Examples of Corporate Reporting Practices

Linking a Company's Sustainability Objectives to Multiple SDGs and Showcasing Interconnections Between the Goals

Business Reporting on the SDGs

About This Series

Integrating the SDGs into Corporate Reporting: A Practical Guide — developed by the United Nations Global Compact, GRI and partners — outlines how businesses can measure and disclose their contribution to and impact on the Sustainable Development Goals (SDGs) through a three-step approach and in alignment with recognized principles and reporting standards. The examples featured in this series help businesses and interested stakeholders identify select current corporate SDG reporting practices. The examples focus on one or a few elements of the broader corporate reporting process and steps outlined in the Practical Guide, which should be consulted for best practices on SDG reporting. The inclusion of company names in this series of examples is intended strictly for information and learning purposes and does not constitute an endorsement of the individual companies by the UN Global Compact or GRI.

This paper provides examples of how A.P. Møller – Mærsk, Enel and Natura &Co connect sustainability objectives with select SDGs and consider interconnections between them.

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EXAMPLE 1

COMPANY: A.P. Møller – Mærsk A/S

COUNTRY: Denmark

SECTOR: Conglomerate

YEAR OF REPORT: 2018

LINK TO REPORT

## A.P. Møller – Mærsk Interlinks Priority SDGs to Its Sustainability Strategy at the Goal Level

Figure 1 shows how A.P. Møller – Mærsk's activities and business contribute to multiple Sustainable Development Goals. The company has linked these activities to the five priority SDGs on which it thinks it can have a "strong potential for positive impact" (page 6 of the report). These five SDGs were selected by engaging relevant stakeholders when formulating the company's materiality matrix. Under its "Shared Value Projects" the company links its sustainability strategy to where it has the most positive impact towards the SDGs. For example, this includes interlinking Goal 13 on Climate Action with Goal 17 on Partnerships for the Goals when seeking to "help decarbonize logistics." This allows stakeholders to identify the topics they are interested in and for the company to interlink the corresponding SDGs in relation to its business activities.

A.P. Møller – Mærsk Identifies Potential Negative Impacts and How These Affect Multiple SDGs

In addition to prioritizing five SDGs, A.P. Møller – Mærsk outlines six SDGs with a "potential direct/indirect positive impact" and six SDGs related to which the company has a "responsibility to mitigate potential negative impacts on people, society and/or environment" through its business operations.

In Figure 1, under the company's "Responsible Business Practices" objectives, A.P. Møller – Mærsk interlinks three of these SDGs with potential negative impacts from the company's activities. For example, the company identifies Goal 14 on Life Below Water as an SDG where it can potentially have a negative impact on, within the area of "health, safety and environment" and interlinks this with two other SDGs (Goal 3 on Good Health and Well-being and Goal 8 on Decent Work and Economic Growth).

FIGURE 1: INFOGRAPHIC FROM A.P. MØLLER – MÆRSK'S 2018 SUSTAINABILITY REPORT OUTLINING HOW THE COMPANY'S TARGETS CONTRIBUTE TO MULTIPLE SDGS[1]
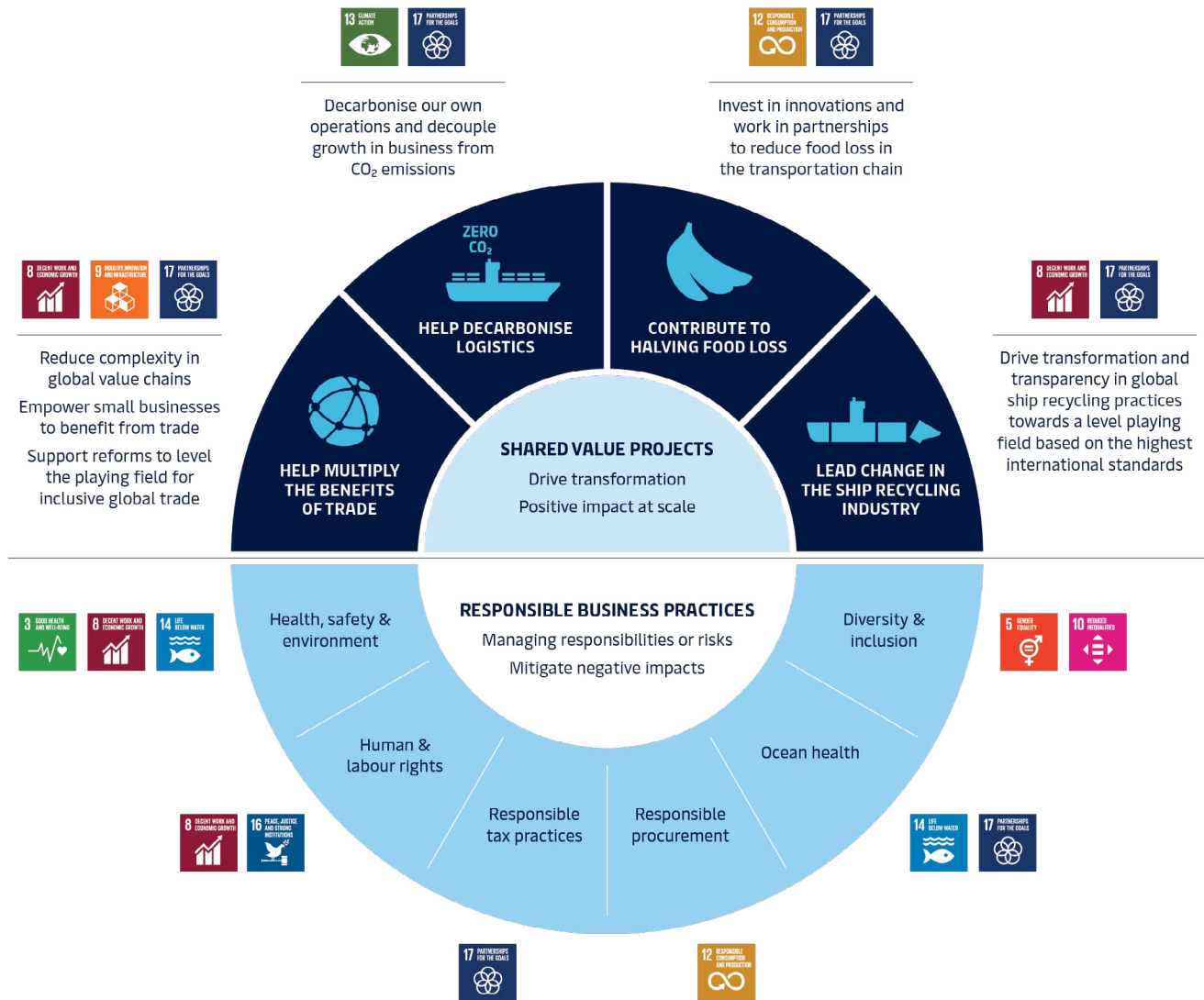
A.P. Møller – Mærsk Interlinks Relevant SDG at the Target Level to Its Objectives

Building on Figure 1, the report proceeds to outline A.P. Møller – Mærsk's objectives, mapping them against the corresponding SDGs and interlink objectives thematically at the target level, based on the issues disclosed in the infographic. This allows for the company to disclose in more detail its positive or negative impact towards the specified SDG target. Moreover, stakeholders can view how the company links the company's objectives to multiple SDGs. Under the "Dominant Dimension of Materiality" section.

Figure 2 (below) illustrates the company's 2018 and 2019 objectives in relation to the topic of Ocean Health (showcased in Figure 1) and the corresponding SDG Targets. For example, the company links its 2019 target to "support ocean science research through data collection…" to Target 14.3 ("minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels…") as well as Target 17.6 ("enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation…").

FIGURE 2: A.P. MØLLER – MÆRSK OUTLINING ITS OBJECTIVES IN RELATION TO THE TOPIC OF OCEAN HEALTH AND HOW ITS OBJECTIVES INTERLINK WITH SDG TARGETS[2]

Ocean health

AMBITIONS

As a citizen of the oceans, we will contribute to protecting the health of oceans, and continuously reduce our own impacts.

TARGETS

2018:
- Mature the partnership with the World Ocean Council and the science community.
- Explore partnership opportunities in the marine plastic litter community.
- All vessels are compliant with the IMO Ballast Water Management Convention.

2019:
- All vessels are compliant with the IMO Ballast Water Management Convention.
- Continue collaboration with the Ocean Cleanup Project.
- Support ocean science research through data collection and partnerships.

WHY IS IT IMPORTANT?

Ocean health is pivotal to the health of nature and people. Higher sea temperatures and the proliferation of plastic waste indicate that ocean health is under threat. We are obligated to act, as emissions from our activities contribute to acidification and rising temperatures, and as a citizen of the oceans to contribute to finding solutions.

PROGRESS IN 2018

- We registered one case of reported non-compliance with ballast water regulation in Montreal, Canada. The case was related to reporting errors and we received a fine of USD 9,100.
- Established collaboration with the Ocean Cleanup project, contributing around USD 2.0 million in vessel services and equipment for the installation of the first full-scale ocean plastic clean-up system, as well as providing open-top containers for the collected plastic.

- Collaborated with the National Oceanic and Atmospheric Administration (NOAA), under the U.S. Department of Commerce, to deploy 16 drifter buoys which as part of NOAA's network of around 1,000 buoys collect data for marine and climate sciences. During 2019, we will continue to work with NOAA in collaboration with the World Ocean Council's 'Smart Oceans – SMART Industries' initiative to develop a programme to improve data collection from selected areas.
- Joined and launched the UN Global Compact Sustainable Ocean Business Action Platform, a three-year project.

GOVERNANCE

Our ocean health activities are governed through the rules and guidance on HSE management in the central A.P. Moller - Maersk governance system. Our collaboration with the Ocean Cleanup Project is under the sponsorship of the Executive Board.

SDG TARGETS

14.1
14.3

17.6

2018 TARGETS MET?

◑ Partly

DOMINANT DIMENSION OF MATERIALITY

○ Responsibility

○ Shared value

○ Risk

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[2] A.P. Møller – Mærsk A/S, 2018 Sustainability Report (2018), p. 37.

EXAMPLE 2

COMPANY: Enel S.p.A

COUNTRY: Italy

SECTOR: Energy

YEAR OF REPORT: 2018

LINK TO REPORT

Enel Embeds the SDGs into Existing Processes and the Company's Sustainability Objectives at the Goal Level
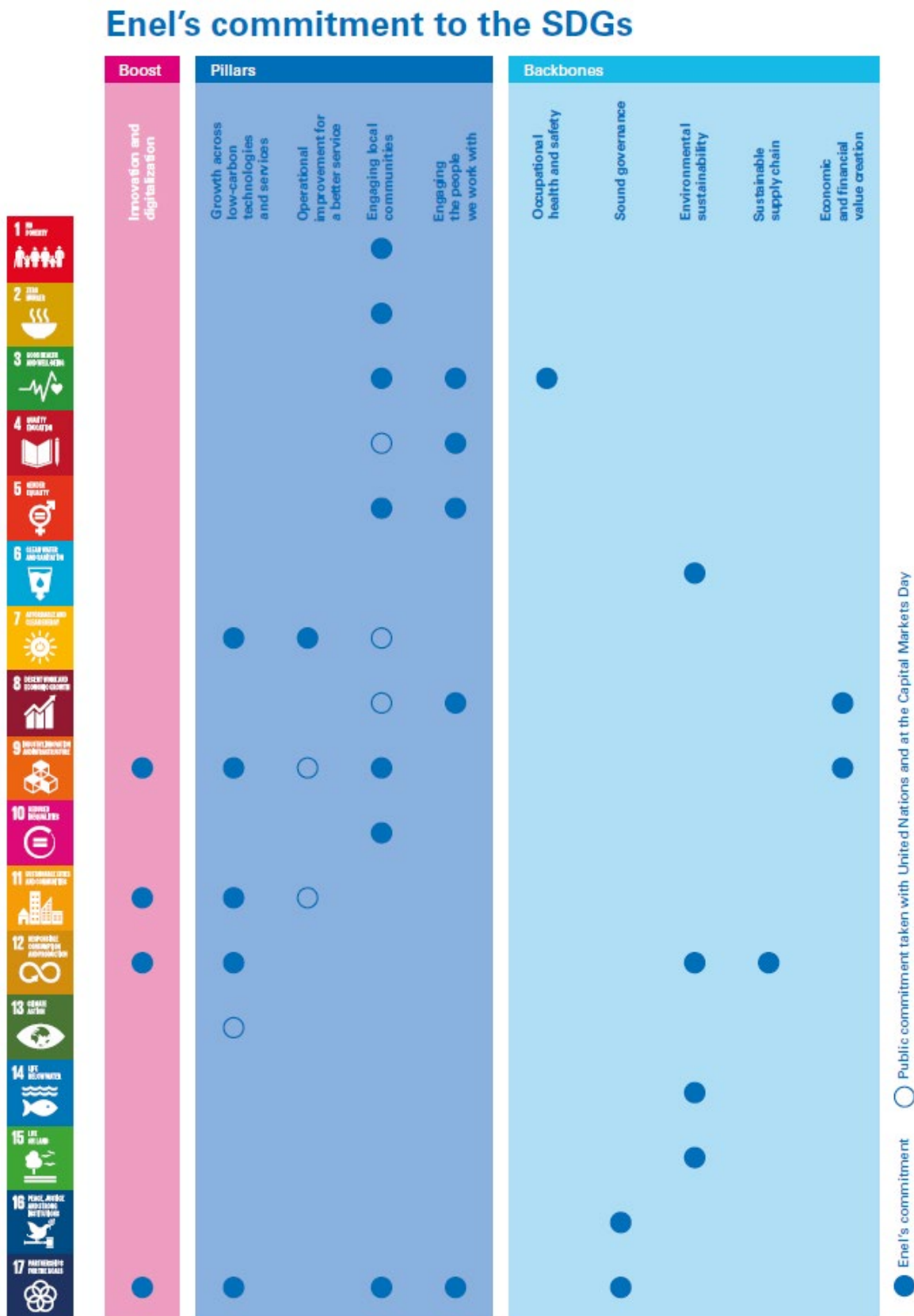
Enel connects its sustainability objectives with the SDGs by embedding them into its business model and existing strategies. This is included in the outline of the company's Sustainability Plan 2019–2021 and in its reporting on the impact the company has across the 17 SDGs, divided into the themes of "Boost, Pillars and Backbone." Figure 3 provides an overview of how each part of the business model connects with each SDG at the goal level. For example, the company connects its objective for "growth across low carbon technology and service" to Goal 7 on Affordable and Clean Energy.

Enel Discloses an Overview of Its Objectives' Impact on Multiple SDGs

The infographic in Figure 3 is also used to disclose how Enel's objectives connect to multiple SDGs. For example, the pillar "growth across low carbon technology and services" is displayed to highlight how the objective has an impact on Goal 7 on Affordable and Clean Energy; Goal 9 on Industry, Innovation and Infrastructure; Goal 11 on Sustainable Cities and Communities; Goal 12 on Responsible Consumption and Production; Goal 13 on Climate Action; and Goal 17 on Partnerships for the Goals.

The company discloses the commitments it has made for each SDG in relation to its objectives, distinguishing between "Enel's commitment" and "public commitment taken with United Nations and at the Capital Markets Day." The latter category reflects the commitments that the CEO has stressed through public remarks at the United Nations and the Capital Markets Day.

FIGURE 3: INFOGRAPHIC FROM ENEL'S REPORT OUTLINING THE IMPACT OF THE COMPANY'S ACTIVITIES ON THE SDGS[3]

Enel Discloses Specific Targets and Connects Them to the SDGs

At the beginning of each chapter in the "Sustainable Value Created" section of the report, a dashboard outlines Enel's objectives for the 2018–2020 period (e.g., growth across low-carbon technologies and services" or "engaging local communities") and connects activities with relevant SDGs, results achieved in 2018 and Environmental, Social, Governance, Industrial, Technological (ESGIT) categories.

Figure 4 displays the dashboard related to one of the goals of the 2018–2020 strategic plan: "growth across low-carbon technologies and services." The dashboard shows at the top of the page the six SDGs that directly relate to

this objective (Goals 7, 9, 11, 12, 13 and 17). The objective listed in this dashboard is connected to the categories of technology and digitalization, industrial growth, environmental management, and social inclusion.

Specific targets under the objective are connected to the SDGs expected to be impacted the most. Some targets are expected to impact — and therefore are linked to — more than one SDG (e.g. the targets related to the development of additional renewable capacity and the reduction of thermal capacity are linked to both Goal 13 on Climate Action and Goal 7 on Affordable and Clean Energy).

4 Safaricom, Sustainable Business Report (2018), p. 45.

FIGURE 4: SEGMENT FROM ENEL'S REPORT FOR THE OBJECTIVE "GROWTH ACROSS LOW-CARBON TECHNOLOGIES AND SERVICES"[4]

Growth across low-carbon technologies and services (1/2)

102-15

Plan 2018 > 2020	Growth across low-carbon technologies and services		
ACTIVITIES/SDGs	**2020 TARGETS**	**2018 RESULTS**	**CATEGORIES**
Reduction of CO_2 specific emissions 13	< 0.350 $kgCO_2/kWh_{eq}$	0.356 $kgCO_2/kWh_{eq}$ [1]	E Environmental footprint
Development of renewable capacity and reduction of thermal capacity 7 13	+7.8 GW renewable capacity[2] -7.3 GW thermal capacity	+3.1 GW renewable capacity[3] -0.2 GW thermal capacity	I Industrial growth E Environmental management
Implementation of environmental international best practices to selected coal plants 13	500 mil euros of investments for environmental retrofit	82 mil euros	E Environmental management
Electrification, storage and real time demand response 9 13	+200 MW/yr storage capacity[4] +5.0 GW demand response	3 MW/yr storage capacity 6.2 GW demand response	T Technologies and digitalization I Industrial growth E Environmental management S Social inclusion
Roll out of fiber optic network in Italy 9 11	7.5 mil households[5]	4.1 mil households[5]	T Technologies and digitalization I Industrial growth E Environmental management S Social inclusion
> Promotion of activities in line with the UN campaign "Making Cities Resilient" > MBA-PhD training about resilience in the countries where the Group operates 11 17	> 300 municipalities involved > 600 people involved	> 110 municipalities involved > 220 people involved	E Environmental management S Social inclusion G Partnerships

I Industrial E Environmental S Social G Governance T Technological

[7]Enel, 2018 Sustainability Report (2018), pp. 76–77.

FIGURE 4: SEGMENT FROM ENEL'S REPORT FOR THE OBJECTIVE "GROWTH ACROSS LOW-CARBON TECHNOLOGIES AND SERVICES"[4]

ACTIVITIES/SDGs	TARGETS	CATEGORIES	
Reduction of CO$_2$ specific emissions \n **13**	0.23 kg/kWh$_{eq}$ in 2030[7]	E	Environmental footprint
Development of renewable capacity and reduction of thermal capacity \n **7** **13**	+11.6 GW additional renewable capacity[2] \n -7 GW thermal capacity	I \n E	Industrial growth \n Environmental management
Implementation of environmental international best practices to selected coal plants \n **13**	340 mil euros of investments for environmental retrofit	E	Environmental management
Electrification, storage and real time demand response \n **9** **13**	> 9.9 GW demand response \n > 173 MW/yr storage capacity[4]	T \n I \n E \n S	Technologies and digitalization \n Industrial growth \n Environmental management \n Social inclusion
Roll out of fiber optic network in Italy \n **9** **11**	8.5 mil households[5]	T \n I \n E \n S	Technologies and digitalization \n Industrial growth \n Environmental management \n Social inclusion
> Promotion of activities in line with the UN campaign "Making Cities Resilient" \n > MBA-PhD training about resilience in the countries where the Group operates \n **11** **17**	> 240 municipalities involved \n > 600 people involved	E \n S \n G	Environmental management \n Social inclusion \n Partnerships

[7]Enel, 2018 Sustainability Report (2018), pp. 76–77.

EXAMPLE 3

COMPANY: Natura &Co

COUNTRY: Brazil

SECTOR: Household and personal products

YEAR OF REPORT: 2018

LINK TO REPORT

Natura &Co Discloses How Material Topics Connect with the SDGs

Natura &Co discloses its sustainability objectives and categorizes them into themes for its 2050 Sustainability Vision. The company has identified broad, material issues internally under "Topic" in Figure 5, which correspond with the material topics the company has identified when engaging stakeholders and following its materiality assessment. Figure 5 discloses a table outlining which material topics affect the theme "Brand and Products." For example, the company links the material topic "Waste and Climate Change" to the topic of "Packaging Design."

Natura &Co Links Its Sustainability Objectives with Multiple SDGs

The company discloses its objectives under "Commitment for 2020," outlining the objectives for each chosen topic. For example, for the material topic "Packaging Design" the company sets out three objectives that relate to the theme, such as targets for eco-efficient packaging and recyclable material. The table shows the connection that these objectives and material topics have with multiple SDGs and interlinks them. Under "Correlation," the company outlines the material topic and SDGs that are most impacted by each objective. For example, the company links the topic of packaging design with the material topic of waste and three of the SDGs it has prioritized: Goal 3 on Good Health and Well-being, Goal 11 on Sustainable Cities and Communities, and Goal 12 on Responsible Consumption and Production.

FIGURE 5: TABLE FROM NATURA &CO'S REPORT OUTLINING ITS TOPICS AND 2020 OBJECTIVES (PART 1)[5]

Brands and Products

Topic	Commitment for 2020	Correlation	
		Material topic:	SDG
Water	Implement a strategy to reduce and neutralize impact, based on measurement of the water footprint in the value chain.	Water	6 14
Packaging design	Ensure that 40% of the units billed by Natura in Brazil have eco-efficient packaging*.	Waste Climate change	3 11 12
	Use at least 10% PCR** in the total mass of Natura packaging in Brazil.		
	Use at least 74% recyclable material in the total mass of Natura packaging in Brazil.		
Waste	Collect and recycle 50% of the volume of waste generated by Natura product packaging in Brazil (in t equivalent).	Waste	3 9 11 12 13 14 15

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