



# Sustainable Cities Summit

October 17,

2019



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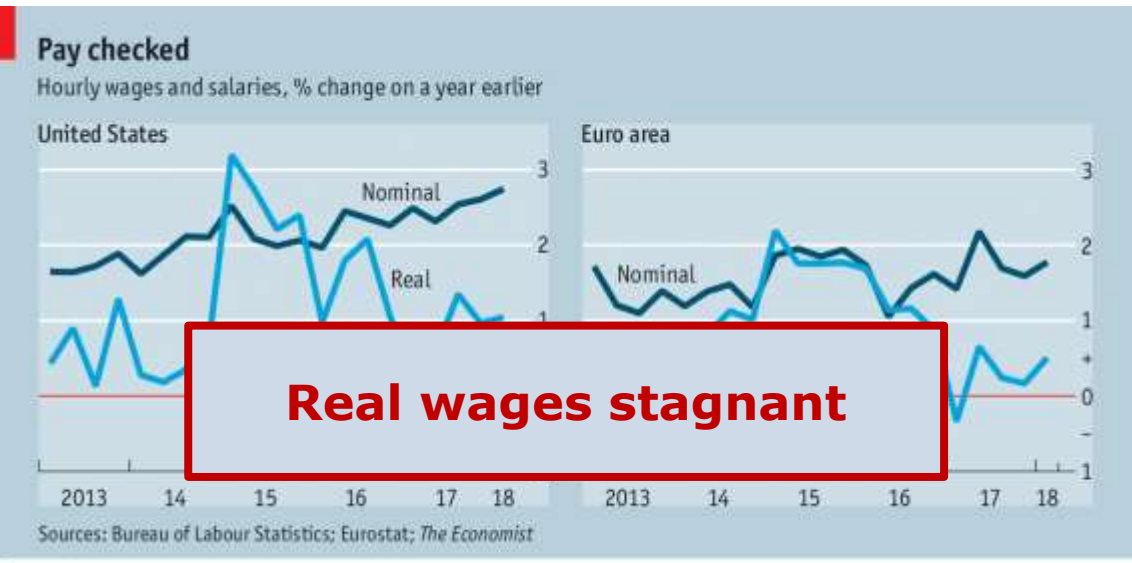
# The traditional model of growth is broken as it relies on the productivity of failing natural systems and has created great inequality, leading to a breakdown in social cohesion



**Natural disasters increasing**



**Ecosystems Collapse, Food & Water Insecurity**



**Real wages stagnant**

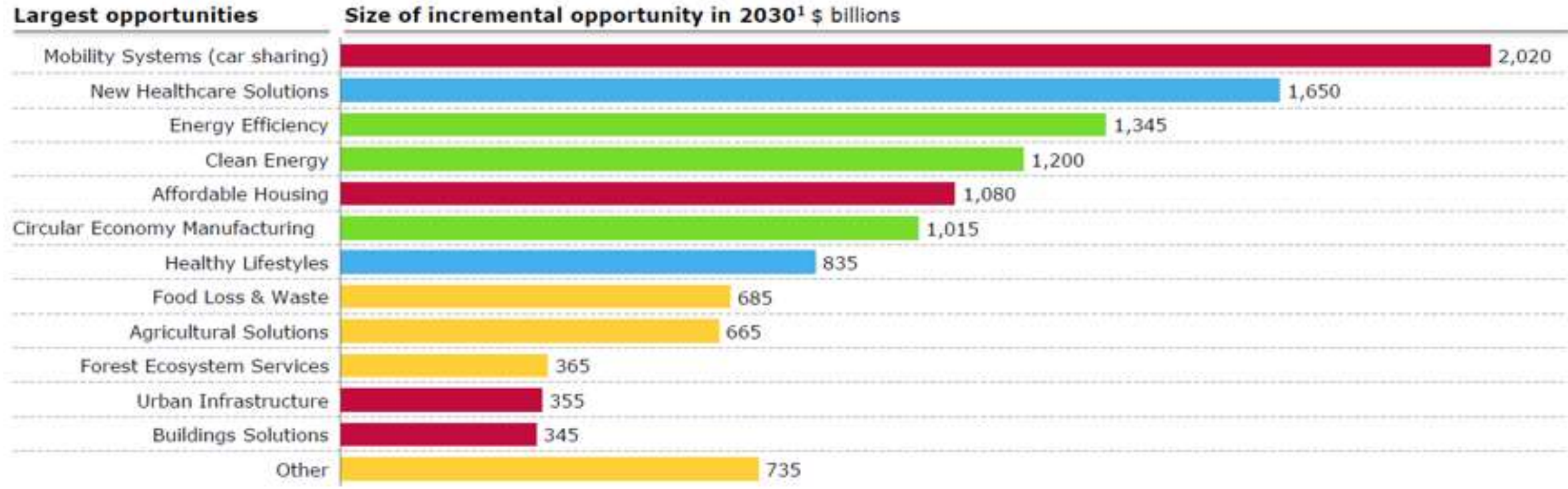


**Social cohesion eroding in face of resource scarcity**

# The Business Commission found embedding SDGs as business drivers yielded a >\$12 trillion latent global economic opportunity along with significant competitive advantages

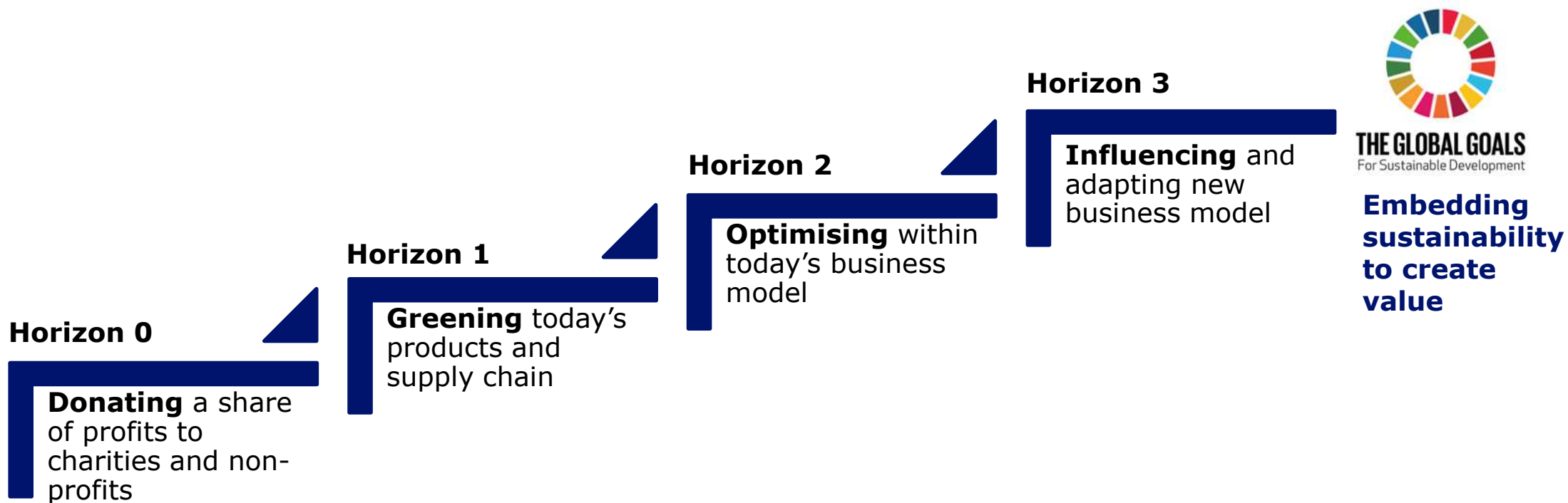


The Business and Sustainable Development Commission estimated that Global Goal opportunities could **generate over \$12 trillion worth of economic value** and up to 380 million jobs



**SDG aligned business models are both stronger, outperforming linear models and providing new sources of growth, and more competitive, providing advantages in face of exhausted efficiency reserves and intensifying global competition**

# Global business and sustainability leaders are capturing this value by way of the three horizons of sustainable business performance development



## Examples

- Championing local and global causes through CSR budget
- Philanthropy
- Reducing emissions along value chain
- Reducing resource consumption
- Changing products through innovation
- Collaborating with industry
- New business models e.g. service models
- Changing consumer behavior
- 10-15 year systemic view
- Clear link to value creation

← **Leading companies are acting on all four horizons simultaneously** →

# 'Better Business, Better World: Philippines' builds on the Business Commission's work to showcase the opportunities, business models and case studies to advance the SDGs

## In practice, BBBW: Philippines has four key outcomes

### 1) Sizes the overall prize for the shift to a sustainable economy for the Philippines

- Quantifying the growth opportunity and job creation potential

### 2) Identifies the top 10-15 greatest opportunity hotspots

- The set of opportunities and enablers relevant to national development priorities with the potential for large economic impact

### 3) Highlights breakthrough business models and case studies

- Highlighting innovative, practical models that can unlock the potential prize in the Philippines

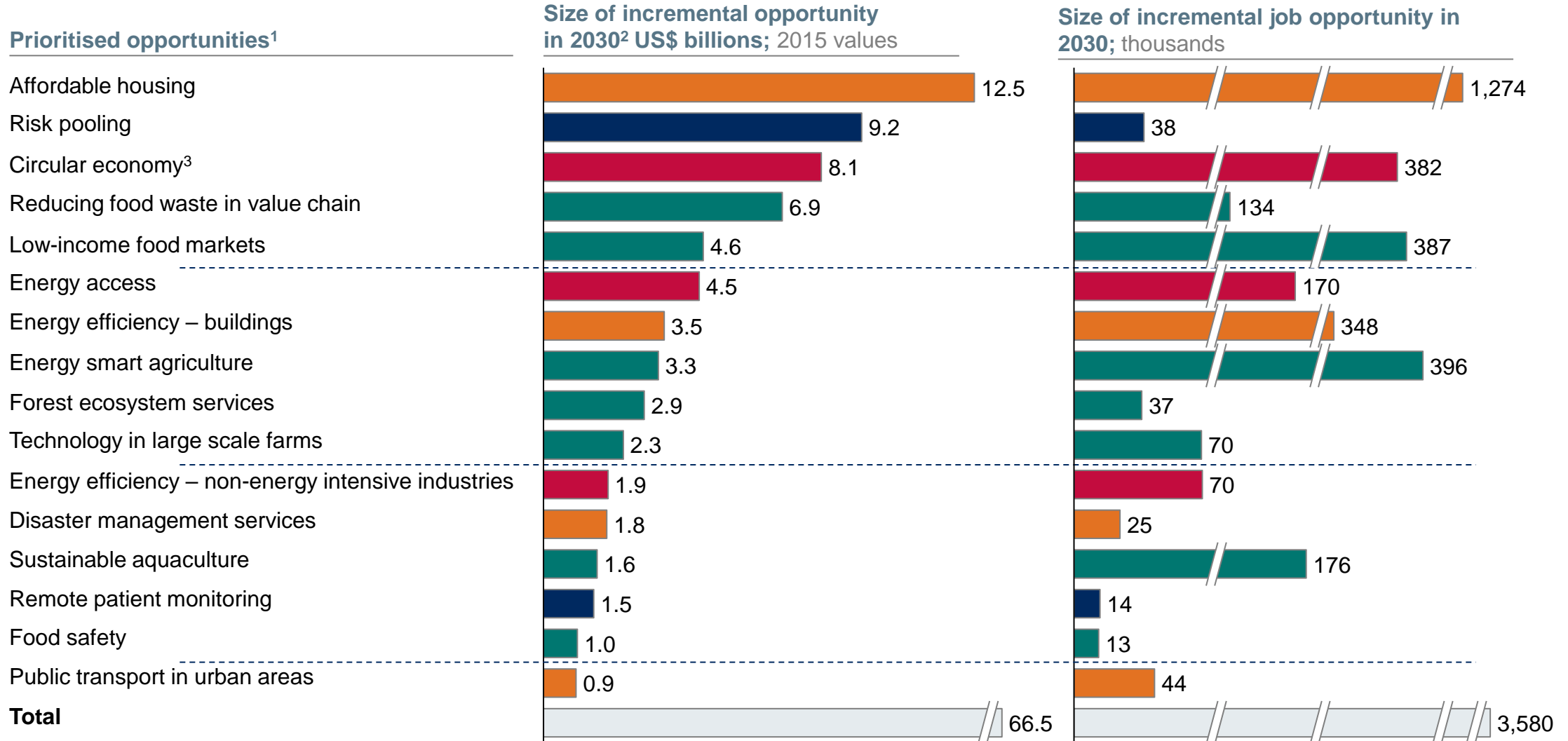
### 4) Mobilises implementation of these models in the Philippines

- Builds momentum to deliver real impact



# 16 priority hotspot opportunities could create about US\$66 billion value (80% of the total value) and over 3.5 million jobs by 2030

PRELIMINARY



<sup>1</sup> Sizings for the enablers are not included as they are cross-cutting enablers and have potential overlaps with the existing opportunities.

<sup>2</sup> Based on estimated savings or projected market sizings in each area. Only the high case opportunity is shown here.

<sup>3</sup> In this analysis, “Reducing packaging waste”, “Circular economy – Automotive”, “Circular economy – Appliances”, and “Circular economy – Electronics” have been combined into one opportunity.

SOURCE: Literature search; AlphaBeta analysis