





In 2015, United Nations member states adopted the 17 Sustainable Development Goals under the 2030 Agenda. These goals focus on an egalitarian, fair, healthy world, now and into the future, where poverty and discrimination are eliminated.

Global Goals can only take place when all stakeholders work together. The role of the private sector, one of the stakeholders, is big. At this point, the Business for Goals Platform is the first in terms of its inclusiveness.

What is the Business for Goals Platform? Launched in cooperation with TÜRKONFED, TÜSİAD and the United Nations Development Programme, the main objective of the Platform is to establish the bridge between the Business and Sustainable Development Goals, strengthen the role of the private sector for the Development Goals to be achieved and to implement multilateral public-private sector development cooperation programmes.







GOALS PLATFORM







































Gaining increasingly importance as a significant part of the economic growth and employment mechanism, the private sector provides goods and services, generates tax revenues for financing key social and economic infrastructure and develops new and innovative solutions helping to solve development challenges. It also plays an important role in combating climate change. The role played by the private sector in development extends from the traditional approach supporting economic development to the establishment of more comprehensive and detailed public-private partnerships.

However, the private sector's role is not limited to financing and investment. The capacity for introducing innovation, human resources, technical information and technological inputs are other potential contributions of the private sector. Promoting sustainable economic growth involving opportunities for value creation, the private sector plays an important role in development. Also, it is certain that environments for trading and developing markets through ensuring sustainable development will be developed. Trillion dollars of public and private funds will be reallocated to Sustainable Development Goals. Thus, there will be great opportunities for responsible companies to find solutions.



The establishment of a sound, healthy and stable social and environmental structure enables companies to grow faster and more efficiently. How do Sustainable Development Goals create opportunities for companies?

Global Goals create new lines of business and new product and service development opportunities for companies. The needs of the inaccessible markets create a line of business of 12 trillion dollars. Remote health service systems inclusive for all, technologies which will increase the productivity of small-scale farms, environmentally-friendly smart cities, or electric vehicles can be shown as examples for the lines of business to be created. Companies can generate more revenue through innovative products and services that they will develop for new markets.

When companies manage their supply chains considering social and environmental development, their operational costs decrease and productivity increases.

Companies that attach importance to sustainability efforts can attract more skilled workforce by the increase of responsible individuals seeking jobs.

Companies that are inclusive and value employee diversity show better performance.

Investors focusing on inclusiveness and social responsibility provide funding increasingly and in more favourable terms to the initiatives working for achieving global goals.

In addition, most governments started to offer incentives for companies that give importance to sustainability. This will allow companies to expand their areas of movement.



Business for Goals Platform work for strengthening the role and contribution of the private sector in Turkey on environmental, social and economic empowerment under Global Goals. It advocates that companies implement their strategies through a holistic perspective by integrating their social and environmental responsibilities into their core activities. The Platform will analyse the relationship between development goals, which will guide companies' CSR policies and are already much needed, and private sector, develop policy recommendations and implement multi-stakeholder/ multipartner programmes in line with development priorities of Turkey.

We can divide our activities into three categories.

Implementing dialogue platforms to strengthen the role of the private sector in development.

Leading the development and implementation of partnership programmes with stakeholders from the public sector, academia and civil society.

In this context, the Platform will also manage the partnerships established to provide support to policy-makers sustainability-oriented policy advice and to the private sector for strategy advice.

The Platform will play an important role in finding solutions to many development problems such as combating poverty, resilience to natural disasters and crises, participation of migrants in economic life and elimination of gender inequality through its works.



Goals and to ensure social, environmental and

