



UNIVERSITY OF  
BIRMINGHAM

BIRMINGHAM  
BUSINESS  
SCHOOL



AACSB  
ACCREDITED



ASSOCIATION  
AMBA  
ACCREDITED



EQUIS  
ACCREDITED

‘Triple-crown’ accredited

## **Implementation of Sustainable Development Goals (SDGs): private sector and the role of accounting**

Ataur Belal PhD FCCA

Professor of Accounting and Sustainability



# RESEARCH TEAM

- Mirna Jabbour
- Emmanuela Girei
- Dave Yates
- Camila Mateluna Sanchez
- Furqan Asad Suhail
- Ibarahim A Alhanaya
- Sanjay Lanka
- Parvez Mia
- Faruk Bhuiyan



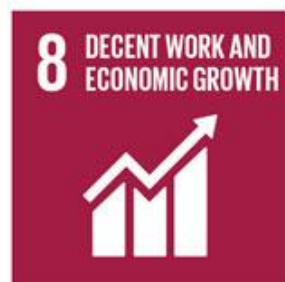
# **OUTLINE**

- To introduce SDG framework
- To examine the role of accounting in SDG implementation
- To examine three levels of SDG implementation
- To illustrate SDG accounting at the organisational level, private sector companies in particular





# SUSTAINABLE DEVELOPMENT GOALS





- **Successor to MDGs**
- **The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all.**
- **They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice.**
- **The 17 Goals are all interconnected, and in order to leave no one behind, it is important that we achieve them all by 2030.**
- **Goals ---- Targets ----- Indicators**
- **Looks like a chart of accounts**





# SDG 8 DECENT WORK AND ECONOMIC GROWTH

- **Target 8.7** which aims “to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.” <https://sustainabledevelopment.un.org/sdg8> (accessed 27 October 2019)
- In order to monitor progress towards target 8.7, SDG framework includes a specific child labour related **indicator 8.7.1** “Proportion and number of children aged 5-17 years engaged in child labour, by sex and age”.





# SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

- Target 12.6 sustainability reporting
- **12.6** Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their **reporting** cycle



# DIFFERENT LEVELS OF SDG IMPLEMENTATION & ACCOUNTING THEREOF

---

Global

National

Organisational

Role of  
accounting in  
SDG  
Implementation

(Bebbington  
and Unerman,  
2018 and 2020)



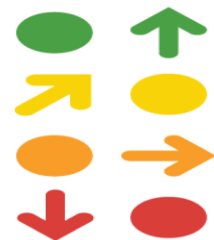


# GLOBAL

<https://sustainabledevelopment.un.org/sdg8>  
(accessed 27 October 2019)

<https://delta87.org>

<https://www.alliance87.org/>



## SUSTAINABLE DEVELOPMENT REPORT 2022

From Crisis to Sustainable Development:  
the SDGs as Roadmap to 2030 and Beyond  
*Includes the SDG Index and Dashboards*



# NATIONAL

- National Action Plan
- Annual National Voluntary Review





**Bangladesh**

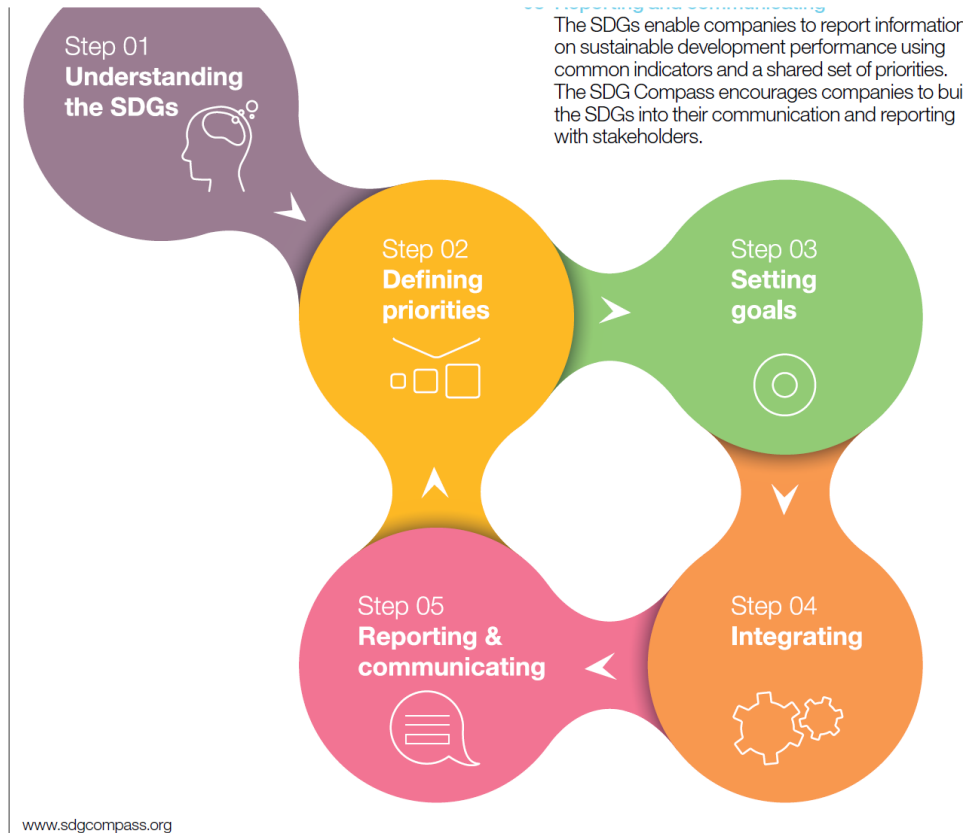
**Voluntary National Reviews (VNRs) 2020**

**Accelerated action and transformative pathways: realizing the decade of action and delivery for sustainable development**

# NATIONAL ACCOUNT



# SDG COMPASS





Email - Ataur Belal xWhatsApp xSeminar 9 RRM and xImmortal Series-Us xSustainability at Sh xSDG Action Manager x

unglobalcompact.org/take-action/sdg-action-manager

Favoritesdictionary.cambrid...Santander Online B...Hotmail sign inGoogle ScholarMUSETanzil Quran Navig...National Rail - The...Other bookmarks

## Introducing SDG Action Manager

Although important progress has been made by the business community, we have a lot more work to do to achieve our vision of a better and more sustainable future for all.

Not only do the Sustainable Development Goals (SDGs) identify where we should be in 2030 to create the sustainable world we seek, but they also provide a unique chance for all sectors to rally around a common global agenda – one that unites us to take responsibility to improve people's lives and save our planet.

For this reason, the United Nations Global Compact is introducing the SDG Action Manager to provide all types of businesses with an opportunity to learn about, manage, and directly improve their sustainability performance.

Opening Accounti....pdf7856Javed Siddiq....docxBham Payslip Nov....pdf

Show all x

9°C Mostly cloudy18:0127/11/2022



# ADAMS ET AL 2020



ACCA, IFAC and others



Drew on GRI, IR and TFC



Sustainable Development Goals Disclosure (SDGD)  
Recommendations



# SDG DISCLOSURE THEMES



Adams et al. 2020





# SDG DISCLOSURE THEMES - EXAMPLES

## PERFORMANCE AND TARGETS

**PT 1** Describe the connection between the organisation's approach to sustainable development and its vision and mission.

**PT 2** Describe the organisation's approach to setting targets including how it is influenced by the organisation's consideration of the risks, opportunities and scenarios related to sustainable development and the SDGs.

**PT 3** Disclose the organisation's material positive and negative financial and non-financial impacts on the achievement of the SDGs<sup>3</sup>.

**PT 4** Report performance against short, medium and long term SMART targets.

**PT 5** Describe how the organisation's approach to sustainable development has contributed to value creation (or destruction) for the organisation and its stakeholders.

**PT 6** Disclose any material (positive and negative) impact of the organisation's lobbying activities and taxation practices on the achievement of the SDGs.

**PT 7** Disclose assumptions concerning material sustainable development risks and opportunities in future cash flows, asset valuations, useful lives, contingent liabilities.

**PT 8** Disclose where additional detailed information on the organisation's impacts can be found.

Adams et al. 2020





# FASHION AND TEXTILES: A CASE IN POINT



UNIVERSITY OF  
BIRMINGHAM

BIRMINGHAM  
BUSINESS  
SCHOOL



"Triple-crown" accredited



- Fashion and textiles have significant social and environmental consequences
- Social – SDG 5, SDG 8, SDG 12
- Environmental – SDG 6, SDG 13, SDG 14



# **EXAMPLES OF CORPORATE PRACTICE**

- SDG reporting by Unilever
- <https://www.unilever.com/planet-and-society/sustainability-reporting-centre/sustainable-development-goals/>
- See how effectively it meets the information needs of various stakeholders.



# EXAMPLES OF SDG REPORTING: ADAMS, 2018

## Aligning the SDGs with corporate strategy for value creation

The following companies have reviewed the SDGs against their strategy in order to prioritise their efforts at contributing to them:

### AkzoNobel

---

AkzoNobel's 2016 Annual Report<sup>37</sup> provides a visual with coloured dots categorizing the relevance of the SDGs to 'Supply Chain and Operations', 'Products' and Human Cities' as main, intermediate or minor.

### British Telecommunications Plc

---

BT have taken a novel approach<sup>38</sup> in considering where the ICT industry as whole can contribute to achievement of the SDGs and have also explored "...the potential impacts on our business, if the Global Goals are not achieved by 2030 in the markets where we operate".

### Grupo Nutresa

---

Grupo Nutresa's 2016 Integrated Report<sup>39</sup> (pages 8-9) links the SDGs to their strategic priorities, identifying six which are aligned to a strategic priority and a further three (SDGs 1, 12 and 17) which are cross cutting.

### SAB Miller Plc

---

SABMiller's Sustainable Development Report 2016<sup>40</sup> links sustainable development and achievement of the SDGs to their strategic priorities.

### Triodos Bank

---

Triodos Bank state that their 2016 annual report 'is integrated' and they welcome the trend in integrated reporting "because more integrated reports suggest that businesses consider their impact on society and the environment as core to their activities" (p 7). They describe how they respond to the SDGs at three levels ranging from 'not harming' the goals to playing a 'catalyzing role' towards 'lasting systemic change'. They report extensively on how they apply these levels to each SDG<sup>41</sup>.

### TSKB

---

TSKB is a Turkish Bank. Its Integrated Report 2016<sup>42</sup> demonstrates that sustainable development is central to its strategy and critical to the value creation process by making it central to the materiality analysis for their integrated report.

### Woolworths Holdings Ltd

---

Woolworths Holdings Ltd has developed an info graphic<sup>43</sup> which identifies opportunities for shared value for each of its areas of strategic focus for sustainable development. These are then aligned with specific SDGs. An innovation is the number of partnerships disclosed for achieving each SDG. These include NGOs, research institutes, philanthropic foundations, private sector organizations and government agencies.



# JAPANESE EXAMPLE 1

As the Sustainable Development Goals (SDGs) have been adopted at the United Nations, efforts toward solving global-scale problems are increasingly important. It is now a crucial task for companies to contribute to the achievement of the SDGs.

**The Kubota Group upholds the slogan “For Earth, For Life” as its mission, and its business activities are closely related to the SDGs. We address the SDGs as a priority issue in our management policy for this year. We will continue to contribute to the development of society and conservation of the global environment through our business activities, while advancing initiatives toward achieving the SDGs.**



# JAPANESE EXAMPLE 2

Inspired by the Basic Commitment of Toshiba Group, "Committed to People, Committed to the Future," we aim to create a higher quality of life for all people and to do our part to help ensure that progress continues within the world community. In line with this Basic Commitment, **we seek to contribute to the attainment of the Sustainable Development Goals (SDGs)** adopted at the United Nations in 2015 through Toshiba Group's technological expertise and innovation, which over the years have supported the advancement of a better society. Going forward, we will strive to set in motion a new future by providing new value toward the realization of a sustainable society.
































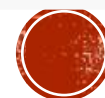
# VIETNAMESE EXAMPLE



ANNUAL REPORT 2018

VIETNAM DAIRY PRODUCTS JS

	Design and supply of resources	Farming and Production	Marketing and distribution	Consumption
<b>Economy</b>	<p>Investing and creating jobs for more than 6,000 employees.</p> <p>Purchasing milk from over 6,000 households.</p> <p>Purchasing maize and grass from more than 1,300 households with total value of up to VND 200 billion.</p>	<p>Equipping modern infrastructure and equipment system for 13 factories and 10 farms.</p> <p>Investing in sugar industry.</p> <p>Contributing VND over 4,000 billion to the State budget.</p>	<p>Exporting products to more than 40 countries and constantly expanding markets.</p> <p>E-commerce channel The broad system of distribution channels</p>	<p>Approximately 17.6 million of products per day.</p>
<b>SDGs</b>	       	      	 	 
<b>Supply chain value</b>	   	   		



# VIETNAMESE EXAMPLE

Vinamilk - Transformation for sustainable development in the context of climate change: Achieving Sustainable Development Goals (SDGs) related to poverty, climate change and food and nutritional security is a major challenge, given the significant impacts of climate change on all aspects of life. From now to 2030, there are only 12 years left to speed up. This requires urgent actions by countries along with cooperative partnerships between governments and stakeholders at all levels.



# IDLC 1

Our projects and initiatives are designed to cater to the marginalised and hard-to-reach communities who usually do not have any access to quality **education**. Through multiple activities and in partnership with dedicated and transparent partners, our sustainability initiatives are integrated with relevant SDGs and implemented as per need of the community. Targeted SDGs are **SDG 4**, ensure clean water and sanitation **SDG 6** and establish sustainable and creative partnerships – **SDG 17**.





# IDLC 2

We build and utilise partnerships **SDG 17** with institutions and non-governmental organisations at national and community levels to bring practical solutions to underprivileged areas, particularly women and children, at greatest risk. We envision a nation with reduced rate of infant mortality and good **health SDG 3** for all.



# FINAL REMARKS

- SDG provides a new framework for sustainability accounting and reporting
- Framed around some global pressing issues of concern
- Accounting's role in the implementation of SDGs at the organisational level is yet to be fully examined



# SOURCE: IFAC, 2016

## Achieving the SDGs: Global Accountancy Profession's Contribution

Supported by the discussion of the IFAC PAIB Committee and the input of the IFAC PAO Development Committee, the opportunities for the global profession to contribute to the SDGs involve at least eight of the SDGs:

GOAL 4: QUALITY EDUCATION

GOAL 5: GENDER EQUALITY

GOAL 8: DECENT WORK AND ECONOMIC GROWTH

GOAL 9: INDUSTRY, INNOVATION, INFRASTRUCTURE

GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

GOAL 13: CLIMATE ACTION

GOAL 16: PEACE AND JUSTICE AND STRONG INSTITUTIONS

GOAL 17: PARTNERSHIPS FOR THE GOALS



# QUICK RECAP

- To introduce SDG framework
- To examine the role of accounting in SDG implementation
- To examine three levels of SDG implementation
- To illustrate SDG accounting at the organisational level



# REFERENCES

- Bebbington, J. and Unerman, J. (2020), "Advancing research into accounting and the UN Sustainable Development Goals", *Accounting, Auditing & Accountability Journal*, 33 (7), pp. 1657-1670. <https://doi.org/10.1108/AAAJ-05-2020-4556>
- Bebbington, J., & Unerman, J. (2018). Achieving the United Nations Sustainable Development Goals: An enabling role for accounting research. *Accounting, Auditing & Accountability Journal*, 31(1), pp.2-24. Retrieved from <https://www.emeraldinsight.com/doi/abs/10.1108/AAAJ-05-2017-2929>
- IFAC (2016). *The 2030 Agenda for Sustainable Development: A Snapshot of the Accountancy Profession's Contribution*. Retrieved from New York: [https://www.ifac.org/system/files/publications/files/The-2030-Agenda-for-Sustainable-Development-A-Snapshot-of-the-Accountancy-Professions-Contribution-2016\\_0.pdf](https://www.ifac.org/system/files/publications/files/The-2030-Agenda-for-Sustainable-Development-A-Snapshot-of-the-Accountancy-Professions-Contribution-2016_0.pdf)
- Adams et al. (2020). *Sustainable Development Goals Disclosure (SDGD) Recommendations* [https://www.ifac.org/system/files/publications/files/Adams Druckman Picot 2020 Final SD GD Recommendations updated.pdf](https://www.ifac.org/system/files/publications/files/Adams_Druckman_Picot_2020_Final_SD_GD_Recommendations_updated.pdf)
- SDG compass (2015): [https://sdgcompass.org/wp-content/uploads/2016/05/019104 SDG Compass Guide 2015 v29.pdf](https://sdgcompass.org/wp-content/uploads/2016/05/019104_SDG_Compass_Guide_2015_v29.pdf)



# CONCLUSION

- Thanks for your attention
- Email: [a.belal@bham.ac.uk](mailto:a.belal@bham.ac.uk)

