



# 2016 Gulf Business Leaders Survey on SDGs

On 1 January 2016, the world officially began the implementation of the 2030 Agenda for Sustainable Development—the transformative plan of action based on 17 Sustainable Development Goals (SDGs)—to address urgent global challenges over the next 15 years. As governments across the world are gearing up to implement the SDGs, it becomes evident that the citizens and businesses have a crucial role to play in generating successful outcomes around these goals. This new Agenda recognizes that ending poverty must go hand-in-hand with a plan that builds economic growth and addresses a range of social needs including education, health, social protection, and job opportunities, while addressing climate change and environmental protection. It also covers issues such as inequality, infrastructure, energy, consumption, biodiversity, oceans and industrialisation.

In order to gather more insights about the awareness and perception of the SDGs in the Gulf Region, Pearl Initiative conducted an online survey among Senior Gulf Business Leaders across all six Gulf States. The results were collected in September 2016.

## THE SDGs – A BUSINESS IMPERATIVE FOR BUSINESSES IN THE GULF REGION

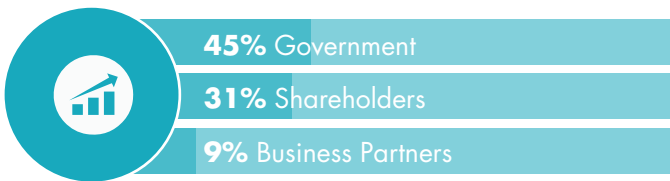
### A TOPIC OF DISCUSSION FOR MANY COMPANIES



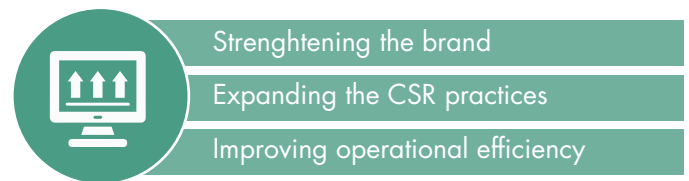
### A SOURCE OF BUSINESS OPPORTUNITIES



### CORPORATE ACTION IS DRIVEN BY

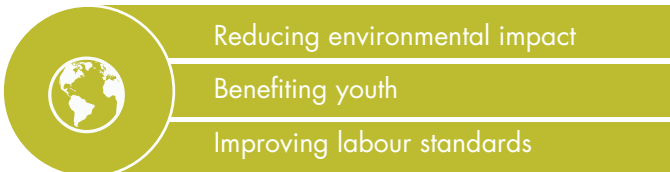


### POSITIVE EXPECTED OUTCOMES FROM SDG INITIATIVES



### MOST RELEVANT SDGs

#### For companies:



#### For Business Leaders personally



### A USEFUL FRAMEWORK FOR ACTION



### GULF BUSINESS LEADERS ARE WILLING TO ENGAGE



### GOING FORWARD



Less than a year after their launch, many Gulf businesses have made a commitment towards the SDGs. There is a broad consensus that the SDGs create opportunities and concrete outcomes for Gulf businesses. Gulf Business Leaders feel that governments play a key role in driving this effort and are willing to partner with relevant stakeholder groups to reach the SDGs. Even though the surveyed Senior Gulf Business Leaders feel confident about implementing sustainability action in their businesses they are less positive about the wider business community.