



NORDIC CEOs
FOR A SUSTAINABLE FUTURE

Using the SDGs as a North Star for corporate strategy

A shared ambition from the CEOs of leading Nordic companies

The world needs
new business models that
will drive the transition to a 21st
century economy aligned with the
ethical, social and environmental
priorities of our time.

CEOs of some of the Nordic region's largest companies have united to transform business to achieve the UN Sustainable Development Goals (SDGs) and deliver purpose-driven business models.

The CEOs are exchanging and developing progressive practices and exploring shared initiatives to achieve more sustainable outcomes. They are also engaging directly with Nordic governments and public leaders across the region to accelerate action and progress on the pressing social and environmental issues our world is facing.

Nordic CEOs have identified **three areas of business transformation** to deliver purpose-driven strategies aligned with commercial opportunities.



1

RESPONSIBLE BUSINESS PRACTICES

Focus on opportunity and risk of the most material issues for the sector, for example climate change, responsible consumption and inequality.

2

PURPOSE-DRIVEN COMPANY CULTURE

Create systemic change by developing commercial strategies grounded in social purpose.

3

SHARED VALUE PRODUCTS AND SERVICES

Investing in and scaling up products and services that are long-term profitable and have a positive impact on society and the environment.

CEOs hold a pivotal role for business transformation

Companies all face barriers to change through a combination of incentive structures, incorrect pricing of sustainability risks and management models which still focus on short-term risks. CEOs have a key part to play in defining the company's sustainability agenda and influencing investors and boards that a long-term strategic focus on sustainability leads to more value in the long term.

The Nordic CEOs are leading transformation through:

Understanding the global challenges and where their companies can have the greatest impact and deliver shared prosperity

Defining purpose and implementing strategy using the SDGs to inform business development and investment decisions

Integrating sustainability in performance management and defining verifiable targets

Communicating sustainability priorities internally and externally to empower stakeholders

Building a corporate culture where sustainability is integrated in all business functions

Identifying opportunities for collaboration to deliver the SDGs.

Nordic companies are built on shared values of inclusion, equality and long-termism. We, the Nordic CEOs, believe these characteristics will help advance and accelerate progress on the Goals.



We agree to be guided by the following principles

1. Business with purpose

Equality, trust and transparency underpin how we conduct business.

2. Innovation with impact

Use innovation for solutions which deliver positive business, social and environmental impact at scale.

3. Brave leadership

Promote business as a force for good in creating a more sustainable future for all.

For more on these and examples of how the Nordic CEOs are already making progress on their commitments, see the Business Transformation report at www.nordic-ceos.com