



GlobeScan–SustainAbility  
Survey 2019

# Evaluating Progress on the SDGs

# Welcome

To our 2019 SDGs Survey Webinar



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Director  
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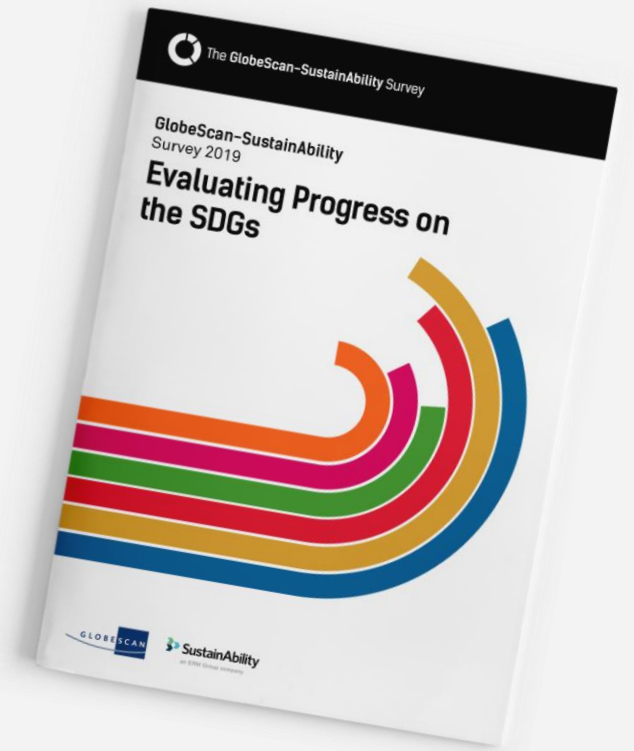
Senior Manager  
SustainAbility

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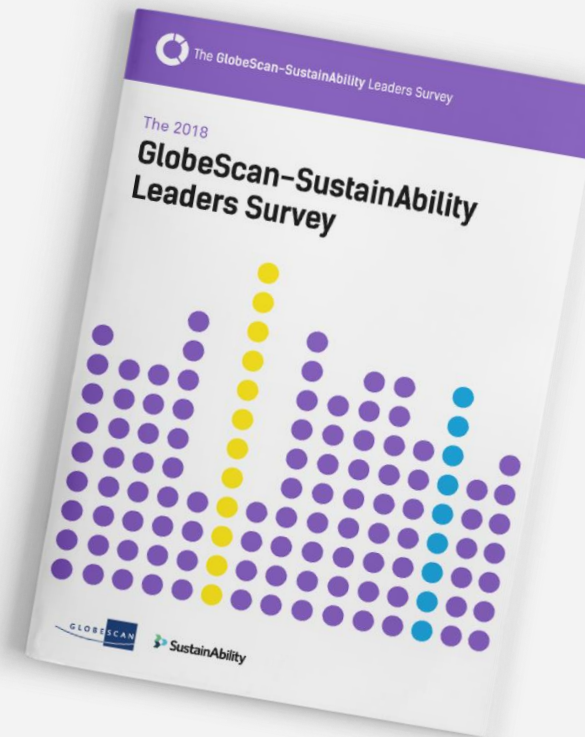
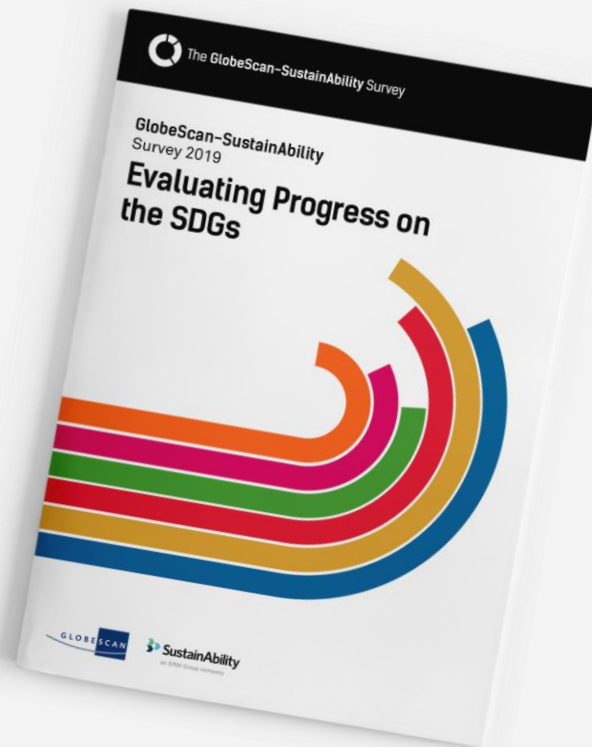
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# About GlobeScan-SustainAbility Surveys and This Report



# Panelists



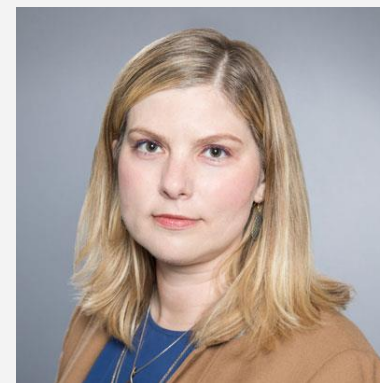
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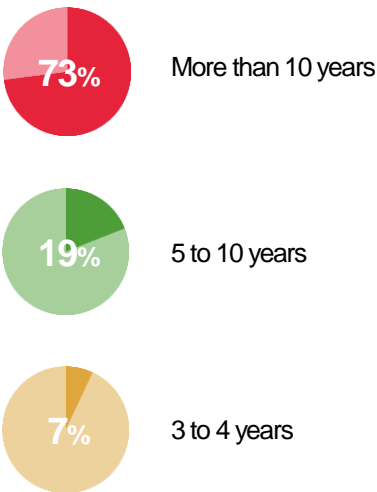
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# Survey Methodology

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

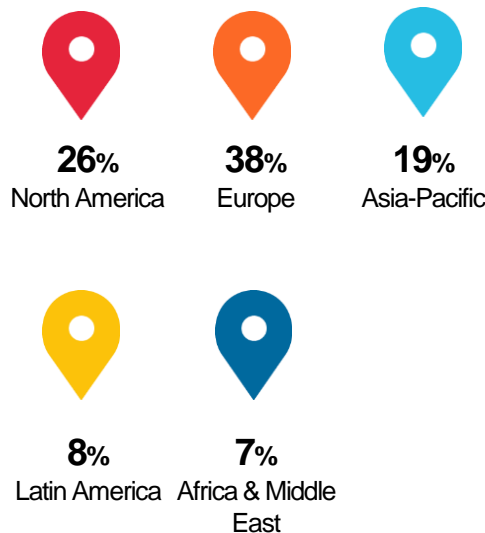
## Experience

Respondents have the following experience working on sustainability issues:



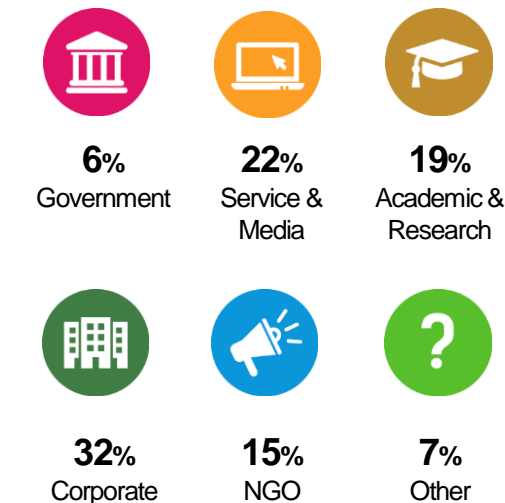
## Geography

Experts surveyed span 74 countries in the following regions:



## Sectors

Respondents were drawn from the following sectors:





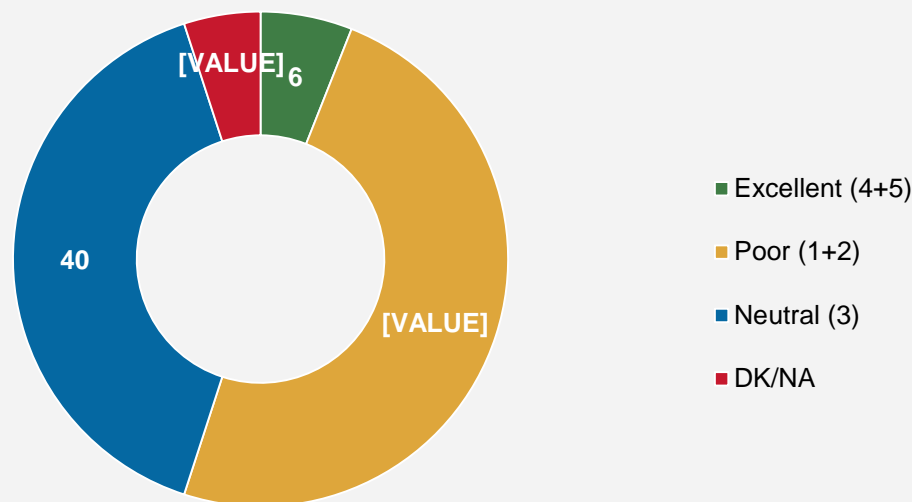
# Society's Progress on Sustainable Development



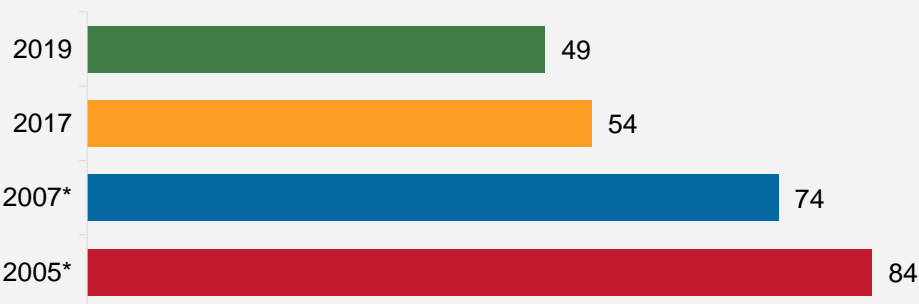
# Experts Growing Less Critical of Progress

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”).



All respondents, 2019



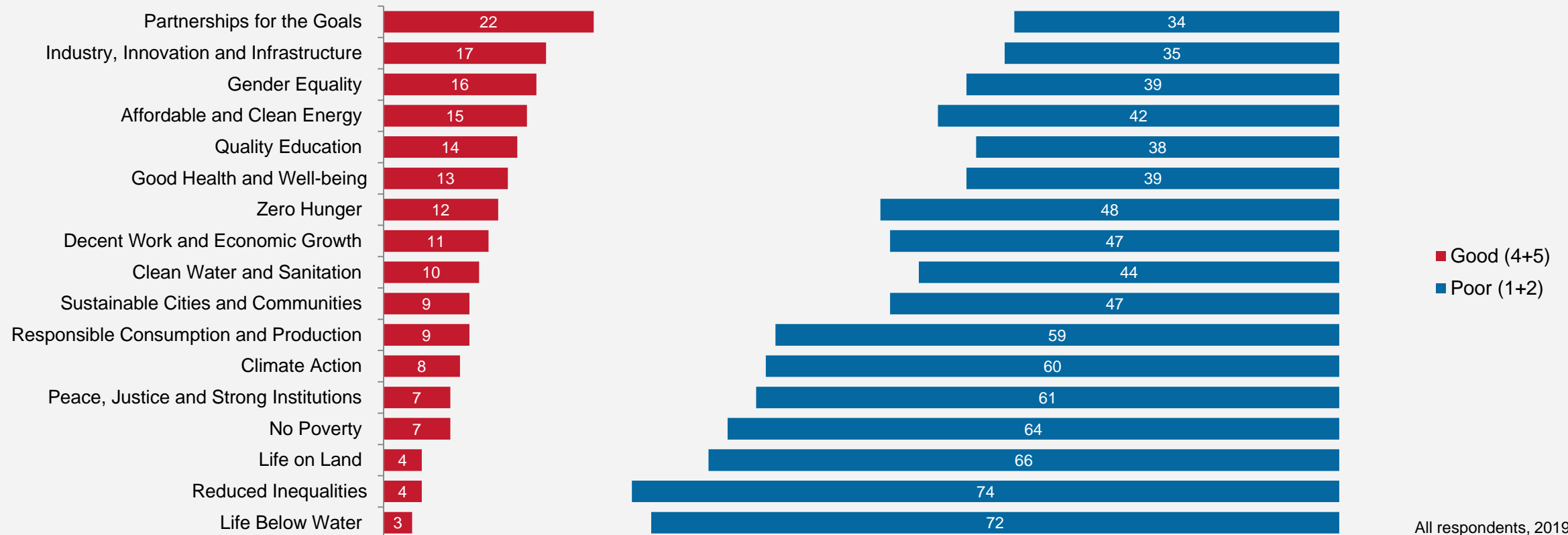
“Poor,” All Respondents, 2005-2019

\*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?”

# 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").



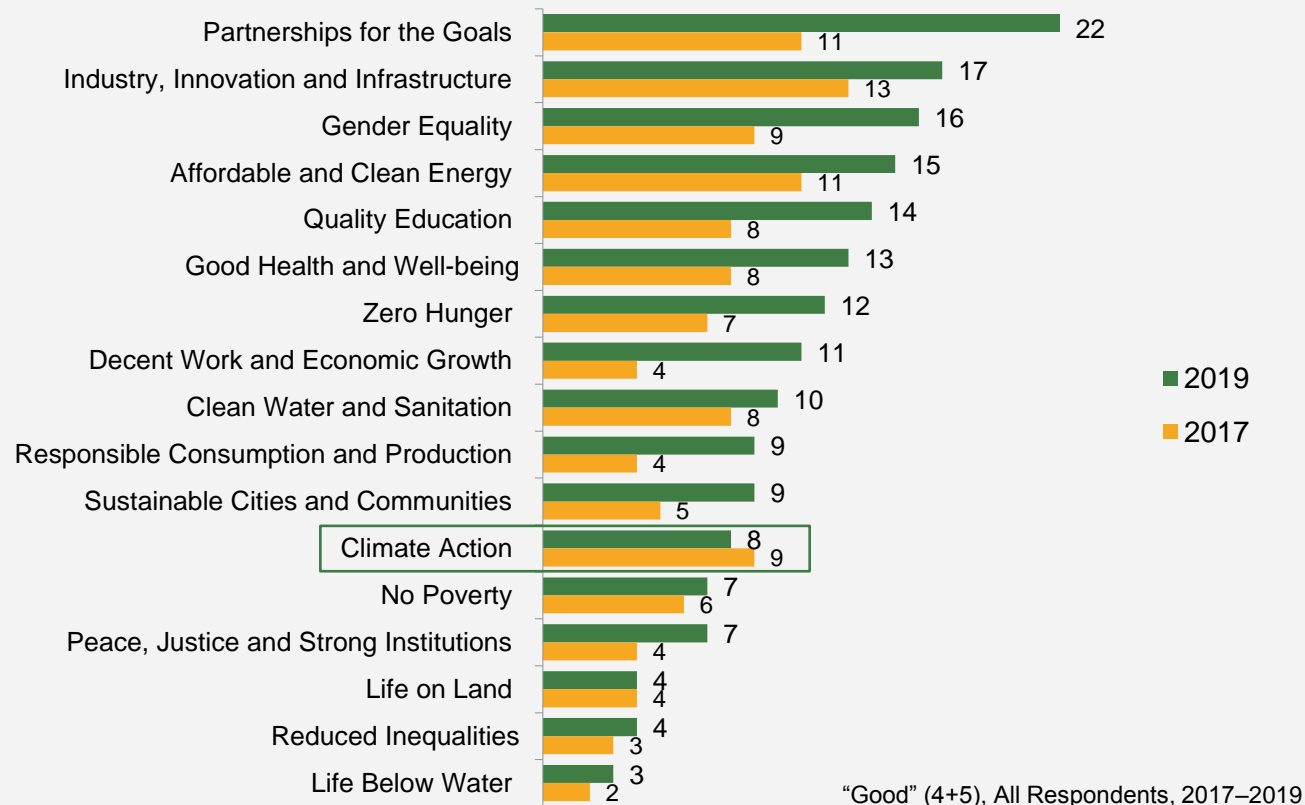
All respondents, 2019



# 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").

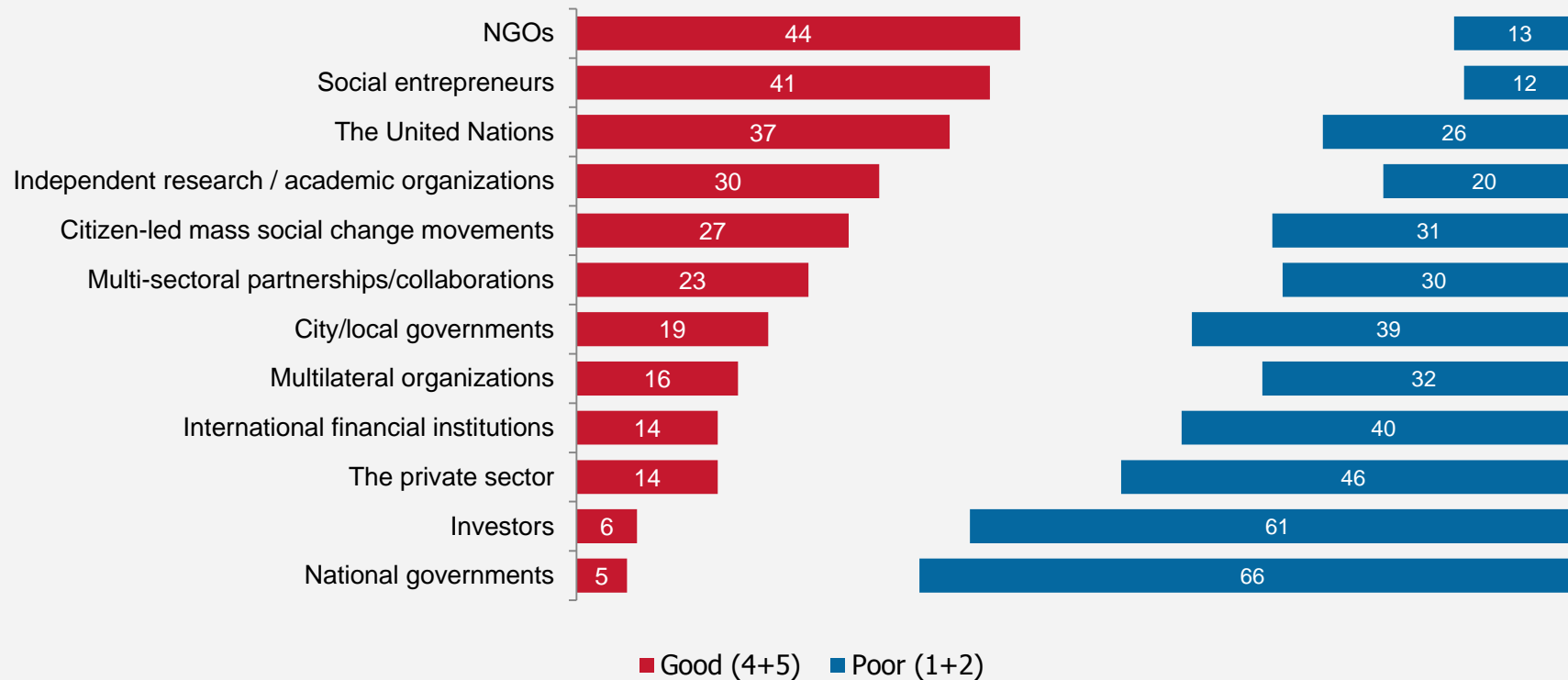


"Good" (4+5), All Respondents, 2017–2019

# 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").

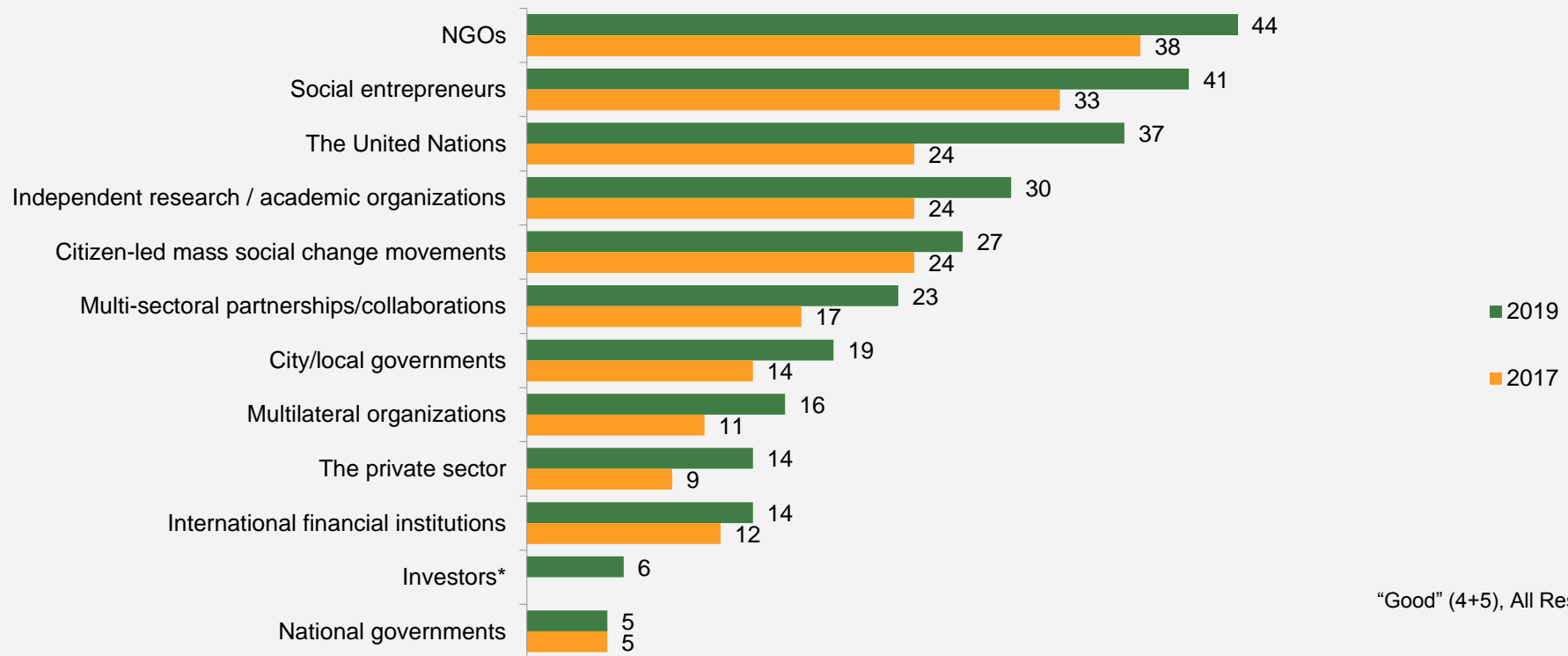


All respondents, 2019

# 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").



"Good" (4+5), All Respondents, 2017–2019

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

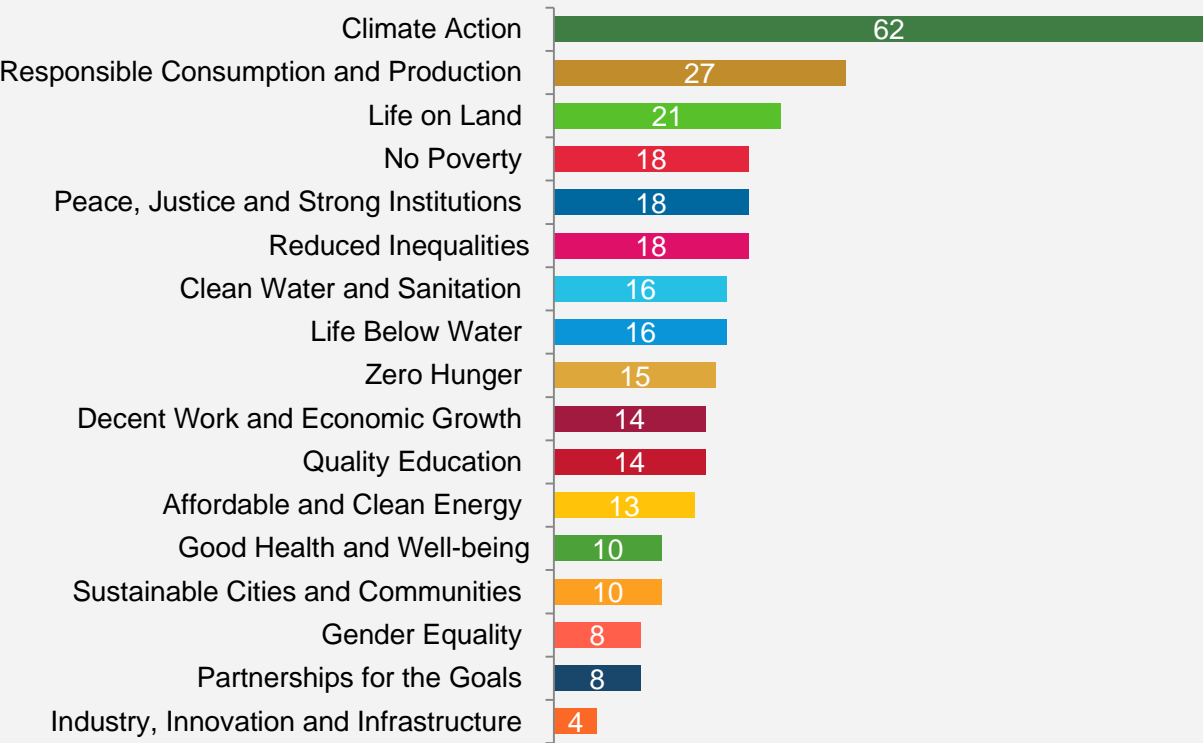


# Urgency and Attention Given to Specific Goals

# 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.*



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.

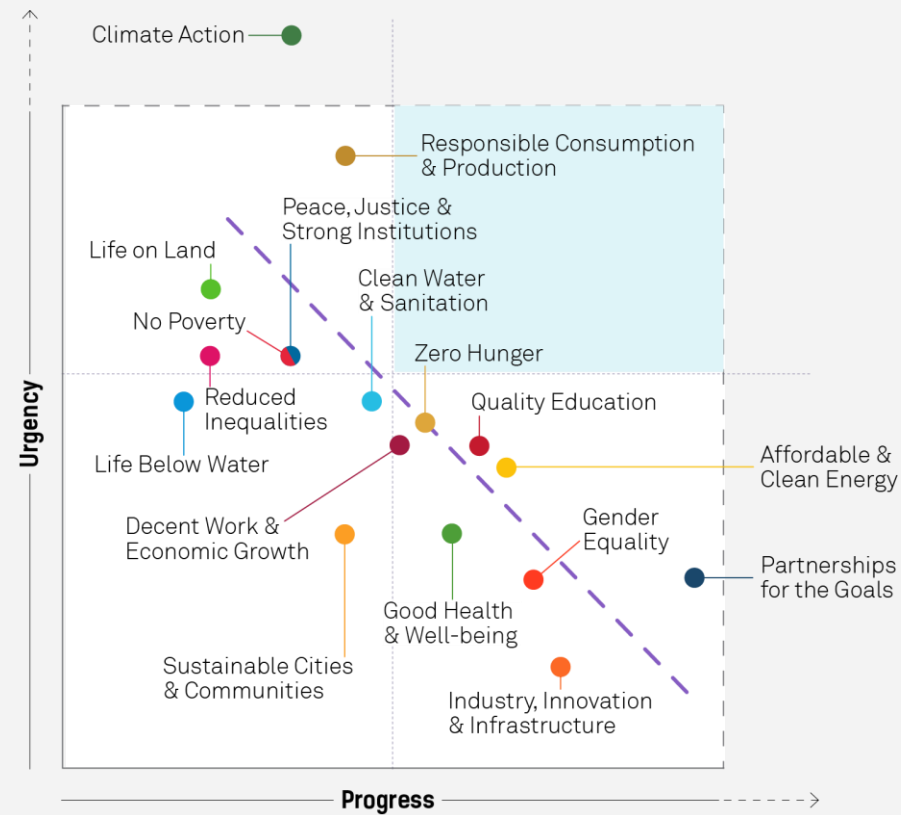
	Most Urgent Goal		2 <sup>nd</sup> Most Urgent Goal	
Government*	58%	Climate Action	27%	Life on Land
			27%	No Poverty
			27%	Peace, Justice & Strong Institutions
NGO	57%	Climate Action	30%	No Poverty
Academic & Research	57%	Climate Action	31%	Responsible Consumption & Production
Corporate	66%	Climate Action	26%	Responsible Consumption & Production
Service & Media	66%	Climate Action	27%	Responsible Consumption & Production
Asia-Pacific	64%	Climate Action	28%	Life on Land
Africa/Middle East	53%	No Poverty	47%	Responsible Consumption & Production
Europe	63%	Climate Action	28%	Responsible Consumption & Production
North America	46%	Climate Action	32%	Responsible Consumption & Production
Latin America	47%	Climate Action	32%	No Poverty

\*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.

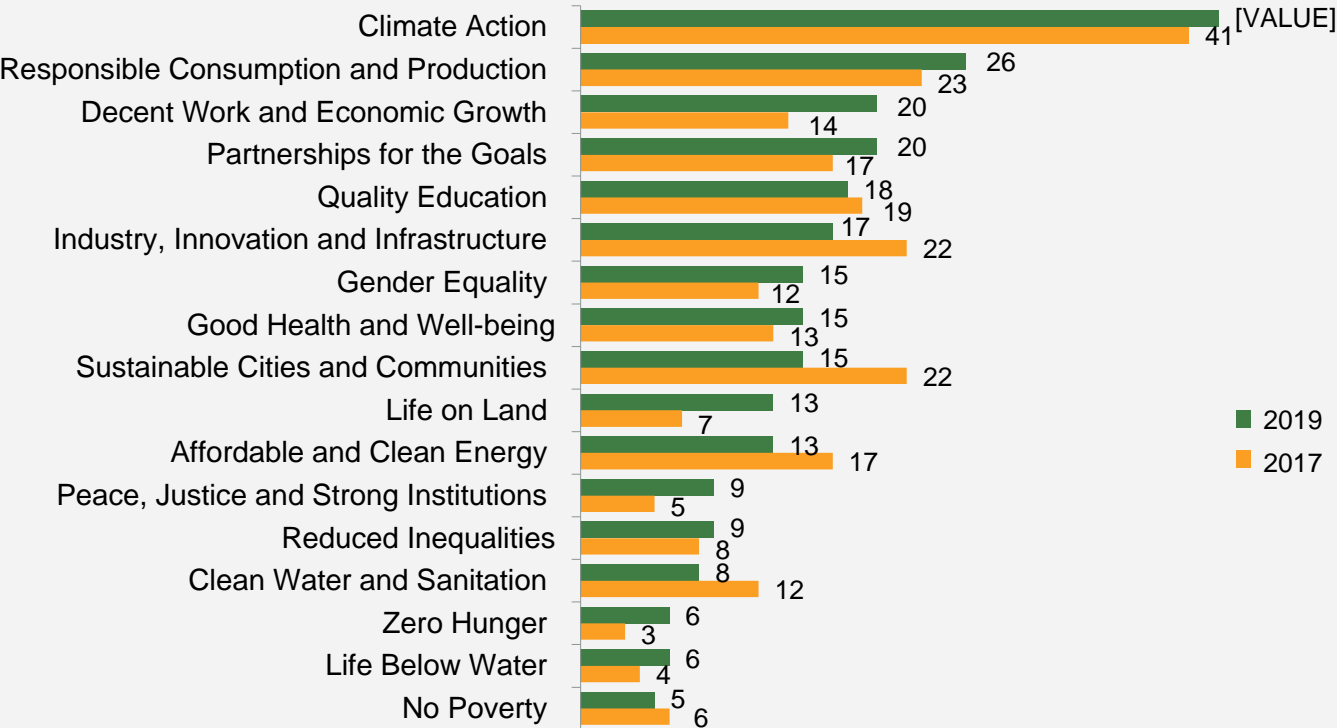


Perceived Urgency vs Progress Achieved,  
All Respondents, 2019

# 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.*



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.*

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

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.*

Industry	1 <sup>st</sup> Priority SDG		2 <sup>nd</sup> Priority SDG	
Apparel	67%	Responsible Consumption & Production	47%	Decent Work & Economic Growth
Energy and utilities	75%	Affordable & Clean Energy	54%	Climate Action
Extractives	56%	Climate Action	35%	Affordable & Clean Energy
Financial service	31%	Climate Action	27%	Decent Work & Economic Growth
Food and Agriculture	53%	Zero Hunger	34%	Responsible Consumption & Production
Home furnishings	72%	Responsible Consumption & Production	19%	Decent Work & Economic Growth
			19%	Life on Land
Pharmaceuticals and healthcare	85%	Good Health & Well-being	22%	Responsible Consumption & Production
Technology	47%	Industry, Innovation & Infrastructure	27%	Climate Action

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.

### 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



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Global Conservation Director  
WWF International



Kris Douma  
Director of Strategic Projects  
UN PRI



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