



Analysis of the survey on SDGs and Business in Malta

Deloitte.



1. Context and Methodology of the survey

1.1 “Business with a Heart” – The project concept

“**Business with a Heart**” is inspired by the recognition that, for business to be ready to face future challenges successfully, they must engage more fully with finding solutions to global issues.

Deloitte Malta and **SOS Malta**, together with the support of the Core Platform (Corporate Citizenship for Responsible Enterprises) embarked on a joint project which aims to raise awareness of the Sustainable Development goals and the role of the business sector in achieving them. This project is co-funded by the re-granting fund of the Educating for Change (E4C) EU-funded project, being implemented in Malta by SKOP.

1.2 Background

In September 2015, world leaders committed to 17 Global Goals for Sustainable Development (or SDGs), with the aim ending poverty, protecting the planet, ensuring prosperity for all, and are all part of a new sustainable development agenda. Each goal has specific targets to be achieved over the next 15 years.¹

To achieve the global goals, partnership between government, business and civil society is needed. As the driving force behind economic growth, business is uniquely positioned to help establish a more equitable, inclusive and sustainable society. However, a transformative change requires all companies to integrate environmental, social and good governance approaches. As the UN Global Compact² highlights, *“simply doing business to earn the greatest profits is no longer enough. Corporations must be responsible for the repercussions of their actions in ways that go beyond profit and loss”*. The launch of the SDGs has provided a framework for action in this regard.

However, challenges faced by companies in engaging with the global goals include lack of knowledge, lack of leadership and a lack of recognition of the potential gains. The aim of “**Business with a Heart**” is to address these barriers through increasing knowledge and awareness in the business sector regarding its role in contributing to the SDGs.

1.3 Activities

The “**Business with a Heart**” initiative includes a targeted social media and visual campaign aimed at local business, to encourage and stimulate them to engage in tackling the SDGs at the local level, particularly through their CSR and internal structures. Through social media, the campaign will provide visual stimulus and concrete information as to how they can become involved.

“**Business with a Heart**” has undertaken a survey with local businesses which aimed to identify the level of knowledge and commitment to the SDGs. This questionnaire will inform the campaign and the needs of targeting information going forward.

¹ More info at: <http://www.globalgoals.org/>

² <https://www.unglobalcompact.org/what-is-gc/mission/principles>

This 5 months project will end with a workshop specifically targeting those businesses who would like to learn more about the SDGs and how they can adapt their businesses. Deloitte Malta and SOS Malta, together with CORE hope that this campaign and its activities will be a stepping stone to more future collaboration with the business sector on achieving sustainable development for all.

For more information and to get engaged contact Lorna Muscat – lorna.muscat@sosmalta.org or go to:

Deloitte Malta	www.deloitte.com/mt/bwah
SOS Malta	www.sosmalta.org www.sosmalta.org/businesswithaheart www.facebook.com/businesswithaheartMT
CORE Platform ³	www.csreurope.org/core-platform
SKOP	http://skopmalta.org/

1.4 The *Business with a Heart* Survey methodology

The first step of our project was to create and disseminate a survey targeting the Maltese business sector. This survey sought to understand the situation and identify any good practices of the businesses in Malta regarding the sustainable development agenda. This survey focused on the profile of the respondents, the general awareness of the businesses on sustainable development and sustainable development goals, the concrete initiatives taken and examples of good practices, the barriers they face and finally a comparative analysis between small and big businesses.

The analysis of the survey allowed us to discover that although most of the businesses do not think that they already take action in support of the achievement of the SDGs, there are in fact some initiatives related to the sustainable development agenda.

The survey was carried out using the online tool *survey monkey* from March to April 2017 the following link: <https://www.surveymonkey.com/r/KV6QNH7>. The link was shared widely through the Facebook pages, websites and contacts of SOS Malta, Deloitte Malta and CORE who shared this in turn with networks such as the Malta Employers Association and GRTU. Over this period, we collected 34 answers. The relatively low number of responses does not allow us to draw comprehensive conclusions, however it can permit us to examine general trends and remarks, as well as identify some good practices in Malta being implemented by some businesses

³ CORE -Corporate Citizenship for Responsible Enterprises

2. An overview of the main findings of the survey

2.1 The profile of the businesses surveyed

2.1.1 Sector:

The analysis of the profile of the businesses surveyed is important to understand what kind of businesses are the most/less aware and engaged in the Sustainable Development Goals.

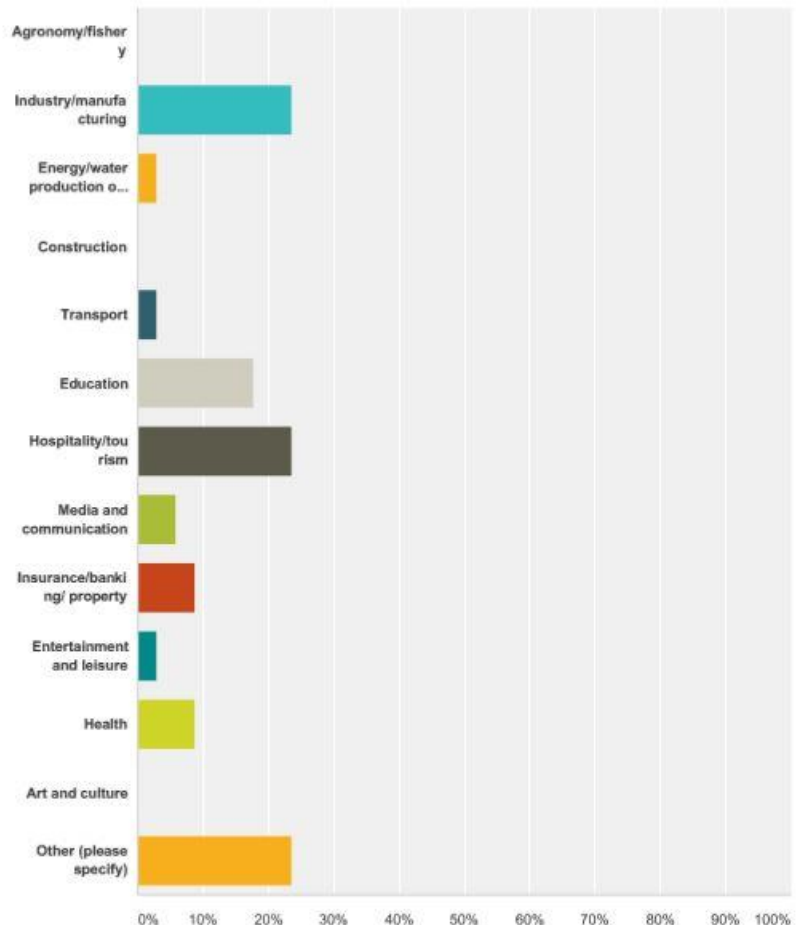
The answers of the question 2 reveal that the businesses who answered the questionnaire were mainly from the following **sectors of activity**: Hospitality/Tourism (24%), Industry/Manufacturing (24%), Education (18%), Energy/Water production or distribution (9%: 2 of the “other” answers were actually from the energy sector), Insurance/Banking/Property (9%), Health (9%). This could be said to be representative of the main industries within Malta

However, some sectors of activities are underrepresented into the respondents, such as Art and Culture, Construction, Agronomy/Fishery, Transport, Media and Communication, Entertainment and Leisure. The lack of answers from the above sectors could be explained by limitations of the method of the dissemination of the questionnaire.

2.1.2 Size: Concerning the **size of the businesses**, most of the respondents declared being in a business with more than 100 workers (47%) or with less than 10 workers (32%). Thus, the answers will permit us to see if there are differences between small and big businesses regarding Sustainable Development initiatives.

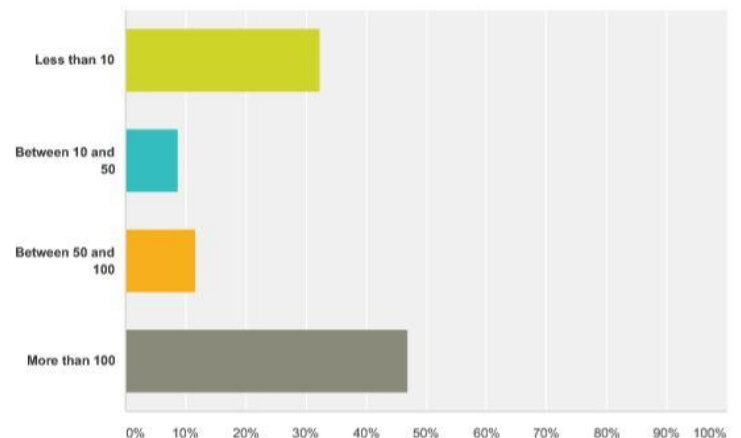
Q2 Field of the organisation (type of activities):

Answered: 34 Skipped: 0



Q3 Number of workers :

Answered: 34 Skipped: 0

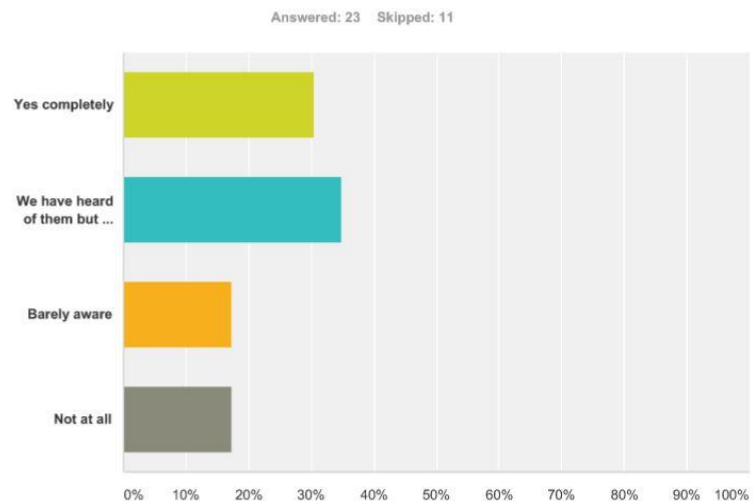


3. The General Awareness of businesses on Sustainable Development

3.1 Awareness regarding the SDGs

Question 5 “Were you **already aware of the SDGs** before reading these definitions?” reveals that the issues of sustainable development, and especially the 17 Global Goals, are not well known by the business sector. Indeed, 30% of the respondents were completely aware, 35% have heard of them but were not fully aware, 17% of barely aware and 17% were not at all aware of the SDGs. This illustrates there is still a need to raise awareness of the SDGs among this sector and this is a first step to any engagement by the sector

Q5 Were you already aware of the SDGs before reading these definitions?

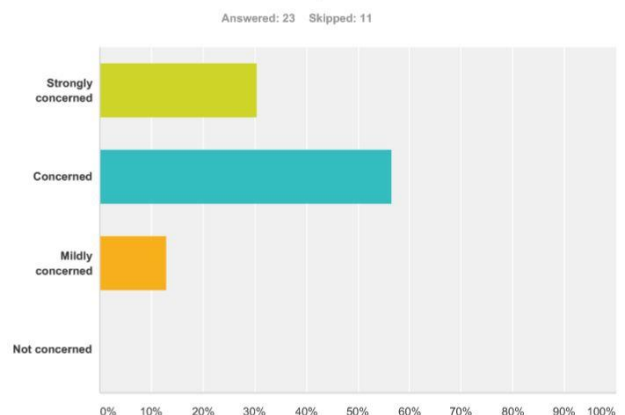


3.2 Interest and commitment to sustainable development

The analysis of the survey highlights very positive answers when looking at **the general concern and interest of the Maltese business sector with regard to Sustainable Development issues.**

- 87% of the respondents declared being concerned or strongly concerned on these issues, and no one have answered “not concerned” (question 4)
- 96% of the respondents think businesses should engage with the sustainable development agenda and adopt ethical or responsible behaviour (question 8)
- For the question “In your opinion what role should a company play in society?” the answer the most selected were “Contribute to social well-being” (97% of the respondents selected it) (question 9).

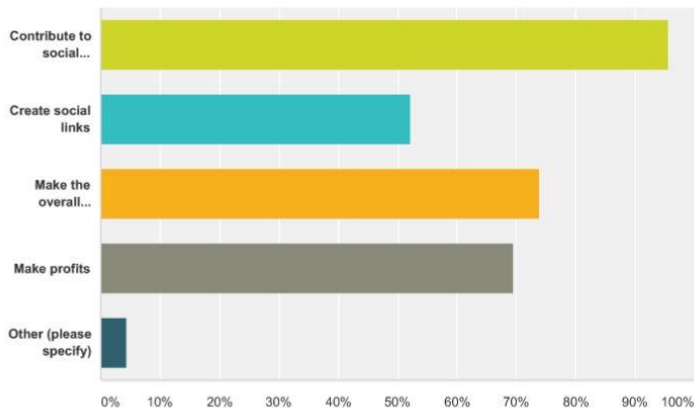
Q4 Is your company concerned with sustainable development issues?



These finding provide us with a positive and enabling environment in which to move forward in the promotion of the SDGs and more responsible behaviour.

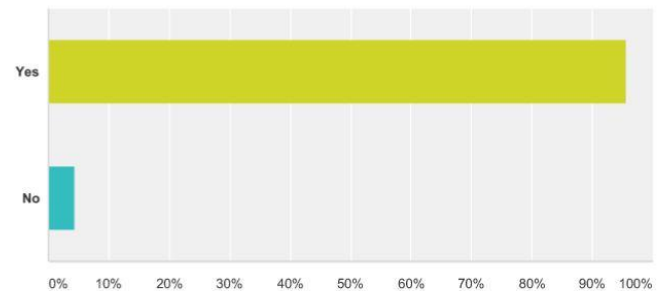
Q9 In your opinion what role should a company play in society ? (please select more than one if necessary)

Answered: 23 Skipped: 11



Q8 Do you think businesses should engage with the sustainable development agenda and adopt ethical or responsible behaviour?

Answered: 23 Skipped: 11



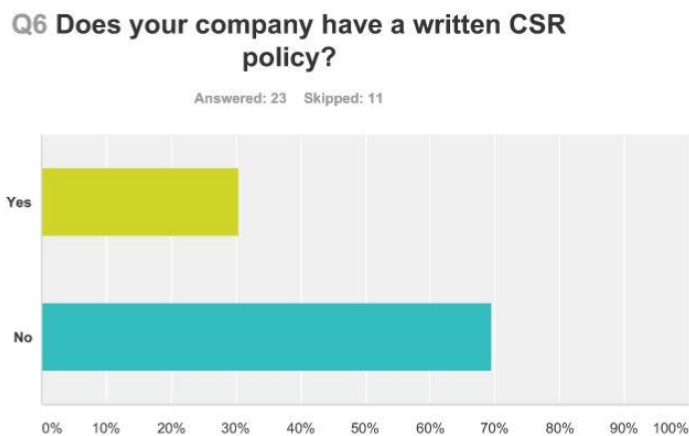
3.3 Ethical and Responsible Behaviour

Moreover, 83% of the respondents declared that they do **apply ethical principles or responsible behaviour** within their organisation (question 7). In a comment box, the respondents were asked to give us examples of these kind of principles or behaviour. These focused on different aspects related to the SDGs including a focus on the environmental on human development and on CSR activities. The following are some worthy examples:

- *“Supporting Local NGO's, Charities, Educational establishments financially and by offering vouchers. Offering training opportunities to students. Organising fundraising activities. Recycling - re using - energy saving - promoting local culture”*
- *“Avoiding products from child labour. Disposing of waste properly”*
- *“By giving our employees the best work conditions possible”*
- *“We have a corporate code of conduct and we are committed to organise social corporate activities on a monthly basis and encourage the staff to participate. CSR activities include both volunteer work & donations to NGO's relating to social welfare, environment and animal welfare.”*
- *“We try to reuse as much packaging material as possible; we have a rigorous waste separation system; we try to recycle as much water as possible; we employ energy saving measures wherever possible. We are also in the process of investing in a PV system that would generate 40% of our energy consumption. We plan to adopt ISO14001 by the end of 2017. Re. social: We actively support educational programs for disabled youths and various charity campaigns. We also provide a lot of support to our own employees such as fitness programs, mental health support, paid long leave in cases of sickness within the family.”*
- *“We are a green organisation and focus on reducing and recycling everything that we use.”*

3.3 CSR Policies

Despite the positive attitude, when asked about a more accurate and defined policy, most of the respondents stated that they did not have a **written CSR policy** (70%) (question 6).



From this set of questions, we are able to conclude that while companies are aware and concerned about sustainable development issues, very few businesses have a written CSR or ethical/responsible business policy or precise knowledge about the SDGs. Therefore, it is evident that there is room for improvement and there is a role for awareness raising on the SDGs with business.

4. Policies directly addressing the Sustainable Development Goals

4.1 SDG policy

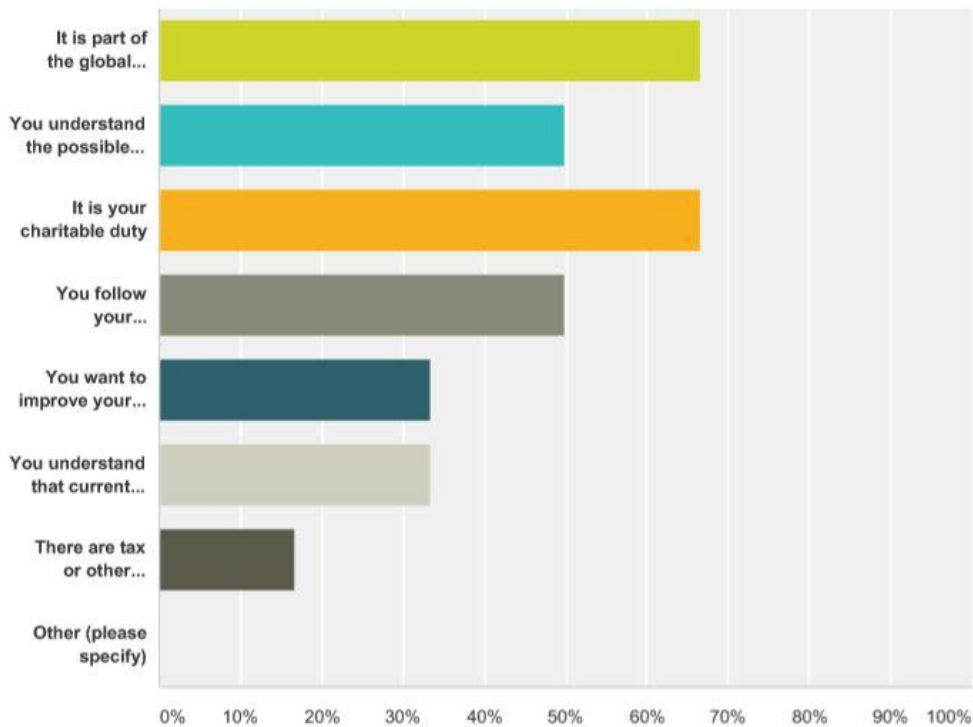
As pointed out in section 3 when asked about CSR policies, accordingly 80% of the respondents **declared not having any policy relating to or specifically addressing the SDGs** in their company. Only 4 businesses have declared having such a policy (question 10). Only those who answered "YES" to the question 10 were asked to answer the questions 11/12/13/14. Methodological note: only those who answered "NO" to the question 10 were asked to answer the questions 15/16.

4.2 Motivations for engagement on sustainable development

When looking at the reasons why businesses are engaged in sustainable development, the results of the survey highlight a **huge diversity of possible motivations (out of a possible of a total of 6 respondents)**: *It is part of the global strategy of your business' activities(4); You understand the possible cost savings in the long run(3); It is your charitable duty (4); You follow your morals/values or convictions that it is the right thing to do(3); You want to improve your company's public image(2); You understand that current business models are unsustainable in the long term(2); There are tax or other benefits to doing so(1 respondent).* (see graph below)

Q11 What motivates your business to engage with the global sustainable development agenda?

Answered: 6 Skipped: 28



In conclusion, it appears that businesses are aware that initiatives for sustainable development should be part of a long-term policy necessary for the well-being of the whole society, as well as the economic resilience of the business.

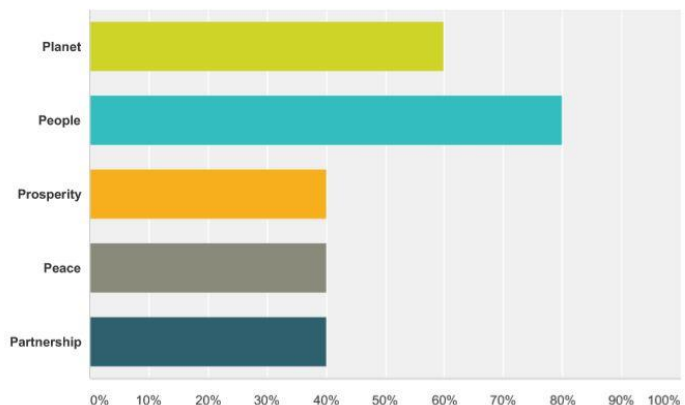
4.3 Involvement in aspects of Sustainable development (5ps)

4.3.1 Involvement: Regarding the 5 pillars of the Sustainable Development (People, Planet, Prosperity, Peace and Partnership), businesses were asked in which pillar they were most involved. Of those that answered (5) most are involved in the “People” pillar (4), but it appears that all pillars are of importance to the sector.

4.3.2 Means: The means by which the businesses involve themselves into the sustainable development goals are also quite diversified and highlight the different ways that businesses act in response to these issues (question 13). 4 of the respondents declared organising “stand-alone actions or one-off initiatives”, “having a responsible behaviour all along the production chain” and “donating to NGOs, charities

Q12 In which pillars of the Sustainable Development is your business involved? (please refer to the image above)

Answered: 5 Skipped: 29

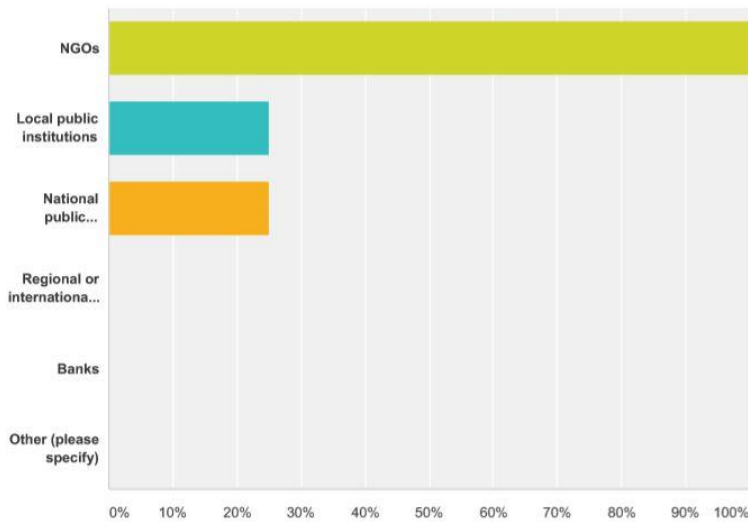


or foundations”. 2 of the respondents “provide pro bono technical expertise or staff time to particular social causes”. Furthermore, we have 2 businesses who declared that the “main activity of their company consists directly in trying to reach one or several of these SDGs”.

4.4 Partnership for the Goals

Q14 Does your company have partnerships with any institutions to reach the Global Goals?

Answered: 4 Skipped: 30



Concerning the “Partnership” pillars, 4 of the respondents who are involved in sustainable development issues declared having **partnerships with NGOs** in order to reach the Global Goals (question 14).

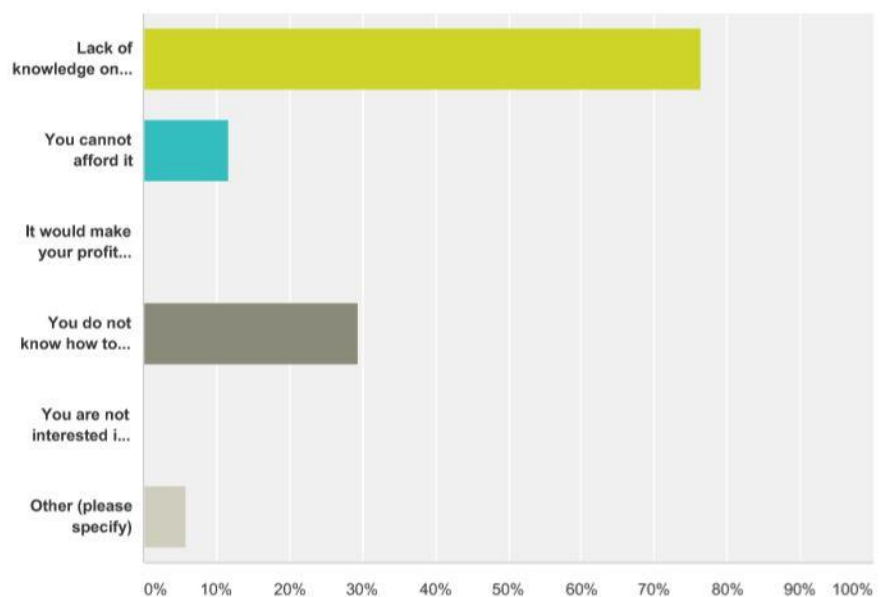
4 of the businesses who have declared being involved in the SDGs **are planning to reinforce them**, through “regular CSR activities”, “continual training to create awareness”, “communication”, “CSR report” (responses written by the respondents).

4.5 Barriers to Involvement

When those who declared not having any kind of policy were asked “**why they are not engaged yet in any initiatives related to the SDGs**”, they mainly highlight reasons related to **lack of knowledge** (question 15). 87% of the respondents (13 businesses) consider that they have a lack of knowledge on the 2030 Agenda for Sustainable Development and its 17 Global Goals. Moreover, even when they have some knowledge, 30% do not know how to implement these goals in their business. From this it appears that it is not resources of will to engage that are a barrier but the actual knowledge of how to engage.

Q15 Why is your company not engaged as yet in any initiatives related to the SDGs?

Answered: 17 Skipped: 17

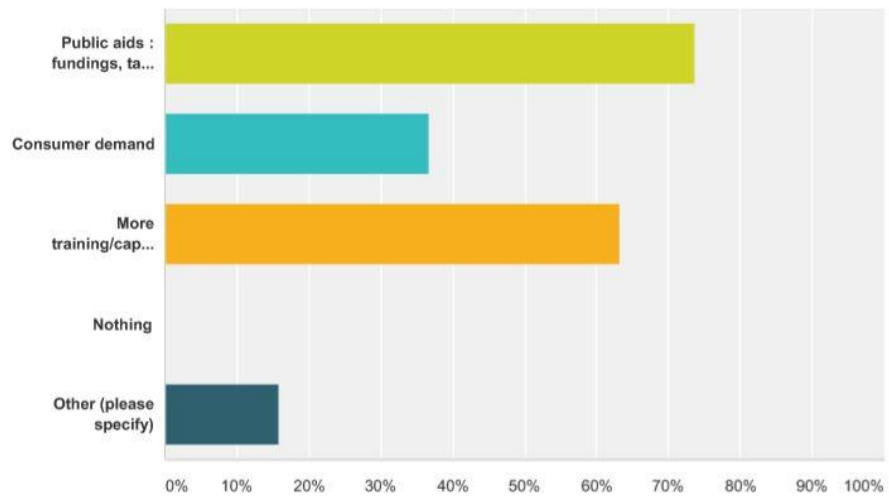


4.6 Incentives for involvement

Several and diverse **positive incentives** could be implemented according to the businesses in order to encourage them to take initiatives for the SDGs (question 16). 74% of the respondents would like to have public aid (like funding or taxes exemptions) to help them implement these initiatives. 63% of the respondents would also develop or capacity on the subject or attend trainings. 37% of the respondents finally considered that the consumer demand is an important factor. This illustrates that business would rather not go into this field alone but would like to be supported by tax breaks, technical support and that they are driven by consumers, therefore consumers play an important role in influencing businesses to change their approach.

Q16 What would encourage you to implement such initiatives?

Answered: 19 Skipped: 15

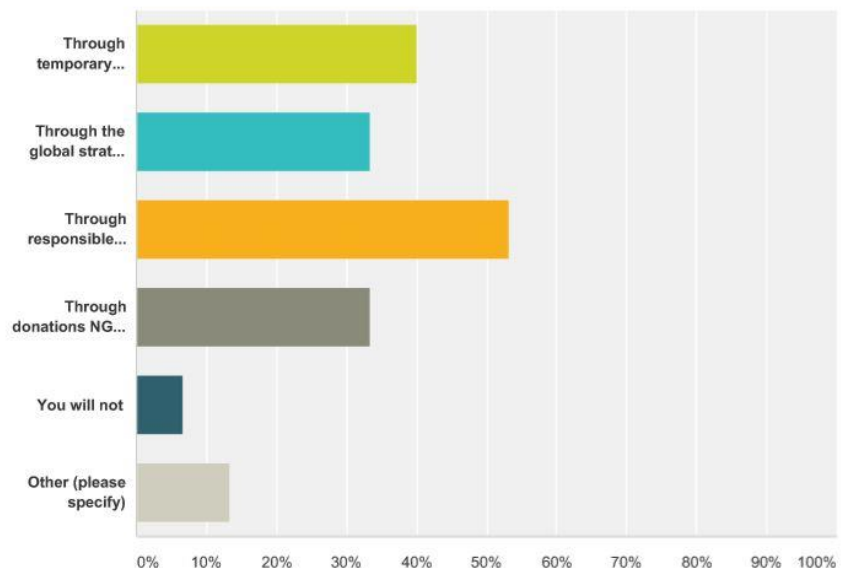


4.7 Possible initiatives

When we look at the **different possible initiatives that could be taken by the businesses who have not implemented SDGs related initiatives yet**, we find out that they can be numerous and diverse. 8 businesses would be ready to set up “responsible behaviours all along the production chain”, 6 businesses to develop “temporary actions (such as selective multi-bin or blind CVs)”, 5 businesses said they would give “donations to NGOs, charities or foundations”. Furthermore, 5 businesses (who have not implemented yet SDGs related initiatives yet) declared that they would be ready to incorporate these issues into the “global strategy of their business”. However, 1 business said they he is “not sure how” to implement these and 1 other “will not”. This question is interesting as it illustrates that business are prepared to engage to different degrees within the agenda and some are more committed to a long-term approach whereas other are more one off (such as donations) and don’t imply a significant behaviour change from the business.

Q19 If you have not implemented SDG related initiatives yet, would you be ready to involve your company in the 2030 Agenda

Answered: 15 Skipped: 19



5. Concrete examples of good practices implemented by businesses to act for each of the 17 Global Goals

As the final question of the survey and in order to seek more concrete information about the policies of the organisations We asked the businesses if they have **particular initiatives directly related to one or several of the 17 SDGs**: 11 respondents declared that they have. In this question they were asked to write example of good practices.

The analysis of the survey highlights that some of the SDGs seem to be more invested by the businesses than some others. Indeed, **Quality Education, Gender Equality and Affordable and Clean Energy** each of them amassed 9 tick marks. One of the business declared that they *“support educational programmes for disabled youths”*. Regarding Gender Equality one good practice cited is *“equal pay, possibility of reduced hours and flexitime, several women in managerial and supervisory roles”*. Installing a *“PV system for 40% of consumption and energy saving measures”* is also an example taken by one of the business to illustrate its measures for the SDG Affordable and Clean Energy.

Some other SDGs are also quite well invested in by the businesses who have initiatives related to SDGs: Good wealth and well-being (*“women clinic and nurse on site”*), Clean water and sanitation (*“recycling of RO waste water internally”*), Decent work and economic growth (*“provide support for employees with young children or sick family members to be able to keep their job and have an income”*), Industry, innovation and infrastructure (*“active participation in Malta Chamber RTDI initiatives”*), Climate action (*“We are ISO 14001 certified and our sites operate under Environmental MEPA permits”*).

Nevertheless, some of the SDGs seem to be more difficult to implement for the businesses: No poverty, Zero hunger, Reduced inequalities, Sustainable cities and communities, Responsible consumption and production, Life below water, Life on land, Peace, justice and strong institutions, Partnerships for the goals are the goals that businesses don't associate with. This point reinforces again the need to raise awareness of that these goals among the sector and enable business to realise and profit from their involvement in such an agenda.

6. Comparative analysis: small/big businesses

Until now, we have undertaken a general analysis of the good practices of the businesses according to their answers to our survey. At present, we would like to undertake a **comparative analysis between the answers of the businesses with “less than 10 workers” and the ones with “more than 100 workers”**, the 2 options the most ticked. This comparative analysis will permit to see if there are differences between the small and the big businesses, regarding their awareness on sustainable development, their actual initiatives taken, the barriers they face to do so, their perspectives of improvements of such policies. The following results are worthy of mention:

- **General concern and awareness on Sustainable Development**: In this respect, there is not really a difference between small and big businesses. 72% of the small businesses / 90% of the big ones declared being concerned with sustainable development issues. 71% of the small businesses and 80% of the big ones apply ethical principles or responsible behaviour within their organisation.
- **CSR policy**: However, when it comes to a more concrete policy, only 15% of the small businesses declared having a written CSR policy, whereas 50% of the big businesses have one.
- **By what means**: When we look at the means taken by the businesses to act for Sustainable Development, it is important to highlight that all the big businesses answered that they give donations to NGOs/charities/foundations. However, none of the small businesses declared doing such donations and rather prefer having a “responsible behaviour all along the production chain”.
- **Barriers**: When they were asked why is their company not engaged yet in any initiatives related to the SDGs, both small and big businesses consider that they face a “lack of knowledge on the 2030 Agenda for Sustainable Development and its 17 Global Goals” or that they “do not know how to implement these goals in your business”. Nevertheless, no one of the big businesses ticked “you cannot afford it” whereas 50% of the small ones did.
- **Positive incentives**: Concerning the different aids that the businesses could receive in order to encourage them to implement initiatives related to the SDGs, all the small businesses declared that they would like to receive public aids (funding, taxes exemptions...), whereas only 62% of the big ones answered it and would rather prefer having more training/capacity on the subject (75%).

Therefore, it seems that although small and big businesses have the same concern on sustainable development and regret their lack of knowledge on the issues, the smaller organisations perceive to have budgetary barriers that the big ones would not have which preclude them from being more involved in the topic.

8. Conclusions

This survey sought to understand the situation in Malta and identify any good practices taken by the businesses to act for the sustainable development agenda. Some worthy remarks can be highlight from the analysis of this survey.

Most of the businesses are aware and concern about sustainable development in general and apply ethical principles within their company. However, when they are asked if they have a concrete CSR policy or initiatives specifically addressed to the SDGs, most of the businesses say no. Still when it comes to give specific example of good practices, many businesses declared taking specific actions related to some of the SDGs. Therefore, it seems that many Maltese companies are doing good for people and planet, but we are not fully aware of these initiatives. Their lack of knowledge on the SDGs make them think that taking initiatives for the sustainable development agenda is something that is too complicated to implement and not affordable, especially in smaller businesses' minds.

Thus, the stake is to:

- Increase **awareness** of businesses on the issues of sustainable development, to make them understand the importance of the subject for the whole society as well as for their own business in the long-term run;
- Increase **knowledge** of businesses on what are the Sustainable Development Goals, so that firstly they can realise that some of the practices they already have actually fit into the sustainable development agenda; secondly that they can easily start implementing some good practices in their business;
- Increase **engagement** of businesses thanks to an increased knowledge, by showing them how they can act for sustainable development and that it is affordable and can be part of the general policy thinking of their business.

Therefore, to engage themselves into the sustainable development agenda, the businesses could start by these points:

- Follow our social media campaign "Business with a Heart"
- Attend to workshops and trainings on sustainable development
- Develop partnerships with NGOs etc
- Be aware of the initiatives they already done and start implementing new ones at the local level of their business and their area

Acting for Sustainable Development is everyone's business