



# United Nations Sustainable Development Goals

WOC  
Briefing  
Report

2015

## Introduction

The United Nations (UN) is in the process of launching the Sustainable Development Goals (SDGs). These goals, which are aspirational in nature, are designed to promote sustainable development and alleviate poverty by 2030. Under the proposed SDG framework, there is a specific goal for oceans and marine resources (Goal 14). Due to the crosscutting nature of many ocean issues, additional targets pertaining to oceans and marine resources are also found throughout the proposed SDG framework.

While the SDGs are voluntary, understanding the potential issues and opportunities for ocean industry involvement is important as some ocean stakeholders assert that the SDGs may impact ocean governance by establishing universal standards for ocean management.<sup>1, 2, 3</sup> These universal standards might then serve as a bridge, linking together existing international policies with ocean related provisions and facilitate consistent state application of existing regulations.<sup>4, 5</sup> For instance, the targets under Goal 14 emphasize provisions included in the United Nations Convention on the Law of the Sea (UNCLOS), the International Convention on the Prevention of Pollution from Ships (MARPOL), and the Convention on Biological diversity (CBD) Aichi targets.<sup>6</sup>

With several goals addressing ocean-related issues, the SDGs are a global policy process with potentially significant effects on ocean industries, and therefore merit ocean business community attention. This WOC briefing provides background information on the SDGs and outlines potential incentives and risks for ocean industry involvement. It focuses on the implications of the SDGs for ocean industries and identifies how the ocean business community can engage with the SDGs as they move forward.

---

<sup>1</sup> Töpfer, K., Tubiana, L., Unger, S., & Rochette, J. (2014). Charting pragmatic courses for global ocean governance. *Marine Policy*, 49, 85-86. doi: 10.1016/j.marpol.2013.12.004

<sup>2</sup> Visbeck, M., Kronfeld-Goharani, U., Neumann, B., Rickels, W., Schmidt, J., van Doorn, E., Matz-Luck, N., Proelss, A. (2014). A Sustainable Development Goal for the Ocean and Coasts: Global ocean challenges benefit from regional initiatives supporting globally coordinated solutions. *Marine Policy*, 49, 87-89. doi:10.1016/j.marpol.2014.02.010

<sup>3</sup> Global Ocean Commission. (2014). From Decline to Recovery: A Rescue Package for the Global Ocean. Global Ocean Commission

<sup>4</sup> Druel, E., & Gjerde, K. M. (2014). Sustaining marine life beyond boundaries: Options for an implementing agreement for marine biodiversity beyond national jurisdiction under the United Nations Convention on the Law of the Sea. *Marine Policy*, 49, 90-97. doi: 10.1016/j.marpol.2013.11.023

<sup>5</sup> Houghton, K. (2014). Identifying new pathways for ocean governance: The role of legal principles in areas beyond national jurisdiction. *Marine Policy*, 49, 118-126. doi: 10.1016/j.marpol.2014.04.007

<sup>6</sup> Global Ocean Forum. (2014). UN OWG Adopts Proposal for Global Sustainable Development Goals Including Oceans. Global Ocean Forum (Global Ocean Forum News).

## The Ocean SDG

Under the proposed SDG framework, there is an Ocean SDG (Goal 14). The targets (14.1-14.7) and means of implementation (14.a-14.c) included under this goal reflect the need to address ocean sustainable development issues and recognize that the sustainable use of marine areas, ecosystems, and resources must accommodate a wide range of users, diverse interests, and multiple-governing agencies (*Table 1*).<sup>7</sup>

*Table 1: The Ocean SDG*<sup>8</sup>

| Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development |  |   |
|---|--|---|
| Target  | Target Description   | Full Target Language  |
| 14.1  | <i>Prevent Marine Pollution</i>                                    | “By 2025, prevent and significantly reduce marine pollution of all kinds, particularly from land-based activities, including marine debris and nutrient pollution”  |
| 14.2  | <i>Sustainably Manage and Protect Marine Ecosystems</i>            | “By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration, to achieve healthy and productive oceans”  |
| 14.3  | <i>Minimize Ocean Acidification</i>                                | “Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels”  |
| 14.4  | <i>Effectively Regulate IUU Fishing</i>                            | “By 2020, effectively regulate harvesting, and end overfishing, illegal, unreported and unregulated (IUU) fishing and destructive fishing practices and implement science-based management plans, to restore fish stocks in the shortest time feasible at least to levels that can produce maximum sustainable yield as determined by their biological characteristics”   |
| 14.5  | <i>Conserve 10% of Marine and Coastal Areas</i>                    | “By 2020, conserve at least 10 percent of coastal and marine areas, consistent with national and international law and based on best available scientific information”  |
| 14.6  | <i>Prohibit Fisheries Subsidies that Contribute to IUU Fishing</i> | “By 2020, prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, and eliminate subsidies that contribute to IUU fishing, and refrain from introducing new such subsidies, recognizing that appropriate and effective special and differential treatment for developing and least developed countries should be an integral part of the WTO fisheries subsidies negotiation*” |
| 14.7  | <i>Increase the Economic Benefits to SIDS</i>                      | “By 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”  |

<sup>7</sup> Elliott, M. (2013). The 10-tenets for integrated, successful and sustainable marine management. *Marine Pollution Bulletin*, 74(1), 1-5. doi: 10.1016/j.marpolbul.2013.08.001

<sup>8</sup> United Nations General Assembly (UNGA). (2014). Report of the Open Working Group on Sustainable Development Goals. A/68/970. <http://sustainabledevelopment.un.org/content/documents/1579SDGs%20Proposal.pdf>

|      |  |  |
|------|--|--|
| 14.a | <i>Increase Scientific Knowledge</i>                       | “Increase scientific knowledge, develop research capacities and transfer marine technology taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to improve ocean health and to enhance the contribution of marine biodiversity to the development of developing countries, in particular SIDS and LDCs” |
| 14.b | <i>Provide Access to Small-scale Fishers</i>               | “Provide access of small-scale artisanal fishers to marine resources and markets”  |
| 14.c | <i>Ensure the Full Implementation of International Law</i> | “Ensure the full implementation of international law, as reflected in UNCLOS for states parties to it, including, where applicable, existing regional and international regimes for the conservation and sustainable use of oceans and their resources by their parties”   |

## Other SDGs Applicable to the Ocean Business Community

The Ocean SDG is not the only goal that has implications for the ocean business community. Since many marine issues are crosscutting in nature, targets related to the responsible use of ocean resources, services, and space can be found throughout the proposed SDGs. Many of the proposed SDGs are relevant to ocean industries as they contain provisions related to healthy ocean ecosystems or ensuring a sound business environment, often in a very broad way.

Although the linkages between these other SDGs and the ocean business community are broader in scope, these other relevant SDGs are applicable to the ocean business community as they contain provisions that “can reinforce and add additional dimensions” to the provisions of the Ocean SDG.<sup>9</sup> Understanding how these other relevant SDGs can complement and reinforce the Ocean SDG is important for the ocean business community as these other relevant SDGs may contribute to policy developments that affect ocean business community activities.

Overall, a total of 14 goals including the Ocean SDG have been identified as affecting the ocean business community. A full list of the broader SDGs that have implications for the ocean business community is included in *Table 2*.

*Table 2: SDGs Also Relevant to the Ocean Business Community*<sup>10</sup>

| Other Relevant SDGs |  |   |
|---------------------|--|---|
| Goal                | Goal Description                           | Full Goal Language  |
| 1                   | <i>End Poverty</i>                         | “End poverty in all of its forms everywhere”  |
| 2                   | <i>Achieve Food Security</i>               | “End hunger, achieve food security and improved nutrition, and promote sustainable agriculture” |
| 6                   | <i>Ensure Water and Sanitation for All</i> | “Ensure availability and sustainable management of water and sanitation for all”                |

<sup>9</sup> Global Ocean Forum. (2014), *supra* note 6

<sup>10</sup> UNGA. (2014), *supra* note 8

|    |  |  |
|----|--|--|
| 7  | <i>Ensure Access to Energy</i>                       | “Ensure access to affordable, reliable, sustainable, and modern energy for all”  |
| 8  | <i>Promote Sustainable Economic Growth</i>           | “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”   |
| 9  | <i>Build Resilient Infrastructure</i>                | “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”  |
| 10 | <i>Reduce Inequality Among Countries</i>             | “Reduce inequality within and among countries”   |
| 11 | <i>Make Cities Sustainable</i>                       | “Make cities and human settlements inclusive, safe, resilient and sustainable”   |
| 12 | <i>Ensure Sustainable Consumption and Production</i> | “Ensure sustainable consumption and production patterns”   |
| 13 | <i>Combat Climate Change</i>                         | “Take urgent action to combat climate change and its impacts”  |
| 15 | <i>Protect Terrestrial Ecosystems</i>                | “Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss” |
| 16 | <i>Promote Peaceful Societies</i>                    | “Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels”            |
| 17 | <i>Strengthen Means of Implementation</i>            | “Strengthen the means of implementation and revitalize the global partnership for sustainable development”   |

## SDGs and the Ocean Business Community

As one of the primary users of the marine space and resources, the ocean business community has a key role in the oceans related SDG targets and means of implementation.<sup>11</sup> Not only is the ocean business community involvement crucial to achieving the SDGs, but it may also be in the best interest of ocean industries to implement solutions for responsible ocean use. With a variety of users competing for access to ocean space, resources, and services, ocean industries must understand how they affect the marine environment and other users in order to operate in a sustainable and profitable manner.<sup>12</sup>

### Incentives for Ocean Business Community Involvement with the SDGs

There are a number of incentives or benefits for ocean industry involvement with the SDGs including:

#### 1. Ensuring access to sea-space and marine resources

Many members of the ocean business community either depend on access to marine space and resources and a healthy ocean environment, or impact the marine environment due to the nature of

<sup>11</sup> IOC/UNESCO, IMO, FAO, & UNDP. (2011). A Blueprint for Ocean and Coastal Sustainability. Paris: IOC/UNESCO.

<sup>12</sup> Holthus, P.F. (1999). Sustainable Development Of Oceans And Coasts: The Role Of The Private Sector. *UN Resources Forum Journal*. Vol 23 (2):169-176

the products and services they provide.<sup>13</sup> Thus, one incentive for ocean industry involvement with the SDGs is helping to ensure continued access to sea-space and marine resources. Ocean industry involvement with the SDGs could help ensure that the ocean business community has input into ongoing discussions regarding the responsible use of marine resources and access to marine space. While national governments are ultimately responsible for implementing many of the targets associated with these goals, ocean business community input is important particularly in the context of Target 14.5, which calls for the conservation of at least 10 percent of coastal and marine areas by 2020. As marine protected areas (MPAs) regulate the types of activities that are permitted in a given area, ocean industry input is important to ensure that MPA placement is not a hazard to navigation or that activity restrictions do not critically impact business operations without a valid, documented, science and risk based reason.

## *2. Participating in multi-disciplinary dialogues*

Another incentive for ocean industry involvement with the SDGs is participation in multi-disciplinary dialogues. There is a high degree of conflict and overlapping interests for marine resources and space not only within the ocean business community itself, but also with the non-commercial users of the marine environment.<sup>14</sup> As an interdisciplinary process that addresses all three pillars of sustainable development (economic, social, and environmental), the SDGs by necessity must facilitate interaction among different stakeholders. These multi-disciplinary dialogues could benefit the ocean business community as they not only present opportunities to address how industry activities affect one another, but they also provide an opportunity for ocean governance bodies to gain a better understanding of each industry sector.

## *3. Ensuring a sound business environment*

The SDGs may be able to contribute to a sound business environment. Governments ideally create an operating environment that permits the private sector to grow and thrive. Generally, this sound business environment is based on factors such the absence of corruption, accountable and transparent government practices, respect for human rights, peace and stability, and the rule of law.<sup>15, 16</sup> Under the current proposed framework for the SDGs, several goals such as Goals 9, 11, and 16 address many of the factors that contribute to an overall sound business environment.

## *4. Supporting long-term business viability*

In addition to a sound business environment, the SDGs offer the ocean business community a chance to improve long-term viability by addressing calls for increased corporate social responsibility (CSR). More and more, stakeholders expect companies to manage their societal impacts, such as impacts on the environment and human rights.<sup>17, 18</sup> In order for companies to

---

<sup>13</sup> *Ibid.*

<sup>14</sup> *Ibid.*

<sup>15</sup> United Nations Global Compact. (2013). Corporate Sustainability and the United Nations Post-2015 Development Agenda: Perspectives from UN Global Compact Participants on Global Priorities and How to Engage Business Towards Sustainable Development Goals. United Nations Global Compact.

<sup>16</sup> International Chamber of Commerce (ICC). ICC Perspectives on the Post-2015 Development Agenda. ICC.

<sup>17</sup> United Nations Global Compact. (2013), *supra* note 15

<sup>18</sup> Spitzer, H. and Martinuzzi, A. (2013). Methods and Tools for Corporate Impact Assessment of the Millennium Development Goals (MDGs) and Sustainable Development. Vienna, European Sustainable Development Network

maximize the potential long-term benefits of the SDGs, companies could consider moving beyond just achieving compliance, and evaluate how the ideals reflected in these goals could be integrated into corporate principles, internal policies, and core business activities.<sup>19</sup> Many companies have already demonstrated the benefits of aligning business activities with societal interests by working to develop sustainable seafood supply chains.<sup>20, 21, 22</sup> The use of international standards, such as the targets established by the SDGs, may offer the private sector greater credibility for ensuring good social and environmental performance.<sup>23, 24</sup>

## 5. Improving risk management

Another incentive for considering how to integrate the SDGs into business operations is enhanced risk management. Factors such as environmental degradation, poverty, and climate change can add directly to the cost of conducting business by affecting operating costs, the costs of raw materials, and creating other non-traditional risks. Moreover, these global issues can impose threats such as short-term and long-term financial risks as well as reputation risks.<sup>25</sup> The SDGs may provide ocean industries with improved understanding of these global challenges.<sup>26</sup> By facilitating improved understanding of global issues, the SDGs may help ocean industries make more informed decisions.<sup>27</sup>

## Analysis of Risks

Members of the ocean business community should consider the tradeoffs involved with engaging with these goals and identify how to operate in a way that is both profitable as well as socially and environmentally responsible.<sup>28</sup> These tradeoffs include weighing whether the future costs of addressing societal challenges is greater than current costs as well as comparing the opportunities gained from the SDGs against the risks posed by engagement or non-engagement. Understanding the tradeoffs associated with the SDGs is important for ocean industries, as addressing the SDGs may not be appropriate for companies in which the risks posed by the SDGs outweigh the rewards.

There are a variety of risks associated with integrating the SDGs into operational business strategies ranging from financial risks to risks associated with policy compliance. Just as there are

---

(ESDN Case Study N<sup>o</sup>14).

<sup>19</sup> *Ibid.*

<sup>20</sup> Unilever. (2002). Unilever's Fish Sustainability Initiative. [http://www.unilever.com/images/Unilevers%20Fish%20Sustainability%20Initiative\\_tcm13-9157.pdf](http://www.unilever.com/images/Unilevers%20Fish%20Sustainability%20Initiative_tcm13-9157.pdf)

<sup>21</sup> Wal-Mart. Working with Seafood Suppliers to Ensure Sustainable Seafood. <http://corporate.walmart.com/article/working-with-seafood-suppliers-to-ensure-sustainable-seafood>

<sup>22</sup> Ward, T., & Phillips, B. (Eds.). (2009). *Seafood ecolabelling: principles and practice*. John Wiley & Sons. <https://books.google.com/books?hl=en&lr=&id=wGhxzFX3rG4C&oi=fnd&pg=PA143&dq=McDonald%27s+and+Sustainable+Seafood&ots=LwN8Ie1VNj&sig=1YyhvvvCD1yuJfrZOSE4uFBY7So#v=onepage&q=McDonalds&f=false>

<sup>23</sup> Spitzer, H. and Martinuzzi, A. (2013), *supra* note 18

<sup>24</sup> Nelson, J. (2004). The Public Role of Private Enterprise: Risks, Opportunities, and New Models of Engagement. Corporate Social Responsibility Initiative Working Paper No. 1. Cambridge, MA: John F. Kennedy School of Government, Harvard University.

<sup>25</sup> Nelson, J., & Prescott, D. (2008). Business and the Millennium Development Goals: A Framework for Action: International Business Leaders Forum and United Nations Development Programme (UNDP).

<sup>26</sup> *Ibid.*

<sup>27</sup> *Ibid.*

<sup>28</sup> *Ibid.*

risks with engaging with the SDGs there are also risks with non-engagement. These risks will vary based on company size, industry sector, and a company's operational structure.<sup>29</sup>

### Risks of Engagement

- **Financial Risks:** One of the primary risks associated with integrating the SDGs into business operations are the financial costs associated with implementing changes. As the SDGs are not legally binding, their integration into core business practices will likely result in an expenditure of resources, both financial and other resources, e.g. expenditure of time and effort that is not formally required. The long-term nature of the SDGs is another financial risk factor, as engagement could require the expenditure of resources over an extended time period.
- **Political/Compliance Risks:** Political and compliance risks relate to risks posed by changes in government, government policy, and laws and regulations.<sup>30</sup> While the SDGs are legally non-binding and do not pose a compliance risk for the ocean business community, to achieve these aspirational goals, national governments may likely have to initiate or revise policies and programs. As the SDGs are designed to be universal in nature, these expected changes in government policies are applicable to ocean industry sectors operating in both developed and developing countries.
- **Company Size Risks:** Company size is also a factor when considering vulnerability to risks of engagement. Small and medium sized enterprises are vital to the realization of the SDGs, but face different risks than larger, multinational companies. While smaller companies possess creativity and agility, they lack the resources of larger transnational companies.<sup>31</sup> Thus, small and medium sized company's involvement with the SDGs may likely require support from external sources.

### Risks of Non-Engagement

- **Financial Risks:** There are also potential financial risks posed by non-engagement with the SDGs. Failure to achieve SDG targets could result in further environmental degradation or undermine the foundations of business success, such as stable societies, transparent government practices, and open financial markets.<sup>32</sup> The continued existence of these global issues poses numerous financial risks to the ocean business community including increased operating costs, increased costs of raw materials, increased insurance costs, and increased security costs.<sup>33</sup>
- **Political/Compliance Risks:** There are possible long-term consequences of not engaging with the SDGs related to forgone or missed opportunities, such as lost partnership opportunities, forfeited opportunities to contribute to the right regulatory environment (one that is based on transparent government practices and efficient law enforcement systems), and lost opportunities

---

<sup>29</sup> *Ibid.*

<sup>30</sup> Business Victoria. Evaluate business risk. State Government of Victoria.

<http://www.business.vic.gov.au/disputes-disasters-and-succession-planning/how-to-manage-risk-in-your-business/types-of-business-risks>

<sup>31</sup> United Nations Industrial Development Organization (UNIDO) and the United Nations Global Compact. (2014). Engaging with the Private Sector in the Post-2015 Agenda: Consolidated Report on 2014 Consultations. UNIDO and UN Global Compact (Series of Dialogues on Means of Implementation of the Post-2015 Development Agenda).

<sup>32</sup> Nelson, J., & Prescott, D. (2008), *supra* note 25

<sup>33</sup> *Ibid.*



to reform regulations that pose an obstacle to both development and new business opportunities.<sup>34</sup> Non-engagement can also potentially pose a compliance risk in terms of the new policies that governments develop to achieve the SDGs resulting in penalties and fines, legal costs, and associated effects on business reputation.<sup>35</sup>

- **Reputation Risks:** Reputation risks are risks associated with lost revenue, loss of shareholder value, or increased operating costs that result from damages to a company's reputation or negative publicity.<sup>36</sup> These adverse effects on business reputation are typically associated with factors such as ethics, environmental sustainability, health and safety concerns, and social justice issues as well as policies associated with corporate accountability, transparency, and trust.<sup>37</sup> In the context of the SDGs, companies that chose not to integrate the SDGs into their policies and practices may be most at risk from changes in social perception that affect a company's social license to operate.<sup>38</sup>

---

<sup>34</sup> Kantrow, L. (2014). Post Rio+20: Where Do We Stand 21 Months Later? [Power Point Slides].

<http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CCUQFjAB&url=http%3A%2F%2Fwww2.nycbar.org%2Fpdf%2Fevents%2Fnyc-bar-presentation-post-rio-april2014-l.-kantrow.ppt&ei=wGSDVNX3BoGogwT-oINQ&usg=AFQjCNFs4eaVo-ig-AgM4ej2iQGgeV4EIA&sig2=b-MoThhsyZO6ycBLtsA2DQ&bvm=bv.80642063,d.eXY>

<sup>35</sup> Epstein, M.J. (2008). *Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts*. Sheffield, UK: Greenleaf Publishing and Berrett-Koehler Publishers, INC.

<sup>36</sup> Federal Financial Institution Examination Council. Reputation Risk. IT Examination Handbook InfoBase. <http://ithandbook.ffiec.gov/it-booklets/wholesale-payment-systems/wholesale-payment-systems-risk-management/reputation-risk.aspx>

<sup>37</sup> Nelson, J. (2004), *supra* note 24

<sup>38</sup> United Nations Global Compact. (2013), *supra* note 15

## Analysis of Goals Applicable to the Ocean Business Community

Table 3: Analysis of the Ocean SDG<sup>39</sup>

| Analysis of the Ocean SDG |  |  |   |
|---------------------------|--|--|---|
| Target                    | Target Description   | Key Aspects  | Sectors Likely Affected   |
| 14.1                      | <i>Prevent Marine Pollution</i>                                    | <ul style="list-style-type: none"> <li>• Can remove economic opportunities for multiple generations</li> <li>• <i>Key concerns:</i> marine debris, nitrogen/phosphorus based compounds, and persistent organic pollutants</li> </ul> | Energy and Mining, Marine Construction and Facilities; Marine Technology; Marine Transportation, Renewable Living Resources; Ship and Boat Building; Tourism and Recreation                     |
| 14.2                      | <i>Sustainably Manage and Protect Marine Ecosystems</i>            | <ul style="list-style-type: none"> <li>• Healthy and resilient ecosystems</li> <li>• Blue economy</li> <li>• Ecosystem-based management</li> <li>• Ocean Health Index</li> </ul>   | Business Support and Professional Services; Energy and Mining, Marine Construction and Facilities; Marine Transportation; Renewable Living Resources; Tourism and Recreation                    |
| 14.3                      | <i>Minimize Ocean Acidification</i>                                | <ul style="list-style-type: none"> <li>• Promote scientific cooperation</li> <li>• Negative effects for fisheries, aquaculture, and coral reefs</li> </ul>   | Business Support and Professional Services; Marine Technology; Renewable Living Resources; Tourism and Recreation   |
| 14.4                      | <i>Effectively Regulate IUU Fishing</i>                            | <ul style="list-style-type: none"> <li>• Restore fish stocks</li> <li>• Implement scientific-based management plans</li> </ul>   | Business Support and Professional Services; Renewable Living Resources  |
| 14.5                      | <i>Conserve 10% of Marine and Coastal Areas</i>                    | <ul style="list-style-type: none"> <li>• Protect critical habitats</li> <li>• Provide a refuge for rare, endangered, or economically important species</li> <li>• Support fisheries</li> </ul>                                       | Business Support and Professional Services; Energy and Mining; Marine Construction and Facilities; Marine Transportation; Renewable Living Resources; Tourism and Recreation                    |
| 14.6                      | <i>Prohibit Fisheries Subsidies that Contribute to IUU Fishing</i> | <ul style="list-style-type: none"> <li>• Address issues related to overfishing and overcapacity</li> <li>• Eliminate subsidies</li> </ul>  | Renewable Living Resources  |
| 14.7                      | <i>Increase the Economic Benefits to SIDS</i>                      | <ul style="list-style-type: none"> <li>• Dependent on ocean or coastal activities</li> <li>• Ocean-use agreements and fisheries partnership agreements</li> </ul>  | Business Support and Professional Services; Renewable Living Resources; Tourism and Recreation  |
| 14.a                      | <i>Increase Scientific Knowledge</i>                               | <ul style="list-style-type: none"> <li>• Scientific knowledge underpins many ocean policies</li> <li>• Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology</li> </ul>            | Business Support and Professional Services; Energy and Mining; Marine Construction and Facilities; Marine Technology; Marine Transportation, Renewable Living Resources; Tourism and Recreation |

<sup>39</sup> UNGA. (2014), *supra* note 8

|      |  |   |  |
|------|--|---|--|
| 14.b | <i>Provide Access to Small-scale Fishers</i>               | <ul style="list-style-type: none"> <li>• Small-scale fishers are dependent on healthy marine ecosystems and resources</li> <li>• FAO voluntary guidelines for securing small-scale fisheries</li> </ul> | Business Support and Professional Services; Renewable Living Resources |
| 14.c | <i>Ensure the Full Implementation of International Law</i> | <ul style="list-style-type: none"> <li>• Focus is on international law reflected in UNCLOS</li> </ul>   | All  |

Table 4: Analysis of Other Goals Relevant to the Ocean Business Community<sup>40</sup>

| Analysis of Other Relevant Goals |  |  |  |
|----------------------------------|--|--|--|
| Goal                             | Goal Description                                     | Key Aspects  | Sectors Likely Affected  |
| 1                                | <i>End Poverty</i>                                   | <ul style="list-style-type: none"> <li>Address factors that undermine a suitable business environment</li> <li><i>Target 1.5:</i> reduce climate change associated vulnerabilities</li> </ul>  | All  |
| 2                                | <i>Achieve Food Security</i>                         | <ul style="list-style-type: none"> <li><i>Target 2.3:</i> double the incomes of small-scale food producers, including fishers and aquaculture</li> </ul>   | Renewable Living Resources   |
| 6                                | <i>Ensure Water and Sanitation for All</i>           | <ul style="list-style-type: none"> <li><i>Target 6.3:</i> improve water quality</li> <li><i>Target 6.5:</i> implement integrated water resource management</li> <li><i>Target 6.6:</i> protect &amp; restore aquatic ecosystems</li> </ul>   | Marine Construction and Facilities;<br>Renewable Living Resources;<br>Tourism and Recreation |
| 7                                | <i>Ensure Access to Energy</i>                       | <ul style="list-style-type: none"> <li><i>Target 7.2:</i> increase the contribution of renewable energy to global energy supply</li> <li><i>Target 7.a:</i> promote clean energy research</li> </ul>   | Energy and Mining  |
| 8                                | <i>Promote Sustainable Economic Growth</i>           | <ul style="list-style-type: none"> <li><i>Target 8.4:</i> decouple economic growth from environmental degradation</li> <li><i>Target 8.9:</i> policies related to sustainable tourism</li> </ul>   | All  |
| 9                                | <i>Build Resilient Infrastructure</i>                | <ul style="list-style-type: none"> <li><i>Target 9.1:</i> develop sustainable and resilient infrastructure</li> </ul>  | All  |
| 10                               | <i>Reduce Inequality Among Countries</i>             | <ul style="list-style-type: none"> <li><i>Target 10.6:</i> allow for effective, accountable, and legitimate institutions</li> </ul>  | All  |
| 11                               | <i>Make Cities Sustainable</i>                       | <ul style="list-style-type: none"> <li><i>Target 11.5:</i> reducing the number of people affected by water-related disasters</li> </ul>  | All  |
| 12                               | <i>Ensure Sustainable Consumption and Production</i> | <ul style="list-style-type: none"> <li><i>Target 12.2:</i> sustainable management of natural resources</li> <li><i>Target 12.4:</i> environmentally sound management of chemicals and wastes</li> <li><i>Target 12.6:</i> integrate sustainability into a company's reporting cycle</li> </ul> | All  |
| 13                               | <i>Combat Climate Change</i>                         | <ul style="list-style-type: none"> <li>Consequences for coastal livelihoods and infrastructure</li> <li>All targets are applicable</li> </ul>  | All  |

<sup>40</sup> UNGA. (2014), *supra* note 8

|    |   |  |  |
|----|---|--|--|
| 15 | <i>Protect Terrestrial Ecosystems</i>     | <ul style="list-style-type: none"> <li>• <i>Target 15.1</i>: restoration of terrestrial ecosystems; including wetlands</li> <li>• <i>Target 15.6</i>: equitable sharing of benefits from genetic resources</li> <li>• <i>Target 15.8</i>: reduce impact of invasive alien species</li> </ul>   | Marine Construction and Facilities; Renewable Living Resources; Tourism and Recreation |
| 16 | <i>Promote Peaceful Societies</i>         | <ul style="list-style-type: none"> <li>• Addresses factors related to an operating environment conducive for businesses</li> </ul>   | All  |
| 17 | <i>Strengthen Means of Implementation</i> | <ul style="list-style-type: none"> <li>• <i>Target 17.3</i>: mobilize financial resources for developing countries</li> <li>• <i>Target 17.6</i>: improve knowledge and technology sharing</li> <li>• <i>Target 17.9</i>: facilitate capacity building</li> <li>• <i>Target 17.16</i>: enhance multi-stakeholder partnerships</li> </ul> | All  |

## Implications of the SDGs for Ocean Industries

The SDGs have a wide range of implications for the ocean business community. For ocean industry sectors that are addressed by multiple SDGs, understanding how the SDGs may affect marine management and ocean related economic activities is important to addressing both the possible *risks* and *opportunities*. While the SDGs are not legally binding, to achieve these aspirational goals national governments will have to initiate or revise policies and programs. Thus, some sectors, such as the Renewable Living Resources sector, the Tourism and Recreation sector, and the Marine Construction and Facilities sector, may be more likely to face the development of binding regulations as the international community works toward achieving the SDGs.

In addition to expected changes in government policies, the SDGs will likely encourage the development of NGO campaigns and other voluntary initiatives. These initiatives could present both a potential risk and opportunity for the ocean business community. As the SDGs will dictate international and national development policy, albeit voluntary, for the next fifteen years, there are long-term consequences of not engaging with the SDGs. Non-engagement poses significant risks for sectors, such as the Renewable Living Resource sector, the Tourism and Recreation sector, and the Marine Construction and Facilities sector that are directly affected by many of the proposed SDGs. In addition, due to the extractive nature of their activities, the Energy and Mining sector faces higher reputation risks than other ocean industries if it does not engage with the SDGs.

## Possible Strategic Actions

There are possible strategic actions that ocean industries could consider in relation to the SDGs. The strategic actions outlined below emerge from a literature review of the post-2015 development agenda and the MDGs. They are adapted from frameworks for business engagement with the MDGs, reports assessing the role of business in the post-2015 development agenda, as well as suggestions based on ocean policy developments.<sup>41, 42</sup> These suggestions are not intended to be encompassing, but are intended to serve as examples should members of the ocean business community elect to engage with the SDGs.

Table 5: Suggested Strategic Actions.<sup>43, 44</sup>

| <b>Possible Ocean Business Community Strategic Actions in Relation to the SDGs</b>  |
|---|
| <ul style="list-style-type: none"> <li>• Understand and managing direct environmental impacts</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Engage in global dialogues on climate change, marine pollution, fisheries management, and other topics directly addressed by the SDGs</li> </ul> |
| <ul style="list-style-type: none"> <li>• Support and contribute to the collection of ocean scientific information</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Communication and collaborate on responsible ocean business standards and practices</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Invest in product and process innovation</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Support technology development and transfer</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Encourage and facilitate cross-sector dialogues</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Adopt voluntary guidelines for securing sustainable fisheries</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Support efforts to strengthen government and institutional capacity</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Support coastal and marine restoration efforts</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Support government efforts to achieve a sound enabling environment for businesses</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Address the challenge of sustainable consumption and production</li> </ul>   |

<sup>41</sup> Nelson, J., & Prescott, D. (2008), *supra* note 25

<sup>42</sup> Lucci, P. (2012). Post-2015 MDGs What role for business? London, Overseas Development Institute (ODI).

<sup>43</sup> Nelson, J., & Prescott, D. (2008), *supra* note 25

<sup>44</sup> Lucci, P. (2012), *supra* note 42

## References

- Business Victoria. Evaluate business risk. State Government of Victoria.  
<http://www.business.vic.gov.au/disputes-disasters-and-succession-planning/how-to-manage-risk-in-your-business/types-of-business-risks>
- Druel, E., & Gjerde, K. M. (2014). Sustaining marine life beyond boundaries: Options for an implementing agreement for marine biodiversity beyond national jurisdiction under the United Nations Convention on the Law of the Sea. *Marine Policy*, 49, 90-97. doi: 10.1016/j.marpol.2013.11.023
- Elliott, M. (2013). The 10-tenets for integrated, successful and sustainable marine management. *Marine Pollution Bulletin*, 74(1), 1-5. doi: 10.1016/j.marpolbul.2013.08.001
- Epstein, Marc J. (2008). *Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts*. Sheffield, UK: Greenleaf Publishing and Berrett-Koehler Publishers, INC.
- Federal Financial Institution Examination Council. Reputation Risk. IT Examination Handbook InfoBase.  
<http://ithandbook.ffiec.gov/it-booklets/wholesale-payment-systems/wholesale-payment-systems-risk-management/reputation-risk.aspx>
- Global Ocean Commission. (2014). From Decline to Recovery: A Rescue Package for the Global Ocean. Global Ocean Commission
- Global Ocean Forum. (2014). UN OWG Adopts Proposal for Global Sustainable Development Goals Including Oceans. Global Ocean Forum (Global Ocean Forum News).
- Holthus, P.F. (1999). Sustainable Development Of Oceans And Coasts: The Role Of The Private Sector. *UN Natural Resources Forum Journal*. Vol 23 (2):169-176
- Houghton, K. (2014). Identifying new pathways for ocean governance: The role of legal principles in areas beyond national jurisdiction. *Marine Policy*, 49, 118-126. doi: 10.1016/j.marpol.2014.04.007
- International Chamber of Commerce (ICC). ICC Perspectives on the Post-2015 Development Agenda. ICC.
- IOC/UNESCO, IMO, FAO, & UNDP. (2011). A Blueprint for Ocean and Coastal Sustainability. Paris: IOC/UNESCO
- Kantrow, L. (2014). Post Rio+20: Where Do We Stand 21 Months Later? [Power Point Slides].  
<http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CCUQFjAB&url=http%3A%2F%2Fwww2.nycbar.org%2Fpdf%2Fevents%2Fnyc-bar-presentation-post-rio-april2014-l.-kantrow.ppt&ei=wGSDVNX3BoGogwT-oINQ&usq=AFQjCNFs4eaVo-ig-AgM4ej2iQGgeV4EIA&sig2=b-MoThhsyZO6ycBLtsA2DQ&bvm=bv.80642063,d.eXY>
- Lucci, P. (2012). Post-2015 MDGs What role for business?. London, Overseas Development Institute (ODI).
- Nelson, J. (2004). The Public Role of Private Enterprise: Risks, Opportunities, and New Models of Engagement. Corporate Social Responsibility Initiative Working Paper No. 1. Cambridge, MA: John F. Kennedy School of government, Harvard University.
- Nelson, J., & Prescott, D. (2008). Business and the Millennium Development Goals: A Framework for Action: International Business Leaders Forum and United Nations Development Programme (UNDP).
- Spitzer, H. and Martinuzzi, A. (2013). Methods and Tools for Corporate Impact Assessment of the Millennium Development Goals (MDGs) and Sustainable Development. Vienna, European Sustainable Development Network (ESDN Case Study N<sup>o</sup>14).
- Töpfer, K., Tubiana, L., Unger, S., & Rochette, J. (2014). Charting pragmatic courses for global ocean governance. *Marine Policy*, 49, 85-86. doi: 10.1016/j.marpol.2013.12.004
- Unilever. (2002). Unilever's Fish Sustainability Initiative.  
[http://www.unilever.com/images/Unilevers%20Fish%20Sustainability%20Initiative\\_tcm13-9157.pdf](http://www.unilever.com/images/Unilevers%20Fish%20Sustainability%20Initiative_tcm13-9157.pdf)
- United Nations General Assembly (UNGA). (2014). Report of the Open Working Group on Sustainable Development Goals. A/68/970. <http://sustainabledevelopment.un.org/content/documents/1579SDGs%20Proposal.pdf>
- United Nations Global Compact. (2013). Corporate Sustainability and the United Nations Post-2015 Development Agenda: Perspectives from UN Global Compact Participants on Global Priorities and How to Engage Business Towards Sustainable Development Goals. United Nations Global Compact.
- United Nations Industrial Development Organization (UNIDO) and the United Nations Global Compact.(2014). Engaging with the Private Sector in the Post-2015 Agenda: Consolidated Report on 2014 Consultations. UNIDO and UN Global Compact (Series of Dialogues on Means of Implementation of the Post-2015 Development Agenda).
- Visbeck, M., Kronfeld-Goharani, U., Neumann, B., Rickels, W., Schmidt, J., van Doorn, E., Matz-Luck, N., Proelss, A. (2014). A Sustainable Development Goal for the Ocean and Coasts: Global ocean challenges benefit from regional initiatives supporting globally coordinated solutions. *Marine Policy*, 49, 87-89. doi:10.1016/j.marpol.2014.02.010
- Ward, T., & Phillips, B. (Eds.). (2009). *Seafood ecolabelling: principles and practice*. John Wiley & Sons.  
<https://books.google.com/books?hl=en&lr=&id=wGhxzFX3rG4C&oi=fnd&pg=PA143&dq=McDonald%27s+and+Sustainable+Seafood&ots=LwN8Ie1VNj&sig=1YyhvvvCDIyuJfrZOSE4uFBY7So#v=onepage&q=McDonalds&f=false>

Wal-Mart. Working with Seafood Suppliers to Ensure Sustainable Seafood.

<http://corporate.walmart.com/article/working-with-seafood-suppliers-to-ensure-sustainable-seafood>

This report has been developed from a white paper prepared for the WOC by:  
Katie Robinson, Masters of Environmental Management,  
Duke University, Nicholas School of the Environment