

The Global Goals are in Business: 17 Global Giants Join Forces to Deliver the SDGs

Cementing 2020 as the emergency year of action, 17 global giants representing over \$500 billion in revenue and 900,000 employees are joining forces under a new coalition called the “Business Avengers” to highlight the crucial role businesses play in hitting the targets of the 17 Sustainable Development Goals (Global Goals) by 2030.

New York, 25th September 2019 – Today 17 global giants representing over \$500 billion in revenue and 900,000 employees are joining forces under a new coalition called the “Business Avengers” to highlight the crucial role businesses play in hitting the targets of the 17 Sustainable Development Goals (Global Goals) by 2030. The line-up of companies include: Arm, Avanti Communications, The Coca-Cola Company, Commvault, Diageo, Google.org, Mars Inc, Mastercard, Microsoft Corp., Nike, RB, SAP, Salesforce.com, Salesforce.org and Unilever.

The announcement comes as Project Everyone, Action for Sustainable Development (A4SD), Restless Development, SDG Action Campaign, the UN, and UN Foundation, invite citizens, organizations, and leaders to come together on Wednesday, 25th of September – on the anniversary of the Global Goals agreement – to make 2020 as a year of activism to help shift the world onto a path to deliver the Goals by 2030.

With 10 years left to deliver the Global Goals for Sustainable Development – agreed to by every UN nation in 2015 – today’s announcement is a step in the direction to accelerate progress before the Global Day of Action [25th September 2020], where global leaders are expected to return and report on the steps they have taken to advance sustainability, prosperity, equality and opportunity for all.

Richard Curtis, Co-Founder of Project Everyone said: “We’ve made some progress but nowhere near enough to deliver on the promises made by all nations in 2015. It is now mission critical to inspire and engage the world to set the path for a decade of delivery. That means campaigning for major global policy breakthroughs, sparking ever-greater local and regional activism, and creating cultural moments that break into the mainstream and re-energize action to fight poverty, inequality and the climate crisis. Above all it means joining forces, from young activists to global companies, and we hope that the launch of the “Business Avengers” shows this today, because together we can and must achieve the Goals.”

Marking a third of the way through the Global Goals and ten years to go – 2020 is a make or break year - full of key decision moments on gender, inequality, climate, ecosystems democracy and civic space.

Link - <https://www.globalgoals.org/business>

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About Project Everyone

Project Everyone seeks to put the power of great communications behind The Global Goals for Sustainable Development, accelerating the creation of a fairer world by 2030, where extreme poverty has been eradicated, climate change is properly addressed, and injustice and inequality are unacceptable. Their mission is to ensure that everyone on the planet knows what The Global Goals for Sustainable Development are, so that they stand the greatest chance of being achieved. The assumption at the heart of this project is that if people know about the Goals they can hold their governments, businesses, local and international institutions to account.

About the SDGs

The 193 Member States of the United Nations adopted the bold, forward looking and ambitious 2030 Agenda for Sustainable Development in September 2015. The Agenda, which includes 17 transformative Sustainable Development Goals, calls on all countries – poor, rich and middle-income – to promote prosperity and social well-being while protecting the planet. The Goals recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and threats to biodiversity. The Goals demand that everyone must benefit and that no one must be left behind.