In September 2015, the Member States of the United Nations adopted the 17 Sustainable Development Goals (SDGs) to guide a global transformation towards a more fair and sustainable society. It took long rounds of negotiations up to a year and a half, which are corresponding efforts, ranging from the high-level political goal to the improvement of institutional and local levels to the prevention of climate change and the protection of the oceans and biodiversity. The SDGs adapt the sustainability debate to national and international levels and promote the global modernisation agenda. As a global goals system, the SDGs provide a common language and a compass for the future. To achieve the global sustainability goals, mobilising the essential innovation ecosystems is crucial. The SDGs characterise the sustainability debate at national and international levels and represent the global modernisation agenda. As a global goals system, the SDGs provide a common language and a compass for the future.

To the study

The results indicate the SDGs that are most important for German companies and outline how these companies approach the SDGs.

You can find the comprehensive report here (available only in German):
http://www.fountainpark.de/sdgs-in-der-deutschen-wirtschaft/
Do the SDGs matter for German business?

The survey results illustrate:
All 17 SDGs are relevant for German companies.

72% of the survey participants believe that the SDGs are relevant for their company.

52% of companies are already engaging with the SDGs.

21% plan to do so in the future.

The 5 most important SDGs:

1. Economic growth
2. Innovation
3. Education
4. Health
5. Food security

Priority SDGs of different industries:

- Pharmaceuticals and Chemicals:
- Mechanical and Plant Assembly:
- Automotives:
- Energy Supply:
- Transport and Logistics:
- Others:

Also:

- Deutsche Bahn regards the Sustainable Development Goals as an appeal to companies to see sustainability as an opportunity for their businesses. Digitalization can be a key driver in this respect. It is not associated with sustainability from the start.
  - Dr. Meike Niedbal, Head of Sustainability Management and Futurology, Deutsche Bahn AG

"We are convinced that only a broader view across and beyond company boundaries will enable us to meet long-term and increasingly emerging trends. In this process, we consistently work on greener products and solutions which are not only beneficial for the environment, but also for the contractors, up to the industrial worldwide supply to the consumer. In so doing, we will ensure that the Sustainable Development Goals of the United Nations are an important orientation yardstick against which our business activities and steps must be judged.
  - Hans Holger Gliewe, Chief Sustainability Officer, Symrise AG

For SAP, the SDGs form the framework of its sustainable corporate strategy. They enable us to classify and evaluate our own sustainability initiatives and the sustainability initiatives of our 320,000 customers in 190 countries to improve our supply chain.
  - Daniel Schmid, Chief Sustainability Officer, SAP SE

How can business contribute to achieving the SDGs? And which actions are companies already taking to advance the SDGs?

The survey results illustrate:
All 17 SDGs are relevant for German companies.

2. Defining priorities
- Map the value chain to identify impact areas
- Select indicators and collect data
- Define priorities

3. Setting goals
- Define scope and goals and select KPIs
- Define baseline and select goal type
- Set level of ambition
- Announce commitment to SDGs

4. Integrating
- Anchoring sustainability goals within the business
- Embed sustainability across all functions
- Engage in partnerships

5. Reporting & communicating
- Effective reporting and communication
- Communicating on SDG performance

Source: http://sdgcompass.org/