

# Sdg's Compliance

giugno 2018

problema

Misurare la conformità delle attività economiche con gli Sdg's  
Tutti ne parlano, nessuno lo riesce a calcolare.  
Sarà inevitabile, bisogna accorciare i tempi.

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opportunità

Unione Europea + Nazioni Unite  
con un esecutore che provenga dal mondo delle imprese.

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mercato

Totale, ma soprattutto europeo in questa prima fase  
Partire dall'agroalimentare europeo, poi mondiale e scalare il resto  
Go-to-market

**metodo**

obiettivo

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

da [Sdg]

a [Sdg] for Agribusinesses

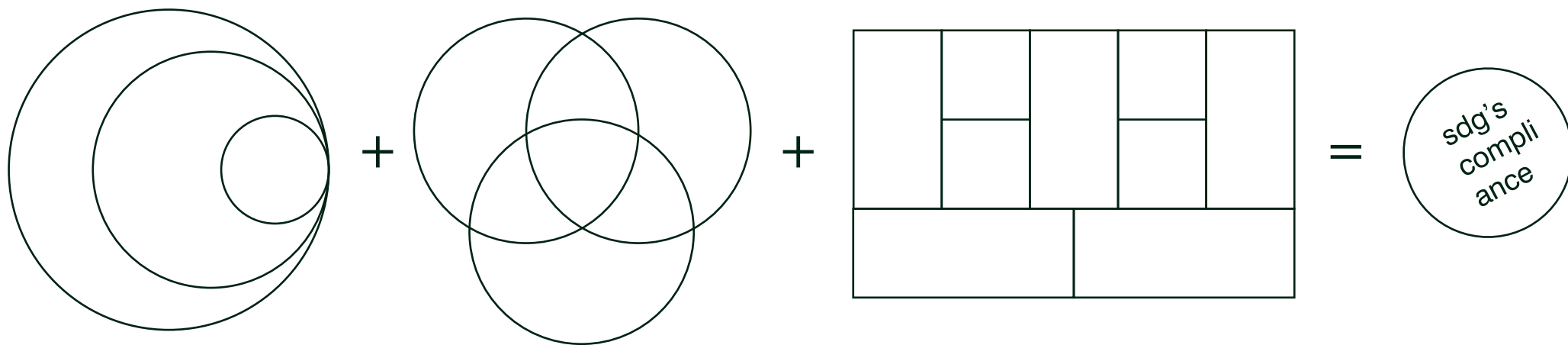
in 3 step

- 1. prima classificazione**
- 2. seconda classificazione**
- 3. applicazione su BMC**

**metodo**

**framework**

1. Rilascio del “metodo” e degli strumenti in creative commons
2. Implementazione di una piattaforma digitale
3. Rilascio bollino Sdg’s compliance

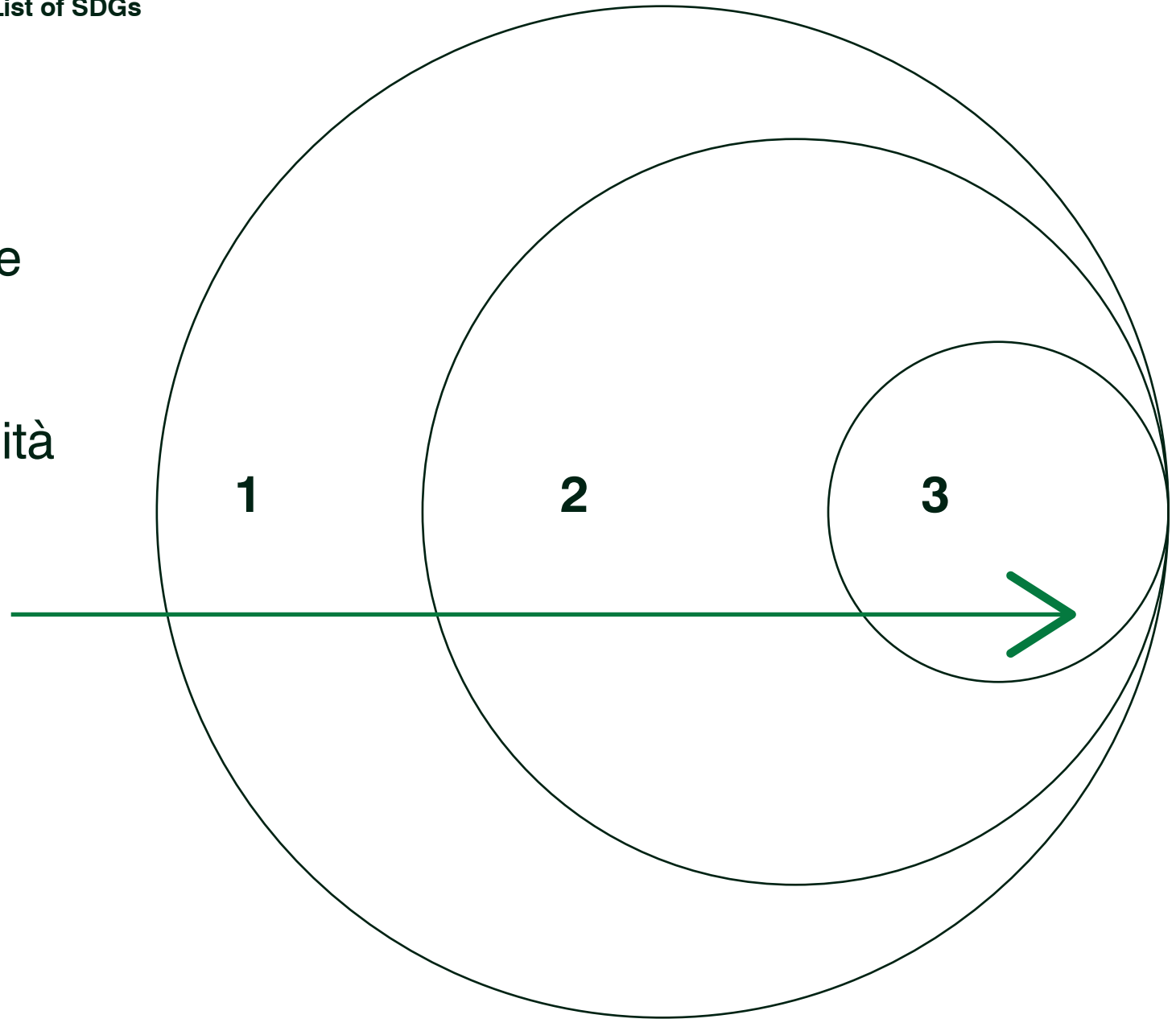


step 1 **prima  
classificazione**  
(canvas diagramma di Venn)

**Sdg Model Canvas for Agriculture – List of SDGs  
Agricultural Model**

Prima classificazione  
degli Sdg  
secondo livelli  
crescenti di profondità  
1 - 2 - 3

for Agribusinesses



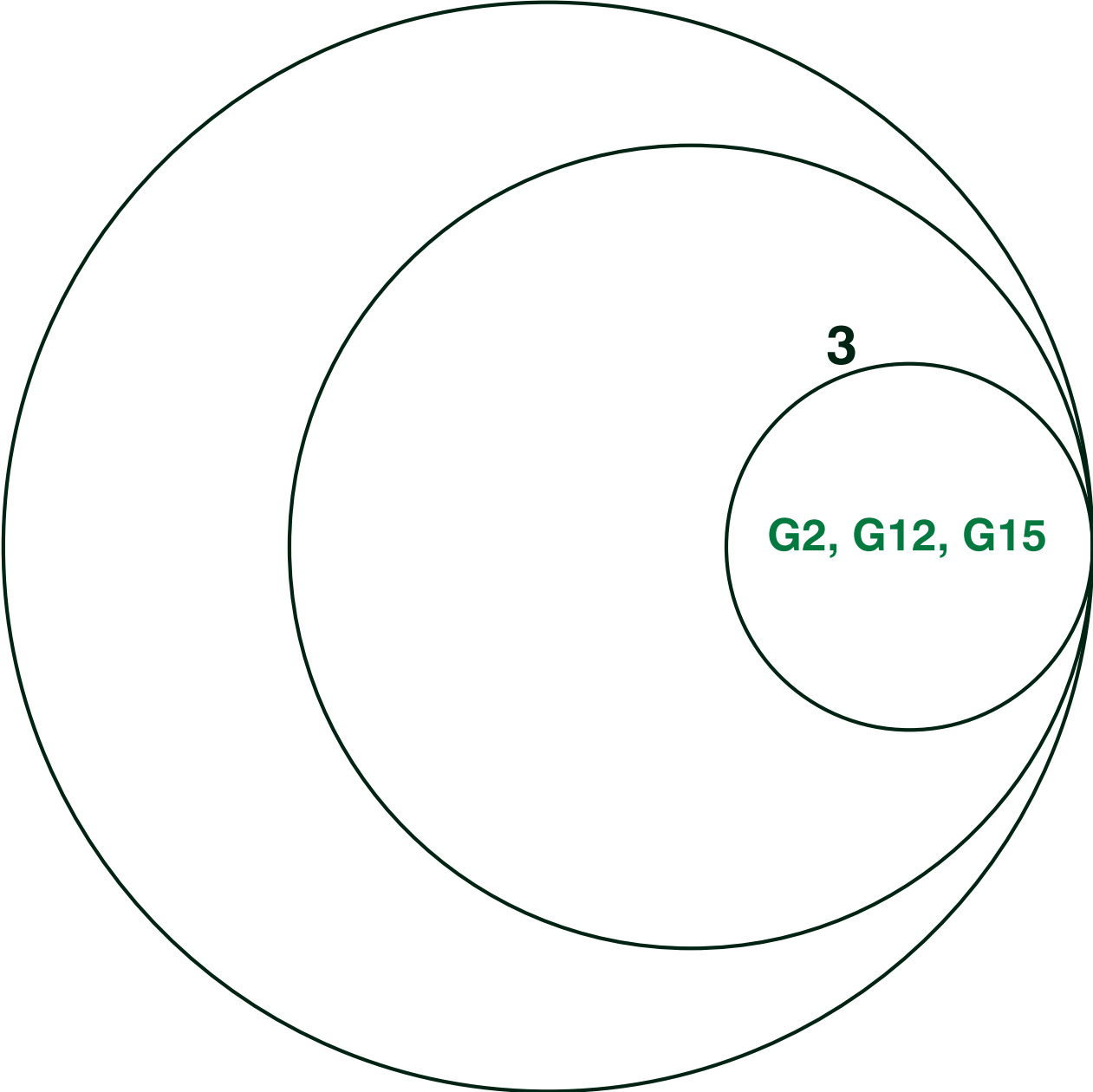
**SDG Model Canvas for Agriculture – List of SDGs  
Agricultural Model**

**Key SDGs for Agribusinesses:**

**Goal 2: No hunger  
(comprehensive)**

**Goal 12: Sustainable  
consumption and production**

**Goal 15: Sustainable use  
of terrestrial ecosystems**



## SDG Model Canvas for Agriculture – List of SDGs Agricultural Model

### Key SDGs for Agribusinesses:

**Goal 2: No hunger  
(comprehensive)**

**Goal 12: Sustainable  
consumption and production**

**Goal 15: Sustainable use  
of terrestrial ecosystems**

#### **Goal 2: No hunger (comprehensive)**

- 2.1: End hunger and ensure access to safe and nutritious food
- 2.2: End malnutrition
- 2.3: Double agricultural productivity and incomes for smallholders etc through a series of things
- 2.4: Ensure sustainable food production (ecosystems, climate change, soil quality)
- 2.5: Genetic diversity of seeds and breeds
  - 2.a: Increase investment in rural areas
  - 2.b: Trade distortions
  - 2.c: Proper functioning of food commodity markets

#### **Goal 12: Sustainable consumption and production**

- 12.2: By 2030, achieve the sustainable management and efficient use of natural resources
- 12.3: By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses
- 12.4: By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

#### **Goal 15: Sustainable use of terrestrial ecosystems**

- 15.1: Ensure conservation, restoration, sustainable use
- 15.2: Sustainable forest management
- 15.3: Combat desertification and land degradation
- 15.4: Conservation of mountain ecosystems
- 15.5: Reduce degradation of natural habitats, halt loss of biodiversity, prevent extinction of threatened species
- 15.6: Sharing of genetic resources
- 15.8: Invasive species
- 15.9: Biodiversity in local planning



**SDG Model Canvas for Agriculture – List of SDGs  
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**Complementary SDGs:**

**Goal 4: Education (hits on rural/urban divide)**

**Goal 5: Gender equality and women’s rights**

**Goal 6: Water**

**Goal 7: Sustainable energy**

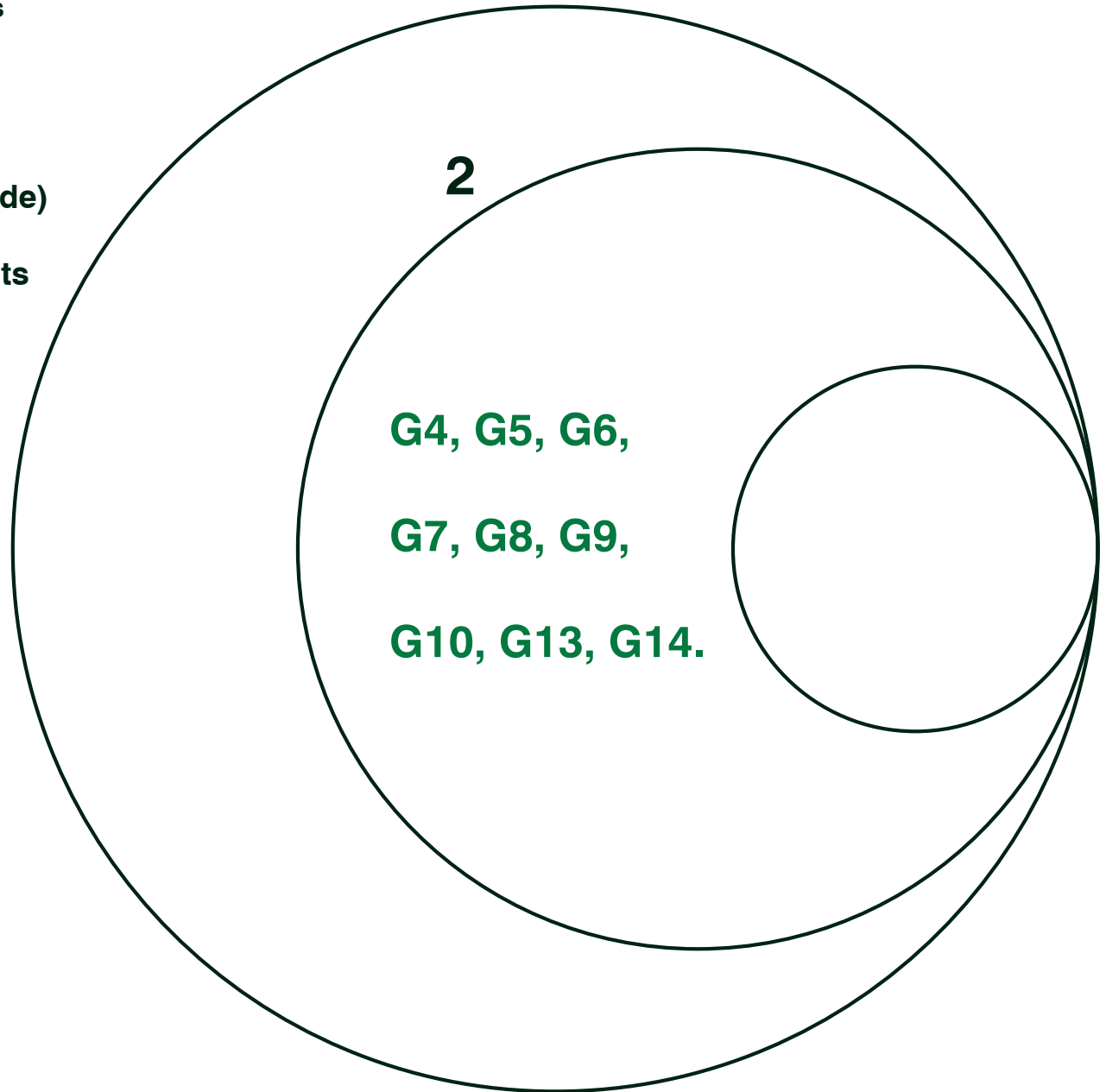
**Goal 8: Economic growth and work**

**Goal 9: Infrastructure and innovation**

**Goal 10: Reduce income inequality**

**Goal 13: Urgent action on climate change**

**Goal 14: Oceans (sustainable fisheries,  
coastal habitats, limiting pollution)**



## SDG Model Canvas for Agriculture – List of SDGs Agricultural Model

### Complementary SDGs:

**Goal 4: Education (hits on rural/urban divide)**

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**Goal 14: Oceans (sustainable fisheries, coastal habitats, limiting pollution)**

**Goal 4: Education (hits on rural/urban divide)**

**Goal 5: Gender equality and women's rights**

**Goal 6: Water**

6.3: Reduce water pollution

6.4: Improve water-use efficiency

6.6: Protect and restore water-based ecosystems

**Goal 7: Sustainable energy**

7.2: Increase renewable energy

7.3: Improve energy efficiency

**Goal 8: Economic growth and work**

8.2: Improve economic productivity through diversification and innovation

8.3: Promote entrepreneurship etc (Indicator refers to non-agricultural employment)

8.4: Improve resource-use efficiency

8.6: Improve youth employment

8.8: Improve rights for migrant workers

8.9: Promote sustainable tourism

8.10: Strengthen banking institutions for access to financing (tertiary)

**Goal 9: Infrastructure and innovation**

9.1: Develop sustainable and resilient infrastructure

9.2: Promote sustainable industrialization

9.3: Increase access of small-scale enterprises to financial services

9.4: Upgrade and retrofit infrastructure for sustainability

9.5: Ensure scientific research for innovation

**Goal 10: Reduce income inequality**

**Goal 13: Urgent action on climate change**

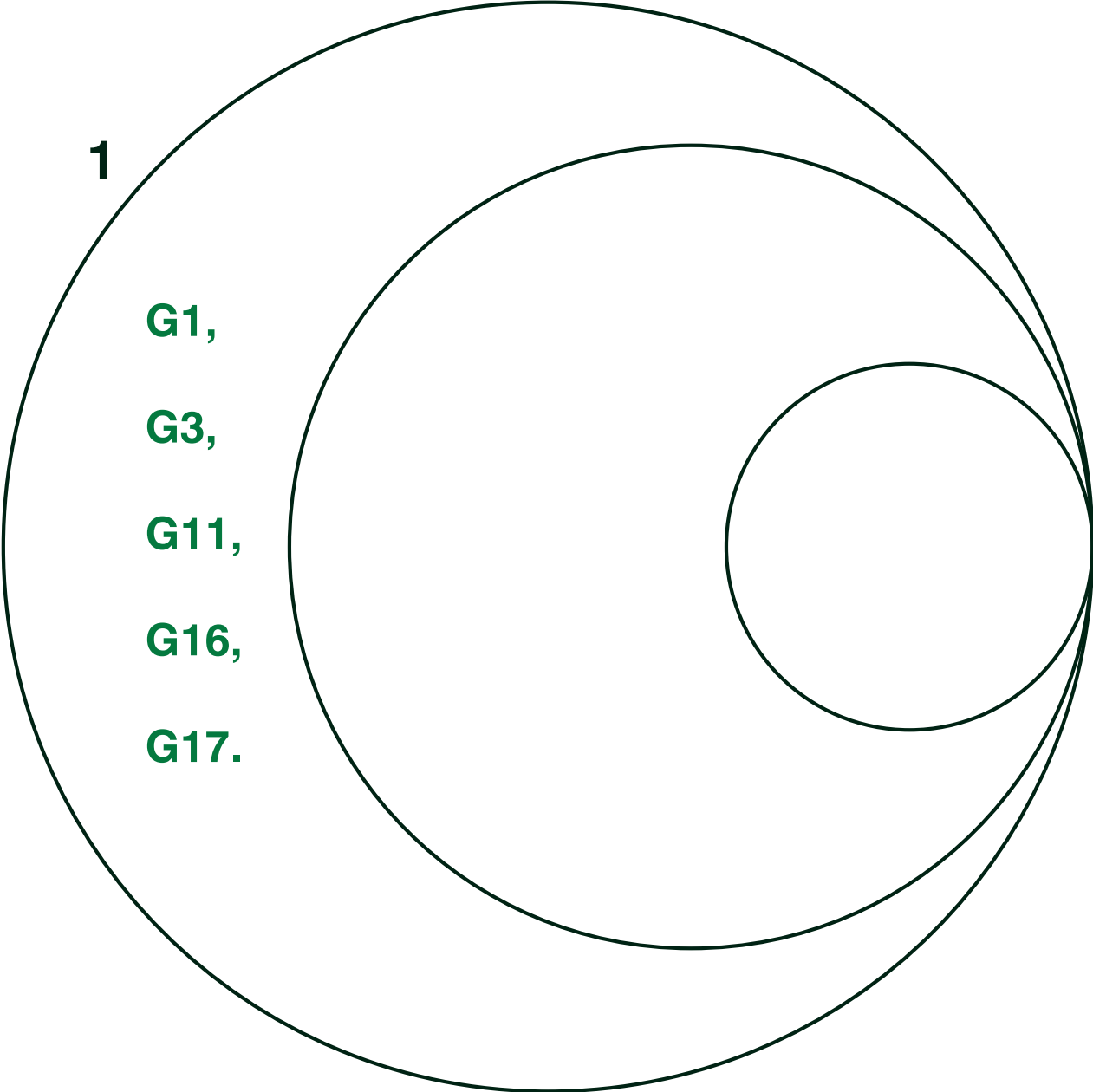
13.2: Integrate measures into national policies and strategies

**Goal 14: Oceans (sustainable fisheries, coastal habitats, limiting pollution)**

**SDG Model Canvas for Agriculture – List of SDGs  
Agricultural Model**

**Horizontal SDGs:**

- Goal 1: No poverty**
- Goal 3: Disease, health, mortality**
- Goal 11: Urbanization**
- Goal 16: Peace and justice**
- Goal 17: Global partnership**



## SDG Model Canvas for Agriculture – List of SDGs Agricultural Model

### Horizontal SDGs:

**Goal 1: No poverty**

**Goal 3: Disease, health, mortality**

**Goal 11: Urbanization**

**Goal 16: Peace and justice**

**Goal 17: Global partnership**

**Goal 1: No poverty (1.4: Equal rights to economic resources and access to land tenure)**

**Goal 3: Disease, health, mortality (doesn't deal with malnutrition or specifically with diet-related diseases)**

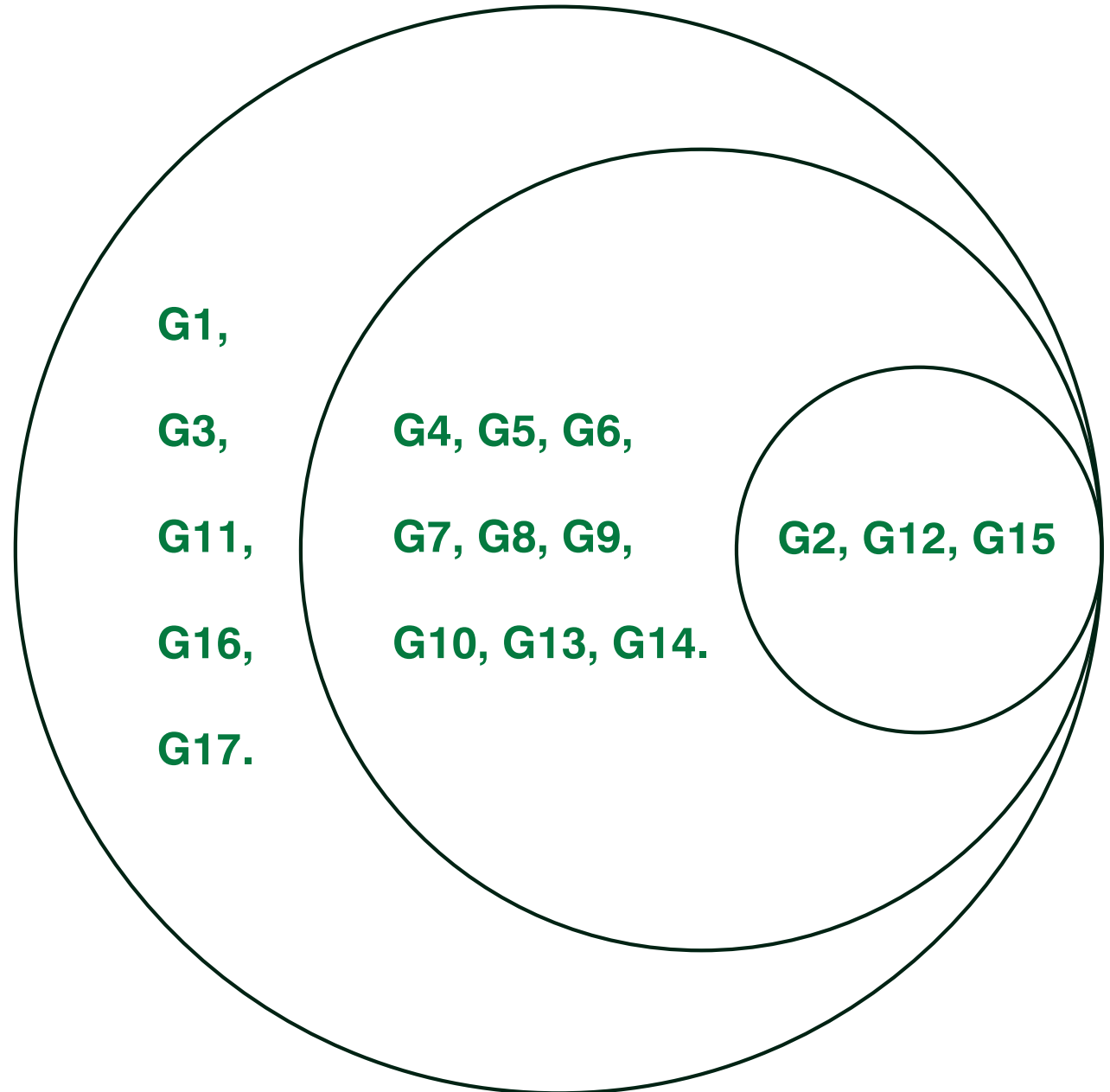
**Goal 11: Urbanization (11.4 hits on safeguarding the world's cultural and natural heritage; 11.6 reduce environmental impact of cities; 11.7 access to green spaces)**

**Goal 16: Peace and justice**

**Goal 17: Global partnership**

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Agricultural Model**

Prima classificazione  
degli Sdg  
secondo livelli  
crescenti di profondità  
1 - 2 - 3  
  
for Agribusinesses



step 1 **seconda  
classificazione**  
(verso un modello digitale)

**Sdg Model Canvas  
for Agriculture**

Riclassificare gli sdg

A - earth

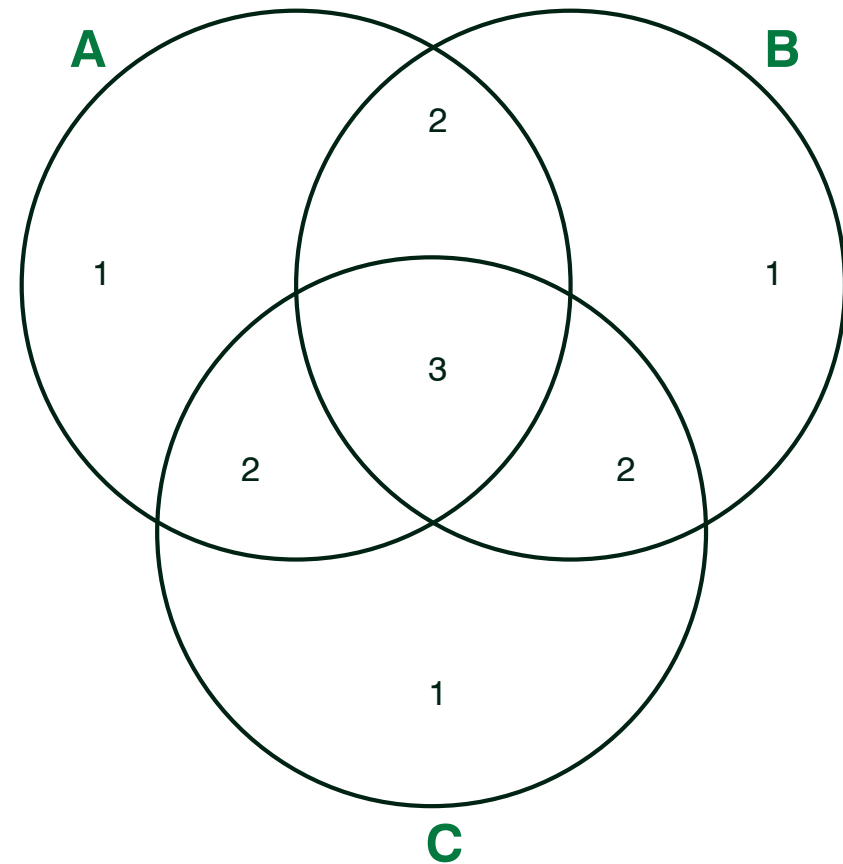
B - society

C - human

secondo livelli crescenti di profondità

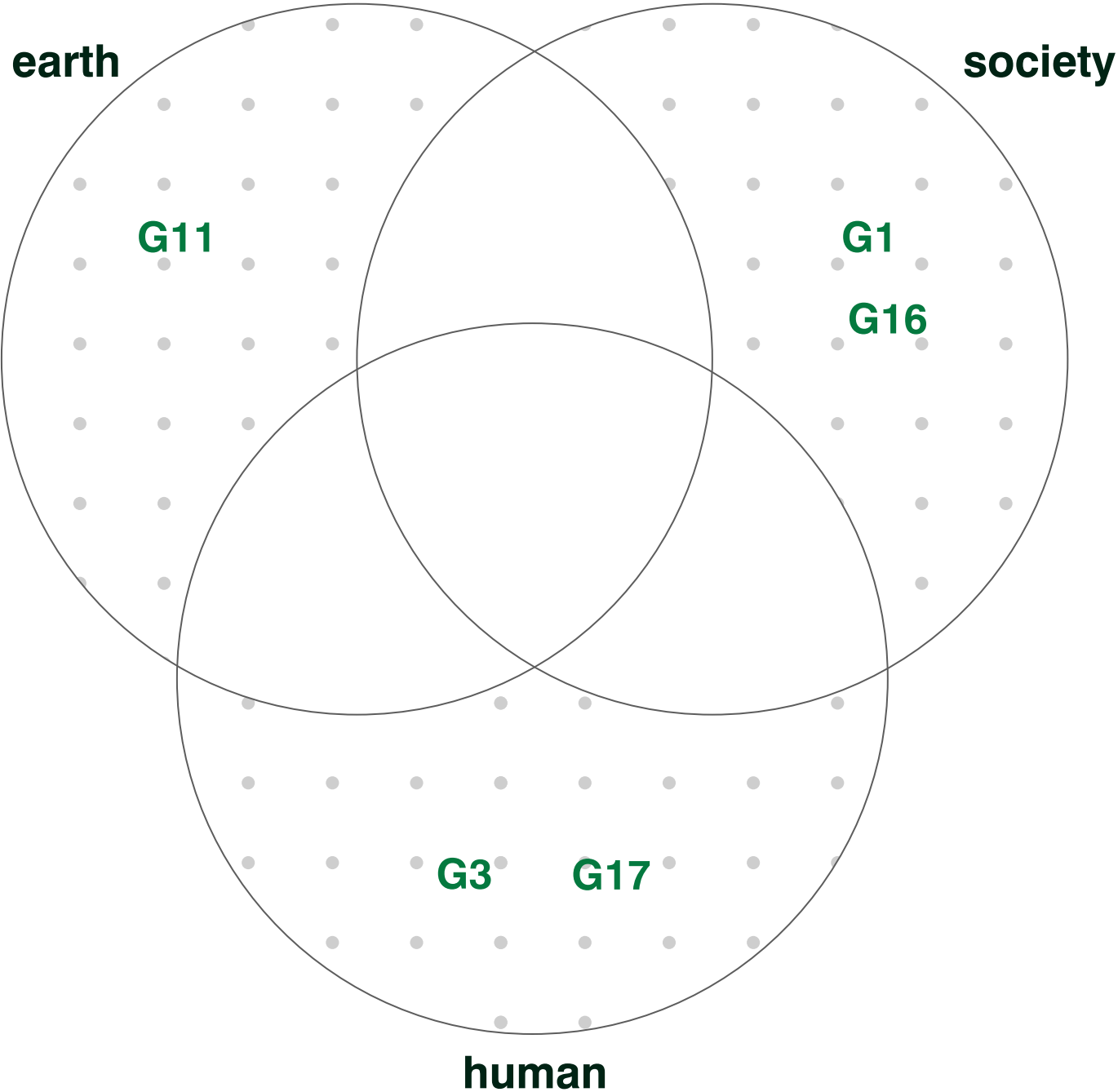
1 - 2 - 3

per una prima misurazione di compliance generale



**Sdg Model Canvas  
for Agriculture**

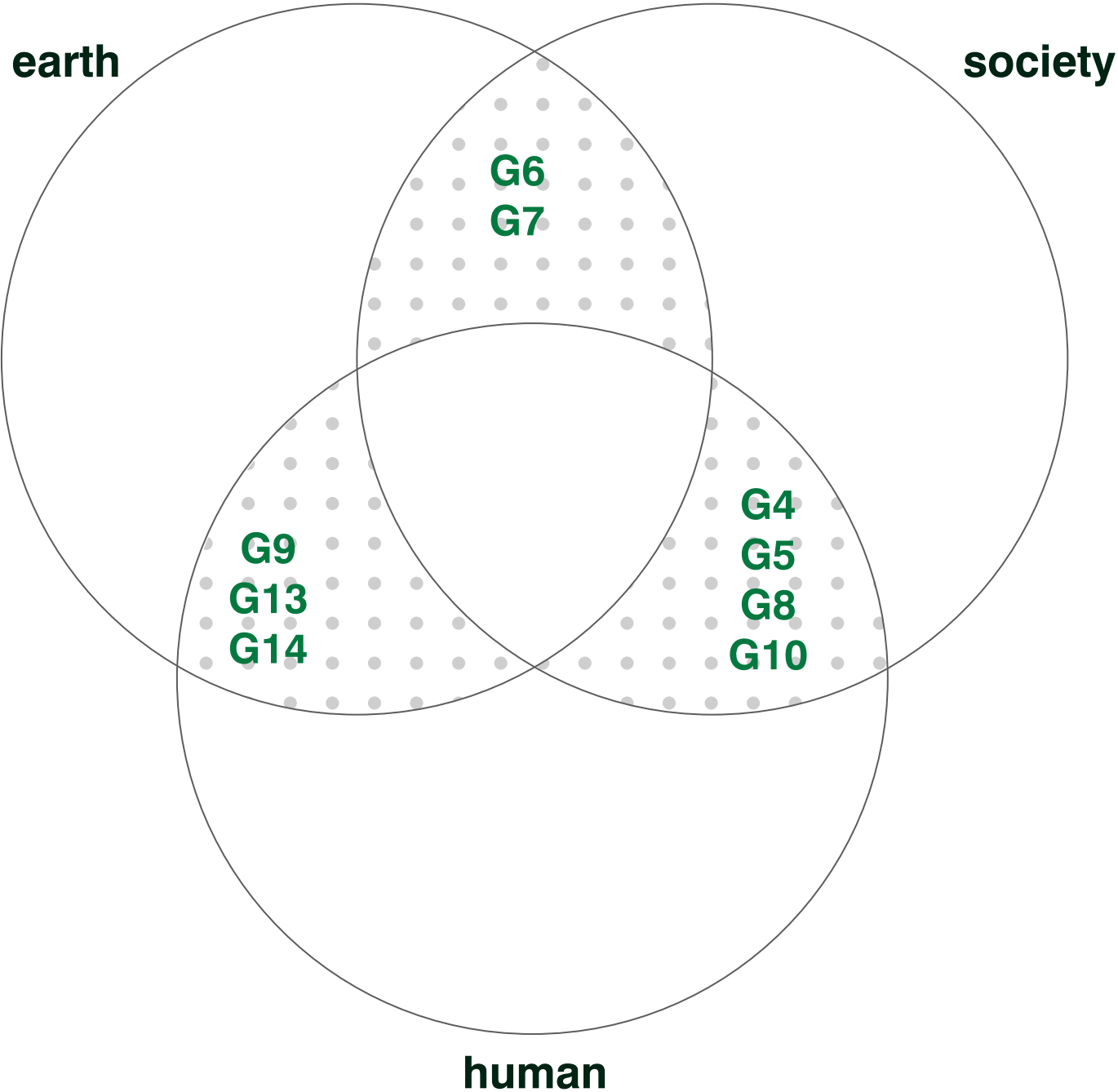
Riclassificare gli sdg  
livello profondità 1





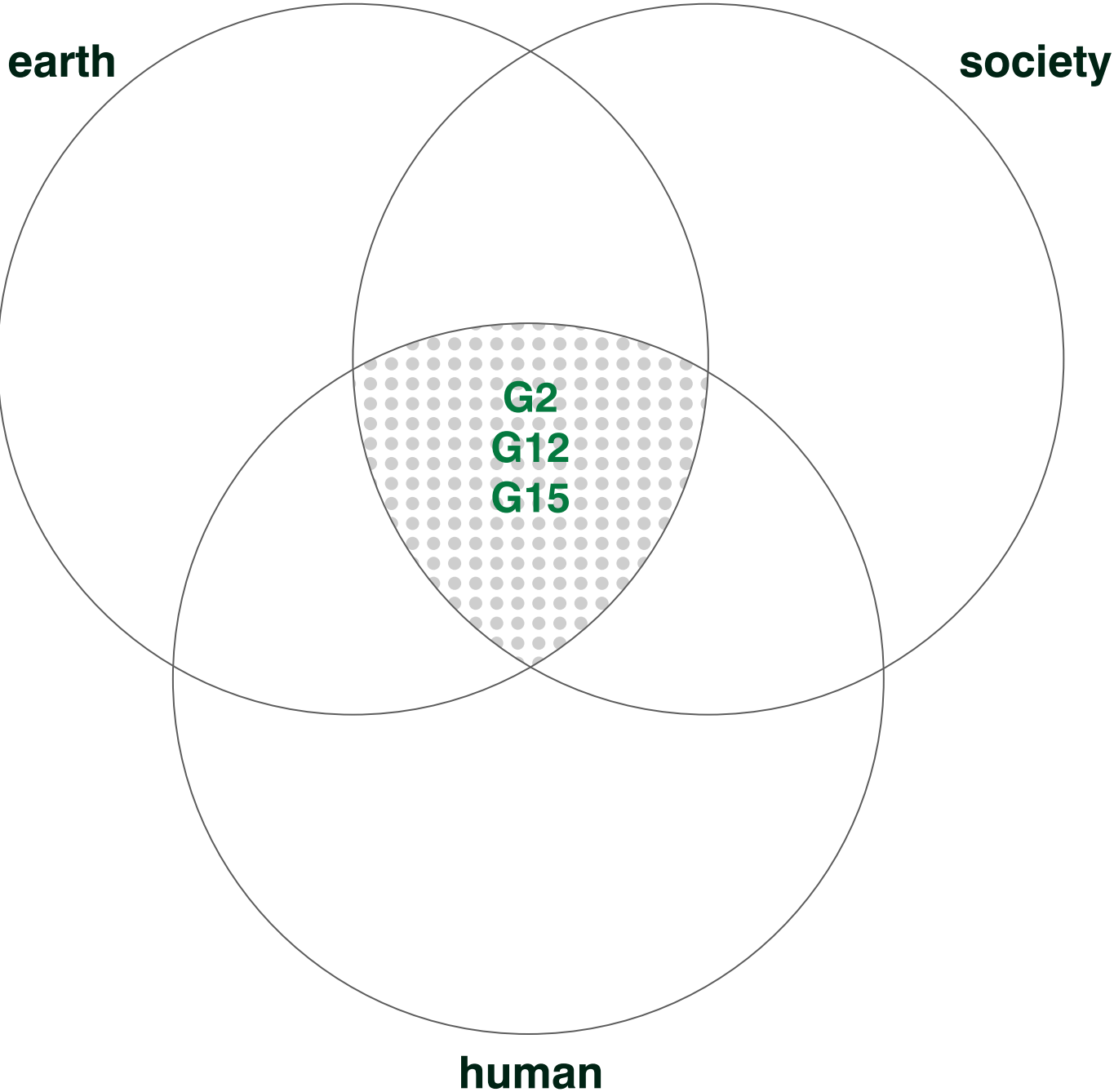
**Sdg Model Canvas  
for Agriculture**

Riclassificare gli sdg  
livello profondità 2  
intersezioni classi

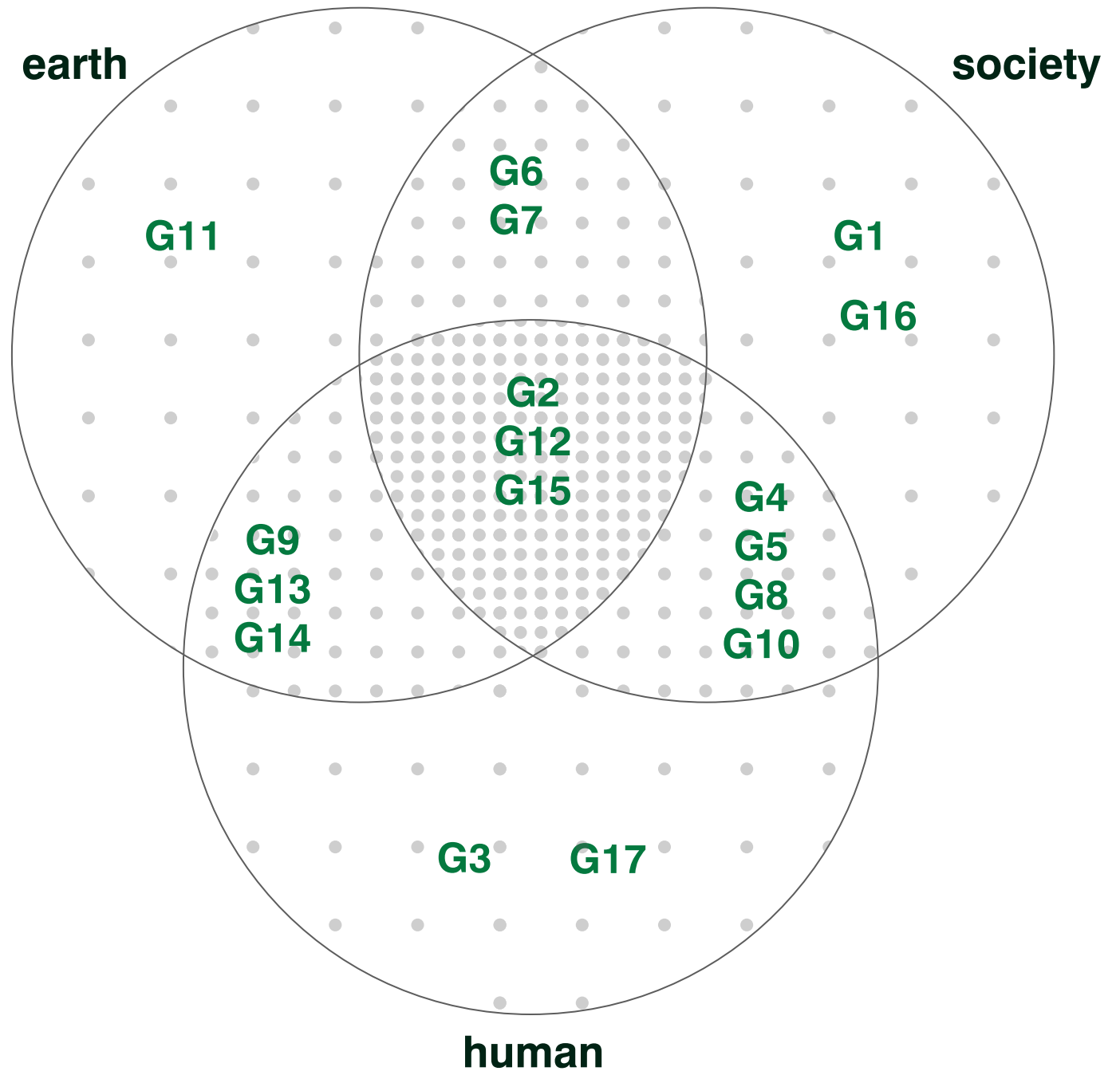


**Sdg Model Canvas  
for Agriculture**

Riclassificare gli sdg  
livello profondità 3  
intersezioni classi



**IPOTESI DI  
MATRICE GRAFICA  
PER MODELLO  
DIGITALE  
NIDIFICATO  
E INTERATTIVO**



step 3 applicazione  
su BMC  
(verso la compliance)

**Sdg Model Canvas  
for Agriculture**

**Business model canvas**

Rispetto ai punti di forza e di debolezza valutare l'impatto economico sull'impresa attraverso il BMC.

Implementazione del singolo sdg all'interno del BMC.

partner chiave	attività chiave	proposta di valore	relazioni con i clienti	segmenti di mercato
	risorse chiave		canali	
struttura dei costi			flussi dei costi	

next  
step



[www.sdgscompliance.com](http://www.sdgscompliance.com)