

SDG LEADERSHIP PROGRAMME

Pakistan is a signatory to **Agenda 2030**, but there is little awareness of the UN SDGs in the country and even less so on their implementation in the public and private sectors. The **Centre of Excellence in Responsible Business (CERB)** recognizes **SDG Leaders** from the PBC membership, which champion their local communities and the environment through inclusive workspaces and climate action. Hence, CERB is presenting an opportunity for them to showcase their leadership with strategies and values that increase awareness of the SDGs within the business community through the SDG Leadership Programme.



Showcase your company:

Workshops

Webinars

Case Studies

Factsheets



Companies identified as **SDG Leaders** will select one or more of the 10 Sustainable Development Goals (SDGs) identified as most relevant to the private sector, then sponsor a set of 2-4 workshops to be conducted in collaboration with CERB and its knowledge partners.

SDGs for the private sector



The **UN Sustainable Development Goals (SDGs)** are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030; hence, the UN SDGs are also called Agenda 2030. These 17 Goals build on the successes of the Millennium Development Goals, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The goals are interconnected - often the key to success on one will involve tackling issues more commonly associated with another.



The **Center of Excellence in Responsible Business (CERB)** is an outreach initiative of the Pakistan Business Council (PBC) encompassing multiple industries in the business sector, assisting Pakistani enterprises to pursue economic, social and environmental value creation in the short, medium and long term.

Mission

- To engage with businesses and industry leaders and encourage transformation towards the conduct of responsible (sustainable and inclusive) business in Pakistan.
- To leverage private sector growth for inclusive development, poverty reduction and sustainability by following the UN Sustainable Development Goals (SDG) framework.

To find out more about the work our SDG Leaders have done in their selected area, please scan the QR code to view their factsheets on our website.



cerb.pbc.org.pk/sdg-leaders





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AN INITIATIVE BY CERB, PAKISTAN BUSINESS COUNCIL

SDG LEADERS



engro polymer & chemicals



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