



SUPPORT THE GOALS
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17 Goals: 100 Businesses

How are the UK's 100 biggest businesses supporting the Sustainable Development Goals?

Watch the webinar recording



What are the Sustainable Development Goals?

In 2015, 193 world leaders agreed 17 goals to tackle poverty, inequality and climate change.

These are the UN Sustainable Development Goals, otherwise known as the SDGs or Global Goals.

We're over halfway towards the 2030 target for the Goals. And there's still a lot of work to be done. *



17 goals. 169 targets. 232 indicators.



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How are we doing?

We're very behind.

We've been lacking in progress on the goals since they were established.

A confluence of disasters has worsened this position.

We are in the **'Decade of Action'**.

This means that all sectors of society need to mobilize action towards the goals.

The predicted increase
in global greenhouse
gas emissions by 2030 is



This needs to be at least a 43% decline

According to a recent UNGC
report the UK is performing
inadequately on



* UN Sustainable Development Report 2022

** UNGC Measuring Up 2.0 report



Why should these businesses support the goals?

As part of the FTSE 100, these businesses have an **enormous influence** on the world.

Their support of the SDGs inspires **customers** and employees, and sets a precedent for partners and **suppliers** to follow.

They also impress investors - so increase confidence to underpin further **investment**.



people are more likely to buy from companies that support the global goals

Only 50% of UK citizens have heard of the SDGs. On the SDG awareness rankings, the UK is





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The FTSE 100



Why is this important?

We are delighted that you've all joined us to learn what the biggest businesses in the UK are doing to support the Sustainable Development Goals.

Last year, we launched our FTSE350 report, which studied public support for the Sustainable Development Goals in FTSE350 companies between 2018-2020.

A year on, we're back.

We'll share a 4 year analysis of which businesses that should be doing good, are doing good. And which ones aren't. With a focus on 2021, you'll get a detailed understanding of current contributions to the world greatest action plan from the UK's biggest businesses

This webinar is a partnership event with Global Goals Week.



Running order:

What are the FTSE 100?

What is Support the Goals?

- **Research results** : Trends & businesses
- **Research results** : Criterion breakdown
- **Research results** : Time for Goals Goggles
- **Report reviews**: Communication is key

- Overarching messages
- Next steps

What is the FTSE 100?

The Financial Times Stock Exchange 100 Index (FTSE 100) is a share index of the 100 companies listed on the London Stock Exchange with the highest market capitalisation.



London
Stock Exchange

The constituents of this index have a combined market capitalisation of



The FTSE 250 is the 250 businesses with the 101st-250th highest market capitalisation in the UK.

As they are based on the London Stock Exchange, the constituents of each index fluctuates very regularly.



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FTSE 100 constituents

The research is composed of FTSE 100 constituents as of 26/11/2021.
Research and analysis of the below businesses took place from 1/12/2021 - 27/02/2022.



Our FTSE research is conducted between July-September annually, aligning with financial year end and report releases. Due to coronavirus, 2021 research was delayed slightly.

FTSE 350 research

We have researched the FTSE 100 and FTSE 250 constituents' support of the Sustainable Development Goals since 2018.

In 2021, we published our FTSE350 report, which studied public support for the Goals between 2018-2020.

This work has been featured in the recent UN Global Compact Measuring Up 2.0 report.



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Click on images for report links.



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Support the Goals



What is Support the Goals?

These goals have the power to create a better world by 2030 will only be achieved with the support of businesses.

Support the Goals is an initiative to reward businesses for supporting the UN Sustainable Development Goals.

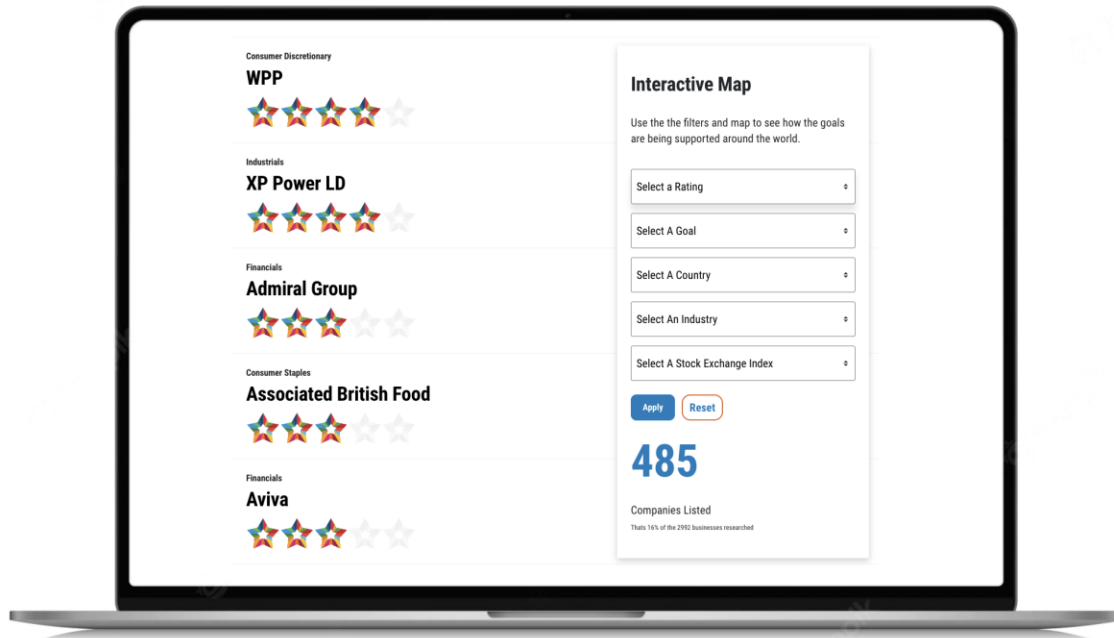
The simple rating system is a roadmap to guide businesses on how to improve.

Ratings are shared on the Business SDG Tracker, the world's largest database of business support for the SDGs.

Every year, our talented cohort of volunteer researchers analyse and rate public support for Sustainable Development Goals of the FTSE 350, using our rating system.

Research investigates business' publicly disclosed information on the global goals to track how they are communicating their support.

The Business SDG Tracker

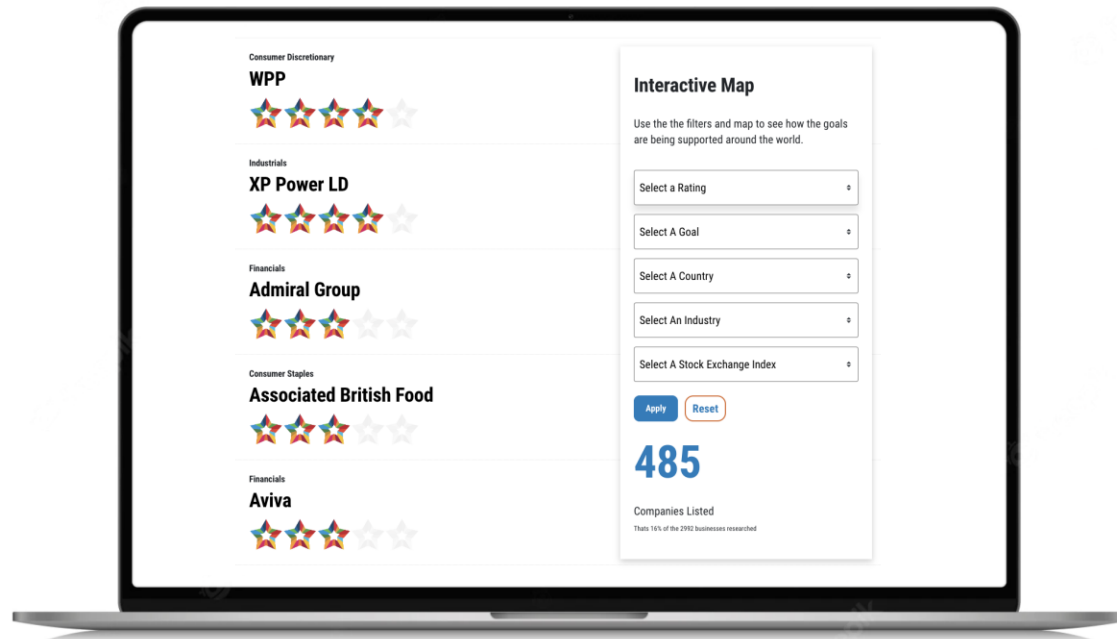


Support the Goals is the proud creator of the Business SDG Tracker.

This is a free online resource to show the SDG ratings of publicly listed businesses.

Plus, it is the world's largest database of business support for the Sustainable Development Goals.

The Business SDG Tracker



[Explore the tracker](#)

All SDG ratings for the FTSE 100, FTSE 250 and ASX 100 are available on this tracker.

This means any member of the public can view each rating and the evidence behind it.

It lets people form their own opinion on how a business is performing, and influences how they shop and where they spend.



The Rating System



✓ **Priority Goals**

Identified global goals that are a priority for the business

✓ **Measurable Targets**

Targets for the business' priority goals

✓ **Taking Action**

Actions in line with the global goals

✓ **Performance Data**

Published data on the business' actions in line with the global goals

✓ **Supplier Education**

Business educates their supply chain about the Global Goals

Ratings are **simple**
and **objective**.

They are based on
publicly available
information





Classification counts

We use the FTSE Russell Industry Classification Benchmark.

There are 11 industries in total.



FTSE 100 businesses fit into 3 industries : Industrials, Financials and Consumer Discretionary.

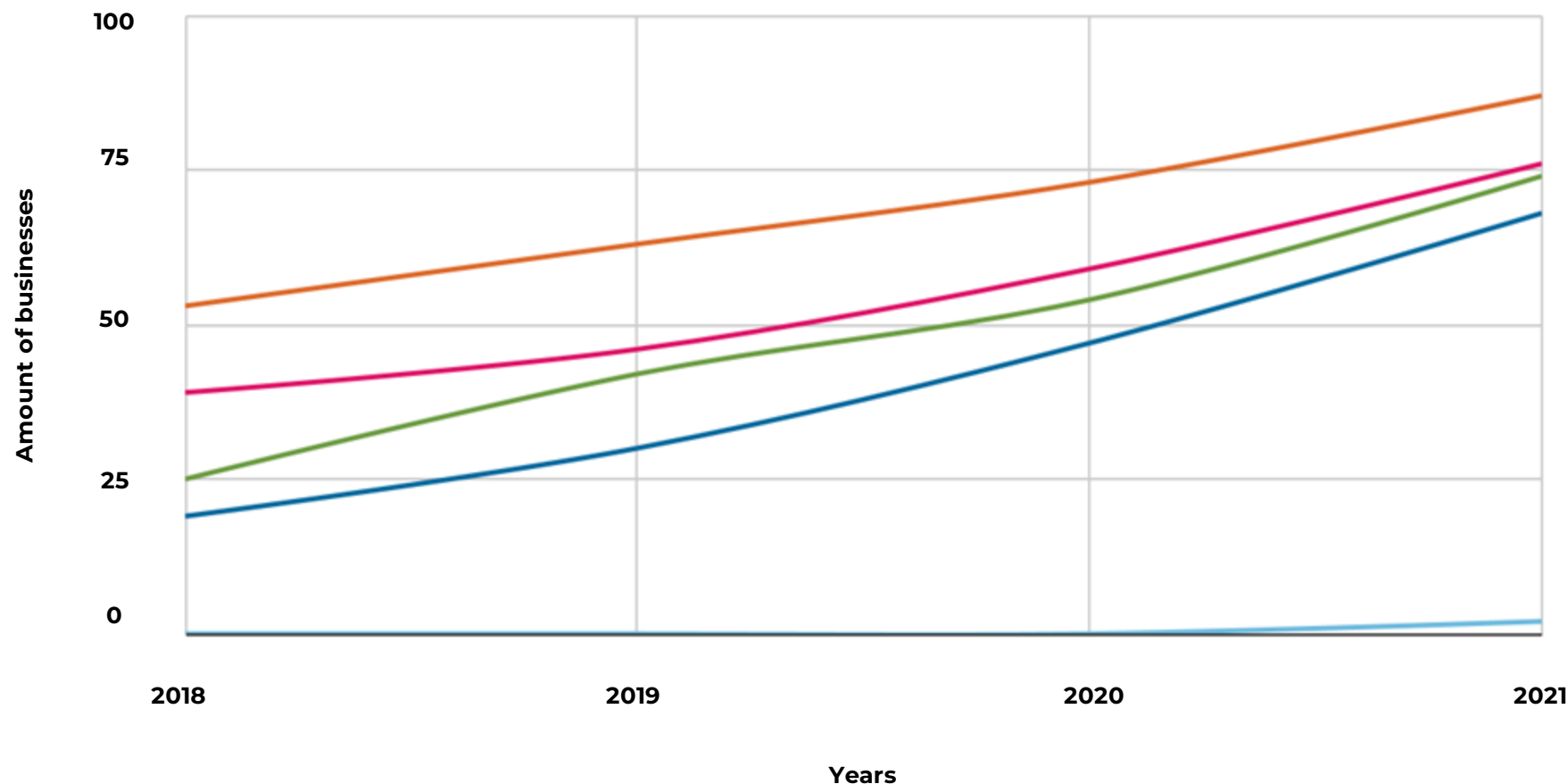
FTSE Russell ICB Industry	Number of businesses
Industrials	19
Financials	20
Consumer Discretionary	19
Basic Materials	11
Consumer Staples	9
Healthcare	4
Real Estate	4
Utilities	4
Telecommunications	3
Energy	2
Technology	5



Research results : Trends & businesses



What's the general trend?



Criteria

Priority Goals has increased by **64%** over 4 years.

Taking Action has increased by **95%** over 4 years.

Measurable Target has increased by **196%** over 4 years.

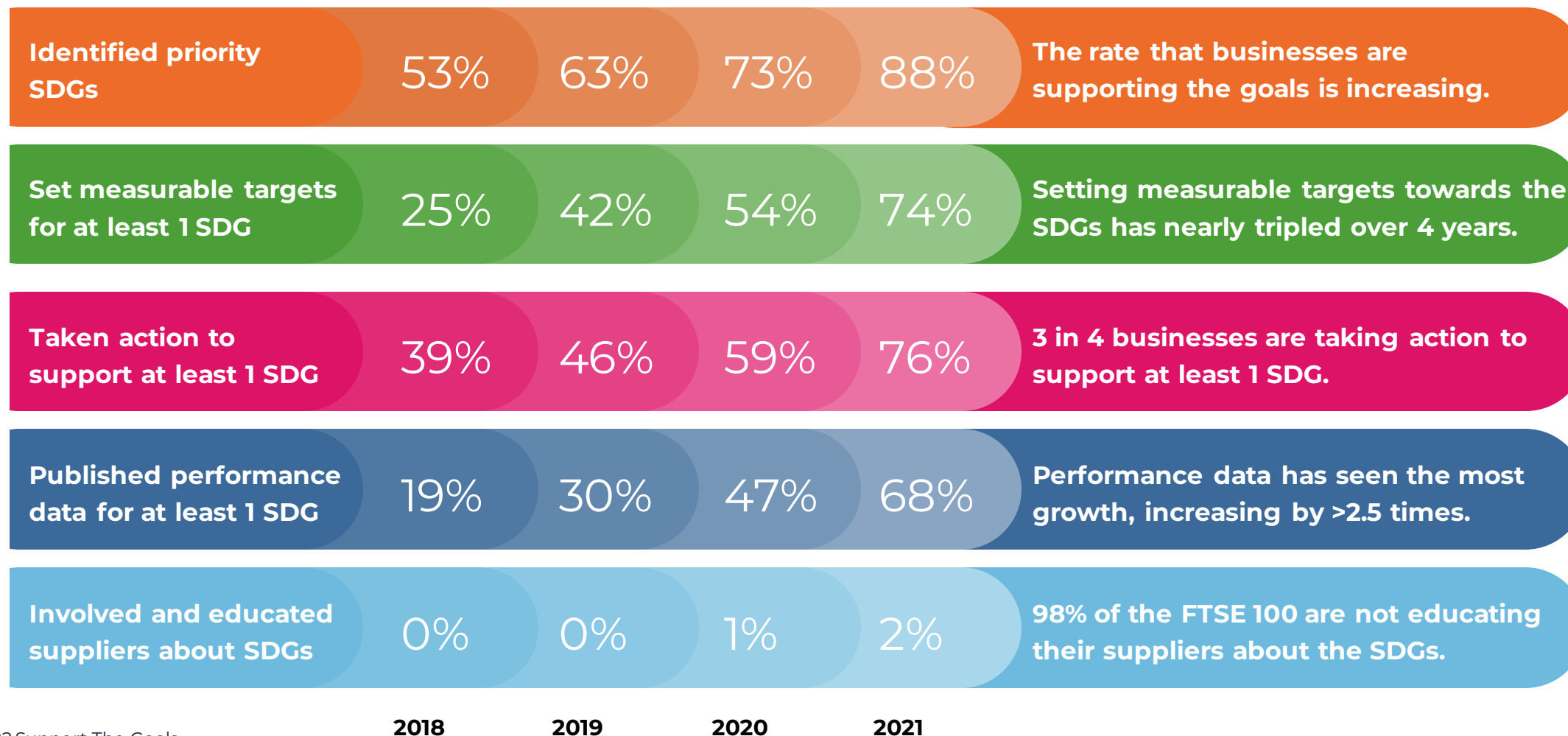
Performance Data has increased by **258%** over 4 years.

Supplier Education is still the criteria least met.



What's the general trend?

Businesses that have:



Who's doing well?

Mondi	SSE	INTL	Reckitt Benckiser	Johnson Matthey	Informa
Next	Diageo	WPP	Imperial Brands	Polymetal International	Kingfisher
BT	DS Smith	Bunzl	Legal and General	Sainsbury	Phoenix Group
Shell	Evraz	Fresnillo	Smith & Nephew	Lloyds Banking Group	Coca Cola
BP	Halma	Compass	National Grid	St. James Place	Severn Trent
RELX	Tesco	Glencore	Taylor Wimpey	Standard Chartered	British Land



Who's doing well?

ITV

Unilever

Hargreaves
Lansdown

Intermediate
Capital

Intercontinental
Hotels

Smurfit
Kappa

CRH
PLC

Johnson
Matthey

Vodafone

Prudential

Croda International

Pearson

JD Sports

BHP Group

Rightmove

Astrazeneca

Melrose
Industries

Informa

Rentokil Initial

Antofagasta

Smiths
Group

Burberry

Berkley Group
Holdings

Hikma
Pharmaceuticals

ABRDN

United
Utilities

Barratt
Developments

London Stock
Exchange Group

Who's falling behind?

**FTSE 100
businesses
with no
evidence of
SDG support**

3i Group

M&G

Avast

**Pershing Square
Holdings**

Aveva

**Scottish Mortgage
Investment**

B&M Retail

Spirax-Sarco

DarkTrace

Whitbread

Ferguson

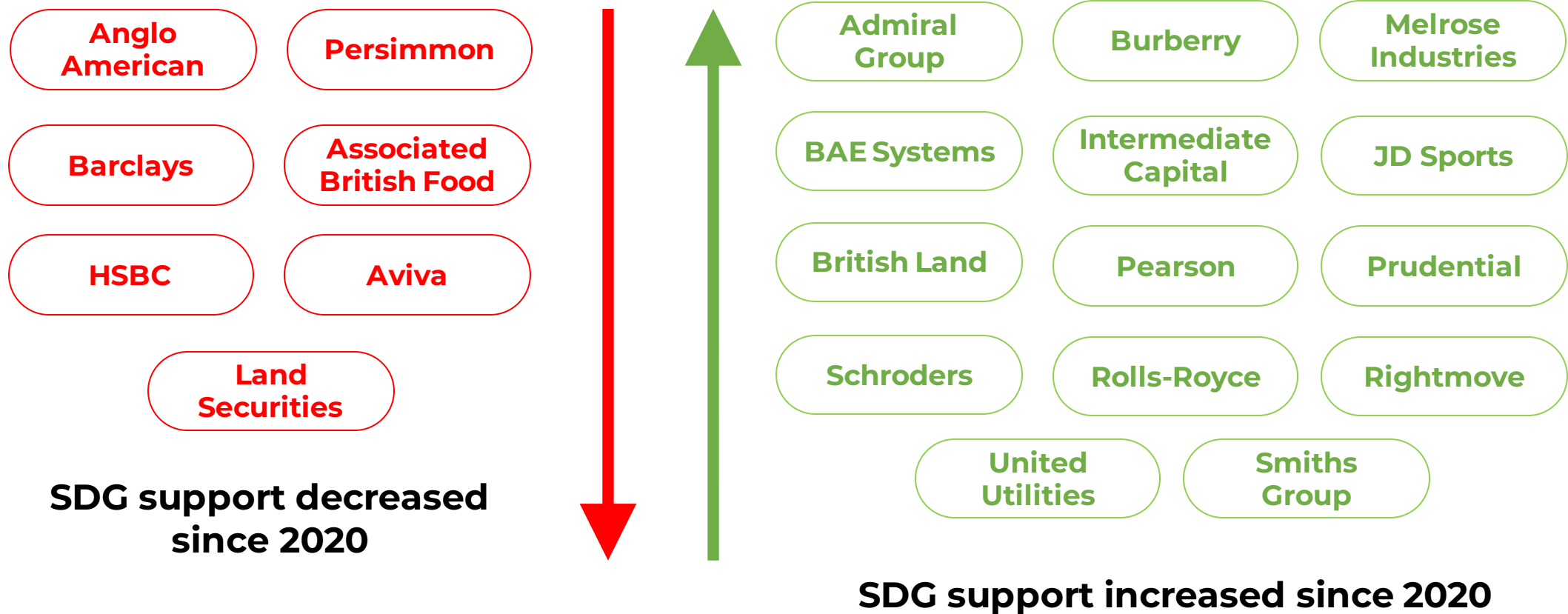
**Flutter
Entertainment**



these businesses are in the
financials industry

25% are technology
25% are consumer
discretionary

Impressing or regressing?





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Research results : Criterion breakdown



A deeper dive: Priority Goals & Measurable Targets



The rate that businesses are supporting the goals is increasing.

It is important for a business to determine the goals that they have the most impact on, and can make the greatest difference to.

The FTSE 100 businesses have an average of 6 priority goals.



Setting measurable targets towards the SDGs has nearly tripled over 4 years.

In 2018, 47% of businesses that had priority goals were setting targets against them.

In 2021, this increased, and now 85% of businesses have measurable targets to contribute to a specific SDG.

A deeper dive: Taking Action & Performance Data



3 in 4 businesses are taking action.

Actions can include: donating to charity, installing solar panels and gender specific internships.

Data commonly includes gender pay gap reports and scope 1,2 and 3 reports for carbon emissions.



Performance data has seen the most growth, increasing by >2.5 times.

In 2018, 49% businesses sharing their actions towards the goals were reporting data to support this.

In 2021, only 11% businesses sharing their actions are not publishing data to show their progress towards the SDGs.

A deeper dive: Supplier Education



2021 Ratings:

Red

Amber

Green

98% of the FTSE 100 are not educating their suppliers about the SDGs.

90% of a business' social and environmental impact comes from it's supply chain. By working with it's suppliers, a business can meet more goals and raise more awareness.

Only 1% of the FTSE 100 are overlooking working with their suppliers, and the majority of them are at least tackling environmental and social issues with their suppliers. This is most commonly through publishing modern slavery agreements.



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Research results : Time for



Goals Goggles





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A zoom into the Goals: Top 3



63%
of FTSE 100 identify
SDG as a priority

46%
of FTSE 100 have set
a target against SDG

73% of business that
have identified SDG
as a priority have
set target against it



53%
of FTSE 100 identify
SDG as a priority

39%
of FTSE 100 have set
a target against SDG

74% of business that
have identified SDG
as a priority have
set target against it



68%
of FTSE 100 identify
SDG as a priority

58%
of FTSE 100 have set
a target against SDG

85% of business that
have identified SDG
as a priority have
set target against it



Despite just
37% of the FTSE
100 supporting
SDG,

97%
of business
that have
identified SDG
as a priority
have set target
against it.



Despite just
25% of the FTSE
100 supporting
SDG,

84%
of business
that have
identified SDG
as a priority
have set target
against it.

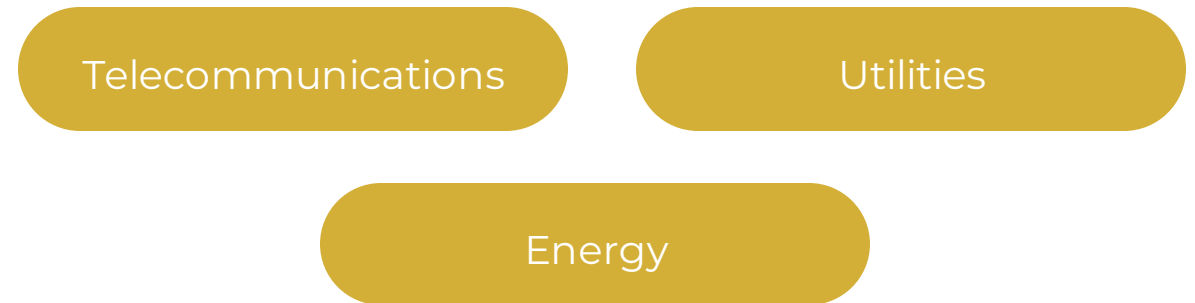
Industry improvements

Greatest improvement for

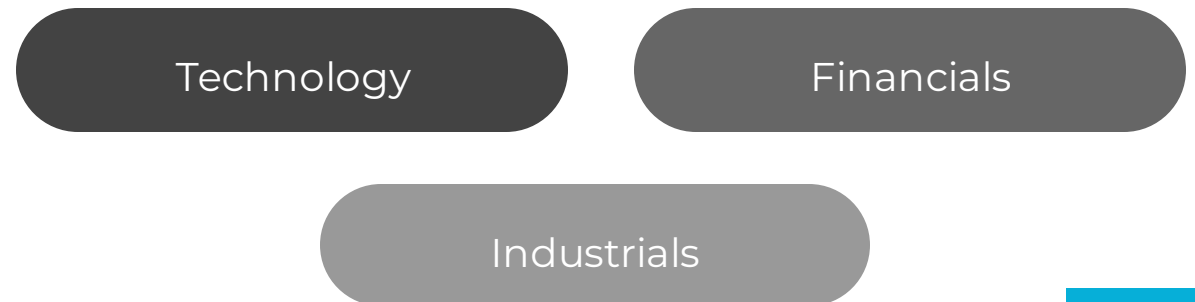


between 2018 - 2021

Best overall support for the goals



Worst overall support for the goals





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Report reviews: Communication is key



What does good look like?



think it is important that businesses support the global goals, so clear communication towards them is essential

Dedicated pages or reports to priority goals demonstrating a strategy clearly focused on the Global Goals.

Establishing Priority Goals and putting them at the **centre** of a sustainability strategy is evidence that the Global Goals are being prioritised by a business.



What does *could be better* look like?

When the Global Goals are not communicated as **central** but instead are secondary to a business strategy, rather than a priority.

It is also **not** the case that more priority goals equals better support for the goals.



people are more likely to buy from companies that support the global goals





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Overarching messages





Overarching messages: the good

88%

FTSE 100 are supporting the Sustainable Development Goals and have identified their priority goals. This is **34%** more than 2018.

74%

FTSE 100 have set Measurable Targets to contribute to the Goals. This is nearly **triple** the 2018 figure. Ambitious targets are needed for real change.

68%

FTSE 100 businesses are now publishing performance data to show how they are progressing towards the goals. This is a staggering increase from **19%** in 2018.



Overarching messages: the bad

12

FTSE 100 businesses are still showing **no support** for the Sustainable Development Goals. These businesses have the responsibility and **power** to make change.

32%

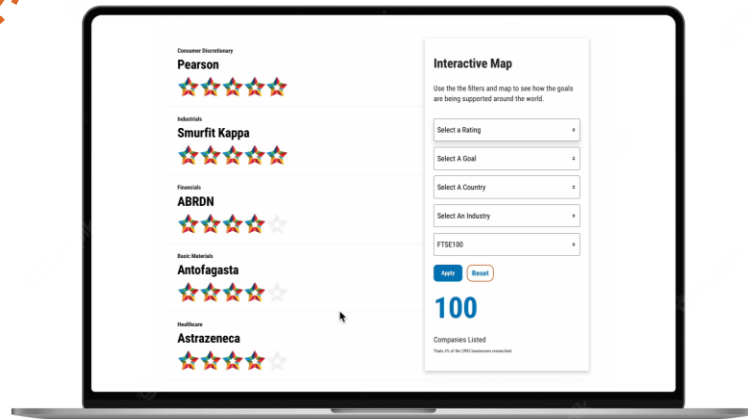
FTSE 100 are still **not publishing** performance **data** on their support of the SDGs. This is key to determine progress towards the goals as 2030 approaches.

98%

FTSE 100 are **not educating** and **involving** their suppliers in the **Goals**. These businesses **control** the market and can **influence** their suppliers to support the goals.

Next steps

1.



Explore the tracker for yourself.

See the ratings of
all 100 businesses,
and more.

[Click
here](#)

2.

Join Support the Goals

As a business

Get a roadmap, rating
and recognition for
your support of the
Global Goals.

Best thing? It's free!

[Click here](#)

As a researcher

Want to understand
corporate sustainability
and become certified?

Join our team of
researchers

[Click here](#)

Get in touch!



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