

# Shaping the Future of Sustainable Shipping

Trends, Challenges & Solutions



SHAPING THE FUTURE | Global Growth Opportunities Reviews

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## 1.1 Transformation of company towards sustainability

Sustainability is becoming increasingly valuable throughout today's corporate world and can lead to potential future success for businesses. An increasing number of organizations are incorporating sustainability into their business strategy — aware of the importance of sustainability. In addition to helping to address global challenges such as the climate change, sustainability can lead to business success. When Bain & Company surveyed 297 global companies, 81% said sustainability is more important to their business today than it was five years ago, and 85% believe that it will be even more important in five years.<sup>1</sup>

For those forward-looking companies that embrace Sustainable Development Goals (SDGs) at the corporate level, they will have an impact on business success and growth over the coming decades – developing new market opportunities.

By integrating SDGs into the business strategy, there are business opportunities that make it a business priority.

In addition, according to a report by the Business & Sustainable Development Commission (January 2017) reports that achieving the UN Sustainable Development Goals <sup>2</sup> will generate \$12 trillion in business savings and revenues across four sectors which are energy, cities, food and agriculture and health and well-being by 2030 and estimates the creation of 380 million new jobs. <sup>3</sup>

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1. Transforming Business for a Sustainable Economy, 2018.

2. The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015 and at its core are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action in a global partnership from all countries—developed and developing.

3. SDGs: an opportunity for business, 2017

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Furthermore, Global research by PwC since 2015, has shown that 78% of consumers are more likely to purchase goods and services from businesses that have signed up to the SDGs (Sustainable Development Goals) <sup>4</sup>. Responding to a PwC survey, 90% of citizens think that it is important for businesses to sign up to the SDGs (59% think it is “very important”) <sup>5</sup>. Consumers pay particular attention to the way in which companies take a position on social and environmental issues.



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4. PwC, 2015, Make it your business: Engaging with the Sustainable Development Goals

5. Organisation for Economic Co-operation and Development (OECD), 2017, What People Know and Think About the Sustainable Development Goals Selected Findings from Public Opinion Surveys Compiled by the OECD



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**Figure 1.1** | 17 Sustainable Development Goals. United Nations, 2020, Sustainable Development Goals-Knowledge Platform <sup>6</sup>



[See all](#)

6. United Nations, 2020, Sustainable Development Goals-Knowledge Platform

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