“The SDG´s - social responsibility and sustainable organizations”

“CSR, The young generation as employees and business development”
Kenneth Norre, CEO
One common goal, 9 years to 2030, we need to partner up
At least 8 out the 17 SDG’s are related to Land Management, Land Policy and Cadaster.

- **SDG no. 1: End poverty** => formalize land ownership
- **SDG no. 2: End hunger** => access to land and protected land tenure rights
- **SDG no. 5: Gender equality** => the right for women to own land, secure tenure rights for women
- **SDG no. 10: Reduce inequality** within and among countries => Access to land and protection of tenure rights against discrimination
- **SDG no. 11: Cities safe and sustainable** => Protection and recognition of tenure rights for informal urban settlements
- **SDG no. 13: Combat climate changes** => Land Management, Land planning and spatial planning to reduce emission
- **SDG no. 15: Sustainable ecosystems**, forests, land degradation => proper management of forest land
- **SDG no. 16: Peaceful societies**, justice for all => equal access to tenure rights, land policy and land management
- **SDG no. 17: Partnerships** => important key to achieve the SDG’s

Land is fundamental for the SDG’s
CSR + the SDG’s

Corporate Social Responsibility – what is that?

- CSR is generally seen as a concept and a tool where organizations achieve a balance between financial, environmental and social ethical rules, while meeting the expectation of stakeholders (UNIDO, 2018)

CSR includes:

- Corporate and organizational responsibility
  - Sustainability
  - Environmental management
  - Working standards
  - Working conditions
  - Human rights
  - Good governance
  - Anti-corruption.

“We need to think about CSR in a whole new perspective”

“By combining CSR with the SDG’s we can work with CSR in a broader strategic perspective, and through this ensures that our organization is sustainable in the long run”
CEO perspective

Why is the work and contribution to the SDG´s important, from an organizational and business view?

CSR

Innovation and growth

Retention and development of employees (The foundation)

Attracting new talented employees (The future)

Customers / Partners / suppliers (stakeholders)

Financial performance

Branding

As an organization we are met with (internal and external) demands to take a social responsibility,

- also globally

That’s why the SDG´s are important
Our challenges (and opportunities)

- Sustainability, an attractive and sustainable organization – in the long term for all stakeholders
- A world full off disruption
- What makes the difference in any organization => skilled and talented people
  - Young people wants more than remuneration, they want to be a part of an organization that makes a difference
  - They ask into values, vision and CSR
- To many people it is not enough to make a donation, they want to invest a part of themselves
- The SDG’s is a part of the education in the preliminary school (common knowledge and language)

Our organizations has to relate and act on the SDG´s if we want to attract the young generation
What can we (also) use the SDG´s to?

- Differentiation when it comes to attract employee
- Boosting employee engagement and satisfaction
- Talent and career development
- An attractive working environment
- AND – last but not least;

  New **business** and **growth**

  (169 sub-goals for business development)

The SDG’S shall be seen as a strategic tool and incorporated into the strategy
The case of LE34
- how private sector contributions can be done

LE34 in brief

➤ Private land surveying company

➤ Founded in 1817

➤ Leading provider of land management and land surveying services in Northern Europe

➤ 7 business areas:
   ➤ Cadastral Services
   ➤ Land Law & expropriation
   ➤ Engineering Survey
   ➤ Offshore

➤ Turnover USD 47 mio.

➤ +400 employees

➤ 26 Offices in Scandinavia

➤ ISO 9001:2015 certified

➤ Spatial Planning

➤ Utilities and Energy

➤ GIS
Some facts:

- 70% of the world's population do not have secured rights to land (constitutional rights).

- What many of us take for granted when we buy land, buy a house or rent a facility, is non-existent globally.

- Secured rights give access to trading of land, financing of land and create a foundation for social and economic growth.

The short version:

Where is the incentive for a farmer in a developing country to produce more and better food, if you do not have a secured right or title to the land where the food is produced?

- Secured rights to land, is the incentive to produce more and better food (zero hunger).

- More and better food will affect trade and financing, and by that create the foundation for economic social growth (no poverty).
The SGD´s as a strategic driver and tool – LE34

The ultimate vision:

Actively contribute to the eradication of poverty and hunger by the year 2030

- LE34 Academy (Retain, educate and attract employees)
- Innovation (new business opportunities)
- Culture/values (proudness, "one company")
- Branding (differentiation)
- Growth and goals (sustainability in the long run)
- CSR (a social responsible profile/accountability)

All elements make sense in context of the SDG´s and have a perfect match with CSR
Wrap up

- The **young generation** places completely new demands to the organizations they want to work in
- The SDG’s is a **differentiator**, when it comes to attract, retain and **develop our employees and organization**
- The SDG’s are the catalyst for bringing our **CSR** work to a new **strategic level** (social responsibility)
- We can use the SDG’s to **make our organizations sustainable** in the long term
- All of us has an **obligation** to contribute to the SDG’s – big and small.
- “3 in 1” (CSR, Talent Management and business development)
- That is why the SDG’s is a “**gift**”

They make sense “**commercially**” and through the SDG’s we can contribute to the **global social agenda**
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