



About the Commission

The Sustainable Development Goals (SDGs) call for a hugely ambitious transition over the next 15 years, to a world in which poverty is eliminated, growth made inclusive and sustainable, and ecosystems (including the climate) are restored.

The SDGs will only be achieved if the public sector, private sector and civil society all step up and demonstrate real leadership. Yet despite the crucial role of business, there remains a significant gap in terms of active business engagement on the SDGs – as well as a major trust deficit in society with regard to the role of business, especially large multinationals and financial institutions.

Against this backdrop, the Business and Sustainable Development Commission was launched in Davos in January 2016 to bring together leaders from fields including business, finance, civil society, labour, and international organisations, with the twin aims of both articulating and quantifying the economic prize that business stands to gain if the SDGs are achieved, and to set out a comprehensive map of how business can contribute to the Goals' achievement.

The Commission has been created by former United Nations Deputy Secretary-General Mark Malloch Brown and by Unilever CEO Paul Polman. Thirty-one Commissioners have joined the Commission (please see annex for a full list), while additional new members are being confirmed.

Aims and objectives

The Business and Sustainable Development Commission aims to do four things:

- First, to **show why it makes sense for business to engage on sustainable development at a far more strategic level than it has to date**, by decoding the SDGs and quantify the efficiency gains in achieving sustainable development if business is fully aligned with the SDGs. If by 2030 poverty no longer exists and sustainability is inherent in the global economy, the market opportunities will be immense. The Commission's first job will be to quantify this economic prize: the sectors, the investment opportunities, how first movers can win biggest. The report will assess not only the economic value for business of achieving the SDGs, but also the efficiency gains to the world of market-enabled SDG delivery. With business leadership, the world stands to achieve the transition to sustainable development more quickly and less expensively than we currently imagine.
- Second, to **show how new business models can align profitability with social purpose**. Over the last 30 years, technological and market innovation has driven

seismic change in business models across every sector: in how labour is trained and organized, in how flows of materials and information are configured, and in how scale economies are generated. The key question: how can business leaders and policymakers maximise the positive sustainability impacts of disruptive changes and new business models while managing negative externalities?

- Third, to **map out how new financial tools can crowd in private capital and align economic and social returns**. Building the world we want will require investment on an unprecedented scale. Public finance on its own will never be enough; private finance will be crucial. The Commission will look at how to bend the curve towards sustainable finance by 2030 – through building long-termism in the financial sector, ‘blending’ public and private finance in new ways that crowds in private sector capital, the respective roles of different financial actors, financial innovations and new technologies, and financial inclusion to deliver affordable and useful financial services to all.
- Fourth, to **show how business, government, and society can work effectively together to build the partnerships needed for SDG delivery**. To build the world we want in 2030, business will need to embrace its responsibilities – not just in areas like corporate social responsibility, but also in areas crucial to public trust, like tax, political advocacy, good jobs with fair wages, transparency, and accountability. The Commission will therefore seek to show how business, government and civil society can come together to create a renewed social contract in different regional settings and to rebuild the trust needed to deliver the SDGs.

Timeline and deliverables

The Commission will launch its report in Davos in January 2017. Key research phases and deliverables between now and then include:

- A small number of immediate research scans, completed in mid-March 2016.
- A number of larger pieces of work on specific areas of the Commission’s agenda, to be completed by mid-May 2016.
- A synthesis paper of emerging headline messages, to be produced by the Commission Secretariat by the end of June 2016.
- A first draft of the Commission’s full report by September 2016, followed by an exhaustive review process.

Organisation structure

The Commission Secretariat is lead by Jeremy Oppenheim, who most recently served as Director of McKinsey's sustainability practice, and lead the widely respected New Climate Economy project.

The Deputy Director of the Secretariat is Dinah McLeod and the Research Director (and lead writer for the report) is Alex Evans.

The Commission's website is www.businesscommission.org.

Partner organisations and funders

The Commission will also work closely with a number of partner organisations who have been closely involved in its design and launch, including:

- The B Team
- The Bill and Melinda Gates Foundation
- The Overseas Development Institute (ODI)
- The United Nations Foundation (UNF)
- The World Business Council on Sustainable Development (WBCSD)

The Commission is funded by:

- Governments (Australia, Denmark, Netherlands, Sweden, United Kingdom);
- Business members of the Commission (IFC, Investec, Ladol, Merck, Pearson, Unilever); and
- Philanthropic foundations (Bill and Melinda Gates Foundation, Rockefeller Foundation).

For more information, please visit www.businesscommission.org

Annex 1: List of Commissioners (31)

- Amr Al-Dabbagh, Chairman & CEO, Al-Dabbagh Group
- Laura Alfaro, Professor, Harvard Business School
- Peter Bakker, President, World Business Council on Sustainable Development (WBCSD)
- Sharan Burrow, General Secretary, International Trade Union Confederation (ITUC)
- Bob Collymore, CEO, Safaricom
- John Danilovich, Secretary General, International Chamber of Commerce (ICC)
- Begümhan Doğan Faralyalı, Chairwoman, Doğan Holdings
- Hendrik du Toit, CEO, Investec Asset Management
- John Fallon, CEO, Pearson
- Ken Frazier, Chairman & CEO, Merck & Co
- Mats Granryd, Director General, GSMA
- Helen Hai, CEO, Made in Africa Initiative
- Mo Ibrahim, Founder, Celtel and the Mo Ibrahim Foundation
- Mary Ellen Iskenderian, CEO, Women's World Banking
- Dr. Amy Jadesimi, Managing Director and CEO, Lagos Deep Offshore Logistics Base (LADOL)
- Donald Kaberuka, former President, African Development Bank
- Lise Kingo, Executive Director, United Nations Global Compact
- Jack Ma, Founder and Executive Chairman, Alibaba Group
- Lord Mark Malloch-Brown, former Deputy Secretary-General, United Nations (co-chair)
- Sam Mostyn, President, Australian Council for International Development (ACFID)
- Arif Naqvi, Founder & Group CEO, The Abraaj Group
- Mads Nipper, Group President & CEO, Grundfos
- Cherie Nursalim, Vice Chairman, GITI
- Roberto Oliveira de Lima, CEO, Natura

- Paul Polman, CEO, Unilever
- Vineet Rai, Co-Founder & Chairman, Intellect
- Dinara Seijaparova, CFO, 'Baiterek'
- Hans Vestberg, CEO, Ericsson
- Gavin Wilson, CEO, IFC Asset Management Company
- Mark Wilson, CEO, Aviva