

# Implementing the Sustainable Development Goals (SDGs)

October 2017



Celebrating  
20 Years of  
Global Insights  
and Trends

## Companies Need to Take More Action

In 2015, the United Nations introduced the Sustainable Development Goals (SDGs), a universal call to action seeking to end poverty, protect the planet, and ensure all people have an opportunity for peace and prosperity. While the SDGs primarily target governments, they are designed to rally a wide range of organizations, and shape priorities and aspirations for sustainable development efforts around a common framework.

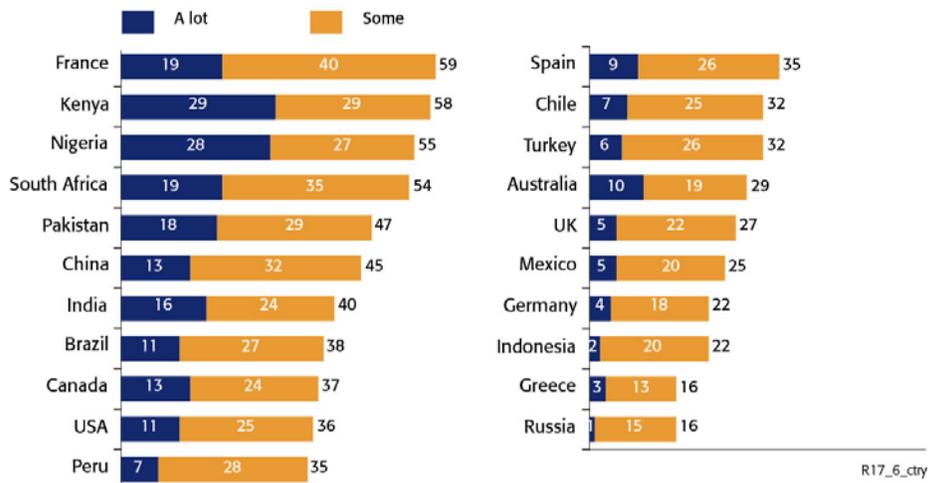
As part of our latest Radar research program, we asked citizens in 21 countries about their awareness of the SDGs one

year on from the launch, as well as the views of those in 15 countries on different institutions' performance in acting to implement them. While awareness is fairly low in 2017, nearly four in ten global respondents report having at least some awareness about the Goals. Among the general public around the world, corporate performance is perceived poorly. The public sees NGOs (net performance rating of +36) and the United Nations (+30) as leaders in making sure the SDGs are implemented, while national governments (+12) and large companies (+3) score much lower. The SDGs are a new factor for consideration in business, and present an opportunity for global companies to rebuild trust with the public.

Governments, NGOs, and corporations are all expected to play their part and work together to tackle the challenges in each of the Global Goals in order to end poverty in the world and protect the planet by 2030. By aligning business models with real social issues, as expressed in the SDGs, this could provide space for global companies to negotiate a new social contract with society.

Given the destabilizing lack of trust in business and government throughout much of the world, advancing the SDGs could provide a major opportunity for business to demonstrate relevance as a positive force now and in the future.

**Awareness of Sustainable Development Goals (SDGs)**  
By Country, 2017



**Performance of Actors in Making Sure SDGs Are Implemented**  
Net Performance,\* Average of 15 Countries,\*\* 2017



\*Very well" and "Somewhat well" minus "Somewhat poorly" and "Very poorly"  
\*\*Includes Chile, Germany, Greece, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, Spain, Turkey, UK, and USA  
Asked only to those who have heard "Some" or "A lot" about the SDGs.

### For More Information

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