No Longer BAU - Making the 2030 Agenda Work
Initiatives that Matter

Marja Innanen, Deputy Secretary General,
National Commission on Sustainable Development,
Prime Minister’s Office, Finland
**MISSION:** to root sustainable development into Finnish policies, measures, budgets and action

**KEY STRATEGY:** Society’s Commitment to Sustainable Development = National SD strategy and tool

**Chair:** Prime Minister, Mr. Juha Sipilä
Society’s Commitment to Sustainable Development

Finnish *societal innovation* to promote sustainable development and implement the 2030 Agenda

- Provides long-term sustainable development *policy framework* (a vision, principles and objectives) for the administration, civil society and other stakeholders
- Provides an *implementation tool* for companies, organizations, schools, municipalities, citizens – anyone – to participate
Vision: A prosperous Finland with global responsibility for sustainability and the carrying capacity of nature

- Equal prospects for well-being
- Participatory society for all
- Work in a sustainable way
- Sustainable society and local communities
- Carbon-neutral society
- A Resource-wise economy
- Lifestyles respectful of the carrying capacity of nature
- Decision-making respectful of nature
Objectives of the Society’s Commitment:

1. Equal prospects for well-being
2. A participatory society for all
3. Work in a sustainable way
4. Sustainable society and local communities
5. A carbon-neutral society
6. A resource-wise economy
7. Lifestyles respectful of the carrying capacity of nature
8. Decision-making respectful of nature

SDGs - the 2030 Agenda:
Society’s Commitment to Sustainable Development

EVERY ACTION COUNTS!

Vision: A prosperous Finland with global responsibility for sustainability and the carrying capacity of nature

At the moment
Almost 700 operational commitments

Companies
The public sector
NGOs
Clusters
NOW 2020 2030 2040 2050

Vision: A prosperous Finland within the limits of the carrying capacity of nature.
BUSINESS HAS TAKEN THE COMMITMENT AS A TOOL

Sitoumus2050.fi
THE COMMITMENT LIVES UP TO THE EXPECTATIONS

Out of all the questionnaire respondents who have made a commitment:

--- 97 % --- says the commitment enhances sustainable development in their own actions

--- 92 % --- says the commitment helps to be a pioneer in their industry

--- 89 % --- says that the commitment improves their reputation

--- 77 % --- thinks the commitment helps in networking

--- 81 % --- gets help for marketing from the commitment

The Society’s Commitment to Sustainable Development is a voluntary and concrete action that supports the progress towards sustainability goals and principles. Anyone can make a commitment.

www.commitment2050.fi
As a Finnish corporation we wanted to make our own Commitment and take part in executing Finland’s Sustainable Development Strategy as a part of global aspirations.

We cannot focus solely on minimizing the impacts of our action but also on finding possibilities to develop our policies and to seek how can we achieve sustainable growth while being beneficial for the society around us.

Agenda 2030 and Sustainable Development Goals can be seen as a compass for our sustainability strategy.

Kati Ihämäki
Director Corporate Sustainability, Finnair
The Agenda 2030 provides a common focus and framework for companies and society, mobilizes resources and tracks progress in order to address the biggest global challenges.

Concrete targets & commitments enable the realization of the vision. Connectivity and access to the Internet have created enormous economic and social advantages, enabling billions of people to live better lives and could positively contribute to all 17 SDGs.

This is a key driver for our Commitment to help our customers to connect the next billion by the end of 2022.

Minna Aila  
Vice President, Corporate Affairs, Nokia
How relevant are the SDGs to Finnish companies right now?

- 86% of the respondents consider that the SDGs are highly or quite relevant to their businesses.
## Highest ranking goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>13 ILMASTOTekoja</td>
<td>46%</td>
</tr>
<tr>
<td>12 VASTUULLISTAKULUTAMISTA</td>
<td>37%</td>
</tr>
<tr>
<td>9 KESTAVÄÄ TEOLLIISUUTTA, INNOVAATIOITA JA INFRASTRAUKTUREJÄ</td>
<td>31%</td>
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## Why to contribute to the SDGs?

1. The goals are topical and globally important (59%)
2. Opportunity to align core business activities with society’s needs (33%)
3. Expectations and wishes of external stakeholders (28%)

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“LET’S TRY SOMETHING NEW, SHALL WE?”

http://kestavakehitys.fi/en/frontpage

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