



You



SDGs?

Leading

Sustainable Direction
sustainability – own it - make it your culture

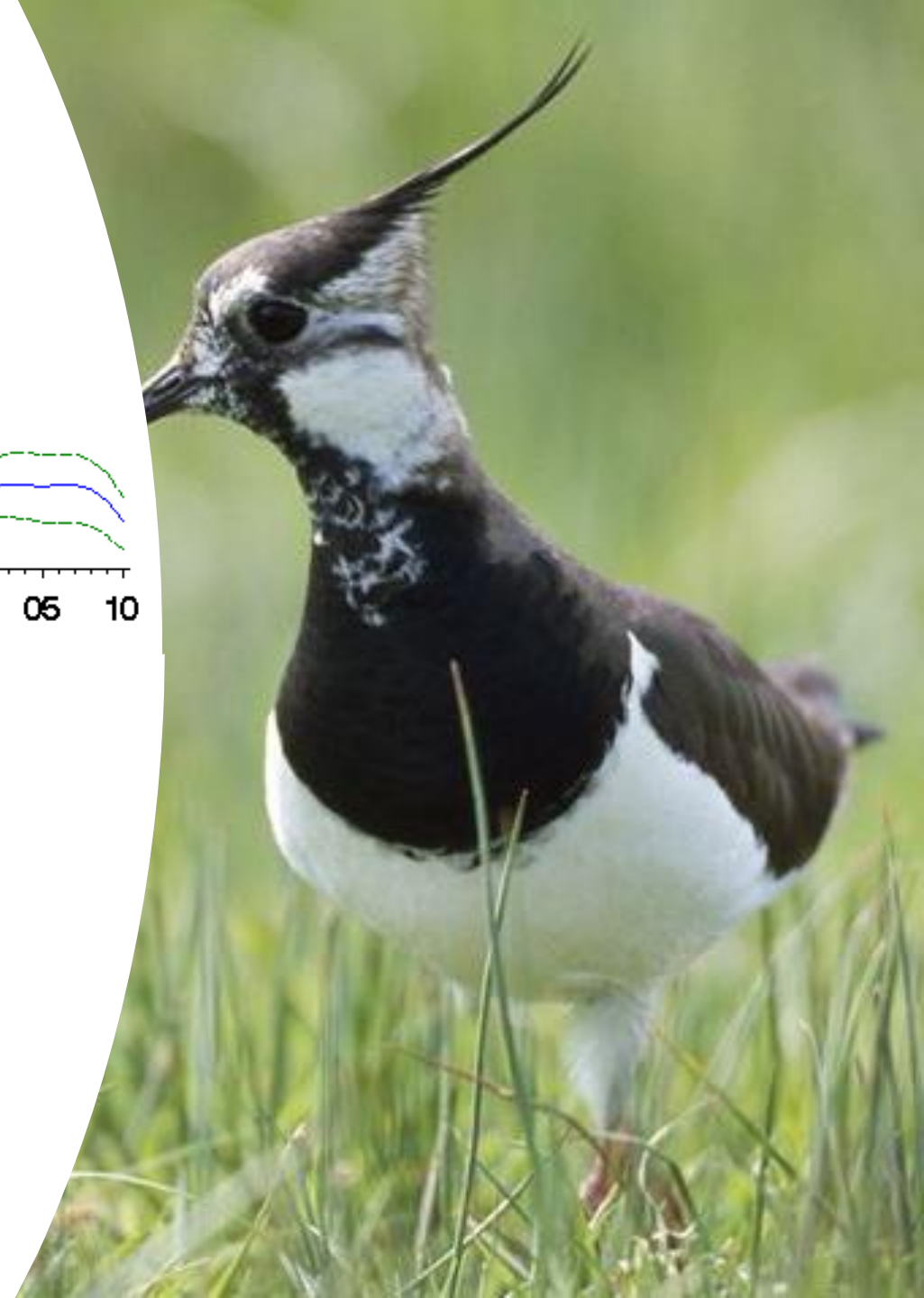
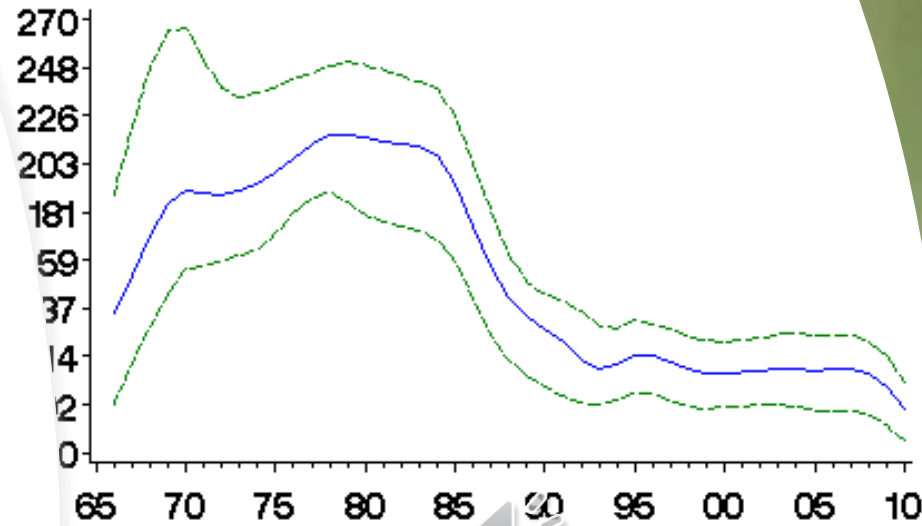


24th March 2021

Peewit

- Plover Family – Lapwing
- Conservation Status **RED**
- Wavering Flight – Eats worms and insects
- 140,000 resident pairs
- Have to fledge at 0.6 young per pair, now 0.3
- Habitat is farmland
- Significant decline in the SW
- The lives of future generations are at risk unless **we change the way we farm our land.**

CBC/BBS UK 1966–2010
Lapwing





Oak Trees

- The ruling majesty of the woods, the English oak holds a special place in our culture, history, and hearts. It supports more life than any other native tree species in the UK; even its fallen leaves support biodiversity.
- Oaks produce one of the hardest and most durable timbers on the planet. However, it takes up to **150 years** before an oak is ready to use in construction. It has been a prized hardwood timber for thousands of years and is still used for flooring, wine barrels and firewood.
- Oak trees do best in sunny locations and in slightly acidic soils – for when you want to plant one. **150 years?**

From small
acorns... do
beer barrels
grow

WADWORTH
BREWED IN DEVIZES SINCE 1875



THEAKSTON

- Most oak trees will not produce a good crop until they are around **50 years of age**, and over its entire lifespan (more than 500 years), an ordinary oak tree can produce as many as **9.5 million acorns**.
- A few British breweries still use wooden casks. Wadworth Brewery of Wiltshire, Theakston's and Samuel Smith's still do limited trade in wooden casks, and Marston's Pedigree has the distinction of actually being fermented in barrels through the Burton Union sets. And Westons still uses old oak vessels for Cider!
- **Sam Smith and Theakston's are planting oaks for new staves!**
- **Do you look that far ahead?**



Planting for Victory and also in Sweden!

- *Victory* was designed by Sir Thomas Slade and built at Chatham Dockyard. Over **2000 oak trees** were used in the construction of the hull – equivalent to **60 acres of forest**. The final cost was £63,176 (over £50 million today).
- *Victory* was launched on 7 May 1765, but was only commissioned for active service in March 1778 to take part in the War of American Independence (1775–83). The ship had 104 guns, 27 miles of rigging and four acres of sail. Quickly proving successful, *Victory* could sail faster than many of its smaller consorts, **thanks to the excellent design of the underwater hull**.
- It was around 1830, soon after the end of the devastating Napoleonic Wars, and the Swedish Crown sent out a delegation to search for ideal spots to plant for **future ship production**. Three of those emissaries came to a small croft on Visingsö, a narrow island in the middle of Vättern (Sweden's second largest lake). Here they spied three magnificent oaks just outside of an old woman's farmhouse. **Over the next ten years, 300 000 oak trees were planted**.
- **Harvest ready in 1975** it seems some have become barrels, Circular Economy or what!

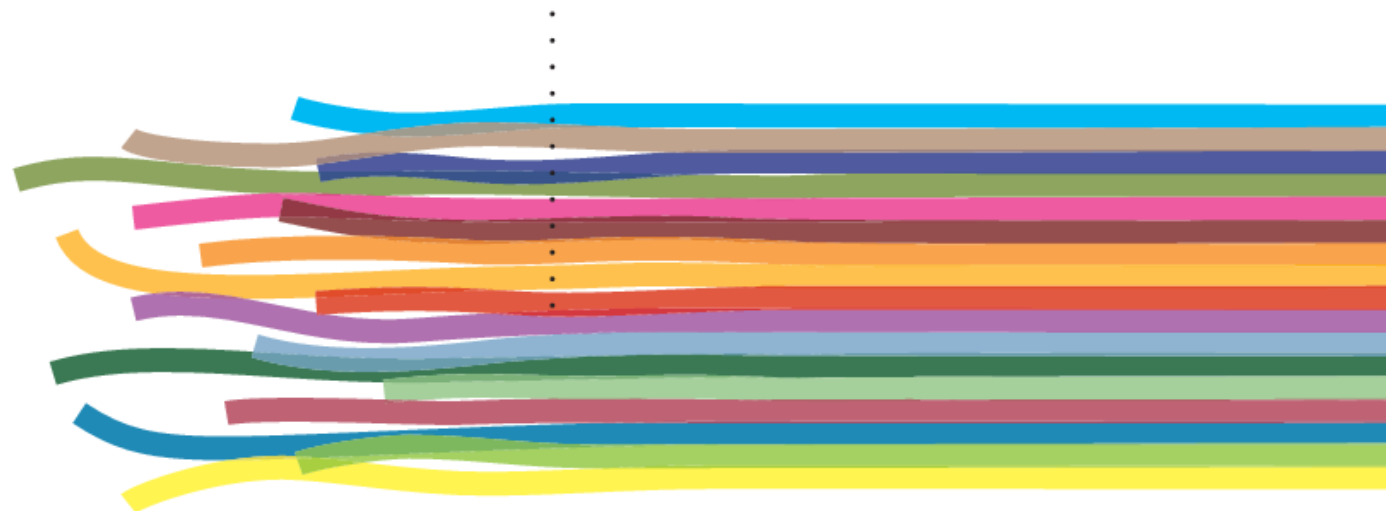


Culture eats
strategy for
breakfast

Is your breakfast sustainable?....

POST-2015

SUSTAINABLE DEVELOPMENT AGENDA



Sustainable Development Goals (SDG)

- Extension of the MDGs, but with **new focus** on **sustainable consumption and production**.



Global Footprint Network
Advancing the Science of Sustainability

X

UNITED KINGDOM (2017)

GDP PER PERSON
\$43,011

POPULATION
66,181,600

Biocapacity
per person

1.1

gha

?

Ecological Footprint
per person

4.2

gha

?

=

BIOCAPACITY
RESERVE(+)/DEFICIT(-)

-3.1

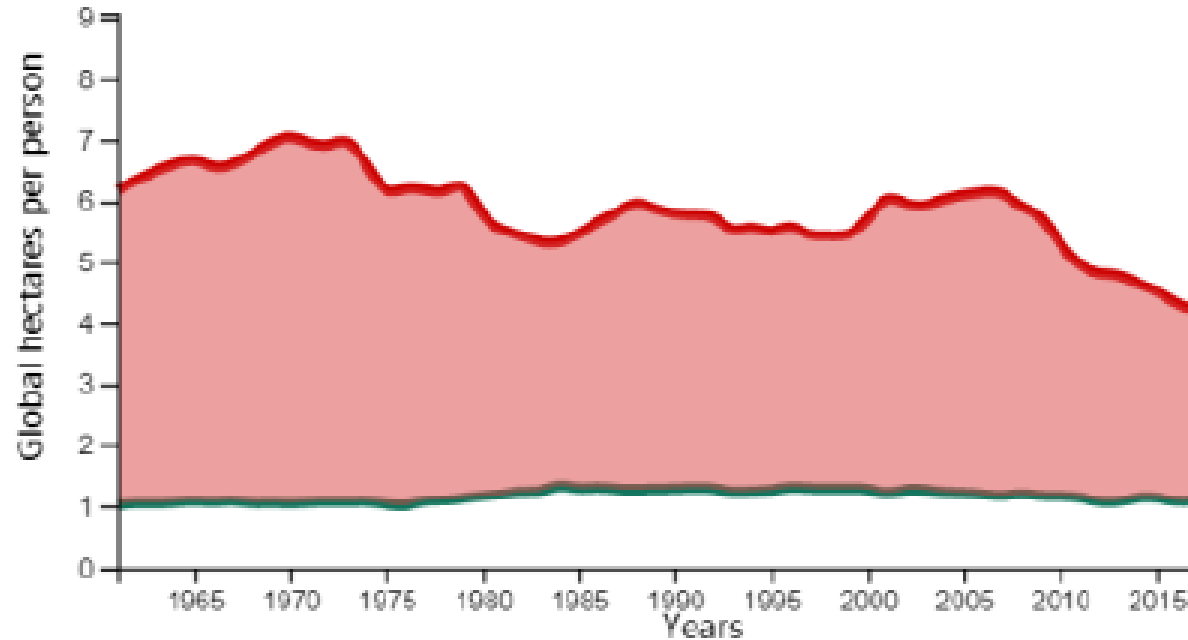
gha

?

Ecological Footprint and
Biocapacity
From 1961 to 2017

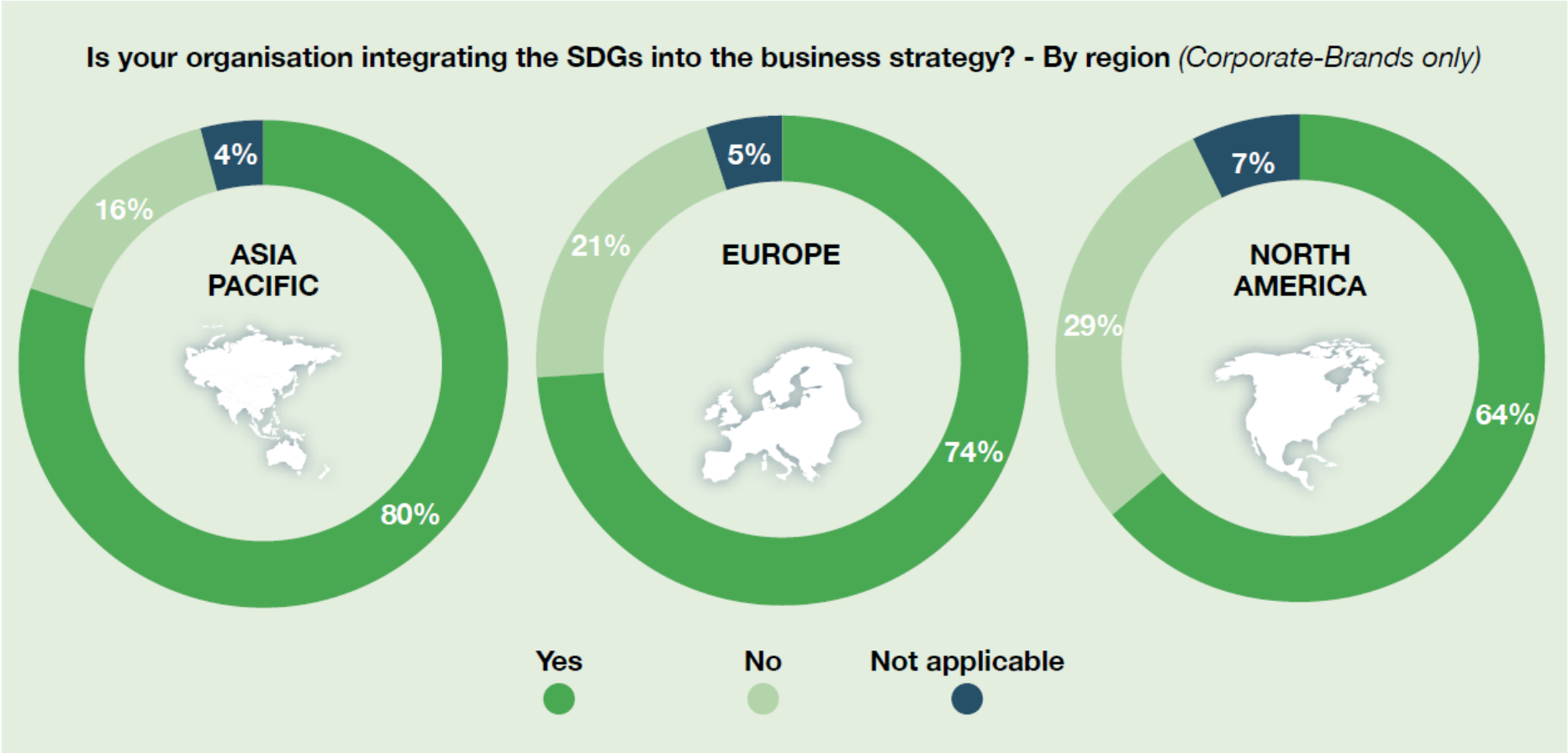


[Learn More](#)



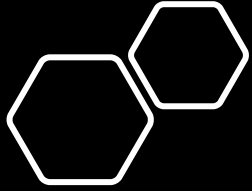
Data Sources: [National Footprint and Biocapacity Accounts 2021 edition \(Data Year 2017\)](#); GDP, World Development Indicators, The World Bank 2020; Population, U.N. Food and Agriculture Organization..

INTEGRATING THE SDGS INTO BUSINESS STRATEGY



Engaging with these: <https://sdgs.un.org/goals>





The Sustainable Development Goals

Some big environmental problems:

- SDG1 – high losses (\$300billion) due to natural disasters (SDG 11 also notes that increase in damage to housing)
- SDG2 – world hunger and food insecurity is increasing
- SDG3 – household and outdoor air pollution caused 7 million deaths worldwide
- SDG6 – water stress levels remain high in 22 countries
- SDG6 – less than 50% of water basins are being managed

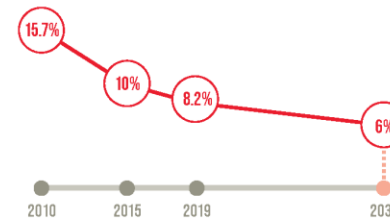
SDG 1 - End poverty in all its forms everywhere



END POVERTY IN ALL ITS FORMS EVERYWHERE

BEFORE COVID-19

THE WORLD
WAS **OFF TRACK TO**
END POVERTY BY **2030**



COVID-19 IMPLICATIONS

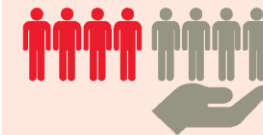


COVID-19 CAUSES
THE **FIRST INCREASE**
IN GLOBAL POVERTY IN DECADES

**+71 MILLION PEOPLE ARE PUSHED
INTO EXTREME POVERTY IN 2020**



**YOUNG WORKERS ARE
TWICE AS LIKELY TO BE
LIVING IN EXTREME POVERTY
AS ADULT WORKERS (2019)**



**4 BILLION PEOPLE
DID NOT BENEFIT
FROM ANY FORM OF
SOCIAL PROTECTION IN 2016**

**NATURAL DISASTERS
EXAGGERATE POVERTY**



**\$23.6 BILLION
DIRECT ECONOMIC LOSSES
(FROM 63 COUNTRIES IN 2018)**



Target 1.2

- By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions
- **1.2.1**
- Proportion of population living below the national poverty line, by sex and age
- **1.2.2**
- Proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

Cheltenham – Cordell Ray CPP and C2S

- Population c200,000
- St Paul's ward 1000+ - 35% children in poverty going to school
- Charlton Kings 1 mile way - 0.5% children in poverty
- Areas defined by poverty have life chances impacted – physical and mental health
- C2S Members delivered 2,500 food parcels with CPP March to June 20, and C2S mobilised the supply chain to allow this
- Your SDG KPI perhaps?

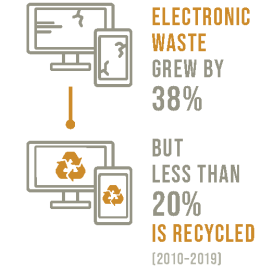
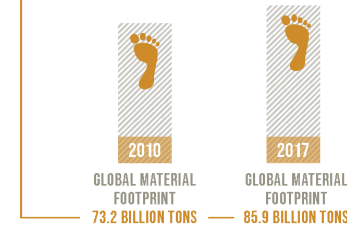


Ensure sustainable consumption and production patterns

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

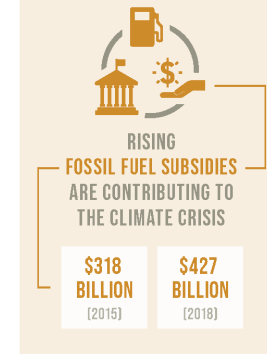
BEFORE COVID-19

THE WORLD CONTINUES TO USE NATURAL RESOURCES **UNSUSTAINABLY**



COVID-19 IMPLICATIONS

THE PANDEMIC OFFERS AN OPPORTUNITY TO **DEVELOP RECOVERY PLANS** THAT BUILD A MORE SUSTAINABLE FUTURE



13.8% OF FOOD IS LOST IN SUPPLY CHAINS (2016)



Target 12.2

- By 2030, achieve the sustainable management and efficient use of natural resources
- **12.2.1**
- Material footprint, material footprint per capita, and material footprint per GDP
- **12.2.2**
- Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

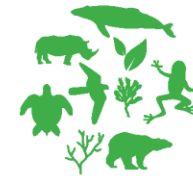
- Remember the Lapwings



PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

BEFORE COVID-19

THE WORLD IS
FALLING SHORT ON 2020 TARGETS
TO HALT BIODIVERSITY LOSS



OVER 31,000 SPECIES
ARE THREATENED WITH
EXTINCTION

WHICH IS

27% OF OVER 116,000
ASSESSED SPECIES IN
THE IUCN RED LIST



FOREST AREAS
CONTINUE TO DECLINE
AT AN ALARMING RATE,
DRIVEN MAINLY BY
AGRICULTURAL EXPANSION

EACH YEAR,
10 MILLION HECTARES OF FOREST
ARE DESTROYED (2015-2020)

COVID-19 IMPLICATIONS

WILDLIFE TRAFFICKING DISRUPTS
ECOSYSTEMS AND CONTRIBUTES TO
THE SPREAD OF INFECTIOUS DISEASES



PANGOLINS ARE POSSIBLY THE
INTERMEDIARY ANIMAL THAT
TRANSFERRED THE CORONAVIRUS

THE EQUIVALENT OF
370,000 PANGOLINS
WERE SEIZED GLOBALLY (2014-2018)



TWO BILLION HECTARES
OF LAND ON EARTH ARE
DEGRADED, AFFECTING SOME
3.2 BILLION PEOPLE,
DRIVING SPECIES TO EXTINCTION
AND INTENSIFYING
CLIMATE CHANGE



ONLY A THIRD OF 113 COUNTRIES WERE ON TRACK
TO ACHIEVE THEIR NATIONAL TARGET TO INTEGRATE



Target 15.1

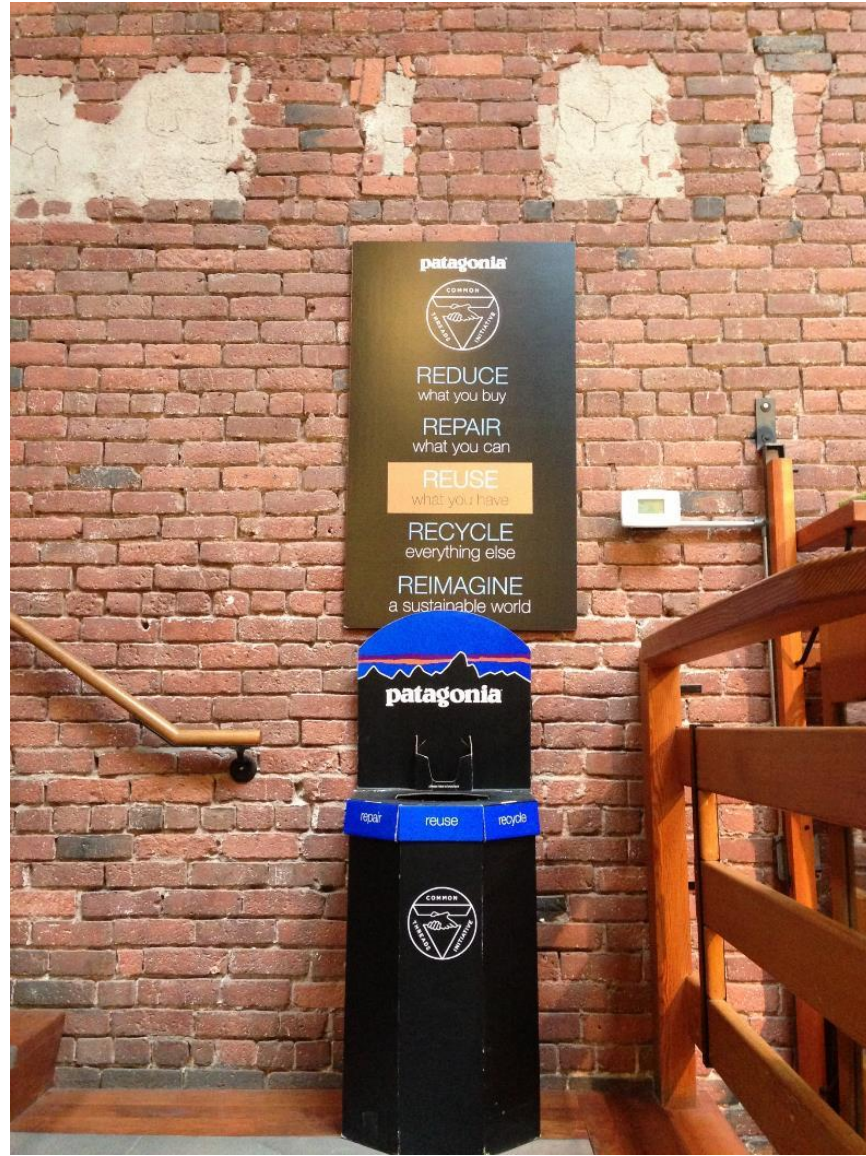
- By **2020**, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements
- **15.1.1**
- Forest area as a proportion of total land area
- **15.1.2**
- Proportion of important sites for terrestrial and freshwater biodiversity that are covered by protected areas, by ecosystem type

Where are we?

**Where do we
want to be?**



**How do we
get there?**



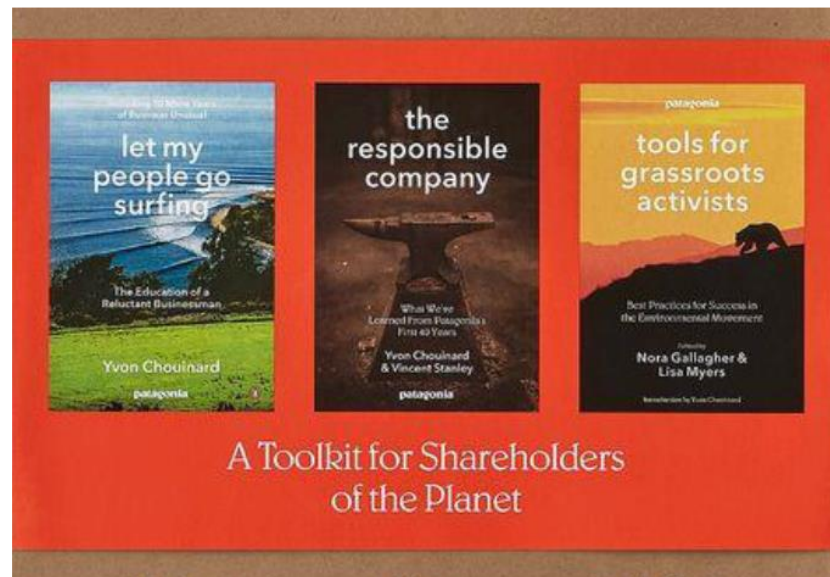
Patagonia

- In Rose Marcario's first 6 years at Patagonia, the company **tripled its profits**.
- Patagonia is growing rapidly. The company had sales of \$800m in 2016, **twice as much** as in 2010.

Our Mission:

- Build the best product,
- Cause no unnecessary harm,
- Use business to inspire and implement solutions to the environmental crisis.

<https://www.theguardian.com/business/2017/mar/07/the-north-face-patagonia-saving-world-one-puffer-jacket-at-a-time>





The journey is

- a. Audit to identify what changes are needed
- b. Agree on changes at board level
- c. Create a culture that supports changes
- d. Make the changes
- e. Tell the story effectively and in a way that will engage

Thank you



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