



# THREE INSIGHTS THE FUTURE WE WANT

DATE: **MONDAY 21/09**

FORMAT: **WEBINAR #1**

## SPEAKERS

- **Catalina Garcia Gomez**, Global Director of Corporate Affairs, **AB InBev**
- **Daniella Foster**, Global VP & Head, Public Affairs, Science & Sustainability, Consumer Health, **Bayer**

- **James Gomme**, Director of SDGs and Vision 2050, **World Business Council for Sustainable Development**

- **Madden DeGarmo Manion**, Executive Director, Corporate Partnerships, **CARE**

- **Nicky Black**, Director, Social and Economic Development Programme, **International Council on Mining & Metals**

**Moderator:** *Zahid Torres-Rahman*, Founder and CEO **Business Fights Poverty**

IN THIS SESSION OUR PANELLISTS DISCUSSED THE THEME OF THE DAY, *THE FUTURE WE WANT*, IN RELATION TO THE ROLE OF BUSINESSES IN PROMOTING TRANSFORMATION AND FOSTERING COLLABORATION FOR REBUILDING BETTER.

Our speakers touched on topics related to existing challenges that were exacerbated by the pandemic and how businesses could best facilitate long-lasting improvements; they highlighted the importance of companies focusing on people and communities in their recovery and rebuild processes; and explained why it is crucial that businesses invest in systemic collaborations in order to achieve systemic change.

### KEY INSIGHT #1

#### WE CAN ALL USE THE SDGS AS A ROADMAP TO A BETTER FUTURE

James Gomme started the conversation by reminding us that the Sustainable Development Goals already offer an encompassing picture of the challenges that the world faces as well as a framework of what is needed if we really want to build a better future. According to James: “the SDGs are central because they are the way we recover from COVID-19. The good news is we have this North Star already. We shouldn’t really be arguing what kind of world we want, we just need to figure out how we get there now.”

Similarly, Daniella Foster pointed out that health and nutrition issues have been on governments’ agendas for a long time as roughly half of the world’s population is projected to lack access to basic and essential services by 2030.

### KEY INSIGHT #2

#### CORE BUSINESS STRATEGY AND SUSTAINABILITY STRATEGY NEED TO COME TOGETHER AS ONE STRATEGY

Catalina Garcia Gomez highlighted that the future is local and focused on the transformations exerted by COVID-19 on consumer preferences and how companies have been pushed to quickly adapt not only to e-commerce and delivery apps, but also to a growing demand for businesses to improve health and sustainability awareness across their value chains. Also, Nicky Black presented the ICM framework to build forward better, which has been produced in partnership with The Partnering Initiative and Business Fights Poverty, and spoke about several examples of mining companies that are concentrating

special recovery and rebuild efforts on the communities where they operate. Our participants added that for initiatives to be effective and contribute towards socio-economic recovery, they must be connected to the core business of companies. Likewise, Daniella remarked that “the idea is that there is no sustainability strategy and business strategy - our sustainability strategy and business strategy are one”.

### KEY INSIGHT #3

## COLLABORATION AND TRUST ARE KEY FOR SYSTEMIC TRANSFORMATION

The pandemic has been a moment of unprecedented collaboration between public and private actors, and we must take advantage of these collaborative initiatives to invest in building a more resilient and inclusive economy. Madden DeGarmo reflected on how the best partnerships come together when they build on each other's strengths and learnings. Also, she cited a range of projects connecting CARE and companies to vulnerable people that have been specially affected by the current crisis, like girls from disadvantaged backgrounds. The pandemic has shown that it is through collective action, collaborative leadership, and cross-sector partnerships that we stand our best chance at promoting the systemic change that we need. Crucially, as Nicky Black noticed, in order to create and strengthen collaborative initiatives public and private

actors must develop trust in each other. For her, we must “build trust and build respect which has got to be the bedrock of the collaborations that are needed”.

## THANKS

We are grateful to our panellists for giving their time and expertise.

### RESOURCES

[Connecting the business and human rights and the sustainable development agendas](#)

[Building long term business resilience \(Vision 2050 Issue Brief\)](#)

[Smart Drinking Goals: Making a Tangible Contribution](#)

[Our Sustainability Targets for climate protection by 2030](#)

[Building Forward Better: Mining as a partner in supporting more inclusive and resilient societies](#)

[CARE and Mars Expand Collaboration to Support Women's Empowerment in Cocoa-Growing Communities](#)

[2020 Goalkeepers Report - COVID-19: A Global Perspective](#)

[Grupo Modelo Supports COVID-19 Relief in Mexico](#)

[Introduction to International Labour Standards](#)

*“WE SHOULDN'T REALLY BE ARGUING WHAT KIND OF WORLD WE WANT, WE JUST NEED TO FIGURE OUT HOW WE GET THERE NOW.”*

**James Gomme**, Director of SDGs and Vision 2050,  
*World Business Council for Sustainable Development*