Welcome

To our 2019 SDGs Survey Webinar

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About GlobeScan-SustainAbility Surveys and This Report
Panelists

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Director  
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Survey Methodology

454 qualified sustainability experts completed the online questionnaire from December 4th 2018 to January 21st, 2019.

**Experience**

Respondents have the following experience working on sustainability issues:

- 73% More than 10 years
- 19% 5 to 10 years
- 7% 3 to 4 years

**Geography**

Experts surveyed span 74 countries in the following regions:

- 26% North America
- 38% Europe
- 19% Asia-Pacific
- 8% Latin America
- 7% Africa & Middle East

**Sectors**

Respondents were drawn from the following sectors:

- 6% Government
- 22% Service & Media
- 19% Academic & Research
- 32% Corporate
- 15% NGO
- 7% Other
Society’s Progress on Sustainable Development
Experts Growing Less Critical of Progress
Progress on sustainable development continues to be seen as mostly poor

**Question:** How would you rate the progress made to date in the transition to sustainable development globally?
*Please use the 5-point scale provided (where 1 is “very poor” and 5 is “excellent”).*

- Excellent (4+5)
- Poor (1+2)
- Neutral (3)
- DK/NA

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>84</td>
</tr>
<tr>
<td>2007</td>
<td>74</td>
</tr>
<tr>
<td>2017</td>
<td>54</td>
</tr>
<tr>
<td>2019</td>
<td>49</td>
</tr>
</tbody>
</table>

*In 2005 and 2007 question was asked as: “How would you rate the progress made to date in the transition to sustainable development at the following levels?”

All respondents, 2019
Progress on Individual Goals Seen as Mostly Poor

Progress on *Partnerships for the Goals and Industry, Innovation and Infrastructure* SDGs is rated most positively

**Question:** How would you rate society’s performance to date in having achieved progress toward each one of the Sustainable Development Goals (SDGs)? *Please use the 5-point scale provided (where 1 is “poor” and 5 is “excellent”).*

<table>
<thead>
<tr>
<th>Goal</th>
<th>Good (4+5)</th>
<th>Poor (1+2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnerships for the Goals</td>
<td>34</td>
<td>22</td>
</tr>
<tr>
<td>Industry, Innovation and Infrastructure</td>
<td>35</td>
<td>17</td>
</tr>
<tr>
<td>Gender Equality</td>
<td>39</td>
<td>16</td>
</tr>
<tr>
<td>Affordable and Clean Energy</td>
<td>42</td>
<td>15</td>
</tr>
<tr>
<td>Quality Education</td>
<td>38</td>
<td>14</td>
</tr>
<tr>
<td>Good Health and Well-being</td>
<td>39</td>
<td>13</td>
</tr>
<tr>
<td>Zero Hunger</td>
<td>48</td>
<td>12</td>
</tr>
<tr>
<td>Decent Work and Economic Growth</td>
<td>47</td>
<td>11</td>
</tr>
<tr>
<td>Clean Water and Sanitation</td>
<td>44</td>
<td>10</td>
</tr>
<tr>
<td>Sustainable Cities and Communities</td>
<td>47</td>
<td>9</td>
</tr>
<tr>
<td>Responsible Consumption and Production</td>
<td>59</td>
<td>9</td>
</tr>
<tr>
<td>Climate Action</td>
<td>60</td>
<td>8</td>
</tr>
<tr>
<td>Peace, Justice and Strong Institutions</td>
<td>61</td>
<td>7</td>
</tr>
<tr>
<td>No Poverty</td>
<td>64</td>
<td>7</td>
</tr>
<tr>
<td>Life on Land</td>
<td>66</td>
<td>4</td>
</tr>
<tr>
<td>Reduced Inequalities</td>
<td>74</td>
<td>4</td>
</tr>
<tr>
<td>Life Below Water</td>
<td>72</td>
<td>3</td>
</tr>
</tbody>
</table>

All respondents, 2019
Experts More Positive About Progress on Most Goals

More experts are positive about progress on individual SDGs than two years ago.

**Question:** How would you rate society’s performance to date in having achieved progress toward each one of the Sustainable Development Goals (SDGs)? Please use the 5-point scale provided (where 1 is “poor” and 5 is “excellent”).

More experts are positive about progress on individual SDGs than two years ago.

- **Partnerships for the Goals**
- **Industry, Innovation and Infrastructure**
- **Gender Equality**
- **Affordable and Clean Energy**
- **Quality Education**
- **Good Health and Well-being**
- **Zero Hunger**
- **Decent Work and Economic Growth**
- **Clean Water and Sanitation**
- **Responsible Consumption and Production**
- **Sustainable Cities and Communities**
- **Climate Action**
- **No Poverty**
- **Peace, Justice and Strong Institutions**
- **Life on Land**
- **Reduced Inequalities**
- **Life Below Water**

*“Good” (4+5), All Respondents, 2017–2019*
Performance by Investors & National Governments Viewed Most Negatively

NGOs and social entrepreneurs are seen as having made the biggest contribution towards achieving the Goals

**Question:** How would you rate the performance of each of the following types of organizations in terms of its contribution to progress on the Sustainable Development Goals (SDGs)? Please use the 5-point scale provided (where 1 is "poor" and 5 is "excellent").

![Chart showing performance ratings of various organizations](chart.png)


All respondents, 2019
NGOs, UN & Social Entrepreneurs Continue to Lead

The private sector and national governments continue to be seen as failing to drive adequate progress

**Question:** How would you rate the performance of each of the following types of organizations in terms of its contribution to progress on the Sustainable Development Goals (SDGs)? Please use the 5-point scale provided (where 1 is “poor” and 5 is “excellent”).

- City/local governments: 16 (2019), 14 (2017)

*Respondents were not asked to rate the performance of investors in 2017

“Good” (4+5), All Respondents, 2017–2019
Urgency and Attention Given to Specific Goals
Climate Action Viewed as Most Urgent Goal

*Climate Action* is seen as the most critically urgent Goal

**Question:** Which three Sustainable Development Goals (SDGs) do you think require the most urgent action?

*Please choose at most three goals.*

- Climate Action: 62 mentions
- Responsible Consumption and Production: 27 mentions
- Life on Land: 21 mentions
- No Poverty: 18 mentions
- Peace, Justice and Strong Institutions: 18 mentions
- Reduced Inequalities: 18 mentions
- Clean Water and Sanitation: 16 mentions
- Life Below Water: 16 mentions
- Zero Hunger: 15 mentions
- Decent Work and Economic Growth: 14 mentions
- Quality Education: 14 mentions
- Affordable and Clean Energy: 13 mentions
- Good Health and Well-being: 10 mentions
- Sustainable Cities and Communities: 10 mentions
- Gender Equality: 8 mentions
- Partnerships for the Goals: 8 mentions
- Industry, Innovation and Infrastructure: 4 mentions

Most Urgent Goal, Total Mentions, All Respondents, 2019
Climate Action Viewed as Most Urgent Goal by all Institutions
All regions except for Africa/Middle East view Climate Action as the most urgent SDG

Question: Which three Sustainable Development Goals (SDGs) do you think require the most urgent action?
Please choose at most three goals.

<table>
<thead>
<tr>
<th>Most Urgent Goal</th>
<th>2nd Most Urgent Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government*</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>NGO</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic &amp; Research</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>57%</td>
</tr>
<tr>
<td>Corporate</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>66%</td>
</tr>
<tr>
<td>Service &amp; Media</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>66%</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>64%</td>
</tr>
<tr>
<td>Africa/Middle East</td>
<td>No Poverty</td>
</tr>
<tr>
<td></td>
<td>53%</td>
</tr>
<tr>
<td>Europe</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>63%</td>
</tr>
<tr>
<td>North America</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>Latin America</td>
<td>Climate Action</td>
</tr>
<tr>
<td></td>
<td>47%</td>
</tr>
</tbody>
</table>

*Small sample size (n=26)
Most Urgent Goals are Making Least Progress

Experts view the most urgent goals as having achieved the least progress

**Questions:** How would you rate society’s performance to date in having achieved progress toward each one of the Sustainable Development Goals (SDGs)? *Please use the 5-point scale provided (where 1 is “poor” and 5 is “excellent”).* Which three Sustainable Development Goals (SDGs) do you think require the most urgent action? Please choose at most three goals.
Climate Action Receives Most Attention Within Organizations

*Climate Action and Responsible Consumption and Production* continue to receive the most attention inside organizations.

**Question:** Which of the Sustainable Development Goals (SDGs), if any, receive the most attention within your own organization (or within your own work if more applicable)? Please choose at most three goals.

- Climate Action
- Responsible Consumption and Production
- Decent Work and Economic Growth
- Partnerships for the Goals
- Quality Education
- Industry, Innovation and Infrastructure
- Gender Equality
- Good Health and Well-being
- Sustainable Cities and Communities
- Life on Land
- Affordable and Clean Energy
- Peace, Justice and Strong Institutions
- Reduced Inequalities
- Clean Water and Sanitation
- Zero Hunger
- Life Below Water
- No Poverty

Total Mentions, All Respondents, 2017–2019
Climate and Responsible Consumption and Production Receive Most Attention Across Regions & Sectors

Respondents across sectors and regions tend to prioritize Climate Action in their own organization or work.

**Question:** Which of the Sustainable Development Goals (SDGs), if any, receive the most attention within your own organization (or within your own work if more applicable)? Please choose at most three goals.

<table>
<thead>
<tr>
<th>Most Important Goal</th>
<th>2nd most important Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Government</strong></td>
<td></td>
</tr>
<tr>
<td>42% Climate Action</td>
<td>23% Gender Equality</td>
</tr>
<tr>
<td>23% Life on Land</td>
<td></td>
</tr>
<tr>
<td><strong>NGO</strong></td>
<td></td>
</tr>
<tr>
<td>29% Climate Action</td>
<td>21% Good Health &amp; Well-being</td>
</tr>
<tr>
<td>21% Partnerships for the Goals</td>
<td></td>
</tr>
<tr>
<td><strong>Academic &amp; Research</strong></td>
<td></td>
</tr>
<tr>
<td>41% Quality Education</td>
<td>35% Climate Action</td>
</tr>
<tr>
<td><strong>Corporate</strong></td>
<td></td>
</tr>
<tr>
<td>56% Climate Action</td>
<td>31% Responsible Consumption &amp; Production</td>
</tr>
<tr>
<td>29% Responsible Consumption &amp; Production</td>
<td></td>
</tr>
<tr>
<td><strong>Service &amp; Media</strong></td>
<td></td>
</tr>
<tr>
<td>44% Climate Action</td>
<td>21% Responsible Consumption &amp; Production</td>
</tr>
<tr>
<td><strong>Asia-Pacific</strong></td>
<td></td>
</tr>
<tr>
<td>44% Climate Action</td>
<td>28% Responsible Consumption &amp; Production</td>
</tr>
<tr>
<td><strong>Africa/Middle East</strong></td>
<td></td>
</tr>
<tr>
<td>35% Quality Education</td>
<td>32% Good Health &amp; Well-being</td>
</tr>
<tr>
<td><strong>Europe</strong></td>
<td></td>
</tr>
<tr>
<td>44% Climate Action</td>
<td>26% Responsible Consumption &amp; Production</td>
</tr>
<tr>
<td><strong>North America</strong></td>
<td></td>
</tr>
<tr>
<td>53% Climate Action</td>
<td>26% Responsible Consumption &amp; Production</td>
</tr>
<tr>
<td><strong>Latin America</strong></td>
<td></td>
</tr>
<tr>
<td>32% Climate Action</td>
<td>21% Gender Equality</td>
</tr>
<tr>
<td>21% Responsible Consumption &amp; Production</td>
<td></td>
</tr>
</tbody>
</table>

Priority Goals, Total Mentions (Ranked #1 or #2), All Respondents, 2019
SDG Focus Areas for Industries & Expert Advice
Recommended Focus on Goals Varies by Sector

Experts urge industries to focus on the Goals where they can have most impact

**Question:** Which two Sustainable Development Goals (SDGs) should companies within each of these industries focus on to make the greatest contribution toward achieving the Goals? Please choose at most two goals for each industry, in order of priority.

<table>
<thead>
<tr>
<th>Industry</th>
<th>1st Priority SDG</th>
<th>2nd Priority SDG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>Responsible Consumption &amp; Production</td>
<td>Decent Work &amp; Economic Growth</td>
</tr>
<tr>
<td>Energy and utilities</td>
<td>Affordable &amp; Clean Energy</td>
<td>Climate Action</td>
</tr>
<tr>
<td>Extractives</td>
<td>Climate Action</td>
<td>Affordable &amp; Clean Energy</td>
</tr>
<tr>
<td>Financial service</td>
<td>Climate Action</td>
<td>Decent Work &amp; Economic Growth</td>
</tr>
<tr>
<td>Food and Agriculture</td>
<td>Zero Hunger</td>
<td>Responsible Consumption &amp; Production</td>
</tr>
<tr>
<td>Home furnishings</td>
<td>Responsible Consumption &amp; Production</td>
<td>Decent Work &amp; Economic Growth</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Life on Land</td>
</tr>
<tr>
<td>Pharmaceuticals and healthcare</td>
<td>Good Health &amp; Well-being</td>
<td>Responsible Consumption &amp; Production</td>
</tr>
<tr>
<td>Technology</td>
<td>Industry, Innovation &amp; Infrastructure</td>
<td>Climate Action</td>
</tr>
</tbody>
</table>

Priority Goals, Total Mentions ( Ranked #1 or #2), All Respondents (Respondents were randomly assigned 5 of 8 industries), 2019
Driving Greater Progress
Why Companies Are Seen as Leaders: Select Quotes

**Question:** If you have a bit more time and are willing, please share your advice about how society can make the greatest progress toward the SDGs between now and 2030 in the space below.

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**Advice to Business**

“Each contributor should honestly focus their activity on the SDGs in which they can contribute in the strongest way (based on their strengths and experience)...” - Corporate, Belgium

**Rethinking Growth**

“First, regarding the goal Decent Work and Economic Growth, there is no such thing as “sustainable growth”. Most of our current socioenvironmental problems have been indirectly produced by the concept of economic growth that has no base on any natural science. One big step towards sustainability is to set a “steady state economics” goal, initially based on de-growth, as a better paradigm for development...” - Academic/Research, Chile

**Collaborating to achieve the Goals**

“There is a need to focus on reducing inequalities. A lot can be achieved, even with the currently available resources, with a strong focus on leaving no one behind. Global solidarity will be a strong pillar in the attainment of the SDGs.” - Government, Kenya

**Engaging Youth**

“Focus on the young generations, at schools sustainable development subjects should be part of the education/awareness” - Services, Bulgaria
Discussion and Q&A

Kavita Prakash-Mani
Global Conservation Director
WWF International

Kris Douma
Director of Strategic Projects
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