

Webinar: Integrating Sustainable Development Goals into Corporate Sustainability

How do SDGs help managing corporation reputation?*

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Remarks:

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How do SDGs help manage corporate reputation?

Sammie Leung, Climate and Sustainability Leader
PwC Mainland China and Hong Kong

Seminar on Integrating SDGs into Corporate Sustainability

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**Why do SDGs
matter for
businesses?**



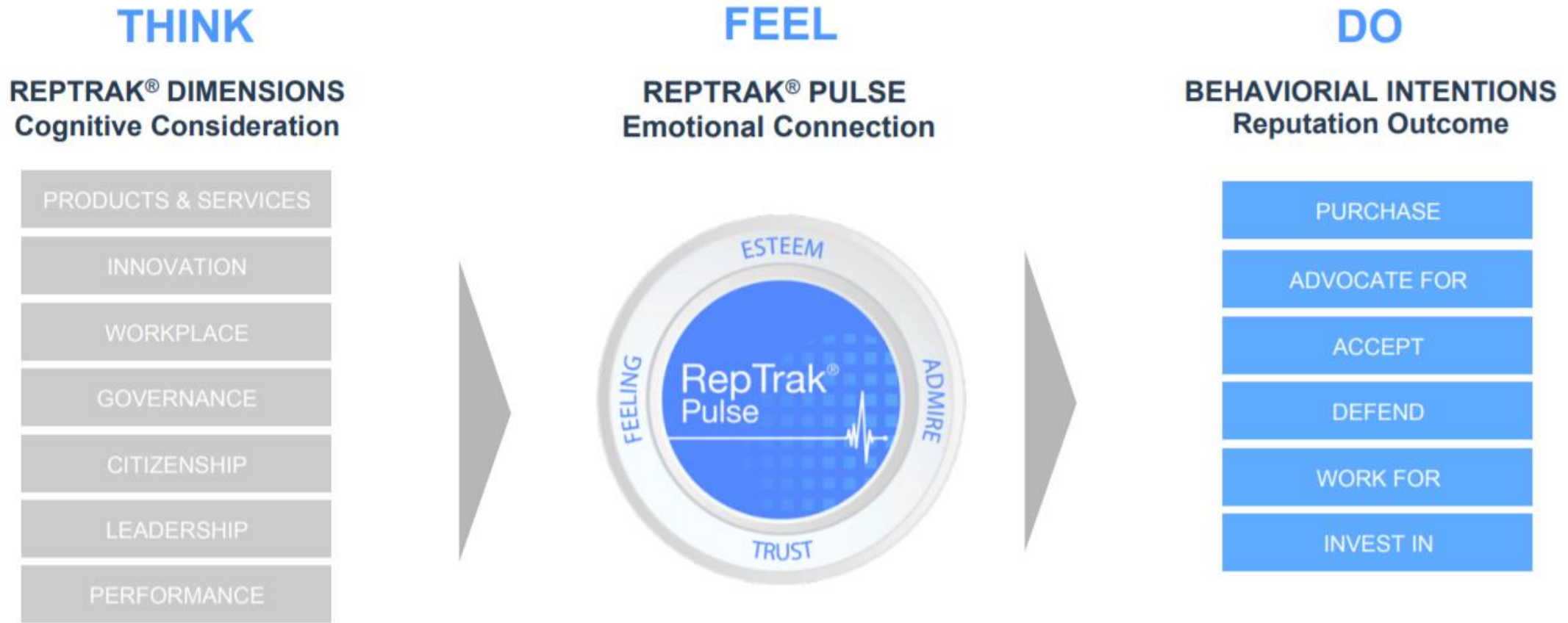
There is
NO Planet B

What is corporate reputation?



What is corporate reputation?

*The **emotional connection** that stakeholders - consumers, investors, employees, regulators - have with a given company. --RepTrak*



Source: RepTrak

ri.reptrak.com/hubfs/_PDF/RepTrak/2018_Global_CR_100.pdf

How do SDGs help manage corporate reputation?



Corporate leaders on SDGs

“ *The Global Goals are not just a nice thing to do—they are a **path to a prosperous world**.*
–Unilever CEO

“ *To achieve the SDGs, we need the transformational, and **systematic changes** - not just within an industry, but across industries and stakeholders - this is what is missing.*
– Siemens AG President and CEO

“ *We recognize the importance of the SDGs to societies around the world and we use them to inform our own **policies, practices, and engagement**.*
– Walt Disney SVP

“ *As the year 2030 comes into view, there is a need to really move the needle on the SDGs, and this requires a **new definition of winning**.*
– SAP SVP



Reaping the fruits of win-win: The LEGO Group

- ✓ Engages with the **SDGs**
- ✓ Ranked the world's **most reputable** company (RepTrak 2020)
- ✓ Rated among the top 10 most reputable companies in the world for **10 consecutive years**



LEGO's SDG priorities



Quality education

Ensure inclusive and quality education for all and promote lifelong learning.

We advocate for the transformative power of play to be adopted in education and early childhood development around the world. To do this, we provide high-quality products that stimulate learning through play, our LEGO® Education solutions promote play in the classroom, and partnerships and projects supported by the LEGO Foundation support education around the world. We also want to inspire and engage children on sustainability. In 2018, we held a series of sustainability focused 'Build the Change' events across the world and launched a LEGO wind turbine model containing an instruction booklet with interesting facts about climate change and wind energy.

[Read more on page 17.](#)



Responsible consumption and production

Ensure sustainable consumption and production patterns by reducing, reusing and recycling.

The LEGO Group's biggest impact on the planet is the sourcing of materials used to make our products. We took a big step in our journey to use sustainable materials by 2030 and started to use plant-based plastic for our soft, flexible elements such as trees, flowers and bushes. We also increased our ambitions for sustainable packaging and now strive to use sustainable materials in packaging by 2025. We also aim to achieve zero waste by eliminating all waste to landfill from our operations by 2025.

[Read more on pages 32 and 35.](#)



Climate action

Take urgent action to combat climate change and its impact.

Since 2017, we have balanced 100% of energy used at factories, offices and LEGO retail stores globally with energy from renewable sources. We do this through direct investment, by both KIRKBI A/S and the LEGO Group, in offshore wind energy and onsite solar energy. And we're going further, increasing energy efficiency and reducing CO₂ emissions per LEGO brick produced in our factories and working with key suppliers in our value chain to reduce their carbon impact.

[Read more on page 38.](#)



Partnerships

Revitalise the global partnerships for sustainable development.

We work with strong and inspiring partners to make the greatest positive impact for children's development, the planet and our local communities. Our partnerships with UNICEF and the WWF provide a source of constant guidance, expertise and inspiration.

[Read more on pages 23, 37 and 49.](#)



LEGO's SDG priorities: SDG 12 Responsible Consumption and Production



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LEGO, SDGs & Reputation

- ✓ Demonstrated commitment to **SDGs**
- ✓ Ambitious plans backed up by **specific actions**
- ✓ Consistently ranked among world's **most reputable** company

“ In a smart bit of branding and a better bit of business, Lego sought to regain the narrative and **re-assert its long-held positive reputation** by undertaking an ambitious suite of sustainable goals for itself
– Simon Mainwaring (External stakeholder & Forbes contributor)

“ The LEGO Group’s efforts on behalf of its youngest stakeholders gives me a **fresh perspective** on those piles of plastic that have become a permanent fixture on my living room carpet
– Anna Clark (Parent & former principal at Hill+Knowlton)

“ It can **inspire people** to do some things that they can't
– 11 year old LEGO player



**But...
Beware of SDG-washing**

Takeaways

- **SDGs** – a **universal** challenge
- **A win-win-win:** business, stakeholders, planet
- **Sincerity & real action** are valued
- **Specificity** is key
- Walk the walk

Being perceived as **genuine** is the brand personality trait associated with the strongest lift in global reputation in 2020. --RepTrak



Thank you

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