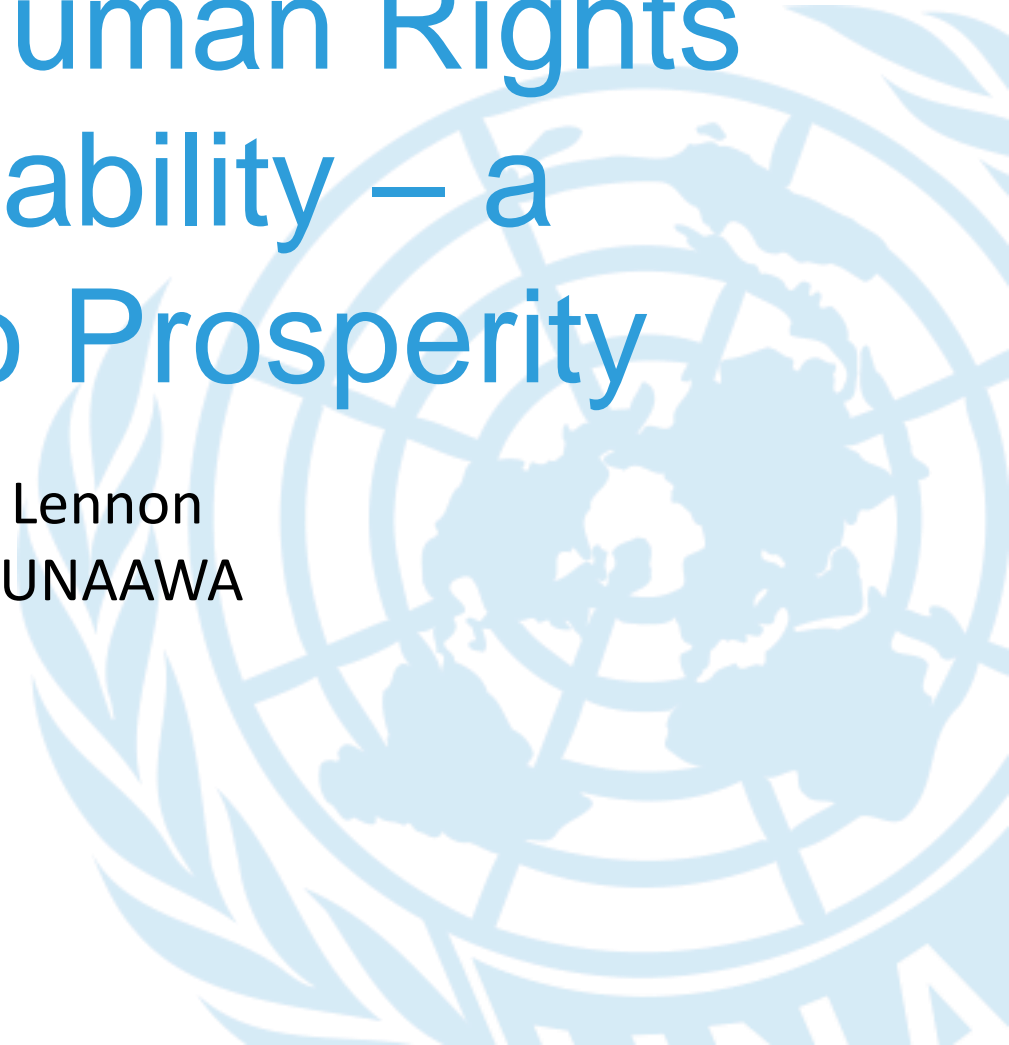


Business, Human Rights and Sustainability – a Roadmap to Prosperity

Dr Steve Lennon
President UNAAWA



Preamble to the United Nations Charter

“We The Peoples.....”

“Combine our Efforts....”

Justice

Avoidance of war

Peace and tolerance

Unity to maintain Peace and Security

Respect for fundamental human rights

Freedom, economic and social advancement of all peoples

Values

Peace, Justice, Respect, Human Rights, Tolerance, Solidarity



- Established in 1946 - Membership-based organisation dedicated to advancing the goals of the United Nations in Australia and around the world.
- Proud history of mobilising civil society, influencing decision-makers and educating the public in pursuit of UN ideals.
- Member of the World Federation of United Nations Associations, which has Consultative status at the Economic and Social Council (ECOSOC).

UNAAWA

Our purpose is to connect Western Australians with the UN in order to promote justice, peace, security and sustainable development for present and future generations.

We are a 100% volunteer driven organisation with a **focus** on:-

- Human Rights – National Programme Lead
- Women Empowerment
- Education
- Environment
- Young Professionals
- Communications and community outreach



The Universal Declaration of Human Rights



The Universal Declaration of Human Rights (1948) is the foremost statement of the rights and freedoms of all human beings.

It consists of a preamble and 30 articles, setting out a broad range of fundamental human rights and freedoms to which all men, women and children, everywhere in the world, are entitled without any distinction.

It has been translated into more than 380 languages and dialects.

Article 1

“All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.”

The 30 Articles Universal Declaration of Human Rights*



1. **We Are All Born Free & Equal.**
2. **Freedom from Discrimination.**
3. The Right to Life.
4. **Freedom from Slavery.**
5. Freedom from Torture.
6. Rights are Universal.
7. **Equality Before the Law.**
8. Human Rights Are Protected by Law.
9. No Unfair Detention.
10. The Right to a Trial.
11. **Innocent Until Proven Guilty.**
12. **The Right to Privacy.**
13. Freedom of Movement.
14. The Right to Seek a Safe Place to Live
15. The Right to a Nationality.
16. **The Right to Marriage and Family.**

17. **The Right to Own Things.**
18. **Freedom of Thought and Belief.**
19. **Freedom of Expression.**
20. The Right to Public Assembly.
21. The Right to Democracy.
22. The Right to Social Security.
23. **Workers' Rights to a job, fair wage, and trade union.**
24. **The Right to Play.**
25. The Right to Food and Shelter.
26. The Right to Education.
27. **Copyright Protection.**
28. A Fair and Free World.
29. **Responsibility to other people, their rights and freedoms.**
30. **No One Can Take Away Your Human Rights.**

Whilst all 30 are relevant to business there are rights which should be explicitly integrated with good business practice.

A History of Business and Sustainable Development



Business Roadmap to The 2030 Agenda for Sustainable Development



Extracts from the Preamble to Resolution adopted by the UN General Assembly on 25 September 2015

“This Agenda is a **plan of action** for people, planet and prosperity. **eradicating poverty**..... is the greatest global challenge and an **indispensable requirement for sustainable development**. **All countries and all stakeholders..... will implement this plan...to shift the world on to a sustainable and resilient path**. As we embark on this collective journey, we pledge that **no one will be left behind**.

The 17 Sustainable Development Goals and 169 targets which we are announcing today demonstrate the scale and ambition of this **new universal Agenda**.....They seek to realize the **human rights of all** and to achieve **gender equality** and the **empowerment of all women and girls**. They are **integrated and indivisible** and balance **the three dimensions of sustainable development: the economic, social and environmental....”**

The Sustainable Development Goals

Adopted by the UN General Assembly in 2015 as part of the Agenda 2030 programme



1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	SUSTAINABLE DEVELOPMENT GOALS Source: United Nations



“Australia has taken this commitment seriously, and today we agree a new 2030 Agenda that seeks to end extreme poverty within a generation. It’s an ambitious, bold – and necessary – objective.” Julie Bishop MP

A roadmap to Business Excellence - Human Rights, the Sustainable Development Goals and the Global Compact

It is about returns for all stakeholders:-

- Shareholder returns
- Customer returns
- Social returns
- Macroeconomic returns
- Environmental returns

It is about Ethics, Values and Culture:-

- Respect
- Equity
- Integrity
- Caring
- Innovation



“Business cannot succeed in societies that fail.”

Björn Stigson, President of WBCSD 1995 – 2012

Why the SDGs and Human Rights matter for business



1. Identifying future business opportunities

Global investment flows being directed towards sustainability challenges. Define growing markets for companies that can deliver innovative solutions and transformative change.

2. Enhancing the value of corporate sustainability

Economic incentives for companies to use resources more efficiently, or to switch to more sustainable alternatives, as externalities become internalized.

3. Strengthening stakeholder relations and keeping pace with policy developments

SDGs reflect stakeholder expectations and future policy direction at the international, national and regional levels. Aligned Companies can strengthen engagement of customers, employees and other stakeholders. Those that aren't will be exposed to growing legal and reputational risks.

4. Stabilizing societies and markets

Investing in the SDGs supports business success, including the existence of rules-based markets, transparent financial systems, and non-corrupt and well-governed institutions.

5. Using a common language and shared purpose

The SDGs define a common framework of action and language that will help companies communicate more consistently and effectively with stakeholders and help bring together synergistic partners.

The Bottom Line



Evolution of \$1 invested in 1992
Low sustainability vs high sustainability companies*

“..evidence that High Sustainability companies significantly outperform their counterparts over the long-term, both in terms of stock market and accounting performance. The outperformance is stronger in sectors whereproducts significantly depend upon extracting large amounts of natural resources.”*



Background from Curtin University PRIME report 2017



“The SDGs present a clear moral case for change, but companies must recognize that they represent the business opportunity of a lifetime too and must adapt to take advantage of it.”
Paul Polman CEO Unilever

*Source: The Impact of a Corporate Culture of Sustainability on Corporate Behaviour and Performance, Robert G. Eccles, Ioannis Ioannou, and George Serafeim, Harvard Business School, 2011

Making it happen...



The UN Global Compact and the 10 Principles

A call to companies to align strategies and operations with universal principles of human rights, labour, environment and anti-corruption, and take actions that advance societal goals.



Human Rights

1. Businesses should support and respect the protection of internationally proclaimed human rights, and,
2. make sure that they are not complicit in human rights abuses.

Labour

3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining,
4. the elimination of all forms of forced and compulsory labour,
5. the effective abolition of child labour, and,
6. the elimination of discrimination in respect of employment and occupation.

Environment

7. Businesses should support a precautionary approach to environmental challenges,
8. undertake initiatives to promote greater environmental responsibility, and,
9. encourage the development and diffusion of environmentally friendly technologies.

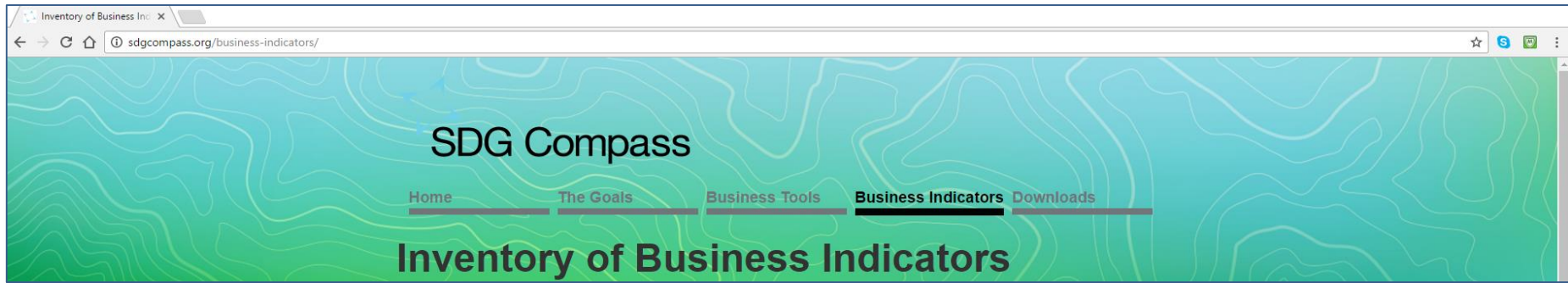
Anti-Corruption

10. Businesses should work against corruption in all its forms, including extortion and bribery.

Signatories to the UN Global compact make an enduring, visible and public commitment to sustainability – and report on their progress annually.

Only 49 Australian Companies are signatories. Total Australian signatories = 130.

Tool to establish and monitor your business sustainability roadmap



The Power Sector and Sustainability – case study for today and tomorrow



Best practice exists...



Case Study – A Global Top 20 Power Company

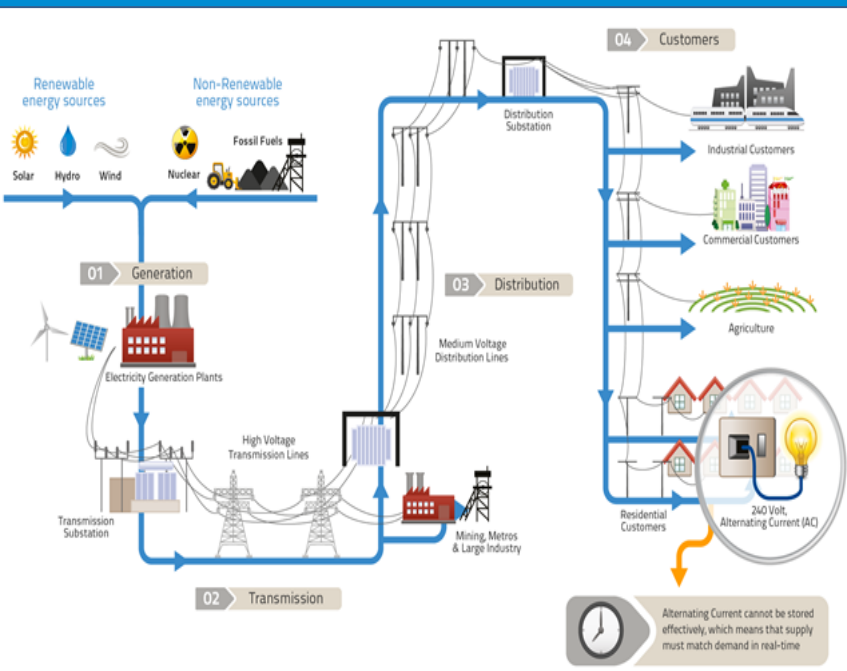
1. Board of Director's Sustainability and Ethics Committee
2. Board approved Sustainability Strategy
3. Management Long term and Short term Incentives
4. Stakeholder outreach strategy – including NGO Forum
5. Integrated reporting combining financial, environmental and social reporting – to GRI G4 Guidelines.
6. Internal and external transformation drivers – gender and racial empowerment
7. Factor work quantifying external impacts – positive and negative
8. Values – innovation, excellence, customer satisfaction, innovation, integrity, caring

But.....

The fundamentals of the business – being fossil fuel based - coupled with disruptive change in the sector, means that it is inherently unsustainable. Many traditional players in the power system find themselves in a similar situation and now have to design a new, sustainable future.

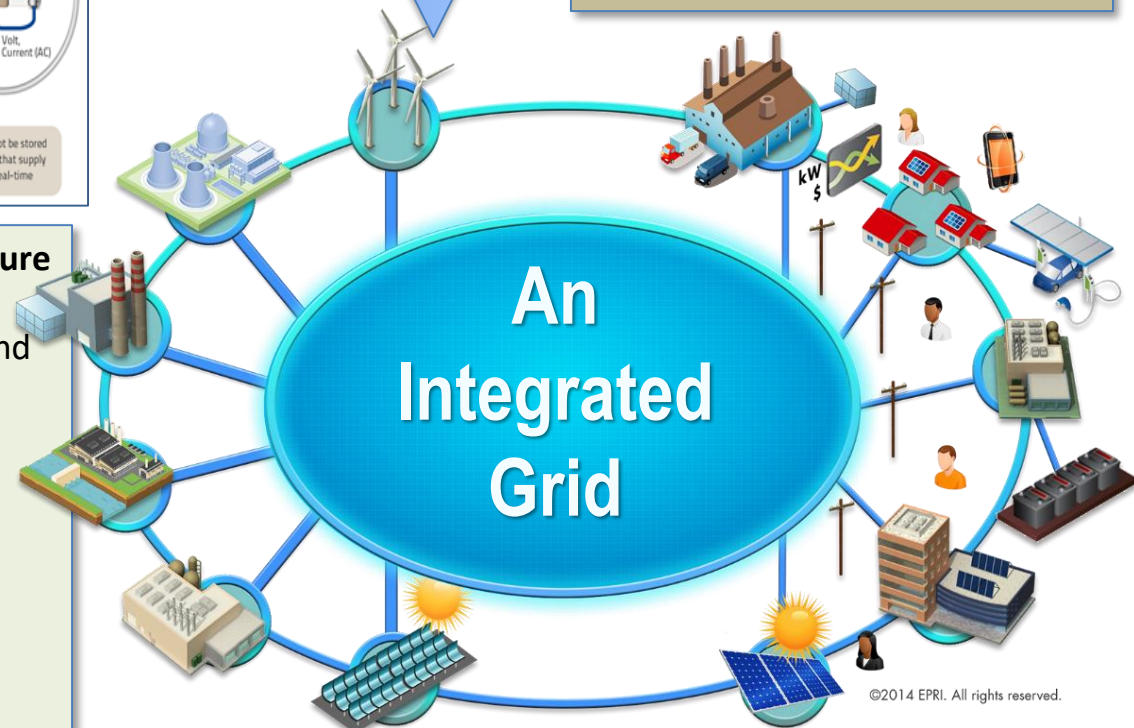
The Power Sector

A mature industry in its infancy.



- From Consumer to Prosumer
- Inefficient to efficient
- Declining demand
- Centralised to decentralised
- Analogue to smart
- Fossil to renewable
- Fuel switching to electricity
- Regulation and/or policy driven to market driven

- ### A Sustainable Power Sector - Embrace the Future Manage the Legacy
- Smarten Grids – diversify supply and demand
 - Centralised to decentralised & integrated
 - High efficiency as the norm
 - Point of use supply opportunities
 - Market driven with standards
 - New business models, products & services
 - Resilience of entire value chain
 - Maximise positive social, economic and environmental footprint



Conclusion



The New Business Agenda

Objective - Sustainable Returns to Shareholders,
Society and the Environment

The Strategy

1. Committed and Aligned Governance – Board sustainability ownership (S&E committee?) and integrated incentives for management.
2. Entrench an effective business culture and values – embracing Human Rights and the Sustainable Development Goals.
3. Effective Stakeholder engagement – broad and deep – suppliers, public, employees, customers, NGOs, government...
4. Embrace Long termism - Adoption of longer term strategies and thinking.
5. Transparency - measurement and disclosure – Integrated Audit and Integrated Reporting (see GRI).
6. Innovation at the core of the business – embrace new technologies, new business models and new systems.
7. Continual improvement – the *Status Quo* is never good enough. Sustainability is not a point in time but an enduring process...



“Business is a vital partner in achieving the Sustainable Development Goals. Companies can contribute through their core activities, and we ask companies everywhere to assess their impact, set ambitious goals and communicate transparently about the results.”

Ban Ki-Moon UN Secretary General 2007 - 2016

**"If we have intelligence, imagination
and the ability to dream, things can
happen."**

-Graça Machel



Thank You

For more information see:-

www.unaa.org.au
www.un.org
sustainabledevelopment.un.org
www.un.org/en/universal-declaration-human-rights
www.unglobalcompact.org
www.wbcsd.org
www.sdgcompass.org
www.globalreporting.org
www.iso.org
integratedreporting.org