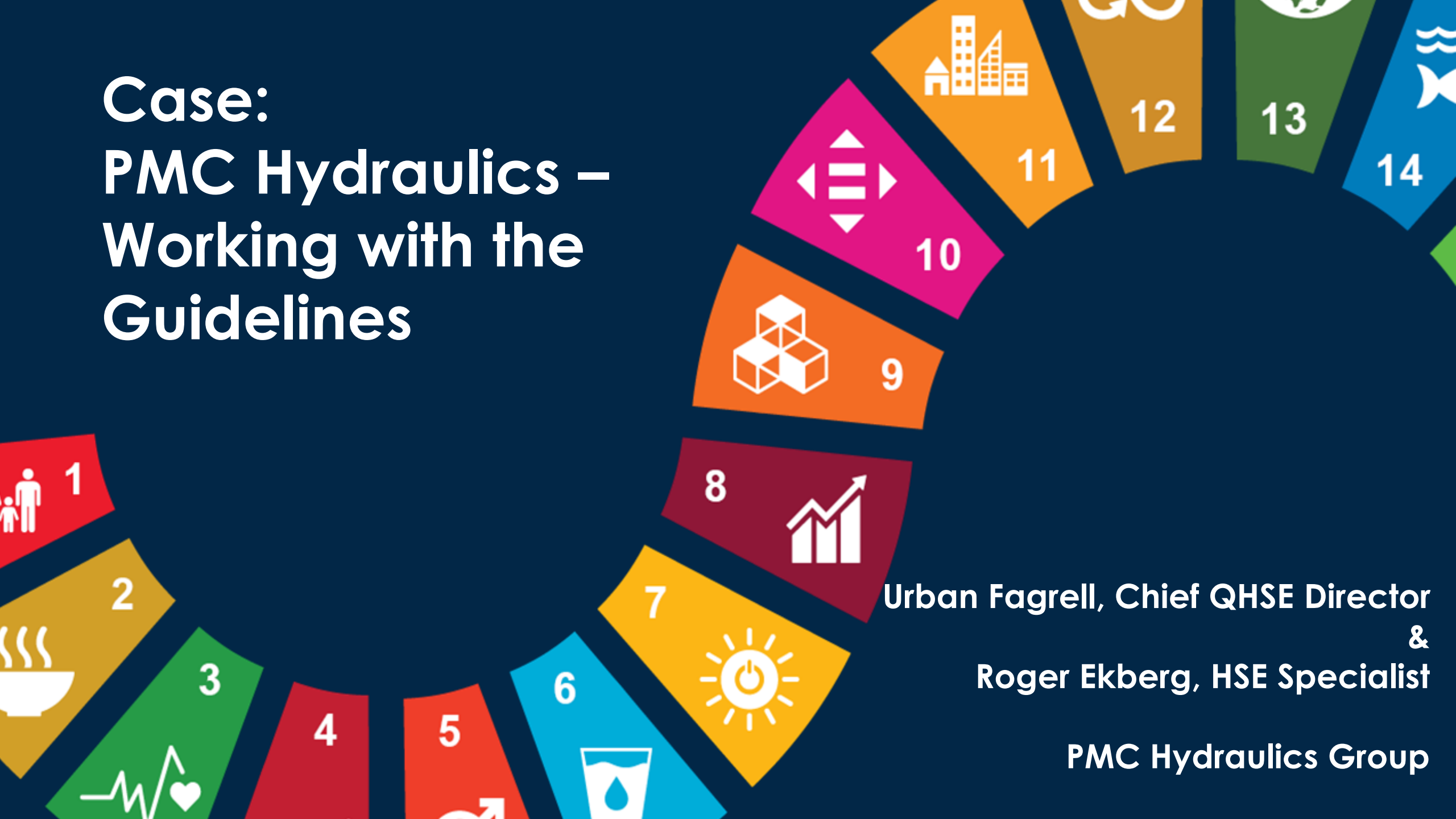
The guideline are now available in Danish

Retningslinjer for bidrag til FN's verdensmål for bæredygtig udvikling

Guidelines for contributing to the United Nations Sustainable Development Goals (SDGs)



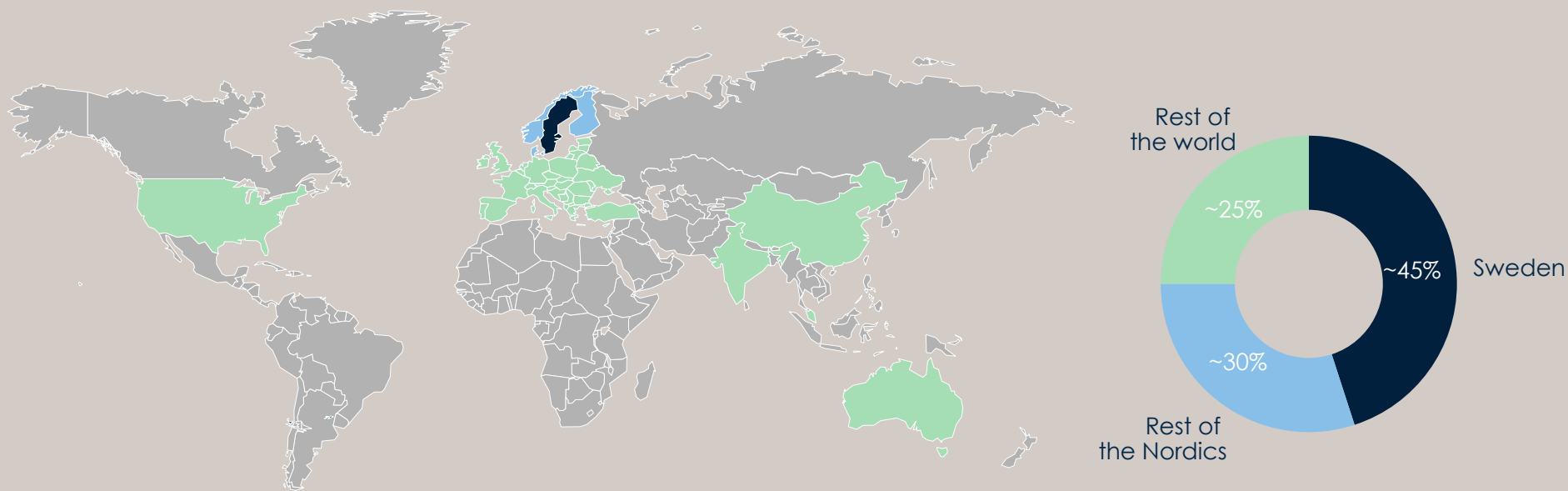
Case: PMC Hydraulics – Working with the Guidelines



Urban Fagrell, Chief QHSE Director
&
Roger Ekberg, HSE Specialist

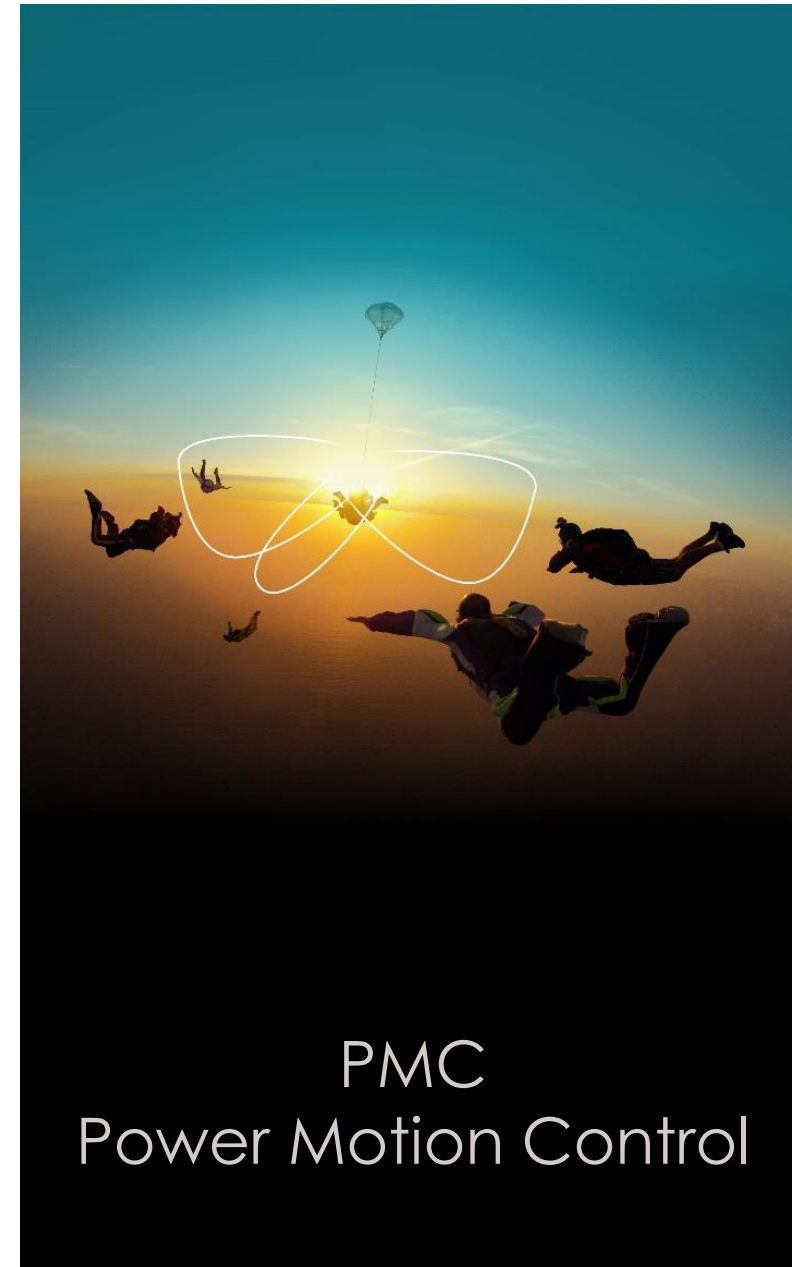
PMC Hydraulics Group

PMC Hydraulics Group is owned by Nordstjernan.
Companies in Nordstjernan have combined sales of >130
bSEK and 50k employees



PMC Hydraulics Group – short facts

- We are a leading supplier for hydraulic solutions and components for industrial, marine, mobile and energy applications providing
- Aprox. 400 employees globally
- Nordic leader with global reach and local presence.
 - Offices and/or production in the Nordic and Baltic countries, Poland, India and China
- Annual turn-over aprox. 100 MEUR
- Founded in 1957 (CA Verken)

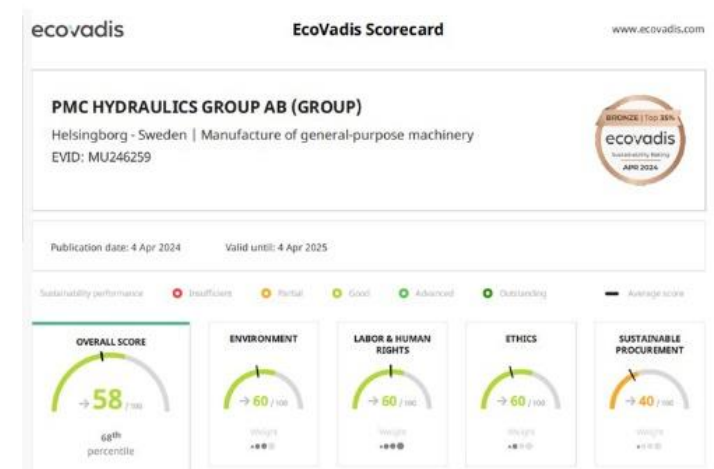


EcoVadis – The Value of Supply Chain Sustainability



The EcoVadis Bronze medal places us in the top 35% of all companies.

The assessments helps us to prove our sustainability commitment and provides our customers with an independent valuation of us as a sustainable partner.



The PMC Eco Label



The PMC CO₂ label has been created to show the world that we are aiming for less CO₂ emissions through innovative products and solutions.

When you see the label, with a shape of a leaf and a pattern of the letter P, you can trust that the product, solution or action is made to reduce CO₂ emissions.



3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



For example:

- Use of our CycloneConcept will save 80 kg CO₂-emission for each litre the tank size is reduced
- During 2022 the total savings with CycloneConcept was 5635 tons of CO₂
- Renovating power units will decrease footprint e.g., 35 kg CO₂ for smaller units (75 kg total weight)
- We pay attention to energy consumption during system design
- We strive to keep energy consumption and CO₂ emission low during our operations
- We reduce and replace the use of chemicals most harmful to the environment
- We follow Global goals, where appropriate

..so why did we join the project?

PMC Hydraulics considers:

- SDG being good business. There is a business potential in being part of the development.
- We like to be seen as a company with high morals and integrity, and with a 360° perspective.
- A certification will create a common language that will benefit the understanding of sustainability approach both internally and externally.
- A certification can be a way to meet many time-consuming assessments from customers.
- A focused and constructive approach to SDG's makes the organization attractive as an employer, both for current employees and coming generations.



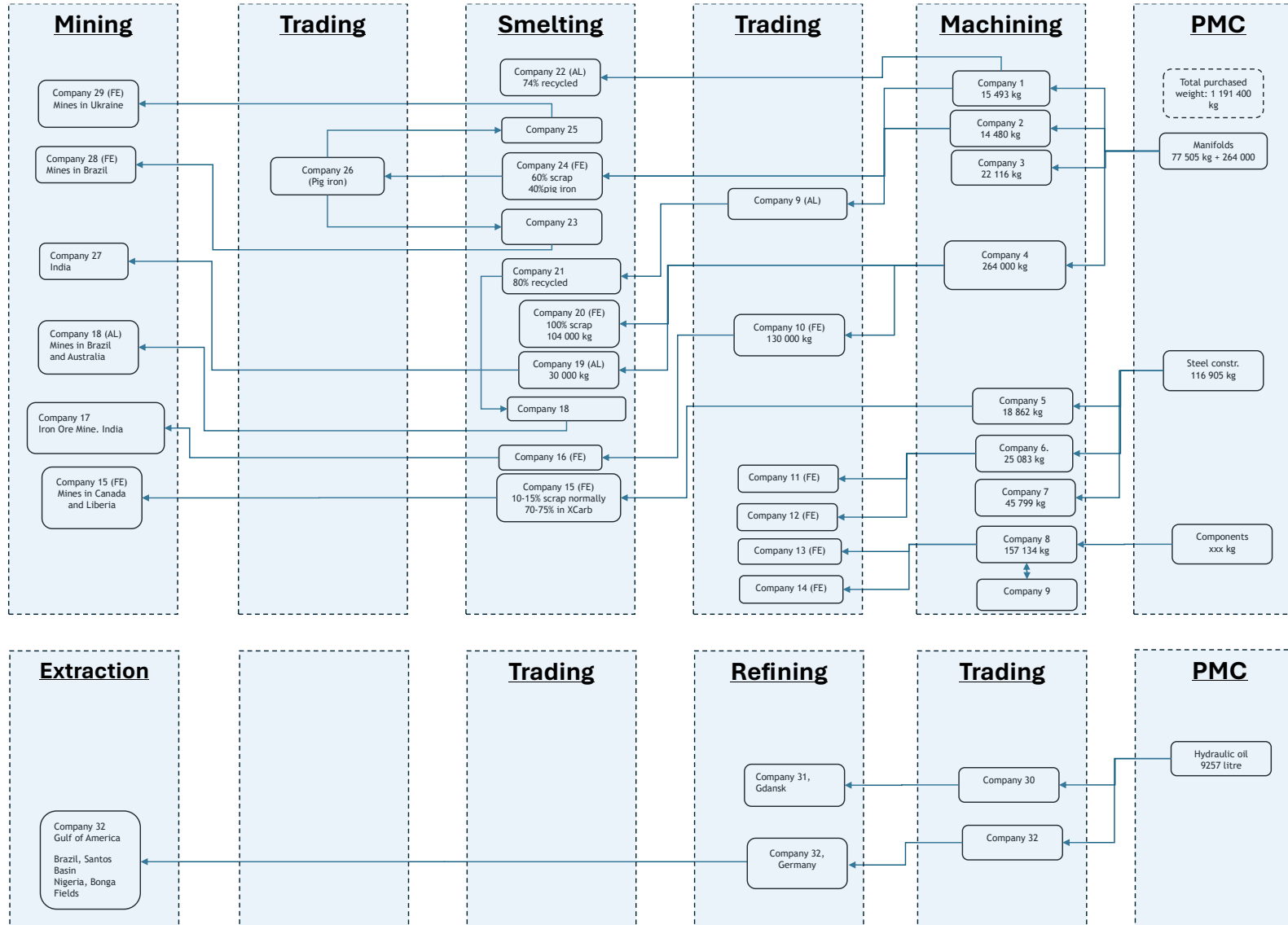
Current status – Value chain assessment

- Assessment and prioritizing of impact on the Development Goals

Sustainable Development Goals	Stakeholders affected/experiencing change by PMC Operations, investment, priorities		Stakeholder need and expectation (What sustainability issues are relevant and significant for the stakeholder?)	PMC Impact (green positive, red negative)	How is it relevant?	Likelihood (1-5)	Severity	Scope	Duration	Total impact
13. Climate Action: Take urgent action to combat climate change and its impacts.	Raw material	Planet	No GHG emission		High level of energy consumption during extraction of ore and processing metal resulting in high CO2-emissions	4	3	5	5	75(300)
	Raw material	Planet	No GHG emission		The main environmental impacts associated with paint come from the manufacturer of the components, rather than manufacturing of the product itself. By far the greatest environmental impact is derived from the manufacture of Titanium Dioxide. Emissions during manufacture including (depending on process) CO2, N2O, SO2, NOx CH4 and VOCs.	3	3	3	5	45(135)
	Raw material	Planet	No GHG emission		Refineries and petrochemical processes (hydraulic oil and fuel) are responsible for many emissions both into the air and into the water. Most relevant emissions into the air are nitrous oxides (NOx), sulfur oxides (SOx), carbon monoxide (CO), carbon dioxide (CO2) methane and volatile organic compounds (VOC).	4	3	5	5	75(300)

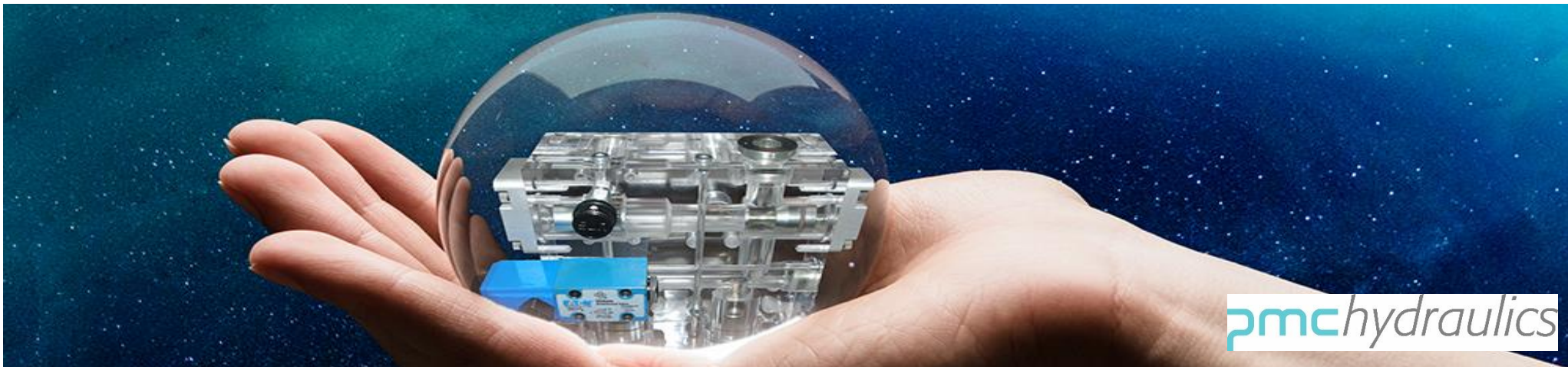
Current status – Value chain analyse

Up streams value chain mapping:



Reflections from deployment so far....

1. Analysing your value chain is fundamental.
 - Ensuring that you leave no one behind.
 - Time consuming but well spent since insights are gained when going beyond Tier 1.
2. Finding reliable and objective information can be a challenge.
3. Engaging with customers, vendors and NGOs are necessary.
4. Assess and prioritize your value chains.
5. Acquired knowledge facilitates the fulfilment of legislation (CSRD, CSDDD, EU FLR) and existing guidelines from UN and OECD.



Certification or not?



Jacob Færgemand,
OG Market Leader Food and
Public Affairs – S&W Europe,
Bureau Veritas

Deliverables

ISO PAS 53002 for FREE

Guidelines for contributing to the United Nations Sustainable Development Goals

ISO 53001 (ongoing)

Management Systems for UN Sustainable development goals – Requirements



Certification or not?

What ISO Brings:

- Management System Standards (MSS), such as:
 - ISO 900, ISO 45001, ISO 14001
- Over 2 million companies worldwide use these MSS standards

Certification Purpose:

- Is certification necessary for everyone?
- Steps required for certification

Q&A



The ISO/UNDP Impact Works Alliance



For purpose-driven organizations committed to SDG-aligned management systems.



- **Showcase sustainability leadership**
- **Expert-led learning labs**
- **Peer learning**
- **Public-private networks**
- **Launch at FFD4**



Want to know more?

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