

**Sustainability**  
a business-critical  
competitive  
advantage

**FUTURE PROOF YOUR COMPANY  
- BY DOING GOOD BUSINESS!**



**BEFORE**

One Business Strategy + One Sustainability Strategy



**TODAY**

You need to have a Sustainable Business Strategy!

# Agenda

- Introduction - VATI of Sweden & VERIFY Agency of Sweden
- The Sustainable Development Goals (SDGs)
- Sustainability trends
- International standard for conformity
- Questions & Answers

# Our story

- After the launch of the Sustainable Development Goals in 2016 Eva Vati, the CEO and Founder of VATI of Sweden, created an online education- and certification program, Business For SDGs™, to facilitate the implementation of the global goals for businesses around the world.
- VATI of Sweden was one of the first consultancy in the world giving certification on integrating sustainability into business strategy.
- In January 2021 VERIFY Agency of Sweden was founded as a subsidiary in order to verify organisations' sustainability work. The company is accredited by Swedac, Swedens national accreditation body and is the first company in the world accredited for verifying conformity.
- VATI has a network of over 25,000 people who are committed to creating a better world by running businesses that promote sustainability, equality and diversity.



# VERIFY.

AGENCY OF SWEDEN

WE SUPPORT THE SUSTAINABLE DEVELOPMENT GOALS



*Ensure transparency in organisations worldwide  
– for a reliable and equitable future*



Ackred. nr. 10482  
Verifiering  
ISO/IEC 17029

# Our Value Proposition



## Business consulting

By implementing sustainability in your business strategy you future proof your company! We offer consulting and help to make a sustainability journey.



## Education

Everything we do has sustainability in mind! Therefore, all our courses are based on the Sustainable Development Goals.



## Matching & Community

Whether you are an Independent Professional or a Company we match you with the right competence.



## Keynotes & Seminars

International Keynote Speakers.  
Tailored on- and off-site Seminars & Trainings.



# The Program “Certified Sustainability Manager™”



## Block 1 Business For SDGs

Sustainability and the Sustainable Development Goals (SDGs) is the foundation for the whole program.

In this block you will master the SDGs and learn how to integrate sustainability into an organisation’s strategy, helping them to future-proof their organisation.



## Block 2 DE&I Change Leader

It is becoming increasingly clear that Diversity, Gender Equality & Inclusion are keys to more sustainable and profitable business.

In this block, you will go through the facts and arguments for working with DE&I and learn how to integrate DE&I into an organisations strategy.



## Block 3 Certified Impact Auditor

To be trustworthy, an organisation needs to be transparent about their sustainability work. Being transparent will strengthen their competitiveness and contribute to future proof their organisation.

In this block, you will learn how to verify an organisations sustainability work according to ISO26000.



## Block 4 Business For Circularity

Having a circular business model will be imperative for a business to survive in the future. It is a gain for both people, planet and profit.

In this block, you will study the concept circular economy and learn different circular business models and how to integrate circularity in an organisation’s business strategy



## Transformational Leadership

Throughout the year, in parallel with the 4 different blocks, you will study sustainable and transformational leadership. You will, besides theory studies, be apart of a Mastermind group where you will grow both as a person and leader. The concept of IKIGAI will be in focus.

# The Verification Process

## THE VERIFICATION PROCESS

VERIFICATION OF THE SELF-DECLARATION ISO26000:2021



# The Sustainable Development Goals





# Worlds largest project

- 193 countries
- 17 goals
- 169 subtargets
- 232 indicators

## Agenda 2030

- Eradicate poverty
- Reduce injustice
- Solve the climate crisis



# Worlds largest project & business plan



SDG Compass



**\$12 trillion of business opportunities within 4 segments / year until year 2030**

Energi US\$4.3 trillions



























Cities: US\$3.7 trillions

Food & Agriculture US\$2.3 trillions

Health & Wellbeing US\$1.7 trillions

Better Business Better World

# SDG Ranking

SUSTAINABLE DEVELOPMENT REPORT			
Chapters Rankings Interactive Map Country Profiles Data Explorer Download Report & Materials			
Rank	Country	Score	Performance by SDG
1	 Finland	85.90	
2	 Sweden	85.61	
3	 Denmark	84.86	
4	 Germany	82.48	
5	 Belgium	82.19	
6	 Austria	82.08	
7	 Norway	81.98	
8	 France	81.67	
9	 Slovenia	81.60	
10	 Estonia	81.58	
11	 Netherlands	81.56	
12	 Czech Republic	81.39	
13	 Ireland	80.96	

1. Finland
2. Sweden
3. Denmark
4. Germany
  
16. Japan
  
28. Korea
32. USA
  
46. Russia
57. China
71. United Arab Emirates

## Performance by SDG

- ↑ SDG 1: No poverty
- ↗ SDG 2: Zero hunger
- ↑ SDG 3: Good health and well-being
- ↗ SDG 4: Quality education
- ↑ SDG 5: Gender equality
- ↗ SDG 6: Clean water and sanitation
- ↑ SDG 7: Affordable and clean energy
- ↑ SDG 8: Decent work and economic growth
- ↑ SDG 9: Industry, innovation and infrastructure
- → SDG 10: Reduced inequalities
- ↗ SDG 11: Sustainable cities and communities
- ● SDG 12: Responsible consumption and production
- → SDG 13: Climate action
- → SDG 14: Life below water
- ↑ SDG 15: Life on land
- ↑ SDG 16: Peace, justice and strong institutions
- ↑ SDG 17: Partnerships for the goals

Which of the Sustainable Development Goals are the majority of the OECD countries performing worse on?

# SDG 12 – Sustainable Production & Consumption

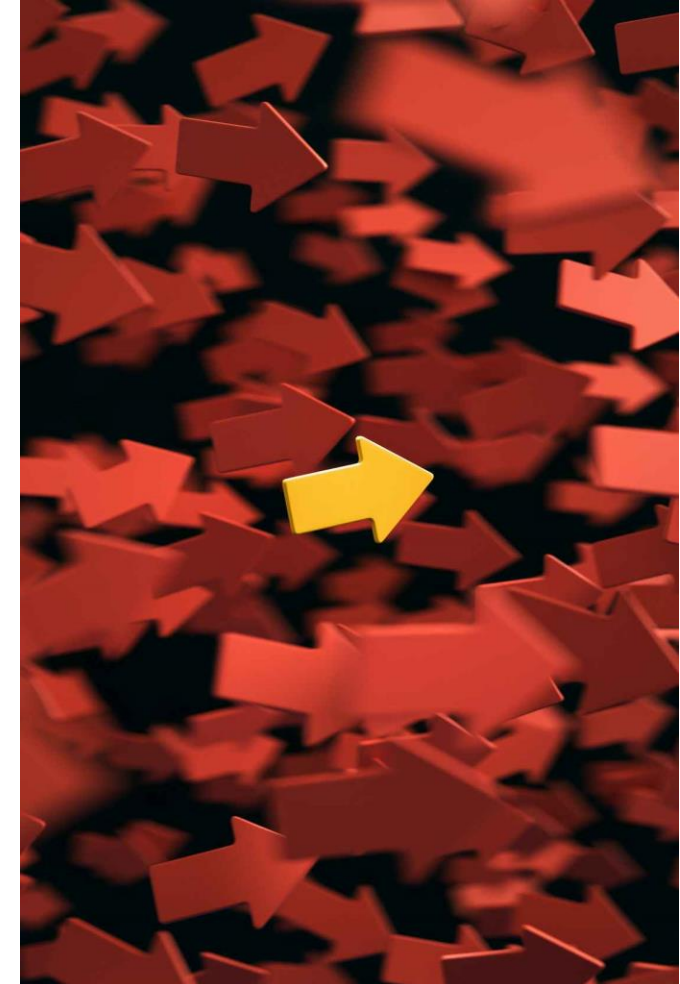


if the whole world would consume as a Swede, we would need 4 planets

# Sustainability Trends

From COP26, to the ongoing coronavirus pandemic and the war in Ukraine, 2022 is a big year in sustainability.

- COP26 - Annual follow-ups istf 2050 and emphasizes the importance of companies' sustainability work.
- The new administration in the USA shows a stronger climate commitment, as well as tougher climate goals in China - influence the issues globally.
- The war in Ukraine - funding and subsidies for fossil fuels need to be stopped.
- Biodiversity.
- Investors - tough tactics for faster transition
- Gender Equality & Diversity - drives the economy



# An increase in ESG investing



- Investors are increasingly considering companies' Environmental, Social, and Governance (ESG) activities when making investment decisions, and this sustainability trend will continue to accelerate in 2022 and forward.
- BlackRock, the world's largest asset manager, has famously stated it will require companies to report their ESG activities in line with standards such as the Sustainability Accounting Standards Board (SASB).
- Research from McKinsey shows that companies with high ESG ratings tend to outperform the market in both the medium and long terms.

# A wave of new sustainability reporting is emerging

All policy development is now about directing financial flows towards sustainable activities and companies.

- ESG reporting
- EU taxonomy
- EU's Sustainable Finance Disclosure Regulation (SFDR)
- CSRD: Europe's new sustainability reporting directive





	<p>Start-ups / Small companies</p> <p>&lt; 50 Employees + ≤ € 10 M revenue OR ≤ € 10 M balance sheet total</p>	<p>Middle sized</p> <p>&lt; 250 Employees + ≤ € 50 M revenue OR ≤ € 43 M balance sheet total</p>	<p>Large Enterprises</p> <p>&gt; 250 Employees + &lt; € 50 M revenue OR &gt; € 43 M balance sheet total</p>
➤ <b>ISO26000</b>	✘	✘	✘
➤ <b>GRI</b> (Global Reporting Initiative)		✘	✘
➤ <b>TCFD</b> (Taskforce on Climate- Related Financial Disclosures)		✘	✘
➤ <b>SASB</b> (Sustainability Accounting Standards Board)		✘	✘
➤ <b>IIR</b> (International Integrated Reporting)			✘

Standards and  
frameworks for  
sustainability  
reporting

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<p>➤ <b>CDP</b> (Carbon Disclosure Project)</p>	✘	✘	✘
<p>➤ <b>SBTi</b> (Science-based targets initiative)</p>	✘	✘	✘
<p>➤ <b>UN Global Compact</b></p>	✘	✘	✘
<p>➤ <b>SDG Compass</b></p>	✘	✘	✘

Standards and frameworks for sustainability reporting

# Sustainability – a hot market



# Slavery free chocolate!

vår historia • häng med • all choklad • annat 



VÅR MISSION

ALL CHOKLAD


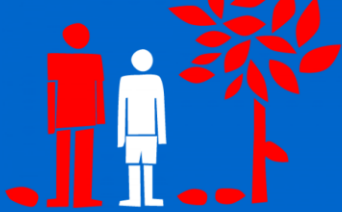
**All chocolate 100% slavery free**

sign the petition →

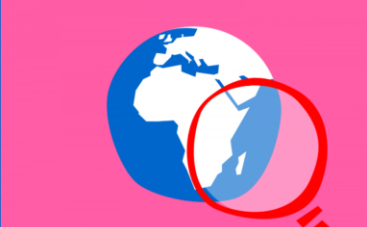
## Tony's Manifest

Just nu finns det slaveri på kakaoodlingar i västra Afrika. Det är ett resultat av den ojämnt fördelade kakaoindustrin. Tony's Chocolonely finns till för att ändra på det.


1 / 5



→ **why we are not on all lists of ethical chocolate brands..**  
..read our response.



→ **dela vår choklad**  
Hitta oss här!



hit it!  
**IN 2 MINUTES AND 59 SECONDS**

→ **dela vår historia**  
se dig själv först..

# “Fast fashion blur Green fashion?”



## Climate crisis

### Why 'eco-conscious' fashion brands can continue to increase emissions

Exclusive: Nike and H&M are among firms whose environmental scores suggest progress. But how are these calculated?

In an effort to reduce greenhouse gas emissions, many brands have joined a system called the Carbon Disclosure Project (CDP), an independent body that rates environmental performance.

The Guardian revealed how the fashion industry's impact on the planet is hidden. Thanks to how the points are calculated, brands such as H&M and Nike can claim a total reduction in the annual carbon dioxide emissions - and get high points from the CDP - despite the fact that their actual emissions increase.



On what basis can  
investors, customers and  
business partners verify  
the truth?

# Transparency & Truthfulness



- In a world where greenwashing and SDG-washing occur, this has led stakeholders to be skeptical of corporate sustainability promises.
- The key to eliminating greenwashing is therefore **transparency**. And if transparency is the key to building trust among stakeholders, then data that can be **verified** is the key to achieving transparency.
- Verifying sustainability reporting is becoming increasingly important to maintain the confidence of investors, customers and employees.

# Standard for truth - ISO 17029



International standard in the field of conformity.

It is about verifying, confirming the correctness, in a statement or statement.



When a company that produces goods - clothes, furniture, white goods - claims that they take social and environmental responsibility, it is difficult for an individual to check the accuracy.



If it is verified through an accredited body, it means that the claim is reliable and that the consumer can trust the company in question when it comes to at least that!



# What does the Nordics do?

- ✓ Introducing laws and directives
- ✓ Directs financial support for sustainability activities  
(Almi, Vinnova, Regions, the Swedish Energy Agency, etc.)
- ✓ Adopted ISO17029 & Revised ISO26000  
(Possibility to verify the sustainability work through self-declaration)

## Nya skärpta regler vid offentlig upphandling ska bidra till ett hållbart samhälle

Publicerad 28 oktober 2021

Den offentliga sektorn köper varje år varor och tjänster för cirka 800 miljarder kronor och har därmed en viktig roll i omställningen till ett resurseffektivt, fossilfritt och hållbart samhälle. I ett förslag som i dag skickas ut på remiss föreslår regeringen en lagskärpning där klimatet, människors hälsa och djuromsorg ska beaktas vid offentlig upphandling.



# What data can be verified according to ISO 17029?

- Ethical statements
  - "Guaranteed without child labor",
  - "We pay above-average salaries to employees",
  - "We strengthen small farmers",
  - "100% slave-free chocolate"
- Verification of sustainability reports: ISO26000, GRI.
- Verification of ESG indicators: GHG emissions (ISO 14064), water impact (ISO 14046),
- Verification of due diligence methods: human rights, information security, anti-corruption,
- Statements about the environmental friendliness of products, such as eco-labels and declarations
- Verification of sustainable investments



# How does verification differ from certification



Certifications focus primarily on compliance with standards and specifications,



Verifications focus on confirming the truthfulness of the individual statements from organizations.

This enables companies to highlight their own strengths and achievements instead of focusing solely on conformity.

# Benefits of verifying a company's sustainability work

- **Become transparent and trustworthy**
  - By getting verified by an accredited third party organisation, you strengthen your competitiveness and contribute to future proof your company.
- **Access new markets**
  - You strengthen your competitiveness in both public and private procurement.
- **Secure funding**
  - Banks and investors require ESG, financial and non-financial reporting, and your ISO26000 self-declaration can serve as your sustainability report.
- **Attract the best talents**
  - Today employees and talents want to work in companies with a clear higher purpose.



# Self-declaration – a checklist

Portalfråga	Fråga SIS/TS 2:2021	Svar samt eventuella referenser	Ingen förändring sedan senaste egendeclarationen inkl. spårbarhet till utgåva
<b>PORTALFRÅGA A</b> Beskriv organisationens grundläggande förutsättningar, affärsmodell och arbete med due diligence samt vilken del av organisationen som omfattas av egendeclarationen	<b>Eventuell sammanfattning av portalfråga A</b> Fråga 1: Vilka delar av organisationen, organisationsenheter eller grupper av människor omfattas av egendeclarationen och varför har eventuella avgränsningar gjorts? Fråga 2: Vilka verksamhetsområden (processer), vilken storlek, antal anställda och geografisk placering har organisationen? Fråga 3: Vilka andra certifieringar eller verktyg/riktlinjer inom hållbar utveckling använder organisationen? Fråga 4: Beskriv värdekedjan, med leverantörskedja inklusive geografisk spridning och antal nivåer, kundgrupper och underentreprenörer. Fråga 5: Beskriv hur organisationen säkerställer sitt arbete enligt de sju principerna enligt SS-EN ISO 26000:2021, till exempel för vilka rutiner och arbetsmoment som principerna är viktiga. Kommentera samtliga principer och ange vilka som identifierats som viktiga. Principerna är ansvarighet, transparens, etiskt uppförande, respekt för intressenternas intressen, respekt för rättsstatens principer, respekt för internationella uppförandenormer och respekt för de mänskliga rättigheterna. Fråga 6: Vilka intressenter för den sociala-, ekonomiska- och miljömässiga hållbarheten har organisationen identifierat? Fråga 7: Hur identifierar och bedömer organisationen vilka intressenter som är prioriterade och vilka som är relevanta? (Se SS-EN ISO 26000:2021, 5.3.2.) Fråga 8: Vilka intressenter är prioriterade?		
<b>4.2 Organisationens förutsättningar och strategi i fråga om samhällsansvar</b>			

## 50 questions

- guides how organizations should integrate sustainability into their operations – ESG reporting
- helps to “do right”
- maximizes contributions to sustainable development
- can be used for sustainability reporting

To get the self-declaration questions click here:

<https://verifyagency.com/>



# Conclusion

- Sustainability is an area that is constantly changing and evolving and the transition will continue at a high pace.
- An effective transition will create business opportunities and opportunities for increased competitive advantages.
- Transparency and truthfulness are keys!

**GET YOUR SUSTAINABILITY WORK VERIFIED –  
IT IS BUSINESS CRITICAL & STRENGTHENS THEIR  
COMPETITIVENESS!**



# Thank You!



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CEO & Founder

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