Agenda 2030 for Sustainable Development:

Towards a new „Understanding of the Game“

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Cape Town
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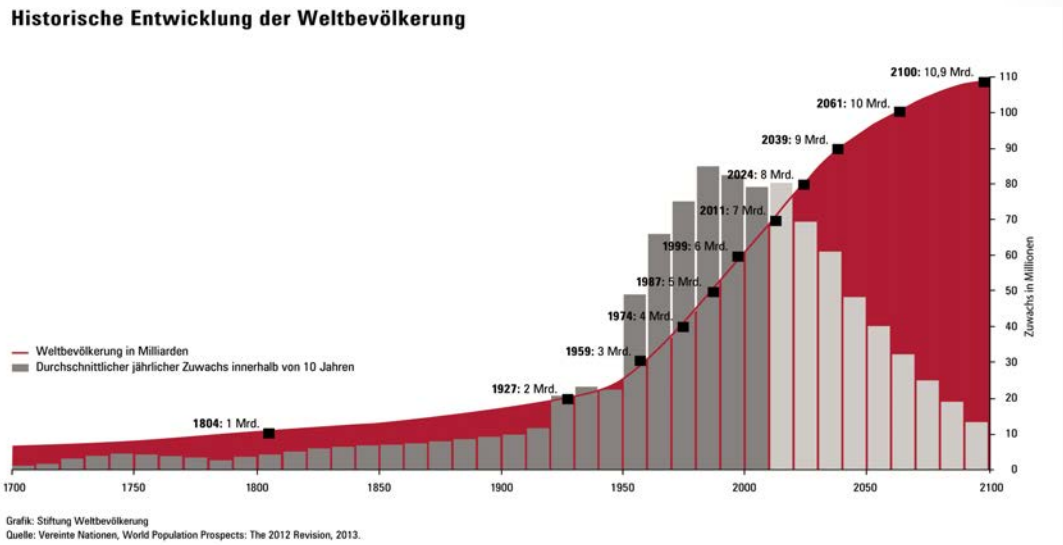
Today is a special day

- Never in human history lived so many people on Earth: 7.490.000.000

  - 1804: 1 billion
  - 1927: 2 billions
  - 1960: 3 billions
  - 1970: 4 billions
  - 1987: 5 billions
  - 1999: 6 billions
  - 2011: 7 billions
  - 2024: 8 billions
  - 2039: 9 billions
  - 2061: 10 billions



- Never before in human history was the world economy so big, environmental waste so significant and social disparities so expressed: New estimates show that just eight men own the same wealth as the poorest half of the world. (Oxfam 16.1.2017)

Growing social unrest

Increased droughts

(in places that were fertile since time immemorial…)

Foundation Global Values Alliance

Increased flooding

(in places that did not have floods from time immemorial...)

Foundation Global Values Alliance

Increasing migration

General Assembly

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Seventieth session
Agenda items 15 and 116

Resolution adopted by the General Assembly on 25 September 2015

Transforming our world: the 2030 Agenda for Sustainable Development

Preamble

This Agenda is a **plan of action for people, planet and prosperity**. It also seeks to strengthen universal peace in larger freedom. We recognize that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.

All countries and all stakeholders, acting in collaborative partnership, will implement this plan**. We are resolved to free the human race from the tyranny of poverty and want and to heal and secure our planet.** We are determined to take the bold and transformative steps which are urgently needed 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 new framework:
2030 Agenda for Sustainable Development

GOAL 1
END POVERTY IN ALL ITS FORMS EVERYWHERE
SUSTAINABLE DEVELOPMENT GOALS
More at sustainabledevelopment.un.org/sdgsproposal

GOAL 2

END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 3

ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 4

ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 5

ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 6

ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 7

ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 8

PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 9

BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 10

REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 11

MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 12

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 13

TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS*

Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 14

CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 15

PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 16

PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

GOAL 17
STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT
SUSTAINABLE DEVELOPMENT GOALS
More at sustainabledevelopment.un.org/sdgsproposal

Managing Sustainable Development is a taming a „wicked problem“

Characteristics of a “wicked problem”

- One cannot understand the problem without knowing about its context and one cannot meaningfully search for information without the orientation of a solution;
- Wicked problems have no stopping rule, i.e. it is not clear when a solution is reached;
- The choice of explanation and the worldview of the observer determine the nature of the solution attempt;
- Wicked problems have no “right or wrong” solution but only “better or worse”, “more acceptable / less acceptable” – dilemmas are part of any kind of solution;
- What is considered to be a *feasible plan of action* becomes a matter of judgment.

Source: Rittel H.W.J. / Webber M.M.: Dilemmas in a General Theory of Planning. In: Policy Sciences Vol. 4 (1973), pp. 155ff;

A Future we want for All

Sustainable Development to be treated as a

"new common standard of practices for all people and all nations, to the end that every individual and every organ of society, keeping the necessity for a sustainable development path constantly in mind, shall strive to promote coherent action and implement state-of-the-art national and international measures progressively, to secure universal and effective recognition and observance."*

Sustainable development is a multi-dimensional, normative concept!

(*adapted from the Preamble of the Universal Declaration of Human Rights)

No single, uniform, linear path to development

Brandt Commission (1979):

- "There are different and appropriate answers depending on history and cultural heritage, religious traditions, human and economic resources, climatic and geographic conditions, and political patterns of nations."

World Commission on Culture and Development (1994):

- Human Development cannot be perceived to be "a single, uniform, linear path, for this would inevitably eliminate cultural diversity and experimentation, and dangerously limit humankind's creative capacities in the face of a treasured past and an unpredictable future."

Laudato Si' Pope Francis (2015):

- Authentic human development has a moral character. It presumes full respect for the human person, but it must also be concerned for the world around us and "take into account the nature of each being and of its mutual connection in an ordered system" (LS 5)

What is Sustainable Development?

Undisputed Essentials:

- Poverty eradication and satisfaction of Basic Needs
- Respecting Planetary Boundaries, Fostering Inclusive Societies and Fulfilling Human Rights Obligations
- Respecting needs of future generations

Meaning of normative terms and definitions

- Normative terms like “development” but also “justice” and “fairness” and “truthfulness” or “freedom,” have a general, abstract, „thin“ and out of context meaning;

- Applying normative terms to a concrete context and accounting for the specificities of the actual situation in which a decision has to be taken leads to different conclusions due to differing individual judgments about value hierarchies;

- The claim that we must all be heading in the same direction since there is only one direction in which good-hearted (or ideological correct) men and women can possibly march is an example of philosophical high-mindedness. But it does not fit our moral experience.

Source: Walzer, M. (1994): Thick and Thin. Moral Argument at Home and Abroad. Notre Dame University Press, South Bend.

GOAL 10

REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

e.g. SDG 10 “Reduced Inequalities”

e.g. target 10.1.: By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average

e.g. target 10.2.: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status;

e.g. target 10.4.: Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality;

e.g. target 10.7: Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies

GOAL 12

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

SUSTAINABLE DEVELOPMENT GOALS

More at sustainabledevelopment.un.org/sdgsproposal

e.g. SDG 12 “Responsible Consumption and Production”

e.g. target 12.1.: Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries;

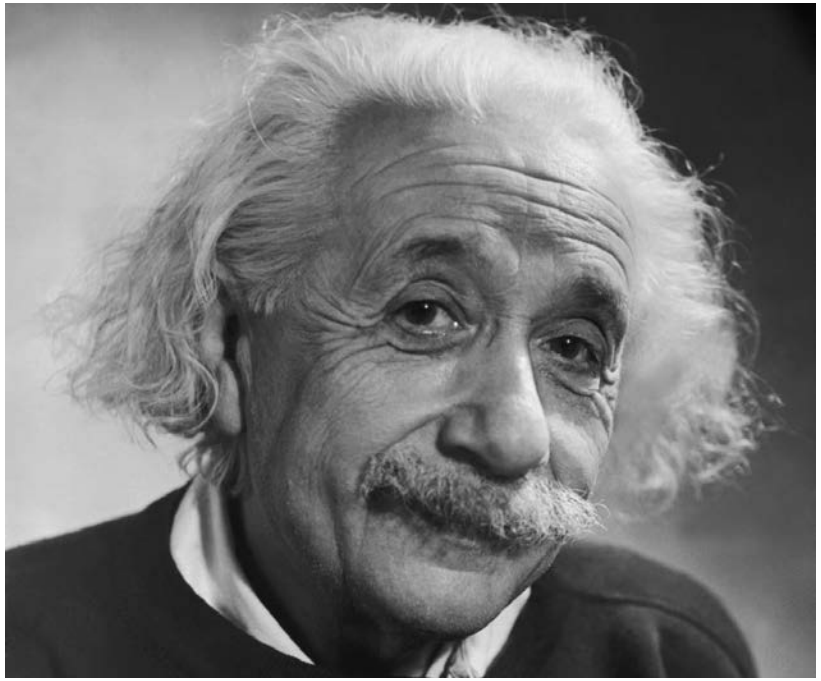
e.g. target 12.3.: By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses;

e.g. target 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse;

e.g. target 12.6.: Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle;

e.g. target 12.7.:Promote public procurement practices that are sustainable, in accordance with national policies and priorities.

Which way to go?



Albert Einstein:
We cannot resolve the problems we face from the same level of consciousness and by using the same kind of thinking we used when we created them

What can we hope for?

"Our problems are manmade, therefore, they can be solved by man. And man can be as big as he wants. No problem of human destiny is beyond human beings. Man's reason and spirit have often solved the seemingly unsolvable—and we believe they can do it again."

(John F. Kennedy. American University Speech 1963)

Paradigm change:
Towards a ”New understanding of the Game”

Understanding of the Game

In the context of Sustainable Development the *understanding of the game* stands for a

- **shared public conception of what is a “good society**” a majority of people wants to live in.
- General perception about **actions and reactions that can we expect from each other in a functioning community**
- a rough-textured idea about formal and informal rules that apply.
- a shared understanding on possible answers to the central question of *responsibility* “**Who is responsible to whom for what and in what way?**”

The understanding of the game is shaped by underlying values, accepted principles and applicable norms expressing preferences for modes of behavior in a given society: A change in the development paradigm presupposes a change in values…

A new understanding of the game leads to "New Rules of the Game"

Rules of the Game

A new common understanding of the game is likely to result in a new set of mutually accepted *rules of the game.* In a business context such rules are on the one hand those given by law and standardized norms (e.g. ISO). On the other hand there are self-imposed rules, e.g. voluntary corporate guidelines and codes of conduct that go beyond legal regulation.

Mutually respected rules enable the participants of the "business game" (e.g. consumers, investors, competitors, civil society stakeholders) to develop reliable expectations about each other's behavior. A great extent of mutual predictability and behavioral reliability creates trust, which again facilitates social and business interaction and lowers transaction costs.

A new understanding of the game and the rules still allow for a broad corridor of legitimate action within which, a wide diversity of possible ***moves*** provides competitive opportunities and advantages for individuals and businesses.

The Responsibility Portfolio

Who is responsible?

- International community
- National governments
- Communities,
- Households;
- Individuals;

… for what dimension of a solution

- Economic
- Social
- Political
- Technological
- Domain of valuations and
- world views / spirituality

WHAT CAN WE KNOW?

WHAT OUGHT WE TO DO?

WHAT MAY WE HOPE?

(*Immanuel Kant, Critique of Pure Reason, 1781)

Foundation Global Values Alliance

State of the Art Corporate Responsibility:
a complex and expansive concept

Corporate Responsibility / Sustainability Management in the future

Sustainable development is everybody‘s business

Sustainability begins at home...

Individual mobility, purchasing, consumption and waste behaviour – but also volunteering, community work, NGO engagement, etc.

You must be the change you want to see in the world

Mahatma Gandhi