

SDG Deep Dive Webinar

SDGs & Human Rights

15 November 2018



Housekeeping

- ❖ This webinar is being recorded!
- ❖ All participants are muted!

- ❖ Slides and recording will be made available following the webinar.



- ❖ Use the chat function to
 - ❖ Type in your questions
 - ❖ Let us know to unmute your line

Today's agenda

- (1) Housekeeping, introductions & updates
 - WBCSD
- (2) The Human Rights Opportunity: Realizing the SDGs by putting people first
 - Sara Blackwell, SHIFT
- (3) Insight from business:
 - Cynthia Trigo, TOTAL
- (4) Questions and discussion



From the **People Program Team**



Davide Fiedler
Manager, Social Impact



Uta Jungermann
Manager, SDGs

Today's **speakers**

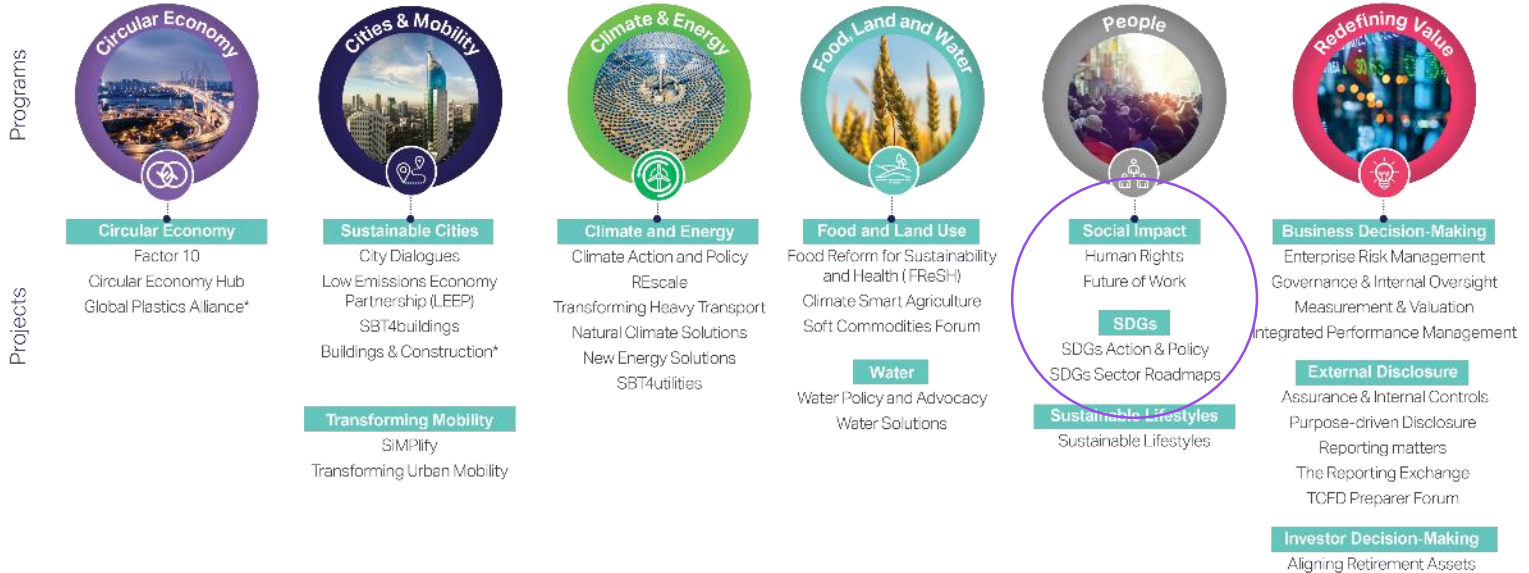


Sara Blackwell
Advisor
Shift



Cynthia Trigo
Human Rights Advisor
Total

WBCSD's Targeted Solutions



*Scoping



WBCSD's People Program Overview

Provides solutions that support companies in ensuring they remain in tune with the needs, rights, goals and aspirations of society

Program Areas



Social Impact

Catalyzes business action to fuel inclusive growth



SDGs

Supports companies to strategically integrate, the SDGs.



Sustainable Lifestyles

Targets a world where lifestyles are better rather than bigger

SDG Action & Policy

Webinars

SDGs in North America
Dow, International Paper & SDSN

Webinars

SDG 6 Deep Dive
Aditya Birla, Diageo, Nestlé, EDF, P&G, GES International

Webinars

SDGs in Latin America
UNDP and CEMEX

Webinars

Investing and Reporting
UN PRI and KPMG

Webinars

SDG 12 Deep Dive
Ikea Group and Enel Group

Webinars

SDG Sector Roadmaps
AkzoNobel and ERM

Webinars

Employee Engagement
Impact2030 and Iberdrola

SDGs & Human Rights
Shift and Total

GOODLIFE GOALS
Woke. Local.

Good Life Goals (TBC)
Futerra

2018 SDG Deep Dive Webinar Series has been part of our ongoing effort to **advance the conversation and business understanding** of the SDG agenda and providing a **platform for peer-to-peer exchange**, exploring the SDGs through either **regional, topical or SDG specific** lens.

SDG Business Hub

Captures and packages latest insight, developments and emerging trends on the Sustainable Development Goals to support business in navigating this dynamic agenda.

www.sdghub.com

Password:
globalgoals2030



CEO Guide to the SDGs

Explore WBCSD's CEO Guide to the Sustainable Development Goals.



Developments & Trends

Follow some of the key SDG developments and trends around finance mechanisms, reporting and benchmarking.



Business Action

Learn how leading companies are integrating the SDGs to enhance their strategy and inform business decision making.



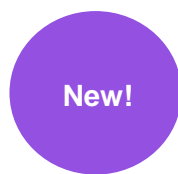
The Commission

Find out more about the ground-breaking work of the Business & Sustainable Development Commission.



Country-specific insight

Zoom-in on key SDG developments in specific countries and learn more about the work of our Global Network partners.



New!

Business & Human Rights Gateway

WBCSD and Human Rights Gateway

WBCSD's Business and Human Rights Gateway: Connecting companies with the dynamic human rights landscape

WBCSD and Human Rights

- WBCSD's human rights project**
Find out more about our work around business and human rights.
- Webinars and briefings**
Explore our archive of webinars and briefing notes on emerging human rights issues.
- Mapping the Business and Human Rights Landscape**
Explore key developments across this space with our interactive tool.
- From Principles to Action**
An analysis of progress and challenges across the field of business and human rights space.
- Scaling Action on Human Rights**
Insight and best practice from WBCSD members on solving human rights challenges.

Latest News and Insight

Latest updates on business and human rights developments

- 'Building Principles' for the Business & Human Rights Treaty Negotiations: An Open Letter to the Intergovernmental Working Group**
Oct 16, 2018
John Ruggie
- Increased protection for Human Rights Defenders under new ILO policy**
Oct 5, 2018
NewsArticle on Sustainable Value Oct (2018)
- KnowTheChain releases 2018 Food & Beverage Benchmark**
Oct 3, 2018
KnowTheChain



<https://humanrights.wbcd.org>



Questions

Discussion

Shift



wbcasd

The Human Rights Opportunity

Tapping into the power of corporate respect for human rights to meaningfully contribute to the SDGs

Sara Blackwell, Advisor

WBCSD webinar | 15 November 2018

What we'll cover...

1. How human rights are embedded throughout the SDGs, and what that means for business
2. What the 'flawed vision' has been when it comes to the 'people' part of the SDGs
3. What a more holistic and principled approach looks like in practice (including real-life company examples)

Human rights and the SDGs

An interwoven fabric

Shift

Brundtland Commission: Our Common Future

Sustainable development is “development that **meets the needs of the present without compromising** the ability of **future generations** to meet their own needs.”

Human rights:

the ‘people part’ of sustainable development

The Sustainable Development Goals are, at their core, about human rights



THREE PILLARS of the UN GUIDING PRINCIPLES

HUMAN RIGHTS

PROTECT

STATE

duty to
protect

RESPECT

CORPORATE

responsibility
to respect

REMEDY

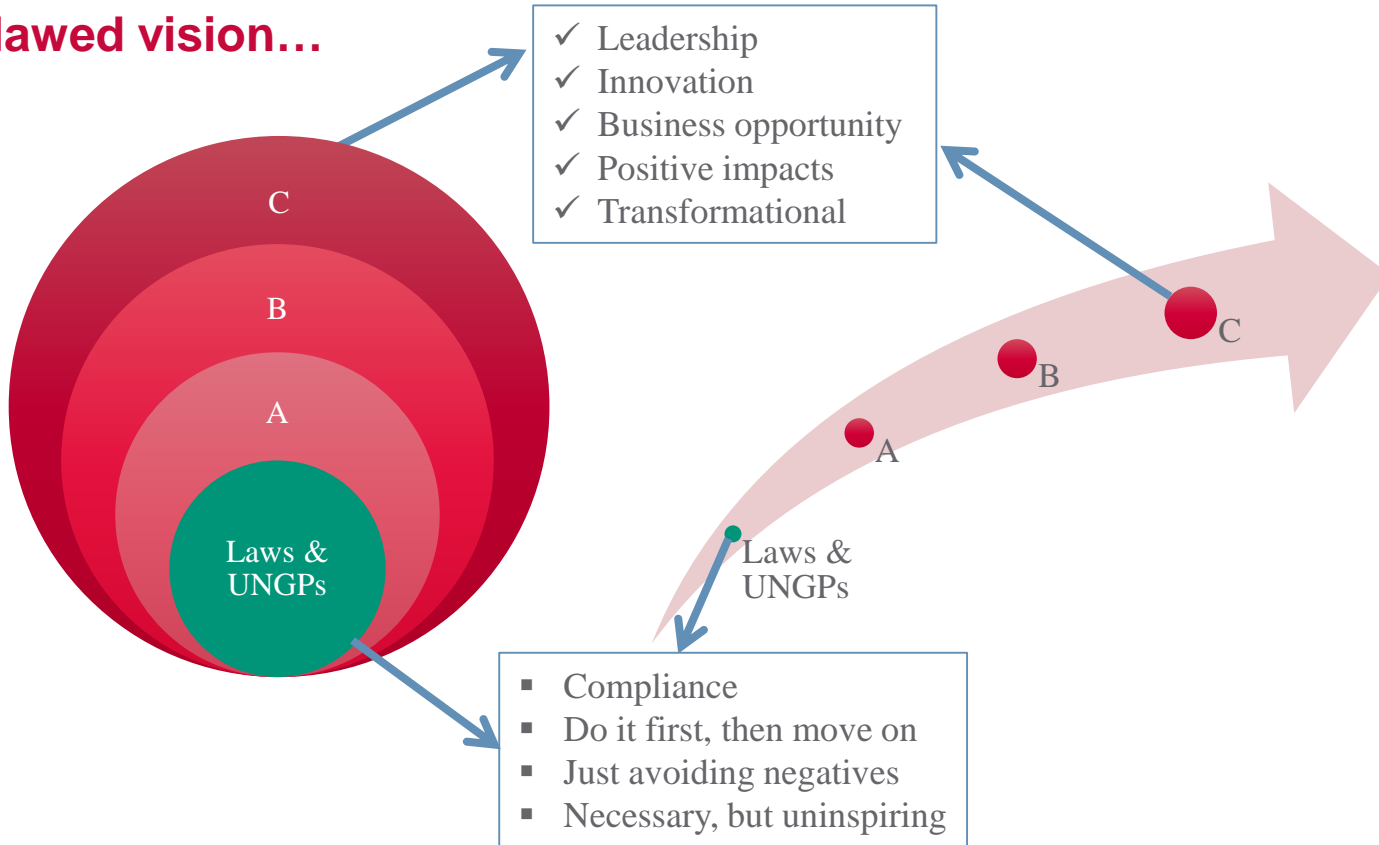
VICTIMS

access to
effective remedy

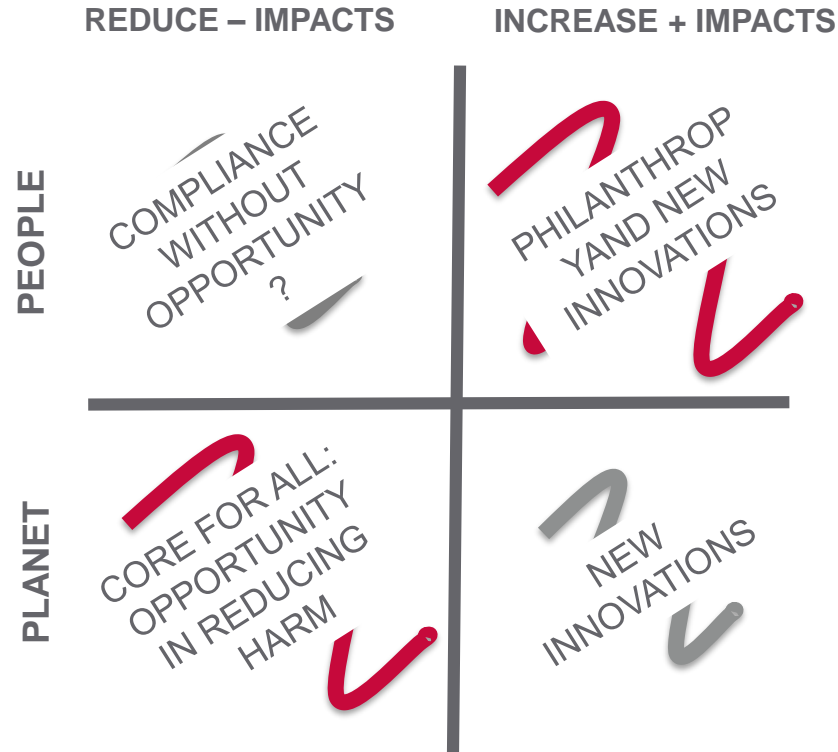
The challenge

Misunderstanding the nature of respect for human rights

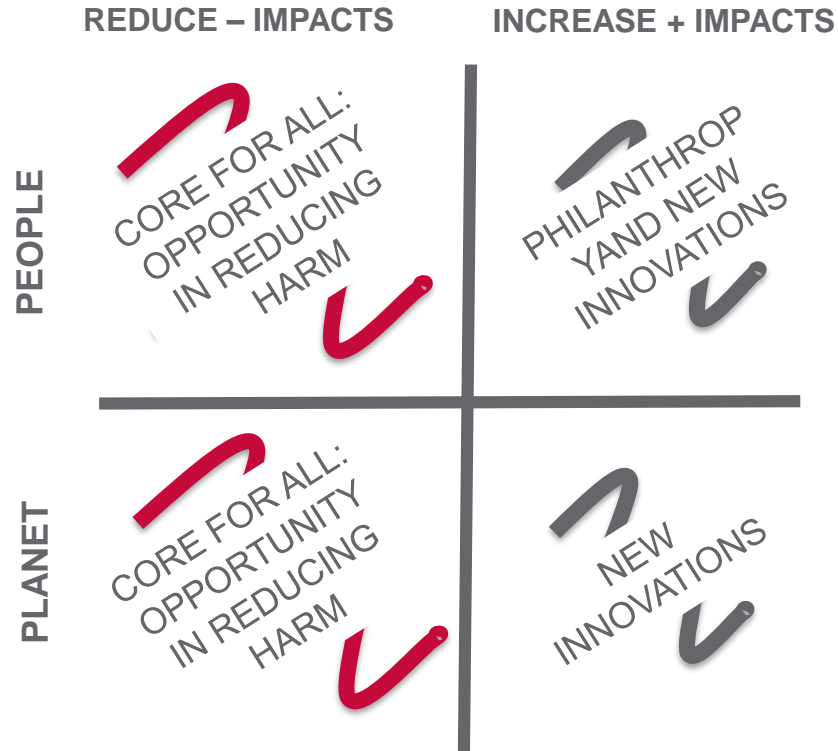
The flawed vision...



The flawed vision...

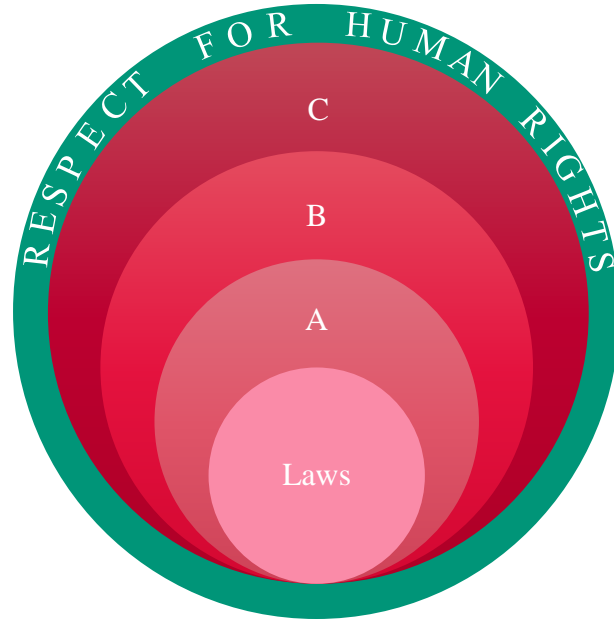


A smarter vision



A smarter vision

- ✓ Reduces negative impacts on people, but also delivers large-scale positive outcomes
- ✓ An on-going task requiring innovation, leadership, and collaboration
- ✓ Substantially reduces risk to the business and fosters business opportunity



The way forward

A holistic framework for contributing meaningfully to the SDGs

Shift

1

What are the **most severe risks to people and planet** associated with our business?
How do they map to the SDGs?



IDENTIFY

2

How can we apply our business capabilities to develop **products or services that benefit people and planet** in line with the SDGs?



DEVELOPING A HOLISTIC SDGs STRATEGY



INNOVATE

Lead and Collaborate to tackle negative impacts in ways that **maximize positive outcomes** for people and planet



Develop and Deliver products and services in ways that **minimize negative impacts** to people and planet

The **transformative** power
of **respect for human rights**
in practice

Shift

The Human Rights Opportunity: shiftproject.org/sdgs



Living wages

H&M

EGEDENIZ TEXTILE

ACT

MALAWI TEA 2020

[Learn more >>](#)



Forced labor

HP

RESPONSIBLE LABOR
INITIATIVE

PENGUIN APPAREL

SEAFOOD TASK FORCE

ISSARA INSTITUTE

[Learn more >>](#)



Gender equality

INDITEX

BETTER STRAWBERRIES
GROUP

FAIR FOOD PROGRAM

[Learn more >>](#)



Land rights

DE BEERS

PEPSICO

TOTAL

[Learn more >>](#)

Gender equality

Better Strawberries Group, Morocco: women's voice and awareness of rights, safer transport, improved social security



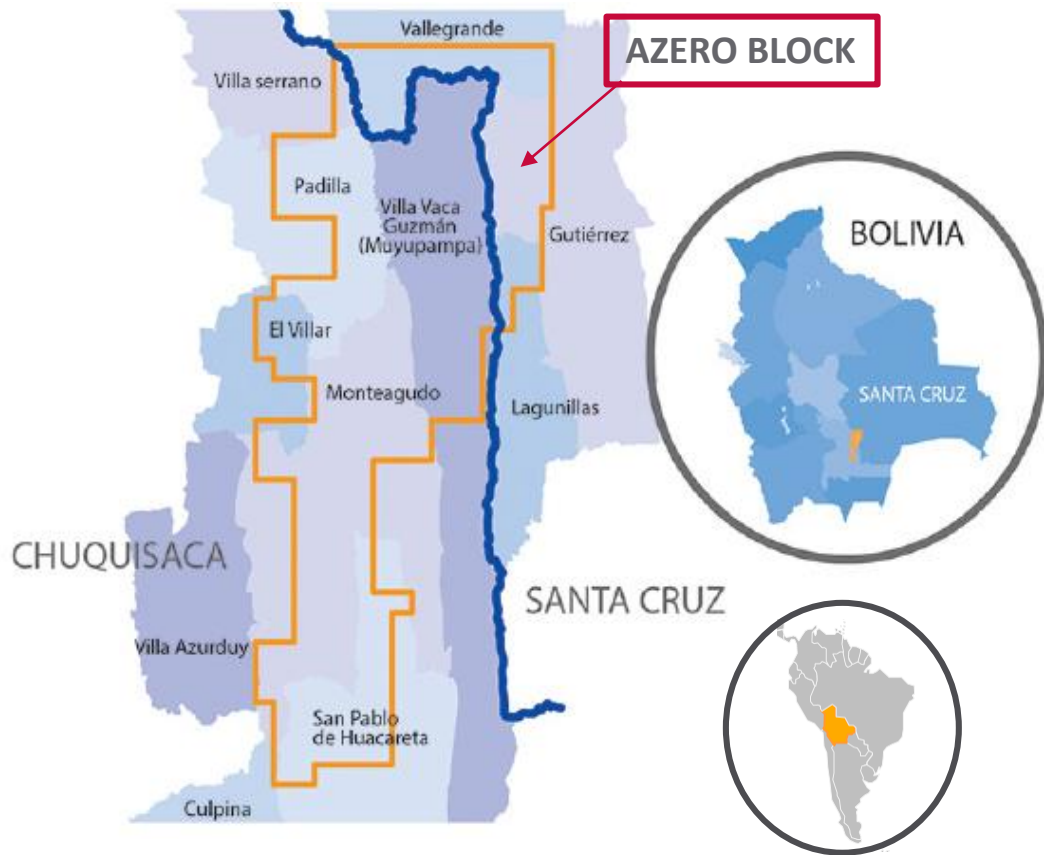
Forced labor

Penguin Apparel, Tamil Nadu: eliminating recruiters and labor brokers, providing document verification and worker training



Company experience: Total's approach in Bolivia

Working with Community Liaison Officers in engaging indigenous groups



THE CONTEXT

- Exploratory project with **high societal sensitivity** and complexity
- Bolivian **law** mandates **consultation**
- Total recognizes ILO **C169** / **UNDRIP**
- Total's policy requires social studies to be done **before** starting any project
- Total identified as **salient issues** the rights of potentially affected local **communities (land & property rights)**

SOCIETAL AND HUMAN RIGHTS DUE DILIGENCE

- Addressing land-related **risks** and **impacts** ⇒ effective and **meaningful** engagement during **consultation**.
- **Investing** in training, time, planning and logistics; good **coordination** with local authorities and CSOs.

TOTAL CHANGING APPROACH

- **Engage directly** with affected stakeholders, **constructively** and in **good faith**.
- Recruit a team of in-house **well-trained CLOs** to conduct the **social baseline study** instead of hiring consultants.
- In **6 months**: **60** communities visited, **130** meetings, **2000+** participants (64% men, 36% women).
- **Social studies** validated by **affected stakeholders**.

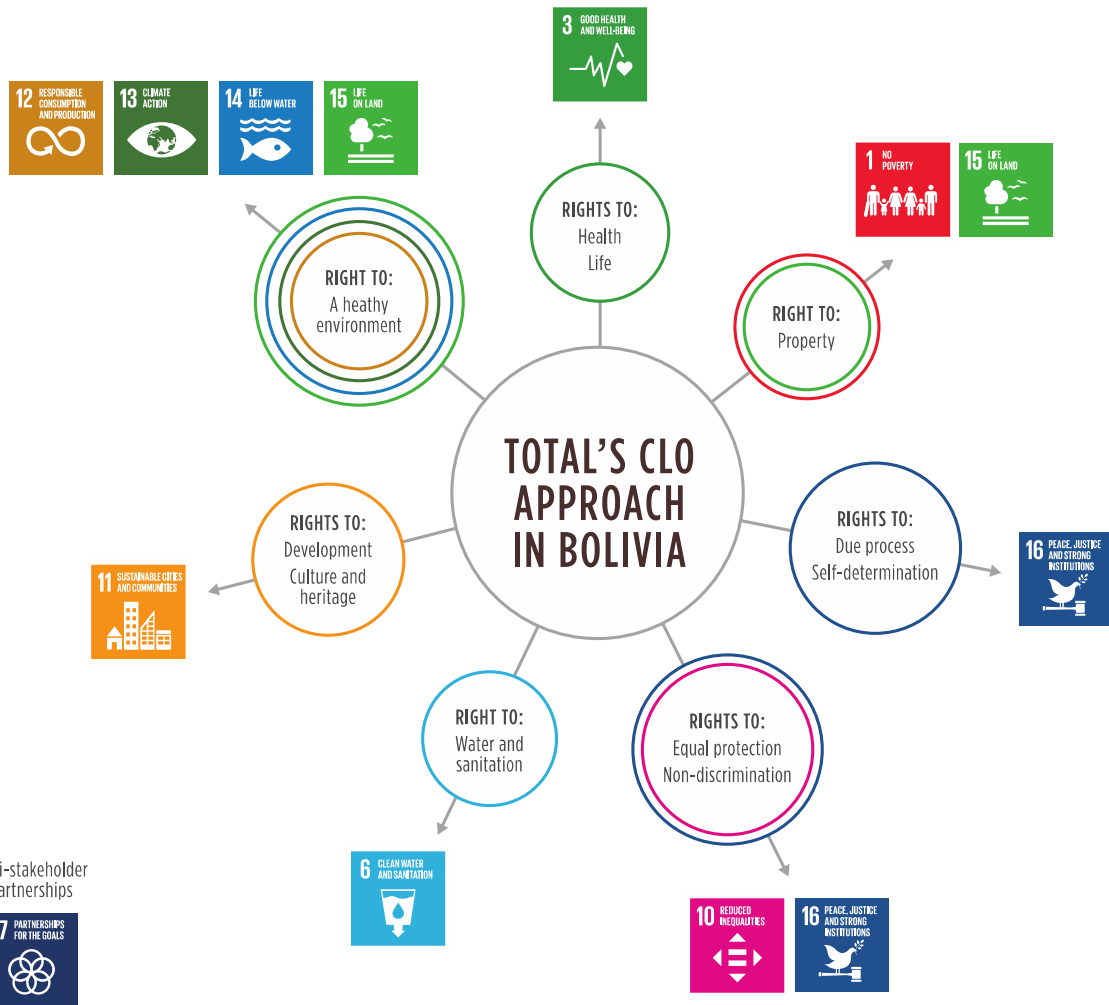




CHALLENGES AND OUTCOMES

- **Building** stakeholders' **capacity** to make informed **decisions**.
- **Building trust** with stakeholders takes time and the smallest mistake can knock down all the efforts.
- **Awareness** and respect produces empowerment.
- Having **clarity** of stakeholders' impacts, fears, concerns and expectations enabled **preventive** and **mitigation measures**.
- Setting a **framework** for an iterative process allowing affected communities to be **informed** and **consulted**.
- **Integrating** agreed mitigation **measures** in the project design, in particular regarding ecosystemic services.

Robust human rights due diligence enables and contributes to sustainable development.





Respect for human rights:

The greatest opportunity for companies to contribute to **socially sustainable investment**

Questions?

Shift



Sara Blackwell

Advisor

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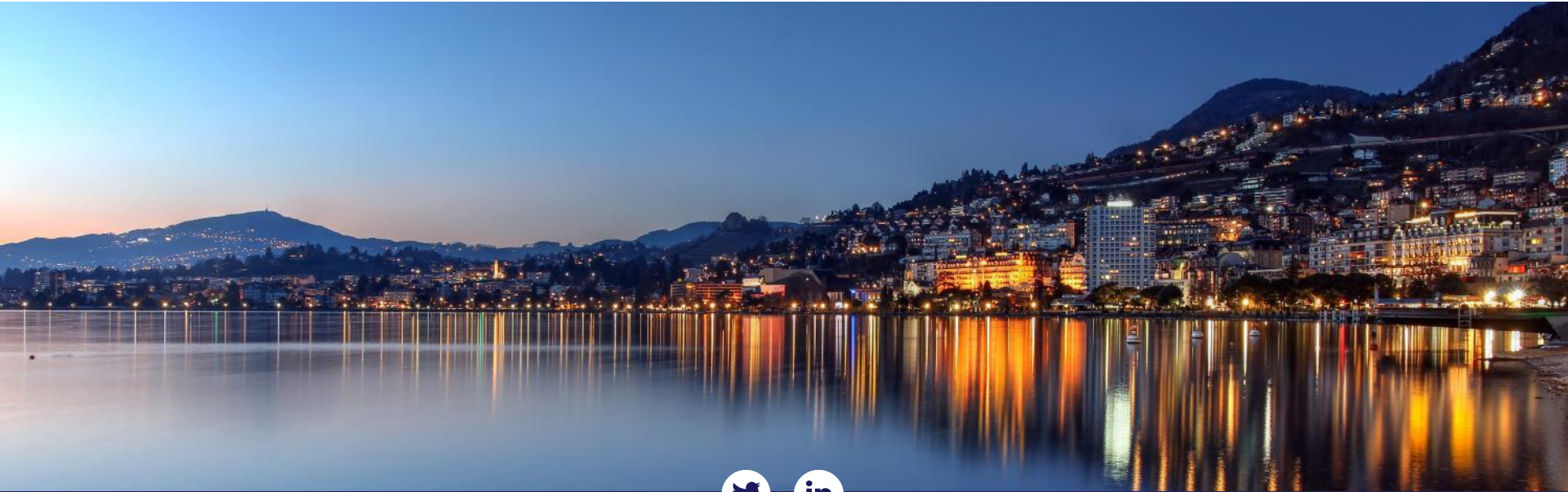
Check out [shiftproject.org/sdgs](https://www.shiftproject.org/sdgs) for more,
and follow us on Twitter  [@shiftproject](https://twitter.com/shiftproject)



The leading center of expertise on the UN Guiding Principles on Business and Human Rights.

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Lead.
Transform.
Succeed.
2018.