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## **“The SDG’s - social responsibility and sustainable organizations”**

**“CSR, The young generation as employees and business development”**

**Kenneth Norre, CEO**



**One common goal, 9 years to 2030, we need to partner up**



# Land is fundamental for the SDG's

- At least **8 out the 17 SDG's** are related to Land Management, Land Policy and Cadaster.
- **SDG no. 1: End poverty** => formalize land ownership
- **SDG no. 2: End hunger** => access to land and protected land tenure rights
- **SDG no. 5: Gender equality** => the right for women to own land, secure tenure rights for women
- **SDG no. 10: Reduce inequality** within and among countries => Access to land and protection of tenure rights against discrimination
- **SDG no. 11: Cities safe and sustainable** => Protection and recognition of tenure rights for informal urban settlements
- **SDG no. 13: Combat climate changes** => Land Management, Land planning and spatial planning to reduce emission
- **SDG no. 15: Sustainable ecosystems**, forests, land degradation => proper management of forest land
- **SDG no. 16: Peaceful societies**, justice for all => equal access to tenure rights, land policy and land management
- **SDG no. 17: Partnerships** => important key to achieve the SDG's

# CSR + the SDG's

## Corporate Social Responsibility – what is that?

- CSR is generally seen as a concept and a tool where organizations achieve a balance between financial, environmental and social ethical rules, while meeting the expectation of stakeholders (UNIDO, 2018)

## CSR includes:

- Corporate and organizational responsibility
  - Sustainability
  - Environmental management
  - Working standards
  - Working conditions
  - Human rights
  - Good governance
  - Anti-corruption.

**“We need to think about CSR in a whole new perspective”**

**“By combining CSR with the SDG's  
We can work with CSR in a broader  
strategic perspective, and through this ensures that our  
organization is  
sustainable in the long run”**





# CEO perspective

Why is the work and contribution to the SDG's important, from an **organizational** and **business view**?

CSR

Innovation and growth

Retention and development of employees **(The foundation)**

Attracting new talented employees **(The future)**

Customers / Partners / suppliers (stakeholders)

Financial performance

Branding

**As an organization we are met with (internal and external) demands to take a social responsibility,**

**- also globally**

That's why the SDG's are important

**LE34**  
VISER VEJEN

# Our challenges

(and opportunities)

- Sustainability, an **attractive and sustainable organization** – in the long term for all stakeholders
- A world full off **disruption**
- What makes **the difference** in any organization => **skilled and talented people**
  - Young people wants more than remuneration, they want to be a **part of an organization that makes a difference**
  - They ask into **values, vision and CSR**
  - To many people it is not enough to make a **donation**, they want to **invest a part of themselves**
  - The SDG´s is a part of the education in the **preliminary school** (common knowledge and language)

**Our organizations has to relate and act on the SDG´s if we want to attract the young generation**





# What can we (also) use the SDG's to?

- **Differentiation** when it comes to attract employee
- Boosting employee **engagement and satisfaction**
- **Talent and career development**
- An attractive **working environment**
- AND – last but not least;

New **business** and **growth**

(169 sub-goals for business development)

**The SDG'S shall be seen as a strategic tool and incorporated into the strategy**





# The case of LE34

*- how private sector contributions can be done*

## LE34 in brief

- Private land surveying company
- Turnover USD 47 mio.
- +400 employees
- Founded in 1817
- 26 Offices in Scandinavia
- Leading provider of land management and land surveying services in Northern Europe
- ISO 9001:2015 certified
- 7 business areas:
  - Cadastral Services
  - Spatial Planning
  - Land Law & expropriation
  - Utilities and Energy
  - Engineering Survey
  - GIS
  - Offshore

# LE34 – an SDG 1, 2 og 17 company

## Some facts ;

- 70 % of the worlds population do not have secured rights to land (constitutional rights)
- What many of us take for given when we buy land, buy a house or rent a facility, is non existing globally
- Secured rights gives access to trading of land, financing of land and create a foundation for social and economic growth

## The short version;

*Where is the incentive for a farmer in a developing country to produce more and better food, if you do not have a secured right or title to the land where the food is produced?*

- Secured rights to land, is the incentive to produce more and better food (zero hunger)
- More and better food will affect trade and financing, and by that create the foundation for economic social growth (no poverty)





## The SGD's as a strategic driver and tool – LE34

The ultimate vision:

**Actively contribute to the eradication of poverty and hunger by the year 2030**

- LE34 Academy  
(Retain, educate and attract employees)
- Innovation  
(new business opportunities)
- Culture/values  
(proudness, "one company")
- Branding  
(differentiation)
- Growth and goals  
(sustainability in the long run)
- CSR  
(a social responsible profile/accountability)



**All elements make sense in context of the SDG's and have a perfect match with CSR**



## Wrap up

- The **young generation** places completely new demands to the organizations they want to work in
- The SDG's is a **differentiator**, when it comes to attract, retain and **develop our employees and organization**
- The SDG's are the catalyst for bringing our **CSR** work to a new **strategic level** (social responsibility)
- We can use the SDG's to **make our organizations sustainable** in the long term
- All of us has an **obligation** to contribute to the SDG's – big and small.
- "3 in 1" (CSR, Talent Management and business development)
- That is why the SDG's is a **"gift"**

They make sense **"commercially"** and through the SDG's we can contribute to the **global social agenda**

**SPILLER NR. 34**