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. ☉
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 14%.

This needs to be at least a 43% decline.

According to a recent UNGC report the UK is performing inadequately on 74% of the goals.

* 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.

78% 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 27th globally.

* PWC: Make it your business
** World Economic Forum
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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.

The constituents of this index have a combined market capitalisation of 1.9 trillion GBP.

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 fluctuate very regularly.
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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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

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.

Explore the tracker
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

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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.

<table>
<thead>
<tr>
<th>FTSE Russell ICB Industry</th>
<th>Number of businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrials</td>
<td>19</td>
</tr>
<tr>
<td>Financials</td>
<td>20</td>
</tr>
<tr>
<td>Consumer Discretionary</td>
<td>19</td>
</tr>
<tr>
<td>Basic Materials</td>
<td>11</td>
</tr>
<tr>
<td>Consumer Staples</td>
<td>9</td>
</tr>
<tr>
<td>Healthcare</td>
<td>4</td>
</tr>
<tr>
<td>Real Estate</td>
<td>4</td>
</tr>
<tr>
<td>Utilities</td>
<td>4</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>3</td>
</tr>
<tr>
<td>Energy</td>
<td>2</td>
</tr>
<tr>
<td>Technology</td>
<td>5</td>
</tr>
</tbody>
</table>

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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?**

<table>
<thead>
<tr>
<th>Businesses that have:</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identified priority SDGs</td>
<td>53%</td>
<td>63%</td>
<td>73%</td>
<td>88%</td>
</tr>
<tr>
<td>The rate that businesses are supporting the goals is increasing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set measurable targets for at least 1 SDG</td>
<td>25%</td>
<td>42%</td>
<td>54%</td>
<td>74%</td>
</tr>
<tr>
<td>Setting measurable targets towards the SDGs has nearly tripled over 4 years.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taken action to support at least 1 SDG</td>
<td>39%</td>
<td>46%</td>
<td>59%</td>
<td>76%</td>
</tr>
<tr>
<td>3 in 4 businesses are taking action to support at least 1 SDG.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Published performance data for at least 1 SDG</td>
<td>19%</td>
<td>30%</td>
<td>47%</td>
<td>68%</td>
</tr>
<tr>
<td>Performance data has seen the most growth, increasing by &gt;2.5 times.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Involved and educated suppliers about SDGs</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>98% of the FTSE 100 are not educating their suppliers about the SDGs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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## Who’s doing well?

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

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## Who’s doing well?

<table>
<thead>
<tr>
<th>ITV</th>
<th>Unilever</th>
<th>Hargreaves Lansdown</th>
<th>Intermediate Capital</th>
<th>Intercontinental Hotels</th>
<th>Smurfit Kappa</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRH PLC</td>
<td>Johnson Matthey</td>
<td>Vodaphone</td>
<td>Prudential</td>
<td>Croda International</td>
<td>Pearson</td>
</tr>
<tr>
<td>JD Sports</td>
<td>BHP Group</td>
<td>Informa</td>
<td>Rightmove</td>
<td>Astrazeneca</td>
<td></td>
</tr>
<tr>
<td>Melrose Industries</td>
<td>Burberry</td>
<td>Rentokil Initial</td>
<td>Berkley Group Holdings</td>
<td>Antofagasta</td>
<td></td>
</tr>
<tr>
<td>Smiths Group</td>
<td>United Utilities</td>
<td>Berkley Group Holdings</td>
<td>Hikma Pharmaceuticals</td>
<td>London Stock Exchange Group</td>
<td></td>
</tr>
<tr>
<td>ABRDN</td>
<td>Bhp Group</td>
<td>Rentokil Initial</td>
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<td></td>
</tr>
</tbody>
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Who’s falling behind?

FTSE 100 businesses with no evidence of SDG support

- 3i Group
- Avast
- Aveva
- B&M Retail
- DarkTrace
- Ferguson
- M&G
- Pershing Square Holdings
- Scottish Mortgage Investment
- Spirax-Sarco
- Whitbread
- Flutter Entertainment

33% of these businesses are in the financials industry.

25% are technology
25% are consumer discretionary
Impressing or regressing?

SDG support decreased since 2020

SDG support increased since 2020

Anglo American
Persimmon
Barclays
Associated British Food
HSBC
Aviva
Land Securities

Admiral Group
Burberry
Melrose Industries
BAE Systems
Intermediate Capital
JD Sports
British Land
Pearson
Prudential
Schroders
Rolls-Royce
Rightmove

United Utilities
Smiths Group

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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.
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

All but one business is at least sharing how it is working with suppliers to tackle environmental and/or social issues.

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
A zoom into the Goals: Top 3

- **8. Decent Work and Economic Growth**: 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.

- **12. Responsible Consumption and Production**: 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.

- **13. Climate Action**: 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.

- **5. Gender Equality**: Despite just 37% of the FTSE 100 supporting SDG, 97% of business that have identified SDG as a priority have set target against it.

- **17. Partnerships for the Goals**: 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

Best overall support for the goals
- Telecommunications
- Utilities
- Energy

Worst overall support for the goals
- Technology
- Financials
- Industrials

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Report reviews: Communication is key
What does good look like?

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.

90% think it is important that businesses support the global goals, so clear communication towards them is essential.

* PwC: Make it your 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.

78% people are more likely to buy from companies that support the global goals

* PWC: Make it your business
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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.

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!

   **As a researcher**
   Want to understand corporate sustainability and become certified?
   Join our team of researchers

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