The UN SDGs and the Changing Business Landscape

Building Sustainable Business with Social Impact

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Drexel University
Corporate Archetypes

- Corporate Contributors (53%)
- Impact Integrators (33%)
- Social Innovators (3%)
- Shareholder Maximizers (11%)

Driving Corporate Growth Through Social Impact
Millennials as Consumers and Talent

Clear Elevation, 2016
UN Sustainable Development Goals

1. No Poverty
2. No Hunger
3. Good Health
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Renewable Energy
8. Good Jobs and Economic Growth
9. Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace and Justice
17. Partnerships for the Goals

UN SDGs
The Landscape is Rapidly Evolving

- Citizens are expecting more
- Business is looking beyond the bottom line
- Technology is opening new frontiers
- Markets for social good are rapidly evolving
- Societal problems are being addressed by multiple players
- Governments are facing massive fiscal challenges

Solution Economy

Solution Revolution
Driving the Shift

Culture of Purpose

Exponential growth in Tech and Data

Rise of Social Investing and SROI

Creating New Market Opportunities

Inspiring, Attracting, and Retaining Top Talent

Taking Regulatory Relationships from Reactive to Proactive

Building Resilient, Sustainable Supply Chains

Enhancing Brand Value with Key Stakeholders

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Enhancing Brand Value with Key Stakeholders
Kyra manages Deloitte’s relationships across the public sector for paid and pro-bono projects around sustainable development and humanitarian innovation as well as traditional financial and consulting services. Through this role she has become an expert on public–private partnerships for social impact and regularly participates in convening sessions to discuss how business can help to achieve the United Nation’s Sustainable Development Goals (SDGs). Her passion is to build, grow, and lead innovative programs at organizations committed to achieving social impact while increasing revenue.

Kyra began her career at Deloitte as a marketing manager. Prior to her role with the UN, she helped to develop and manage Deloitte’s first global innovation program. Her passion lies at the intersection of her work with the United Nations and innovation to build, grow and lead programs at organizations committed to achieving social impact while increasing revenue.

Kyra holds a bachelor’s degree in economics from the University of Vermont and a master’s degree from Columbia University’s School of International Affairs.