



**ksapa**

**Ksapa Webinar**  
**5 Useful Questions to Avoid**  
**Doing SDG Washing Weathering**  
**Covid19**  
12 MAY 2020

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## **Ksapa**

**Introduction**

**Team & Network**

**Advice**

**Advocacy**

**Investing**

## **SDG Washing**

**Covid19 – What's new and not so new?**

**5 Useful Questions to avoid SDGWashing**

# Ksapa - Introduction

*Ksapa (Sioux language): Discernment, Wisdom, Soundness, Reasonableness*

Our purpose is to participate in shifting the economic world towards operating and investment models performing economically, socially & environmentally

Ksapa combines **ESG & CSR consulting** and **Innovative Impact Investment services** to design and implement scalable solutions to build more resilient, inclusive and competitive operating models



## We Advise

Ksapa provides strategic advice helping companies and investors to generate competitiveness with resilience and inclusiveness



## We Invest

Ksapa provides scalable innovative financing solutions and impact investing programs generating return and accelerating impact on Global Goals



## We Advocate

Ksapa is a social purpose corporation sharing insights to show businesses and investors why and how to embed resilience and inclusiveness across investment and business decisions

- ESG / SDG Materiality
- Business Strategy
- Risk & Due Diligence
- Training & Remediation

- Impact Investing Fund
- Sustainability Themed Investing Program
- Active Ownership

- Media
- Social Media
- Blog
- Briefing Papers
- Reports

# Ksapa – Team & Network

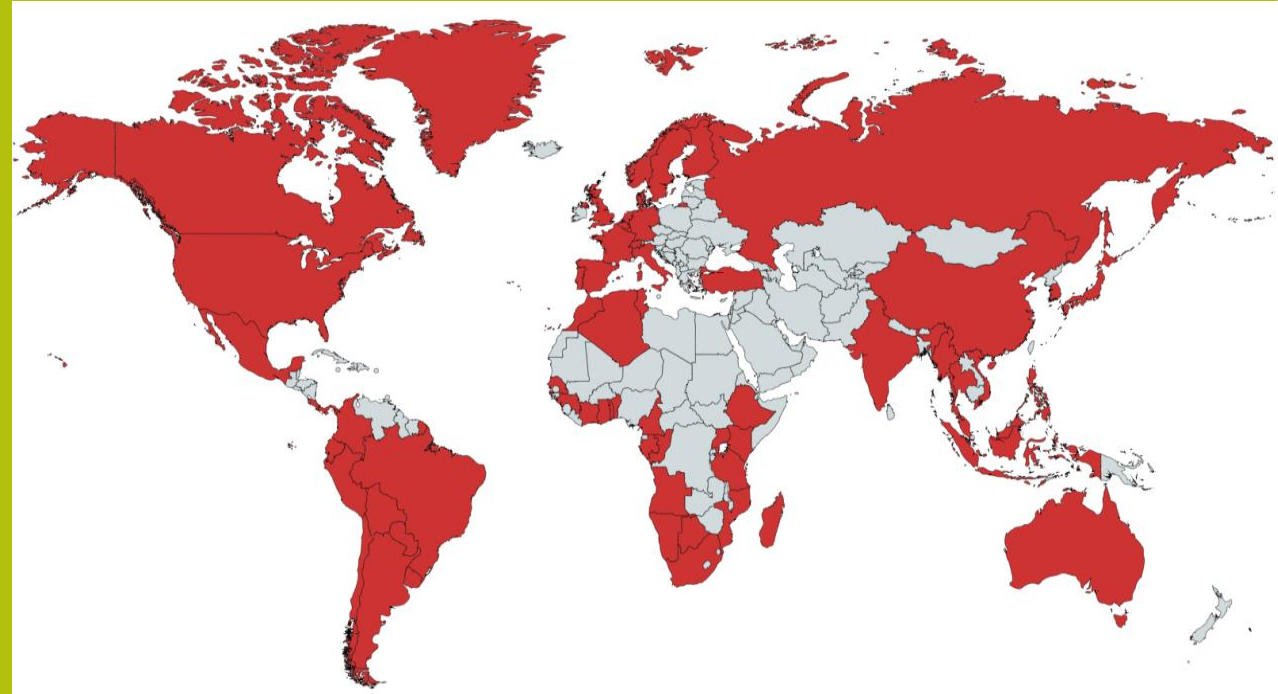
Founded in 2019

Core team of 8 experts to date

Headquartered in Paris

**Strong network of +150 partner experts worldwide**

Ksapa can ensure **close contextual and operational support** and deliver **high quality results to global players**



# Ksapa – Advice



**We Advise**

We provide **strategic advice** on **ESG & CSR** policies relevant to your business and assets

We drive transformations, improving both short-term competitiveness and long-term performance: by harnessing the potential from more inclusive business models, improving relevancy by accelerating the impact on the **2030 SDGs**, and building greater resilience towards rising uncertainties

With our **expertise in Sustainability and Investment**, we assist companies and investors in improving their strategies and operations



**ESG / SDG  
MATERIALITY**



**BUSINESS STRATEGY**



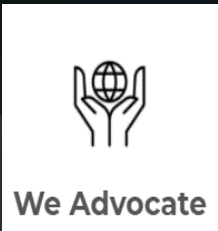
**DUE DILIGENCE**  
**RISK & DUE  
DILIGENCE**

- Materiality Assessments
- Engage Stakeholders
- ESG Risks in AUM

- Define Purpose & Profit Approach
- ESG in Financial and Business Strategy
- Develop targets, metrics and impact measurement criteria
- Upgrade Management Systems
- Plans to drive transformational change

- Due Diligence Processes
- Translate into risk management policy and investment strategy

# Core service lines at Ksapa – ADVOCACY



## BRIEFING PAPERS

**5 AREAS WHERE BUSINESS CAN ENCOURAGE INCLUSIVE GROWTH**

DOWNLOAD

**5 HUMAN RIGHT RISK AREAS TO ASSESS INVESTMENT DECISIONS**

DOWNLOAD

**PRIORITIZE ESG RISKS ACROSS COMPLEX SUPPLY CHAINS**

DOWNLOAD

**RISK ANALYSIS**

CONDUCT ROBUST HUMAN RIGHT DUE DILIGENCE

LOW MEDIUM HIGH VERY HIGH EXTREME

DOWNLOAD

## BLOG POSTS



**20 Mar**

### Learning From Covid-19 to Build More Resilient Societies

The crisis generated by the Covid-19 provides immediate lessons for building more resilient societies. Here we describe 5 principles inferred from the current health, economic and social crisis, to be applied now and without moderation. [...]

READ NEXT



**06 Mar**

### Climate Disobedience and Stakeholder Engagement

Former head of UN Climate Negotiations decides to endorse Extinction Rebellion movement. A new era for stakeholder engagement is at stake for business. [...]

READ NEXT



**28 Feb**

### Just Transition Offers the Opportunity to Take Responsibility on Climate

The lucrative tourism sector offers a concrete terrain to explore the issues raised by the issue of just transition, moving from a logic of collective dilution of climate responsibilities to a dynamic of joint responsibility of local stakeholders. [...]

READ NEXT

## SOCIAL MEDIA

### Twitter

**ksapa**

**@ksapa.org**  
@KsapaOrg Vous suit

Ksapa helps #companies and #investors to build #resilient, #inclusive #competitive #business models through #consulting #impactinvesting and #advocacy  
Traduire la biographie

Paris, France ksapa.org A rejoint Twitter en juin 2019

### LinkedIn

**ksapa** Ksapa  
Management Consulting - Paris, Ile-de-France - 74 followers

Hiring Developers is Hard - But it doesn't have to be. Toptal has

# Ksapa - Investing

A Ksapa program aiming at:

- developing **large scale Technical and Vocational Training programs**
- focusing predominantly on **low income rural people** working across **fragmented supply chains** in **emerging countries** having low access to good practices
- deploying an efficient learning process based on a **hybrid approach: face-to-face training sessions combined with digital solutions**
- significantly **increasing participant revenues** while improving both social & environmental impacts
- favoring the adoption of **sustainable agricultural practices**
- improving **agricultural commodity traceability**
- implementing **economically performing solutions** in an added-value sharing scheme benefiting to all: participants, local & global partners & investors



# SUTTI

## (Scale Up Technical Training Initiative)

**WELCOME TO  
A DECADE OF  
TURBULENCE 2020!**

**TOWARDS 2030**  
**THE SUSTAINABILITY  
DELIVERY DECADE**

How businesses can  
make use of digital &  
financial innovations to  
accelerate transformations  
and contributions to a more  
resilient and inclusive economic model





# TOWARDS 2030

**15 multinational companies** were interviewed:



Logos of 15 multinational companies interviewed:

- Amundi
- Nestlé
- Sodexo
- Barclays
- AXA
- RioTinto
- Sanofi
- Novartis
- LVMH (MOËT HENNESSY • LOUIS VUITTON)
- Danone (ONE PLANET. ONE HEALTH)
- Nordea
- Stora Enso
- Gap
- Vinci
- Telenor
- RB

**5 institutional investors, experts** based in the U.S., U.K., Brasil, China and India and **NGOs** were also interviewed

**65 other companies:** AtlasCopco, Essity, Schneider Electric, Maersk, Michelin, Nestlé, Unilever, Moeda, IBM, Grundfos, Prada, Gecina, Yuka, Wagestream, Descartes Underwriting, Dalmia Cement, etc.

**Some organizations were also studied:** WWF, We Mean Business, Consumer Good Forum, UNSDSN, Tropical Forest Alliance, The Sustainability Consortium, Stella McCartney, The Nature Conservancy, Global Resilience Partnership, B Corp, CDP, UNPRI, WRI, OECD & more...



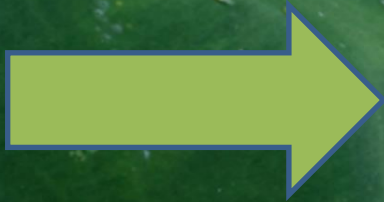
## TOWARDS 2030 - 6 Sustainability Priorities

- 1 Decarbonization
- 2 Water
- 3 Deforestation
- 4 Circularity
- 5 Social Inequalities
- 6 Human Rights



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- 1 Decarbonization
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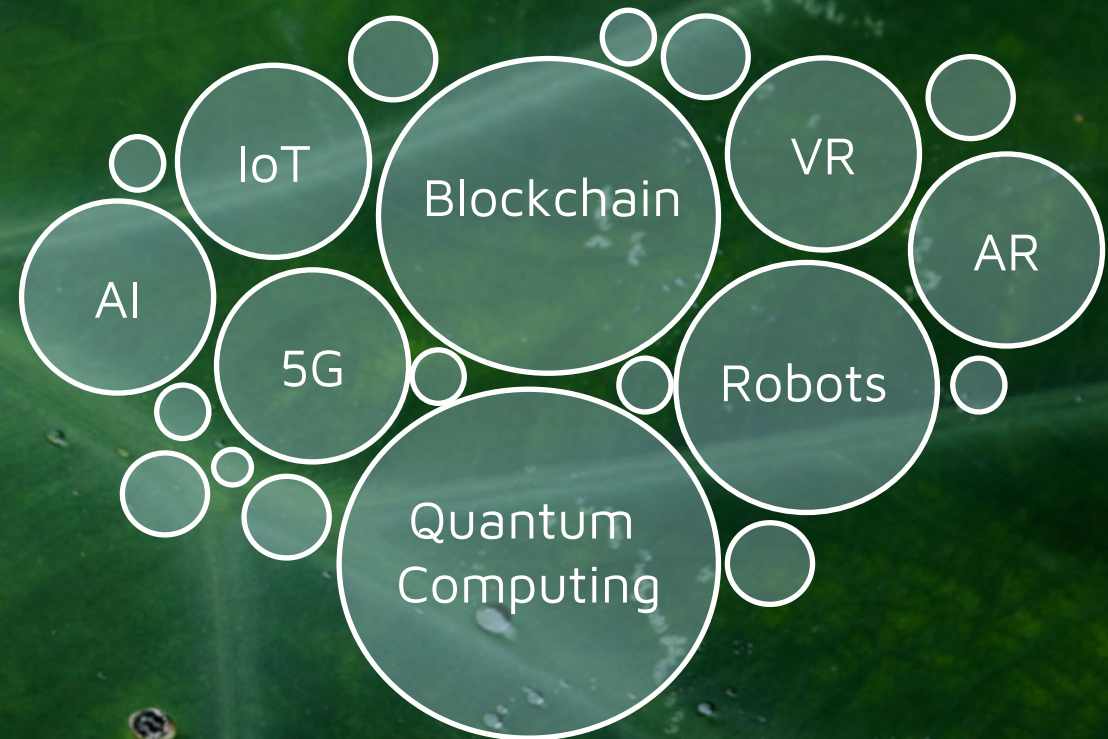
Covid amplifies problems  
more than causes new ones



# TOWARDS 2030 - Digital Technologies

**SCALE**  
**INTERCONNECTEDNESS**  
**ACCELERATION**

Every business is impacted  
More powerful in combination  
Many are still maturing

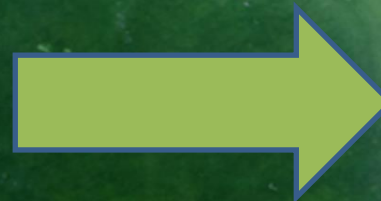
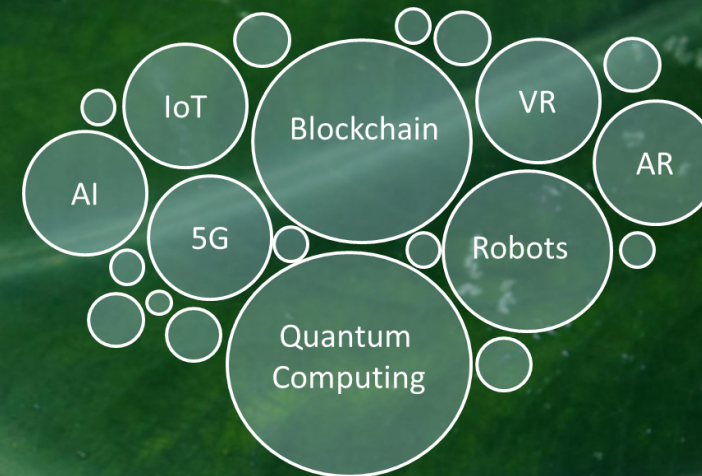




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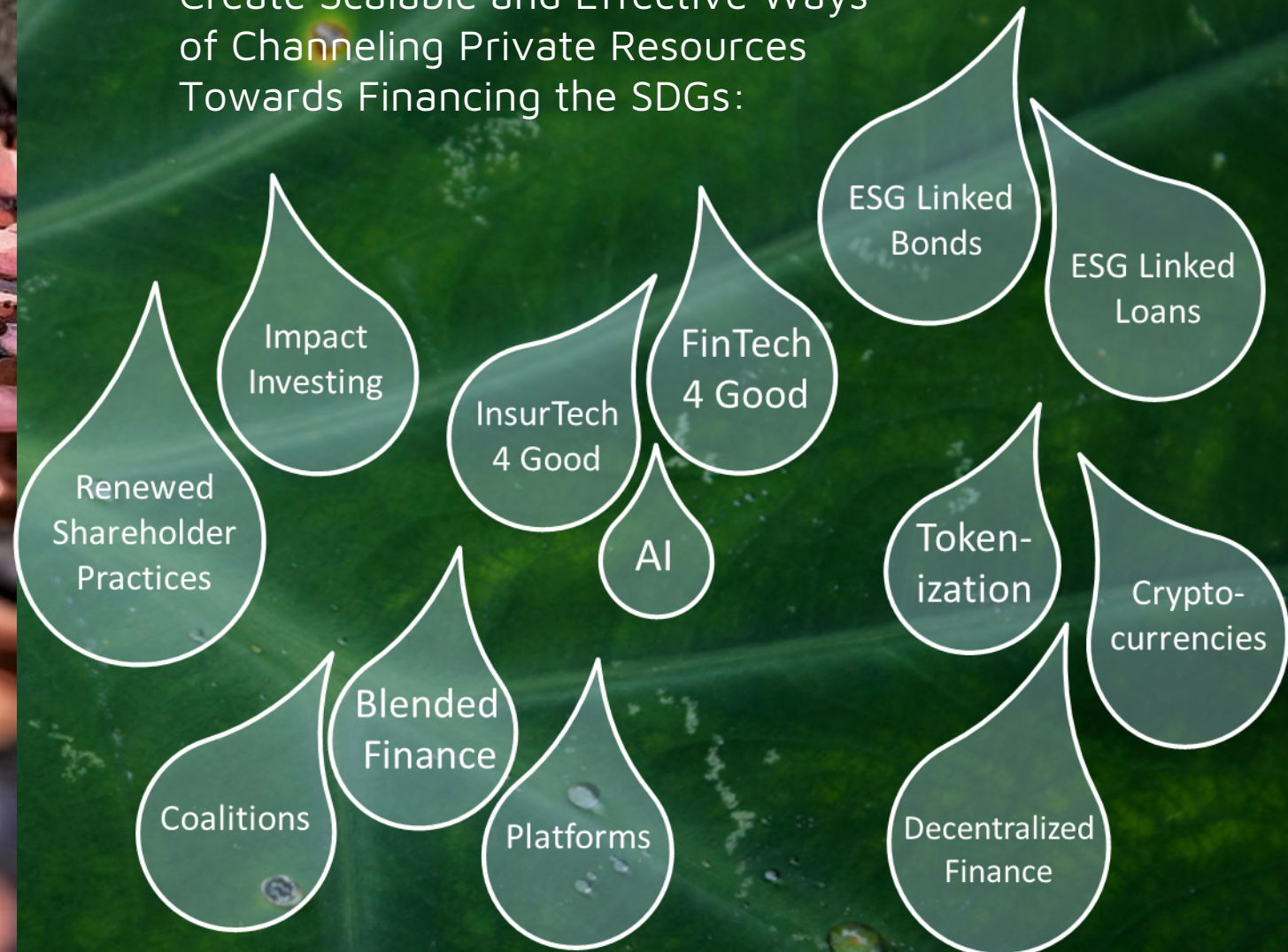


Covid accelerates business  
digitalization



# TOWARDS 2030 – Innovative Finance Solutions

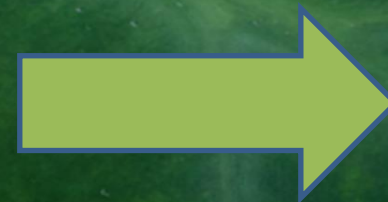
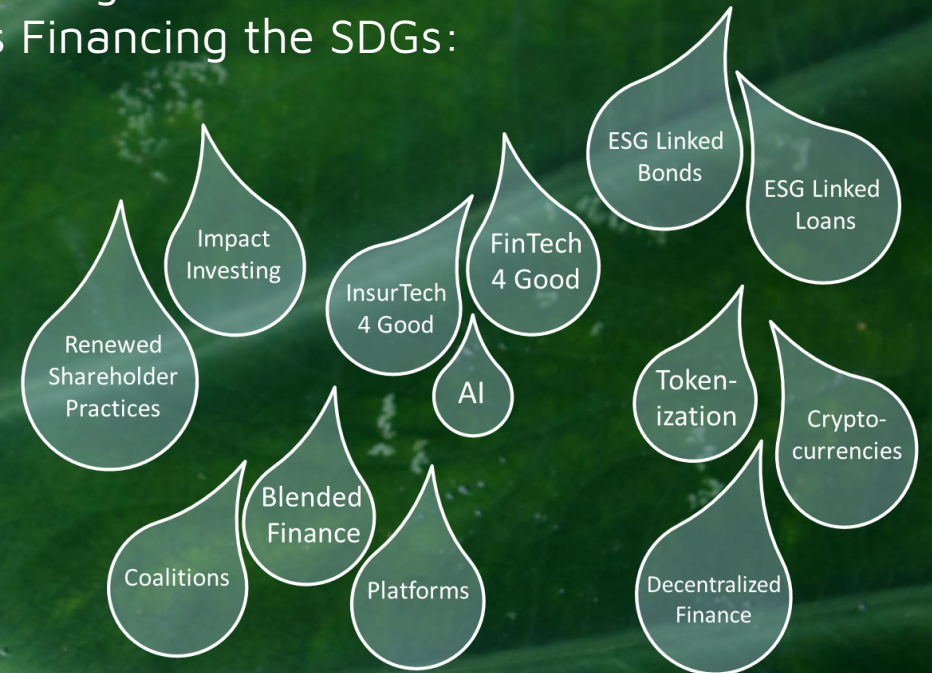
13 Innovative Finance Solutions Can  
Create Scalable and Effective Ways  
of Channeling Private Resources  
Towards Financing the SDGs:





# TOWARDS 2030 – Innovative Finance Solutions

13 Innovative Finance Solutions Can  
Create Scalable and Effective Ways  
of Channeling Private Resources  
Towards Financing the SDGs:



Covid amplifies need for  
more innovative approaches  
leveraging finance solutions

# TOWARDS 2030 in Covid19

## Context – Conclusion

Companies & Investors	Business Implications
<p><b>1</b> In the coming decade, large companies will be exposed to major challenges of resilience</p>	<p>In the 2020 "Delivery Decade", countdown is on. Business resilience and capacity to remain acceptable and generate long term value is at stake</p>
<p><b>2</b> Large companies lag behind in projecting their sustainability ambition for this decade</p>	<p>The cross-cutting nature of many Agenda 2030 aspects and the linkages between SDGs need improved strategic planning combining short term / longer term <del>conflicting injunctions</del></p>
<p><b>3</b> Sustainability targets to date are poorly aligned with Agenda 2030 Global Goals</p>	<p>The pressure has never been greater, and keeps increasing, on businesses to take a stance and demonstrate progress on social and environmental issues</p>
<p><b>4</b> Tech is a buzz word</p>	<p>Most investments are spent on internal transformations, marketing and sales. Too few using tech to both improve business and material ESG <del>challenges</del></p>
<p><b>5</b> Deployment of innovative finance solutions is poor</p>	<p>Corporations must lean on investment approaches evolutions and new innovative finance solutions to scale up positive impacts and support large scale sustainability transitions</p>



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## **SDG Washing**

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# LEARNING FROM COVID-19

**Covid-19 opens up a fundamental debate on sustainability, particularly in terms of resilience and inclusion**

**Here we describe 5 principles inferred from the current health, economic and social crisis, to be applied now and without moderation.**

1

**Agility**

2

**Collective**

3

**Transparency**

4

**Public Authority**

5

**Navigating Conflicting Injunctions**

**More in this blog  
article**



## **Learning From Covid-19 to Build More Resilient Societies**

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[READ NEXT](#)

# SDG Washing

The **2015 Sustainable Development Goals** set a Global Agenda for 2030, with **17 priority themes**

It expects companies and governments to help shape a **more just and sustainable society**



# SDG Washing

**SDG Washing** is when an organization is developing activities **only at the margins** to adorn oneself with major principles

Companies need to integrate the ambition of SDGs into **the heart of corporate strategies and practices** in a trusted manner, and demonstrate its genuine impact on the Global Goals



# 5 Useful Questions Any Organization Can Ask Themselves to Avoid Doing SDG Washing

1

Select SDGs that are truly linked to the company's core business



# 5 Useful Questions Any Organization Can Ask Themselves to Avoid Doing SDG Washing

2

Share a long-term strategy demonstrating how the SDG is a strategic axis of progress for the company, its products and services



# 5 Useful Questions Any Organization Can Ask Themselves to Avoid Doing SDG Washing



3

**Recognize the link between SDGs, and demonstrate an ability to reduce effects that may have a negative impact on non-priority SDGs**

Example: A company wishing to fully combat climate (SDG 13) change and support a renewable energy transition may risk transforming land from food production (SDG 2, Zero Hunger) By include a risk mapping plan and actions to reduce the risks associated with this approach: land selection, management of human rights issues in the associated supply chains, such as working and living conditions of workers for example

# 5 Useful Questions Any Organization Can Ask Themselves to Avoid Doing SDG Washing



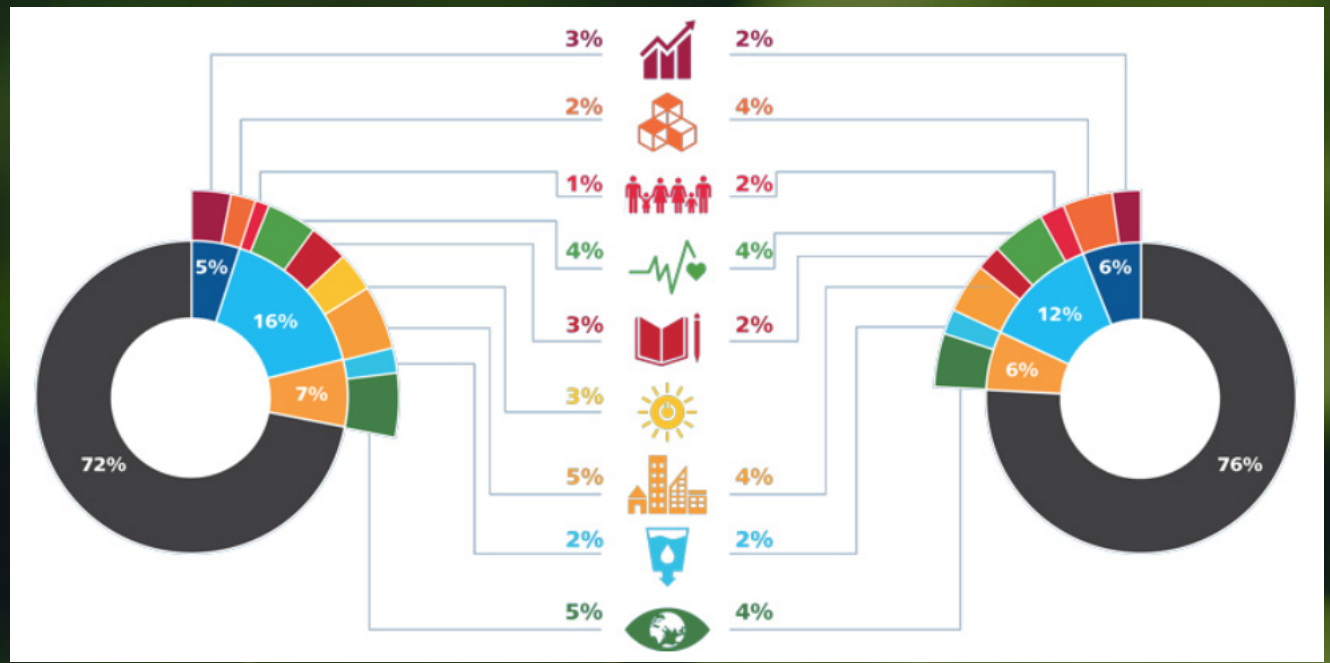
4

**Share feedback on past programs to demonstrate how credible future-oriented commitments are**

The credibility of a commitment and policy is based on a review of past performance and feedback. It is then a question of demonstrating **how to build on past performance to amplify a contribution to these SDGs in the coming years.**



# 5 Useful Questions Any Organization Can Ask Themselves to Avoid Doing SDG Washing



5

Support engagement with impact and economic performance criteria to demonstrate the company's ability to overcome passing fad trends, and create long-term economic performance by improving business through progress on priority SDGs



**ksapa**

# Q&A

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