The Trillion Dollar Shift

Achieving the Sustainable Development Goals;
Business for Good is Good Business

MARGA HOEK
Contents

Preface
Forewords

1 BUSINESS'S CONTRIBUTION TO THE TRILLION DOLLAR SHIFT

P. 18 CHAPTER 1
Achieving the Sustainable Development Goals: The greatest challenge and biggest opportunity
1.1 The new meaning of business in society
1.2 The SDGs: the world's Goals for 2030
1.3 The SDGs: first years of unfolding

P. 46 CHAPTER 2
Business for good: a trillion dollar business case
2.1 The call to business and capital
2.2 The new meaning of growth
2.3 The shared value model
2.4 Unlocking SDG markets and their potential
2.5 A call to all businesses (large, SMEs, start-ups and scale-ups)

2 THE TRILLION DOLLAR SHIFT ACCELERATED

P. 98 CHAPTER 3
ICT and Technology
3.1 ICT, technology and SDGs
3.2 Responsibility for tomorrow's world
3.3 Setting the course comes with a tremendous prize
3.4 The digital divide
3.5 The fourth industrial revolution & ten breakthrough opportunities

P. 158 CHAPTER 4
Capital
4.1 The capital call: the Goals need capital as much as capital needs the Goals
4.2 How private capital can fill the SDG funding gap
4.3 Capital impact on all SDGs
4.4 Shared value opportunities
4.5 We need all finance
3 TRILLION DOLLAR SHIFT IN SECTORS

P. 222 CHAPTER 5
Cities and Transportation
5.1 SDG 11: Sustainable cities and communities
5.2 Solving the challenges: Cities as catalysts for linking all the Goals
5.3 Impact of cities and transportation on all SDGs
5.4 Shared value opportunities
5.5 Capital connections and opportunities
5.6 Domains of impact

P. 262 CHAPTER 6
Food and Agriculture
6.1 SDG 2: Zero hunger
6.2 Solving the challenges: Food and agriculture as the common thread through the Goals
6.3 Impact of food and agriculture on all SDGs
6.4 Shared value opportunities
6.5 Capital investment reaps more than it sows
6.6 Domains of impact

P. 300 CHAPTER 7
Education and Learning
7.1 SDG 4: Quality education
7.2 Solving the challenges: Education as a fundamental building block for the Goals
7.3 Impact of education and learning on all SDGs
7.4 Shared value opportunities
7.5 Capital and the skills gap
7.6 Domains of impact

P. 334 CHAPTER 8
Health and Well-being
8.1 SDG 3: Good health and well-being
8.2 Solving the challenges: Health and well-being as the prerequisite for achieving the Goals
8.3 Impact of health and well-being on all SDGs
8.4 Shared value opportunities
8.5 Capital supports improved health and well-being
8.6 Domains of impact

P. 364 CHAPTER 9
Energy and Resources
9.1 SDG 13: Climate action
9.2 Solving the challenges: Energy and resources as the fuel for climate action
9.3 Impact of energy and resources on all SDGs
9.4 Shared value opportunities
9.5 Capital investments as a source of power
9.6 Domains of impact

4 SCALING UP FOR A TRILLION DOLLAR SHIFT

P. 400 CHAPTER 10
Scaling up: Global Goals; Global Scale; Global Good
10.1 Scaling up business for good
10.2 Leadership for the Goals

Sources