

SDG-BUSINESS MATRIX | MODEL



2 Example: Palsgaard is focusing on SDG 12 and 13 with innovation and sustainable operations as strategic direction

Description

Palsgaard is primarily working with **SDG 12 and 13** in ways that will grow their business and bottom line through **new products** and **decreased operational costs**

Initiatives relevant to SDG 12 are met through **responsible use of production resources** and through new plant based polymer additives **reducing food waste**

Focus on SDG 13 has **decreased CO₂ emissions in operations** globally as well as increased focus on optimization for energy consumption

		Zero hunger No poverty Good health and well-being Quality education Gender equality Clean water an sanitation Affordable and clean energy Decent work and economic growth Industry, innovation and infrastructure Reduced inequalities Sustainable cities and communities Responsible consumption and production Climate action Life below water Life on land Peace, justice and strong institutions Partnerships for the goals																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Growth	Innovation and new products												📌	📌				
	New markets																	
	Composition of business portfolio																	
Return on capital	Green sales and marketing																	
	Sustainable value chains																	
	Sustainable operations												📌	📌				
Risk management	Operational risk management																	
	Reputational risk management																	
	Regulatory risk management																	
Organizational performance	Company mission																	
	Talent management																	
	Partnerships																	

Source: SDG Guide for Business Leaders, A practical Guide for Business Leaders to working with the SDGs as a competitive factor (McKinsey, 2019)