

**The appropriation of the SDGs by the non-state French actors**



1<sup>st</sup> network of sustainable development actors



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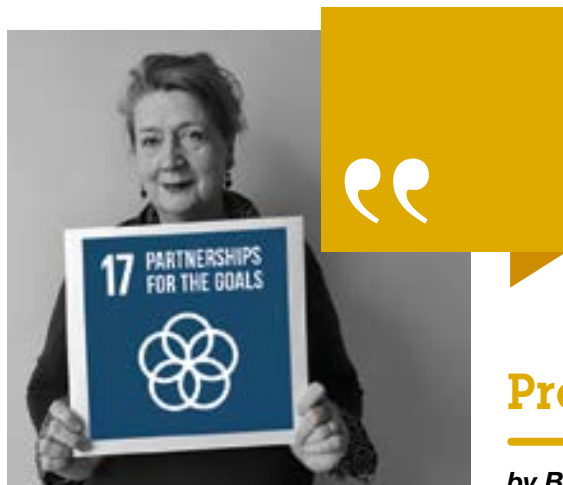
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## Preface

by *Bettina Laville, President of the Comité 21*

Three years after the adoption of the Sustainable Development Goals (SDGs), this report is the follow-up of the 2017 version published by the Comité 21. However, above all, it must be considered as a report that demonstrates how non-state actors have made the SDGs their own, two years before the first assessment of the United Nations in 2020, at one-third of the way. By then it is expected that the actors will have made the SDGs their own so that they may use the next decade to achieve them. However, as we know, in all long-term exercises, delay accumulated at the beginning is difficult to catch up on: this highlights the importance of the action conducted today.

What is striking this year is the contrast between the spirit of the SDGs and the current state of the world. Let us recall the words of the UN Secretary-General at the 2015 Addis-Ababa International Conference on financing sustainable development that concluded the 2030 Agenda: "**The Addis Ababa Action is a major step forward in building a world of prosperity and dignity for all. It revitalizes the global partnership for development, establishes a strong foundation for implementation of the post-2015 development agenda, and points the way for all stakeholders for smart investments in people and the planet where they are needed, when they are needed and at the scale they are needed**". However, three years later, the state of the world is worsening and getting closer to a state of chaos or "Capharnaüm", to use the title of a recent film that modernises the denunciations made by Victor Hugo in "Les Misérables". This state chaos can be seen everywhere: in the withdrawal of the world's first power - and the planet's second biggest polluter - from the Paris Agreement as well as the treaty working towards nuclear non-proliferation; in Europe's struggle to maintain unity and its democratic regimes; in the Syrian war that has totally destabilized the Middle East; in the escalation of terrorism; in the 124 millions of people in 51 countries facing starvation, especially in Africa and the Middle East; in the increasing number of refugees; in the galloping decline of biodiversity; in the difficulty to stabilise the greenhouse gas emission... Even a peaceful country like Sweden, renowned leader in terms of sustainable development, has sent a brochure entitled "in case of crisis or war" to 4.8 million Swedish household !

Should we then just give up and consider that all is lost? No! This situation should instead be used to **rally all the actors involved**, as there is just as much strength in "good living" as there is in destruction. Furthermore, the world's youth is also taking part in actions of solidarity and justice. This is why the SDGs must be considered as the "bright side of globalisation", and why the roadmap must carefully be respected, just as one would a talisman of peace.

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**In France, the mobilisation of the State, supported by the work of the CGDD (General Commission for Sustainable Development) and the AFD (French Development Agency), has silenced those who worried that the state had not made the 2030 Agenda its own.** Today, we have a roadmap for our country, an interministerial committee, consultation and monitoring bodies and we are developing indicators. The European Union still has to rally the next parliament and the future commission to make the SDGs the guide and the reference for their action.

Lastly, the SDGs discussed in July 2018 at the High Level Political Forum (HPLF) are essential because they relate to terrestrial biodiversity, namely, endangered nature (SDG 15) ; water, of which an upcoming shortage represents a threat to humankind and to the biosphere (SDG 6) ; energy, of which the supply determines both the development of many countries and the control of global warming (SDG 7) ; cities, that represent the challenge of the 21st century (SDG 11) ; the modes of production and consumption by which we assess peoples' desire to break the norms of consumerism, or to take action against poverty (SDG 12) ; and of course, the SDG 17, which is annually reviewed as it conditions the partnerships and the means to implement the 2030 Agenda.

**The Comité 21, whose aim has been to promote a variety of actors for more than 20 years, campaigns for the action of non-state actors in raising awareness, analysing and implementing the SDGs: they are the ones who spur on the peace agenda that the UN continues to advocate.** It is they who produce the common good, which is the governing principle of the SDGs; this is why we have published this report which measures both the importance of the existing initiatives and the path that has yet to be climbed. **Many thanks to all those who enthusiastically contributed to this report** , particularly the organisations who co-piloted the development of the report, namely, 4D, CERDD, CFE-CGC, CliMates, Cités Unies France, Coordination Sud, ENERGIES 2050, FAGE, la Fonda, FSC, Global Compact France, IDDRI, PFE, pS-Eaux, le Rameau, UNIOPSS and Vivapolis ; and to the financial partners that made the report a possibility : the Delegation for relations with the civil society and the partnerships with the MEAE (Ministry of Europe and Foreign Affairs), the AFB (French Agency for Biodiversity) , the CGDD (General Commission for Sustainable Development) of MTES ( Ministry of Ecological and Solidarity Transition), Véolia, La Poste and the Caisse des Dépôts et des Consignations.

Finally, the President of the Comité 21 recognises the passionate and painstaking commitment of the Comité 21 team towards this demanding work, especially, Sarah Schönfeld, assisted by Joëlle Valleray whom I particularly thank.

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## Summary of the report by the Comité 21

The report "Appropriation of the SDGs by non-state actors 2018" has two perspectives: the preparation of the 2018 High-level Political Forum (HLPF), as a complement to France's official report, and the development of the "National road map" decided by the CICID of 8 February and clarified by the steering committee of 26 April.

### The 2017 report: an appropriation that is still limited

In early 2017, the Comité 21 (the French committee for the environment and sustainable development) took the initiative to suggest to its members and other non-state partners that they should collectively measure the degree of appropriation of the SDGs, 18 months after their adoption in September 2015. Above all, it was about raising awareness regarding the subject, triggering the mobilisation of civil society stakeholders to work together in partnerships and coalitions in the spirit of SDG 17, and drawing up the outlines of a doctrinal foundation for the SDGs, likely to enable their acculturation into French society.

Based on about fifty contributions from voluntary organisations, this first edition of the report produced mixed overall findings: still limited patchy knowledge of the SDGs, restricted to a group of insiders, due to their recent and complex nature, but counterbalanced by numerous initiatives, in particular from companies and the different French regions, as well as a real evolution in the awareness of French stakeholders of certain SDGs.

### French stakeholders now up and running

This evolution has obviously accelerated between the two HLPFs, from July 2017 to today, both at the level of public authorities and civil society actors.

**At government level**, the Inter-Ministerial Committee for International Cooperation and Development (CICID) of 8 February 2018 decided on the new political framework for the implementation of the 2030 Agenda:

- Development of a "National roadmap for the implementation of the SDGs", led by the Inter-Ministerial Delegate for Sustainable Development, in consultation with all stakeholders;
- Creation of an inter-ministerial steering committee to lay the foundations for the future "French 2020-2030 sustainable development strategy";
- Ensuring consistency of budget performance indicators with the SDGs;
- Integration of the 2030 Agenda in the construction of the law;
- Redefinition of the international cooperation policy.

These decisions were taken in response to several reports from different stakeholders<sup>1</sup> who wanted a "strong political impetus" to implement the SDGs.

1. Including within government: Report from the CGEDD (MH Aubert, P Bellec, G Besse), December 2017.

## “ Lastly, the question is whether the behaviour and practices of non-state actors have been, directly or indirectly, modified by the SDGs and how? ”

**At the level of non-state stakeholders**, a dynamic parallel to that of the government has resulted in numerous notes and reports from non-profit organisations and networks, which, in addition, have considerably broadened the traditional spectrum, from environmental issues to issues of socio-economic and international solidarity. Both at a national and European level, these reports particularly highlight the need for better coherence in public policies (target 17.14), for setting up a monitoring and evaluation dashboard (target 17.18), for co-construction of the roadmap with civil society (target 17.17), integration of "New Wealth Indicators" when drawing up the budget (target 17.19), facilitation of the acculturation of the SDGs and ecological citizenship into French society, development of research and forecasting.

The many initiatives of some pioneering companies and regional and local authorities to integrate the issue of SDGs into their strategies and practices, beyond a simple update of reporting process, and by trying to link public policies, materiality analysis, or CSR strategy to the SDGs, should also be mentioned.

### The 2018 report : an original approach

Even though the mixed findings in relation to the appropriation of the SDGs contained in the first edition of the report cannot be argued with, it should be put into perspective given the small number of responses on some SDGs. This is why it seemed essential, without aiming to be exhaustive, to widen the number of stakeholder contributors and the issues to be considered for this second publication.

Furthermore, the question asked by the Comité 21 to its partners was clarified: beyond the general considerations on the knowledge and acculturation of the SDGs, it was a question of assessing whether and how the French stakeholders would approach the "2030 Agenda" tool and seeing how they would use it in two complementary directions:

- The approach "from the organisation to the SDGs: to find out whether an assessment and an analysis have been, are being or will be carried out to evaluate the impact of the organisation's activity on the achievement of the SDGs (with a detailed analysis of targets and indicators)
- The approach "from the SDGs to the organisation": to find out whether the 2030 Agenda has been, is being or will be considered and used as a tool to question and redefine the ambition of the sustainable development strategies, CSR, public policies and the societal commitment of the organisations.

Lastly, the question is whether the behaviour and practices of non-state actors have been, directly or indirectly, modified by the SDGs and how? This proposition needs to be verified, in the light of the two meanings of the term "appropriation":

- **The behavioural sense** ("the action of appropriating something"), that is to say the recognition of a social consensus around the goal of transformation as defined by the international community: this is the purpose of Part 1 of the report, by type of stakeholders.
- **And the practical sense** ("the action of appropriating (matching) something to something else", in this case a good concordance between the socio-economic activities of civil society with the SDGs : this is the subject of Part 2 on the six thematic SDGs, which correspond to the six SDGs reviewed by the HLPF this year.

### Behavioural appropriation

To estimate the appropriation of the non-state actors regarding their manifest social and behavioural understanding of the 2030 Agenda, an approach "by type of stakeholder" has undoubtedly proved to be more instructive than an approach by category of SDG, better suited to the evaluation of the practical results: that is why it was chosen for this first part. Above all, it also reveals their common points and makes it possible to outline the approaches to their collective mobilisation and subsequent partnerships.

2. We could quote: the many notes from the IDDRI; the joint 4D/Coordination Sud/WECF note "La mise en œuvre des ODD, une politique indispensable pour renforcer l'action climatique", December 2017; the report from the Comité 21, in partnership with France Stratégie "ODD : un Agenda pour 2030", March 2018; the Université de prospective de la FONDA sur les ODD, March 2018; the citizen guide of ENERGIES 2050 with the support of the PACA region, "Les Objectifs De Développement Durable, Guide du citoyen européen engagé dans l'agenda 2015". 110 p. (available <http://energies2050.org/les-odd-guide-du-citoyen-europeen-engage-dans-lagenda-2015/>).

“ The innovative determining factor in the 2018 report is its approach by types of stakeholders makes it possible to raise awareness and involve everyone, thus promoting the partnerships desired by SDG 17 ”

### For local authorities: uneven and pending mobilisation

Three years after regional reform, we can see its gradual assimilation, particularly through the drawing up of plans. However, particularly frustrated by budgetary issues, this reform still seems to be impeding any further tackling of new issues, whereas the 2030 Agenda could perhaps have been a facilitator for this assimilation and mobilisation of the regions is a key factor in its success.

One contributor rightly notes a "cognitive dissonance" between the recognised scale of the challenges faced and the predominantly local expression of the policies in place, except for experiments and initiatives which are as praiseworthy as they are isolated and despite the openness of the context of decentralisation.

We can also note, at the origin of this finding, a lack of political support of some non-profit organisations for elected representatives, indicative of a mobilisation operation to be carried out among regional elected representatives. Intermediate levers are missing: regional agencies, multi-stakeholder regional platforms dedicated to sustainable development, non-profit organisations, business networks, etc. However, with the government being ready to move, it is hoped that local authorities will take action rapidly.

In some cases, decentralised cooperation demonstrates the implementation of the SDGs rather more - even if not declared as such - than the many actions in the regions themselves.

### For businesses and the private sector: the beginning of an integration strategy for the largest amongst them

On the other hand, there is a gradual and obvious appropriation, facilitated by the COP 21 effect - especially when some, but not all, consider that climate must be the prime consideration in order to implement the SDGs effectively - and by the emergence of an awareness of "business opportunities".

To reveal the added value of the SDGs in companies' strategies, several integration paths are outlined, on 4 levels: marketing media, reporting, stakeholder dialogue

- with the emergence of the new "planet" stakeholder - and the development of new SDG products and services. However, like the local authorities, this strategy must be consolidated by the increasing power of intermediate levels (chambers of trade and commerce, professional bodies, trade unions, stakeholders, CSR platforms, etc.) especially for SMEs and intermediate-sized enterprises that remain largely impervious to the appropriation movement of the SDGs, with very few exceptions. The definition of priority axes, enabled in particular by materiality analyses, is also mentioned.

Finally, it is important to underline the role to be played by the trade unions, which are essential intermediaries for the communication of information and for training, enabling employees to become a driving force and contribute to the integration of the SDGs into companies' strategies. At present, trade unions have appropriated the SDGs as a theoretical matter, but concrete actions and repercussions for the militant base and for companies are still in prospect.

### For educational and research institutions and for young people: fertile ground to be cultivated

The challenge of tackling the 2030 Agenda for youth, and thus for future generations, is not only about information (particularly via digital and social networks), but also their mobilisation: political commitment, involvement in the non-profit sector (subject to maintaining the means of the non-profit bodies), consumer actions, youth organisations, strengthening their autonomy, North-South exchanges between institutions... The integration of the SDGs into the education system and the teaching world is naturally highlighted.

### For non-profit organisations and their networks: recognition and enlargement

Recognition of the crucial role of NGOs in the appropriation is emphasised: communication to the general public, mobilisation of the various networks (Comité 21, FONDA, Mouvement associatif et Coordination Sud, 4D, Orée, C3D<sup>3</sup>, Convergences, ENERGIES 2050, PFE, UNIOPPS, GCF<sup>4</sup>, CERDD and Regional agencies, Green Cross, GERES, CPU, Vivapolis, etc.), vigilance and

3. Collège des Directeurs du développement durable : a not for profit body that functions as a network for discussion and good practice between company sustainable development directors  
4. Green Climate Fund



“ Despite the clear progress in these areas, although uneven depending on the stakeholders, it is still difficult to answer precisely the question posed on the real impact of the 2030 Agenda on the behaviour of non-state organisation ”

trusted third parties in the action of public authorities and companies - implementation process, evolution of the indicators...-, projects and implementation actions, whether in multi-stakeholder partnerships or not...

There is a disparity between "informed" NGOs and others: mistrust vis-à-vis the concepts coming from the UN, complexity of the SDGs, lack of resources, competition from other institutional texts. Here again, the importance of intermediate bodies is mentioned to remove doubts and defuse reluctance by developing methodological or awareness-raising tools to explain that it is not a new restriction but a new framework for action, designed to go further than current practices.

Finally, the beneficial enlargement of non-profit organisations in the "medico-social, social, reintegration, health, cultural, lifelong education" sectors into networks of environmental and sustainable development organisations, and reciprocally, both in terms of number of people involved and of enriched content, is considered essential, if only to respond to the limits on their development which all feel: gateways, values, meaning, concrete actions (sustainable consumption), interactive follow-up...

Despite the clear progress in these areas, although uneven depending on the stakeholders, it is still difficult to answer precisely the question posed on the real impact of the 2030 Agenda on the behaviour of non-state stakeholders: assimilation still incomplete, lack of sampling, difficulties in measurement, diversity of the contexts of each stakeholder... However, observation of this positive evolution in the appropriation of behaviours, in particular by private stakeholders, suggests that the SDGs may constitute a " transition accelerator".

## Appropriation by practices

As in 2017, the United Nations decided to focus on a limited set of SDGs, namely SDGs 6 (water), 7 (energy), 11 (cities and communities), 12 (consumption and production), 15 (life on land) and 17 (partnerships for goals) to assess progress across the world. As stated, this report is not intended to provide an update on the statistical

and quantitative state of progress, which is the government's responsibility and is currently being prepared for the 2018 HLPF<sup>5</sup>.

The contributions in this report on the six "SDGs of the year" thus complement the government's assessments and should also be compared to those of the recent OECD study<sup>6</sup>. They present a certain number of remarkable initiatives and actions, characterised by their systemic, universal and concrete nature, which was the aim at the beginning of the exercise, but in relation to which it is also necessary to warn of the risk of a discrepancy between objectives perceived as being "relatively ineffective" and the operational challenges of certain types of production, such as the cities or regions.

The **systemic nature** of the SDGs, their interrelationships and their intrinsic complexity appear very clearly in a number of contributions. Thus, those on SDG 6 and SDG 15 clearly demonstrate the contribution of water and biodiversity to "the achievement of many other SDGs". The one on SDG 11 presents the systemic and integrated approach that should govern the construction of cities and regions, and that at the same time welcomes innovations related to the other SDGs. The one on SDG 7 shows that the energy question relates to all other sectors, including biodiversity. Finally, the interdependencies of production and consumption patterns are illustrated by SDG 12.

The **universal nature** of the SDGs is evident in all the contributions: energy transition concerns the entire planet and affects the lifestyles of every one of us, whether we are from Africa, Asia, North or South America or from Europe ("energy citizenship"). Practices and behaviours resulting from sustainable production and consumption interest and impact, or will impact, all inhabitants of the world sooner or later. This is why most contributions underline the "common language" of the SDGs, the integrated vision and the sharing they entail.

Lastly, the **concrete character** is illustrated by the initiatives and good practices presented in the report. These experiences can be enhanced and the most relevant tools can be replicated. It is also emphasised that technical solutions should not be viewed in isolation, but be accompanied by changes in user practices, which is in line with the systemic nature. All these practices serve as examples for acculturation and spin-offs.

5. United Nations Headquarters in New York, from 9 to 18 next July.

6. OECD study on "mesure de la distance à parcourir pour atteindre les ODD : le cas de la France", June 2017.

In addition, to answer the question posed regarding the concordance of these initiatives with the SDGs and their practical appropriation by non-state stakeholders, one can say that they testify to a certain validity, linked primarily to their universal and concrete systemic characters, in the absence of scientific evaluation of their effectiveness. However, in spite of the array of indicators at every level, it is difficult to tell the difference between what is emerging from the impetus given by the SDGs and what is emanating from the implementation of traditional policies and actions.

But we can at least confirm that they have the advantage of bringing "clarity to the transformation", also part of the 2030 Agenda's title: "Transforming our world", which is not the least of the factors in acculturation by example.

## Appropriation of SDG 17

As SDG 17 is a constant in the annual reporting of countries to the United Nations, its transversal quality is thus expressed as such, alongside the thematic SDGs, within the 2018 contributions of non-state actors from several different vantage points: multi-stakeholders, intermediate levels, facilitative tools, "co-construction of the common good", especially in the regions, international cooperation.

The innovative determining factor in the 2018 report is its approach by types of stakeholders: indeed, the 2030 Agenda, apart from SDG 17, proposes thematic entries, even if their implementation must be systemic, whereas the approach by type of stakeholders makes it possible to raise awareness and involve everyone, thus promoting the partnerships desired by SDG 17. In this spirit, **several contributions highlight the importance of intermediate levels and bodies in facilitating appropriation**, which was not mentioned as such in 2017 - except indirectly through the recommendation regarding platforms and networks.

As in 2017, the stakeholders mention the concepts and tools that facilitate the implementation of this SDG: transversality, acculturation and education, stakeholder

dialogue, CSR and OSR, the French PACTE bill (on company growth and transformation) and associated approaches, training, the Observatoire des Partenariats (Partnership Observatory, open-source dissemination of good practices...

One of the contributors also highlights the benefits as such of "co-construction of the common good", which should inspire the national road map, on three levels:

- The national collective framework ("building society", "building together", general interest) through a "shared vision", "transformative collective action" and "regulatory management";
- The regions;
- The transformation of organisations (which can be extended by types of stakeholders).

Finally, we must add the redefinition of the conditions for official development assistance from CICID of 8 February and the continuation of North-South cooperation.

Halfway between behaviours and practices, although SDG 17 is the most difficult for non-state actors to grasp - an overwhelming majority of targets being aimed at international governments and organisations - it is undoubtedly the most "appropriate" SDG in the both senses of the term: in view of the necessity for alliances to be more easily created, or even to survive, of the ethical conviction of openness to others and of realism regarding the challenges posed by the implementation of the 2030 Agenda.

**This positive observation thus paves the way for the development of coalitions and alliances between the stakeholders and the public authorities, and between the non-state actors themselves ■**

# Appropriation of the SDGs by stakeholder

Part  
**01**





“ Sustainable development - a responsibility shared by everybody - can only be achieved by involving all the movers and shakers in society ”

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The first part of this report provides an overview of the overall appropriation of the 2030 Agenda and its 17 SDGs. Drafted with the collaboration of more than a dozen organisations (co-pilots of the report), this part proposes a transversal analysis by type of stakeholder, by establishing observations and recommendations to facilitate the appropriation approaches of non-state actors.

Convinced that sustainable development – a responsibility shared by everybody - can only be achieved by involving all the movers and shakers in society, **this first part reviews companies and the private commercial sector, local authorities, NGOs, the non-profit sector, education and research actors, and trade unions.** We decided to reflect on one particular section of the population in addition to the analysis by institutional stakeholders, namely young people, since the 2030 Agenda is primarily addressed to them, in that it draws the contours of a world in which they are destined to evolve even more than any other section of the world's population. Young people need visibility for the professional and personal futures that they must embrace. They will be the major players in the awareness of the necessary mobilisation of the world's populations who must ensure the sustainability of our planet.

Nevertheless, this approach does not mean the compartmentalisation of the fields of action of the different stakeholders in civil society, but offers **a snapshot at a given moment of the state of knowledge and use of the "2030 Agenda" tool.** This first part strives to highlight the dynamics of existing co-constructions and those likely be developed, in order to make the multi-stakeholder partnership a condition for the success of the 16 other SDGs, which was one of the objectives of SDG 17.

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## Businesses and the private sector

Written by B&L Evolutions, Global Compact France and the Comité 21

### The SDGs, a new private sector agenda



The private commercial sector is a major player in the success of the 2030 Agenda: the SDGs are a common language for businesses to meet global challenges. Even more than for the Millennium Development Goals (MDGs), companies have taken from the very beginning a decisive role in the implementation of the 2030 Agenda.

This role was reaffirmed by UN Secretary-General, Antonio Guterres during the World Economic Forum in Davos in 2017: *"It is absolutely crucial to strengthen a new generation of partnerships, not only with governments, civil society and academia, but also with the private sector, in the context of the implementation of the Sustainable Development Goals (SDGs) [...] Without the private sector, we will lack the necessary innovation, the necessary skills to explore new markets, new products, new services, and to develop new sectors in the economy. Without the private sector, we will not create enough jobs, we will not bring enough dynamism and stability to societies that need to be strengthened by the implementation of the Sustainable Development Goals."*

**The SDGs represent new business opportunities.** According to a report by the Business and Sustainable Development Commission (BSDC)<sup>7</sup>, the SDGs represent USD 12 trillion in economic opportunities per year by 2030 across four sectors<sup>8</sup> and 380 million new jobs created by sustainable economic transition.

Appropriation of the SDGs by the private sector has been gradual since the adoption of the 2030 Agenda, and is far from complete. This phenomenon is explained by the "COP 21 effect" which has greatly mobilised companies to the detriment of the SDGs. However, the study on the appropriation of the SDGs by companies in 2017<sup>9</sup> conducted by the SBF 120<sup>10</sup>, in collaboration with the CGDD, shows that 50% of the SBF 120 companies have appropriated the SDGs and 33% are mobilized in their favour. In this study, a company is considered to be mobilized if it has implemented an action identified as participating in the achievement of the SDGs. This study also showed that many pioneering SMEs and midcap companies are also involved.

According to the table below, one third of the SBF 120 is mobilized on the SDGs:

Sector	Number of mobilized companies	Total number of companies in the sector
Banking and financial services	3	12
Trade	4	7
Construction, real estate and hospitality	8	14
Energy, water and raw materials	6	13
Manufacturing industry	12	26
Media	4	8
Health and food	4	14
Services	4	20
Transport	0	6
<b>Total</b>	<b>44</b>	<b>120</b>

7. "Better business, better world" report, Business & Sustainable Development Commission (BSDC), 2017

8. The 4 main sectors identified by the BSDC are: food and agriculture, construction and urbanism, energy and materials, and health and wellbeing.

9. "Entreprises engagées pour les ODD, quelles pratiques se démarquent ?" B&L évolution, Global Compact France, Ministère de la Transition écologique et solidaire, 2017

10. The SBF 120 (Société des Bourses Françaises 120) is a French stock market index. Its ISIN code is FR0003999481, and its mnemonic code is PX4. It is determined from the prices of 40 CAC 40 shares and 80 stocks of the first and second most liquid markets listed in Paris among the top 200 French market capitalisations. This index is representative of the market as a whole.



Several large companies have integrated the SDGs into their reporting exercise and aligned them with their sustainable development policy. For these companies, the SDGs are an opportunity to reinvigorate their CSR strategy through a framework of action common to all countries and all organisations. In a more than ever globalized society, the reporting exercise becomes a tool that allows companies to question their societal commitment, and in particular their contribution to the success of the 2030 Agenda.



### **ARMOR Group committed to SDG 3 "Good Health and Well-Being" and target 3.8 on health insurance.**

**ARMOR Group (industrial sector, 1800 employees, Nantes region) organises a compulsory and confidential medical examination for all its employees all over the world, independently of any legal obligation.** Then, convinced of the importance of increasing awareness about health and safety at work, ARMOR Group increased preventive actions for its staff. For example, for the sixth consecutive time ARMOR Brazil organised a "Health, Safety and Environment Week", focusing on the wellbeing and quality of life of its employees ■

*Source : Global Impact+ Platform - <https://actions.globalcompact-france.org/>*



### **The SCARA cooperative committed to SDG 2 "Zero Hunger" and more specifically to targets 2.3 on agricultural productivity and 2.4 on the sustainability of food systems.**

**Using the Systerre tool, the SCARA cooperative (agricultural sector, 60 employees in the Aube department of France) knows the environmental impact of its agricultural practices.** Nutritive performance is among the indicators provided. It corresponds to the number of people who are potentially nourished by grain production. The nutritive performance of one hectare of wheat in Scara was 31 people in 2016. In order to increase this nutritive performance while optimizing nitrogenous fertilization, Scara offers nitrogen monitoring tools such as drones, satellites and sap analysis<sup>12</sup> ■

*Source : Global Impact+ Platform*

→ For France, after several months of study and observation, we were able to identify four levels of appropriation within French companies:

### **Companies' appropriation for their core business**

French companies, and especially the larger ones, have made rather good use of the SDGs, in particular by linking one or more SDGs to their core business. For example, an energy company showing its contribution to SDG 7 on access to clean energy. This approach makes it possible to use a global, recognised and shared language to present its activities. On the other hand, this approach does not guarantee that all the externalities related to the SDG in question are taken into account and presents the risk of omitting the matrix logic and interconnection of the SDGs.

### **Companies appropriate the SDGs via the reporting exercise**

Companies link their CSR actions to specific SDGs: this "boxing" phase is essential for the first appropriation level, which is to "tame" the SDGs to better integrate them in its strategy. This linking is done mostly with SDGs and, in some cases, goes beyond them with specific targets. Indeed, the SDGs constitute a new international frame of reference that will challenge companies' stakes and priorities. To apprehend them calmly, the methodologies already at work in CSR strategies remain relevant and help integrate the SDGs into the reporting in the same way as the materiality matrix.

### **The SDGs as a tool to interact with stakeholders**

Companies use the SDGs as a tool to interact with their stakeholders (employees, suppliers, customers, civil society) and the various departments within the company (Purchasing, Human Resources, Finance). This dialogue can often feed the construction of a materiality matrix but also be used to link the remuneration and annual bonuses of senior executives with the achievement of one or more SDGs.

### **It is in this context that the SDGs have the greatest added value for sustainable development policies.**

Firstly, having moved beyond the appropriation of the 17 SDGs and their 169 targets, the 2030 Agenda has proved easier to understand than the global CSR benchmarks, and since it is universal (i.e. identical for all countries and actors), it facilitates dialogue and exchange of good practices. It also conveys more meaning and value, and is therefore transformative. The SDGs make it possible to break down the silos within the company.

The second added value is to enable the company to identify themes for actions that were not covered (or were less covered) by the CSR policy. Some companies use them as an evaluation tool or as a complement to the CSR policy.

Finally, since the SDGs are presented as business opportunities, they are also and above all levers for the innovation of products and services.

### **New products and services related to the SDGs**

This fourth level makes it possible to involve well beyond the CSR department and mobilizes other departments within the company, such as the innovation and marketing department. Transversal appropriation of the SDGs within companies can lead to the development of new product and service that address the challenges of the SDGs and their implementation. These tailored offers ensure the development of sustainable business models. For example, a company specialised in advertising materials has set up a public/private consortium for the R & D development of new products that contribute to the SDGs (sustainable trade). Similarly, a large tyre manufacturer has developed agricultural tyres that allow farmers to increase their harvests while preserving their soil. This innovation is linked to SDG 2 and its target 2.4 on sustainable agriculture. Integrating the SDGs also helps guiding investment choices, particularly in the banking sector. As a result, a major bank has set a goal of maintaining the credit share of companies contributing to the SDGs at 15%.

These four levels of corporate appropriation demonstrate a certain involvement of the private sector in the 2030 Agenda. **Nevertheless, few companies seem to be approaching the paradigm that consists in changing their entire corporate strategy in the light of the SDGs, i.e. defining a long-term business strategy in line with the SDGs.**

The movement for the appropriation of the SDGs that seems to be taking shape in France today is the following: few companies have so far made the choice not to adopt this standard, but most are still only at stage 1 or 2, i.e. recognition of the core business SDG or correspondence between CSR actions and the SDGs.



## The Rémy Cointreau Group, the SDGs as variables in executive remuneration

**For 15 years, Rémy Cointreau has been committed to respecting and sharing the ten principles of the Global Compact<sup>11</sup> which it joined in 2003, on a dialy basis.**

Rémy Cointreau has decided to express, with even more strength and distinctiveness, the values that have structured it since it was founded. Its new tagline "Terroir, people and time" echoes the new CSR objectives to be achieved, modelled on the sustainable development goals (SDGs) as defined by the United Nations. The latter constitute a true corporate governance framework, commensurate with the requirements of Rémy Cointreau.

To select them, a materiality analysis was conducted that enabled us to build a prioritisation matrix of objectives that will have a significant impact on the growth, value creation and sustainability of the group, while taking into account the expectations of all stakeholders.

Of the 17 SDGs, Rémy Cointreau has selected 10, mainly related to sustainable agriculture, climate change, water management and human rights. They will soon form the basis of the group's new CSR charter to help it continue its efforts towards achieving excellence.

Among these ten SDGs, five priority objectives are specifically highlighted in Rémy Cointreau's CSR 2020 plan:

- SDG 3, promoting wellbeing at work,
- SDG 6, for the availability and sustainable management of water,
- SDG 12, for responsible consumption,
- SDG 13, for action against climate change and reduction of its impacts,
- SDG 15 for sustainable land use and the deployment of sustainable agriculture.

**These five priority objectives are now linked to the variable remuneration of the group's executives. The CSR Committee, created within the Board of Directors and in charge of the deployment of the 2020 CSR plan, ensures compliance with this commitment.** Particular attention is paid to SDG 15 on the preservation of biodiversity and the deployment of sustainable agriculture.

Rémy Cointreau has been involved in numerous projects in this area over several years. One of the priorities of the latest CSR 2020 plan is the preservation of the environment. "To return to the land what it gives to us", through this objective, Rémy Cointreau is protecting its terroirs and their natural resources. This translates into the deployment of responsible and sustainable agriculture for the production of our raw materials, with the ambition that all the land used should meet the standards or be worthy of the sustainable and responsible agriculture label.

The current international context only confirms - and reinforces - the convictions of Rémy Cointreau, which is already very committed in terms of environmental, social and societal responsibility. More than ever, CSR policy is defined as one of the Group's six strategic priorities. It must fully participate in the creation of Rémy Cointreau's value, based on the deployment of the global SDGs and on our historic commitment within the *Global Compact* ■

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11. United Nations Global compact for social responsibility that brings together companies, organisations, agencies of the United Nations, the working world and civil society around ten universally accepted principles to build more stable and inclusive societies. Learn more: <http://www.globalcompact-france.org/>



## La Poste Group, the materiality analysis in the light of the SDGs

**For 15 years, La Poste Group has renewed its commitment and adherence to the principles of the United Nations Global Compact. Contributing to the SDGs is therefore a logical extension of the momentum initiated by La Poste's 2003 signature of the United Nations Global Compact.**

In 2016, the annual communication on the progress of the company included an appendix on our contribution to the 17 SDGs, thus contributing to the "global advanced" level. La Poste Group received the Global Compact advanced level award, which rewards its commitment to the principles of the United Nations Global Compact, and its contribution to the 2030 goals of the global strategy for sustainable development. Since our 2016 CSR Report, the analysis of the contribution to the SDGs has been based on the United Nations sustainable development programme and the work of Global Compact France. A first analysis showed that the group had quite different impacts for each of the 17 objectives.

The current action plans and strategy "La Poste 2020: conquérir l'avenir" (conquering the future) showed us that in view of its know-how and areas of activity, La Poste Group could contribute in an exemplary manner to 12 SDGs: 3, 5, 7, 8, 9, 10, 11, 12, 13, 15, 16 and 17. But to achieve the sustainable development goals in 2030, we must go beyond the exemplary. We must show ourselves to be transforming in order to train society in the changes necessary for its survival.

As an actor in French society, La Poste can provide access and disseminate service innovations to all. Armed with this heritage and its know-how, La Poste is legitimate and wants to participate fully in three of the main societal transformations, both current and future:

- Mobilisation for social and regional cohesion (SDG 8, 11);
- The advent of responsible and ethical digital (SDG 16);
- Achieving ecological transitions (SDGs 7, 8 and 13).

**In order to go beyond exemplarity and become part of the transformation, La Poste is creating new services, supporting entrepreneurship and social innovation and facilitating the transformation of the seven business sectors in which the Group operates:**

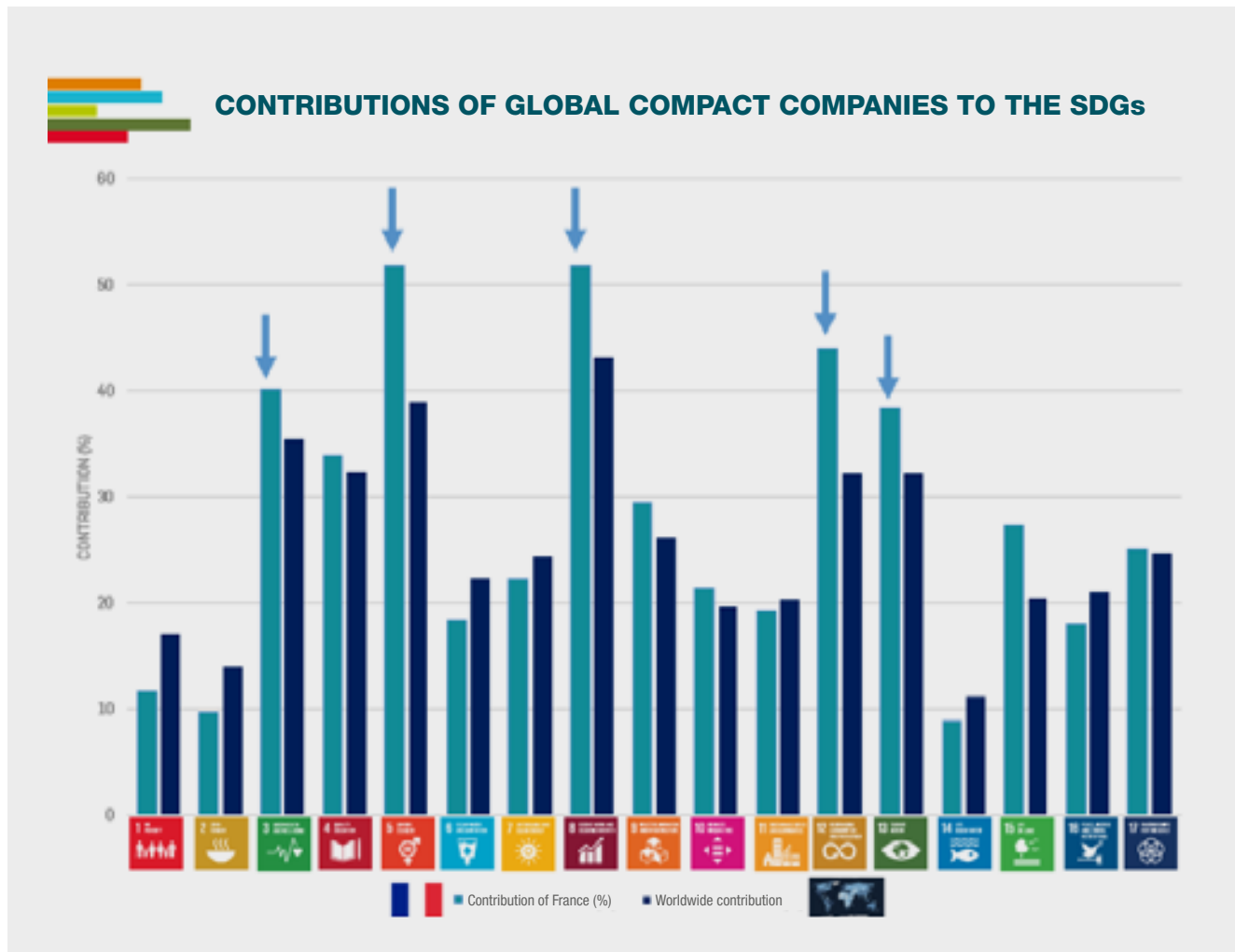
- logistics: processing, sorting, transport and delivery of mail, parcels and other types of products;
- banking/insurance;
- telecommunications: mobile telephony and the internet;
- information management;
- multichannel distribution covering physical and virtual contact points;
- property;
- personal services including local services provided by postal workers.

**To this end, La Poste has introduced the SDGs into the revision of the methodology of materiality analysis, launched at the beginning of the year. For the group, they are the expression of the expectations of the "planet" stakeholder and the opportunity for new reflection on the fields of action relevant to the company's business.** Reflection is also underway to introduce the SDGs into the stakeholder dialogue, and to flesh out the extra-financial performance declaration of contributions to the 2030 Agenda.

**Wishing to enter into the framework of the GRI standard, a methodology that will combine the GRI standard and the analysis of our contribution to the SDGs would be welcome. Similarly, an update of ISO 26000, to include SDG issues, would also be enlightening ■**

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## French companies, leading the way on SDGs



**This declarative study, based on 2017 Communications on Progress<sup>13</sup> by companies participating to the Global Compact, demonstrates a significant lead of French companies compared to the rest of the world on the following SDGs: :**

- SDG 3 "Good Health and Well-being",
- SDG 5 "Gender Equality",
- SDG 8 "Decent Work and Economic Growth",
- SDG 12 "Responsible Consumption and Production"
- SDG 13 "Climate Action".

There is, however, a lower commitment by French companies to SDG 1 "No Poverty", SDG 2 "Zero Hunger" and SDG 16 "Peace and Justice Strong Institutions" (including the fight against corruption). This shows that the SDGs dedicated to human rights are more difficult to grasp for companies in France.

These observations can be explained by the structure of many French companies in the services sector (banking and essential services), but also by the importance of legislation in France, in terms of labour law, equality, and health and safety.

13. Report on CSR actions implemented and published by each Global Compact member company





## The SAB group committed to SDG 8 " Decent Work and Economic Growth "

**The SAB group (IT, 680 employees, Paris region) provides all its employees with the same social benefits across all sites within the group.** A broad consultation between the Manager Director and the Human Resources Director - group and subsidiaries - helped homogenizing all the benefits (extra days off, insurance, health and travel expenses, etc.) by offering the benefit of French legislation, more favourable than in other countries ■

Source : Global Impact+ Platform

## Risks and pitfalls for the private sector

The study carried out with SBF120 companies identified several bias issues in the appropriation of the SDGs:

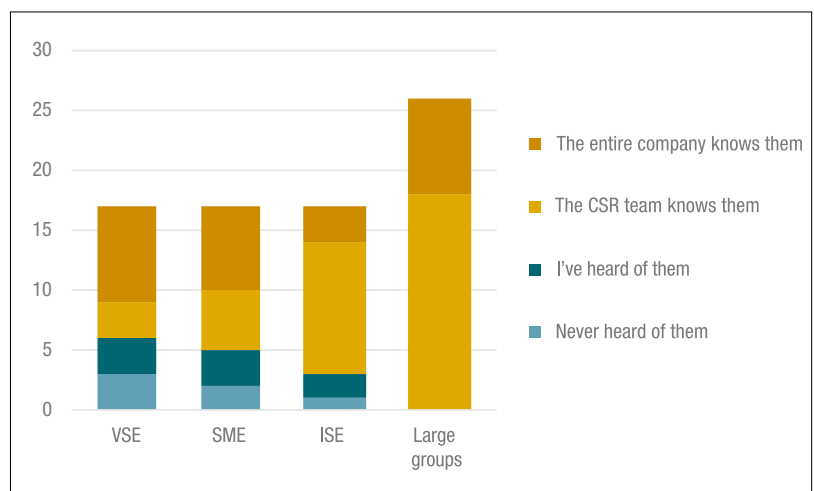
Firstly, the SDGs are still relatively unknown to support staff and the middle management. Indeed, the SDGs can be based on a top-down approach that does not necessarily involve these types of staff. Hence, what training should be provided for a buyer in relation to SDGs? Being more accustomed to operating in terms of costs/deadlines than in social and environmental externalities, what should the latter be doing?

Then, there is also a real risk of "*SDG washing*". Some companies are painting over their CSR strategy and actions with the 2030 Agenda, or are only seeking to highlight the positive externalities of their activities by hiding the negative sides. It is about going further and promoting the holistic dimension of the SDGs.

In connection with the "*SDG washing*", the risk is that the SDGs become a mere communication tool, a "showcase of positive action for the planet" from companies without questioning their business models in depth and without actions on the ground to ensure that they are achieved.

In addition, **the SDGs are not yet known to all four million French SMEs.** According to the B & L Evolution and Global Compact France 2017 study<sup>14</sup>, around 50% of the SMEs surveyed make the SDGs a key topic in their CSR policy or corporate strategy. However, they lack the means to mobilize in a relevant and effective manner via specific tools. Few SMEs are currently implementing approaches to achieve the SDGs or changing their model. Thus, the majority of companies that are working towards the SDGs do so through their existing CSR policy. However, it should be noted that SMEs are ensuring that all their employees are aware of the social issues raised by the SDGs. In fact, the integration of the SDGs into CSR policies has led nearly 80% of SMEs to set up awareness-raising actions aimed at their employees worldwide.

Thus, knowledge of the SDGs is still to be improved among employees, collaborators and trade unions: at a time when we are talking more and more about the "meaning of work", wouldn't the SDGs as a whole contribute to bringing back meaning to businesses? A great deal of work remains to be done in raising awareness around the 2030 Agenda, particularly through the trades unions.



> Level of corporate engagement on the SDGs.

Source 2017 study B & L Evolution, Global Compact France and Ministry for an Ecological and Solidary Transition.

14. [http://www.bl-evolution.com/Docs/BL-evolution\\_pratiques\\_ODD-Entreprises\\_2017\\_SBF120.pdf](http://www.bl-evolution.com/Docs/BL-evolution_pratiques_ODD-Entreprises_2017_SBF120.pdf)



## The Horoquartz company committed to SDG 10 "Reduce inequalities within and among countries"

**The Horoquartz company (business services, 370 people, Paris region) is committed to SDG 10 and target 10.2 on empowering people with disabilities, and visually-impaired people in particular.**

It developed a badge reader that allows blind and visually-impaired people to search the time and absence management system via a Braille keyboard to navigate among the menus. A voice synthesizer can also provide the situation of the person in real time (remaining leave, working time reduction, various recovery counters). Thanks to this device, the visually impaired get the same information as all the other staff in the company ■

Source : Global Impact+ Platform - <https://actions.globalcompact-france.org/>



**In order to go further in this appropriation by the private sector and achieve the 2030 objective, the following recommendations can be formulated for several stakeholders :**

### **For companies :**

- Mobilizing all services and departments within the company: The 2030 Agenda can be a powerful driver for responsible innovation to develop new products or services that can contribute to the SDGs through its core business. As a cohesive factor in the company and at a time of debates on the company and the collective interest<sup>15</sup>, the SDGs can provide a real answer to the redefinition of the company's objectives;
- This appropriation can also involve the creation of a strategic tool to be defined, a management tool with guidelines to provide better consideration of all the external factors affecting a company with regard to the SDGs and to measure its impact (positive and negative);
- Working in a sectoral way: in other countries, particularly in Spain, the agri-food sector has agreed on a common approach to the SDGs. However, this is not to lose sight of the transversal and multi-sectoral aspect of the SDGs;
- Regarding the appropriation of the SDGs by SMEs/midcap companies: the 2 million SMEs in France can be mobilised through chambers of trade and commerce, professional bodies and local authority development programmes as well as public purchasing;
- To go beyond the literal or "orthodox" reading of targets to identify the company's possible contribution to a given target or goal as a whole, even if that target or SDG does not relate explicitly to the business stakeholder. For example, SDG 13 on climate change only seems to concern governments. Yet companies have an important role in the fight against climate change (see Business Pledge and COP21<sup>16</sup>) and must act directly, transversally with the fight against the erosion of biodiversity;
- Finally - and this is the expectation of many companies - there is a real need to provide a better framework for reporting on the SDGs. This reporting can be carried out from country and sector data in order to identify priority targets to be defined according to geographical distribution and to assist in the SDG materiality analysis (e.g. the model of the "business navigator"<sup>17</sup>).

15. PACTE (Plan d'Action pour la Croissance et la Transformation des Entreprises (Action plan for the growth and transformation of businesses): Bill, launched by the Macron government, on the means of businesses to innovate, transform, enlarge and create jobs. This bill clearly sets out the redefinition of the meaning of business and its social purpose.

16 At the Medef (French employer federation) today, 91 French companies, of every size and from every sector, announced the signature of a shared commitment on climate protection, the French Business Climate Pledge. <http://www.medef.com/fr/communique-de-presse/article/one-planet-summit-89-entreprises-francaises-investissent-320-milliards-deuros-pour-le-climat>

17 <https://www.pwc.com/gx/en/sustainability/publications/PwC-sdg-guide.pdf>

**For the other actors:**

- **Stakeholders:** The company is an integral part of society, which is why it is important for its stakeholders (communities, non-profit organisations, investors, unions, citizens) to raise the question of the SDGs with companies more and more. Investors, for example, are now very much involved in the issue of the 2030 Agenda and are really beginning to reflect on the meaning of their investments in terms of the SDGs. This is a movement that we would like to see accelerate.
- **Media:** Moreover, the promotion of the SDGs must be conducted more concretely in relation to citizens and the general public: the issues of global warming are now very present in the collective imagination, why wouldn't it be the same with the SDGs? This is particularly the responsibility of the media, which has done a remarkable job of popularising and raising awareness on climate in 2015 and could do the same on the new 2030 Agenda roadmap.
- **Public authorities:** The private sector expects a clear line from public authorities on the SDGs. Communication aimed at companies is too fragmented and the main ministries and the movers and shakers are not providing enough information about the 2030 Agenda. This is why it is essential to create an SDG roadmap (via the CSR platform) for the private sector in coordination with the recently established French High Level Steering Committee, whose existence we welcome.



### **nam.R, a company that builds links between open data, artificial intelligence and the acceleration of the achievement of SDGs**

**nam.R is the first French platform to provide artificial intelligence solutions for sustainable development.** With a team of thirty people, including 20 data scientists working on advanced artificial intelligence technologies, the start-up was born of a simple observation: digital transition is the key to meeting the huge challenges of sustainable development, ecological transition and unlocking the associated economic potential of these.

For 2 years, the nam.R teams have been collecting and enriching all available data (satellite and aerial imagery, textual data, geographic data, etc.) to constitute the first "digital twin" of the French region. Equivalent data from France - where the elements that constitute a region are represented in data and upon which information is built - the digital twin is a real accelerator of the energy transformation: it makes it possible to transpose global challenges into localised solutions.

Thus, to a community that is committed to promoting the use of solar energy in its region, nam.R provides a solution via its enriched data, identifying the most suitable roofs and optimising the means and constraints associated with the installation of solar panels. To a company committed to the energy renovation of buildings, nam.R searches its digital twin to identify the work to be carried out in every building in France, then groups them to facilitate their renovation. To a bank wishing to calculate the carbon footprint of its portfolios, nam.R automatically scores all of its property assets and activities ■

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## Trade unions

Written by the CFE-CGC

Trade unions have long been interested in different subjects to which the sustainable development goals have given a name (decent work, responsible consumption and production, gender equality, etc.). After only two years of existence, we can see that appropriation by trade unions of the "SDGs" as a framework for reflection and action for sustainable development has remained at the theoretical level, and that the practical application is still under construction.

### A real participation in the national theoretical debate on the SDGs

Overall, trade union organisations representing salaried staff (CFDT, CFE-CGC, CFTC, CGT, FO), as well as the major employers' organisations (CPME, MEDEF, U2P) are participating in the national debate on the SDGs, within the framework of the consultation bodies on which they sit: Conseil National de Développement et de solidarité internationale (Council for International Development and Solidarity) - e.g. the working group "implication du secteur privé dans l'action française de coopération au développement durable" (involvement of the private sector in French action for cooperation in sustainable development) -, CSR Platforms, CNB, CNIS, CNTE, CESE etc.

Some have grasped and are spreading the word about the subject of the SDGs: e.g. in the case of the CFDT, which published a weekly newsletter dedicated to its Marseille congress on the theme "2015: pour un nouveau mode de développement durable" (2015: for a new means of sustainable development), when it decided to make a commitment, advocating in particular that the SDGs should include decent work, social protection, equality in education, and training, as a priority. The organisation is currently developing discussions with the non-profit sector (Association 4D and other NGOs). In the same year, the CGT also reiterated the need to take into account SDG 8 on full employment and decent work, as well as SDG 10 on social protection. In March 2018, the parent organisation spoke at the ESEC to make SDG 7 on decent work the driving force behind European policies. The CFE-CGC contributed to the SNTEDD<sup>14</sup> and the 2016 report to parliament (SDGs 4, 7, 8, 9, 12, 13, 17).

However, there is one drawback: even within the trade union confederations, the SDGs remain the province of a few specialists in sustainable development in its strictest sense (climate, biodiversity, energy) or of the "international" sector (the CFDT via the Institut Belleville). As such, they are positioned in the institutional sector at the national level on the indicators for assessing achievement of the SDGs, as an extension of their hard work within the European Trade Union Confederation (ETUC) - e.g. ad hoc group on the 2030 Agenda and on the implementation of the SDGs in Europe - and the International Trade Union Confederation (ITUC), which represent an international standing necessary for their national visibility. The subject of the SDGs is not sufficiently the subject of internal communication in trade unions, and is therefore never addressed in the negotiations/consultations on certain topics, such as equality at work, or training, even though they are directly concerned.

### An implementation that uneven between trade union, and under construction

The role of the trade unions is to defend and manage the common rights and interests of employees within a company, they must therefore be actors in the appropriation of the SDGs by companies, as well as employers' organisations.

18. SNTEDD : Stratégie Nationale de Transition Ecologique vers un Développement Durable 2020 (National Strategy for Ecological Transition towards Sustainable Development 2020)

However, trade union's theoretical appropriation of the SDGs is still rarely translated into concrete actions. They remain at the "macro" or "international" level. Consequently. At the level of the company, we do not observe any significant progress in the appropriation process of the federations, local unions and union activists.

The trade unions are not yet sufficiently involved in the implementation of the SDGs at company level. For example, several reference guides (WBCSD<sup>19</sup>, GRI, UNGC, etc.) on the issue of the SDGs have been published for companies<sup>20</sup> without including trade union. In addition, these publications have mainly illustrated SDG-related actions driven by very large companies, omitting those that already exist among SMEs.

However, being aware of this fact and of the significant efforts that are necessary, some trade unions have shown their willingness to work on the appropriation of the SDGs by publishing guides, awareness-raising, training, etc.

For example, the CFE-CGC distributed information documents<sup>21</sup> to its members by electronic means and has taken a further step by becoming the first French trade union to join the United Nations Global Compact. In addition, the CFE-CGC is progressively deploying a network of Corporate Social Responsibility / Sustainable Development referents within its federations and regional unions. These referents are trained during a two-day course, particularly on the issue of the SDGs and the opportunities that they have to implement them in their company or region. The CFE-CGC also communicates about the SDGs at forums attended by businesses and citizens, such as the April 2018 ReSEt forum.

Since 2016, the CPME has initiated "Planète PME" (SME planet), where they discuss about the SDGs with its member, among other things, and is now targeting actions and stances on SDGs 3, 7, 8, 9, 11, 12, 13 and 17, in line with its 2016 sustainable development report.

### What are the obstacles to appropriation of the SDGs?

- Both trade unions and employers' organisations are currently confronted with priorities that are more focused on the succession of important reforms (labour law, training, retirement, etc.). These priorities mobilise a large part of human resources and relegate the subject of the SDGs in the background.
- The role of businesses and work (ways of working, producing, buying, etc.) in relation to achievement of the SDGs is not always seen or recognised. Few transnational framework agreements plan to integrate the SDGs into training programmes, along with fundamental social rights or human rights, by linking them to "business" practices (e.g. what business can do better for the health and social protection of workers and local communities, the fight against deforestation or the loss of biodiversity, responsible purchasing and subcontracting). In addition, few European countries have set up bodies to monitor the negotiation of such agreements or to create public discussion on the ability of global framework agreements to be part of the 2030 agenda: there is a lack of meaningful discussion/story-telling about the benefits to them of playing a role in promoting and implementing/achieving the SDGs (especially in countries with relatively weak democratic processes and governments).
- On the other hand, there are fears about the financing of the SDGs. In particular, the CESF highlights the limits on mobilisation of public-private partnerships for the achievement of the SDGs (fears of the effects of substitution and disengagement of public services and of budgetary disengagement by the European Union, little reflection on the mobilisation of financing for the SDGs at a European level). The ETUC even alludes to fears about tax evasion by multinationals.

## Recommendations from trade union organisations



### To public authorities

- Encourage the training and raise awareness of all employees to the question of the SDGs, so that they can appropriate and integrate them into their professional lives. This will not only contribute to the identification of potential additional actions to be implemented in the company but will also help create synergies, and improve the quality of life at work. This approach is part of the dynamic of inclusion of employees in the strategic decisions of the company, which is key to trade union stakeholders.

19. World Business Council for Sustainable Development

20. SDG Compass, B & L evolution / Global Compact France...

21. In September 2017 "Législation sur la transition écologique : quel impact ?", in December 2017 "Objectifs de Développement Durable (ODD) : où en est-on ?" followed in the same month by an interview "La CFE-CGC s'implique fortement sur toutes les problématiques de développement durable et de RSE" and then in February 2018 "L'économie circulaire dans tous ses états"



- Expand opportunities for social dialogue on sustainable development in companies.
- Targeted action aimed at students from 'grandes écoles' and universities should be set up to encourage them to start thinking about SDG projects that they could implement in their future careers<sup>22</sup>.
- Ensure the right conditions for the training of union activists on the subject. In order for trade unions to be able to implement the SDGs operationally, there should be widespread training of activists and members within an established framework, which is currently lacking, to ensure the acquisition of a sufficient level of knowledge. To date, few union representatives benefit from training, which remains restricted.
- Organise exploratory work around the SDGs (role of the IRES, l'institut de recherches économiques et sociales au service des organisations syndicales (institute for economic and social research for trade union organisations)), particularly with regard to innovation, the transition of businesses related to the 2030 Agenda.



### To the unions:

- Encourage union activists, or office holders within the company, to take action to ensure that the company begins to grasp the question of the SDGs:
  - By pushing for the creation of a sustainable development commission at the Social and Economic Committee and for it to take up this subject,
  - By suggesting the establishment of awareness-raising and employee involvement actions, by looking for opportunities for external partnerships on the question of the SDGs,
  - By encouraging their company to join pro-SDG networks like the Comité 21 or the Global Compact,
  - By reviewing the documents that describe the company's contribution to the SDGs, if they exist.
  - By participating in the setting of objectives for the SDG strategy.
- The unions are stakeholders who are consulted in the regions and are asked to provide feedback to the Regional economic, social and environmental councils on the SRADDET. As such, and during partnership committee meetings, they can back the regional commitment to the corresponding SDGs and their follow-up,
- Establish a practical guide for CSR actions based on SDG targets and followed by relevant statistical indicators,
- The trade unions have a role to play in the negotiations when drafting branch and corporate agreements according to the themes (gender equality, forecast management of jobs and skills, training, health and safety at work, mobility, etc.). It should therefore be ensured that the SDG targets and indicators are included in these negotiations or at least that the texts refer to them.

22. This approach was initiated on 10 April 2018 at the national ReSEt forum where the CFE - CGC, Global Compact France, Kedge BS and AMU (Aix Marseille University) set out their views together.



## Non-Profit Organisations

Written by La Fonda and UNIOPSS

### Non-profit organisations at the heart of the subjects of the SDGs and collective action



The necessary evolution of the world as set out in these SDGs leads to a paradigm shift for all stakeholders in society. Used to constantly rethinking their responses to the needs of stakeholders, non-profit organisations, particularly those in the social, medico-social and health sectors, find themselves impacted by consideration of the SDGs and the challenges associated with them. Social, societal, environmental, economic and international developments oblige them to recognise themselves as essential stakeholders as part of a much larger whole that concerns us all, because of the collective choices that will be made.

These non-profit organisations are invested with a social and societal responsibility and are involved in the construction of a common future, a sustainable world, for all and by all; this is why non-profit stakeholders are already playing a decisive role in the whole of the 2030 Agenda and in particular in the following SDGs: fight against poverty (SDG 1) and against hunger (SDG 2), health (SDG 3), education (SDG 4), gender equality (SDG 5), fight against inequality (SDG 10), consumption (SDG 12), peace and justice (SDG 16). They are less numerous on the ecological objectives but are increasingly taking on transversal ecological responsibility, while on work and the economy new alliances are being sought with the business world.

By seeking new alliances and developing new ways of doing things together (e.g. skills sponsorship), the world of the non-profit organisations is one of trailblazing in the implementation of SDG 17, without necessarily being aware of the fact. For nearly 20 years, several national networks and platforms have been created to bring different stakeholders together around common objectives (Comité 21 for sustainable development, Partenariat Français for water, Partenariat Français for the city and regions, Orée for biodiversity and the circular economy, consultation bodies such as the CNTE and the CNDSI, Mon Observatoire du développement durable supported by Anap for SMSS non-profit organisations, etc.). This change in the institutional landscape is a good reflection of one of the dominant features of societal transition, namely the decline of vertical institutions (symbolic, hierarchical and tutelary) and the emergence of horizontally structured (ethical, collaborative and partnership-based) companies. The non-profit contribution is at the heart of this transition.

Partnership and cooperation are becoming the common feature of all forms of collective action. Project-centred, identified by values, devoid of mechanisms of ownership, endowed with pragmatic and opportunistic governance with regard to its possible legal basis, the community of action is the emergent form of the non-profit contribution. Most often structured at the local level, more rarely as virtual digital communities, often linked to social innovations, communities of action are designing an active and enterprising civil society that is fragmented and barely visible. The SDGs provide them with a strategic horizon capable of articulating the various scales, from local to global, of collective action, without imposing a hierarchy between these different levels. Therefore, they provide non-profit organisations with a framework for thinking about the renewal of the ways they work, by offering a shared frame of reference likely to bring out the links between the stakeholders and the subjects, creating a transversal approach to the ways they work.

## Difficulties in integrating SDGs into strategic development tools

Yet, appropriation as such - i.e. use and control - of the SDGs by non-profit organisations is still emerging, especially for those working in the educational, medico-social, social, cultural and sports sectors where they are most numerous and most influential. For many, the SDGs seem to be a distant prospect, in the face of the immediate challenges to be overcome.

### The case of the health, social and medico-social sector: sustainable development before the SDGs

**It is complicated for a structure to rethink the organisation of its collective intelligence in the service of solidarity when daily activity is heavily constrained on several levels. In the case of the medico-social sector the constraints are numerous:**

- At the functional and institutional levels: increasingly stringent regulatory and budgetary constraints, difficulty of recruitment of qualified personnel and obligations in human resources management, efficiency and profitability requirements which are the consequences of increasing commodification of the social sector, which is increasingly subjected to the culture of results by public authorities, a technocratic logic, plans and schemes, the crisis in volunteering including the difficulty of replacing administrators, etc.
- At the financial level: changes in public spending and subsidies, reduced in these times of government expenditure cuts, force non-profit organisations to run around after funding for the very survival of the structure<sup>23</sup>.

While recognising the importance of sustainable development approaches, it appears difficult for the structures, in the light of this restricted context, to commit to clear sustainable development action, not to mention the difficulty of fully understanding the issues at stake as encompassed by the SDGs and the 2030 Agenda.

This is why it now seems necessary to raise awareness and publicise sustainable development as a priority to the non-profit structures in the social, medico-social and health sectors. Indeed, in the minds of many non-profit stakeholders, sustainable development is still limited to the protection of the environment. It is important to remember that sustainable development combines environmental sustainability with economic sustainability and social development. Today, economic effects are still too often considered as essential decision-making criteria, with an increasing awareness of the effects on the environment, while social effects are seen only as secondary consequences to be optimised. The challenge of sustainable development is to put these three dimensions on an equal footing and to measure their long-term effects.

Thus, the establishments and services in the health sectors which have embarked on this venture from an environmental standpoint (fight against waste, energy-saving, recycling, etc.), were taken aback by all the consequences: different involvement of employees and people on the receiving end of care, evolution of their mode of governance, initiative (sometimes without even knowing it) with a genuine CSR approach, increased dialogue with stakeholders, awareness of a different situation in the regions, more open to various partnerships, more in step with changes in society. It has also enabled them to realise that sustainable development is a real tool for democratic change and for building social cohesion. That is to say, a performance lever for each structure, to improve support and the quality of the responses given to users, the working conditions of professionals to give them a better quality of life at work, while developing the local stakeholder role of non-profit organisations. **This stage in the appropriation of their social responsibility and understanding of sustainable development will then make them aware of their contributions to the SDGs.**

23. Document de rentrée sociale des associations sanitaires, sociales et médico-sociales, Enjeux politiques 2017-2018, Uniopss-Uriopss, September 2017

## Supporting non-profit organisations in their approach to appropriation of the SDGs

**Appropriation of the SDGs by the non-profit organisations will not happen on its own, and certain principles must be respected to make it possible.** In the first place, it is important not to impose the SDGs from above, but to allow the non-profit organisations to do their own work of adapting the SDGs to the issues that they see as being within the scope of their actions. In other words, the bottom-up logic must continue to prevail in the mechanisms of appropriation. Non-profit organisations are not immediately aware of being contributors to the SDGs, but as soon as this framework is presented to them, they are able to see their work as contributing, and therefore to view their initiatives as part of a universal agenda.

Secondly, appropriation implies a method which is yet to be constructed. It's all about :

- enabling understanding of what might be called the "language" of the SDGs, which many perceive as a shared language;
- promoting awareness of existing connections between ongoing work and what is envisaged in the SDGs;
- and finally, raising awareness of the way in which the issues as a whole are articulated, highlighting in particular the connections between economic, social and environmental subjects, still all too often opposed, to promote collective working.

**The SDGs are a powerful lever for collective working, but they will only achieve their full potential when combined with a method for setting shared goals, as part of a universal agenda, where everyone can make and evaluate their own contribution.** Tools for exploring the SDGs must therefore be built, as well as (with at least equal importance) tools for dialogue, the development of shared appraisal methods, projects to respond to them, and monitoring tools, both to ensure ongoing communication and the evaluation of projects that have already been initiated.

Although tools and methods remain to be built, there is no lack of available resources. At a regional level, new forms of alliance are already being tried out, sensitive to local development issues, as shown by the PTCE (regional economic cooperation centres) model . With the advent of digital tools, stakeholders can connect more easily, share data, and findings and set up collaborative approaches. The development of a culture of data, from its collection to its analysis, can only strengthen the work of non-profit stakeholders in this area.

As for the structures that require a better understanding of sustainable development in order to initiate work for the appropriation of the SDGs, it is necessary :

- To show the links and bridges between community projects, their implementation and the SDGs, i.e. to make the SDGs more concrete by highlighting the complementarities they present with community projects;
- To value the work and projects stemming from the intrinsic values of non-profit organisations that bring about social transformation in relation to the implementation of the SDGs;
- To show that sustainable development is a lever on public decision-makers and the move towards a different society;
- To make them aware of their maturity on social issues;
- To raise their awareness of OSR as the main axis of the structure project as well as working on some key axes of OSR and making them a reality;
- To offer methodological tools to enable engagement in the areas of responsible purchasing or reduction in household and food waste;
- To facilitate monitoring to control consumption, of energy in particular;
- To support public declarations on sustainable development and the SDGs with concrete actions in the field and to relax constraints affecting the everyday work of non-profit organisations.

On this last point, there are many assets available to non-profit organisations, who are stakeholders with great social and societal creativity, which should be highlighted as concrete and crucial contributions to the achievement of certain SDG targets : significant local employment, target employment rate for people with disabilities more often reached, approach designed to improve quality of life at work, promotion of good standards of care, social dialogue and career paths, participation of those on the receiving end of care, volunteering, etc.



## Higher education and research actors

Written by CPU-CGE, RéUniFEDD and Kedge Business School-Sulitest

### Higher education institutions begin to understand the 2030 Agenda



Through their missions, higher education and research institutions naturally contribute to consideration of the Sustainable Development Goals and in particular to the fourth of these objectives: access for all to quality training, at all stages of life, a founding general interest mission of French higher education.

Today, it is clear that **the level of knowledge and manipulation of the concept of the 2030 Agenda within higher education is relatively recent and therefore still weak, but in the process of appropriation by the university community.** Various highly targeted SDG events can testify to this, such as the symposium organised by the Alliance de la recherche pour l'environnement (AllEnvi – alliance for environmental research) in March 2018, in response

to the international momentum generated by the dissemination of the 17 SDGs in different countries, thus providing a common framework for academic work on a major topic. Another example is the second SDG Summer School, which will take place from 2 to 7 July 2018. Co-organised by the Institut de Recherche pour le Développement and Aix-Marseille Université, it will host around 200 participants in Marseille. It will focus on SDG 13 on combating climate change. Other institutions are considering integrating SDG awareness into modules dedicated to sustainable development.

In 2017, the Conférence des Présidents d'Université and the Conférence des Grandes Ecoles (CPU-CGE) (two main national networks of higher education institutions in France) **decided to get to grips with the SDGs by launching a draft guide designed to raise awareness and facilitate the appropriation of the SDGs** for higher education and research professions.

This guide, officially presented at a European symposium held in Paris on 27 June 2018, is the result of a close collaboration with professional networks and conference partners: heads of departments in Heritage, Human Resources, etc.; as well as the Mutuelle Générale de l'Éducation Nationale (MGEN), the Centre National des Œuvres Universitaires (CNOUS) and the Réseau français des étudiants pour le développement durable (REFEDD - French network of students for sustainable development). It has received the support of the French ministries of higher education, of research and innovation and that of ecological and solidary transition, as well as the Collectif pour l'intégration du DD&RS<sup>25</sup> dans l'enseignement supérieur (CIRSES<sup>26</sup> - collective for the Integration of SD & SR in higher education).

How is a university or school concerned by the SDGs? How should they be integrated into establishment strategies? What added value is there for governance? So many questions to which this guide brings a series of practical answers, focused on the major groups of professions specific to higher education and research. This document is currently unique, because after a survey of the professional networks in higher education, the SDGs are very narrowly defined according to each type of mission.

In addition, the Réseau Universitaire pour la Formation et l'Éducation à un Développement (RéUniFEDD - University network for training and education in sustainable development) is already engaged in the organisation of training seminars and the production of training tools for higher education and teacher training, as well as in academic symposiums on education-training issues in sustainable development, now via the SDGs.

In view of the appropriation of the SDGs by French actors, RéUniFEDD intends to draw on its experience and collaborations with its partners - the CPU, the CGE, the Réseau des Ecoles Supérieures du Professorat et de l'Éducation

25. The "DD&RS Label" (SD & SR) is a way of promoting the sustainable development and social responsibility approach of higher education and research institutions.  
26. Collectif pour l'Intégration de la Responsabilité Sociétale et du développement durable dans l'enseignement supérieur.



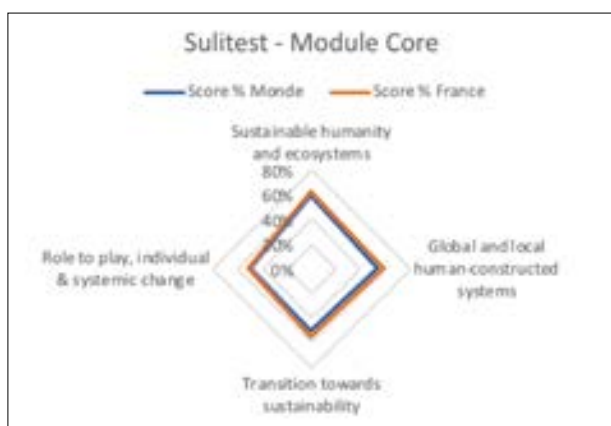
(R-ESPE) - but also with universities in Europe and countries of the South, and with associations related to education and training and sustainable development (in the broad sense) to, in particular:

- Take stock of what is being done, is not being done or will be done in higher education institutions (e.g. by studying their teaching models and their research programmes);
- Analyse the performance of actors on the SDGs and on education in the SDGs;
- Co-organise a working group of the type "Compétences DD&RS<sup>27</sup>" (SD and SR skills) (that RéUniFEDD had co-piloted) on the SDGs in higher education;
- Propose tools for the EODD (SDG summer school) for the construction of a suitable contextualised training offering (as an extension of the RéUniFEDD seminars for co-training on the SDGs, participation in MOOCs on the SDGs, piloting a connectionist and collaborative MOOC with French-speaking African countries, etc.);
- Contribute to assessments of these tools and training courses;
- To stimulate and participate in research on issues related to the SDGs and education in the SDGs (such as what has already been initiated in the framework of CNAM-RéUniFEDD seminars), and to lay the foundations of an epistemology of inter-culturality as a condition of possibility of a scientific approach to real North-South partner education in the SDGs, as defined at the international symposium "*Quel(s) curriculum(a) pour les objectifs du ODD ?*" *Dialogues Nord-Sud pour penser l'éducation de l'anthropocène*", held in Montpellier, 5-6 April 2018.

## The Sulitest, a genuine gauge of SDG appropriation by students around the world

**Sulitest<sup>28</sup>** is an international initiative coordinated by an independent non-profit organisation (Law 1901) supported by more than forty international institutions and networks such as UNESCO, UNEP, UNGC PRME<sup>29</sup> and UNDESA. **Its goal is to develop online tools to raise awareness of sustainable development issues, encourage learning processes to move towards *Sustainability Literacy* for all and to provide indicators on the general level of knowledge and its developments in relation to the SDGs.** Created following the Rio 2012 Earth Summit, the ***Sustainability Literacy Test*** is an online questionnaire to test your level of knowledge and become aware of sustainable development. Being aware of the challenges to be tackled is obviously not enough to become an actor for change, but it can still be a powerful lever.

Initially deployed in the academic world, more than **85,000 students from 700 universities in 62 countries** have already passed since its launch in 2014. The dynamic is accelerating since 25,000 have passed since the last High Level Political Forum (HLPF) in July 2017. The tool thus provides a **first international database offering a snapshot of awareness to the issues covered by the SDGs.**



> Fig. 1 : Average Score (%) Sulitest – Module Core

The ***International Core*** module provides the most complete snapshot as it is the only mandatory module for all applicants and is based on the same bank of questions all over the world. Thirty questions are selected at each session to cover a transversal vision of the global issues (including the 17 SDGs) around four dimensions: humanity and ecosystems, man-made systems, transition to sustainability, my role as an individual and organisation to create change. The Sulitest score is expressed as a % of correct answers: it is **55% on average worldwide and 59% in France**. More precisely, it is interesting to note that the same hierarchy is observed between the 4 dimensions at the global level and in France (Figure 1): a higher average score on humanity and ecosystems (59% worldwide average, 63%

27. <https://www.iddlab.org/project/h/competences-dd-rs.html>

28. [contact@sulitest.org](mailto:contact@sulitest.org), [www.sulitest.org](http://www.sulitest.org)

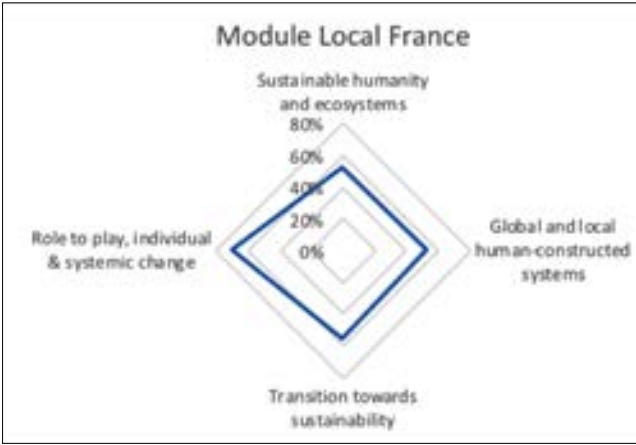
29. PRME : Principle for responsible management education



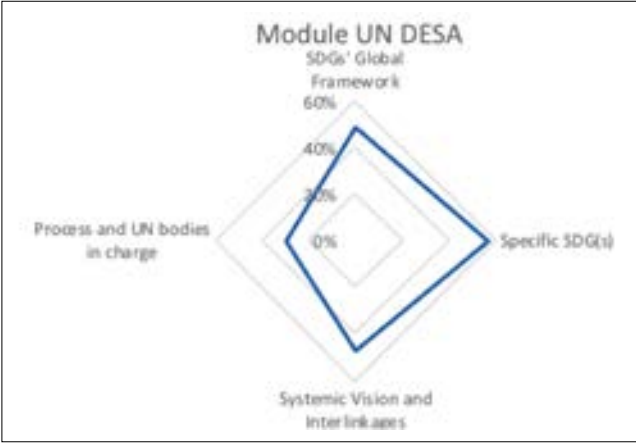
in France), then on man-made systems (54% worldwide average, 59% in France), then on transition (51% worldwide average, 55% in France), my role in creating change showing the lowest average level of awareness (50% on a worldwide scale, 52% in France).

**The Sulitest also offers specific modules for local issues related to the SDGs (regulations, laws, culture and practices of the country).** The local module for France has been passed by more than **10,000 candidates**, with an **average score of 54%**, close to that obtained for global issues. On the other hand, we note (Figure 2) that the hierarchy is reversed with a greater awareness of my role in creating change (70% correct answers on average) followed by the issues related to transition (55%) and then man-made systems and issues related to humanity and ecosystems (respectively 53% and 52%). Although these indicators are purely descriptive, they suggest **higher appropriation of the levers of change at the local level, while the issues related to humanity and ecosystems are higher at the global level.**

In 2017, Sulitest also launched a module to raise citizens' awareness of how the SDGs work, produced in partnership with UN DESA. This module, which has been passed by more than 2,800 applicants, shows (Figure 3) that, on average, candidates seem to be more aware of issues related to specific SDGs (57% correct answers) than to the overall vision of the SDGs (49%), their interrelations (47%) and the processes enabling their implementation and monitoring (30%).



> Fig. 2 : Average Score (%) Sulitest – Module Local France



> Fig. 3 : Average Score (%) Sulitest – Module UN DESA



## The National Centre for Scientific Research (CNRS) and the United Nations 2030 Agenda

**The CNRS is a national organisation that has been conducting research at the frontiers of knowledge for 80 years with a vast scientific horizon. Its mission is to push back the limits of knowledge and contribute to the economic, social and cultural progress of France. Derived from more than 1,100 laboratories, jointly with higher education institutions, research organisations and companies, its scientific productions are a source of discovery and innovation in all fields.**

Knowledge and innovations produced all over the world, thanks to the know-how and creativity of CNRS researchers, contribute to all the sustainable development objectives.

At the CNRS, research does not define scientific excellence and originality of thought and innovation. Discoveries are not programmed: they are facilitated by a fertile environment. This openness, freed from prescriptive and sectoral approaches, allows research to increase understanding of natural and social phenomena. This approach responds to the SDGs and their interactions.

The 2030 Agenda has become a strategic axis of the organisation, that is transversal to the scientific and functional departments.

Appropriation of the 2030 Agenda by the CNRS is achieved on several scales.

- It promotes the conduct and independence of research for the benefit of society, through human and material means, aids to mobility and building of partnerships;
- It values research advances for their contributions to the 2030 Agenda, through publication, outreach, communication, technology transfer, etc.

### Research linked to public action.

The CNRS is working to strengthen a collective inter-sectoral partnership approach between science and decision-makers, constituting an essential commitment to the success of the long-term implementation of the 17 SDGs, such as the Paris Agreement on Climate Change and the Convention on Biodiversity. The CNRS is the main employer of experts contributing to major United Nations programmes (IPCC, IPBES etc.) for sustainable development based on the best knowledge.

The CNRS has set up a transversal working group "CNRS Agenda 2030" at senior management level. Its mission is to coordinate the organisation's efforts and formulate its priorities for action. Its objective is to map the research and innovations that contribute to the implementation of the SDGs as well as to support public decision-making, and suggest new lines of research.

The CNRS is involved in the major research programming bodies on sustainable development, the Belmont Forum and Future Earth at an international level, and research alliances on a national scale.

### Examples of achievements related to the SDGs

**Invention** : A battery that stores energy more efficiently using organic biodegradable recyclable molecules (development via the creation of a start-up: Kemwatt). > SDG 7 (7.3) and 9 (9.3, 9.5).

**Expertise** : Achievement of collective scientific expertise on eutrophication entrusted to the CNRS, by the ministries in charge of the environment and agriculture, in partnership with INRA<sup>30</sup> (French national institute for agricultural research), IFREMER<sup>31</sup> (French research institute for exploitation of the sea) and IRSTEA<sup>32</sup> (French public research institute focusing on land management), for a state of scientific knowledge on which political decisions can be based. > SDG 6 (6.3, 6.5, 6.6), 14 (14.1) and 2 (2.4).

**Financing** : : Call for proposals "Sciences de l'ingénierie au service de l'innovation frugale" (Engineering sciences for frugal innovation) for the most economically disadvantaged populations, often facing great difficulties in satisfying their basic needs: access to food, drinking water, energy, etc. > SDGs 7, 12, 17. ■

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30. INRA : Institut National de la Recherche Agronomique

31. IFREMER : Institut français de recherche pour l'exploitation de la mer

32. IRSTEA : Institut national de recherche en sciences et technologies pour l'environnement et l'agriculture



## Youth actors

Written by *CliMates* and *Fage*



### What about an SDG for youth?

**If 2030 can sometimes seem a long way off and speculating on the state in which our society may find itself may seem premature in some people's eyes, the idea is primarily to ask what sort of society today's young people will be living in tomorrow. Consequently, the question of the role of youth in the construction of the world of 2030 is more than paramount since it is young people who will have to face the advantages and disadvantages of the characteristics of the world as it is in twelve years for the longest time.**

Would young people be more or less attentive if they had benefited from a specific SDG? The SDGs would then have enshrined the place and role of youth in achieving a more equal, fairer and sustainable society. But the first difficulty would have been to determine the scope and challenges of such an SDG, prior to imagining the prospects for implementation. With this UN recognition as a specific challenge, young people would have seen a major window of visibility open.

However, the SDGs do not offer a specific entry by types of actors; indeed, all SDGs are thematic with the exception of SDG 17, which outlines the means to achieve the other 16 sectoral SDGs. This presupposes that all actors must contribute to the implementation of the SDGs, through collaboration, particularly at an international level, and multi-stakeholder partnerships. Does the absence of a specific goal for youth, even though it is primarily concerned with the definition of a world in which young people will have to live the longest, imply that young people are actors like any other in the achievement of the SDGs and not as one of their targets? If they are the actors, what efforts must be made to give them access to this information? What level of inclusion should they have in their implementation? How to facilitate the appropriation of the SDGs by young people?

### **Young people, an age group that is aware and equipped to understand sustainable development, but who have not yet embraced the concept of Agenda 2030 despite a strong commitment to the issues raised by the SDGs.**

In 2014, only 31% of young people in France had a clear idea of the meaning of sustainable development, whereas 84% had already come across the term<sup>33</sup>. Does this mean that the information is distributed but that it is not sufficiently detailed or that young people are having difficulty in understanding it? Why? Poor materials? Inaccessible terms? Lack of interest?

**Climate change awareness as a gateway to the consideration of the SDGs:** climate change remains at the forefront of environmental concerns (31%) ahead of air pollution and the degradation of fauna and flora (17%)<sup>34</sup>. In addition, 73% of young people feel that they want to devote more time to learning about sustainable development issues<sup>35</sup>. Community commitment has done nothing but increase since 2010 for those under 35, and today, 1 in 5 young French people is involved in a non-profit organisation<sup>36</sup>. On the other hand, the environment sector represents only 9% of total community involvement in France<sup>37</sup>. It is therefore crucial for non-profit organisations to enlarge their communities and recruit new members.

Today, as new technologies facilitate access and information sharing among individuals, it is clear that appropriation of the SDGs by young people is still very patchy. Only a very marginal group of young people are aware of these objectives: young people who are already aware and committed to sustainability issues through their community involvement, their specialised studies in the environment or even their education within their families.

33. ADEME, "Zoom sur les moins de 30 ans", Rapport d'étude Ipsos, Mars 2014.

34. Lettre Stratégie ADEME&vous n°55, Février 2018

35. Consultation Nationale Etudiante - REFEDD, 2017

36. Ifop, "La France bénévole 2017", 2017.

37. France Bénévolat, "Evolution de l'engagement bénévole associatif, en France, de 2010 à 2016", 2016

## “ young people are developing more and more new, more sustainable and responsible ways of consumption ”

If this can be explained by the lack of information for the general public or the absence of education on this subject in primary and secondary schools, it is essential to distinguish between knowledge of the SDGs and actual mobilisation around these issues. Many initiatives are flourishing and correspond in all respects to the issues raised by the SDGs. Here are some examples from a huge variety of projects being run by young people:

- **SDG 12. *Collectif Démarqué*** is a group of young people who are working and raising awareness about ethical and sustainable fashion
- **SDG 14. *The 4sea project*** brings together young people around marine conservation
- **SDG 5. And *Gender & CliMate Change*** that is raising awareness of the impact of gender in the face of climate change
- **SDG 1-2-10. *The AGORAé***, campus-based community grocery stores, accessible on a means-tested basis and aimed at students, combined with a living space that's accessible to all.
- **SDG 12.** Young people agents for change who are raising awareness to responsible consumption and an ecological lifestyle through the web (YouTube): Vincent Verzat, Nicolas Meyrieux, etc.

In the same way, young people are developing more and more new, more sustainable and responsible ways of consumption, which influence the understanding of these issues and of the production methods of manufacturers and retailers. This change in consumption patterns can be achieved through conviction, but also with a view to saving money, like collaborative practices to reduce costs whilst reducing the impact of consumption on the environment.

Therefore, if young people as yet have not fully appropriated the SDGs, it would be wrong to say that they are not mobilising on issues covered by these SDGs. **Therefore, the challenge is twofold for young people: to increase knowledge of the SDGs by the greatest number of people, but also to identify the contributions of actions already carried out to the objectives of the 2030 Agenda.**

### How can appropriation of the SDGs by young people be facilitated?

#### → Strengthening youth organisations dedicated to sustainable development

**Empowerment of young people is crucial in their recognition as agents of change.** These organisations are essential vectors for informing and mobilising youth. Consequently, one of the challenges lies in the ability of organisations to link their actions to the SDGs. For this to happen, it seems necessary to train, support and equip youth organisations so that they can be an effective relay of awareness of the SDGs.

Beyond simple awareness-raising, community commitment in youth organisations provides a key to the training of young people on SDG issues directly within these organisations and networks. As a result, actions to promote these commitments need to be more numerous.

#### → Strengthening young people's independence

Young people need to act on their own without a paternalistic attitude systematically telling them what they must do. An INSERM (French national institute of health and medical research) study<sup>38</sup> demonstrated that peer-led preventative actions are the most effective, demonstrating young people's willingness to take action on issues that directly affect them. If the conditions for access to independence are met - employment, education, finance - young people are shown to be innovative, resourceful and explorers of solutions.

Peer-led action encourages awareness all round and encourages their acquisition of new skills. Increasing the analytical abilities of all is an essential element in ensuring the mobilisation of a maximum number of people. This mobilisation encourages young people to take responsibility, to undertake projects and thus to participate in public life, the very essence of a fulfilling youth and in getting the importance of the SDGs recognised.

38. In June 2001, the Institut national de la santé et de la recherche médicale published "Éducation pour la santé des jeunes : démarches et méthodes, Institut national de la santé et de la recherche médicale "

## → Banking on education...

If the level of education increases and young people are increasingly well educated, it is also possible to envisage introducing SDGs into the curriculum. **This implies that the SDGs are integrated into our education system and that teaching staff should tackle these issues with students.** For example: a textbook on the SDGs<sup>39</sup> could be provided in schools in France.

There is also a need to systematise the shift from awareness-raising to mobilisation, to move towards education based on performative learner involvement. Remaining at the awareness-raising stage will not enable real appropriation of the SDGs. Promoting the commitment of all, mobilising and building common tools is the key to raising the skills level of this audience and ensuring global awareness of what the SDGs are. RéUniFEDD in collaboration with the R-ESPE (Réseau des Ecoles Supérieures du Professorat et de l'Éducation - network of higher schools of teaching and education) is preparing the co-production of a tool for education on the SDGs.

## → ...without restricting the young by it

SDG 4 "Access to quality education" is often the one associated with young people, as they are the main target audience. **However, young people must be included in the achievement of all the SDGs. In fact, young people represent essential agents for change in absolute terms, and not only a specific category, subject to special treatment and exceptional measures.**

Also, if young people are beneficiaries of education, they must also be included in the process of creation of educational programmes, be they academic, institutional or more informal. Young people are already proactive in this area and in particular are developing participatory education models that address issues and/or points of view that are absent from formal education systems. These methods must first be recognised by the education system, in order to promote their transmission and to develop collaborations between organisations dedicated to youth and educational actors. **The SDGs are a tool that enables education to address the challenges of the world of tomorrow in a transversal manner.**

## → Adopting a transversal vision

**The thing to be avoided, in order to correctly understand the 2030 Agenda, is isolating an SDG and treating it independently from the other Goals.** The SDGs are interdependent - no one takes precedence over another, and one cannot be tackled without linking it to several others - and therefore awareness-raising exercises and support in the appropriation of the SDGs must not lose sight of the transversal and collective nature of the SDGs, in order to embark on a global and systemic transformation of our society.

Young people didn't wait for the 2030 Agenda to take action on these issues: many youth-led projects pre-date the publication of the SDGs. However, as a youth organisation, although we recognise the relevance of the SDGs, we note that they have not yet made it possible to go beyond the restricted circle of young people who are already engaged and aware of these issues. **The challenge is to go beyond a restricted circle of those who are already in the know and succeed in reaching the general public.** This cannot happen unless our organisations grasp this tool, by fully integrating the SDGs into their strategies and their functioning via at least three aspects:

- A frame of reference: the SDGs are an element that structures the political positions of our organisations by showing the relationships between the different SDGs and by framing all the activities.
- A means of generating action: by encouraging the implementation of actions, the SDGs encourage the development of innovative responses to contemporary challenges. Moreover, these constitute a formidable lever for changing the actions of non-profit organisations in the direction of the issues defined in the 2030 Agenda.
- An advocacy tool: thanks to their transversal nature and the creation of an agenda shared by a majority of actors, the SDGs are a tool for ensuring the consistency of a discourse and ambitions around common challenges.

These three aspects, beyond their structuring mission, make it possible to demonstrate the practical usefulness of the SDGs and constitute a first step towards the full and complete appropriation of the 2030 Agenda by all youth organisations and therefore, by young people themselves.

39. " Get it Global, manual on addressing the sustainable development goals in the work with young people " (2016): [https://www.salto-youth.net/downloads/toolbox\\_tool\\_download-file-1413/it-kit%20get%20it%20global.compressed.pdf](https://www.salto-youth.net/downloads/toolbox_tool_download-file-1413/it-kit%20get%20it%20global.compressed.pdf)





## Local authorities

Written by le CERDD, Cités Unies France and the Comité 21

**Like Agenda 21 in Rio in 1992, the 2030 Agenda calls on all infranational organisations, including local authorities, to grasp the SDGs to strengthen their commitment and contribute, at their own level, to the achievement of this universal ambition to "Transform our world". However, the mobilisation of local authorities in France remains limited: this new framework is still not widely known, if not to project leaders, then to elected representatives, and seems far from their concerns.**

**Given the decentralised organisation and competences entrusted to the authorities, their appropriation of the SDGs is the essential condition for the success of the 2030 Agenda in France.** Their intrinsic capacity to mobilise local actors around community projects is also a key factor in anchoring the SDGs in strategies and practices.

Indeed, recent regulatory movements have undoubtedly strengthened regional leadership in terms of sustainable development, whether related to skills in planning, development, energy transition but also the fight against inequalities and poverty, conservation of natural areas or infrastructure management... Starting from this reorganisation of regional scales, the SDGs are an opportunity to rewrite regions' strategic projects in the service of sustainable development that fully integrate local issues and global challenges. Because the perils (and knowledge of them) have greatly increased, be it climate change, the collapse of biodiversity, the increase in non-communicable diseases, or the constant widening of socio-economic inequalities. It is this philosophy of the global-local link that extends the 2030 Agenda, reaffirming the need for global solidarity and calling for the mobilisation of us all.

Without detailing exhaustively all these developments in regional expertise, it must be emphasised that the new plans and other framework documents that authorities need to develop could undoubtedly contribute to the achievement of the SDGs in a relevant way. Future regional plans for development, sustainable development and regional equality (SRADDET); the Plans Climat Air Energie Territoriaux (PCAET - Regional climate, air and energy plans); the upcoming revisions of local urban plans and their Plan d'Aménagement et de Développement Durable (PADD - development and sustainable development plan) are all potential opportunities, promoting a transversal review of the regions' strategic positioning, and facilitating the definition of ambitions that are up to the task ahead. What has actually been achieved, two and a half years after the adoption of the 2030 Agenda?

### Overall analysis of the level of appropriation of the SDGs by regional authorities

**It is clear that the first steps towards the appropriation of the SDGs, their targets and the structural elements of this new universal roadmap have not yet been taken.** The use of this benchmark by the authorities remains, when it exists, weak and cosmetic, apart from certain policies particularly on decentralised cooperation<sup>40</sup>. However, this lack of appropriation does not equal inaction.



#### Much work and many projects, but scattered

For more than 20 years, following on from the Rio Summit, French regional authorities have gradually grasped the nettle of sustainable development and have undertaken a great deal of work, either voluntary or under the impetus of successive provisions, incentives or regulations: local Agenda 21s, climate plans, green and blue infrastructures, etc. For all that, although sustainable development has become institutionalised since the 2000s, its visibility is declining. We can see that with the recent proliferation of measures (calls for thematic projects: TEPCV<sup>41</sup>, ZDZG<sup>42</sup>, Breathable cities, new regulatory provisions for the PCAET, etc.), **the projects and initiatives have returned to the silos whilst being technologised, to the detriment of the overall strategic vision of a regional project** that sets a course to be followed for all policies. In addition, indicators continue

40. Networks of international solidarity and decentralised cooperation seem to have grasped the SDGs more easily, following on from the MDGs.

41. Territoire à énergie positive pour la croissance verte

42. Zéro Déchet, Zéro Gaspiillage



to deteriorate both at the global level (in particular environmental indicators<sup>43</sup>) and at the national level<sup>44</sup>. The emergence of the term "transition", even in the titles of laws and names of government ministries, reflects the idea of urgency and imperative change, but paradoxically has led to the elimination of sustainable development and reduced this perspective to ecological and energy issues... We need to reaffirm that the goal of transition is sustainable development !

### → Transition calls for change, the SDGs are showing the way

Transition calls for an upward revision of ambitions by acknowledging the continued degradation of ecological indicators; it calls for greater coherence between projects and policies; it calls for the mobilisation of all and cooperation within the ecosystems of relevant actors; it calls for a systemic vision (if the problems are related, we need to link the solutions); finally, it calls for a sharp acceleration. Is this not the path set out by the SDGs? A positive path, a common trajectory of transformation with a medium-term deadline in 2030.

Although some authorities have gradually included a certain international dimension in their sustainable development projects, especially around programmes and actions to combat climate change, few of them have evaluated their necessary contribution to global emergencies, and therefore of being inspired by international texts. Even the highly publicised Paris Agreement remains a document to which regional authorities rarely refer. This translates into a state of "cognitive dissonance" between the magnitude of the challenges in which authorities have a key part to play, and the expression of local ambitions, with no specific references to international and/or national frameworks.

### → Low rate of appropriation, because little support is as yet being provided

**It is difficult to blame the authorities for their low rate of appropriation of the SDGs, since we can't fail to notice a lack of appropriation generally by the actors who gravitate around them.**

The national institutions which are in direct contact with them still have a great deal of transversal work to do with regard to appropriation in providing this link from the SDGs to the regions. Indeed, at the level of government bodies, only the CGDD (commission on sustainable development), the Ministry for Europe and Foreign Affairs and the AFD (French Development Agency) are communicating actively with the regions on this subject. Institutions such as ADEME (energy and environment agency) and CGET (general commission on regional equality) have not yet integrated this framework into their communication strategy or their measures regarding the regional authorities.

Associations of elected representatives also have a decisive role to play in reinforcing the place of the 2030 Agenda in the decentralised French landscape. While some of them have contributed to the first report on SDG appropriation, the 2030 Agenda remains absent from actions, communications and events proposed by networks of elected representatives, even when it is a question of sustainable development. However, the influence they enjoy among elected representatives and regional agents is a unique lever to strengthen mobilisation around the SDGs. Providing awareness-raising and training sessions would certainly help to increase local appropriation.

Bodies representing the regions (AMF, ADR, France Urbaine, Régions de France, etc.) and those working for international action by regional authorities (CUF, AFCCRE, etc.) are gradually integrating the 2030 Agenda and its perspectives into their actions. Associations of elected representatives dedicated to the internationalisation of regional authorities have been more specifically and directly aware of the MDGs and therefore of their consequences that constitute the SDGs.

Nevertheless, in early 2015 the Assemblée des Départements de France published the study: "*Agir en coopération pour un développement local durable et inclusif - Co-construire un programme d'inclusion économique et sociale à l'international*"<sup>45</sup>. The ambition was powerful: "to make a significant contribution to the French position on the construction of the post-2015 Agenda linking Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs) - a contribution based on the words, the vision and the experience of actors in the field, (...), especially the departments legally competent in France in terms of social solidarities". Nevertheless, institutions (e.g. the Caisse des Dépôts Group) and actors (such as support professionals, consultants and consultancies) interacting with the regional authorities are gradually integrating this perspective. The momentum must be capable of being developed.

43. Cf. l'Appel de 15000 scientifiques " World Scientists' Warning to Humanity : A Second Notice ", publié le 13/11/2017 dans BioScience.

44. For example, the extinction of birds is dramatically increasing in France according to the statement of the CNRS and the MNHN on 03.20.2018.

45. [http://www.departements.fr/wp-content/uploads/2016/11/Agir\\_en\\_cooperation\\_pour\\_un\\_developpement\\_local\\_durable\\_et\\_inclusif.pdf](http://www.departements.fr/wp-content/uploads/2016/11/Agir_en_cooperation_pour_un_developpement_local_durable_et_inclusif.pdf)



## Pilot authorities clearing the territorialisation of the SDGs



Some authorities have already grasped the SDGs. Most of them have a local Agenda 21 or a voluntary transitional approach that makes sustainable development not only a transversal regional project but also the mark of their drawing power. Beyond the semantic reference, they seek to integrate the SDGs by making them operational<sup>46</sup>, and while few tools are available - based on an experimental approach, relying on their stakeholders and the commitment of their elected representatives.

**In France, the Gironde departmental council is the first regional authority to have seized on the SDGs and introduced them progressively into its documents on sustainable development, and in particular into its annual accountability report.** Since 2015, this report has illustrated the path of appropriation and integration of the SDGs into the definition and construction of departmental public policies. Moreover, it now proposes to report on the actual contribution of these policies to the achievement of the SDGs.

Other authorities also used their annual report on sustainable development to begin the work of appropriation and diversification of the SDGs, in particular the cities of Niort, Mérignac, Besançon, the Conseil départemental du Var, and the Conseil régional de Nouvelle-Aquitaine. This first step is an opportunity to raise the awareness of internal and external stakeholders to this new 2030 Agenda, and to identify which SDGs mobilise the work of the authorities most and least.

Niort also wants to go further and make the 2030 Agenda the central theme of its public policies and its commitment to sustainable development. The city has therefore decided to join with the DREAL Nouvelle-Aquitaine (regional environment, planning and housing department) in an experiment to establish a methodology for local adaptation of the SDGs, based on the achievements and successes of its Agenda 21. Ayen has also chosen to make its Agenda 21 the basis to implement the SDGs in its region. Through this exercise, the mayor's office has seen that it was carrying out a wide range of work contributing to the achievement of the 2030 Agenda: 14 SDGs and 24 targets are particularly concerned by the axes of its Agenda 21 ■

### → To spread the message about the SDGs in the regions: objective of the Tour de France of the SDGs

The challenge of spreading the word about the SDGs, necessary for their appropriation, is at the heart of the Tour de France of the SDGs project devised by the Comité 21. The ambition: to reach out to the regions to raise awareness and promote this new universal roadmap for sustainable development, reassure local actors on their ability to get involved by showing that the SDGs can constitute the base of their dynamics and respond to the challenges that they face. A Tour de France of the SDGs which has a pedagogical vocation, but which also wants to encourage meetings and partnerships between organisations to pursue a stronger, more united commitment.

46. Si l'appropriation " comme processus requiert l'usage de la notion [...] elle ne peut se réduire à une simple valorisation matérielle ou communicationnelle ". Elle " suppose la mise en œuvre de pratiques qui [...] contribuent à une modification substantielle des représentations des individus, en façonnant un autre rapport au temps, ou bien en modifiant les techniques professionnelles. " B. Villalba, " Stratégies asymétriques d'appropriation du développement durable ", in Villalba B.(ed.), *Appropriations du développement durable. Emergences diffusions traductions*, PU Septentrion, 2009, p.21.

## What is the situation in the regions?

### → Nouvelle-Aquitaine



**The Nouvelle-Aquitaine region certainly has the largest number of authorities to have begun their appropriation of the SDGs**, even though it is still low compared to the many communities in the region involved in ambitious long-term sustainable development initiatives. However, this spin-off from the SDGs and their effective inclusion in actions and programmes will not increase until local authorities become more aware of the 2030 Agenda.

**In Nouvelle Aquitaine, many communities participated in the first stage of the Tour de France of the SDGs, launched in November 2017 in Angoulême.** Many of them also spoke during the workshops about the commitments made to promote sustainable development. In order to facilitate understanding of the SDGs, the workshops have been built on strong regional themes linked to the SDGs and the most relevant targets. Several testimonies marked each workshop, the organisation enabling them to be linked to the SDGs and the relevant targets, in order to reinforce their understanding and anchor them in the reality of the experiences presented. On this occasion, the indivisible approach of the SDGs and their strong interdependence on each other allowed parti-

cipants to further appreciate the transversal nature of their own actions, which may have helped to legitimise their role and responsibility for implementing the 2030 Agenda.

**This first step has launched a certain regional dynamism around the SDGs.** Local actors have increased their mutual knowledge, come together to carry the message of the 2030 Agenda together. Thus, a regional SDG community is beginning to emerge. But we must now keep it going over time, continue to raise awareness in the region to accelerate mobilisation. There is still therefore much to be done. While some local organisations are in the process of equipping themselves to strengthen the role of the SDGs in regional projects, the Conseil Régional has a key role to play in: integrating the SDGs into its framework plans, calls for projects and communication.

### → Bourgogne-Franche-Comté



**The second stage of the Tour de France of the SDGs was hosted by the Bourgogne-Franche-Comté region, as part of the regional conferences on cooperation and international solidarity.** Having been organised for 10 years by the Conseil régional de Bourgogne, the conferences have continued since the merger with Franche-Comté. Already in 2016, the event was addressing the 2030 Agenda, the new agenda for sustainable development but also for global solidarity. In 2017, the Conseil Régional de Bourgogne-Franche-Comté, especially the international department, wished to host the Tour de France of the SDGs to continue the necessary awareness-raising among actors, so that they are in charge of cooperation and solidarity projects, but also sustainable development. For this step, three workshops each addressed a particular SDG: 2, 6 and 12. As in the case of Nouvelle-Aquitaine, these workshops provided an opportunity to discuss the outlines of the SDGs based on concrete testimonies and feedback that contribute to their achievement. The discussions were able to continue around national and international actors during the round tables, thus reinforcing this day of appropriation.

Although these testimonies had a particularly international angle, they constitute a very relevant standpoint from which to bring the regional authorities closer to the SDGs. Indeed, some authorities in Bourgogne-Franche-Comté, under the impetus of the regional council, the DREAL and also non-profit actors like Alterre Bourgogne-Franche-Comté and BFC International, are beginning or relaunching their decentralised cooperation dynamic in France based on the 2030 Agenda. Some calls for projects from the Conseil Régional are encouraging them, creating growing emulation in the region. The cities of Longvic, Lons le Saunier and Besançon are some of the communities that have started appropriation and progressive integration of the SDGs into their projects. In Bourgogne-Franche-Comté, the mobilisation of actors in cooperation and international solidarity, in partnership with sustainable development actors, thus serves the multiform appropriation of the SDGs by regional authorities.

## → Hauts-de-France



**The situation of appropriation of the SDGs by the authorities in Hauts-de-France is no exception to the findings presented above: the majority of authorities are unaware of the SDGs.** However, of course, the Hauts-de-France authorities are far from being inactive in terms of sustainable development (engaged in Agenda 21s and other voluntary transition initiatives, signatories of the Convention des Maires, Cit'ergie label scheme, etc.). Some are initiating severance projects in terms of ambition or vision, such as free public transport (Communauté Urbaine de Dunkerque, sustainable regional food system (Communauté d'agglomération du Grand Douaisis), the Pays de Bray regional economic cooperation centre<sup>47</sup>, and the improvement of reception conditions for migrants by the city of Grande-Synthe<sup>48</sup>. While others are firmly committed to the Third Industrial Revolution (city of Fourmies), which is responding to the challenge of accelerating energy transition<sup>49</sup>. Appropriation of the SDGs must, however, allow a qualitative leap in the definition of projects. It is therefore a question of providing support.

In Hauts-de-France, the CERDD is supporting the spread of sustainable development and the mobilisation of sub-regional actors. Its activities aim to "facilitate and accelerate the achievement of sustainable development projects in the spirit of implementing the SDGs adopted at the UN in September 2015<sup>50</sup>". It thus wished to strengthen their visibility during its annual regional seminar "Territoires en transitions" (Regions in transition), organised on 15 March 2018 in Amiens. To better integrate it into the national mobilisation dynamic, the CERDD has approached Committee 21 to make this meeting the third stage of the Tour de France of the SDGs. More than 150 actors took part.

The challenges of that day :

- To raise awareness of the UN 2030 Agenda among elected representatives and project leaders, to demonstrate the mobilisation of government, civil society, research actors, and question local transition ambitions on their structuring with the global challenges and objectives;
- To show the link between local transitional actions and different SDGs in the six workshops on offer. Thus, the workshop on the establishment of sustainable regional food systems linked the expected benefits of these projects to different SDGs (2, 3, 6, 12, 13, 14 and 15 are concerned), emphasising their transversality.

"From international sustainable development objectives (SDGs, Paris Agreement) to regional objectives (SRADDET, Third Industrial Revolution): which points of reference for which local ambitions?" The aim of the plenary was to identify the convergences between supra-regional frameworks, their diversity not facilitating their appropriation by local elected representatives. This round table laid the foundations for the Hauts-de-France, work that is to continue.

47. Supported by la Maison de l'Economie Solidaire, SCIC associating the Communautés des Communes of Pays de Bray. Cf. <http://www.eco-solidaire.fr/>

48. "ensure safe, orderly and regular migration involving full respect of human rights and the humane status of migrants regardless of migration status, of refugees and of displaced persons" (Agenda 2030, paragraph 29)

49. Answer that might seem incomplete or exclusively technophile, but that can correspond to several SDGs (7, 8, 9, 11, 12, 12). Cf. CERDD's contribution to the report "Appropriation des ODD par les acteurs non étatiques français" p. 57-58

50. Convention pluriannuelle d'objectifs 2018-2020, Etat-Region Hauts de France- CERDD, p.6 Cf. In addition, CERDD's contribution about the SDG 7, p. 71.



## → In the Grand Ouest (Bretagne et Pays de la Loire)

**Appropriation of the SDGs on the scale of the Grand Ouest (Bretagne et Pays de la Loire) is also emerging.** Dynamics of appropriation by the regional actors can be seen, including regional actors, as well as a movement to provide support and organisation by the DREALs.

DREAL Bretagne launched **the development of a *translator of the SDGs***. The latter has **three objectives: to show the coherence of the SDGs with existing sustainable development initiatives, to contribute to the evaluation of projects in the light of the SDGs and, finally, to target and present the SDGs on which work would be worthy of being developed.** In order to make the SDGs more concrete, the translator will be supported by action sheets highlighting existing experiences. A working group bringing together companies, regional authorities, non-profit organisations and higher education institutions as well as the Comité 21 Grand Ouest has been brought together by DREAL for the co-construction of the tool which will be launched at the end of 2018, in a form that remains to be defined. In connection with this working group, we must point out that the commune of Lanester is offering a workshop for the actors in its area to come to contribute to the SDG translator (and the identification of actions around it).

For its part, the Pays de la Loire DREAL is supporting the first versions of the SDGs in sustainable regional projects. This is the case of the Communauté de communes d'Erdre et Gesvres, which carried out the evaluation of its Agenda 21 with regard to the SDGs.

In addition, the Comité 21 Grand Ouest is revisiting the reading of sustainable development projects through the creation of an "SDG card game", used as part of the debating workshops organised in 2018 (OSR, transition and territorial innovation, the circular economy and energy performance/adaptation). It enables examination of the links between sectoral projects and the SDGs as a whole.

## Decentralised cooperation and international action by regional authorities: fertile ground for sowing and cultivating the SDGs?

French regional authorities definitely have some experience behind them, but also want to learn from their nearby counterparts and from other countries, as well as from actors in their own regions and those both close and distant geographically. This learning between peers and multi-actors can take various forms: projects led by groups of authorities, partnerships with technopoles, companies, universities, NGOs; participation in projects financed by national or multilateral backers: Ministry of Europe and Foreign Affairs, via the Délégation pour l'Action Extérieure des Collectivités (DAECT - Delegation for external action of regional authorities), the AFD (French Development Agency), European Commission, etc. This partnership work is made necessary, especially since the SDGs have now been set in France, as a central benchmark for official development assistance<sup>51</sup>.

Governments and international organisations are calling for powerful and coordinated action from regional authorities: it is a question of working on the "localisation of the Sustainable Development Goals", which involves promoting the full integration of regional authorities in the implementation of the post-2015 agenda.

## → Appropriation of the SDGs via the international action of French regional authorities: reflection or support of local trial and error?

**Although the most mobilised French regional authorities are aware of the importance of the 2030 Agenda, not all are equal in the face of this challenge, with regard to their political mobilisation, their skills, their appropriation of sustainable development, their human, technical and financial resources. Consideration of this diversity is fundamental.**

Recent, diverse and wide-ranging experiences are not always immediately identifiable, and pioneering authorities communicate differently, within and beyond their regions. This is how certain initiatives begin to become known, relayed by their initiators or their beneficiaries; while others remain vague.

51. cf. conclusions of the CICID of 8 February 2018

One of the reasons for the difficulty in measuring inclusion of the SDGs is that, where they exist, SDG referents within regional authorities can be found in departments and services as different as international relations/ decentralised cooperation, sustainable development, the environment, etc. Within an international relations department, the connection with decentralised cooperation actions happens almost naturally.

Regional authority initiatives include:

- Pro-SDG partnerships in Nouvelle-Aquitaine authorities, highlighted during the first stage of the Tour de France of the SDGs, in particular: the Angoulême-Ségou (Mali) cooperation, the Châtelleraut-Kaya (Burkina-Faso) cooperation, the partnership of the Nouvelle-Aquitaine Region with the regions of Lao Cai and Th a Thiên-Hu in Vietnam, etc.;
- For two years, the regional conferences on international solidarity in the Bourgogne-Franche-Comté region have been incorporated within the framework of the SDGs (and constituted the second stage of the Tour de France of the SDGs in late 2017);
- The cooperation between Grenoble and Ouagadougou (Burkina Faso) on SDG 7: this project is funded under the recent call for projects "Jeunesse II" (Youth II) from the MEAE/DAECT. It organises public awareness actions on the subject of clean energy for citizens, with a vocational training component in Burkina Faso.
- The city of Bouguenais (Loire-Atlantique), the Departments of Aude and Seine-Saint-Denis, among others, are setting up awareness-raising actions to mobilise their foreign partners.

**We are seeing an increase in awareness-raising and communication initiatives on the international action of authorities and the SDGs in 2018**, with projects from the Regions of Nouvelle-Aquitaine, Normandy, the preparation of an event on the SDGs by the city of Grenoble linking with its 10 partner cities.

### → Multi-level, methodological support of regional authorities, too recent for a measurable impact

Worldwide, the localisation of the SDGs is the subject of a campaign<sup>52</sup> by United Cities and Local Governments (the world organisation for cities, local and regional government and municipal authorities): concerted initiatives have been launched, such as UCLG, UNDP, UN-Habitat, with the platform [www.localisingthesdgs.org](http://www.localisingthesdgs.org)

Nevertheless, the tools that are being developed are recent, proposed by the global level of decentralised cooperation, and therefore not immediately accessible to a commune or intercommunality far from such a network.

**Authorities would be well advised to seize these tools, but also firstly to spread the word about their own experiences.** #Local4Action by UCLG is an initiative that aims to translate the 2030 Agenda into local actions by focusing on operational objectives, such as bringing actors together around SDG 11.

**At a national level**, inter-ministerial stewardship involving the Ministry for an Ecological and Solidary Transition, via the Delegation for Sustainable Development, the Ministry of Europe and Foreign Affairs, should be highlighted, the Ministry of Europe - and its Direction de l'Action Extérieure des Collectivités Territoriales (directoriate of external action by regional authorities) - is actually the usual interlocutor and source of support for regional authorities on decentralised cooperation.

**At a local level:** several regions and departments, given their role of regional cohesion, are supporting the infra-regional and infra-departmental levels via information and awareness-raising meetings, seeking local initiatives to be empowered, calls on the Ministries of Europe, and for Ecological and Solidary Transition for on-site visits and the provision of tools.

### → Amplification of financial support

Several French regions are working to adjust their support for international solidarity project promoters to provide incentive to qualify the approaches and actions per SDG, and reflections on the eligibility criteria and the indicators to be formalised in their calls for projects.

52. [https://www.uclg.org/sites/default/files/priorites\\_strategiques\\_2016-2022.pdf](https://www.uclg.org/sites/default/files/priorites_strategiques_2016-2022.pdf)



“ **Self-change, promoting pioneering communities and convinced elected representatives, working with local, national, global community networks and other categories of stakeholders to mobilise as many people as possible.** ”

**At national level:**

- The terms of reference of the MEAE (DAECT) call for projects now include consideration of the SDGs - in a specific and transversal way, which should help to encourage communities that solicit funding to initiate or more profoundly reflect on them internally and with their decentralised cooperation partners, or in short, to "think SDG".
- The terms of reference of the "Facilité de financement des collectivités locales" - FICOL (Local Authorities Financing Facility) of the Agence française de Développement - AFD (French Development Agency) "demonstrate AFD's willingness to encourage external action by communities that sign up to the new framework that the Sustainable Development Goals represent".
- The "new European consensus for development" put in place by the European Commission recognises the important role that local and regional authorities must play, and indicates that in order to achieve the SDGs, the involvement of local governments is absolutely necessary, especially through the bilateral aid provided by the European Commission to the various developing countries that achieve the SDGs.

From this financial support it seems further reflection is needed on the criteria and objectives that could make it possible to select "compatible SDG" projects and to measure their impact before 2030, since the project cycles, which are much shorter, cannot be "tied" to this deadline, which can only be welcomed by the French local authorities already participating or those who would like to participate.

**Self-change, promoting pioneering communities and convinced elected representatives, working with local, national, global community networks and other categories of stakeholders to mobilise as many people as possible.**

Taking into account the challenge of the 2030 Agenda, and in order for this support to be in line with the commitments, opportunities and constraints of its members, Cités Unies France has established its strategic project and is working on its own governance, that of transversality, inclusion, services, etc., to offer French communities an opportunity to experience and promote a methodology adapted to them. The association has taken on the triple mission of consolidating its role as an advocacy platform, a platform to add value to experiences and an innovation platform, in the search for new tools and new methods.

While many organisations are investing in one SDG in particular, as a national network for decentralised cooperation, Cités Unies France is a natural fit with SDG 17 for its transversality and the methodological work involved. The aim is to collect the information necessary to understand the actions of its members with regard to the SDGs between 2018 and over time until 2030.

An initiative is thus being undertaken for the global capitalisation and mobilisation of committed and active elected representatives regarding the local implementation of the SDGs, by relying on their international action, common reflection, the identification of mobilising elected representatives and the shared tooling of its members. This relies, among other things, on the work carried out within the World Organisation of Communities, United Cities and Local Governments (UCLG): Information, "decoding" of the SDGs, training, creation of interactive digital platforms and a portal - <http://localizingthesdgs.org/>

This initiative lays its first stone on 4 July 2018, during the annual meetings of the Action Internationale des Collectivités, also known as the "Rencontres sur l'internationalisation des collectivités territoriales". From these experiences, tools and the presentation of this report, the objective is (will) be to prepare and co-build the next national phase for 2019.



**The SDGs have not yet been accurately translated in the overseas territories, and in the departments each progresses according to its urgency.**



Between blocks of emerging objectives - access to energy, water, sustainable cities, transport, land management - and the building blocks of future investments, the territories have not yet defined a convincing development "vision" for the coming 20 years. Crucial questions remain unresolved to create this, starting with the need for coordination of the working groups and expert networks, but above all a redefinition of the governance that can restore confidence between the metropolis and the overseas territories.

**For the moment, the concern about the SDGs in the overseas territories is the fact that there are few administrations** responsive to national or international texts. This does not necessarily reflect the commitment of elected officials and this semantic appropriation is still poorly understood and also unknown by citizens. The discourse on the 2030 Agenda is still too far away from the short-term concerns of the population (see conflicts in French Guiana or Mayotte).

**However, change is taking place.**

The Conventions<sup>53</sup> which have just taken place in all overseas territories will no doubt bring new answers to all these questions.

In June 2018, the Overseas Minister, Annick Girardin, will announce the result of a consultation of 25,000 citizens. All proposals will then be collected in the "blue book" and an inter-ministerial meeting at the beginning of July will define the shape of the political decisions to be implemented. Will alignment with the SDGs be taken into account?

Several new ideas have emerged in 2017/2018: the approach to the future must be "differentiated", integrated into a more global and regional basin problem (see creation of "three oceans" sector of the AFD dated 22 May 2018).

**In February 2018 the Minister declared to Eco Maires:** *"I hope that public policies in the overseas territories will have as their 2030 horizon the 17 sustainable development goals - the 'SDGs'. I have also decided that each overseas territory will soon have its own 'SDG roadmap'. I will have the opportunity to come back to this in the next few weeks. The SDGs are the most relevant frame of reference when thinking about the territories of tomorrow. In addition to climate considerations, they aim for gender equality, the end of poverty, the promotion of new agricultural models, water management, employment and health. Sustainable development means understanding that everything is connected."*

**The debate is growing and the association Métamorphose Outre-mers<sup>54</sup> intends to play its role** in terms of information and training by insisting on transversality and avoiding a bulk treatment of problems. As Annick Girardin said, the association believes that "The overseas territories can be precursors in the testing of public policies. They can be laboratories of initiatives".

**Encouragement, advocacy and popularisation are the roles that must be adopted to enable better appropriation and therefore implementation of the SDGs, in metropolitan France and the overseas territories!** ■

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53. The Convention exchanges were designed to give each overseas territory an opportunity to have their say, a citizen exercise aimed at involving the greatest number of overseas territories to obtain solutions from the territories. Each contribution, each speech, whether through digital consultation, local workshops or the Convention innovation contest, will be used to write the overseas territories blue book in spring 2018. This document will contain all the projects developed during the Convention. The Convention deals with the daily topics of overseas territories: youth, employment, health, safety, environment, business creation, culture, etc. <https://www.assisesdesoutremers.fr/>

54. <http://metamorphose-outremers.com/>

**In conclusion, the adoption of the SDGs is far too recent to speak of local appropriation. We are still in the communication stage, of organisations becoming aware internally, and the search for tools. The great transformation required by the 2030 Agenda to drive along the path of resilience and adaptation cannot take place without the support and action of local and regional authorities. The SDGs are indeed at the heart of their competences.**

While many sustainable development programmes and strategies have emerged in the territories over the last twenty years, it is now the responsibility of local authorities to include them in a perspective of contributing to the challenges identified by the 2030 Agenda. Otherwise, how can the ambition of a local approach be measured? Even more so given the reality of globalisation?

**The 2030 Agenda is a unique opportunity to tell a new story of globalisation<sup>55</sup>. One in which it is durable, supportive, and cooperative.** To contribute to this, communities need support, coherence and methodologies that serve a transversality that is still difficult to find in practice.

**France must strengthen its communication and clarify its expectations for the implementation of the 2030 Agenda. In a decentralised country, this recommendation sounds like a paradoxical injunction, many communities seem to be waiting for the state to define and dictate the national ambition to fully engage with it and consider rereading their policies in the light of the 17 SDGs.** If the national roadmap for the 2030 Agenda, expected for 2019, is to facilitate this clarity, we believe it is important that the tools and community relations are able to gradually strengthen the integration of the SDGs by then. However, while the trialling of the first Ecological Transition Contracts takes effect in 2018, the doctrines of this new instrument do not mention the SDGs. It is not too late to strengthen the convergence of this system with all the global challenges of the 2030 Agenda<sup>56</sup>.

The SRADDETs can provide an opportunity for meeting and concordance, and training of the territories in these trajectories of change - all the more so since the NOTRe law gives them prescriptiveness for sub-regional plans and schemes. Indeed, these new schemes must allow more consideration of the interdependence of thematic action fields such as spatial planning, mobility, ecological coherence, climate and energy issues and waste prevention... Nevertheless, while the development of the SRADDETs is due to be completed by the summer of 2019, the link with the 2030 Agenda remains at this stage absent, although they offer the opportunity to regionalise the SDG targets and make them more accessible to local actors. Here too, it is not too late to seek convergence of regional goals with the trajectory of the 2030 Agenda!

For their own political and strategic steering, it is in the interests of local authorities to start from the territorial methodologies that they are already implementing in order to integrate the objectives and targets of the 2030 Agenda at the heart of their actions: Agenda 21 / Local Agenda 2030, climate plans, sustainable development reports... The pilot communities mentioned have developed tools and methods to facilitate this integration. It's about getting inspired and pollinating! Pollinate in France and abroad: decentralised cooperation is made for international spin-offs! Therefore, successful appropriation through the international action of communities seems a good avenue to explore, by creating or developing tools adapted to the diversity and heterogeneity of French local authorities, which are reflected in the policies and actions they carry out with their partner communities.

Professional actors in the support of local authorities (consultants, agencies, trainers...) but also public and private national actors (MTES, CGDD, Comité 21, associations of elected officials...) as well as regional (DREAL, CERDD, Agencies of the Regional Energy and Environment Agencies Network...) which carry the vision of the SDGs, must continue their efforts to develop methodological tools so that more and more local authorities adopt this trajectory of change.

**It will be necessary to rely on mobilising institutions and human resources that are able to reach out to local actors and their councillors. The participation of politicians engaged locally as well as those who strive to be for various reasons could allow more political commitments and incentives for local initiatives. Who is in a better position than elected representatives to speak to elected officials, to exchange reflections and experiences, individually and collectively?**

55. Comité 21, "Objectifs de développement durable : Vers une nouvelle mondialisation?" note, January 2017

56. See the Comité 21, "Les contrats de transition écologique et solidaire : pour une méthode territoriale partagée", analysis note, Dec 2017.



## Non Governmental Organisations

Written by Coordination Sud and l'IDDRI

**While the contribution of NGOs to the achievement of the SDGs is not debated considering the multiplicity of their expertise on all aspects of human and sustainable development, and also their ability to deploy on the ground, significant disparities remain according to the countries and spheres of intervention.**

### NGOs and the 2030 Agenda



The adoption of the 2030 Agenda by UN Member States in September 2015 is a success story for multilateralism. This success, however, is not fortuitous. Despite undeniable progress, particularly in terms of reducing global monetary poverty, the partial success of the MDGs has prompted the United Nations to open up the debate on the definition of a post-2015 agenda well in advance. From Rio+20 (2012), civil society and the Member States have been invited to draw the outline of the objectives to be adopted, as well as the nine major groups representing civil society at UN level<sup>57</sup>. The choice of French diplomacy to open dialogue at national level with civil society to co-construct the positions to be taken before the UN during international negotiations was widely welcomed. This consultation, however, mainly involved organisations already active on the international front and already working under the "MDG framework". The universal nature of the SDGs has therefore not, at this stage, made it possible to mobilise all the diversity of the NGOs.

This mobilisation gap was studied by IDDRI in 2018 as part of a comparative analysis between French and German NGOs on how they do or

do not use the SDGs<sup>58</sup>. It emerges from this study that **so-called development NGOs are the most "comfortable" and primed to the SDGs because of their history with the MDGs. These are followed by the environmental NGOs, and then those NGOs involved in the fight against poverty in France, taking these few as examples.**

In addition, this mobilisation also varies according to the country. **In France, awareness of the SDGs is growing, but the field of mobilised actors is still limited. This particularity could be explained in part by the fact that the SDGs were adopted a few months before the COP21 on climate change, which has captured the attention of the media and the investment of many French NGOs. In general, the European countries where NGOs seem to be more mobilised on the SDGs in new and / or innovative forms are Italy, Belgium, Austria and Germany. In these countries, new coalitions involving NGOs from different sectors and which are active on different scales (international as well as national) have emerged based around the SDGs.**

### The strategic role of NGOs in mobilising civil society

**Firstly, they communicate the SDGs to the general public.** For example, in Italy, the multi-stakeholder platform *Asvis (Alleanza Italiana per lo Sviluppo Sostenibile)* organises an annual sustainable development festival to raise awareness among citizens, businesses and politicians<sup>59</sup>. It also collaborates with the Italian Ministry of Education to promote education for sustainable development<sup>60</sup>.

57. The private sector, NGOs, local authorities, youth, women, farmers, employees and unions, indigenous peoples, and the scientific community.

58. Hege, E. and Demailly, D. (2018) NGOs mobilization around the SDGs, Iddri, Study n°01/18 (<https://www.iddri.org/index.php/en/publications-and-events/study/ngo-mobilisation-around-sdgs>).

59. <http://asvis.it/festival-dello-sviluppo-sostenibile-2018/>

60. <http://asvis.it/educazione-allo-sviluppo-sostenibile/>.

“ NGOs play a strategic role in mobilising civil society around the SDGs, both through advocacy and through the projects they directly implement. ”

**NGOs also communicate with other NGOs regarding the SDGs to promote a massive mobilisation of the voluntary sector on the 2030 Agenda.** This is an important role considering the degree of knowledge and still very variable mobilisation between associative sectors: while organisations active in the field of development and international solidarity are relatively mobilised, NGOs with a purely national or local field of activity are less so. In France, the event "*Faire ensemble 2030*" organised by La Fonda in partnership with the associative movement, the Comité 21 and Futuribles, recently aimed to mobilise more national and local associations<sup>61</sup>.

**NGOs also play a crucial role in holding governments accountable for their actions in support of the SDGs, for example by participating in institutional processes related to the implementation of the SDGs,** whether at national level (e.g.: development of a roadmap, review of sustainable development strategies) or UN (e.g. voluntary national reviews at the High Level Political Forum). In Belgium and Austria, new coalitions and advocacy alliances have been created to make their messages more effective and to illustrate the integrated nature of the SDGs. In France, the Association 4D and Coordination Sud play a unifying role; hence in September 2017 these associations initiated a collective forum<sup>62</sup> with some 30 NGOs making recommendations for the implementation process.

Another way to hold governments accountable is to follow the evolution of indicators related to the objectives, which make it possible in particular to compare the performance of different countries, comparisons to which governments are often sensitive. NGOs like the *Coalition Eau* in France use these indicators to monitor the issues they are working on. The 2030 Watch Project launched by *Open Knowledge Foundation Deutschland*<sup>63</sup> tracks the performance of Germany and other developed countries in terms of various SDG indicators and other complementary indicators. In France, consultations with civil society are underway to develop a dashboard of indicators to monitor the SDGs in the country. The usefulness of this dashboard will depend in part on the use that can be made of civil society actors to monitor the evolution of government actions.

**The demand for NGO accountability can also be applied to the private sector.** In France, this demand for accountability was expressed through the adoption in 2017 of a law on the duty of vigilance of multinational corporations (unique in Europe), which is a concrete example of successful associative advocacy to improve the accountability of companies and the consistency of their actions with the imperatives of safeguarding the environment and respect for fundamental human rights in the other countries in which they operate. Companies are starting to mobilise by displaying their commitments and actions of implementation (see for example the Global Impact+<sup>64</sup> platform or the CSR platform). In this regard, **NGOs have a trusted third party role to play in verifying and assessing the commitments of companies, alongside those of other stakeholders.** This role is not confined to an evaluation of the results after the event, but can also, in a manner less common at this stage, take the form of support to companies to help them to improve their practices. Some NGOs have developed real expertise in this "critical friend" role, such as Oxfam International, which helped Unilever improve its working conditions<sup>65</sup>. However, most French NGOs remain reluctant to assume this role for the lucrative private sector. This is a major breakthrough for furthering the effective implementation of the 2030 Agenda around the world.

**Finally, NGOs contribute to the SDGs through the projects they implement,** either individually or through multi-stakeholder partnerships. An example of such an international partnership is Champion 12.3, a coalition of 30 business leaders, government, international organisations, think tanks and NGOs whose aim is to implement exemplary actions in favour of Target 12.3, which aims to halve food waste. In France, the Association 4D and WECF (Women in Europe for a Common Future) launched a call for projects and a collaborative platform to promote the exchange of good practices and synergies between actors contributing to the SDGs<sup>66</sup>. However, many NGOs do not feel the need to implement SDG-labelled projects as they already believe that their core business contributes to this. The SDGs could nonetheless encourage NGOs to carry out their projects in a different manner, notably by asking them to question their contribution to different pillars of sustainable development and by ensuring greater coherence between the different aspects covered by the SDGs. For example, some NGOs like WWF Europe are thinking about how to use the SDGs to improve the coherence of their own projects.

61. <https://fonda.asso.fr/evenements/universite-de-prospective-faire-ensemble-2030>.

62. <http://www.coalition-eau.org/wp-content/uploads/tribune-anniversaire-odd-250917-vf-1.pdf>

63. *ONG de plaidoyer en faveur de l'open data, de la transparence et de la participation citoyenne.*

64. <https://actions.globalcompact-france.org/concept/concept>

65. Byanyima, W. *Why Oxfam won't compromise on SDGs*, *GreenBiz*, 30/11/16: (<https://www.greenbiz.com/article/why-oxfam-wont-compromise-sdgs>).

66. <https://www.association4d.org/blog/2018/04/05/apodd/>.



## How are the SDGs appropriated by French NGOs?

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Despite the opportunities created by the 2030 Agenda (particularly in terms of influence and mobilisation for NGOs), the factors limiting appropriation of the SDGs by NGOs remain numerous :

- Limited confidence in the heavy UN system;
- Lack of adaptation at national level by political actors
- Complexity of the SDG Framework : the 17 objectives were broken down into 169 targets and nearly 240 indicators;
- Lack of NGO capacity, especially in financial terms;
- Existence of more ambitious sectoral frameworks, such as the international conventions on human rights, the Paris Agreement on Climate Change, or the limitations and inconsistencies inherent in the 2030 Agenda which remains silent on democracy or the choice of production model.
- Scepticism about the real political importance of the SDG implementation processes.

We can add to this a **limited vision regarding sustainable development in France, which remains confined to environmental issues for many stakeholders**. This is reflected, among other things, in the decision to entrust the implementation of the SDGs to the Ministry of Environment, Energy and the Sea (MEEM) in 2016, which became the Ministry of Ecological Transition and Solidarity (MTES).

While these motives are mostly structural, the internal dynamics of NGOs are starting to change little by little. First of all, because of the peculiarities of many French NGOs, for which the scales of action (international, national, local) are not mutually exclusive of each other in a deeply interconnected world. Then, because the coexistence of volunteers (often local), employees working at all levels, a "citizen base" (whether it is made up of beneficiaries, activists and / or sympathisers involved in the public debate,...) and also structures known as "network heads", create a rich ecosystem that can contribute, over time, to overcome the mass aspect. Due to the peculiarities of the sector, NGOs can act as intermediaries to translate the UN agenda of the SDGs into the lives of citizens in a more concrete and every day manner.

Considering the SDGs in all realms of action (organisational strategies, concrete projects, appropriation, mobilisation and citizen participation) is the main challenge facing NGOs today. For NGOs of international solidarity, it is difficult to ignore the SDGs when they are much better understood and promoted by people from very different countries abroad. Without going into the details of the 169 sub-objectives of the SDGs, the operational good practices and the shaping of the 2030 Agenda are numerous because of the innovations made by the NGOs, by their analyses nourished by the territories and populations therein, but also their role of whistleblowers: advocacy of agroecology by NGOs promoting food security, contrary to the policies of industrial agriculture implemented by governments; a *One Health* integrated approach questioning the connections between public health and the human environment to improve synergies and encourage cross-fertilisation between different activities impacting health in order to prevent risks and to better fight against diseases in the medium and long term; promoting fair trade that respects the limits of the planet's resources while ensuring a decent income for producers, etc. The adoption of the SDGs and their universality has confirmed the relevance of these approaches.

## NGOs cannot commit solely to the SDGs

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**The common point of all good practices (whether associative, citizen, from local or national authorities) is the systematic consideration of the interconnected pillars of sustainable development**, which amounts to analysing the impacts and consequences of any action to be taken in the light of the economic, social and environmental dimensions. But these good practices are still dispersed. The challenge today is to promote them as widely as possible, to systematise them with all the actors and to generalise them, including with the NGOs, the vast majority of which



have not yet transformed the objectives of sustainable development into principles of systemic action (analysis of organisational practices in the light of sustainable development and its pillars, integration of the SDG framework into strategies, etc.).

**With this in mind, priority should be given to disseminating information on the SDGs to organisations that have little knowledge of them, especially those working on social issues.** Governments should also give greater priority to the SDGs, given that NGO engagement is largely linked to whether or not they believe the SDGs are politically credible.

In addition, if governments want to build on multi-stakeholder partnerships to accelerate the implementation of the SDGs in their national territory, they need to address the reservations expressed by NGOs regarding actions in collaboration with the public and private sectors. This goal could be achieved by basing these partnerships on clearly defined goals and a credible accountability framework.

In short, NGOs are mobilising, but not all of them, for the reasons mentioned above. Lack of good will? Removing the obstacles mentioned above depends both on the available resources (human and financial, the two being connected) and the proactivity of the NGOs already engaged, but also on local and national decision-makers promoting good practices to enable their transition to scale, and in turn questioning their actions.



### **Agence Française de Développement (Public Development Bank)**

**Since the SDGs are the new universal framework for all countries in the world and for all actors, they are therefore the new framework for international cooperation and official development assistance. Here we must specify the role of public action in this context.** Within the overall financing to advance the developing countries (DCs), official development assistance (ODA) only dominates in volume in the poorest countries. In all developing countries, to the contrary, huge sums, mostly private and for-profit, are already invested on a daily basis: every year, the world has 20,000 billion dollars (20 trillion) "gross fixed capital formation". It is these sums which define the humanity of 2030 and its living environment. But we know that this "business as usual" runs us straight into the wall, and not towards the SDGs.

Correcting the course and steering the economy in another direction is the role of the public authorities through public policies, i.e. coherent sets of regulatory reforms, tax incentives, information, public investment... **The role of ODA is to help the largest number of countries to make this radical change:** ODA increases the supply of social services, strengthens institutions, supports the definition and execution of public policies, directly helps investments, develops financial circuits... The aid tool exists, it is quite efficient, and just needs to be fleshed out. All of this comes at a cost, but firstly must come the political will in order to guide private investment capabilities that already exist.

The SDGs indicate the goal that humanity would like to achieve in 2030, but do not indicate the way to achieve it. They do not constitute a "roadmap". Therefore, the choice of the AFD (French Development Agency), in its new plan of strategic operation, will organise its sectoral strategies around five major transitions whose achievement in the near future is necessary to achieve all 17 SDGs:



- **Demographic** transition = social trajectories: nutrition, hygiene, health, education, youth (employment, intergenerational inequalities), old age, social protection, gender, migration.
- **Energy** transition or decarbonisation of energy + access to energy for all.
- **Territorial** transition = the "*homo economicus in the local ecosystems*": infrastructures, sustainable cities, economic opportunities, territorial balance, biodiversity...
- **Digital** and **technological** transition: access for all, training, innovation, big data, IT for the SDGs,
- **Political** and citizen transition: capacities of state players and state authorities, public policy dialogue...

**AFD has also made several commitments, including:**

- To become a "*100% Paris Agreement*" development agency, i.e. to place all of its funding in low-carbon and resilient development paths within the meaning of the Paris Agreement;
- To ensure that its activity is "*100% socially linked*", i.e. that all its actions contribute, for example, to access to education, gender equality, access to economic opportunities, the reduction of all inequalities and the fight against poverty.

On the other hand, the universality of the SDGs does not mean that all aid agencies, even generalist ones such as AFD, must "cover" all the SDGs in all provinces of all countries. It is for all stakeholders together, not each of them individually, to ensure that no key sector is left "orphaned". AFD will continue to make progress towards better work organisation, particularly in the context of **joint European programming**, which is being set up in 55 developing countries.

The comprehensive, integrated and systemic nature of the 17 SDGs, through which "the whole is greater than the sum of the parts", combined with the approaches conveyed by the SDGs in terms of political economy, institutional construction, multi-stakeholder and multi-level relations and taking into account inequalities, invite a search of detailed analyses of the situations (to identify the "weak links"), and to envisage a **diversification of the owners** of the operations financed. This has consequences in terms of support and reinforcement of all actors and processes.

At the instruction level of the projects it finances, AFD has a so-called "**sustainable development analysis / review**" mechanism, for taking into account ex-ante the economic, social and environmental sustainability of projects. **This tool is being evolved to more systematically and more precisely embrace the SDGs, with indicators related to transversal SDGs (income inequality, gender equality, protection of terrestrial and marine ecosystems, climate change and governance).**

Finally, AFD is in the process of **revising the set of monitoring indicators for the operations it finances, to align them more closely with the global indicators that monitor the SDGs, and thus facilitate the rapprochement between the monitoring of its contribution to the SDGs and that of the beneficiary states. This is a big project, which will take several months.**

These various elements contribute to integrating the SDGs into the heart of AFD's operational strategies, avoiding as far as possible the trap of "SDG washing" (just as for more than 10 years the adoption of precise targets concerning the carbon footprint of its operations has avoided the risks of the widely observed "green washing"). **It should be noted that AFD has not made the choice, like some agencies, to focus on a few specific SDGs. On the contrary, it considers all the targets of all the SDGs as opportunities to work together, and is attentive to all interactions between the SDGs, whether they are synergies to be used, or to the contrary, antagonisms to manage ■**

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# Appropriation SDG by SDG

Part  
**02**



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The second part of the report proposes to focus on my 6 SDGs reviewed in 2018 by the UN during the High Level Political Forum (HLPF), namely:



**This thematic approach to SDG appropriation proposes an analysis of the global and French issues of the SDG analysed, as well as the testimonies of organisations.** The complexity of the exercise was to bringing to light how organisations capture, use and integrate the SDG in question, while avoiding the pitfall of presenting its projects or approaches related to sustainable development by "hanging on" to this SDG. The significant rewrite work done between the co-pilots of the report and the contributors to offer feedback to the initial instructions show that this level of maturity in the appropriation of the SDGs is not yet fully achieved.

**The steps presented could be sources of inspiration and help French actors to appropriate this new common framework through concrete and replicable actions.** This section should not be read as a thematic breakdown that deals with the SDOs in isolation, in a completely disconnected way. On the contrary, the proposed analyses highlight the systemic, universal and concrete aspect of the SDGs.

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## SDG 6 Ensure access to water and sanitation for all and ensure sustainable management of water resources

Written by PFE (French Water Partnership) and Ps-Eau



### Some figures regarding SDG 6:

# 30%

of the world's population still lacks services that guarantee easy and regular access to safe drinking water.

In the overseas territory of Mayotte, 15% of the inhabitants do not have water at home<sup>67</sup>. To achieve the SDGs on drinking water and sanitation by 2030 worldwide, funding still needs to triple, to over 100 billion Euros per year<sup>68</sup>.

# 44%

In France, only 44% of bodies of water have achieved the good ecological status objective set by the European Water Framework Directive<sup>69</sup>.

# 40%

of the world's population will face water shortages by 2050 (OECD 2012)

In France, climatic scenarios predict a decrease of 10% to 40% in average annual river flows<sup>70</sup>.

## An ambitious goal, which places water at the heart of major global issues

SDG 6 is dedicated to the theme of freshwater and proposes eight ambitious targets to respond to major global water issues in an integrated manner:

- For **access to drinking water and sanitation**, new global targets 6.1 and 6.2 are based directly on satisfying some criteria of the human rights to drinking water and sanitation adopted by the United Nations in 2010, such as quality, accessibility and availability of the service.
- Several targets relate to the **protection and management of water resources**: to improve water quality, target 6.3 sets the objective of better wastewater treatment, especially those released by cities and industries. It also aims to stop the overexploitation of resources, increasing the efficiency of water uses and adopting integrated management mechanisms in all parts (6.4 and 6.5).
- **Regarding transboundary waters**, shared by several countries, the ambition is that they all be covered by international operational agreements (6.5).
- For **the environment**, consideration is given to the preservation and restoration of aquatic environments (6.6.).
- For the means of **implementation**, two targets 6.a and 6.b aim to develop international cooperation and support the building of capacity in developing countries, and to strengthen overall participation of the local population in the improvement of water and sanitation management.

67. JMP, 2017

68. GLAAS 2017

69. ONEMA, 2015

## Much at stake, in France and abroad

Some figures regarding SDG 6:

- 30% of the world's population still lacks services that guarantee easy and regular access to safe drinking water. In the overseas territory of Mayotte, 15% of the inhabitants do not have water at home. To achieve the SDGs on drinking water and sanitation by 2030 worldwide, funding still needs to triple, to over 100 billion Euros per year<sup>68</sup>.
- In France, only 44% of bodies of water have achieved the good ecological status objective set by the European Water Framework Directive<sup>69</sup>.
- 40% of the world's population will face water shortages by 2050 (OECD 2012). In France, climatic scenarios predict a decrease of 10% to 40% in average annual river flows<sup>70</sup>.

For all countries, the challenge now is to revise national and local water policies in relation to the SDGs and to implement a framework for monitoring and accountability for progress made. In France, this reflection was initiated for SDG 6 by a chapter on water in the "revue des politiques du ministère de la transition écologique au regard des objectifs de développement durable"<sup>71</sup> and a report<sup>72</sup> by Astee water professionals in collaboration with FWP". This work points to several areas of progress, for example : achieving the SDG's water and sanitation targets in Metropolitan France and in the DOM-TOM with respect to the quality of the territory's water resources, improving access to basic services for precarious populations (homeless, migrants, poor households, etc.), enhancing citizen participation in the management of water and sanitation services and the reinforcing France's solidarity policy in the field of water. France has also begun reflecting on the national indicators for monitoring the implementation of the SDGs through the CNIS. One of the challenges will notably be the regular monitoring to identify the possible need for corrective actions.

## A major SDG that contributes to the achievement of many other SDGs



**Water is not, however, confined to the eight targets of SDG 6:** 12 other targets in other SDGs are also relevant to this topic. More broadly, SDG 6 contributes to the achievement of all 17 SDGs, and vice versa. For example, access to adequate sanitation services has direct impact on improving the health of populations (SDG 3) and school attendance by girls (SDG 4 on education). Sanitation and stormwater management are also major challenges in achieving SDG 11 on cities. The preservation of the resource and the restoration of aquatic environments require an integrated approach as they interact with other sectors such as agriculture (SDG 2), industries (SDG 9), terrestrial and aquatic ecosystems (SDGs 14 and 15). Finally, these actions must be integrated into the measures to combat climate change (SDG 13), the impacts of which threaten the achievement of all the objectives of the 2030 Agenda.

The following articles show how French water sector actors are taking the SDGs into account in their activities, in France and abroad.

> *Water is essential for all UN Sustainable Development Goals*

Source : <https://www.partenariat-francais-eau.fr/en/production/water-is-essential-to-all-october-2016/>

70. EXPLORE 2070

71. [http://cgedd.documentation.developpement-durable.gouv.fr/documents/cgedd/010982-01\\_rapport.pdf](http://cgedd.documentation.developpement-durable.gouv.fr/documents/cgedd/010982-01_rapport.pdf)

72. <https://www.astee.org/production/reflexions-sur-les-actions-eau-a-mener-en-france-pour-reussir-la-contribution-francaise-aux-odd/>

ZOOM  
ON

## To make more professional the drinking water supply services in developing countries : a SDG 6.1 challenge



### Innovative solutions for drinking water supply

For more than 40 years, VERGNET HYDRO, historical subsidiary of the ODIAL SOLUTIONS group, staffed with up to 30 people, has been working to find out solutions to provide rural people from developing countries with drinking water. The VERGNET HYDRO manual pumps are now highly renowned in the sub-Saharan Africa. 100,000 of them have actually been installed in more than 35 countries.

In the 90s, the access-to-water development programs used to let to the recipient rural populations the management and the maintenance of their water supply equipment. And, in spite of the strong domestic After-Sales Service set up by VERGNET HYDRO, supported by a network of near 3,500 certified mechanics, too many manual pumps have remained broken or dysfunctional.

### The SDG6, the DNA of VERGNET HYDRO

Since 2006, VERGNET HYDRO has so conveyed this message: **the access to water has to be embedded in a lasting and sustainable business model.** In such a model, the lifecycle maintenance costs are as important as the purchase of the manual pump. These ideas, missing in the Millennium Development Goals program, are at the heart of the Sustainable Development Goals. The adjective "sustainable" has actually changed the way of thinking in the development field.

**The first target of the SDG6, that aims for the universal access to drinking water by 2030, is highly linked to the ODIAL SOLUTIONS core.** It echoes the company's reflection on the hydraulic equipment management systems. Furthermore, the SDG6 supports a "service" approach, that is to say a sector professionalisation, well started in African urban areas, but still emerging in African rural areas.

Created in December 2015, the young company UDUMA, subsidiary of ODIAL SOLUTIONS, is the bearer of its professionalization and offers a real water service service based on this idea. By signing delegated contracts with local authorities, UDUMA is

committed to maintain the equipment and to repair them in less than 72 hours, while the users pay for this service. Since 2016, this innovative model has been tested within a pilot project supported by the United Nations in Burkina Faso. Building on this experience, Malian local authorities gave the awarding for the management of 1,400 manual pumps, supplying about 560,000 people, for 15 years.

The SDG6 is one of the main components of the ODIAL SOLUTIONS new strategy, written in 2015. And, the SDG6, thanks to its rural concerns, gives legitimacy to the ODIAL SOLUTIONS activity core.

While the UDUMA model interests the drinking water supply professionals in developing countries, it suffers from the lack of appropriate funding instruments, from the weak openmindedness of the prescribers and from the biased "public service" definition the recipients have. In conclusion, the achievement of the SDG6 needs news financial solutions and deep evolutions of the prescribers and recipients states of minds ■

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ZOOM  
ON

## Linking the SDGs to strategic directions



Created in 1970, the SIAAP (Syndicat Interdépartemental pour l'Assainissement de l'Agglomération Parisienne also known as Great Paris Sanitation Authority) is a grouping of 4 departments, as well as 180 municipalities located in Val-d'Oise, Essonne, Yvelines and Seine-et-Marne. As an industrial public service, it transports and treats the wastewater of 9 million people of the Ile-de-France every day, as well as rainwater and industrial water to restore clean water to the Seine and the Marne rivers, which is conducive to the development of the natural environment.

### The genesis of the sustainable development approach

Since 2003, SIAAP has been part of a sustainable development approach. This approach was structured in the form of an **Agenda 21** available in **annual action plans since 2008**, followed by a **2009-2016 strategy**, in which the steps already taken have occurred while broadening the framework for action towards greater ambition. The expansion across sustainable development issues by SIAAP has been ongoing for 8 years through the public institutions sustainable development club. In addition, SIAAP contributed to the reflection and advocacy carried out by FWP for the adoption of a "water objective" and more specifically of a target dedicated to sanitation in the SDGs.

### Positioning in relation to the SDGs

In December 2016, the policy was structured around a **SIAAP strategy for an ecological transition towards sustainable development (2016-2030), in a participatory approach with staff**. This strategy, based on 16 strategic objectives, accompanied by progress indicators in 2017, supports 3 ambitions: 1. Decrease the ecological footprint of SIAAP by preserving ecosystems and natural resources, 2. Fight against climate change, and 3. Respond to social and societal expectations.

In 2017, SIAAP carried out an analysis of its sustainable development strategy in relation to the SDGs. The SDG / SIAAP 2030 link goes beyond SDG 6 (water and sanitation) and 11 (sustainable cities), which are relevant to major sanitation services missions, as it directly or indirectly contributes to 16 of the 17 SDGs. For example, consideration of the

energy problem for greater sobriety in operation and maintenance processes, as well as creating value in the heat contained in waste water or the production of biogas by looking for co-digestion products such as equine manure and algae, which also contribute directly to SDG 7 (energy) and 13 (Climate). Similarly, the development of multi-stakeholder synergies or engagement in international cooperation projects contributes to SDG 17 (Partnerships).

### Acting for better integration of the SDGs in the strategies

Internally, SIAAP promotes the eco-responsible behaviour of its SIAAP agents in their daily lives, and awareness actions are taken to this end. The SIAAP 2030 Convention on Sustainable Development was held on Thursday, 16 November 2017, during which a round table presented the major UN agreements. This allowed more than 350 SIAAP staff to gain a better understanding of the links between the SDGs and the **SIAAP 2030 strategy**, and to express positive feedback on this clarity. This work on the SDGs continues, since one of the priorities identified for 2018 is the alignment of the indicators to monitor the SIAAP 2030 strategy with the UN indicators in a dedicated working group ■

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## Tools for monitoring the sustainability of water and sanitation services, based on the inclusive guidelines of SDG 6



Created in 1980, Inter Aide is a French humanitarian organisation specialising in the execution of development programmes for the most vulnerable populations in rural areas of Ethiopia, Haiti, Madagascar, Malawi, Mozambique and Sierra Leone.

In view of the fact that forming water point management committees is not enough to guarantee the functionality of systems over time and the sustainability of access to water, Inter Aide has developed expertise to establish local management and maintenance services for water points in rural areas: networks of manual pump repairers and networks of shops selling spare parts (Malawi, Sierra Leone, Mozambique), support to local, institutional, associative or private structures for the organisation of diagnostics and preventive maintenance of gravity networks (Ethiopia, Madagascar).

**Inter Aide applies a precise monitoring and evaluation procedure to measure, in particular, water and sanitation coverage before and after intervention:** the proportion of households served by a water point or equipped with latrines in the targeted areas. In this sense, the Millennium Development Goals (MDGs) were a precise reference point on which to base the necessary progress and to define the duration and volume of actions to be implemented.

The integration of indicators related to targets 6.1, 6.2 and 6.b of SDG 6 into this monitoring makes it continue with such a framework, but with added dimensions that were previously lacking: the essential notions of service, cost, sustainability and integrated management, and to more accurately reflect the scope of development assistance programmes. The evolution of Inter Aide's activities is in keeping with these notions.

Indeed, it implements a reflection around which specific evaluation indicators are based:

- the coverage of maintenance services, the efficiency and quality of interventions,
- the effects of improved functionality and condition of structures.

**Teams on the ground and local partner organisations are testing models and follow up tailored to each context before deploying them on a larger scale following the results** (example of Malawi where repairer and parts dealer networks cover half of the country). Local institutions are involved in this process, with the aim that a gradual transfer can be made when the environment allows (sufficient resources, existence of national recommendations in terms of maintenance, etc.). A cross-sectional analysis conducted at the headquarters of the NGO provides global lessons for changing approaches.

**The SDGs therefore highlight considerations that were missing in the MDGs and thus represent a comprehensive framework.** Referring to them makes it possible to explain issues related to water and sanitation in an inclusive way (equitable and sustainable services, gender issues, protection of ecosystems, etc.) and to change local policies accordingly. There is, however, no common tool for assessing progress by 2030. SDG 6 is a guideline, or even aspiration; at the operational level, it is necessary to specify targets and to have particular indicators ■

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ZOOM  
ONSUEZ, a company committed to the local  
implementation of the SDGs

With a turnover of 15.9 billion Euros and close to 89,000 employees, SUEZ is one of the world's two leading players in the environmental business. In 2017, the Group distributed nearly 4,000 million m<sup>3</sup> of drinking water, reused over 1,000 million m<sup>3</sup>, collected the waste of 32 million people, produced 4.3 million tonnes of secondary raw materials and generated 6.7 TWh of renewable energy.

**With a presence on five continents, SUEZ is a key player in the circular economy for the sustainable management of resources.** Fully committed to the UN dynamics, **SUEZ participated in the achievement of the Millennium Development Goals.** From 1990 to 2015, the deployment of SUEZ in emerging and developing countries made it possible to connect 14.1 million people to drinking water services and 7.1 million people to sanitation services. Having promoted recognition of the universal right of access to these basic services, SUEZ welcomed the adoption of a specific objective in the UN 2030 agenda.

**This is crucial, because SDG 6 is ambitious and directly correlates with the achievement of many targets, not just for developing countries.** The Eurostat 2017 report on the situation of the European Union vis-à-vis the SDGs in particular indicates important gaps in the collection of data to assess the quality of Europe's water resources and the sustainability of water inputs (6.3 and 6.4). **Although France has some of the most efficient water and sanitation networks in the world, these infrastructures are aging, leading to fears of a decline with respect to the current situation, particularly in rural areas.** In addition, the DOM-TOM situation presents significant differences to that of mainland France, especially for targets 6.1 and 6.2. The Conventions on water, that President Macron was looking to organise in 2018, are an important moment for French actors to align themselves with a common strategy serving SDG 6. Finally, because of its scientific and technological leadership in the field of water, France must also play its role in international cooperation.

**It can count on SUEZ: the Group is committed to playing a leading role in achieving SDG 6, as well as SDGs 12 and 13, as part of its societal mission, as a leader in resource management.** As a large French company, SUEZ is responsible for compliance with SDGs 4, 8, 9 and 16, across its entire value chain. Finally, SUEZ is making significant efforts to contribute to SDGs 5, 10, 11, 14, 15 and 17, by

setting both means and results targets. This strategy stems from a precise analysis of targets and indicators, conducted in 2015, in parallel with the materiality assessment that allowed the construction of the SUEZ 2021 sustainable development roadmap. **The 4<sup>th</sup> priority of this roadmap, "to contribute to the common good",** is directly inspired by the logic of the SDGs, which aim to coordinate the efforts of all actors to collectively address the challenges of the world. The Group considers the SDGs as opportunities, but also as risks if the goals are not achieved. **SUEZ implements its progress objectives locally according to the specific context of its countries of activity, particularly in view of their situation vis-à-vis the SDGs.** Local analysis of the SDGs is also encouraged as part of the Group's vigilance plan. In doing so, SUEZ strives to maintain an active dialogue with the other players in order to coordinate efforts and to add the strengths of each.

The full transformative measure of the SDGs will unfold when countries have presented their roadmap, when budget frameworks can be analysed through the SDGs and indicators stabilised. These roadmaps will be presented in 2019 and non-state actors, companies, cities or NGOs will position themselves accordingly, gradually adopting the appropriate reporting practices. Reporting on the SDGs is indeed a huge challenge in the production, processing, consolidation, and also storage and provision of data ■

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ZOOM  
ONThe SDGs, reflection of the evolution  
of paradigms

Eurydice is a French association created in 1988 to promote innovation in the approach to water management in the city. Consisting of several dozen experts from university research, local authority services and state-of-the-art consulting firms, it has worked for a new culture in urban hydrology since 1990. Its action is mainly a consideration of the issues, causes and solutions to water problems in the city, its members then taking the results of this consideration to their various bodies.

As the association is now thirty years old, its initial objectives were defined at a time when there was no talk of sustainable development or SDGs. But in order to convince the actors concerned of the urgency to act, more specifically the technicians of the Territorial Communities and the operators of sanitation services, the association has been working for twenty years to exploit the results of scientific research to develop arguments based at the same time on the concrete problems encountered at the local level and on the reflections carried out at international level. The Association is therefore involved in linking these two levels, and the SDGs are therefore an interesting tool, since they cover most of the issues the association has been working on since its inception: protection of aquatic environments, particularly with regard to the pollution of urban discharges from periods of rain; development of alternative solutions to heavy infrastructure, often based on returning nature to the city; concern for the sustainability of sanitation systems; etc.

Eurydice's activities obviously impact SDG 6, but also several other SDGs:

- **Fight against pollution** displaced by the city both in dry weather and periods of rain, thanks to the strong link between hydrologists and urban planners for a sustainable city design (target 6.3, 11.3 and 12.4).
- **Risk management, including flooding.** Under SDG 6, this affects targets 6.4 and 6.5. But because of strong links with urban planning, this theme is also to be integrated in many other targets: 8.4, 11.3, 12.2, 12.4 and 13.1.
- **Protection of the aquatic environment** through consumer awareness and behaviour change (target 6.6).

- **Information, education and communication on urban water management** with messages adapted to different audiences (6.b and 12.8).
- **Cooperation with emerging countries**, so that knowledge flows can go both ways (targets 6.a, 17.6 and 17.9).

As an example, in recent years we have started and continue to draft **an online encyclopaedic dictionary of urban hydrology and sanitation**, to work on a shift in paradigm in how urban stormwater management is considered. Indeed, the problems have only worsened and awareness of these issues is at a standstill, including the way in which the relevant institutions deal with the management of water in the city. **It is essential to develop arguments based on both the concrete problems encountered at local level and on the reflections carried out at international level, in particular with the adoption SDGs, in order to convince the actors concerned of the urgency to provide solutions.**

Across the whole of the themes listed above, Eurydice has continually pushed for the development of research, but research has its own modes of development. An association such as ours, which brings together the different scientific and technical actors, as well as local and international levels, is able on the one hand to make researchers understand the issues of the SDGs, and on the other hand to better integrate the results of research into the achievement of the SDGs in the specific field of urban hydrology ■

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ZOOM  
ONSDG 6,  
α lever for community action

### SDG and decentralised cooperation: α lever of action for α united, just and sustainable world

**The city of Gentilly, in the Île-de-France region, has 17,000 inhabitants in an area of 118 hectares. Open to the world, it maintains various relations of international cooperation. Since 2002, it has been involved in decentralised cooperation with the commune of Duguwolowila in Mali..**

Since 2015, a project to improve access to water and sanitation has made it possible to implement the SDGs in a tangible and effective way. The beginning of the project coincides with the adoption of the 2030 Agenda, the reflection and appropriation of the SDGs in both Duguwolowila and Gentilly came later, especially for the technical staff responsible for the project. The decentralised cooperation mechanisms, thanks to the Oudin-Santini law, have brought about the achievement of 11 boreholes equipped with human-powered pumps, the rehabilitation of 19 existing ones, the execution of a study on a drinking water supply, as well as three blocks of latrines in the schools. These actions contribute to targets 6.1 and 6.2 of SDG 6 and are complemented by training, awareness-raising activities (6.a) or by the creation of a water service in the municipality and the formation of user committees for water points (6.b). In Duguwolowila, the reinforcement of water and sanitation skills has resulted in the recruitment of an officer in charge of these issues and the creation of a dedicated municipal commission. The inclusion of women, youth and different communities in the management of the resource - thus respecting the inclusive spirit of the SDGs - has led to greater ownership of the infrastructure put in place and, ultimately, of SDG 6. The project's first drinking water phase undeniably interacts with other SDGs, notably SDG 3 on health, since access to water and sanitation as well as hygiene awareness help to target the elimination of certain diseases related to water and its pollution; as well as SDG 17 on partnerships, since the project is based on a solid partnership with foreign local authorities but also with the civil society actors, in particular the *Association Malienne de Solidarité et de Coopération Internationale pour le Développement* (AMSCID). The second phase targeting sanitation involves the SDG 12 targets on the circular economy and 14 on the oceans.

### The SDGs for α more inclusive world

While the Millennium Development Goals targeted only developing countries, **the SDGs are a bridge for global thinking**. Dissemination of water and sanitation issues to populations both here and there and the strengthening of citizen participation in such reflections are fundamental. In Gentilly, many awareness-raising actions are carried out in the territory under the framework of citizenship education and international solidarity: an afternoon raising awareness for children in leisure centres, a citizen forum on the right to water, a public meeting on water management or afternoon games and debates on water with the families of Gentilly. The current consideration of the city on a transition to a public management of water allows the relationship between here and there to be pushed further. The transition to public management of the resource in Gentilly would be a solution that offers an affordable price, especially for households faced with water scarcity. On a larger scale, action is being taken in the context of tripartite cooperation with the city of Freiberg in Germany, the twin city, which is investing in this project. As such, a group of young Europeans is seeking funding to finance a human-powered pump in Duguwolowila to improve access to drinking water.

**The involvement of local and regional authorities in achieving SDG 6 is evident from the fact that water and sanitation are mandatory competences for municipalities** and inter-municipalities, and that the SDGs are a universal framework and action levers between foreign and French authorities, linking external action of local authorities and local public policies of differing scales.

The relationship between local solidarity and international solidarity, as well as the relationship with international solidarity associations, makes perfect sense and includes a reciprocal effect thanks to the SDGs. The evaluation and monitoring of actions is a fundamental point, which will ensure the sustainability of the projects implemented. The task of impact remains, moreover, entirely to be done. The SDGs will thus be able to guide future decentralised cooperative actions, particularly in the choice of projects to be carried out ■

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ZOOM  
ON

## How do the NGOs of Coalition Eau take ownership of the SDGs?



Since the adoption of the 2030 Agenda, the NGOs of Coalition Eau have prioritised collective action for the implementation of the Sustainable Development Goals (SDGs) on water and sanitation. With their expertise, their knowledge of local situations, their capacity for mobilisation and innovation, the NGOs have a major role to play in contributing to the implementation of the SDGs at international level through their projects of development and advocacy.

### Strengthening and mobilising around a common agenda

The SDGs are now the new common frame of reference for all organisations involved in the field of international cooperation and sustainable development. **The NGOs of Coalition Eau would like their actions to be part of the response to the challenges of the international agenda.** An analysis in 2016/2017 has shown that although they have adequately adopted the objectives and targets of the Agenda, they are less familiar with indicators and monitoring systems. They also need to examine the issues and the methods for integrating the SDGs into their actions.

**Coalition Eau** has therefore taken steps to train its members. A training session organised in January 2018 enabled member NGOs to appropriate the SDGs: to understand the implications of this new international framework and their role in its implementation, to control water targets and indicators in the 2030 Agenda as well as the monitoring/evaluation and accountability systems of the 2030 Agenda, and finally, to understand the current state of play and challenges in the progress of SDG 6. This training also provided key analysis to integrate the SDGs into the design, implementation and monitoring of water and sanitation projects at the operational and advocacy levels.

The NGOs of Coalition Eau also engaged in internal processes to train their teams on SDG 6 and related SDGs, with the aim of integrating these new issues as far as possible into the strategies of their structures and their interventions. Beyond their own organisations, the 2030 Agenda has also provided an opportunity for various organisations to strengthen the structure and

voice of civil society in partner countries, by supporting NGO / OSC groups on these issues. **Eau Vive Internationale** thus supports SPONG, a collective of Burkina Faso NGOs, in the analysis of SDG implementation monitoring reports, in the construction of messages and positioning, as well as in high-level meetings around the Water targets of the SDGs.

### Supporting the implementation of the SDGs for vulnerable populations

**The NGOs act in the field through their development projects.** The programmes for access to water and sanitation, natural resource management, support for local actors and civil society and hygiene awareness, are all actions that contribute to the implementation of the 2030 Agenda. The **Guinea 44** association has supported the Urban Municipality of Kindia for many years in its efforts to strengthen access to drinking water and sanitation, notably through the definition of a local governance strategy for the water sector, the implementation of a communal water and sanitation agency and raising public hygiene awareness. Through the desire to ensure a universal service that is accessible, fair and affordable for all throughout the municipality, these actions contribute to the achievement of SDG 6 and its local ownership. This project, carried out via decentralised cooperation with 5 French municipalities, also allows actors to build links and to reflect on shared issues and the universality of the SDGs.

The NGOs of Coalition Eau can leverage their great diversity to work towards the various targets of the SDGs related to water and sanitation.

... / ...

Integrating the SDGs into development projects raises many questions: Should we do more or do differently? Should we change our methods of approach and ways of operating? What needs to change in the project cycle? Should we work with new partners? Should we adapt our indicators to those of the SDGs?

For example, **Secours Islamique France** has been thinking about its operational strategy for water and sanitation taking into account the SDG framework. It has thus defined major water and sanitation targets based on the SDG 6 targets and defined "SDG compatible" indicators, notably by using the methodology developed by the WHO and UNICEF on the monitoring of targets for SDG 6. This process has shown that the organisation, in keeping with its mandate, will pay extra attention to some of the SDG 6 targets, and that some specificities of SIF, including humanitarian interventions in the water sector, are not sufficiently taken into account in the 2030 Agenda, which requires the consideration of other frameworks.

### Ensuring citizen control over the implementation of the SDGs

The adoption of the 2030 Agenda is a strong political commitment of the international community. Civil society has a major role to play in ensuring that decision-makers respect the commitments made.

For advocacy organisations, the SDGs have become a benchmark framework for strategies: their achievement becomes an advocacy goal. They thus encourage governments to adapt their public policies and integrate the SDGs into development plans, implement specific programmes and mobilise sufficient resources. To support these initiatives, **Action Against Hunger (ACF)** has produced an advocacy toolkit that outlines ways to mobilise civil society and key messages, so that the SDGs related to nutrition - including SDG 6 - are properly integrated in national development plans, policies and strategies.

Additionally, under the 2030 Agenda monitoring frameworks, national governments are asked to report on their progress towards the SDGs as part of the UN High Level Policy Forum on Sustainable Development. This is an opportunity for NGOs / OSCs to draw attention to the sector and hold governments to account. In this context, **Coalition Eau** is developing, with its international partners, the "End Water Poverty" campaign, an international report aimed at analysing how governments report on the implementation of SDG 6 at national level. Case studies from 27 countries identify mechanisms of accountability, their effectiveness and their limitations. This work enables stakeholders to engage in dialogue with the government and to enhance the participation of civil society in national implementation processes. The report will be published for the High Level Policy Forum on Sustainable Development in July 2018, which is partly devoted to SDG 6 ■

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ON

## For better appropriation of SDG 6



Green Cross was founded in 1993 by Mikhail Gorbachev, with the aim of permitting a serene life through preservation of the environment. Its French branch, chaired by Jean-Michel Cousteau and directed by Nicolas Imbert, aims to identify, collect and share action keys through advocacy and pilot projects via a network of 250 experts in France and 50 events per year in the territory.

Water plays a vital role in this context. *Green Cross France et Territoires* thus emphasises the importance, particularly at territorial level, of a democratic, shared, reasoned, inclusive and pragmatic management of the large water cycle, from the clouds to the ocean via the nexus of water supply and agriculture, water and climate, coastal water and ocean, and the development of the circular water economy. During 2017, the organisation was particularly involved in the following topics:

- **Supporting the recognition and deployment of the Declaration of Human Duties and Responsibilities**, that in particular brings methodological and legal tools facilitating the effectiveness of the SDG 6 targets.
- **The development of shared experiences**: training courses on the circular water economy in Brittany and Morocco; provision of workshops on access to water and sanitation (6.1 and 6.2) and on the quality and scarcity of the resource (6.3 and 6.4); proposal of good practices for targets 6.3 to 6.5 via a transition from agricultural activities to agroecology, in coordination with food distributors and brands, but also a partner farm in Brittany.
- **Support work for a better inclusive and pragmatic management of the large water cycle**, from the clouds to the ocean via the nexus of water supply and agriculture, water and climate, coastal water and ocean. This is illustrated in particular by an entire chapter of the book "OCEAN: des clés pour AGIR" (OCEAN : keys to act) devoted to coastal management.
- The emergence and debate of health issues related to the quality of water resources, particularly in our food, or the water and energy issues.

Some observations from these different activities concerning SDG appropriation by the stakeholders with whom we are in contact:

- Dialogue between water, the ocean and the coast, as well as dialogues between water and food, and

water and territory, or the circular economy in the small water cycle (see study on the reuse of treated wastewater carried out by the Institute of the Circular Economy) is still in its infancy, little supported by public authorities at national level and by the agencies, France was globally late compared to South Africa, Morocco and Scandinavia.

- The Regions, through the process of decentralisation and in particular the NOTRe law, appropriate the SDGs as and when the transfer of competence takes place. The connection of funding and cooperation between regions and European institutions reinforces this appropriation, which remains weak in terms of local communication and in references of territorial action.
- The issue of qualitative water management, whether dealing with endocrine disruptors, nano-pollutants or macro-pollutants such as plastics, is perceived by citizens, communities and businesses as a significant emergency on which we must act, but has not yet been taken on board either via the SDGs or public policies, while the NOTRe law decentralises competences without the associated means yet being available.
- Food conventions have raised the growing concern for a more rational use of water in agriculture and respect for the pre-eminence of harvesting the resource for human concerns, without this happening through activation of targets 6.3 to 6.5

We therefore recommend a broader training of actors in the targets and indicators contained in SDG 6, but also the stronger integration of these targets and indicators into public policies, financing tools and the functioning of state agencies. There is an urgent need to insist on the effective instantiation of target 6.b, on better appropriation of SDGs 6.3 to 6.5, and on a more transversal vision that integrates SDGs 7 and 14 in particular ■

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## Conclusion

“ The SDGs represent a tremendous opportunity to develop a common worldwide language around sustainable development. ”

In particular for the water sector, SDG 6 is an opportunity to strengthen and promote an integrated vision of water resources, as well as water related services and ecosystems. In France, stakeholders in the water sector are taking ownership of this new action framework at various levels. The SDGs are useful for defining the strategic orientations of organisations, but can also serve as a tool for mobilisation and advocacy in their actions in France as well as abroad. However, there are large gaps in the appropriation of this SDG. Self-analysis by organisations and communication efforts are still needed.

### Very disparate appropriation among the French water sector actors

For a small number of water professionals, the transition from the MDGs to the SDGs has helped to support the development of their activities and strategic orientations towards a more integrated and long-term vision (**Vergnet Hydro**).

For many international solidarity actors, such as the NGOs of **Coalition Eau**, 2030 Agenda is a priority for collective action that they themselves implement through their development projects abroad and their advocacy at national and international level. NGOs are mobilised to take ownership of SDG 6, both internally and in support of their partners. This mobilisation is also ensured by local authorities involved in decentralised cooperation: in Ile de France, the **city of Gentilly** uses the SDGs as a dual action lever to initiate cooperation partnerships with Mali and awareness in France.

But ownership of the SDGs is still far from widespread. Some actors are just beginning their preliminary work of analysing their actions under the realm of the SDGs, conscious of their interconnections (**Eurydice**). Some organisations such as **Inter Aide** are engaged in reflections on SDG indicators to improve their own monitoring system. These appropriation exercises can even take the form of considering a realignment of the SDG targets with the institutional sustainable development strategy, as was done by **SIAAP**. In general, as noted by **Green Cross France et Territoires**, the SDGs are still largely unknown in France, little used in project management as in reporting. When they are known or identified, their use is through a very technical approach, which puts little emphasis on the relationship between environment, economy and humanity, or the importance of the multi-stakeholder dimension.

Although recognised by all, the question of the transversality of the 2030 Agenda remains difficult. Organisations do not always have the appropriate resources (human, financial, comprehension tools) to engage in true tasks to appropriate the other SDGs, in addition to the targets of SDG 6.

These testimonials, in their content and their diversity, reflect the crying need for campaigns and awareness-raising communication tools to firstly make the 2030 Agenda tool and framework known, to convince others of its usefulness and to highlight existing initiatives.

## Raising awareness, the role of networks and the coherence of the actors' systems: ways to accelerate action

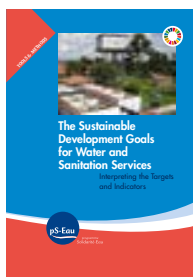
Current trends show that existing efforts are not sufficient to achieve SDG 6, in France or internationally, by 2030. To meet the challenge requires a real change of mindset, to take into account all the challenges of the water targets of the SDGs, in their entirety and in their transversality.

This coherence has to occur at all levels: in France, local authorities are key players in sustainable development and the water and sanitation service in their territory. Similarly, the Water Agencies have a territorial vision of water resources and facilitate solidarity between players in their catchment areas. They would therefore all benefit from adopting the dashboard of the SDGs (targets and indicators) as part of the ongoing preparation of their XIth intervention programmes of (2019-2024), to monitor the progress made in their territories related to SDG 6, but also in relation to other SDGs (Climate Change Adaptation Plan...). This also applies to project sponsors and funders.

Finally, networks and other intermediary bodies also have their role to play to equip stakeholders by creating methods and opportunities for the exchange of best practices. This means combining efforts through multi-stakeholder processes and platforms to open up beyond one's own business sector and to act collectively with other sustainable development actors.

More information on the SDG Water Targets, the French and international challenges, and examples of ongoing initiatives in the #DefiEau2030 guide "Agir pour l'eau dans les ODD" of the Partenariat Français pour l'Eau, multi-actor platform for international water and sanitation actors ■

### To find out more

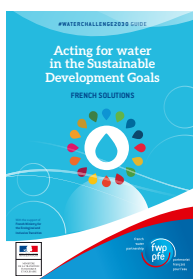


#### > Concrete ideas for the implementation of the 2030 Agenda and their indicators.

For water and international solidarity professionals, the pS-Eau guide on "the SDGs for water and sanitation services" decrypts and analyses targets :

- 6.1 (access to water),
- 6.2 (access to sanitation) and
- 6.3 (quality and wastewater management) of SDG 6 and their respective indicators.

[https://www.pseau.org/outils/ouvrages/ps\\_eau\\_the\\_sustainable\\_development\\_goals\\_for\\_wash\\_services.pdf](https://www.pseau.org/outils/ouvrages/ps_eau_the_sustainable_development_goals_for_wash_services.pdf)



#### > More information on the SDG Water Targets, the French and international challenges, and examples of ongoing initiatives

in the #WaterChallenges2030 guide "Acting for water in the SDG" of the French Water Partnership.

<https://www.partenariat-francais-eau.fr/en/production/waterchallenge2030-guide-acting-for-water-in-the-sustainable-development-goals/>



## SDG 7

Ensure access to affordable, reliable, sustainable and modern energy for all

Written by ENERGIES 2050



## SDG 7, an indicator of the state of our energy production and our societies' future

**Beyond its seemingly simple wording, SDG 7 lays the groundwork for a truly profound energy revolution in society.** This SDG plays a part in our society's essential energy transition in a wider sense, based on three core areas of focus: energy conservation, energy efficiency (EE) and renewable energy (RE) development. To achieve this goal, the international community has established specific targets for 2030: (7.1) universal access to affordable, reliable and modern energy services, (7.2) increase substantially the share of renewable energy and (7.3) double the global rate of improvement in energy efficiency. The priorities for implementation are (7.a) enhancing international cooperation and promoting investment and (7.b) expanding infrastructure and upgrading technology in developing countries.

The energy issue is at the heart of the challenges facing our society (employment, security, climate, food production, business development, etc.). Our current use of energy relies heavily on fossil fuels and contributes significantly both to climate change and to environmental, economic and social imbalances at all levels. SDG 7 is therefore central to the issue of development and the wording of the goals and targets clearly indicates the relationship between SDG 7 and all the other SDGs (SDG 1 on poverty, SDG 3 on health, SDG 9 on infrastructure, SDG 10 on inequality, SDG 11 on cities, SDG 12 on production and clean consumption, SDG 13 on climate, etc.).

In France, the issues and challenges of SDG 7 are those of the energy transition. The first is the reduction of greenhouse gas emissions, particularly through the development of renewable energy and the control of energy demand. Reducing energy dependence is, of course, also part of the equation. In this context, energy efficiency is a major focus, especially since it drives increased competitiveness for businesses and reduced energy bills for communities, companies and households. A number of households face particular difficulties in accessing energy and the basic associated services (e.g. heating, hot water, etc.). There is thus a real social issue at the heart of SDG 7 in France and further afield. Lastly, technological innovation is also a core issue for SDG 7 in France (and around the world), both in terms of the roll-out of new forms of renewable energy and when it comes to making better use of energy. Related issues also include job creation in innovative sectors and greener, low-carbon growth.

## SDG 7: an economic and democratic challenge in style and substance in France and around the world...

The challenge is significant. It requires each of us to change our way of life and our consumption and production patterns so that we move towards more sustainable models; all economic stakeholders (companies, investors), from all sectors, must take ownership of the subject. Added to this is the nuclear debate which is specific to France<sup>73</sup> and on which there is still no national consensus. It is clear that the media focuses on emotion and assumptions whereas a calm and factual debate remains the prelude to rational decisions being made to address current and future challenges in France and elsewhere. France's policy is also part of the European framework, including the Climate

73. Roughly 71% of the electricity produced in France was of nuclear origin in 2017 (Source: RTE, Bilan Electrique 2017 (2017 Electrical Assessment), <http://bilan-electrique-2017.rte-france.com/production/le-parc-de-production-national/>)

“ The accounts of the following stakeholders reflect both this diversity of action and the difficulties facing the massive roll-out of this energy transition, despite it being a major priority for everyone. ”

Package<sup>74</sup>. Nevertheless, the passing of the law on the energy transition in 2015<sup>75</sup>, its coherence with the Paris Agreement and the SDGs and the increased momentum provided by the National Green Transition Strategy towards Sustainable Development 2015-2020 (which follows on from the 2010-2013 National Strategy for Sustainable Development) demonstrates clear political commitment, even though significant progress still remains to be achieved on the ground. It's a lofty ambition<sup>77</sup> and therefore presupposes considerable resources<sup>76</sup> and strong political decision-making.

The challenge is also significant at a global level with regard to the emergency of climate change and development requirements. The challenges mentioned above are topical in most developed countries and even in countries in transition, while the main challenge for developing countries still lies in access to modern forms of clean energy, particularly electricity. Despite regular progress since the 90s and the beginning of the 2000s<sup>78</sup>, more than a billion people, mostly in rural areas, still live without access to electricity. The problem is particularly serious in rural Africa. Although progress has been made, it appears to be poor because of the large populations in many of this continent's countries, combined with rapid, significant urbanisation on an unprecedented scale. In practice, every year 86 million more people have access to electricity, (roughly equivalent to Egypt's population), but the world's population continues to increase at about the same rate<sup>79</sup>.

## **SDG 7: inseparable from the other SDGs**

### **- a reminder for an integrated approach to low-carbon, resilient and socially responsible sustainable development**

Achieving SDG 7 goes well beyond the energy sector and traditional energy supply stakeholders. All sectors are concerned, both public and private. For example, companies can opt for non-fossil energy sources, improve their energy efficiency and encourage their employees to choose more energy-efficient means of transport. Investors can focus more on sustainable energy services and R&D in technologies which support the goals of SDG 7. Citizens can make more energy-efficient, more ethical and lower carbon consumer choices. Public planners, for their part, must consider the long-term impact in terms of energy consumption when working on spatial development (see the example of cities below), etc.

**The accounts of the following stakeholders reflect both this diversity of action and the difficulties facing the massive roll-out of this energy transition, despite it being a major priority for everyone.**

<sup>74</sup> The European Climate Package consists of a set of directives, regulations and decisions which set objectives for the EU by 2020. See: <https://www.ecologique-solidaire.gouv.fr/cadre-europeen-energie-climat>

<sup>75</sup> Légifrance. Act 2015-992 of 17 August 2015 relating to the energy transition for green growth (consolidated version as of 12 May 2017). Published in the Journal Officiel on 18 August 2015. <https://www.legifrance.gouv.fr/affichTexte.do?cidTexte=JORFTEXT000031044385>

<sup>76</sup> Objectives of the French energy transition law: A 40% reduction in greenhouse gases by 2030; a 30% decrease in the consumption of fossil fuels by 2030; halving our final energy consumption, compared to 2012 levels, by 2050; a 50% decrease in the volume of landfill waste by 2050; an increase in the renewable energy share to 32% of final energy consumption and to 40% of electricity generation by 2030.

<sup>77</sup> <https://www.futuribles.com/fr/article/les-enjeux-de-la-transition-energetique-en-france/>

<sup>78</sup> In 2014, 85.3% of the world's population had access to electricity, compared with 77.6% in 2000 (source: UN, 2017, <https://unstats.un.org/sdgs/report/2017/storymap/index.html>)

<sup>79</sup> World Bank, Global Tracking Report 2017, <http://www.worldbank.org/en/topic/energy/publication/global-tracking-framework-2017>



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## Thinking and acting to ensure the efficiency of the energy transition: a 4D approach (Devolved, Decarbonised, Diversified, Democratic)



The energy transition and SDG 7 in particular play a key role for Green Cross which is working at a regional level on energy efficiency and the acceleration of the energy transition with a quadruple focus: devolved, decarbonised, diversified, democratic.

**Through its activities and its engagement, Green Cross has actively participated in the implementation of SDG 7. In particular, it has:**

- contributed through the organisation of expert debates and contributions in the media and specialist forums, by participating in the European Conference on the Energy Transition and by supporting the Learning Centre of the Sustainable City of Dunkirk, providing information and training;
- hosted a panel discussion on the funding of the energy transition at a regional level, the price and market mechanisms as part of energy taxation (carbon tax but also, in a more inclusive and systematic way, the re-internalisation of environmental externalities);
- insisted as part of its advocacy, its think&do tanks and its projects on the importance of specifically addressing the energy transition within the food industry (fighting against food waste, agroecology, the development, where relevant, of biomass, pyro-gasification and power-to-gas, etc.);
- supported transitions "from vulnerability to resilience" by coordinating a socially responsible approach of joint creation, anticipation and adoption (île d'Yeu, Brittany, New Caledonia, etc.);
- taken part in sharing and networking alongside various multi-stakeholder organisations (foundations for the energy transition, R20+ Regions of Climate Action, E5T think-tank, Association Bilan Carbone, etc.), combining national and international skills (particularly through discussions with Morocco, Reunion, New Caledonia, Fiji, etc.).

### Taking long-term action and committing to a democratic approach

For Green Cross, **SDG 7 must be part of a local and democratic approach to decision-making and taking action** and it must make it possible to measure the progress which still remains to be achieved. The fiscal context of socially responsible investment and crowdfunding has evolved positively in this regard in

2018. The updating of the long-term energy plan should be the subject of public debate, taking into account energy efficiency, clean energy and the complementary use of different vectors for energy transformation, the importance of environmental efficiency when it comes to access, etc.

**The progressive pricing of energy is one of the best possible societal shields to ensure access to energy for all and, in particular, to ensure access to clean energy by empowering each person.** France is lagging behind when compared with Morocco, which has enshrined this principle in its Constitution and Sweden, which uses the price of carbon as a way to boost social responsibility. The difficulty of establishing transport and distribution funding mechanisms to benefit clean energy and energy efficiency also hampers the transition.

### An SDG to strengthen skills and to mobilise stakeholders

**France must also develop more regional and independent expertise in the governance of energy systems, the roll-out of clean energy,** the funding of the transition to clean energy and public education on these subjects and must focus more on societal choices which have an impact on SDG 7, particularly with regard to the updating of investments, switching to smart grids, controlling consumption to move from late consultation to joint creation in advance, for greater effectiveness, better citizen appropriation and a stronger impact on the decarbonisation of our economies, the resilience and sustainability of our regions and the human integration of SDG 7 ■

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**ZOOM  
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**GERES: energy to achieve the SDGs**

**GERES (Groupe Energies Renouvelables, Environnement, Solidarités or Renewable Energy, Environment and Social Responsibility Group) is an association, founded in Marseille in 1976, which works to protect the environment, to limit climate change and its consequences, to reduce fuel poverty and to improve people's living conditions.**

**GERES offers "energy-saving solutions for economic and social development and alternatives to environmentally damaging systems", both in France and in ten African and Asian countries.**

**SDG 7 is in GERES' DNA**

Access to energy, renewable energy and energy efficiency are three of the association's main areas of focus, while GERES' long-standing strategy of intervention in France and around the world connects with the universal nature of the SDGs. The following examples, when compared to SDG 7 targets, illustrate how the association's actions contribute to this SDG:

- Target 7.1 - GERES supports work to improve energy efficiency in more modest homes. 54 ambassador households of work to renovate 733 social housing units in Aix, energy diagnosis and support for building work in small apartment buildings in Marseille.
- Target 7.2 - Wood is a renewable energy - when it's renewed! In Cambodia, an independent company, the result of one of the association's projects, produces 120 tonnes of coal briquettes, using biomass residue from textile factories' production of electricity by biomass gasification.
- Target 7.3 - Morocco's 10,000 Turkish baths each use 1 tonne of wood every day. To improve energy efficiency, a range of solutions is offered to homeowners: energy-efficient poly-fuel boilers, use of agricultural waste, heated floors, heat exchangers, solar pre-heating of water, thermal insulation.

**SDG 7:  
inseparable from the other SDGs**

GERES also contributes to the achieving of other SDGs:

- SDG 1 (poverty), SDG 10 (inequality) and SDG 13 (climate): in the PACA region, assessments of the impact of household visitation schemes to reduce fuel poverty show savings of €178/year and 280kg of CO2 saved per household, along with improvements in terms of comfort and living conditions.
- SDG 3 (health), SDG 9 (industries, infrastructure), SDG 13: in Morocco, a collaboration with 3 bread oven manufacturers led to the creation of the "FaranEco" label, which certifies the quality of gas furnaces produced (energy efficiency, health & safety).
- SDG 9 and SDG 13: in Tajikistan, in winter, heating accounts for up to 25% of the household budget. A modest and efficient model house has been developed and two have been built; training, blueprints and a practical guide should encourage adoption by households and professionals. This saves around 4,500 kWh/year for an additional cost of 15%.

**Strengthening partnerships  
and continuing to engage**

The SDG approach encourages us to think about what we do and to better structure the analysis of its impact by using this shared framework. It also helps to move beyond the North/South distinction and to connect our work in France and abroad. Our approach helps to accelerate this breaking down of barriers, along with stakeholders (communities, state services, companies and local associations). The development of these partnerships is a growing priority for the association with a view to sustainability and replication, in line with SDG 17 (partnerships).

... / ...

Climate seems to be at the heart of the concerns of the SDGs: if the Paris Agreement is not implemented, it will be extremely difficult to achieve the other goals. We are convinced of that and we support the "Climate Responsibility" movement which brings together civil society, companies and communities. This movement is made up of two different areas of focus which are inextricably linked: taking action, in view of the SDGs, for the social and environmental transition with the aim of reducing greenhouse gas emissions and supporting less developed countries to develop low-carbon solutions and strategies for adapting to climate change.

To take action, everyone is encouraged to join in by making climate-friendly decisions. A digital platform structured around the SDGs presents these goals and their challenges, making a link with concrete action which is accessible to all and assessing the cumulative effort. The challenge of climate-focused social responsibility: our contribution to appropriation of the SDGs! ■

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## The CERDD, an original group of stakeholders focused on sustainable development and the energy transition



The Centre Ressource du Développement Durable or CERDD (Sustainable Development Resource Centre), founded in 2001, is a Public Interest Group which is overseen by the French state, the Hauts-de-France Regional Council and several local and regional authorities, associations and private partners.

It aims to support the expansion of sustainable development and to encourage consideration of climate change, while contributing to the in-depth exploration of innovation to move towards a sustainable regional society. The CERDD encourages the mobilisation of public and private stakeholders, with their power to act to achieve new development models as part of wide range of initiatives: monitoring and analysis, observation, production and sharing of resources, provision of information and organisation of discussions, support for project leaders, monitoring and supporting societal innovations.

Its work, focused on local decision-makers and key stakeholders, is focused on different areas: regional projects for sustainable development and transitions, new economic models, mitigation and adaptation to climate change, sustainable food, etc. The CERDD also pilots several specific schemes: a sustainable development ambassadors' network, visits to the DDTour<sup>80</sup> and Observatoire Climat Hauts-de-France (Hauts-de-France Climate Observatory).

### A plan of action linked to the SDGs, influenced by the energy transition

The CERDD strives to promote the consideration of international dynamics with regard to sustainable development and the links between global and local issues. It organised a regional delegation at the Rio+20 Summit in 2012 and at the COP 21 in Paris and it has worked since then to raise awareness and encourage reflection on the SDGs (online articles, working sessions of its Steering Committee, stage event of the SDGs' Tour de France with the Comité 21<sup>81</sup>, etc.). Beyond transverse promotion, consideration of and references to the SDGs within the framework of its thematic activities are gradually being developed internally.

### Adoption: a question of democracy and a prerequisite for a successful energy transition

Alongside the stakeholders and regions which support and live the environmental transition, the CERDD is a front-line observer of its implementation on a day-to-day basis. Through its specific work on climate change (dedicated centre, Observatoire Climat/Climate Observatory), the CERDD focuses on the heart of the energy and climate transition and its work is therefore closely linked to SDG 7 and SDG 13.

Having recognised the misunderstandings and even the reluctance of some citizens, particularly with regard to the various technical forms of this transition, the CERDD addresses these appropriation issues through two programmes. One is specifically dedicated to socially responsible ownership of the Third Industrial Revolution, a technical and economic dynamic, inspired by the work of the American economist Jeremy Rifkin and initiated by the Regional Council and the Chambers of Commerce and Industry in Hauts-de-France. The other concerns the anaerobic digestion sector, which encounters real opposition in certain regions in which such facilities are located. It works with stakeholders in this sector and, in particular, with the Regional Council to find solutions.

At a time when new methods of communication are revolutionising the way in which people engage and express themselves publicly, when the all-important "lateral power" mentioned by contemporary thinkers<sup>82</sup> asks new questions our democracy, the energy transition must consider this new order.

In the spirit of the "Charter for Public Participation", established with the support of the French Minister for the Environment, it is a triple challenge of education, dialogue and consultation which we must support to ensure that the SDGs truly become everyone's responsibility ■

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80. Professional visits to Hauts-de-France to see some of the best sustainable development initiatives: <http://www.cerdd.org/Parcours-thematiques/DDTour-voyages-en-terre-de-transitions>

81. Cf. the chapter on the appropriation of the SDGs by local and regional authorities, in the first part of this report, pp.39-48

82. Cf. J. Rifkin, *La troisième révolution industrielle. Comment le pouvoir latéral va transformer l'énergie, l'économie et le monde* (The third industrial revolution. How lateral power will transform energy, the economy and the world), Paris, Les Liens qui Libèrent, 2012

ZOOM  
ONThe SDGs at the heart of a research  
and innovation strategy

The general aim of the Institut de la Méditerranée (IM), founded in 1994 by the PACA Region, the Bouches-du-Rhône General Council, Marseille City Hall and the Chamber of Commerce and Industry of Marseille-Provence, is to provide its partners with a tool for analysing, appraising and establishing projects in the wider Euro-Mediterranean region.

The Institut de la Méditerranée coordinates with the Economic Research Form (ERF) in Egypt of **FEMISE** (Euro-Mediterranean Forum of Economic Institutes), a long-standing network of more than 100 research institutes in northern and southern Mediterranean regions (list available here). FEMISE, funded largely by the European Commission (DG NEAR<sup>83</sup>), is a think tank focused on EuroMed issues ([www.femise.org](http://www.femise.org)).

Our main objectives are: to conduct socio-economic research and make recommendations on the relationships between Europe and its Mediterranean partners; to communicate and share this research with public and private, national and multilateral institutions; and to provide a platform for dialogue between different partners on important regional issues. The research agenda is based on the following subjects: Commercial Integration, Private Sector Development, Climate and Energy and Inclusiveness.

### SDG 7, a strategic issue for FEMISE/IM at the heart of the EuroMed region

Our organisations contribute to raising awareness among southern states of the need to develop affordable and green energy by 2030. This appropriation isn't new, but has been accentuated to pursue the implementation of the 2030 Agenda, based on the following 3 areas of focus:

- **By producing targeted policy recommendations from academic research.** FEMISE is currently funding renewable energy research in an ongoing report which also advocates for the development of local, regional and international collaborations which can accelerate the adoption of renewable energy policies by assessing their compatibility through effective regulation.

- In addition, FEMISE and IM **partner with key stakeholders on widely read joint publications:** for example, since 2016, they have partnered with ENERGIES 2050 on a report dealing with climate issues in the Mediterranean, giving an overview of the economic realities of southern countries and recommending courses of action and policies.

- **By bringing together state, non-state and academic stakeholders during Dialogue Workshops.** The "Climate change in a Mediterranean in transition: A driving force to enhance regional appeal" workshop, organised in Marseille (15 May 2018) by IM with the Bouches-du-Rhône Departmental Council, in collaboration with ENERGIES 2050 and FEMISE, will be an opportunity for discussion for stakeholders which are acting to strengthen capacities, transfer technologies and raise awareness of the development of green energy.

### Challenges and recommendations to go further in the appropriation of SDG 7

Our associations aim to continue to produce politically relevant research which can lead to concrete solutions and to encourage the emergence of an ecosystem of EU-MED actors on SDG-related issues for an impact at macro, meso and micro levels. This work is therefore long-term.

The main challenges facing Southern Mediterranean countries are: the **frequent absence of reliable data** related to SD and, in particular, the impact of renewable energy strategies as well as the **limited interest** in climate issues by the majority of the public authorities in southern countries.

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... / ...

**This is why we want our strategy to move up a gear and why we want to intensify our efforts in three areas:**

- By continuing to **fund research** on energy strategies to implement in the Mediterranean and on questions linked to climate change.
- By contributing to the development of a **Data Observatory** on the Mediterranean, bringing together all the available data linked to sustainable

development, creating concise sustainable development indicators which are essential for our work as economists and carrying out monitoring work,

- By contributing to the establishment of **national Advocacy Panels for the south** to take action directly with political decision-makers ■

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**ZOOM  
ON**

**Balancing energy and biodiversity,  
a long-term requirement**



**Breaking down environmental issues and responding to concerns in a coherent way is now more of a priority than ever before. The fight against climate change and the energy transition are often understood as being part of a very "carbon-centric" approach which, without a comprehensive approach, could lead in some cases to omitting major issues or further reducing the resilience of socio-ecosystems in the face of global changes.**

For this reason, the fight against climate change (SDG 13) and access for all to sustainable and affordable energy services (SDG 7) must take into account the preservation of biodiversity (SDGs 14 & 15). This is all the more important since biodiversity is a complex and systemic concept which constitutes the indispensable foundation of our societies.

**Addressing the SDGs by breaking down the barriers of separate approaches**

Climate and biodiversity cannot be thought of separately. There are multiple interactions and interdependencies: with exchanges of energy and matter between the biosphere and the atmosphere, the erosion of biodiversity amplifies climate change while climate change intensifies the crisis facing living systems (particularly through desertification). Given these climate issues, energy can be seen as a solution for reducing greenhouse gases (GHGs) by making changes to energy production (SDG 7).

In practice, acting sustainably is about addressing the complexity of the issues of climate change, energy and biodiversity with sustainable solutions at the

intersections of the different relevant SDGs. Without this consideration, the multi-dimensional crisis we are facing will grow and the response must go beyond the apparent thematic compartmentalisation of the SDGs. What's more, each of the SDGs can only be achieved with a comprehensive, consistent and harmonious approach.

**Redefining understanding**

When it comes to mitigation, a qualitative change to the energy supply calls for the development of renewable energy. Such choices also resonate in terms of biodiversity issues, with different dependencies and impacts.

The energy transition must be based on all "sustainable" energy sources as in the Brundtland report, that is to say, all energies capable of meeting current energy needs, without compromising the ability of future generations to meet their own energy needs. Yet the concept of flow or a loop is rarely mentioned and the use of intermittent power is forgotten.

"Sustainable energy" is therefore any source present in the form of a permanent flow on a human time scale: "sustainable" renewable energy and the so-called energy recovery. Such energy puts production activity on a smaller, regional scale. Deeply rooted in regions, its development intersects with biodiversity issues on different scales (in time and space) and imposes a systemic approach to regions and energy issues. This involves assessing in situ biodiversity issues and ex situ links, such as the resources used to build production units. It's a matter of being "virtuous at home", without being responsible for harmful behaviour elsewhere. From a point of view focused on time, biodiversity issues can be tackled by human technologies and will be different before, during and after a project which makes use of a sustainable energy source. This approach, which is already used for life cycle analysis and to calculate carbon footprints, has not been particularly developed when it comes to biodiversity.

### Engaged stakeholders to break down the boundaries between the SDGs and to take transverse action

ORÉE and its members are aware of this reality and have been working on these issues for several years with a biodiversity foresight working group. The group is working to develop a methodology to

support stakeholders in their diagnoses and energy approaches to accommodate constraints and opportunities as much as possible and to optimise shared choices of different regions.

An increasing number of stakeholders are mobilising, reflecting on this essential coherence for our future, ensuring that they don't exacerbate one problem while solving another.

For SDGs 7, 13, 14 and 15, a regional, systemic approach is fundamental. Our imaginative ability and our abilities to come up with organisational innovations and to cooperate constitute the foundation for desirable development, compatible with the fight against global changes ■

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ZOOM  
ONSDG 7 at the heart of the group's ambition  
for the last 20 years

As an oil and gas producer for almost a century, Total is one of the leading international oil and gas companies and is a major player in low-carbon energy, working on five continents and in more than 130 countries. As an integrated energy group and one of the largest in the world, Total is committed to its economic and social mission: as a stakeholder and a beneficiary of economic globalisation, it wants to make its success a vector of progress to benefit as many people as possible.

### Redefining energy activities in view of SDG 7

Shortly before the official adoption of the SDGs, Total had already begun to reflect internally on how to respond to long-term energy challenges. Launched in 2015, this project has defined the Group's 20-year ambition to **become the leading energy producer** by helping to provide more affordable, **more widely available and cleaner energy to as many people as possible**. To accomplish this, the Group has set itself priority areas of focus and objectives: integrating climate into its strategy, gradually reducing the carbon intensity of activities and developing low-carbon businesses which will make up 20% of the portfolio within 20 years. Anxious to report on its progress, Total became the first oil company to publish an annual climate report in 2016.

After the adoption of the SDGs, Total quickly committed to contributing to their success, considering this to be an opportunity to better measure and promote its overall contribution to society. The Group has begun to prioritise its actions with regard to the most significant SDGs for its activities. Total is directly concerned by SDG 7, which is at the heart of the Group's ambition, and also by SDG 13 on climate.

By positioning itself within the gas/electricity value chain, Total invests in new businesses to develop a range of low-carbon, reliable, available and affordable solutions (**target 7.1**) by supporting the substitution of coal for gas in power generation, promoting the development of renewable energies in electricity generation and developing modern energy infrastructures in different geographic areas.

Having recently announced its intention to buy Direct Energie in France, Total has confirmed its ambition to achieve 10 GW of electricity generation based on gas or renewable energy (**target 7.2**). Through its Sunpower, Total Solar and Eren Total subsidiaries, the Group is positioned across the renewable value chain. By positioning itself as a distributor of green electricity and natural gas to private customers in Europe (Lampiris, Total Spring), Total promotes the integration of renewable electricity on the grid.

The development of renewables also includes bioenergy. As a leader in the biofuel markets and the leading distributor in Europe, Total promotes the development of biofuels as an alternative to traditional fuels. With regard to energy efficiency (target 7.3), the Group supports its customers in Europe, Africa and the Middle East with three areas of focus: energy intensity (target 7.3), energy cost and carbon intensity.

In 2017, the Global Compact named Total's CEO, Patrick Pouyanné, as an SDG Pioneer for his commitment to developing partnerships and investing in low-carbon energy. Total takes an active part in sharing and encouraging the appropriation of SDGs, particularly within the oil industry, by presenting and discussing its approach with its peers and various stakeholders to encourage them to take action.

### SDG 7, a driving force behind action regarding the other SDGs

For Total, taking action to achieve SDG 7 means taking action to achieve several SDGs, including SDG 9 (industry, innovation and infrastructure) through the development of modern energy solutions for developing countries (for example, the development of an LNG terminal off the Côte d'Ivoire to create a regional import hub). It is also taking action to create jobs (SDG 8 on decent work and growth) for channel partners of decentralised energy solutions (lamps and solar kits) from the Total Access to Energy programme: launched in 2010 for emerging countries, the programme has helped to improve the daily lives of 10 million people. The development of 100 energy-efficient products and services via its TotalEcosolutions label enables customers to reduce their environmental impact (SDGs 3, 12, 14, 15) and reduced its customers' CO<sub>2</sub> emissions by an equivalent of 1.85 metric tonnes in 2017 (SDG 13) ■

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## The Nice Côte d'Azur Chamber of Commerce and Industry : a CCI committed to sustainable, low-energy regions



### An engaged region with engaged stakeholders

The Côte d'Azur has been committed to developing its business model over the last ten years to become a "green and sustainable economy", producing and consuming safer, more competitively priced energy while reducing its environmental impact.

The Nice Côte d'Azur Chamber of Commerce and Industry (NCA CCI), which supports all companies in the region, works to highlight talent and to facilitate the roll-out of innovative projects so that opportunities can be shared and recognised in the Alpes-Maritimes department and beyond and to help companies to better structure their activities and collaborations.

### The energy transition and SDG 7: an opportunity to understand and coordinate

Following the high number of blackouts which have had an impact on the Alpes-Maritimes department at the beginning of the 2010s, the Nice Côte d'Azur CCI has focused on energy efficiency as a priority area for action. Initiatives have therefore been implemented to reduce the risks associated with low local energy production and the weaknesses of the electricity networks. A number of projects have been launched with regard to supply and demand to support this transformation.

In terms of the energy demand, for companies within its region, information and support have been provided and networking initiatives have been launched to support economic stakeholders to optimise their energy consumption (energy service companies, audits, support for the implementation of energy performance contracts, an "entrepreneurs' club", etc.).

In terms of energy products and services for energy sector stakeholders, long-term support is offered to different stakeholders: structuring, developing their offerings and supporting and orienting them towards emerging markets to facilitate the roll-out of these

solutions. The creation of groups of companies by sector is a strong area of focus of the NCA CCI's work (Côte d'Azur Smart Grids Club, Energy Efficiency and Renewable Energy Group) along with the setting up of collectives and directories to encourage discussions between supply and demand stakeholders and to encourage local companies to innovate.

### The importance of enhancing the visibility of issues to support the transition

The work of the NCA CCI and its partners aims to give national companies safer and more economically attractive access to low-carbon green energy.

This could be facilitated if energy efficiency approaches were better known and better perceived by companies, for whom energy is rarely a priority and which run the risk of being subject to probable future increases in energy prices and possible network failures.

This work must be accompanied by significant economic and environmental monitoring to prove the relevance of this transition and to encourage more stakeholders to engage ■

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## The Syndicat des Énergies Renouvelables, working to achieve SDG 7



**Never before has humanity been faced with such a climate emergency.** According to the World Meteorological Organisation, 16 of the 17 warmest years on record since 1880 have occurred in the 21st century. 2017 was the second warmest year, just after 2015. The scale of climate change is felt around the world, having an impact not only on the global economy but also, and more importantly, on the lives of millions of people: recurrent hurricanes, extreme rainfall, floods, droughts, record numbers of forest fires, migration of climate refugees, rising sea levels threatening island states and coastal populations and more.

The other concerning observation is that CO2 emissions, which had plateaued in 2014, 2015 and 2016, increased in 2017.

The roll-out of solutions to mitigate climate change and the development of renewable energies must therefore be accelerated. That is the aim of the Syndicat des énergies renouvelables français or SER (French Renewable Energy Union) which brings together all the economic and industrial stakeholders within the region's renewable energy sector and fully endorses SDG 7: "ensure access to affordable, reliable, sustainable and modern energy for all". This goal is the goal of the SER's 380 members which include large energy companies, medium-sized companies, SMEs, research centres and clusters.

This is why, at a time when France is preparing its long-term energy programme, which is to be the subject of a decree at the end of the year, and which is, until 30 June 2018, the subject of a public debate open to all citizens, the SER and its various committees suggest going beyond the target (32%) of the Energy Transition Act for Green Growth, passed in 2015 by the French Parliament, to focus on the country's renewable energy targets for 2030.

**The SER therefore proposes an energy mix consisting of 41% renewable energy in 2030.** Although this target may seem ambitious, it is still realistic. France has particularly plentiful renewable resources with three wind regimes, numerous rivers, sunshine, a forest covering a third of the country, abundant geothermal deposits, the second largest maritime area in the world and more.

What's more, renewable energy becomes more competitive every year, offering no-carbon solutions for heating, transport and electricity at increasingly affordable prices. Between 2009 and 2015, the price of solar panels fell 80% and the price per kWh continues to drop. The results of the most recent calls for tender for ground solar (55 EUR/MWh) and onshore wind energy (65 EUR/MWh) show that our country now has the capacity to develop projects at all levels which are competitive with other low-carbon means of production. Efforts to simplify procedures and accelerate the installation of such facilities will help to further reduce the cost per kWh. Despite a considerable decline in the price of fossil fuels over the last few years, domestic wood heating remains the most economical heating solution for households.

Abundant resources, dramatic reductions in prices, engagement of French stakeholders at national and international levels, encouragement from French citizens who favour renewable energy: all these factors have led the SER to propose more ambitious targets than those of the 2015 Act. It estimates that renewable energy could make up 41% of the country's energy mix in 2030: renewable heat could represent 41% of our final consumption (38% by law), renewable electricity could represent 54% (40% by law), renewable gas could represent 30% (10% by law), with biofuel objectives remaining at the same level as those proposed by the law (15%).

With renewable energy accounting for 16% of the energy mix by the end of 2016, the renewable energy sector employed some 100,000 people. Based on the targets of the Energy Transition Act, the ADEME or Agence de l'Environnement et de la Maîtrise de l'Énergie (Agency for the Environment and Energy Management) estimated that more than 200,000 jobs could be created. The additional 9% of renewable energy proposed by the SER would encourage the development of powerful industrial channels, offering a wealth of jobs in a wide range of professions across France ■

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## Conclusion

“SDG 7 engages and invites each of us to question ourselves and to envision a form of "energy social responsibility" which should be developed jointly and collectively.”

SDG 7 makes reference to a wide range of challenges and issues which highlight the need for a global, systemic and multi-stakeholder approach. SDG 7 engages and invites each of us to question ourselves and to envision a form of "energy social responsibility" which should be developed jointly and collectively. At a global level, along with the issue of access to energy which has already been mentioned in the introduction, the share of renewable energy in terms of final energy consumption is modestly increasing (17.5% in 2010 to 18.3% in 2014).

Primary energy intensity also improved 2.1 percent year-on-year from 2012 to 2014, but this hasn't led to the world being on target to double its rate of energy efficiency by 2030 (target 7.3)<sup>84</sup>. The future will depend essentially on the genuine political will of countries to make choices which are compatible with SDG 7 and on the support and commitment of non-state stakeholders to bring about change and influence political decisions. This is even more important when considering other international agendas, especially the climate agenda and the new urban agenda

### Regions, non-state stakeholders and citizens at the heart of the challenge of implementation

Beyond the necessary consideration at a national level to initiate essential changes, work must be implemented at a regional level. In France, public authorities and politicians at a local level are well-informed but action must be stepped up further. A recent report by the CESE concludes that to play a key role in the energy transition, the regions and the public institutions of inter-municipal cooperation need dedicated, sustainable means and the communities in charge of the Regional Air-Energy Climate Plan must have a greater capacity to guide and manage the development of energy networks in their respective regions<sup>85</sup>. The same report highlights the importance of the role and engagement of SMEs in the energy transition and of vocational training, which must be anticipated to address the gaps observed in many regions.

Civil society stakeholders are also engaged and there are now many coalitions with an increasing number of voluntary initiatives. However, many stakeholders and citizens are still very often unaware of the real link between their energy future and the economic, social and environmental realities of our energy model. A calm, transparent and long-term approach must be implemented with a strong focus on neutrality, education, awareness, communication and inclusiveness. This is a prerequisite for reaching a national consensus on the energy transition, including nuclear energy, to clarify the objectives in a coherent way.

84. ONU, 2017, <https://unstats.un.org/sdgs/files/report/2017/secretary-general-sdg-report-2017--FR.pdf>

85. *Opinion on the implementation of the Energy Transition Act for Green Growth*, CESE, February 2018. [http://www.lecese.fr/sites/default/files/pdf/Avis/2018/2018\\_04\\_Joi\\_transition\\_energetique.pdf](http://www.lecese.fr/sites/default/files/pdf/Avis/2018/2018_04_Joi_transition_energetique.pdf)



## Energy conservation, energy efficiency, renewable energy and social responsibility: essential preliminaries

One of the most frequently made recommendations to accelerate the achievement of RE objectives is the reduction of administrative burdens which lead to very long roll-out times in France (much longer than in other EU countries)<sup>86</sup>. Indeed, despite indisputable progress, France is not on track to achieve the objectives which have been set. It will need to rapidly increase RE efforts to reach 32% in 2030<sup>87</sup>. In terms of energy efficiency, energy renovation objectives are far from being achieved within the housing and tertiary sectors<sup>88</sup>. The issue of transport must also become a priority. Achieving the stated energy transition objectives seems possible, but financial, human and organisational resources must be increased to become consistent with the stated ambition.

## Implementing the SDG to demonstrate its targets and to call for action

The accounts in this chapter are all realities which must be taken into account if we are to achieve the targets of SDG 7 in France and internationally. We will also mention examples of European projects carried out by ENERGIES 2050 in France and around the world which demonstrate the SDG's targets and call for action: (i) Trust EPC South, which aims to improve the energy efficiency of the third sector in Southern European countries and (ii) the Nearly Zero Energy Hotels project (neZEH<sup>89</sup>) which has accelerated the renovation rate of hotels focused on energetic excellence and the Progres Lait (Milk Progress) project, in Senegal and Mauritania, which promotes the use of renewable energy to develop the value chain of the milk sector.

Citizen awareness plays a decisive role in the successful transition of our societies. To adapt their lifestyle and to adjust their choices as consumers, they must be able to establish a direct link between global challenges and their daily lives. ENERGIES 2050 is committed to this, as part of the European project Citizens for Energy Transition (C4ET), by developing an educational approach which is suited to everyone. Beyond the examples mentioned above, achieving SDG 7 requires a radical paradigm shift, the development of a real culture of monitoring the performance of decisions and its implementation to achieve international standards in terms of measurements, reporting and auditing. It's also a matter of developing trust and transparency, criteria which are on the agenda at all international, regional and local levels ■

86. CESE, 2018, OCDE 2016, .

87. [http://www.lemonde.fr/planete/article/2018/02/08/la-france-peut-elle-rattraper-son-retard-dans-les-renouvelables\\_5253487\\_3244.html](http://www.lemonde.fr/planete/article/2018/02/08/la-france-peut-elle-rattraper-son-retard-dans-les-renouvelables_5253487_3244.html)

88. CESE 2017.

89. neZEH : The European initiative Nearly Zero Energy Hotels

**ODD 11****Make cities and human settlements inclusive, safe, resilient and sustainable***Written by Vivapolis*

**Our world is increasingly urban: today 3.5 billion people or 50% of the population live in towns and cities and between 2000 and 2050, more than 3 billion new inhabitants will move to towns and cities which will then be home to two-thirds of the global population. The need for urban services is therefore considerable and the requirements in terms of the quality of services and environmental protection, particularly at a European level, require significant investments. Major public and private operators must respond within the framework of local governance and with a global vision of urban development.**

Whatever their size or location, towns and cities must all have the same objectives: providing each inhabitant with a better life, a protected environment and opportunities for economic, social, environmental and personal development. SDG 11 puts towns and cities and their communities at the heart of the international development agenda.

The title of SDG 11 is: "*Sustainable cities and communities*" with the explanatory subtitle "*Make cities and human settlements inclusive, safe, resilient and sustainable*".

SDG 11 has 7 themed targets:

- 11.1: Decent housing,
- 11.2: Transport services,
- 11.3: Sustainable urbanisation (planning + participation),
- 11.4: Heritage,
- 11.5: Natural and technological risks,
- 11.6: Air quality and waste management,
- 11.7: Green, public spaces,

and has 3 targets for implementation:

- 11.a: urban development planning for an environmental, economic and social balance between rural and urban areas.
- 11.b: integrated policies and plans towards a regional strategy for sustainable development with a strong focus on resilience,
- 11.c: international cooperation with least developed countries for sustainable and resilient buildings

### **A transverse SDG which responds to a multitude of issues:**

The concentration of the urban population puts cities at the heart of the major challenges facing our societies: poverty, climate change, health care, education, etc. SDG 11 is a transverse goal which responds to other SDGs:

- Inequalities (SDG 10): 828 million people currently live in slums and this number is continuing to grow;
- Energy (SDG 7) and pollution (SDGs 3, 5, 12, 14 and 15): towns and cities only represent 3% of the world's continental land mass but use 60% to 80% of the world's energy and produce 75% of carbon emissions;
- Resilience (SDGs 1, 11 and 13) to climate change (SDG 13) and natural disasters due to their high concentration of people and their location

## “ The sustainable city must be efficient with low-carbon buildings and ultra-smart equipment ”

SDG 11 is transverse because the city is home to the innovations brought about by the other SDGs - energy, the circular economy, mobility, integrated urban services, digital platforms, citizen participation, etc. and bears the greatest responsibility in terms of energy consumption. Digital technology has vastly increased the ability to integrate urban services, the effectiveness of which relies on the use of mass data which comes from multiple sensors scattered throughout the city or "worn" by its inhabitants (mobile phones, for example) and which can be shared between different services, making them increasingly interdependent. Towns and cities form an ecosystem which stimulates innovation, economic growth, development and prosperity, consumption and investments.

The message conveyed by this SDG is that the sustainable city must be efficient with low-carbon buildings and ultra-smart equipment, optimising consumption and providing residents with services which combine today's technological (local photovoltaic energy, wind energy, heat recovery of wastewater and data centres, geothermal energy, ocean thermal energy, etc.), digital (smart grids) and legal (right to self-consumption) innovations. This efficiency involves public, state and local and regional decision-makers to establish new practices in governance and users who must be encouraged to test out these new practices.

### The challenges of SDG 11 for French stakeholders

You will find accounts from French urban stakeholders over the next few pages. Firstly, communities: Grenoble and Loos-en-Gohelle; their work on urban development public policies (energy, construction, housing in terms of thermal renovation, mobility, economic development, etc) is directly linked to local stakeholders. The next few pages also feature a company which offers integrated services to build and adapt the sustainable city: Artélia. These new offerings can be designed and tested by universities: the university communities of Lille and Marne-la-Vallée. Creating a city is not only a question of public contracts and technical answers - it also entails establishing new governance and new models: experimentation. ENERGIES 2050 and R-URBAN experiment with new forms of governance and socially responsible urban practices by mobilising communities. French stakeholders work to address SDG 11 and the FNAU and ENERGIES 2050 help to share and spread this work at an international level.

ZOOM  
ONGrenoble, a city taking action  
for sustainable development

One of the tell-tale signs of Grenoble's concrete commitment to becoming a sustainable city is its Sustainable Development report, with a transverse organisation which focuses on 4 strategic areas (living in the city, supplying and feeding the city, living together and being an exemplary city).

The first part of the 2017 Sustainable Development report shows the innovations which the city is supporting in terms of housing<sup>1</sup>, "living together", food and even the exemplary nature of the city as an institution, which clearly identifies **Grenoble as a part of the movement of cities in transition.**

Its initiatives include innovative urban development as evidenced by the eco-neighbourhood of Bonne, inaugurated in 2010, the new urban neighbourhood of the Presqu'île and the future neighbourhoods of Flaubert and Esplanade, which have ambitious targets in terms of mobility, energy, health and comfort, water, waste and biodiversity. These targets were emphasised and documented in the briefs for developers, who were asked to be creative in their attempts to achieve them. In addition to these "new" neighbourhoods, the thermal renovation programme (particularly aimed at social housing, apartment buildings and private housing) continues thanks to the city's involvement in metropolitan projects (such as MurMr2 - support in terms of methodology and funding for private apartment buildings), national projects (Éco-Cité - a national programme) and European calls for projects (City-Zen, etc.).

**Developing a city means developing a beautifully green city too.** To achieve this, in April 2017, the municipality launched its plan to plant 5,000 trees by 2020, reflecting on the species planted and their diversification, the management of allergenic risks and their adaptation to the climate. The city also undertook an initial assessment of the roofs and walls to be covered in plants and greenery. A 2015 participatory budgeting project has also been put into action: covering the roof terrace of the Hoche car park with plants (flower pots managed by local residents) along with walls at 3 schools.

### Leaning on the local community of residents

Another of Grenoble's strengths lies in **the way in which citizens can become stakeholders at a local level**: local awareness-raising events, consultations on development projects and suggestions for projects with participatory budgeting, etc. Indeed, the participatory budgeting policy which has been implemented over the past 3 years to fund socially responsible projects has seen some 128 projects being proposed in 2017, 32 of which were shortlisted by the 900 residents who came to "Project Hive". Any Grenoble resident over the age of 16 was able to vote for his or her favourite projects during the "One week to vote" campaign from 10 to 14 October 2017. Since the 2015 edition, various initiatives have been launched: a collective chicken coop in the Abry neighbourhood, the green theatre in Parc Bachelard, a climbing wall by the riverbank, the "Dragon" wooden structure in Place Saint-Bruno and Grenoble CivicLab, to which everyone can contribute, helping to invent the digital services of tomorrow's city with support from teams of citizens, developers, students, associations, entrepreneurs, artists and anyone who takes an interest.

All the initiatives which are supported by municipal policies, in conjunction with the city's partners, are implemented as part of the Air-Energy-Climate Plan, which was passed in June 2016 (three-quarters of the measures were implemented as of 2017), and have contributed to the Cit'ergie certification.

**An idea to make progress regarding SDG 11: The Sustainable Development report is a summary of projects which demonstrates the relevance of the City of Grenoble's initiatives in response to the challenges of the 17 SDGs and SDG 11 in particular. It is therefore a document which should be linked to the SDGs as an international frame of reference for assessment ■**

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ZOOM  
ON

## Loos-en-Gohelle, shared local culture and the environmental transition: a driver for regional development



Loos-en-Gohelle, a town in the mining area of Pas-de-Calais which was hit hard by the coal crisis, has become a pilot town of sustainable development, with its elected representatives, residents, companies and associations mobilising to support initiatives concerning the region's environmental transition which also recognise its local culture as a mining area with UNESCO World Heritage status.

This is embodied by the town's slag heaps, veritable islands of biodiversity which are ideal for Sunday strolls - and economic development. Today Base 11/19, two slag heaps and old mining buildings which have been preserved and opened to the public, has become a sustainable development hub, with various initiatives developing there. Far from being a town which functions as a self-contained unit, Loos-en-Gohelle's development shows that each town, each city and each region can find the resources to undertake environmental transition projects to address climate change, drawing on lessons from the past and focusing on the best of what today's modern world has to offer to develop a sustainable future for everyone's benefit.

**To ensure the relevance of the initiatives which are launched, an ambitious scheme for participation by local inhabitants was implemented, involving all stakeholders in the identification and launch of projects: this marked a departure from the existing model and offered a more gradual approach.**

This has led to the development of eco-construction (for social housing and municipal buildings) and, more generally, new methods with regard to urban development and the environment (rainwater infiltration, green belt, differentiated management of green spaces, etc.). Since 1997, nearly 146 new homes were built in a sustainable way. Rehabilitation campaigns have been launched for garden cities, former mining towns and public buildings to ensure that environmental standards will be met by 2050. The town hall has banned electric heating in new and renovated accommodation for the last fifteen years. In Le Chênelet, to the west of the town, where six wooden social housing units have been built, families receive annual heating bills for just 200 euros whilst their neighbours pay up to ten times more. Initially conducted on a piecemeal basis, these projects have gradually developed a coherent framework: as these projects have expanded, they have created gateways between different areas, bringing a truly transverse nature to the municipality's management.

At the same time, the political project was inspired by in-depth reflection on the need to provide the region and its inhabitants with a new outlook. In practice, this has seen the transformation of a region which had been battered by the unsustainable development of mining into a sustainable development model and a driving force in terms of technological and economic innovation, as Base 11/19 demonstrates with its recycling technology competitiveness cluster, solar research and development platform and eco-construction cluster. Energy bills have been reduced by 90% and nearly 350 green jobs have been created in a town with 18% unemployment.

In terms of action and results, the overall strategy of Loos-en-Gohelle clearly illustrates SDG 11. However, local politicians and inhabitants don't use the SDGs as a framework. Although everyone has a good intellectual understanding of the issues, when launching the projects, the words and wording were chosen spontaneously, closely connected to the challenges and issues themselves, without looking for any connection with an external frame of reference. Besides, these frames of reference didn't exist 30 years ago. Although Loos-en-Gohelle proves that the SDGs can be transformed into action, the town has not chosen to assess its initiatives in terms of the 17 SDGs and their 169 targets.

**Today, the SDGs could serve as a framework for assessment, making it easier to compare with other cities or even to roll out solutions implemented by Loos-en-Gohelle elsewhere. This is an area of focus for the city and the ADEME which requires a range of new indicators which are easy to support or existing indicators which are part of national frameworks (renewable energy, instability, etc.). But any further work remains complicated, given the difficulties of ensuring citizen participation, based on voluntary activism, and the leitmotif of innovation regarding complex public policies which must also contend with a very harsh financial reality in terms of recruiting and paying for the skills required ■**

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ZOOM  
ON**Artélia Ville & Transport: A digital platform to bring together the stakeholders of a sustainable project**

Developed by ARTELIA Ville & Transport in partnership with a group of companies, Santiago Des3aDo® is a digital 3D model which simulates a real urban development project. ARTELIA was the authorised representative of the initiative, in partnership with Veolia, Architecture Studio, Arte Charpentier and Siradel. The result of a two-party agreement signed in March 2014 by the City of Santiago and ARTELIA - the representative of the association behind the initiative - the prototype project received 2 million euros of funding from the French state as part of FASEP<sup>90</sup> – Green Innovation.

This innovative tool to support the designing and decision-making processes of sustainable cities was delivered to Santiago, Chile in June 2015. The 3D simulator is one of two projects chosen by the French Ministry of International Trade to illustrate "French expertise in high-quality urban living". Santiago Deseado is part of Vivapolis' approach to promote the French industry's technical solutions for sustainable cities.

**There are numerous innovations for the sustainable city, mobilising different communities.** For the professional community, this was a technological feat made possible by the combination of 3D data production, the integration of significant amounts of information from various sources, the visualisation of the urban development project and the creation of 3D real-time navigation which was optimised to present the solutions. The tool has been designed so that users can enjoy an informative and fun experience; it's a way to communicate and work together on projects in a more immersive way. For the technical services community of the city of Santiago, this project provided a comprehensive view of urban planning and all its component parts: mobility, public infrastructure, sanitation, water, waste, energy, telecommunications, social distribution of residents, etc. All this was compiled to create a 3D interactive map, which in turn became a platform for inter-departmental dialogue. Overall, the tool provided a shared visualisation of the different stages of a sustainable city: identifying issues and challenges, comparing cities between themselves, finding solutions to optimise urban development, creating integrated and sustainable urban development projects and the thematic cataloguing of companies.

The Santiago Deseado simulator is a **platform which helps elected officials to come up with responsible policies.** It enables the creation of participatory projects between elected officials and citizens to design a sustainable, smart city which integrates new technologies. Carolina Toha, who was then Mayor of Santiago in Chile, opened the simulator to the general

public, with the online launch of the "scan" part of the simulator. Chilean elected officials and citizens were able to find out more about their city's performance to better understand the priority issues requiring action. The 3D interactive walk in the simulator helps to examine the city's performance of the past and in the modern era and provides all the elements required to develop a sustainable and inclusive urban development policy.

In terms of impact, the project was assessed based on a shared framework: with 12 months spent designing the tool (including 6 months in Santiago), 3 scales of analysis (city, neighbourhood, building), 11 key insights (urban density, social equity, economy and employment, connectivity, cultural identity, urban greenery, use of resources, quality of life, risks and climate change, citizen security, sustainable mobility), 70 mapped indicators to diagnose Santiago's performance, 40 packages of solutions and 130 companies offering more than 200 products.

The city of Santiago was used as an experiment to strengthen the simulator. For ARTELIA and its partners, Santiago Deseado demonstrated the prospects of a roll-out in several major cities in France and further afield which would export French know-how in terms of urban planning, architecture, services and technologies. With this in mind, the framework for projects launched by the first version could now be reviewed in view of the SDGs or even in view of the impact of SDG 11.

**Adapting the tool to ensure its compatibility with the SDGs by the consortium of ARTELIA Ville&Transport, Veolia, Architecture Studio, Arte Charpentier and Siradel would transform it into a generic tool which could be replicated in regions linking their own urban development policies to the SDGs ■**

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90. Fonds d'Etude et d'Aide au Secteur Privé (Private Sector Study and Assistance Fund)



## ZOOM ON

### ComUE Lille Nord de France: university campuses - where the third industrial revolution comes to life

Launched in 2014, the "Towards Zero Carbon Campuses" initiative, supported by the Lille Nord de France Community of Universities and Institutions (ComUE LNF) in the Nord-Pas-de-Calais region, aims to transform regional campuses into models of the sustainable, smart and participatory city.

#### Rev3, the third industrial revolution in Hauts-de-France

The Hauts-de-France region has been working towards the Third Industrial Revolution since 2013, with the aim of transforming the regional economy to make this region one of the most advanced in Europe in terms of the energy transition. Universities and schools were immediately included in the Rev3 dynamic as places to demonstrate this revolution, with multiple projects presenting a systemic approach, taking into account the university site, its heritage, its integration in the region and, of course, its teaching and research.

#### The challenge of mobility

Since 2014, the Lille Nord de France Community of Universities and Institutions has been involved in the "Campus Urban Mobility" project which focuses on air quality, health and well-being and reducing GHG emissions. Travel between students' and staff's homes/places of study and students' and staff's homes/jobs are responsible for 80% of ComUE's GHG emissions. However, current student behaviour presages the mobility habits of students' personal and professional lives in the future and outlines the mobility changes to come for tomorrow's society. In addition, on regional campuses, some issues are comparable to those of neighbourhoods, business parks or even small communities. Using this diagnosis, an action plan was rolled out to reduce car travel, combining regional collective action and individual demonstrative action. Initiatives include a soon-to-be car-free campus at the University of Lille, thanks to alternatives (bike ecosystem, self-service scooters, etc.), the practical application of research work on electrical mobility, experiments in collaboration with start-ups and more.

#### The energy transition: experimentation on campus

With their zero-carbon focus, university management aims to develop these campuses to become prototypes of a mini-city which is not dependent on fossil fuels. Flagship projects for energy management, renovation and positive energy construction<sup>91</sup> in several universities and schools directly address Rev3 and its focus on energy production and energy efficiency and are examples of technological innovation whilst providing students with learning tools. The Live Tree programme of the Catholic University of Lille, for example, aims to reach carbon neutrality in 2022 on its main campus. Le Rizomme, a positive energy prototype building, is an ideal site for experimentation and to promote energy-sharing at a neighbourhood level.

The work on the sustainable city predates the creation of the SDGs, but the scope of the SDGs strengthens the approach of the Zero Carbon Campus programme. **This commitment to the Third Industrial Revolution and sustainable development by regional universities and higher education institutions includes contributions to the following targets of SDG 11: 11.2 (transport), 11.3 (capacities for planning and participatory, integrated and sustainable management), 11.6 (air quality and waste management).** The transition to sustainable campuses, which welcome younger generations and are therefore crucial urban links for a more widespread transition to the sustainable city, is a long-term but essential initiative ■

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91. *Batiment à énergie positive*

ZOOM ON

**R-URBAN: a network of urban resilient hubs as a driving force behind a socially responsible environmental transition**



R-Urban is one of the projects of AAA, a self-managed architectural workshop, association and collective platform for exploration, action and research on urban changes and emerging cultural, social and political practices of the contemporary city.

Launched in 2008, R-URBAN has come up with a range of environmental and civic practices which use urban and rural land, whether reversibly or irreversibly, to promote the development of local networks, environmental, economic and social short circuits and the sharing of collaborative and socially responsible practices (urban agriculture, composting, recycling, etc.). Residents can their way of life and how they live and work in a sustainable way and develop resilient collective practices.

Several pilot projects have been developed in Colombes, Bagneux and Genevilliers, with recycling and eco-construction units and civic urban agricultural units being used for an experimental micro-farm, collective gardens, educational and cultural spaces, energy production systems, composting and rainwater harvesting.

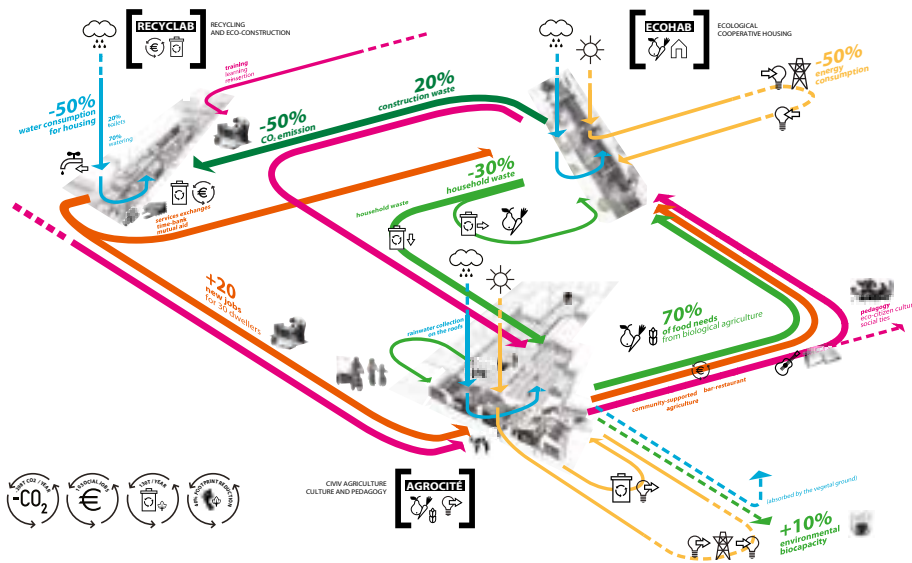
R-Urban responds to the priorities mentioned in a number of the targets of SDG 11, including 11.3 (developing/ensuring water infiltration of soils and increased biocapacity), 11.3.2 (participation structure), 11.4.1 (expenditure to preserve, protect and even strengthen the natural and cultural heritage of the areas in which it works), 11.6.1 (increased

capacities to reduce, reuse, manage and recycle solid urban waste), 11.c.1 (methodological assistance for less advanced countries - Senegal, Congo).

R-Urban's strategy, focused on fighting against global warming, the loss of biodiversity, pollution, etc., requires long-term work to ensure R-Urban's transformation within a sustainable, socially responsible movement, particularly by means of development at a regional level and in different areas of France and Europe to enable it to explore the specific nature of each level (networks, synergies, etc.).

There are plans to use the 2030 Agenda to compare, assess and review the specific objectives of R-Urban's strategy with other similar strategies and projects to improve R-Urban's strategy and to inspire other project leaders with R-Urban's methodology and socially responsible approach to the environmental transition. In addition, particular attention will be paid to preserving the multidimensional and transdisciplinary nature of the approach to ensure transverse action regarding the different areas of focus of the SDGs ■

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> R-URBAN : urban resilience units, local stakeholders and short circuits.

ZOOM  
ON

## ENERGIES 2050: sustainable cities and communities, a world of opportunities and a requirement for success in an urban world



ENERGIES 2050 is an association with members of sixty different nationalities and works in more than thirty countries. The association is committed to the implementation of the "Great Transition", including climate change, the implementation of sustainable development, the energy transition, sustainable cities and regions and development of a more humane, diverse and socially responsible society which works for peace and respects humanity's common good.

ENERGIES 2050 supports states, regions and cities to develop and implement their sustainable agenda, is a member of various international bodies (Habitat III, UNCAC, 10YFP<sup>92</sup>, UCLGA, IFDD/OIF<sup>93</sup>, UN-Habitat, UNEP, etc.) and is very active in Africa and the Mediterranean.

The SDGs are at the heart of ENERGIES 2050's social objective, particularly SDG 11. In any event, responses cannot only be political or technical. The built environment must be based on a systemic approach which must also be socially responsible, inclusive and participatory. The aim is to strengthen multi-stakeholder governance by involving local populations and stakeholders as much as possible in the collective development of the regions' future. Lastly, action must be accompanied by ethical and socially responsible reflection on the major challenges which currently face and will face regions here and further afield. Detailed work on shared indicators at national and international levels is ongoing and remains essential.

ENERGIES 2050's work responds directly to SDG 11 (making cities and human settlements accessible to all, resilient and sustainable), particularly target 11.b, which aims, by 2020, to substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, etc. Through its work towards this SDG, ENERGIES 2050 also contributes directly to SDG 7 (sustainable energy) and SDG 13 (climate) for the implementation of the Paris Agreement.

### Tomorrow: breaking down barriers and strengthening the existing dynamics

In France and internationally, incredibly diverse networks show that there is a genuine understanding of the challenges along with significant opportunities and a real desire to take action. However, the understanding of the different international and national agendas is very fragmented and a more integrated approach remains to be developed to prevent a plethora of initiatives from harming the necessary transparency of the decisions and measures which have been and continue to be implemented. The obvious complexity of measuring the performance of regional decisions and the conditions to ensure a wide range of initiatives in different contexts remain major challenges. This work is at the heart of ENERGIES 2050's plan of action and the association advocates for a new approach to partnerships to address the challenges faced.

**The local level is the strategic level of action but there are considerable challenges in aligning political discourse with the reality of implementation. The regional ownership of the SDGs depends on the capacities of local communities to tackle the issue in a systemic way and innovative governance to provide regions with the resources (human, financial, decision-making) ■**

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92. 10YFP: The 10-year framework of programmes on sustainable consumption and production pattern

93. IFDD : Institut de la Francophonie pour le Développement Durable (Francophone Institute for Sustainable Development) /OIF: Organisation Internationale de la Francophonie (Francophone International Organisation)



ZOOM  
ONUrban planning agencies:  
representing regions in international debates

**The Fédération Nationale des Agences d'Urbanisme (National Federation of Urban Planning Agencies) is an association of elected officials and professionals which brings together some fifty public bodies to study and reflect on the development of large French cities, involving communities, the state and other public partners in urban development.**

The FNAU's technical network brings together over 1,500 urban development professionals, focused on their local situations. It takes a position in major national and European debates on urban development policies and the future of cities. It has been involved for several years in international bodies for sustainable development and cities (including UN-Habitat and the World Urban Campaign).

Since 2016, the SDGs have been progressively integrated into the FNAU's international projects, along with its approach to monitor and support local and regional authorities. For several years, the FNAU has worked to connect the monitoring approaches of agencies in urban areas (Métroscope, Observagglo, etc.) which provide indicators and analysis to measure regions' year-on-year engagement with regard to the different agendas for sustainable development (Agenda 21, SDGs, the New Urban Agenda, the Urban Agenda for the European Union, etc.).

The following are examples of contributions to SDG 11 targets.

**Target 11.3:** enhance sustainable urbanisation for all and capacities for participatory, integrated and sustainable human settlement planning: Every year, the FNAU's Urban and Landscaping Project organises a collaborative workshop in a region which is undertaking a redevelopment, urban development or land development project. More than twenty agency experts work on the ground with local stakeholders, comparing approaches, sharing their expertise and their ideas about an experimental region to help the local and regional authorities to make decisions.

**Targets 11.6 and 11.7:** reduce the adverse per capita environmental impact of cities (air and waste management) and provide universal access to safe, green and public spaces: The Métroscope project (September 2017) is based on regional monitoring of public and para-public engineering; it mobilises a community of specialists from urban planning agencies, cities and associations of elected representatives and provides a number of indicators to be used to monitor the implementation of the SDGs.

**Target 11.a:** Inter-regional solidarity: Work to ensure coherence between the various national and international texts is to be carried out, ensuring better readability and easier regional implementation. Some urban planning agencies have already taken initiatives in this regard, such as the urban planning agency of Lyon with the services of the town of Saint Fons, which compared local public action with the 17 SDGs, using the European Reference Framework of the Sustainable City (RFSC).

The FNAU wants to take part in international debates on the regional adoption of the SDGs. Its work includes: publishing a guide with the AFD on creating an urban planning agency, available in French, English, Spanish and soon to be available in Arabic; contributing to the Metropolitan and Territorial Planning Agencies global network (MTPA), created at the Habitat III conference (2016); organising an urban campus in Paris on "smart planning" to prepare for the Habitat III conference and an Urban Thinkers' Campus in Strasbourg on the subject of "International urban engagement vs local efforts"; organising two debates at the Urban Forum in Kuala Lumpur: one on mobilising urban planning agencies to take action on climate and the other on the digital transition for inclusive urban services.

**An idea for SDG 11: French elected officials have a different approach to impending urbanisation. In addition to the megacity model, France has developed a network of communities on a much more modest scale which are strongly interconnected in terms of transport and telecommunications. Digital development continues to strengthen this dual movement of the conservation of living environments at a community level and economic development at national and even international levels. This model for supervision and planning is a response to the SDGs which should be promoted on the international stage ■**

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## Conclusion

“ The priority is the establishment of open governance: a regional project involves decision-makers and project management and, increasingly, civil society ”

Having drawn up an overview of the French offering in terms of sustainable cities, Vivapolis makes recommendations at international, national and local levels to raise awareness among decision-makers. France's capacity to provide a comprehensive offering internationally must be based on the accumulated experience of sustainable cities. A poor response to SDG 11 would be isolated technical solutions with no change in practices, offering labels and certifications with distinct efficiency indicators, without an integrated approach to the issue of climate. Vivapolis promotes innovations which require behavioural changes and therefore real educational action.

### Two key words: innovating (together) and sharing (data)

**The priority is the establishment of open governance:** a regional project involves decision-makers and project management and, increasingly, civil society; this is embodied in the implementation of collaborative and digital strategies. Citizen cooperation helps to enhance public spaces and a region's economic appeal: allotment gardens, direct sales, recycling centres, cooperative crèches, pop-up markets, creative workshops, pop-up artistic initiatives. Citizens are asked to contribute their opinions and knowledge to better manage the city via tools for reporting problems in public spaces, participatory budgeting, inventories (of biodiversity) and assessments of spaces and infrastructures (taking disability access into account). Information about the "functioning" of regions must be available on open data platforms to create a vision of the city as an ecosystem.

### SDG 11: well-known and understood but not yet a frame of reference

**Discussions show that most organisations are aware of the SDGs and use them as a framework for their sustainable urban development strategies, as a sign that their initiatives are going in the right direction.** But acknowledgement of this often goes no further than a vague reference and, as it stands, few communities or companies have decided to develop their frames of reference for action to make them "SDG-compatible". Indeed, in many cases, sustainable action frameworks were implemented before the SDGs and most stakeholders fear that changing the frame of reference could have a negative impact on momentum (which was initially difficult to develop, as a result of trying to convince all the partners involved). The shared conclusion is that the SDGs' framework, which consists of statements of goals, recommendations and requirements, appears to be insufficiently operational in view of the operational issues of the sustainable city. The recommendation is therefore to use frames of reference which have already been adopted by stakeholders as a starting point and to include overt references to the SDGs in these frames of reference.

## Transforming the appropriation of SDG 11 by making direct references to it in companies' CSR reports and communities' sustainable development reports

SDGs can be included in companies' CSR policies. In June 2016, the UN Secretary-General, opening the summit of Global Compact leaders, said that "governments and the private sector must align their investment and infrastructure decisions with the SDGs". Global Compact and Global Reporting Initiative then launched the "SDG Reporting" platform, relayed in France by Global Compact France. It is now up to professional organisations to publicise this platform to engage the companies which are involved in the development of the sustainable city and which are therefore directly concerned by SDG 11.

Appropriation of the SDGs by the local and regional authorities requires them to be taken into account in sustainable development reports, strategic documents, regional plans for public policy (SRADDET, PCET, Agenda 21, etc.) and urban planning documents. The drafting of regional plans for development, sustainable development and regional equality (abbreviated to SRADDET in French) is an unmissable opportunity to take SDG 11 into account for three reasons. SRADDET are intended to be transverse because of their content: mobility, environmental coherence, climate, energy, waste, digital development. They involve many partners: other communities, CESER (Conseil économique, social et environnemental régional or Regional Economic, Social and Environmental Councils) and business advisory organisations. They are enforceable for territorial cohesion plans (abbreviated to SCOT in French) and urban transport plans (abbreviated to PDU in French). It is up to the federations of elected officials to make the SDGs a reference for the strategy and action of their members.

## The SDGs, the driving force behind the right to cities or the right to take action (in cities), a right to experiment

**It's a complicating factor when it comes to sustainable cities: the right to act. Associations refer to the right to the city, not in terms of using the city and its amenities, but in terms of the right to act here and now and to co-produce.** SDG 11 recognises and could strengthen and develop "urban laboratories", where new urban policy processes can be tested. The aim is therefore to ensure that the right to experiment becomes widespread by breaking down barriers between the "professional worlds" to promote interdisciplinarity, a culture of agility and adaptability and to foster interaction between researchers and civil society stakeholders. This entails involving residents, not just as users who can be consulted, but as stakeholders who collaborate effectively in the city's development (workshops, doing things together and not just talking, etc.). Digital technology makes it easier to do things together.

**In short,** the various discussions surrounding SDG 11 highlight:

- The right to experiment,
- Transposing the SDGs into national frameworks: Europe and France should transpose the legal and financial frameworks of our initiatives: we should change the contents of mandatory SD reports for municipalities with more than 50,000 inhabitants, companies' CSR reports and strategic and urban planning documents (SRADDET, SCOT, Intercommunal Local Urban Development Plans, etc.).
- The need to refer to the SDGs as an international assessment framework: if current action has not been undertaken using the SDGs as a reference, using the SDGs to assess this action will facilitate discussions between stakeholders and comparisons of strategies.



## SDG 12 Ensure sustainable production and consumption patterns

Written by 4D



- **12.1 and 12.2: achieve the sustainable management and efficient use of natural resources,**
- **12.3: reduce food losses,**
- **12.4: achieve the environmentally sound management of chemicals and significantly reduce their release to air, water and soil,**
- **12.5: reduce waste generation through prevention, recycling and reuse**
- **12.6: encourage companies to adopt sustainable practices and to integrate sustainability information into their reporting cycle,**
- **12.7: promote public procurement practices that are sustainable,**
- **12.8: ensure that people everywhere have the relevant information and awareness for sustainable development,**
- **12a, b, c - transverse target: to promote access to science and technology in developing countries, to promote sustainable tourism and to harmonise fiscal policies.**

### Establishing a new and shared industrial path

SDG 12 is key when it comes to redefining a development path, which is consistent with sustainable development. With SDG 2, which focuses on agriculture and food, most of the material elements to provide products and services is covered, as well as the causes of the major impacts on environmental and natural resources. This goal must be linked to the targets of SDGs 8 and 9, which respectively focus on the nature of economic growth and employment and sustainable industrialization, which benefits everyone.

**By developing consumers' capabilities to appreciate their actions in terms of sustainability, SDG 12 must lead to the creation of a dynamic in which the consumer sends an economic signal to producers and a political signal to public authorities.** However, we must note the weak development in terms of the consumer's role within this agenda. Therefore, attention should be devoted particularly to the implementation of target 12.8, and make it concern every consumer group.

Overall, the 2030 Agenda promotes shared development (SDG 9), which emphasises the importance of sustainable industrial development as a contribution to human development in general. For the least developed countries and emerging countries, the aim is to gain autonomy through the progressive development of an increasingly complex industrialisation, moving away from an economy based on natural resources, for the countries which have any. The model of shared industrial development must therefore lead to revise the definition of international competitiveness.

### Interdependence at the heart of the 2030 Agenda strategy

A preliminary study carried out by a United Nations organisation<sup>94</sup> underlined the importance of this goal, particularly because it is one of the goals most closely linked to all the other 2030 Agenda targets. An academic research<sup>95</sup> in Sweden has shown that SDG 12, with its various targets, should be the second priority for the roll-out of a national action plan, second to strengthening efficient institutions.

With its focus on saving resources and respect for environmental constraints, SDG 12 is related to SDG 13 on climate, SDG 14 on the ocean and SDG 15 on the terrestrial environment.

94. David Le Blanc, *Towards integration at last? The sustainable development goals as a network of targets*. DESA Working Paper No. 141 ST/ESA/2015/DWP/141. March 2015

95. Weitz, N., Carlsen, H., Nilsson, M. et al. *Towards systemic and contextual priority setting for implementing the 2030 Agenda*, *Sustain Sci* (2017). <https://doi.org/10.1007/s11625-017-0470-0>

## “ By developing consumers' capabilities to appreciate their actions in terms of sustainability ”

Through its implementation together with SDG 8 on decent work for all and SDG 9 on infrastructure and industrialisation, it contributes to the fight against poverty; its benefits of the implementation of SDG 4 on education, SDG 5 on women's empowerment; it contributes to SDG 3 on health and while benefiting of a healthy population.

It contributes to SDG 16 for peaceful societies, by avoiding conflicts over resources, and contributes to SDG 17 on partnerships, helping to achieve the 2030 Agenda by combining consumption and production.

Conversely, the concept of sustainability by which the patterns of production and consumption must abide is established by achieving the targets on health, decent work for all, water quality, access to resources for all.

### Hesitant national implementation and silos approaches

In France, at the time of writing this report, the government published a *Roadmap for the Circular Economy*<sup>96</sup> on 23 April 2018, after a consultation process. This roadmap of 50 measures should help to develop a new dynamic both for consumers and producers in terms of managing and recycling raw materials. While it should contribute to most of the targets of SDG 12, it does not set quantified goals and will require the mobilisation of producers, consumers and public-sector procurement for its effective implementation.

Industrial stakeholders, particularly their professional associations, were quick to embrace the 2030 Agenda. Since 2016, Global Compact has published *SDG Compass*<sup>97</sup> which deciphers the 2030 Agenda and suggests a method to assess contributions. In the same year, B&L Evolution, Global Compact France, the CNCDH and 4D published a *Practical Guide to Implementing the SDGs for Companies*<sup>98</sup>. The company must cross-reference its activity and strategy with the complex network of 169 targets, beyond the assessments of data presented in static format.

Civil society, particularly through its associations, is taking action to achieve the targets of SDG 12, in terms of waste, food loss, the use of chemicals and consumer information. Nevertheless, this is rarely seen as part of a systemic programme. Conversely, stakeholders taking action relevant to the 2030 Agenda reflect very little on the contribution of their activities to the targets of SDG 12.

96. <https://www.ecologique-solidaire.gouv.fr/economie-circulaire-50-mesures-changer-modele>

97. <https://sdgcompass.org/>

98. <http://bl-evolution.com/etudes/guide-pratique-objectifs-developpement-durable-entreprises-2016/>

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## The circular economy



ORÉE has focused on the subject of the circular economy for more than 10 years. It is one of its three priorities. As a multi-stakeholder association, it naturally works towards SDG 12 which aims to ensure that "people everywhere have the relevant information and awareness for sustainable development" (target 12.8).

An initiative which can be achieved by the acculturation of circular economy stakeholders. That's what ORÉE offers its members, particularly with its "Circular economy: value creation and local involvement" working group and its three Trade Clubs for deconstruction, waste management in establishments which welcome the public and recycling foam and textiles. This work also reaches a much wider audience because it gives rise to deliverables which are accessible to all.

### Why the circular economy?

The circular economy's foundations are designed to make real changes in the way we produce and consume. They encourage more efficient use and extraction of resources, limited waste production and extended product lives. The resulting measures, such as recycling more as a first step or prioritising the use rather than the sale of products, make it possible to address the need to "substantially reduce waste generation through prevention, reduction, recycling, and reuse", as mentioned by target 5 of SDG 12.

In 2016, the need to "substantially reduce waste generation" targeted by SDG 12 led to the development of the FRIVEP® or Filière de Réemploi et de Recyclage Industrielle des Vêtements Professionnels (Industrial Reuse and Recycling of Professional Clothing) project. Previously, there had been no structured sector in France which dealt with professional clothing, as is the case for household textile waste. ORÉE coordinated the initiative within its Trade Club for recycling foam and textiles alongside organisations including the SNCF, the Post Office, the City of Paris and the French Ministries of the Interior and the Armed Forces. After a technical and financial feasibility study and the preparation of a pre-industrial prototype, the FRIVEP® project is currently entering its operational phase with the creation of an experimental sorting centre.

### Benefitting from industrial and regional ecology

When SDG 12 encourages stakeholders to "achieve sustainable management and efficient use of natural resources" (target 12.2), the use of the synergies which industrial and regional ecology (abbreviated to EIT in French) can provide by turning certain sectors' waste into resources for others seems particularly relevant.

Indeed, ORÉE has been chosen to provide information on one of SDG 12's monitoring indicators in France as part of an initiative to map all the EIT processes within the country. In line with target 6, this measure contributes to the requirement to "encourage companies, especially large and trans-national companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle". Companies and stakeholders cannot commit to new practices without reliable assessment tools. We have worked with research partners, specialist agencies and experimental regions to develop a new framework for assessment: ELIPSE.

The assessment tool is for EIT initiative facilitators and provides them with a self-assessment framework, while giving them the means to take further action. ELIPSE is also relevant to stakeholders which fund initiatives to monitor their progress. The platform is also open to observers who simply want to find out more about EIT in general. ORÉE goes further by providing webinars for the ADEME (the French Environment and Energy Management Agency), along with training for EIT stakeholders.

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### **Sharing and spreading knowledge: a prerequisite for the appropriation of SDG 12**

ORÉE intends to continue focusing on the moderate use of resources, the environmentally sound management of waste throughout its life cycle and the inclusion of both public and private stakeholders. The spread of "information and knowledge" mentioned in SDG 12 will play a crucial role in doing this. Work on indicators and the sharing of best practices and statistics are some of the foundations for more responsible consumption and production ■

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ZOOM  
ONRecycling channels,  
essential models for SDG 12

**Extended Producer Responsibility (EPR) is consistent with SDG 12 as it is incumbent upon manufacturers, distributors and importers who put waste-generating products on the market to take responsibility, particularly in financial terms, for the management of this waste. Based on the producer's individual responsibility, ERP can be addressed individually, by each producer within a market, or collectively, by means of an eco-organisation.**

**Citeo is an approved eco-organisation for the packaging and paper sectors which is committed to reducing the environmental impact of its corporate clients' packaging.** The eco-organisation plans to mobilise 200 million euros over the next 5 years, focused on two priority issues : waste sorting in large cities and recycling plastics.

SDG 12 is therefore at the heart of the organisation's activity: establishing environmentally sound management of packaging and paper waste alongside communities, recyclers and innovative companies. This waste is actually a resource which can and should be used to produce something new. Citeo takes action to strengthen the recovery market and the market for secondary raw materials.

### Recycling waste as part of the circular economy

**The circular economy is a model in which nothing is lost and everything is transformed.** Instead of being discarded and disposed of, the products we consume become raw materials once again and are reintroduced into the loop of the circular economy. Today, accelerating this movement is essential for our environment and an economic opportunity to create growth and new jobs. The Circular Economy Roadmap contains 50 measures to achieve the targets of the 2030 Agenda's Sustainable Development Goals for France, including SDG 12, SDG 11 on sustainable cities and communities, SDGs 14 and 15 on aquatic and terrestrial life and, more generally, SDG 13 on the fight against climate change.

Citeo is therefore focused on the aim of SDG 12: to substantially reduce waste production through prevention, reduction, recycling and reuse (target 12.5). By 2022, the eco-organisation has committed to: sorting 100% of packaging and paper, recycling 75% of packaging and recycling 65% of paper. We must continue to make progress when it comes to

recycling, with sustainable channels, technological innovation and consumer engagement programmes focused on waste sorting, rolling out practical solutions to turn this into instinctive behaviour on a daily basis. Citeo's activity ultimately addresses target 12.4 through the waste management mechanism which prevents such recycled waste from being dumped in natural environments and minimises the negative effects on the environment and human health.

### Supporting companies as they reduce their environmental impact

With the roll-out of more waste-sorting instructions by 2022, French people will be able to recycle all their packaging products in the same bin. Through eco-design, which entails considering the entire life cycle of a product from its design to limit its impact on the environment, companies are committed to reducing the environmental impact of their packaging and paper (target 12.6).

Citeo encourages large companies and SMEs to make their production patterns more environmentally friendly. In line with the 2030 Agenda, the eco-organisation therefore supports the circular economy, a value loop which is both environmentally and socially responsible.

**We believe that SDG 12 is a matter for everyone and that everyone's behaviour must lead to sustainable consumption and production patterns.** This goal strengthens our belief in the importance of our work. The 2030 Agenda must enable global mobilisation, encouraging everyone to take action on a daily basis ■

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## Promoting environmentally friendly practices to the general public



**THE GREENER GOOD** is a non-profit association, founded in Lyon in June 2016. The association's goal is to promote simple, effective and fun environmentally friendly practices to a wide audience, encouraging people to include these practices in their daily lives for a more sustainable way of life which takes into account both human and environmental needs.

The Greener Good organises original events, connecting transition stakeholders to create a more sustainable society: individuals, companies, influencers, eco-entrepreneurs, designers and associations. To date, in 2018, the association has organised many events including the **Everyday Heroes Festival**, bringing together more than 800 participants on practical, environmentally friendly living (conferences, workshops, exhibitions, events, etc.); monthly themed events on practical environmentally-friendly living in Lyon; the **Trophée des Jeunes Pousses** (Young Shoot Trophy) in March 2018 to help with the launch of new environmentally focused initiatives and it is currently working on a practical guide to environmentally friendly consumption in Lyon. It has a team of a dozen active volunteers and a civic service volunteer.

### Using SDG 12 to analyse the association's activities

The various SDGs were analysed internally, following a request by the association La Fonda. This showed that our work focuses particularly on **target 12.8**: "*By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.*"

It also showed that, to a lesser degree, our work is also part of **SDG 11**, "*Sustainable Cities and Communities*" as we encourage responsible consumption for all, local environmentally friendly initiatives, more nature in urban areas, improved air quality and reduced waste.

It thus appears that our work to raise awareness, inform and highlight solutions among individuals is an integral part of the SDGs of the 2030 Agenda.

The result of this analysis is quite surprising: we thought we would cover a large number of areas and subjects and address a very broad audience, and yet this analysis shows that we have positioned ourselves to focus on just a few targets of SDG 12:

Mainly **target 12.2** by encouraging individuals to consume less and to consume better (focusing more on sustainable and local products); **targets 12.3**

and **12.5** by promoting the "Zero Waste" approach among individuals: less packaging and waste, fewer disposable products, etc.; and finally **target 12.4** by promoting environmentally friendly products for individuals which are non-toxic to humans, animals and the environment: cosmetics, especially household products, and by extension, clothing (dyes, materials), food (crop protection products).

Achieving SDG 12 is closely linked to other targets of other key SDGs to create more sustainable consumption and production patterns, including **target 2.4** - *Sustainability of food systems* by promoting sustainable consumption of food produced by organic/sustainable, local and seasonal farming; **target 4.7 on the sharing of skills to promote sustainable development** by organising a key event on "Parents, Children and the Environment" on 16 September 2018 as part of the Everyday Heroes Festival, which will emphasise the importance of passing on environmentally responsible values to children; lastly, **targets 8.3, 8.7, 8.8 on the quality of employment** by promoting local stakeholders who are committed to more sustainable consumption (clothing and accessory designers, restaurants, managers of eco-friendly shops, etc.) in the practical guide which is currently being created and during our events.

### The limitations of SDG 12 as a methodology tool

The proposed indicators are too broad and do not apply to an organisation like ours which focuses more on the number of participants in events, the scope of our communications (paper and digital format), the number of initiatives showcased (exhibitors, associations, etc.), the number of environmentally friendly acts at our events (number of workshops organised, lift-sharing, local and organic meals eaten on site, etc.) and the rate of commitment to continue to live sustainably after our events among our events' participants.

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Supporting small organisations to appropriate these SDGs and showing them the benefits of taking ownership of them could be interesting: it would help teams which are often unaware of the bigger picture to realise that their work is actually part of a global dynamic.

It would also be interesting to have access to a database of all the organisations which have decided to integrate the 2030 Agenda, with the ability to sort by SDG, geographical area, etc.

Today, The Greener Good association intends to consolidate its work towards target 12.8 by enhancing delivered content and its means of communication (a digital guide is currently being created, upcoming events, etc.) ■

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## ZOOM ON

### Changing scale: other indicators are necessary for sustainable production and consumption to become the norm in the future



**The non-profit association Max Havelaar France represents the global Fairtrade/Max Havelaar movement. Through the Fairtrade/Max Havelaar label, this movement ensures environmentally friendly farming practices, decent working conditions and conditions for fair trading to give small producers and workers in developing countries the means to make a real living from their work.**

#### Fairtrade: an effective channel to achieve the SDGs

Recognised by public authorities as a sustainable development approach which contributes to the public interest, Fairtrade is one of the few certifications which helps to implement three key areas of focus (economic, social and environmental) when it comes to sustainability.

It offers sustainable consumption and production patterns and has a clear link to SDG 12. It also contributes to several targets of the 2030 Agenda. For example:

By giving farmers and workers the means to make a real living from their work, the Fairtrade/Max Havelaar movement puts work to reduce poverty (target 1.2) at the heart of its initiative. It enables small producers to increase their income (target 2.3) to ensure the food supply of their family (target 2.1) and supports them as they adopt resilient farming practices (target 2.4). It imposes working conditions which comply with human rights, including banning child labour (target 8.7) and

defending workers' rights (target 8.8).

It also contributes to gender equality by fighting gender discrimination (target 5.1) and violence against women (target 5.2), by developing specific social systems (target 5.3) and by encouraging women to participate in decision-making (target 5.5).

In addition, the Fairtrade/Max Havelaar movement also implements sustainable operational practices to protect ecosystems (target 1.5.1) and helps producers to adapt to climate change while reducing their environmental footprint (targets 13.1 and 13.b).

Lastly, the Fairtrade/Max Havelaar movement promotes a fair global trading system (target 17.10) and facilitates market access for small producers (target 17.12). It develops public-private partnerships and partnerships with civil society (target 17.17) to create long-lasting initiatives which help to strengthen developing countries' capacities (target 17.18).

In doing so, Fairtrade shows the essential role played by SDG 12 and production and consumption systems around the world in achieving many other SDGs and highlights the need to develop the international trading model as an essential element for sustainable development on a global scale.

## Successful appropriation of the targets of SDG 12

Launched as part of the international Fairtrade/Max Havelaar movement when the SDGs were adopted with the publication of the report "*Sustainable Development Goals and Fairtrade: the case for partnership*", this approach focusing on the targets is recent for Max Havelaar France. Since SDG 12 is particularly relevant to our activity, we wanted to analyse how we could correlate our action with the targets and indicators of this SDG.

The Fairtrade/Max Havelaar movement addresses several targets of SDG 12. It promotes farming practices which involve the sustainable management of natural resources and environmentally sound management of chemicals (targets 12.2 and 12.4). It therefore helps developing countries to acquire the means necessary to implement more sustainable consumption and production patterns (target 12.a). By encouraging them to produce and sell Fairtrade products, Max Havelaar France encourages companies to adopt sustainable practices (target 12.6). Fairtrade/Max Havelaar campaigns to raise public awareness, helping every individual to access the necessary information and knowledge for sustainable development (target 12.8). In addition, the association works with communities and public authorities to develop Fairtrade public procurement, thereby working to promote sustainable practices in the context of public procurement (target 12.7).

However, it is astonishing that SDG 12 doesn't have any target for:

- **The socio-economic sustainability of supply chains**, beyond environmental aspects (ISO 14001, recycling, waste, waste management, etc.).
- **The development of a wider, more accessible range of sustainable consumption options**: beyond just raising consumer awareness, what resources do we want to mobilise to scale up sustainable production and consumption? Labels and certification, for example, are a powerful way to help consumers to make sustainable choices.

## Limiting national indicators which reduce the opportunities to achieve SDG 12

Les indicateurs nationaux actuels, par leur trop The current national indicators, which are too specialised and, in some cases, entirely absent, make it difficult to measure the impact of Fairtrade with regard to the targets of SDG 12. This observation leads us to make the following remarks:

**The global aspect of the SDGs:** national indicators focus on the impact on France and don't help to emphasise the international impact - as is the case with Fairtrade within the context of North-South trade. When it comes to SDGs which aim at global sustainable development and highlight the interrelated nature between national practices and their impact at a global level, how can we accept indicators which limit the scope of action to a single nation?

**Adapting to non-state stakeholders:** many indicators concentrate on assessing the contributions of public policies, leaving out many other kinds of stakeholder. There are few suitable indicators to assess the work of economic stakeholders in terms of production, supply and consumption. The same goes for civil society initiatives in terms of raising public awareness and supporting developing countries. How can we engage non-state stakeholders which play a crucial role in achieving the SDGs?

**Exemplary behaviour of public authorities:** public authorities have a key role in encouraging large-scale sustainable production and consumption patterns, by developing public policies which promote these practices and also through public procurement, an excellent tool for sustainable development. How can we explain the absence of national indicators in terms of "priorities or objectives of their national policies" and "promotion of sustainable practices in the context of public procurement"?

**So it seems that recognised approaches to sustainable production and consumption - like Fairtrade - cannot be measured and valued within the framework of SDG 12. Consequently, it seems to us that the introduction of new indicators (see conclusion) is necessary to stimulate a genuine change in scale and to ensure that sustainable production and consumption become ■**

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## Conclusion

“ Does the process of appropriation in terms of the material components of production and consumption require the identification of objectives in advance, in the context of public policy ? ”

**SDG 12 focuses on sustainable production and consumption, emphasising the importance of reducing the use of resources, reducing waste and, in particular, examining the use of chemicals. However, one of the contributors stresses that sustainable production also requires consideration of social aspects. This ties in with the ongoing debate in the context of a possible evolution of the legislation on corporate responsibility, where companies are defined beyond a mere economic association. This remark shows that the targets of a goal must be implemented while taking into account the targets of other goals.**

At this point, questions can be asked about the lack of contributions from companies while professional associations quickly became interested in the scheme. Does the process of appropriation in terms of the material components of production and consumption require the identification of objectives in advance, in the context of public policy ?

Appropriation of Goal 12 needs to be considered as part of the overall appropriation of the 2030 Agenda. Contributors and, more broadly, civil society stakeholders are reviewing their activities with regard to the list of 17 goals which have a general theme. **We have had interesting discussions, referring to substantive action established by the targets.** In general, such a review has led to a new interest in the contents of the 2030 Agenda.

Initial approaches have shown a tendency to analyse companies solely within their business sector: agriculture for SDG 2, water for SDG 6 and waste for SDG 12. In fact, the contributions show us the advantages of a transverse approach.

A final point from this general analysis: although each stakeholder states that they are contributing to a particular target, **it is not clear how each stakeholder contributes to the dynamic of the targets for 2030**, which is the point of this action plan.

This last point raises questions about the suggested indicators regarding targets. Several contributions highlight their lack of relevance either in substance or in relation to their type of activity. This is an essential part of these different contributions for better appropriation and the creation of a real dynamic. The essential points from contributions and, in particular, discussions with Max Havelaar France:

1. Establish indicators to measure and promote the **socio-economic dimension** of the sustainability of supply chains, in addition to their environmental sustainability;
2. Introduce indicators which reveal the impacts outside the national region, particularly in terms of global impact and/or in developing countries;
3. Integrate indicators to better take into account sustainable supply and consumption approaches **by non-state** stakeholders such as companies and civil society organisations;
4. Create indicators which trace how sustainable consumption is accessible to every consumer group;
5. Create national indicators which aim to prioritise responsible production and consumption in **public policy** and to develop **sustainable public procurement**.

More broadly, **with regard to France's international impact**, indicators must help to ensure that development aid (donations, loans) genuinely contributes to the development of sustainable production and that economic activity both locally and as part of commercial trade leads to better management of natural resources.





## SDG 15 Protect, restore and promote the sustainable use of terrestrial ecosystems

Written by FSC® FRANCE



### The alarming degradation of French biodiversity

The issue of preserving biodiversity and habitats is at the heart of this SDG. However, numerous studies and reports show that biodiversity is being lost. **A recent WWF study shows that nearly 50% of the species which currently inhabit the most fragile ecoregions are threatened with extinction by 2080 in a world with a temperature increase of +4.5°<sup>99</sup>.** The link between SDG 13 "Combating climate change" and SDG 15 is straightforward and obvious and they should not be viewed separately or be seen to compete with one another.

Although the numbers are alarming in the most fragile regions, they are just as alarming in tropical regions too. A nationwide study of France by the Natural History Museum, corroborated by another CNRS study, shows that bird populations in the French countryside have fallen by 30% in 15 years<sup>100</sup>. Another German study also shows that 76% of flying insects in German protected areas have disappeared in 27 years<sup>101</sup>. A collective of French environmental associations<sup>102</sup> is also concerned about the damage to wetlands: 50% of metropolitan wetlands disappeared between 1960 and 1990; 47% were damaged between 2000 and 2010. They represent 25% of biodiversity in an area which covers only 3.7% of the country. The text states that they are "migratory stopovers and breeding sites of global importance for many zoological groups including birds, fish and amphibians".

**In this context, some speak of a 6th extinction<sup>103</sup> of biodiversity which is absolutely vital for humans.** During a radio programme, Sébastien Montcorps, Director of the UICN (Union Internationale de Conservation de la Nature or International Union of Nature Conservation) compared the damage to biodiversity with playing the game Mikado<sup>104</sup>, in which it is possible to remove a certain number of sticks before reaching a "breaking point when the system collapses".

### SDG 15 to win the battle against the collapse of biodiversity

**While it now seems clear that the fight against climate change is a crucial issue for the survival of humanity, the issue of biodiversity is still poorly publicised and poorly understood by citizens and decision-makers.** Scientific knowledge in this area is still not strong enough and is poorly consolidated at a global level. For example, the Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES) was only created in 2012, nearly 15 years after its climate equivalent, the IPCC. Its first major publication on biodiversity and ecosystem services is scheduled for 2019.

At a policy level, the "Strategic Plan for Biodiversity 2011-2020" of the Convention on Biological Diversity (the so-called "Aichi Convention") was only passed in October 2010. In France, politicians and policy makers are increasingly aware of the need to act on this issue. During his speech at the National Assembly on 21 March, Nicolas Hulot, the French Minister for the Environment, called for MPs' support, speaking of "his shame" at seeing biodiversity side-lined in public debates and our "responsibility" in the face of an "invisible and silent tragedy"<sup>105</sup>. On 24 March 2018, the French President Emmanuel Macron tweeted a video in English in which he said that "we are not only losing the battle against climate change, we are losing our battle against the collapse of biodiversity"<sup>106</sup>.

99. WWF - LA NATURE FACE AU CHOC CLIMATIQUE L'impact du changement climatique sur la biodiversité au cœur des Ecorégions Prioritaires du WWF – March 2018

100. [www.mnhn.fr/fr/recherche-expertise/actualites/printemps-2018-s-annonce-silencieux-campagnes-francaises](http://www.mnhn.fr/fr/recherche-expertise/actualites/printemps-2018-s-annonce-silencieux-campagnes-francaises)

101. Hallmann CA, Sorg M, Jongejans E, Siepel H, Hofland N, Schwan H, et al. (2017) "More than 75 percent decline over 27 years in total flying insect biomass in protected areas", University of Saskatchewan, CANADA

102. LPO, WWF, FNE, ANPCEN, FERUS, FNH, Humanité et Biodiversité, APIE, SFDE, Surf Rider Foundation, SFPEM, SHF, SNPN

103. From the title of the book by Elizabeth Kolbert, *La 6e Extinction (The Sixth Extinction)*, Broché – 15 February 2017

104. France Inter, "Disparition d'espèces, biodiversité : sommes-nous déjà en route vers notre propre extinction ?"

(Loss of species, biodiversity : are we already on the road towards our own extinction?), 29 March 2018

105. [http://www.lemonde.fr/climat/video/2018/03/21/biodiversite-j-ai-besoin-de-votre-indignation-lance-nicolas-hulot-a-l-assemblee-nationale\\_5274381\\_1652612.html](http://www.lemonde.fr/climat/video/2018/03/21/biodiversite-j-ai-besoin-de-votre-indignation-lance-nicolas-hulot-a-l-assemblee-nationale_5274381_1652612.html)

106. <https://twitter.com/EmmanuelMacron/status/977629876340559872>

“ 50% of the species which currently inhabit the most fragile ecoregions are threatened with extinction by 2080 in a world with a temperature increase of +4.5°C ”

To combat this danger, several targets for 2020 have been included by the UN in SDG 15. They concern the conservation of terrestrial areas, particularly forests (target 15.1); sustainable forest management and halting deforestation and degradation by establishing sustainable management and reforestation tools (15.2); the fight against desertification (15.3); the conservation of mountain ecosystems (15.4); the protection of threatened and endangered species (15.5); the equitable sharing of genetic resources (15.6); the fight against poaching (15.7); the fight against invasive alien species (15.8); the integration of biodiversity and ecosystem protection into planning and accounts (15.9); the development of financial resources to conserve biodiversity, support sustainable forest management and the fight against poaching (15a, 15b and 15c).

In each country, these targets are broken down into indicators. In France, the success criteria chosen and published on the INSEE's site<sup>107</sup> are: the afforestation rate in mainland France; the conservation effort of areas of natural areas recognised as "remarkable"; forest areas subject to a management plan; areas occupied by artificial surfaces, agricultural land and natural and forest areas; the proportion of extinct or endangered species; the number of CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) resolutions and live animals seized; the amount of official development assistance (ODA) for environmental protection.

SDG 15 is all the more important as biodiversity and ecosystems are at the crossroads of all economic and environmental issues: they have an impact on all human activities which, in turn, also have an impact on them. How should we produce and consume on a dying planet? How can we consider this SDG without taking into account water issues (SDG 6), marine life (SDG 14), the importance of clean and responsible energy (SDG 7) and all the measures related to the fight against climate change (SDG 13)?

The accounts in this document show how commitments are made at each level of society and are destined to be developed in the future.

107. <https://www.insee.fr/fr/statistiques/2658605?sommaire=2654964>

ZOOM  
ON**The restoration of terrestrial ecosystems:  
the nesting beaches of sea turtles in Reunion**

**Kélonia, Reunion's sea turtle observatory, which welcomed 160,000 visitors in 2017, has made the restoration programme for sea turtle nesting beaches one of its flagship initiatives since 1999. The programme consists of restoring native coastal vegetation to benefit sea turtle reproduction.**

This programme, launched in 1999 with a pilot site in St Leu, involves the removal of invasive alien species and the restoration of 500 metres of beach from a plant palette recognised by the island's National Botanical Conservatory. The seedlings of native species were produced and planted as part of educational workshops involving Reunion schools. In 2004, turtles were observed on this pilot beach which helped to put this programme in the spotlight. Since then, 15 of the 25 nests observed in Reunion have been found on restored beaches.

**Preserving terrestrial ecosystems  
through multi-faceted action**

The ongoing connection to the SDG 15 framework helped to structure Kélonia's approach by clarifying the goals and establishing monitoring indicators. The restoration of nesting beaches was defined as a priority in Réunion by the National Action Plan (NAP) for the preservation of sea turtles in the French territories of the Indian Ocean. It thus addresses several Sustainable Development Goals, namely: the restoration of a remarkable ecosystem (target 15.1), the reduction of the degradation of the natural environment and the loss of biodiversity (target 15.5) by fighting against two invasive exotic species on the coast, the protec-

tion of endangered species and the prevention of their extinction (target 15.6) by replanting ten native species which have become rare. The turtles' return is the culmination of the initiative and has helped to The SDG approach made it possible to convince new stakeholders and communities to engage with the programme as early as 2016, the first year of implementation of the 2030 Agenda and the application of the NAP to help sea turtles. Today, 15 hectares of coastline are being restored and the National Forest Office and the Coastal Protection Agency have become partners of the programme. By 2020, another 5 hectares will be restored as part of additional measures funded by the Réunion Region, illustrating the mobilisation and diversification of financial resources (target 15.9). Public funding is supplemented by corporate sponsorship and high levels of engagement from citizens and schools with the sponsorship of each plant planted. This involvement encourages the support not only of beach users and the public but also of decision-makers and administrators of these areas. The restoration of these ecosystems and the presence of endangered plant and animal species are now systematically taken into account in coastal development policies and projects.

Kélonia's undertook internal impact analysis work on SDG 15 to create an analysis tool which can be integrated into a national and international strategy. It also enables contributions to other SDGs: SDG4: ensuring access to quality education; SDG 6: the sustainable management of water resources and the range of endemic plants being adapted to dry climate and sandy soil; SDG 13: the restoration of native coastal vegetation contributes to the fight against coastal erosion; SDG 14: marine aquatic life by promoting the nesting of sea turtles; SDG 17 through the implementation of broad partnerships to deliver the programme. This analysis expands the scope of the restoration programme and shows our desire to implement sustainable development by forging diversified and long-lasting partnerships. It also contributes to the recognition of Kélonia's engagement at local, national and regional levels.

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### Structuring Kélonia's approach around SDG 15

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On the strength of the initial results - the partnership-based restoration of nearly 20 hectares of coastal vegetation and the observation of nesting on the restored beaches - the programme will continue and will be developed by mobilising new partners and communities. The SDG will be a tool to monitor/assess the programme and a tool for dialogue with the organisations and institutions involved in this sustainable

development approach. Nevertheless, this approach will require the consolidation of the imperfect appropriation of SDGs by Kélonia and all stakeholders ■

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ZOOM  
ONSustainable food supplies  
to benefit terrestrial biodiversityCarrefour, a world leader  
in the nutrition transition

With a multi-format network of 12,300 stores in more than 30 countries, the Carrefour Group is one of the world leaders in food retail. Carrefour welcomes 105 million clients around the world and achieved a turnover of 88.24 billion euros in 2017. The brand has more than 380,000 employees.

Carrefour's ambition is to be a world leader in the nutrition transition for all. Every day, we want to offer all consumers quality and reliable food, accessible everywhere and at a reasonable price. As such, 6 of the 17 SDGs more specifically reflect Carrefour's societal action priorities. In particular, our project for sustainable forests is linked to SDGs 12 and 15 which aim to establish sustainable consumption and production patterns and to protect terrestrial biodiversity. Eliminating the deforestation generated by our supplies contributes to this ambition (target 15.2). Our business is closely linked to the world's forests and the protection of forests is an important issue for our group. The health of forests has a direct impact on our ability to use raw materials from the agricultural and forestry sectors in a sustainable way. **By protecting forests, we preserve biodiversity and local populations and fight against climate change (SDG 13).**

We share these ambitions with several partners: suppliers, distributors, raw material traders, regional and national governments, scientists, NGOs and data and service providers. With this universal vision and coordinated action, we can make forests a social issue, driven by citizens, and transform our production and consumption patterns.

Reconciling food consumption and  
biodiversity

Our goal is to provide customers with food which has been produced with consideration for biodiversity and forests. We are seeing a turning point in consumer behaviour. Consumer expectations are constantly evolving: they rightly require more information, better quality products and greater transparency. Our role is to provide products which meet their expectations, by improving farming practices, fishing and logging methods and manufacturing processes.

Since the Consumer Goods Forum in 2010, Carrefour has been committed to zero deforestation in 2020. To achieve this, we have decided to focus on 4 priority raw materials which may be used in our products or for our packaging: soybeans, palm oil, wood/paper and Brazilian beef. By means of certification and innovative traceability systems, we are taking real action to reduce the impact of our supply chain on forests.

- **Guaranteeing that the palm oil we use doesn't contribute to deforestation by 2020:** since 2015, 100% of the palm oil we use has come from suppliers supported by the RSPO (Roundtable on Sustainable Palm Oil). We are now developing physical traceability and are working to comply with additional criteria for forest protection.
- **Relying on a range of solutions to reduce the impact of soybean production by 2020:** We support the development of multi-party solutions such as the Amazonian soy moratorium and the goals of the Cerrado Manifesto, supported by more than 60 companies. We are developing local animal feed for the farm animals which provide chicken, eggs and pork for Carrefour's Quality Line Products.
- **Guaranteeing that 100% of the wood and paper we use comes from sustainably managed sources, within 10 priority product categories by 2020:** more than 99% of paper used by the Carrefour Group for its commercial publications is certified or recycled and 95% of printing paper which we use for our offices in France is certified. Soon, 100% of the toilet paper and paper towels distributed by our international purchasing centre will have FSC® Mix certification.
- **Guaranteeing that 100% of fresh Brazilian beef sold in Brazil is georeferenced to reduce the risk of deforestation linked to its production:** a georeferencing platform will be launched in 2018 which will gradually include all of Carrefour Brazil's suppliers of fresh meat ■

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**ZOOM  
ON****Let's be ambitious and innovative as we work  
towards SDG 15!**

**France Nature Environnement is the biggest French movement of associations which protect the natural environment. For 50 years, the federation and its 71 member associations have worked on a daily basis and at all regional levels to promote solutions which combine quality of life and protection of living creatures, motivated by social responsibility, ambition, independence and humanism. Naturally, therefore, they share and support the 17 Sustainable Development Goals, a universal and coherent framework for building the sustainable and equitable world of the future.**

### **Raising awareness of the 2030 Agenda in civil society**

However, the 2030 Agenda is a new subject for the FNE, just as it is for all stakeholders in society, and there's plenty to do in terms of acculturation and appropriation of the SDGs within the movement. For this reason, the federation provides training sessions for its staff and volunteers, including at CEO conferences and director seminars, and for associations which want to learn more about the subject. The next session is scheduled for May/June and new meetings may be held with the federation's presidents and directors in September to December to raise awareness and encourage appropriation of the SDG movement.

Moreover, although our advocacy and our work are a part of these goals (for example, the joint coordination of the biodiversity platform for forests meets target 15.2, our monitoring of contraventions to the protection of endangered species is connected to target 15.5 and the training projects and workshops provided by our members against invasive alien species are linked to target 15.8), no assessment of our work in light of the SDGs has been undertaken to date. This is likely to happen soon, however.

The FNE contributes to national bodies on the SDGs. It will soon contribute to the content of the French National Council's Report on Statistical Information. Tomorrow's world cannot be sustainable or fair without functional, resilient and diverse terrestrial ecosystems, guaranteeing the provision of ecosystem services for human society. Therein lies the challenge of SDG 15 which is particularly important to France Nature Environnement.

Yet 26 years after the Rio summit and despite the engagement of nature protection organisations, scientists are still warning us of the rapid destruction of biodiversity and of the human pressure which may push

"ecosystems beyond their abilities to maintain the fabric of life". Several international and national studies have recently specified the level and rate of collapse of a very large number of species (mammals, insects, birds, soil organisms), which will have certain environmental, economic and social consequences.

### **Urgently reviewing the political strategy to protect terrestrial life**

This situation can be explained by a virtually non-existent political focus on the biodiversity issue at national, European and international levels, unlike the issues of climate and energy. The integration of species and ecosystem conservation into the various sectoral policies (particularly agriculture and land development) is particularly poor and slow. The direct consequence of this? The National Strategy for the Creation of Metropolitan Protect Areas, a result of the Grenelle Acts and its operational implementation before the existence of SDG 15, has been inoperative for years. There have also been delays in the concrete implementation of the French "green and blue framework" (a network of ecological continuities) and the untimely reform of its barely established framework.

Appropriation and implementation of SDG 15 is therefore urgent and legitimate, given scientists' repeated warnings and society's constant demands. The appropriation and implementation of this SDG are required because the ecological transition will also feature "nature-based solutions" and functioning ecosystems. They are entirely possible because the budgetary resources which they require are very reasonable when compared to other expenditure decided or planned by the state, local and regional authorities and private stakeholders. By putting an end to subsidies and tax loopholes which have a negative effect on biodiversity, reallocating funds, offering new resources and increasing the state's planned budget for programme 113, this is achievable. All that remains are the political will and the appropriate strategy to do so.



SDG 15 doesn't put the preservation of the earth's ecosystems above that of humanity but it does emphasise that their fates are linked. It encourages us to break away from our classic thought patterns and the short-term vision of some pressure groups. It invites us to be daring and to innovate, confirming that each person's involvement in supporting biodiversity will benefit everyone and everything, including our economy. It asks us to jointly come up with solutions which are both systemic and specific, at all regional

levels, based on shared diagnoses and perceptions. The development and operational implementation of some atlases of communal biodiversity and the inclusion of ecological continuities in a growing number of local urban plans show us that SDG 15 can be put into practice in our regions. Let's all engage so that this is true throughout France and its overseas territories ■

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## ZOOM ON

### "Let's commit" to responsible management of natural resources



#### Maisons du Monde and its engagement in line with SDG 15

**The Maisons du Monde Group has been designing and distributing home furnishings and home decor since 1996.** At the end of 2017, the Group employed more than 7,000 people and had a network of 313 stores across Europe.

Conscious of its role as a designer and distributor, the Group has structured its sustainable development strategy to reconcile its business vision with the beliefs of its teams. As part of this CSR strategy entitled "Let's engage!", the Group has established its "Sustainable management of natural resources" roadmap which prioritises the development of wooden products from sustainable sectors: FSC® or PEFC™-certified wood, wood which can be traced back to when it was cut down by means of a programme with the TFT and recycled wood. As a result, the Group intends to make systematic use of wood from sustainably managed forests by 2020.

Furthermore, the Maisons du Monde Foundation, under the auspices of the Fondation pour la Nature et l'Homme (Foundation for Nature and Mankind), created in 2015, is committed to protecting forests and recovering wood<sup>109</sup>.

#### Appropriation de l'ODD n°15 par Maisons du Monde

Since 2017, the Group has focused internally on aligning its existing engagement strategy with the SDGs. This alignment has two objectives:

- Giving an overview of the Group's strategic ambitions with regard to the SDGs to ensure that Maisons du Monde's engagement is part of a "shared language" which can be compared and shared with all stakeholders who are committed to sustainable development: companies, associations, public stakeholders, etc.
- Demonstrating that the Group's engagement contributes positively and directly to objectives shared by all international stakeholders.

Maisons du Monde believes that it is contributing to the achievement of 9 SDGs. More specifically with regard to SDG 15, the Maisons du Monde Group's initiatives have an impact on two targets:

- 15.2 - through the systematic use of wood from sustainably managed forests and the tropical forest conservation programmes of its Foundation. At the end of 2017, 56% of Maisons du Monde's wooden furniture met a sustainability criterion. The FSC® or PEFC™ certification of products is the priority area of development for Maisons du Monde's sustainable supply, with certification now the best way to ensure that forests are managed sustainably.

<sup>108</sup>. plus d'informations sur ces différents programmes sur [corporate.maisonsdumonde.com/fr/engagements-rse/acheter-en-partenaire](http://corporate.maisonsdumonde.com/fr/engagements-rse/acheter-en-partenaire)  
<sup>109</sup>. plus d'information sur [fondation.maisonsdumonde.com](http://fondation.maisonsdumonde.com)

- 15.a - The Maisons du Monde Foundation mobilises funds to protect forests, donated by the brand via its annual allocation of 0.08% of the Group's annual turnover, our membership of "1% for the planet" and a contribution from clients by means of the ARRONDI (ROUND UP) option at the tills.

At Maisons du Monde, appropriation of SDG 15 is still ongoing and the Group wants to strengthen the extent of its impact, particularly through the work of the Maisons du Monde Foundation, on the "protection of terrestrial life". Work to establish the impact indicators of the foundation will aim to measure the Maisons du Monde Foundation's contribution to other targets, particularly 15.1 and 15.2.

The SDGs and the established targets are seen by Maisons du Monde as a framework for action to establish the priority issues and materials for action by the Group by 2030. Linking the Group's engagement and these goals makes it possible to transform action into a "shared language" which can be compared between engaged stakeholders, although they remain largely unknown to the general public. However, the absence of specific and shared indicators at a sectoral level makes it difficult to compare the work undertaken by various stakeholders and does not make it possible to measure the achievement (or the failure to achieve) these goals by 2030 at global level ■

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## ZOOM ON

### The French Guiana Amazonian Park: bringing together biodiversity conservation and resource management for local populations



The French Guiana Amazonian Park, created in 2007, spans just over three million hectares of tropical rainforest, two of which are classified as "core park" areas, which are therefore highly protected (IUCN category 2).

Spread across 4 municipalities, Maripasoula, Papaïchton, Saül and Camopi, it's an area which focuses on environmental and social responsibility and is committed to the region's sustainable development. 15,000 inhabitants from diverse communities (Amerindians, Maroons, Creole, etc.) live in this national park which is home to local communities who still make a traditional living from the forest and river. That's why the park's regulations recognise the special rights of these communities to continue their traditional activities within the core areas. The park also has the specific task of ensuring local and sustainable development in the region, in keeping with local people's way of life.

**So the French Guiana Amazonian Park must address the challenge of conserving exceptional biodiversity linked to the terrestrial ecosystem of the Amazonian forest**, balancing this with the preservation of natural resources for local people and their activities, within the framework of a jointly created sustainable management policy.

#### SDG 15 is at the heart of the French Guiana Amazonian Park's engagement

Until recently, the park's strategy for conserving terrestrial ecosystems has mainly been based on the guidelines of its charter and its scientific policy document, which are the systematic reference documents for French national parks. Nevertheless, they resonate strongly with SDG 15 which focuses on one of the key activities of the French Guiana Amazonian Park.

In parallel with scientific protocols for monitoring the state of resources, the Amazonian Park and its various partners are working with municipalities and local inhabitants on important programmes based on participatory approaches, by means of surveys and workshops for dialogue to establish practices and to jointly develop appropriate management measures. This is the case for wood supply, hunting and fishing activities (targets 15.1 & 15.2).



In addition, the Amazonian Park made significant and unprecedented efforts for a French national park in the fight against illegal gold panning, which puts considerable pressure on the natural world with major environmental consequences in terms of deforestation and pollution (target 15.5). Squad agents, commissioned and approved environmental inspectors, also monitor the poaching of protected species and the supply of illegal wildlife products (target 15.7).

More specifically, the preservation of the natural heritage of high-altitude forests is of particular concern. They are home to native biodiversity, including some species, particularly sub-mountain amphibians, which are threatened with extinction. The park has established monitoring protocols to clarify its future conservation plans for these species (targets 15.4 & 15.5).

More generally, the Amazonian Park, in conjunction with its Scientific Board, has undertaken analytical work to identify and rank conservation priorities within the Park in an objective way.

The Amazonian Park became the first area in France to adopt the principle of accessing genetic resources and sharing their benefits (abbreviated to APA in French). The procedural code of this principle is included in the region's charter, to which towns and municipalities adhere (target 15.6).

The Amazonian Park is an attractive area which is capable of providing real leverage and has voluntarily committed to a process to diversify its financial resources through partnerships and corporate sponsorship. With regard to the scientific activities to learn about and conserve its natural heritage, it has established a ratio of 1 euro of the park's own funds for 7 euros of external funds, amounting to 9.3 million euros in 10 years, including 1.3 million from the park (target 15.10).

... / ...

## New development opportunities in view of the SGD as a tool

While SDG 15 is not directly taken into account as it does not constitute a methodological reference tool, echoes of it are to be found in the national park's strategy, planning and fieldwork.

When reviewing and revising its scientific policy document, a view to integrate SDG 15 must enable the Amazonian Park to further strengthen the coherence of its work. SDG 15's targets will be examined to better structure and complement the park's new response programme, if necessary, and to ensure that regional-related targets are not overlooked. So many possibilities in this regard have already been envisaged with approaches to integrate the protection of ecosystems and biodiversity into planning and development mechanisms (multi-use natural resources management programme for a region, agroecology experiment - targets 15.1, 15.2 & 15.10), the monitoring of species on the regional blacklist of invasive alien species (target 15.8) and the transfer of experiences between protected areas of the Guiana Shield in the context of cross-border cooperation (target 15.11).

Generally speaking, to strengthen appropriation of the SDGs, it may be appropriate to use them to structure Objective Contracts (abbreviated to COB in French) between line ministries and their public institutions. This is to optimise operational communications of its international engagement through the French state's action. This would be a very relevant focus for SDG 15 in the context of the future 5-year COBs to be signed by the French Ministry for the Ecological Transition and each of the French national parks.

Another way to better assess the appropriation of SDG 15 would be to translate the more generic targets at this stage into more operational, concrete or even quantified terms ■

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ZOOM  
ONThe SNCF integrates the SDGs  
to benefit biodiversity

### The SNCF and the SDGs

The SNCF is a large French company offering passenger and goods transport, infrastructure management and railway services, with a turnover of €33 billion (a third of which is international) and 270,000 employees.

The SNCF has long been committed to sustainable development, well before the advent of the SDGs. Initially, our CSR community was able to say: "the SDGs aren't revolutionary: we've been talking about SDGs for some time". But a second, closer look qualified this initial reaction quite considerably. The SDGs and their targets make it possible to critically assess the main priorities which society may have in general and are a kind of material analysis on a planetary scale.

The SNCF group is concerned by all the SDGs and by at least forty targets, particularly terrestrial biodiversity (SDG 15).

### The SNCF and SDG 15 (terrestrial biodiversity)

In France, with 32,000km of railway lines, 100,000 hectares of land, 3,000 railway stations and several hundred railway sites, the huge railway network covers the entire country and constantly interacts with nature.

Over time, the SNCF has become a real authority on biodiversity. This is particularly the case for projects, new lines and network modernisation with the strict application of its guiding principles to "avoid, reduce, offset". The SNCF aims to be an exemplary project developer, promoting voluntary approaches by contributing to the funding of research projects and establishing partnerships with engaged stakeholders. Over time, this concern has been passed on to the company's asset managers, with a real awareness of the importance of biodiversity issues for the maintenance of the rights-of-way, both in terms of risks and opportunities: studies clearly show that rail infrastructure plays a role as wildlife corridors.

#### Target 15.1

The SNCF still uses large numbers of wooden sleepers for small lines, switches, other structures and

more. For specific uses, the SNCF uses exotic wood, because of its inherent durability, strength and elasticity, superior to the those of native oak. A responsible purchasing policy for tropical timber has been established in accordance with the EUTR (EU Timber Regulation). A tropical species diversification programme is being carried out with the International Tropical Timber Technical Association to preserve the forests and to protect species. Forest producers must be certified by the FSC (Forest Stewardship Council for sustainable forest management).

#### Target 15.5

The SNCF is developing its maintenance practices, particularly when it comes to landscaping infrastructure, to avoid tree-growing in the immediate vicinity of the tracks; this makes it possible to gradually redevelop grasslands which are conducive to a real diversity of species. The environmental maintenance of unused tracks such as the "Petite Ceinture" line in Paris, the restoration of ecological continuities, particularly bodies of water, and the programme to fight against damage to wildlife also help to combat the loss of biodiversity and the disappearance of certain species.

#### Target 15.9

Where possible, the SNCF aims to turn its infrastructure into wildlife corridors and to contribute to the French "green and blue framework" (a network of ecological continuities). It is gradually implementing adaptive management of the landscaping by railways, rolling out management agreements with third parties, for example the Conservatoire d'Espaces Naturels (Natural Space Protection Agency) and combatting ecological discontinuities. It implements the "zero agricultural chemicals" policy in stations and raises awareness among its customers of these developments (accepting wild plants, meadows filled with flowers), emphasising the benefits for biodiversity.

To summarise, it can be said that SDG 15 serves as a reminder of good principles and as a compass to detect new challenges, continually improve our practices and practical work and check that work is "material" (relevant and important). After an initial phase, "the time to appropriate the SDGs is now!" ■

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ZOOM  
ONTo ensure that France sets an example  
by protecting its wetlands

**Wetlands are areas of incredible biological diversity and play a vital role in the proper functioning of ecosystems. The news reminds us of their importance in helping to avoid or limit the effects of both floods and droughts, which makes them extremely valuable in the context of future climate change.**

Diverse as they are, they are among the most threatened areas. Between mainland France and its overseas territories, the country has - or had - particular potential in this field, which has diminished considerably over the last thirty years. Wetlands represent 3.7% of the French mainland but 25% of its biodiversity. They are migratory stopovers and breeding grounds of global importance for many zoological groups including birds, fish and amphibians. They are also home to a large number of species of flora and fauna, making them a safe haven for some very rare species. In French Guiana, 20% of freshwater fish are native.

The protection of wetlands involves two wider issues, recognised by various international conventions and objectives, to which France must respond positively. The ecosystem services provided by these environments are now well known, although underestimated: The fight against climate change and adapting to its effects: CO<sub>2</sub> storage in peat bogs, coastal marshes and mangroves (for a larger stored volume than forests); the fight against floods and marine flooding; the fight against droughts, water shortages and heat waves; water purification: improving the quality of water for human consumption (drinking water), for swimming (including to host the 2024 Paris Olympics' swimming events in the Seine), for environments; agricultural production: particularly by ensuring that livestock farming is suited to these environments.

**France's wetlands are still threatened today:** 50% of mainland wetlands disappeared between 1960 and 1990; 47% were damaged between 2000 and 2010. The three causes of destruction/damage in order of importance are urbanisation and infrastructure, agricultural intensification and unsustainable practices (and sometimes the gradual abandonment of land), the development of waterways. Climate change is

also a threat. The two most endangered wetland ecosystems are grasslands and wet heaths (particularly because of the difficulties of extensive livestock farming). Ponds, both permanent and temporary, are also coming under significant pressure.

If it acts urgently, **France can still stop the continuing disappearance of wetlands.** The co-signatory associations make a series of recommendations with regard to SDG 15 and, more specifically, to wetlands:

- Firstly, providing a legal solution to the issue of establishing wetlands by restoring the alternative character of the two criteria for establishment and transposing them to overseas; completing the "National Wetland Park" project announced during the Grenelle Environment Forum and continuing the creation of wetland nature reserves.
- Supporting extensive wetland farming through the creation of a specific wetland indemnity.
- Revising the tax status of wetlands by recognising the services they provide. This requires strengthening the (financial and other) means to act, water agencies and the French Agency for Biodiversity.
- Establishing a 4th "National Action Plan for Wetlands" to develop a redevelopment and restoration policy to restore functional networks and protect watersheds.
- Special attention should be paid to waterways in overseas areas, starting with French Guiana.
- And ensuring the prevention of all nuisances, including light pollution, within or near wetlands ■

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## Conclusion

“ Civil society has yet to mobilise significantly to preserve biodiversity ”

### Did you say SDG 15?

**Civil society considers the issue of biodiversity and the preservation of ecosystems without integrating them into the SDGs.** This is either because stakeholders still don't know the details of the 17 goals and the corresponding targets, or because organisations use different models such as the 42 criteria of article 225 of the Grenelle II Act or the GRI (Global Reporting Initiative). With regard specifically to the preservation of biodiversity and terrestrial ecosystems, including SDG 15, initiatives by private and public organisations are still too few and too obscure. These few initiatives rarely use the term "SDG 15" to qualify what they're seeking to achieve.

In this context, however, several companies, local and regional authorities and associations are experimenting, engaging and improving their practices to preserve biodiversity and ecosystems in view of SDG 15. This can entail direct action, like the preservation and restoration of the beaches where sea turtles lay their eggs, led by Kelonia, the observatory of sea turtles in Reunion. The SNCF is working to limit the impact of its infrastructure on biodiversity and to fight against invasive alien species. But these initiatives can also be indirect, such as the ambitious "zero deforestation" policy implemented by Carrefour in partnership with the WWF through a purchasing policy promoting FSC-certified forest products (SDG 12: "responsible purchasing"). This purchasing policy is also implemented by the SNCF which uses FSC-certified tropical timber railway sleepers. Maisons du Monde has also implemented a policy to purchase certified wood products and has developed a foundation to finance innovative projects to preserve and protect forests around the world.

**What is particularly striking about these examples is the structural nature of the SDGs. They make it possible to ask the right questions to reduce organisations' impact on terrestrial biodiversity.** They also have the advantage of being easy to link as a system. So SDG 12 (sustainable consumption) is regularly mentioned in the same breath as SDG 6 (conserving water resources), SDG 13 (the fight against coastal erosion) and SDG 17 (partnerships). They also make it easy to communicate with external and internal stakeholders using a common language. Lastly, the SDGs, particularly SDG 15, make it possible to convince stakeholders of the validity and quality of the policies implemented by organisations.

### Improving the analytical framework of the 2030 Agenda

In this context, are the millennium goals set by SDG 15's targets currently being achieved? Nothing could be less certain. And answering this question is particularly complex because of the lack of quantified goals. Although the targets set by the UN are ambitious, the indicators put in place by nation states are destined to be developed and to be strengthened. For example, the "areas occupied by artificial surfaces" indicator could be clarified by specifically integrating the issue of the artificialisation of wetlands. Similarly, the "forest areas subject to a management plan" indicator provides a foundation which should be further developed to integrate forest management tools. Indeed, how can we take into account the impact on biodiversity and soils (SDG 15) and water (SDG 6), promote dialogue and the inclusion of populations (SDG 16) and promote local development (SDG 1, SDG 3 and SDG 4)? The products of these sustainably managed forests could also promote the development of the responsible consumption (SDG 12) of wood, paper and cardboard products. With these examples, we can see that while the achievement of the SDGs is ambitious, they can and must be a system for achieving the Millennium Goals as a whole.



**Most importantly of all, states and public authorities cannot be the only parties to act. Civil society as a whole (local and regional authorities, small and large companies, charities and ordinary citizens) must seize this key SDG to ensure the long-term preservation of biodiversity and the human species.** This is certainly the key to whether or not SDG 15 will be achieved. Just like the Paris Agreement on climate change, there must be a binding international agreement accepted by states and supported by civil society.

We can all see that there is much to be done before the Millennium Development Goals of SDG 15 are achieved. The criteria for analysis need to be refined so that they are more consistent with the criteria of the other SDGs. And, aside from some visionary trailblazers and environmental organisations, civil society has yet to mobilise significantly to preserve biodiversity in general and to incorporate SDG 15 into its strategies for action.

## Facilitating the appropriation of the SDGs



Two solutions are possible to remedy this situation. Firstly, to facilitate organisations' work and CSR reporting, standardised frameworks for analysis should be implemented to combine the criteria for the SDGs with the 42 criteria of article 225 of the Grenelle II Act, the GRI, etc. This would make it easier for CSR and sustainable development managers and directors, who are the most obvious agents of change in this area, to appropriate the SDGs. This would also avoid forms of competition between different criteria at French, European and global levels.

**But of course, it requires more engagement from the public regarding biodiversity and SDG 15.** To do this, it is essential to avoid jargon (the term "SDG" isn't understood by everyone, for example), using simple terms and helping to raise awareness of the issues through games, events, videos for the public, etc. Alliances between companies, NGOs, artists and elected officials must emerge and develop to spread simple (yet not simplistic) and dynamic messages, without making citizens feel guilty.



## SDG 17 Strengthen the means of implementation and revitalise the global partnership for sustainable development



*Written by the Comité 21 and Le Rameau*

### A 17th and unique goal regarding methods which aims to encourage the widespread development of cooperation to address our collective challenges together

Like the Millennium Development Goals, which added an eighth goal to the seven thematic goals, focused on the establishment of a global partnership for development, the 2030 Agenda has added a 17th goal to the other 16, related to the methodology. Decidedly separate, the UN treats it as such since, unlike the other SDGs reviewed in "packages" every three, four or five years at the High Level Political Forum, SDG 17 is revised systematically every year.

This reflects the need to change methods but is also an admission of certain difficulties, both structural and cultural, in "developing alliances" to address our collective challenges together. **And that is precisely what is at the heart of this 17th goal: how to create and ensure the widespread development of partnerships, cooperation, alliances and agreements between different countries and stakeholders to respond together to globalised threats such as the erosion of biodiversity, climate change, the scarcity of water resources and more - the consequences of which weigh unequally but heavily on us all.** A country or a continent which doesn't develop sustainably, emits greenhouse gases, pollutes and acts as a predator of natural resources, weakens the whole of its sub-region, if not the whole planet. Beyond the ethical nature of cooperation between nations, it is therefore in the interest of countries to share their resources, both technical and human, to ensure sustainable development, taking into account the needs of humans and the environment.

SDG 17 develops the priority areas in which these partnerships should be agreed :

- From target 17.1 to 17.5: **international cooperation to increase the means of funding developing countries** (strengthening the tax collection capacities of developing countries, ensuring the promised 0.7% of developed countries' GNI for official development assistance (ODA) for developing countries, funding and restructuring debt, encouraging foreign investment in developing countries).
- From target 17.6 to 17.8: **international cooperation to support access to technologies, particularly green technologies** (creation of the UN's global technology facilitation mechanism, strengthening countries' capacities for innovation, transferring technologies under preferential conditions, efficiency of the technology bank, etc.).
- Target 17.9: **international cooperation to strengthen the capacities of developing countries to achieve the SDGs by 2030** by promoting North-South, South-South and triangular cooperation.
- From target 17.10 to 17.12: **international cooperation to support developing countries' access to global trade** (the WTO must ensure a universal and non-discriminatory trading system, increased exports from developing countries, particularly LDCs, preferential market access for developing countries and LDCs).
- From target 17.13 to 17.19: **international cooperation to ensure coherent policies and institutional organizations** (global macroeconomic stability, coherency of sustainable development policies, respect for the sovereignty of developing countries when establishing policies for sustainable development and to tackle poverty), **multi-stakeholder partnerships** (encouraging cooperation with developing countries to achieve the SDGs but also public-private partnerships and partnerships with civil society) **and data, monitoring and application of the principle of accountability** (working to have better statistics especially in developing countries, establishing indicators of wealth in addition to GDP).

It is no longer time for the richest countries to show solidarity with the poorest countries to help them in their development: now is the time to work together to establish each country's contribution to meet these collective challenges. **In other words, it's time to change from "face to face" to "side by side".** This new position makes it possible

“ In other words, it's time to change from "face to face" to "side by side". ”



alliances, multi-stakeholder partnerships, public-private partnerships must be developed to achieve the SDGs within 12 years.

to come up with solutions which simultaneously reduce fragilities and create new drivers of growth and employment. These two goals are no longer separate: they are linked.

It is difficult for non-state stakeholders to take ownership of SDG 17 since the overwhelming majority of its targets are aimed at states and international organisations. Nevertheless, international cooperation stakeholders such as local and regional authorities via their decentralised cooperation and emergency and development NGOs can contribute and work towards achieving these targets. In addition, if we consider targets 17.16 and 17.17, even non-predisposed stakeholders can also play their part: the 2030 Agenda makes it very clear that

In France, from the beginning of the 2000s, the institutional context has slowly but surely prepared for the spirit of the 2030 Agenda with three strong founding acts:

- The introduction of the right to experiment, included in the constitution,
- The NRE Act<sup>110</sup> - the first European regulation on an incentivising soft law,
- There is also a charter of reciprocal engagement between the state and associations to carry out work in the public interest.

The simultaneous development of the new framework for relations between the state and local and regional authorities, companies and associations has given each stakeholder the ability to question its role within the collective contribution to respond in relevant way to the challenges of the twenty-first century. Today, discussions regarding the plans for the PACTE act, particularly with regard to the role of companies in society, are the latest result.

In the pages that follow, you will be able to read a few examples of organisations (a company, a foundation and a network) which are redefining the way they act in light of the SDGs, entering into new and innovative collaborations. You will also find solutions and tools to help you to take better ownership of the 2030 Agenda and assess the impact of your activity on achieving the SDGs.

110. The NRE Act (*Nouvelles Régulations Économiques* in French or *New Economic Regulations*), passed on 15 May 2001, legislates in three areas: financial regulation, competition regulation and corporate regulation. Article 116 of this law obliges listed companies to produce public social and environmental reports. For example, they must communicate about their water and energy consumption and the gender balance of their staff.

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## Joint creation, the driving force behind the partnership model advocated by SDG 12 and the SNCF Foundation



For 22 years, the SNCF Foundation has developed its scope of action to address the challenges of the changing times. In 2016, when it became the SNCF Group Foundation, it wanted to drive new momentum by taking action in areas which are fundamental to civic responsibility: education, social responsibility and culture. These three areas are the basis of "living together", the Foundation's new framework for action. With an annual budget of 5 million, the SNCF Foundation supports nearly 1,000 projects every year.

**The SNCF Foundation is developing a systemic approach which aims to link different issues together, with the help of three tools to encourage action: regional involvement, employee engagement and joint creation.** These three tools promote the cooperative dynamic targeted by the SDGs, particularly SDG 17. Internally, it engages SNCF Group employees with skills-based sponsorship and helps to build partnerships between employees and associations. It works with a network of regional correspondents to develop alliances throughout the country. Joint creation, essential to its way of working, enables it to take action in a more efficient way.

Joint creation, whether at the level of associations or foundations, is both natural and desirable. The SNCF Foundation supports initiatives which bring stakeholders and the public together. Two concrete examples illustrating the implementation of SDG 17: the "Working together with our differences" call for projects and the Alliance pour l'éducation (Alliance for Education).

The "Working together with our differences" call for projects, led by the Réseau National des Maisons des Associations or RNMA (National Network of Associations) aims to bring together different associations working on the same project to enhance and expand the initiative. With this system, the SNCF Foundation supports projects focused on diversity, cohesion and citizenship which help everyone to learn to live alongside other people. The originality of this system lies in its innovative eligibility criteria: each project must be supported by at least three associations. Although joint creation is initially an "obligation", its benefits and positive contributions soon become apparent. This helps to reveal partners' complementary skills and a wide range of points of view and expands the scope of the projects. Since 2012, 504 initiatives have been jointly created by 1,391 associations with the help and support of 69 bridging organisations across the country. A few years after the launch of the projects, it is a real victory to see that beyond the

financial support of the SNCF Foundation, associations continue to work together because they have seen the benefits of this joint reflection and the quality of the resulting projects.

A similar reflection was behind the Alliance pour l'éducation (Alliance for Education). In 2013, a collective of nine companies<sup>111</sup> from the public interest sector decided to come together to jointly create an original model which turns work to reduce the school drop-out rate into a shared, visible cause. Every year, more than 100,000 students leave the school system without qualifications: 15% of a generation are therefore at risk, both in social and economic terms. Today, this Alliance works in 17 secondary schools in Ile-de-France and supports 3,500 students with the help of 200 committed teachers, 100 employees from companies and 5 public partners<sup>112</sup>. A coordinated initiative in terms of subject, regions and funding is guaranteed to have more of an impact on a region than a number of isolated initiatives. Seeing operational bodies which bring together the French Ministry of National Education, companies and associations is a sign of the commitment from all stakeholders to fight effectively against school dropout rates.

With regard to its links to the various SDGs, the Alliance's work is a natural fit with SDG 17 and also echoes with SDG 4 (quality education) by helping every young person to succeed, with SDG 8 (decent work and economic growth) by fighting early school leaving and with SDG 10 (reduced inequalities) by preparing each young person to envisage their personal role with regard to their own future and as part of society.

**The UN's 2030 Agenda offers a framework and a universal language which facilitate discussions with partners. By joining this common frame of reference, we are convinced that we can go further together ■**

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111. CNP Assurances, Deloitte, ADP, France Télévisions, RATP, Manpower Group, SNCF and Total (via their foundation) and Imerys (directly)  
112. European Social Fund, European Union, Val d'Oise Prefecture, the town of Villeneuve Saint-Georges and the town of Garges

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## Encouraging and promoting partnerships: a key focus at the heart of Veolia's strategy to contribute to the 2030 Agenda



Veolia group is the global leader in optimized resource management. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and to replenish them. In 2017, the Veolia group supplied 96 million people with drinking water and 62 million people with wastewater service, produced nearly 55 million megawatt hours of energy and converted 47 million metric tons of waste into new materials and energy.

In 2015, Veolia formalised its position as a socially responsible company through its 9 CSR commitments. One of these commitments ("providing and maintaining services which are essential to health and human development") refers to the implementation of the SDGs and Veolia's contribution to achieving these goals. With the 17 SDGs, its contribution now extends even further, from sustainable consumption (with the circular economy) to reducing inequalities by contributing to access to rights. To clarify this contribution and to identify the most relevant SDGs to our activities and commitments, analysis was carried out, including stakeholder consultation. It was based on a study with a triple focus:

1. the correlation between the SDGs and the Group's sustainable development commitments;
2. the consultation of a panel of internal and external stakeholders;
3. the correlation between the SDGs and the Group's growth sectors and turnover around the world.

Among the lessons learned from the stakeholder panel consultation, the relationships with our stakeholders (SDG 17) and the Group's ability to innovate (SDG 9) are cited as one of the key areas of focus to contribute to the achievement of SDGs.

As a local operator, Veolia interacts with all of its stakeholders to work together to create solutions which are adapted to regional challenges and which create value. For example, these solutions include proposing innovative partnerships which contribute to the achievement of major global issues, such as access to essential services. The Group is developing these new partnerships by drawing on complementary expertise provided by its partners. The joint creation mechanisms enable Veolia to tackle issues which it could not address on its own.

In Durban, Veolia offers an updated form of public-private partnership. This rapidly developing city is facing increasing tension regarding water resources: water stress, increased demand from farmers, industry and

local populations. Durban is home to South Africa's second largest township where access to water and sanitation is not yet a reality for everyone. As part of a public-private partnership, Veolia operates the wastewater treatment plant and also sells reprocessed wastewater for use in industry. The profits from these sales are shared with the community which uses the money to access water in the township. The contract includes a social component on diversity, employment, training and skills transfer. 98% of domestic water is recycled which means 40,000m<sup>3</sup> of resources are conserved every day (equivalent to 15 Olympic swimming pools), 5 million euros have been saved in industry and that's without mentioning the reductions in waste dumping at sea. The beginning of this experiment has seen real trust between operator and client and a call for systemic innovation, incorporating technical, social and contractual innovation. A beneficial partnership for all! This approach is fully in line with target 17.17, with the renewal of the public-private partnership, the integration of multiple actors and the creation of shared value. **SDG 17, which calls for multi-stakeholder joint creation, is thus a great opportunity for companies to create new forms of collaboration, drawing on their capacity to innovate and to meet the challenges of resource conservation and people's needs ■**

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## The LOCAL GOALS diagnostic tool: developing the SDGs at a regional level and giving stakeholders the means to find their place

UTOPIES®

From creation to roll-out, the company Utopies, created by Elisabeth Laville, has been raising awareness and advising management boards for 25 years (from pioneering SMEs to large groups) to help them to integrate sustainable development into their strategy and practices.

Today, companies and communities face a double challenge: adapting their reporting and indicators to local specificities and to major global issues such as the SDGs. It's what the think tank Reporting 3.0 calls the "Sustainability Context Gap". Utopies has therefore developed LOCAL GOALS, a tool to assess the level of sustainability of each French department by analysing nearly 70 indicators<sup>113</sup> which contribute to the different SDGs. This tool helps to develop all SDGs at a regional level: dividing them up according to subject and local issues so that they can truly address concerns on the ground. Utopies is therefore fully engaged in the achievement of SDG 17, working to "strengthen the means of implementation and revitalise the global partnership for sustainable development". The creation of this tool responds to major challenges which are similar to two of SDG 17's targets:

- 1. Assessing the level of sustainability and wealth beyond the GDP of regions (local) by combining it with a "Sustainable Development Goals" strategy (global):** this addresses target 17.19 which aims to take advantage of existing initiatives to establish progress indicators in sustainable development, in addition to gross domestic product.
- 2. Responding to the growing expectations of public stakeholders for more widespread appropriation of the SDGs by companies and partnerships at a local level:** this refers to target 17.17 which aims to encourage and promote public partnerships, public-private partnerships, etc.

### Regional diagnosis: an example of a French department

Analysis using LOCAL GOALS provides a global view of the department's situation while identifying certain indicators which can be considered as local priorities and for which action must be taken:

#### SDG DIAGNOSIS OF THE ALLIER REGION



113. from statistics from the Insee, the CGDD, the SOeS, etc.

SDG	INDICATORS	SCORE OUT OF 5
SDG 2 " Zero hunger "	Share of organic farming in the agricultural area	0.9
SDG 3 " Good health and well-being "	Localised accessibility to doctors	0.6
SDG 6 " Water management "	Average concentration of nitrates and pesticides in groundwater	1.5 / 0
SDG 7 " Energy "	Total power of grid-connected renewable installations	1.5
SDG 8 " Decent work and sustainable growth "	Proportion of non-working young people	1.5
	Business survival rate after 5 years	1.8
	Business creation rate	1.7
SDG 9 " Innovation and technology "	Proportion of premises eligible for fibre broadband	1.6
SDG 10 " Reduced inequalities "	Median disposable income	1.8

### Diagnostic application: analysing the value chain

As a regional diagnostic tool, LOCAL GOALS can be used differently by different entities, from local and regional authorities to companies:

- **Defining or comparing a local sustainable development strategy** in accordance with the needs, strengths and weaknesses of the area in relation to the SDGs.
- **Contextualising** or putting into perspective the real contribution of a company or organisation to the needs of the region.
- **Creating corporate/regional synergies by using a common language**, establishing joint objectives and sharing the responsibility to ensure the success of the SDGs.
- **Facilitating private-private and private-public partnerships to identify important issues within regions** and the geographic areas of impact of a company, all along its value chain (extended supplier chain, locations, markets).

The LOCAL GOALS regional diagnostic tool can provide a company with the means to understand its responsibility throughout its supply chain by department or region. For example, a company located in the Hérault region can concentrate the majority of its suppliers in Nord-Pas-de-Calais and sell its products in Paris. Comparing departmental analysis of a value chain with LOCAL GOALS makes it possible to identify issues specific to each department and to decide on the implementation of targeted action, taking into account the region in which it operates. In summary, the purpose of such a tool is to identify a region's challenges and opportunities and to develop a solid base of analysis for the implementation and achievement of the SDGs. SDG 17 reflects Utopies' commitment to providing businesses and regions with the means to take ownership of this Global Agenda for Sustainable Development ■

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**ZOOM  
ON****Assessing the contributions of SDG stakeholders  
and redirecting cashflow to achieve global goals**

The EcoAct Group provides companies and regions with unique expertise, helping them to anticipate and transform positively in response to the challenges of climate change and sustainable development. For more than 10 years, EcoAct's experts have implemented strategies to mitigate and adapt to climate change on an international scale, in connection with organisations' sustainability challenges. Today, the EcoAct Group has more than 100 employees on three continents.

Since it was founded, the EcoAct Group has worked with all kinds of stakeholders to direct investments towards projects with a positive impact. At an international level, we work to assess and promote the social and environmental impact of projects. To date, EcoAct's clients have funded the reduction of more than 15 million tonnes of equivalent CO<sub>2</sub>, representing a value of €60 million invested in local communities. These investments helped to generate a societal value of 6 billion and to create 20,000 equivalent jobs, mostly in developing countries (ICROA & Imperial College, 2014). The issues and challenges of SDG 17 are a part of our DNA and have been since our group was founded.

Since 2015, EcoAct's work to support the SDGs and SDG 17 in particular has focused on three areas:

### Facilitating the development of impact funding mechanisms

In 2016, EcoAct signed a strategic partnership with the Gold Standard Foundation to contribute to the reform of its certification reference framework. The new reference framework, Gold Standards for Global Goals, was officially launched in July 2017. It enables project leaders with significant social and environmental added value to differentiate themselves by demonstrating their contributions to the SDGs, which are recorded and verified by accredited third parties.

In this way, project leaders can access results-based funding and meet impact investors' expectations by applying the quantification methodologies provided by the framework. In the specific case of the carbon market, this new standard will also make it possible to adapt to the new climate governance being prepared as part of the implementation of the Paris Agreement (post-2020). This contributes to target 17.3.

### Supporting organisations in their positive transformation by means of the SDGs

In 2017, EcoAct worked to develop methodologies and tools to support organisations in this area. There is no single approach to the SDGs which can be applied to all organisations: our approach aims to support managers in the transformation of their business model by designing a strategy and a tailored action plan to make the SDGs a genuine performance driver.

In 2017, EcoAct developed several tools including: a correspondence table between the SDGs and ISO 26000, a tool for analysing sustainable development reporting needs, a database of SDG indicators and a project assessment tool (Ecoscore®). All of this contributes to target 17.17.

### Updating EcoAct's CSR policy in view of the SDGs

Lastly, in 2017, EcoAct began to revise its CSR policy in view of the SDGs. The aim is to establish a new CSR-SDG roadmap for 2020-2025 to become part of the group's international dynamic and to integrate the various approaches of the entities which joined EcoAct in 2017. The first stage entails choosing the priority SDGs with regard to EcoAct's activities and business and breaking down the associated commitments and indicators for each of them. EcoAct will then submit this first roadmap to targeted stakeholders for approval of the robust nature and relevance of the selected areas of focus, before rolling out an integrated CSR-SDG strategy at Group level by 2020.

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## Outlook

The investment required for the transition to a sustainable zero-carbon world is estimated at "several trillion dollars a year, in addition to the \$5 to \$7 trillion needed annually for infrastructure" (United Nations, 2015). Over the next few years, EcoAct will continue to facilitate meetings between financiers and project leaders with positive-impact projects ■

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### To find out more:

- <https://www.goldstandard.org/articles/gold-standard-global-goals>



- Global Framework Action: making the SDGs a performance driver for companies (Climate Club, 2017)
- The SDGs explained for your organisation (EcoAct, 2018)



ZOOM  
ONCreating a global world - translating the SDGs  
into a strategic and operational framework

The Comité Français pour la Solidarité Internationale or CFSI (French Committee for International Solidarity), a national platform with 25 members<sup>115</sup>, sees the SDGs as a "common framework" for analysing, incorporating and assessing the challenges of projects supported by the CFSI and its members. This can be seen in the 2017-2021 strategic framework, adopted in June 2017 by its general assembly. In line with its scope of activity, the CFSI decided to make reference to several SDGs, including SDG 17. This can be linked to at least two of the CFSI's commitments: "to take action for economic, environmental and social transitions" and "to cooperate on shared issues between regions".

Operationally speaking, this means supporting partners, such as platform members (French civil society organisation or CSOs) in new approaches which combine economic and social issues (target 17.16). But this also entails working on policy coherence, particularly with a "sectoral" approach (target 17.14).

### The targets of SDG 17, a topic of debate at the General Assembly

In 2017, the General Assembly debated SDG 17 specifically. This debate led to many observations and much reflection. Firstly, the CFSI cannot take action on all targets within its scope of activity; some, firmly anchored within the current global economic system, may be perceived as contradicting the principles defended by the CFSI. This is true of targets 17.10 and 17.11. Other targets are so broad that they can be interpreted in various ways (for example target 17.13: protection of macroeconomic stability or guarantee of policy coherence?). Conversely, the CFSI fully adheres to certain targets, such as the target to "enhance policy coherence for sustainable development" (target 17.14), which is at the heart of its advocacy work.

In general, the SDGs must not prevent CSOs - the CFSI in this case - from remaining faithful to their own reflection and approaches. So target 17.17, which refers to multi-stakeholder partnerships and includes governments, the private sector and civil society, seems to focus on a very global level. In the CFSI's experience, the multi-stakeholder approach focuses initially on regions (infra-state level); it is based on issues and challenges which connect regional stakeholders and then regions themselves. This bottom-up approach is a guarantee of the success

of the promoted initiatives. In the same way, citizens are excluded from target 17.17, as it currently stands. However, they are often the source of informal or formal "coalition" initiatives which contribute to the SDGs. As a result, the CFSI's interpretation of this target is wide-ranging.

### What a "global partnership" means for the CFSI

In light of its strategic framework, the CFSI will continue its work on shared issues, linking a multitude of stakeholders, across regions. This is its interpretation of target 17.17. It will continue to advocate and to support policy coherence (17.14) for family farming and the right to healthy food.

It sees the SDGs as a common analytical framework but will not hesitate to "go further": while the SDGs may sometimes seem simplistic, they must not undermine the rights-based approach and the attainment of rights sought by the CFSI. This should be taken into account when it comes to enhancing capacity building in target 17.9.

SDG 17 encourages the CFSI itself to enter into partnerships with others: to share ideas and reflection with non-ISO stakeholders on the development of international socially responsible practices, for example, and to anticipate developments to cooperation in partner countries and in France and, above all, to work together to find solutions to fight poverty and inequality ■

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115. Adesaf, Agir abcd, Agrisud, Batik international, Cap Solidarités, CGT, Cités Unies France, Eau Vive, Echoppe, Electriciens sans frontières, Elevages sans frontières, Essentiel, ESSOR, Fédération Artisans du Monde, Geres, Grdr, GRET, Guinée 44, IFAID, Ingénieurs sans frontières, Secours populaires français, Snetap-FSU, SOL, UNMFREO, Univers-Sel.



ZOOM  
ONThe SDGs as an opportunity to rethink  
how we take action

France Volontaires is the French platform for international and socially responsible volunteering. Created as an association in 2009, France Volontaires brings together the French state, other associations, local and regional authorities and their networks to focus on its work in the public interest: promoting, encouraging and developing international, socially responsible volunteering. It is an operator of the French Ministry of Europe and Foreign Affairs. It now has more than 50 members and is present in 24 countries in Africa, Asia, America/the Caribbean and the South Pacific through its network of Volunteer Spaces, centres with resources and information on international volunteering.

From 2012 to 2015, France Volontaires actively participated in the process of negotiating the SDGs alongside civil society stakeholders and called for the creation of SDG 17: involving all active players and stakeholders is vital to ensure that the SDGs are achieved by 2030.

It has been advocating since 2016 to transform this recognition of citizen participation at a national level into roadmaps for states and their voluntary national journals, presented annually at the High-Level Political Forum. France Volontaires contributes to dialogue on these issues with the Ministry of the Ecological and Socially Responsible Transition. It also supports its national representatives in 24 countries in their dialogue with national authorities.

**Beyond this, the SDGs encourage us to rethink our organisational practices and our scope of action.**

They question the meaning of mobility through their universality. The SDGs were conceived in a universal and global way, transcending national issues and the North-South divide and bringing together very diverse actors (civil society, private and public sectors, schools, the world of research, etc.). They take into account the notions of transverse work, reciprocity of actions and partnerships.

France Volontaires is committed to a process of developing the principle of reciprocity in international volunteering. The challenge is to contribute to a rebalancing of volunteer exchanges, moving on from a model of movement from north to south, paving the way for very diverse volunteering, with real crossover from one continent to another. Welcoming international volunteers to France is part of a more global challenge regarding the rebalancing of

partnership relations and a collective consideration of transnational challenges to move towards truly global volunteering. This is a clear example of an approach to develop the principle of reciprocity within international volunteering and new forms of North-South exchanges, in line with targets 17.9 and 17.16.

France Volontaires supports and empowers the development of experimental initiatives of this kind, such as Weccee project, supported by the association Cool'eurs du Monde in Bordeaux, in partnership with the Volunteer Space of France Volontaires in Senegal. What makes this project different and so valuable is that it is purely reciprocal with as many French volunteers going to Senegal as there are Senegalese volunteers coming to France, mobilised and working in pairs on initiatives with similar themes.

**France Volontaires is also working to better integrate the SDGs into its organisational practices. One of the challenges lies in developing tools with its members and partners to measure the impact of international volunteering in view of the SDGs.** However, the UN framework for monitoring the SDGs (indicators) do not include any measurement of the contribution of citizens, which makes things difficult in terms of the appropriation of this agenda at different levels of the organisation ■

*coline.peyre@france-volontaires.org*

## Conclusion

“ It is clear that this joint creation movement is expanding on a new scale, as can be seen from France's regions. ”

### Making SDG 17 more societal and accessible to non-state stakeholders

**It's clear that France is taking ownership of SDG 17!** For example, in 2018, it devoted 0.38% of its GNI to ODA<sup>116</sup> (target 17.2). President Macron has stated that he wants this figure to reach 0.55% of GNI by 2022. This is a considerable improvement but still far below the goal and the promises made several years ago to reach 0.7%.

**The analysis of targets shows that SDG 17 suffers from the absence of a social and societal approach.** The overrepresentation of economic - not to say liberal - targets (trade, finance, transfer of technologies) must not hide its more transverse targets (9, 13, 14, 15, 16, 17, 18, 19) which are more relevant to non-state stakeholders.

As it stands, to take ownership of SDG 17, which is aimed mainly at states, non-state stakeholders are obliged to extrapolate through a broader interpretation of the joint creation of a sustainable future. Partnerships are understood in the sense of initiatives which are shared by different types of structures. To promote partnerships at a local level, we must think about monitoring indicators which focus on the initiatives of French civil society, whether on a national scale or further afield.

### The widespread adoption of joint creation

To properly assess the collective ability to develop an alliance, we must make sure that we're looking at the right criteria. Indicators of success must take into account the degree of progress in terms of the collective maturity<sup>117</sup>.

Over the last 12 years in France, there has been a development in the maturity of our collective capacity to develop strategic partnerships between different "worlds". The five-year 2013-2017 study programme of the Observatoire des partenariats<sup>118</sup> measured this<sup>119</sup>. Although the objectives of the first programme (2008-2012) made it possible to provide an overview of partnerships in France<sup>120</sup> and showed that the dynamic was already more deeply-rooted at a regional level than it seemed, the second programme helped to establish the benefits of the innovative alliances which had been developed. The results of experiments with pioneering organisations in terms of developing partnerships reveal three major findings:

- **On the purposes of alliances:** between reducing weaknesses and economic growth, it is no longer a question of separating approaches; instead, the focus is on connecting them.
- **On the impact of alliances:** organisations' performance, strengthened capacities for regional and societal innovation and increased trust from people and regions are three examples of the impact observed by the pioneers of strategic alliances for the common good<sup>121</sup>.
- **On the conditions for successful alliances:** they are based on the alchemy between people, projects and regions, making it possible to make an appropriate response to the systemic issues which require sectors, stakeholders and regions to be linked<sup>122</sup>.

116. OECD's figures for 2018

117. "Assessment of the societal utility of partnerships" frame of reference (Le RAMEAU, May 2015)

118. L'Observatoire des partenariats is independent, overseen by Le Rameau, but jointly founded along with the Caisse des Dépôts, in partnership with MEDEF and the Mouvement Associatif. It is managed by a multi-stakeholder steering committee.

119. Five-year report 2013-2017 (Observatoire des partenariats, February 2018)

120. Five-year report 2008-2013 (Observatoire des partenariats, January 2013)

121. Observations on the impacts of innovative alliances in the future (Le RAMEAU, February 2018)

It is clear that this joint creation movement is expanding on a new scale, as can be seen from France's regions. Long-term observation shows that the trailblazing stage is now over and that many "followers" are now following suit, venturing to try new joint creation approaches. Partnerships between companies and public interest organisations are a particularly striking example. After mistrust and ignorance, new doors are opening to joint creation. Beyond social responsibility through corporate sponsorship or good practices through OSR (Organisational Social Responsibility), this approach goes further, leading to joint innovation and even joint development. We are only at the very beginning of this collective capacity to "develop alliances", but the increasing number of innovative experiences in different regions shows that a new era is dawning<sup>123</sup>.

In France, we've come a long way from a deep-rooted silo mentality. We have now reached what we could call "the half-way" stage and, at this point, the road already travelled helps us to look ahead to what remains to be done.

Today, the major focus is on becoming a driving force to ensure that everyone feels involved in the new dynamic developed by SDG 17<sup>124</sup>. That's what the Comité 21 and Le RAMEAU are working towards. For 12 years, Le RAMEAU has carried out empirical research on SDG 17 by observing and analysing the capacity of public and private organisations to develop alliances for the common good. For 23 years, the Comité 21, France's first multi-stakeholder network dedicated to sustainable development, has brought together companies, local and regional authorities, NGOs, associations, higher education and research institutions to work together with the same shared objectives. In some ways, it's a pioneer of target 17.17 of the 2030 Agenda! ■

123. "Regional joint creation" frame of reference (Le RAMEAU, November 2016)

124. "Common good; towards the end of arrogance" collective book (Edition Dalloz, December 2016)



## Conclusion

### Positivity, self-confidence and simplification of the 2030 Agenda to achieve the SDGs within 12 years.

It makes sense that the objectives for the 2016-2030 period, put forward in the 2030 Agenda, have not yet been reached. The transformative power of the exercise would not be needed if a country like France had already met all the targets of the 2030 Agenda within the first three years.

**For once, let us take advantage of the long-term exercise that we are given.** It is because the goals are ambitious and correspond to the challenges of the beginning of this century that fifteen years are necessary. Indeed, one can expect it takes time to deeply transform the practices and strategies of a diversity of organisations - local authorities, businesses, unions, NGOs, higher education institutions, research centres and associations, ... - or in other words all the driving forces of civil society, especially when it comes to drag all the countries of the world in the same direction.

But to achieve this by 2030, in other words ensuring both non-state organisations and nation-states fulfil all of the SDGs and their 169 targets, the first step is to make the 2030 Agenda accessible to all. Indeed, this is essential in order to avoid indifference and reluctance as well as to give the diversity of actors the appropriate tools to act.

#### Popularise

As pointed out by several co-pilots in their conclusion, the fact that the French actors have progressed but not yet made the SDGs their own highlights the need to raise awareness and the need to make the 2030 Agenda more accessible. A proper appropriation of the SDGs is not possible if all have not correctly understood the context, the purpose and the methods of evaluation towards the achievement of the targets that constitute the 2030 Agenda. **This implies an important effort and a political will to raise awareness, educate and communicate.** Education regarding sustainable

development, citizenship and international solidarity thus become pillars of transformation. A national educational campaign would be necessary. It could be based on the 2015 campaign regarding climate change that preceded the COP21 and which contributed to rally up civil society as a whole. A major international event on the SDGs would also be very useful in this regard.

#### Clarify & neutralise reluctance

In order to avoid the actors' rejection of this large-scale exercise, given that they are already heavily solicited and constrained by time as well as limited financial and human resources, it must be made clear that the 2030 Agenda is not a new obligation that adds on to other ongoing obligations related to sustainable development. **On the contrary, it consists of an extension of the CSR, the social commitment of organisations, the existing 21 Agenda and all the other public policies planning processes.** The SDGs allow to question and redefine them, and to go even further by including new dimensions and targets to the sustainable development strategies and policies that may not have been foreseen in the first fifteen years of the 21st century. The 2030 Agenda renews/revitalises our understanding of sustainable development by offering a more ambitious 360-degree view that embraces and explains/specifies its economic, social, environmental and cultural fields.

“ 2030 is at our doorstep. To get there, we must combine the efforts through multi-stakeholders processes and platforms. We must open our perspectives beyond our own business sector in order to work collectively with other sustainable development stakeholders! ”

## Tooling

Once global awareness of the 2030 Agenda is achieved and the actors have integrated why it is important and acknowledged that it helps enhance ongoing practices, they will need tools to take action. The role of intermediary organisations, as well as networks and platforms, are crucial for this last step. The idea is to provide tools with methodological guides, for example to link CSR reporting and the SDGs, to incorporate the SDGs to the SRADDETs (Regional Scheme for Planning, Sustainable Development and Territorial Equality) that are under development, or to rethink the different stages of projects in light of the 2030 Agenda.

It is also about identifying the pioneers and good practices, promoting them, creating spaces favourable to meetings, discussions and exchanges in order to facilitate the learning and integration process of their counterparts.

*Last but not least*, the demand for exemplarity and the "SDG reflex" must guide, on a daily basis, the leading organisations whose actions inspire and influence other structures of society - more specifically, the public administration, the backers and the intermediary bodies. Each and every one will definitively start to make the SDGs their own when the Ministries will have analysed and aligned their budget and policies with the SDG matrix ; when the 2030 Agenda networks experts will have themselves analysed the impact of their actions on the achievement of the SDGs targets using the indicators provided by the INSEE (National Institute of Statistics and Economic Studies) ; when, for example, the SDG sympathisers will tweet without ever forgetting to mention "#SDG6" when talking about water and sanitation, or when the backers will determine their financing based on whether the projects integrate the SDGs they impact at all levels. The best way to convince is to provide evidence with concrete examples! It is not only about communication but also about the manufacture of public goods.

Admittedly, current trends indicate that, so far, the efforts rolled out are not sufficient to achieve the SDGs in France and at the international level by 2030. However, it is crucial not to succumb to pessimism and fatalism in order to favour the essential acceleration of action. In France – where we traditionally view the glass as half-empty rather than half-full - we tend to lose hope by focusing on the expected result rather than on each step of progress that lead us to it. Yet beyond the set result lies the path to reach it, which in itself is thought-provoking and transformative. There is no such thing as unimportant progress and it is only through highlighting and encouraging each organisation that attempt to integrate the SDGs that we will manage to involve all citizens.



## Glossary of abbreviations

### ADEME

*Agence de l'Environnement et de la Maitrise de l'Energie, agence sous tutelle de l'Etat pour accompagner la transition énergétique*

Agent of the Environment and Control of Energy, agency under State trusteeship to support energy transition

### ADF

*Assemblée des Départements de France : interface entre l'Etat et les départements*

Assembly of French Departments: interface between the State and the departments

### ANPCEN

*Association nationale pour la protection du ciel et de l'environnement nocturnes*

National Association for the protection of the night sky and environment

### APA

*Accès et Partage des Avantages*

Access and Sharing of Benefits

### APD

*Aide Publique au Développement*

ODA - Official Development Assistance

### APIE

*Agence du patrimoine immatériel de l'État*

Intangible State Heritage Agency

### CCNUCC

*La Convention-cadre des Nations unies sur les changements climatiques*

UNFCCC: United Nations Framework Convention on Climate Change

### CDC

*Caisse des Dépôts*

### CES

*Confédération Européenne des Syndicats*

ETUC: European Trade Union Confederation

### CESE

*Conseil Economique, Social et Environnemental*

ESEC: Economic, Social and Environmental Council

### CESER

*Conseil Economique, Social et Environnemental Régional*

Regional Economic, Social and Environmental Council

### CFDT

*Confédération Française Démocratique du Travail*

French Democratic Confederation of Labour

### CFE-CGC

*Confédération française de l'encadrement Confédération générale des cadres*

### CFTC

*Confédération Française des Travailleurs Chrétiens*

French Confederation of Christian Workers

### CGDD

*Commissariat Général au Développement Durable*

General Commission for Sustainable Development

### CGET

*Commissariat général à l'égalité des territoires*

General Commissariat for Equality of the Territories

### CGLU

*Cités et Gouvernements locaux unis*

UCLG: United Cities and Local Governments

### CGT

*Confédération Générale de Travail*

General Labour Confederation

### CICID

*Comité Interministériel de la Coopération Internationale et du Développement*

Interministerial Committee for International Cooperation and Development

### CNAM

*Conservatoire national des arts et métiers*

National Conservatory of Arts and Crafts

### CNB

*Comité national Biodiversité*

National Biodiversity Committee

### CNCDH

*Commission Nationale Consultative des Droits de l'Homme*

National Consultative Commission on Human Rights

### CNDSI

*Conseil National du Développement et de la Solidarité Internationale*

National Council for Development and International Solidarity

**CNIS***Conseil National de l'Information Statistique*

National Council for Statistical Information

**CNTE***Conseil national de la Transition Ecologique*

National Council for Ecological Transition

**COP 21***21<sup>ème</sup> Conference of Parties, Conférence internationale sur les changements climatiques (Paris, 2015)*

21st Conference of Parties, International Conference on Climate Change (Paris, 2015)

**CPME***Confédération des Petites et Moyennes Entreprises*

Confederation of Small and Medium Enterprises

**DAECT***Délégation pour l'Action Extérieure des Collectivités*

Delegation for the External Action of the Communities

**DOM-TOM***Départements et Territoires d'Outre-Mer*

Departments and Overseas Territories

**DREAL***Directions régionales de l'Environnement, de l'Aménagement et du Logement*

Regional Directorates for Environment, Planning and Housing

**EnR&R***Énergies renouvelables et de récupération*

Renewable and Recovery Energies

**EnR***Energies Renouvelables*

Renewable Energies

**ETI***Ecologie Industrielle et Territoriale*

Industrial and Territorial Ecology

**ETI***Entreprise de Taille Intermédiaire*

Intermediate Size Business

**FO***Force Ouvrière*

General Labour Confederation - Workers' Force

**FPHN***Forum Politique de Haut Niveau*

HLPF: High Level Policy Forum

**GCF**

Green Climate Fund

**GES***Gaz à Effet de serre*

GHG Greenhouse gases

**GIEC***Groupe d'experts intergouvernemental sur l'évolution du climat*

IPCC: Intergovernmental Panel on Climate Change

**GRI**

Global Reporting Initiative

**INSEE***Institut national de la statistique et des études économiques*

National Institute of Statistics and Economic Studies

**IPBES**

Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services

**IRES***Institut de Recherches Economiques et Sociales*

Institute of Economic and Social Research

**Loi PACTE***Plan d'Action pour la Croissance et la Transformation des Entreprises : projet de loi, lancé par le gouvernement Macron, relatif aux moyens des entreprises d'innover, de se transformer, de grandir et de créer des emplois. Ce projet loi pose clairement sur la table la redéfinition de la finalité de l'entreprise et son objet social.*

PACT Act PACTE (Action Plan for the Growth and Transformation of Enterprises: Bill launched by the Macron Government, on the means of companies to innovate, transform, grow and create jobs. Bill that clearly puts on the table the redefinition of the purpose of the company and its corporate purpose

**MEAE***Ministère de l'Europe et des Affaires étrangères*

Ministry of Europe and Foreign Affairs

**MEDEF***Mouvement des Entreprises De France*

Movement of French Companies

**MTES***Ministère de la Transition écologique et solidaire*

Ministry of Ecological and Solidarity Transition

**MTPA**Metropolitan and Territorial Planning Agencies  
global network**NRE***Loi sur les Nouvelles Régulations Economiques*

Law on the New Economic Regulations

**OCDE***Organisation de Coopération  
et de Développement Économiques*OECD: Organization for Economic Co-operation  
and Development**OIF***Organisation Internationale de la Francophonie*

International Francophone Organisation

**OMC***Organisation Mondiale du Commerce*

WTO World Trade Organization

**OMD***Objectifs du Millénaire pour le Développement*

MDG Millennium Development Goals

**OMS***Organisation Mondiale de la Santé*

World Health Organization

**ONG***Organisation Non Gouvernementale*

NGO Non Governmental Organization

**ONU***Organisation des Nations-Unies*

United Nations

**OSC***Organisation de la Société Civile*

Organisation of Civil Society

**PCAET***Plan Climat Air Energie Territoriaux*

Climate Plan Air Energy Territorial

**PED***Pays en développement*

Developing countries

**PEFC(TM)***Pan European Forest Certification*

Pan European Forest Certification

**PMA***Pays moins avancés*

LDC Least Developed Countries

**PME***Petites et moyennes entreprises*

SME: Small and medium-sized enterprises

**PNUD***Programme des Nations unies pour le développement*

UNDP: United Nations Development Program

**PNUE***Programme des Nations unies pour l'environnement*

UNEP: United Nations Environment Program

**PTCE***Pôle Territoriaux de Coopération Economique*

Territorial Economic Cooperation Hub

**RNB***Revenu National Brut*

GNI Gross National Income

**RSE***Responsabilité Sociétale des Entreprises*

CSR: Corporate Social Responsibility

**RSO***Responsabilité Sociétale des Organisations*

Corporate Social Responsibility

**RTE***Réseau de Transport d'Electricité*

Electricity Transmission Network

**RTT***Réduction du Temps de Travail*

Reduction of Working Time

**SCIC***Sociétés coopératives d'intérêt collectif*

Cooperative Societies of Collective Interest

**SDG**Sustainable Development Goals = *Objectif  
de Développement Durable (ODD)*

**SFDE**

*Société Française pour le Droit de l'Environnement*

French Society for Environmental Law

**SRADDET**

*Schéma Régional d'Aménagement, de Développement Durable et d'Égalité des Territoires*

Regional Scheme for Planning, Sustainable Development and Equality of the Territories

**TEPCV**

*Territoire à Énergie Positive pour la Croissance Verte*

Positive Energy Territory for Green Growth

**TFT**

Tropical Forest Trust

**TRI**

*Troisième Révolution Industrielle*

Third Industrial Revolution

**U2P**

*Union des entreprises de proximité*

Union of local businesses

**UNDESA**

United Nations Department of Economic and Social Affairs

**UNGC**

United Nations Global Compact



## Presentation of the co-pilots



**The 4D association - Dossiers et Débats pour le Développement Durable (Dossiers and Debates for Sustainable Development):** a citizen think tank for the transition towards sustainable development. Created after the Rio Earth Summit of 1992, 4D grows knowledge and expertise on sustainable development and helps raise awareness of its issues, vital for the 21st century.

To find out more: <https://www.association4d.org/>

*"SDG12 is critical to meeting the challenges of the century identified in "The World We Want". Access to resources is a source of conflict, and their use is a source of environmental degradation and consumption of energy. At 4D, we translate issues and global policies into practice for a world that is sustainable for all. Promoting SDG12 within the 2030 Agenda is necessary."*

**Marc Darras**, marc.darras.pro@free.fr



**B&L évolution advises companies and communities in their approach to sustainability**, and more particularly on innovation and value creation strategies, approaches to CSR (Corporate Social Responsibility), SDGs, Energy, Biodiversity and stakeholder dialogue.

To find out more: <http://bl-evolution.com/>

*"Our business consulting position gives us a global view of how businesses are grasping the SDGs to help build the sustainable society of tomorrow. We wanted to share our observations in this report."*

**Sylvain Boucherand**, sylvain@bl-evolution.com



**The Centre Ressource du Développement Durable** (Resource Centre for Sustainable Development) is a State-Regional Public Interest Group. Since 2001, it has equipped and supported the actors of Hauts-de-France in their move towards new models of society. Cerdd is aimed at public and private organisations and encourages them to be involved in economic, social and ecological transitions in the territories.

To find out more: <http://www.cerdd.org/>

*"Cerdd took a regional delegation to the Rio+20 Summit in 2012; since then, it has carried the integrated vision of the transition embodied by the SDGs, and contributes to its territorialisation in Hauts-de-France. It contributes to the report in order to feed-back initiatives, difficulties and needs of the actors on the ground."*

**Antoine Goxe**, agoxe@cerdd.org



La **CFE-CGC** (Confédération Française de l'Encadrement- Confédération Générale des Cadres) is a syndicate for proposals whose aim is to make the economy of the country available to the men and women who move it and work for the achievement of a genuinely sustainable development, supporting new sectors and social progress.

*"For a syndicate of employees, collaboration in the preparation of the report represents an opportunity to share a constructive vision of the future world of business, a vital transgenerational issue of the syndicate world, where the appropriation of the SDGs and their targets are transposed into CSR actions, by giving them meaning, colours, values ... "*

**François Moreux**, francois.moreux@cfecgc.fr



**Coordination SUD is the collective of French NGOs on international solidarity.** It currently brings together 169 NGOs. Its main missions are to defend and promote them, to support their common positions before institutions, to monitor and analyse international solidarity issues and to back the strengthening of French NGOs. To find out more: <https://www.coordinationsud.org/>

*"The result of very close collaboration, the report draws honest conclusions while aiming to inspire actors through the identification of good practices at all levels. In addition to its obvious contribution to the partnership logic at the heart of the 2030 Agenda, there is no doubt it will effectively contribute to mutual enrichment for a serious consideration of the challenges of sustainable development in France, 3 years after the adoption of the most progressive multilateral framework in this field."*

**Sami Asali**, [asali@coordinationsud.org](mailto:asali@coordinationsud.org)

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**CLiMates is an international ideas and action laboratory specialising in climate change, and brings together students and young professionals.** Our goal is to find innovative solutions to climate change as well as to provide awareness and rally youth to current and future climate issues. Advocate, educate, and rally our three goals. To find out more: [www.weareclimates.org](http://www.weareclimates.org)

*"CLiMates reason for collaborating on this report was to bring the vision of young actors to the SDGs and promote education for and by youth. CLiMates aims to show that young people are not only concerned with the SDGs, but that they demand above all to be actors and to appropriate the SDGs in order to educate and rally present and future generations"*

**Joséphine Raynauld**, [j.raynauld@ntymail.com](mailto:j.raynauld@ntymail.com)

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**Cités Unies France is the transpartisan and multilevel network head of French territorial authorities engaged in decentralised cooperation or international action of the communities.** It supports them in the implementation of an international action for human, cultural and economic exchanges, their international openness, their influence and their attractiveness. To find out more: <http://www.cites-unies-france.org/>

**"There will be no sustainable development without committed local authorities.** Experience has fuelled the current reflection, internally and with our members, on the link between local action in France, the difficult mobilisation of services and actors in a territory, and the agenda of the world to which we belong and for which we are responsible."

**Constance KouKoui**, [c.koukoui@cites-unies-france.org](mailto:c.koukoui@cites-unies-france.org),  
[coop-dec@cites-unies-france.org](mailto:coop-dec@cites-unies-france.org)

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**A recognised player in international negotiations and climate, SDGs, territories and energy transition agendas, the ENERGIES 2050 association** assists countries, territories and economic and citizen actors in France and abroad to establish a new development model. To find out more: <http://energies2050.org/>

*"The 2030 Agenda and the fight against climate change are two of the fundamentals of the ENERGIES 2050 association. Member of the Comité 21, being involved in the SDGs2018 report was an opportunity to testify as to the reality of the issues and challenges, to provide testimonials and to invite urgent action."*

**Stéphane Pouffary**, [stephane.pouffary@energies2050.org](mailto:stephane.pouffary@energies2050.org)

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**The Fédération des associations générales étudiantes -FAGE- is the largest youth organisation in France.** It bases its operation on participatory democracy and brings together nearly 2,000 student associations. FAGE, approved youth and education organisation, aims to ensure equal opportunities for success in the education system.

To find out more: <https://www.fage.org/>

*"By contributing to this report, FAGE looked to highlight the essential role that youth must play in the appropriation of the SDGs"*

**Vincent Simon**, [vincent.simon@fage.org](mailto:vincent.simon@fage.org)



**FSC (Forest Stewardship Council®) is an NGO comprising environmental, social and economic organisations** working to promote responsible management of all the world's forests through a demanding and recognised certification system. Nearly 200 million forests are FSC certified and more than 33,000 companies have been certified across the value chain.

To find out more: <https://fr.fsc.org/fr-fr>

*"The Comité 21 is, to my knowledge, the only French organisation with a national dimension to promote the objectives of sustainable development. This work is essential in highlighting the concrete actions that civil society actors, in all their diversity, have put in place to meet the millennium goals."*

**Aurélien sautière**, [aurelien.sautiere@fsc-france.fr](mailto:aurelien.sautiere@fsc-france.fr)



**The United Nations Global Compact brings together companies, organisations, UN agencies, the work world and civil society around ten universally recognised principles to build more stable and inclusive societies.** Global Compact is the largest global social responsibility initiative with over 12,000 participants in 170 countries.

To find out more: <http://www.globalcompact-france.org/>

*"We have been mandated by the UN to inform companies about the SDGs. Participating in the appropriation report is therefore understandable, but it is also an opportunity to compare our point of view with different actors on the contribution of companies. This staging point allows us to identify the issues of promoting the SDGs to companies and it sketches the axes of progress that we must conduct together for the implementation of the Agenda 2030 in France."*

**Anthony Ratier**, [anthony.ratier@globalcompact-france.org](mailto:anthony.ratier@globalcompact-france.org)



**An independent research institute and platform for multi-stakeholder dialogue,** Iddri identifies conditions and proposes tools to set sustainable development at the heart of international relations and of public and private policies.

To find out more: <https://www.iddri.org/>

*"This report forms part of the efforts to advance the appropriation of the SDGs by states and non-state actors, an effort that Iddri has been contributing to since 2016 through its research on the SDGs."*

**Laura Brimont**, [laura.brimont@sciencespo.fr](mailto:laura.brimont@sciencespo.fr)



**La Fonda, recognised public utility association, is a laboratory of ideas serving the associative world.** Through its work, La Fonda provides insights and tools to understand the phenomena at work in society, to explore their effects on associative action and to feed the strategic decisions of community leaders and their partners. To find out more : <https://fonda.asso.fr/>

*"The SDGs represent a strategic horizon that is conducive to bringing together actors and structuring collective action. La Fonda is therefore pleased to participate in this report, which highlights the initiatives serving the SDGs and indicates the next steps enabling all to contribute to the 2030 Agenda."*

**Bastien Engelbach**, [bastien.engelbach@fonda.asso.fr](mailto:bastien.engelbach@fonda.asso.fr)

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**The Partenariat Français pour l'Eau (PFE) is the reference platform for French internationally active public and private water actors.** For over 10 years, it has been advocating at international level for water to be a priority in sustainable development policies and promotes exchanges of know-how between its French and international members. To find out more : [www.partenariat-francais-eau.fr](http://www.partenariat-francais-eau.fr)

*"Since 2012, PFE has made the SDGs one of its strategic priorities. Initially assembled to encourage the inclusion of water and sanitation in the definition of the SDGs, the PFE has been active since the adoption of the SDGs to facilitate their understanding and implementation by all its members and partners. Participation in this report contributes to this effort."*

**Mélisa Cran**, [melisa.cran@partenariat-francais-eau.fr](mailto:melisa.cran@partenariat-francais-eau.fr)

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**The Programme Solidarité-Eau (pS-Eau), created in 1984, is a network of organisations involved in solidarity actions in developing countries with respect to drinking water and sanitation.** It supports the actors of the sector, and produces and diffuses knowledge for the improvement of the practices. To find out more : <https://www.pseau.org/>

*"Since 2012, pS-Eau has been involved in international debates in drawing up the provisional MDG report to provide proposals in the process of developing and then formulating the SDG targets and indicators. Since the adoption of the SDGs, it has fully pushed for their appropriation by all stakeholders in the sector, both in France and in developing countries."*

**Colette Genevoux**, [genevoux@pseau.org](mailto:genevoux@pseau.org)

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**The RAMEAU is a research laboratory dedicated to innovative alliances serving the common good.** It leads innovative approaches to co-construction, produces knowledge and tests engineering methods, which it makes available to everyone in open source. To find out more : <http://www.lerameau.fr/>

*"The systemic framework of the SDGs undoubtedly seeks a change of methods, and it is essential to use the report coordinated by the Comité 21 to show the progress of the co-construction movement that is embodied in the territories to speed up collective mobilisation!"*

**Charles-Benoît Heidsieck**, [cbheidsieck@lerameau.fr](mailto:cbheidsieck@lerameau.fr)  
**Yann Ulliac**, [yulliac@lerameau.fr](mailto:yulliac@lerameau.fr)

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**Associative observer examining social needs for 70 years, Uniopss exists throughout the territory via a network of regional unions** and includes 25,000 associative establishments, 750,000 employees and one million volunteers in the health, medical and healthcare sectors engaged with the vulnerable and frail.

To find out more: <http://www.uniopss.asso.fr/>

*"Participating in this report on SDGs allows us to show that associations have a real role to play in the challenge of sustainable development, a tool for democratic change and the construction of social cohesion, by relying on associative values to combine economic, social and environmental issues and by highlighting their potential for commitment and innovation in the regions."*

**Isabelle Léomant**, [iLeomant@uniopss.asso.fr](mailto:iLeomant@uniopss.asso.fr)



**VIVAPOLIS federates public and private French actors of the sustainable city**, in France and abroad, to allow them to be individually and collectively more effective in their approach and their action thanks to better synergy.

To find out more: <http://www.cohesion-territoires.gouv.fr/vivapolis>

*"VIVAPOLIS contributes to the SDG appropriation report to reflect the dynamism of French actors around the sustainable city: city strategies, business solutions and the involvement of associations and inhabitants. However, it is SDG 11 that must form the ambition of these actors."*

**Franck Faucheux**, [franck.faucheux@developpement-durable.gouv.fr](mailto:franck.faucheux@developpement-durable.gouv.fr)

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# Thank you to all contributors!





## Comité 21, 1st multi-stakeholder network for sustainable development and CSR

Born out of the RIO Earth Summit, the Comité 21 is the first network of actors **involved in the operational implementation of the Sustainable Development Goals in France within organisations and territories**. It promotes dialogue between all, supports the development of responsible methods and produces studies and prospective analyses. Comprising four associations, it brings together the relevant stakeholders in France: 26% companies (multinationals and SMEs), 40% communities (municipalities to regions), 20% associations (environment, development, local solidarity, defence of human rights...), 10% teaching, training and research institutions and 4% figure heads. **This network of nearly 450 members bases its action on multi-stakeholder partnership and concrete action.**

**Today, the purpose of the Comité 21 is to act as an interface to its members for the appropriation and implementation of the SDGs, and especially that of SDG17.** The Comité 21 roadmap for 2017 "*The new world at your fingertips*" illustrates this dynamic through a number of actions in particular: a Forum on "social engagement through the SDGs"; the co-construction of a methodological guide for the SDGs; a "Tour de France of the SDGs" to discuss their places in the territories; a monthly newsletter dedicated to the SDGs; Workshops on "SDGs and territorial attractiveness" and "SDGs and the professions"...

### Find the 2017 Notes on the SDGs by the Comité 21 :

Note "Sustainable development goals: towards a new globalisation?"

Note "The 2017 presidential election and the sustainable development goals?"

Note " Foresight in the service of the 2030 Agenda "







With the support of



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