

Respect for Human Rights: Creating a Holistic Framework for Business Contributions to the SDGs

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About Shift

- Leading center of expertise on the UN Guiding Principles on Business and Human Rights (UNGPs)
- Chaired by John Ruggie, founded by key members of his team
- Working globally with governments, business, civil society, and international institutions to put the UNGPs into practice
- Vision: a future where businesses have the knowledge and skills to respect human rights and markets drive and reward leading practice

Brundtland Commission: Our Common Future

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Human rights and the SDGs



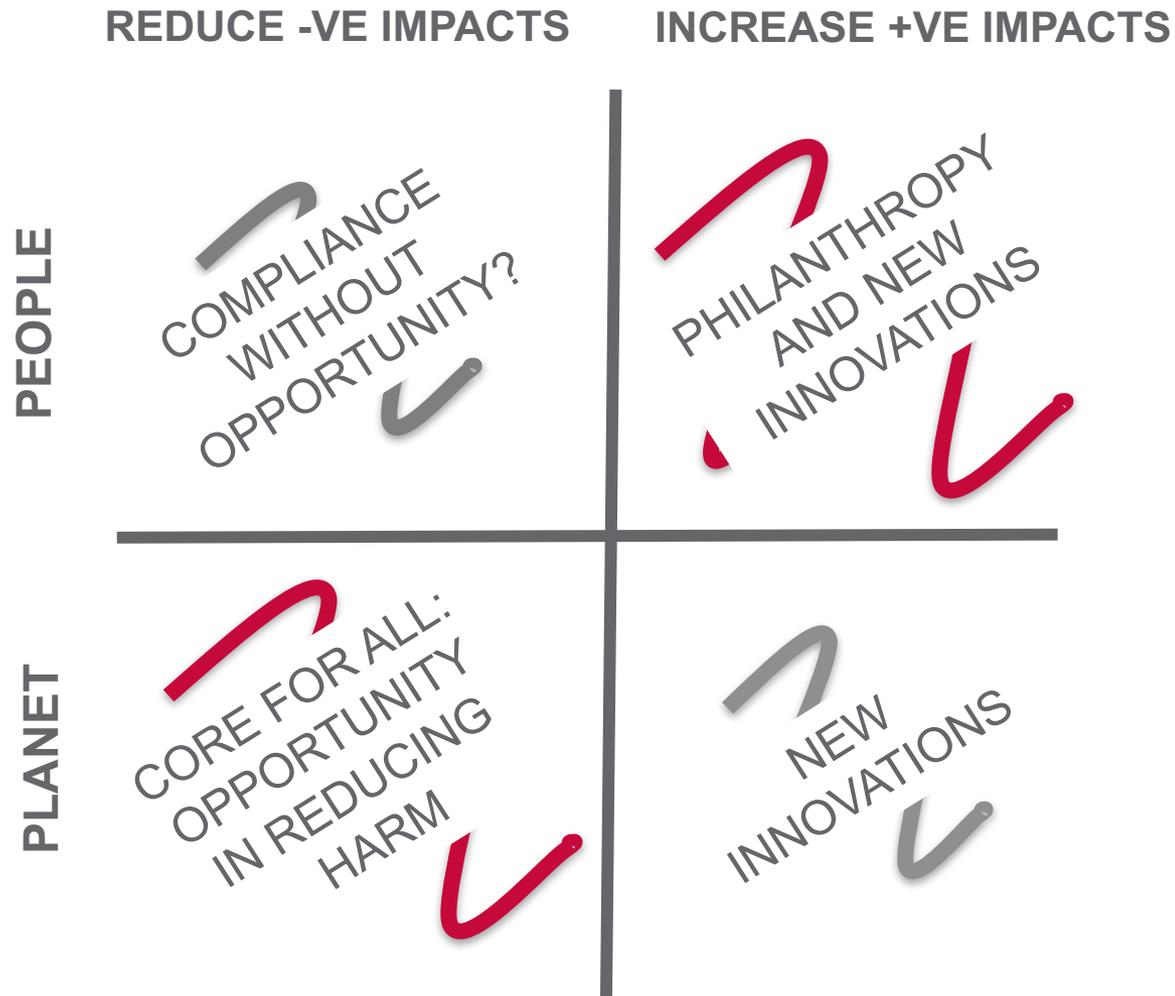
The problem

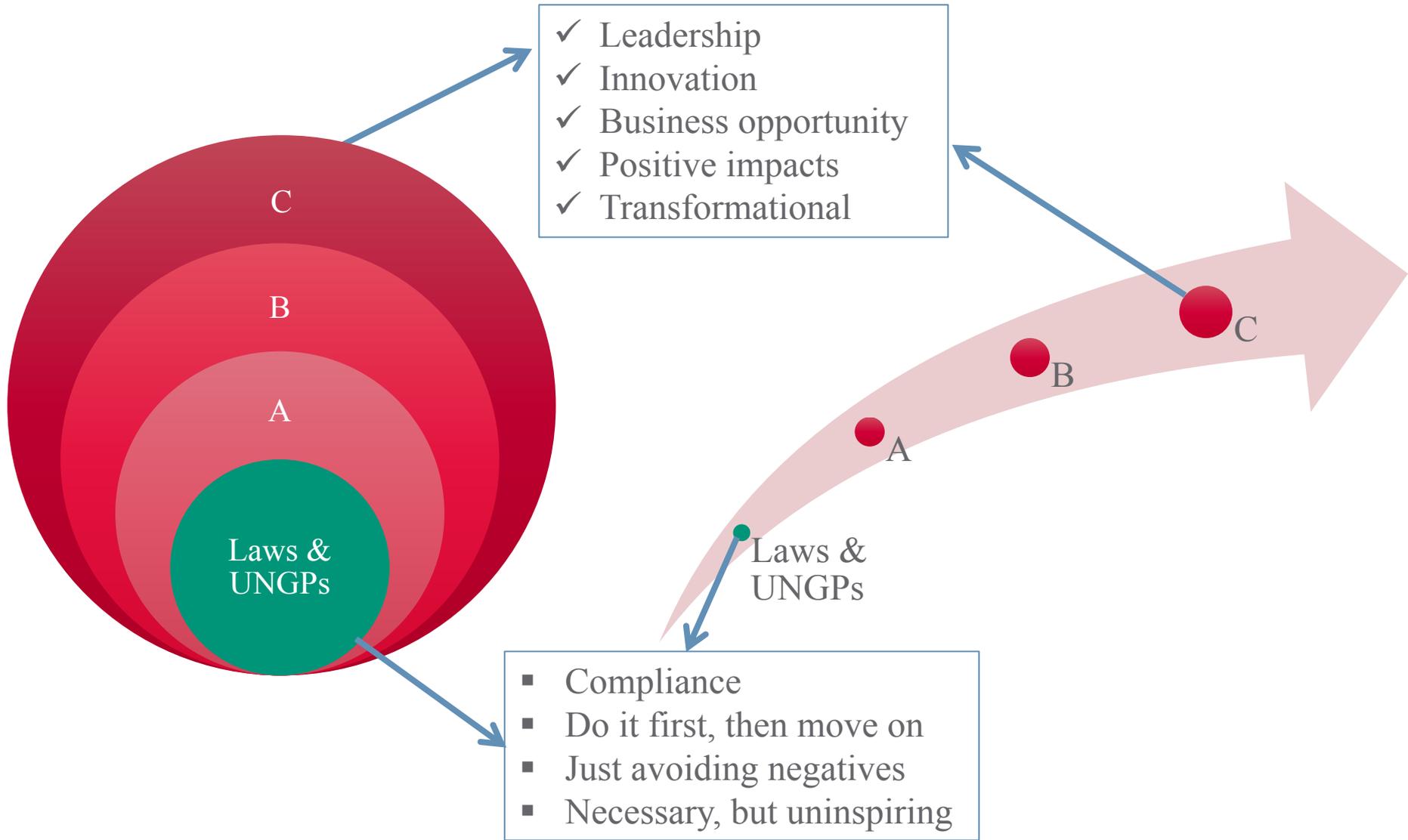
Misunderstanding the nature of respect for human rights

The implementation challenge

- If everything is a priority, then nothing is a priority – there are 169 SDG targets!
- Cherry-picking results based on what suits, not what contributes most, or just repackaging what is already being done.
- It cannot just be about new product innovations or “shared value” initiatives.
- So, we need a basis for principled prioritization...

The wrong vision





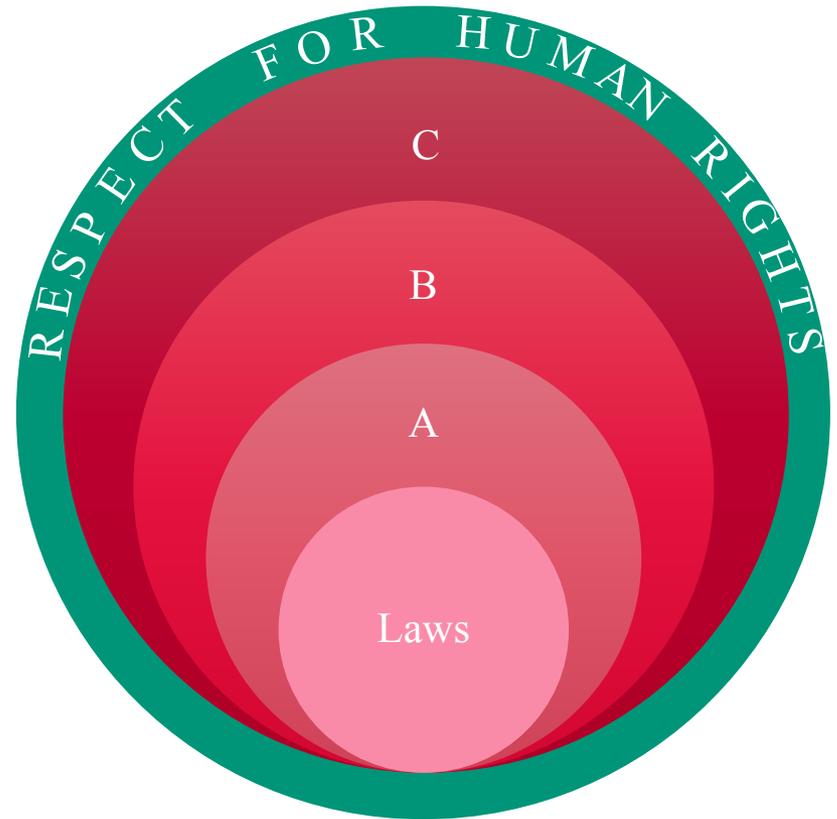
The answer

A true understanding of the power of respect for human rights

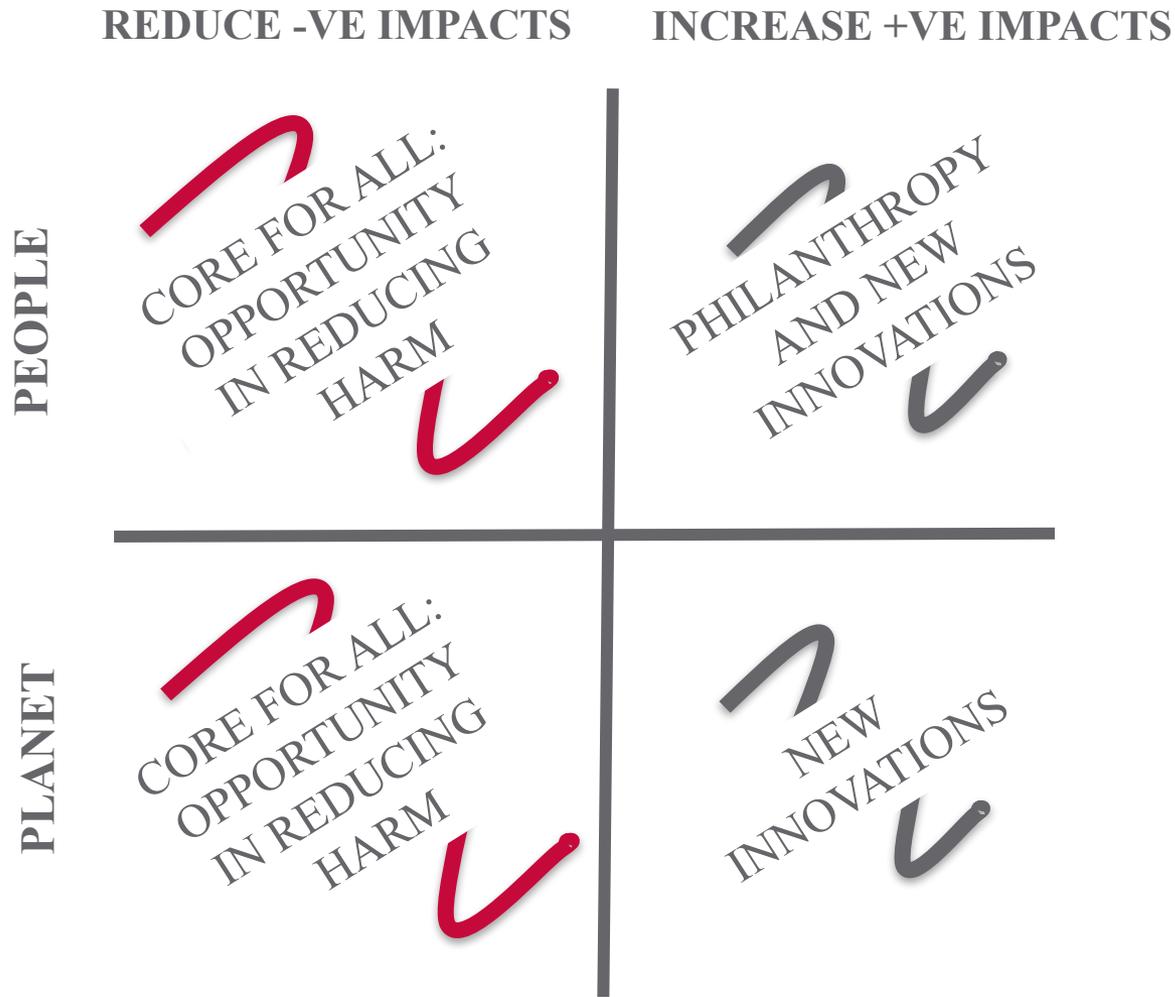
A smarter vision

- ✓ An on-going task requiring innovation, leadership, and collaboration
- ✓ Reduces negative impacts on people, but also delivers large-scale positive outcomes
- ✓ Substantially reduces risk to the business and fosters business opportunity
- ✓ Must encompass everything the business does – including SV initiatives

❖ **The single greatest way most companies can contribute to socially sustainable development**



A smarter vision



The way forward

A holistic framework for contributing meaningfully to the SDGs

A HOLISTIC FRAMEWORK FOR ACTION

What every company should do

What those who can should also do

PEOPLE

1. Identify the most severe negative impacts on/risks to people associated with the business
2. Take action to reduce them that maximizes the positive outcomes

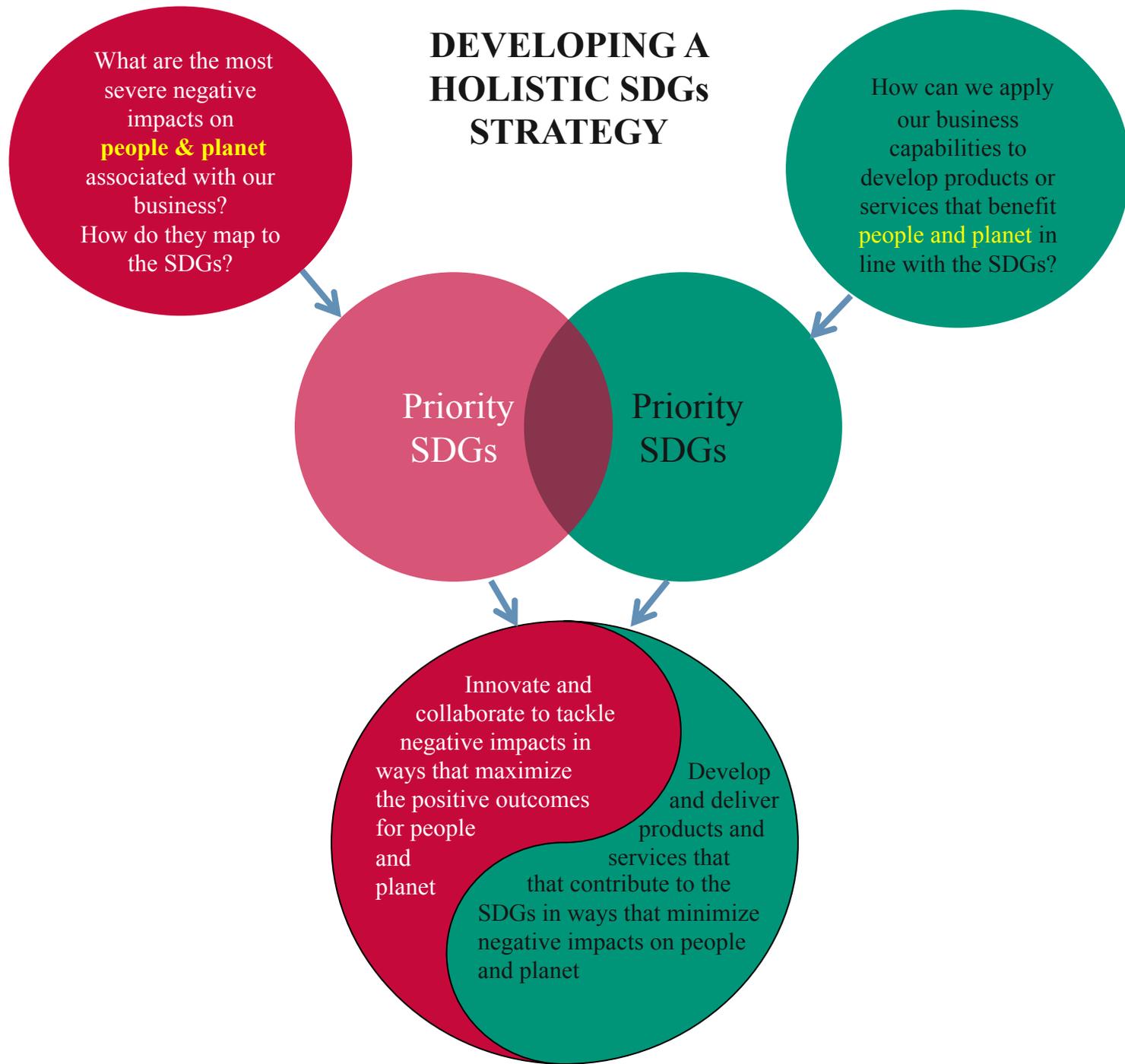
1. Identify new business ideas that can advance positive outcomes for people at scale
2. Develop and deliver them while avoiding negative impacts on planet and people in the process

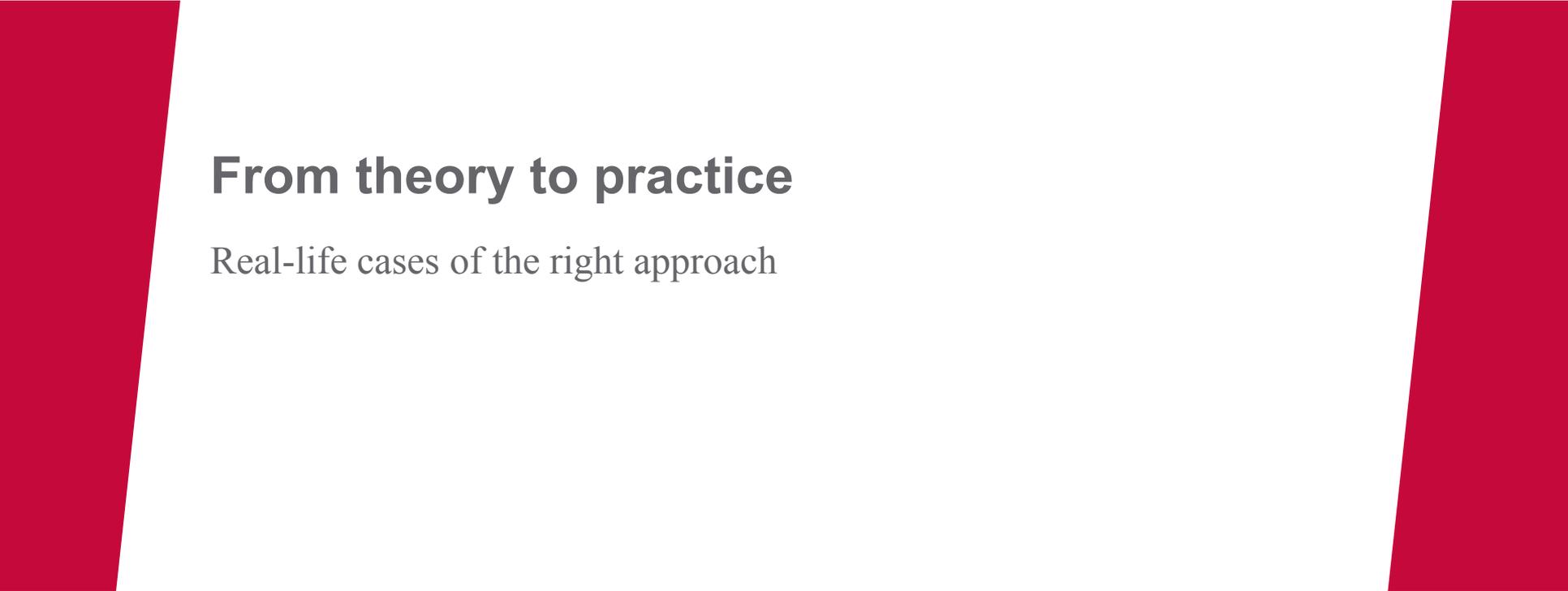
PLANET

1. Identify the most severe negative impacts on/risk to the planet associated with the business
2. Take action to reduce them that maximizes the positive outcomes

1. Identify new business ideas that can advance positive outcomes for the planet at scale
2. Develop and deliver them while avoiding negative impacts on people and planet in the process

DEVELOPING A HOLISTIC SDGs STRATEGY



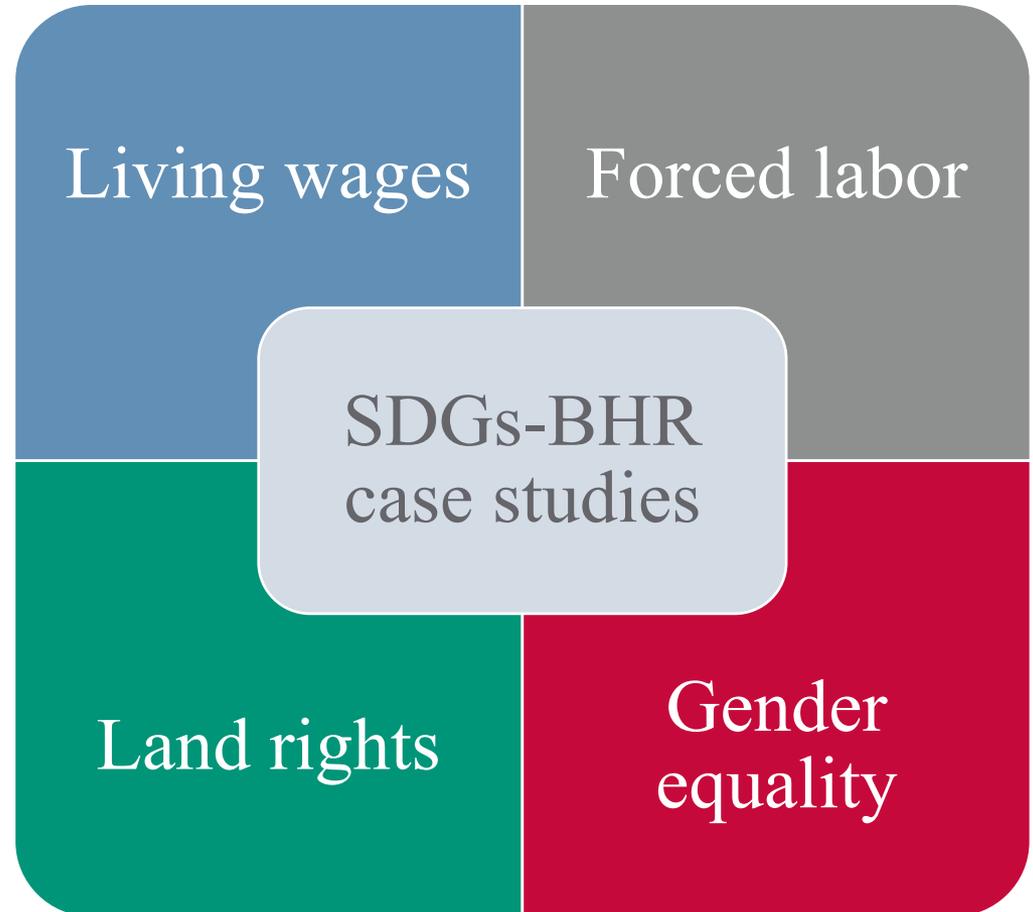


From theory to practice

Real-life cases of the right approach

Shift's case studies project

- 15 real-life cases of how companies are contributing to the Global Goals by putting people first
- Touching on four key (and inter-related) human rights issues
- Main audience is business, but aiming to equip all stakeholders with practical examples and key learnings within each “cluster”
- To be launched alongside WBCSD during UN High-Level Political Forum in mid-July



Example: Living wage “cluster”



Case studies on living wages

1. H&M’s Fair Living Wage Strategy
2. Egedeniz Textile’s Living Wage Project
3. ACT (Action, Collaboration, Transformation) initiative
4. Malawi Tea 2020

Living wage “cluster”: some key takeaways



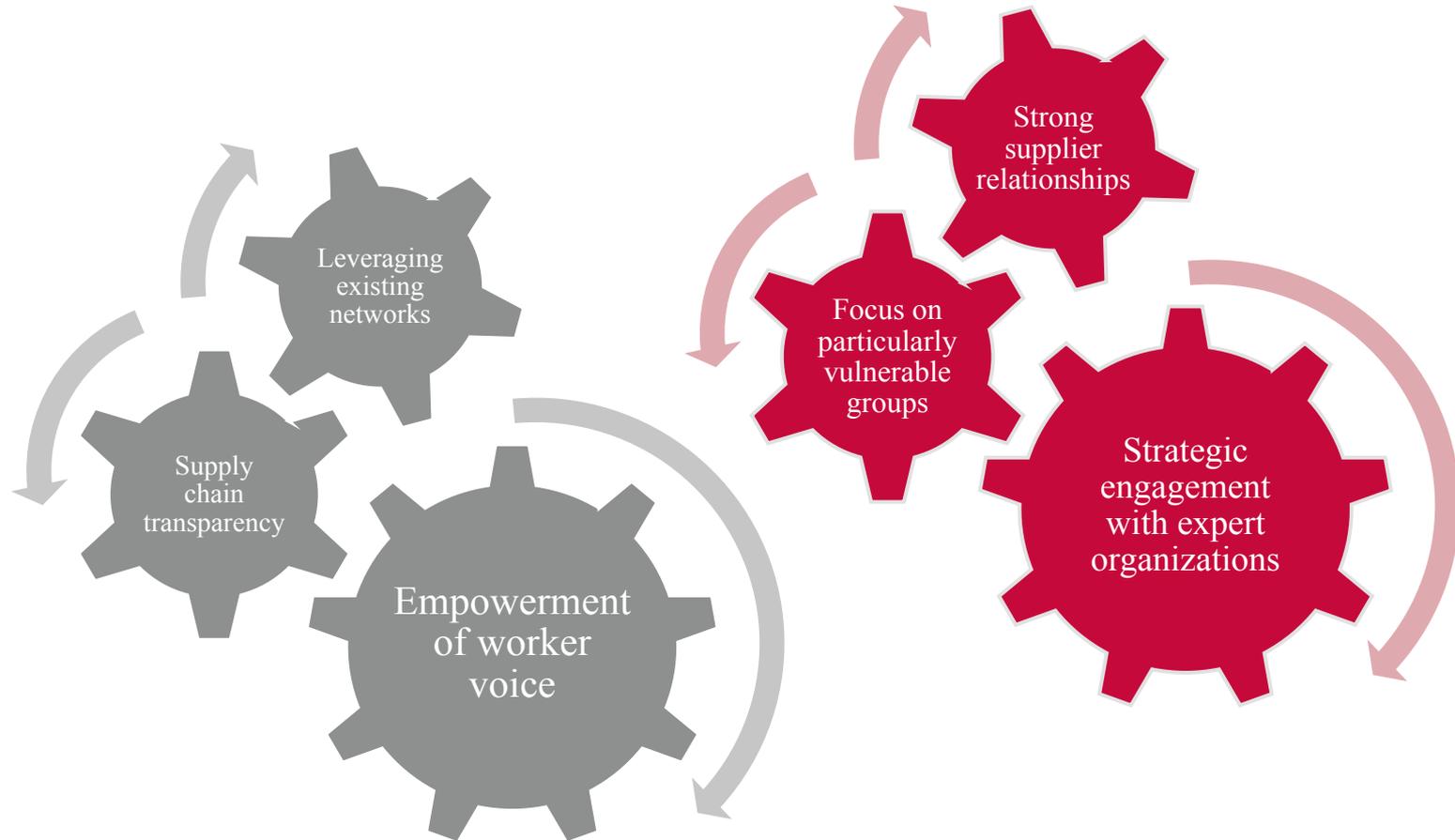
Example: Forced labor “cluster”



Case studies on forced labor

1. HP’s Foreign Migrant Worker Standard
2. Penguin Apparel’s efforts to combat Sumangali schemes
3. Responsible Labor Initiative
4. Seafood Task Force
5. Issara Institute’s Strategic Partners Program

Forced labor “cluster”: some key takeaways





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