

Selecting an organisation facing issues

Chapter overview

This topic will introduce you to key elements of the business consultancy project proposal. You will be able to select an appropriate organisation facing some relevant and ongoing challenges. This topic showcases research, discussions, and group activities that will help you get started on the proposal. You will read an example case of Amazon, facing challenges as a result of current affairs. You will also familiarise yourself with the United Nation's Sustainable Development Goals (UN SDGs).

Learning outcomes

- Critically evaluate the criteria for selecting an organisation for your project
- Identify a suitable organisation facing a business or management challenge

Context section

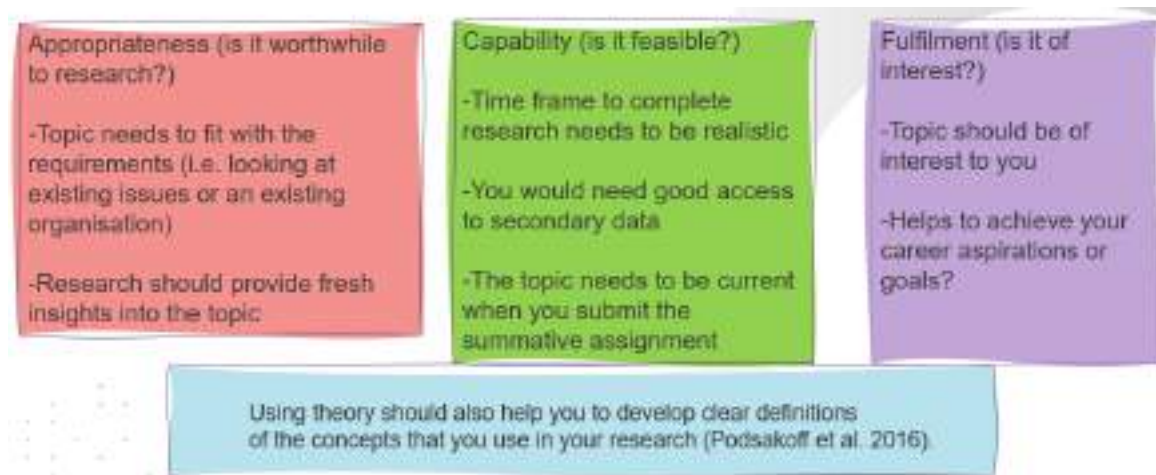
In the followings, you will learn about how to generate research ideas and attributes to a good research topic. The information will help you to choose an appropriate organisation which faces some ongoing challenges. You will be able to see the criteria for selecting the organisation for your proposal and you will be able to discuss your choice with your peers. As secondary research is essential from the very start, you will learn more about conducting secondary research. This will help you start formulating your introduction and the challenges parts of the proposal. It is essential that you understand the challenges of secondary data collection and that you are able to anticipate some challenges. We will share with you specific guidance in terms of how to put together your introduction and explore in detail the United Nation's Sustainability Development goals.

It is essential that you understand the Sustainable Development Goals (SDG's). In your proposal, you will be asked to refer to the SDGs in order to demonstrate your understanding of relevant goals and their impact on the organisation. As an example, you could explain how the selected challenges are connected to meeting the SDGs and what barriers the organisation is facing to align with the goals.

Many students believe that the most fascinating aspect of their education is conducting research on a topic of their choosing. Instead of needing to finish a task assigned by your tutors, you get to make the decision for yourself. In this topic, we will emphasise how crucial it is to pick a project that will keep your interest during the weeks you have to finish it.

1 Selecting an organisation facing issues

1.1 Characteristics of a good research topic



Appropriateness: The breadth of your study concept and the type of research proposal you create must satisfy the requirements of your examining body, which could be your university, a professional association, or another recognized organisation. This implies that you need to carefully consider your study idea and develop your research proposal (Saunders, 2023).

Capability: Additionally, you must be able to conduct your research. One might think of capability in many different ways. On a personal level, you must be certain that you possess or can acquire the abilities needed to conduct the research. As you work on your assignment, we hope you will hone your research abilities, including data analysis capabilities (Saunders, 2023).

Additionally, capability requires that you have a reasonable assurance that you will be able to access whatever data you may need to gather. Many people begin with concepts for which data availability will be challenging. Some of the more delicate subjects, including financial performance or senior managers' decision-making, can be intriguing. These could, however, pose significant access issues (Saunders, 2023).

Fulfilment: Your study topic should be one that piques your interest and something you are or will become really interested in. The majority of research initiatives take place over a minimum of four months. An idea that initially piques your interest just dimly is likely to turn into one that you are disinterested in and won't result in your greatest work. Thinking about your goals for the future could also be crucial. It makes sense to take advantage of this chance to begin gaining some competence in a certain field if you want to work in it or pursue a career in it (Saunders, 2023).

The foundation of a good research proposal is finding a suitable topic. The three characteristics namely appropriateness, capability and fulfilment need to be taken into consideration before choosing your topic. In addition, you may wish to think about what theory or frameworks you might be interested in and you may wish to focus on.

1.2 Criteria - How to select an appropriate organisation?

The selected organisation needs to be:

- An existing business at the time of the research and assignment submission
- It can not be a business which have filed for bankruptcy
- You need to use the correct and most up-to-date name for the business
- Select a business which have plenty or secondary data in the public domain e.g. reports
- The organisation could be a private company, a charity (which has an advisory board) or an NGO. Please do not select a public sector organisation.
- You need to specify which country to focus on e.g. Amazon UK as opposed to Amazon as a global business

Choosing an appropriate organisation is the foundation of your proposal. In the above slide, you can see some guidelines and criteria to help you choose an organisation which fits the module requirements. You will be able to discuss your choice with your tutor and receive feedback on your selection. It is essential that you choose the right organisation from the start. Selecting the wrong business could put you in a disadvantage and you would need to change direction and focus in your research at a later stage. As you can see in the above slide, you need to select an existing organisation which is a private company, charity (with an advisory board) or an NGO. You should not focus on public sector organisations or very small businesses which are difficult to research. It is important that you specify clearly the location of the organisation (e.g. UK, USA, etc).

1.3 What organisation should you NOT focus on?



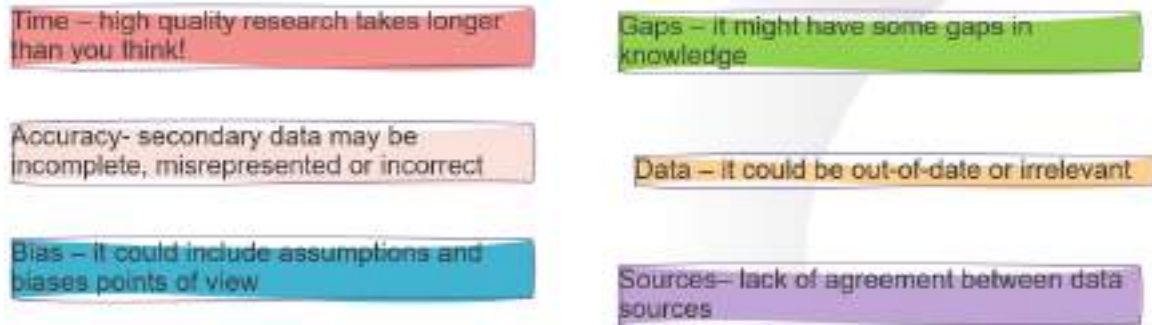
You will be asked to select an organisation which has lots of information available about them in the public domain. The cornerstone of your work is research and you will be asked to support your work with a wide range of sources such as company reports and peer-reviewed management journals. The organisation needs to exist at the time of research and the assignment submission. Please do not select a business which has gone into administration or one which is expected to do so in the near future. It is also essential that you use the most up-to-date name for the business in order to demonstrate current evidence of research and external reading.

1.4 How to carry out good secondary research?

Direct link to the video: <https://www.youtube.com/watch?v=9rQcdG3HOzw>

The above video outlines the key steps of completing secondary research i.e. identifying the topic, identifying research sources, collecting existing data, combine and compare, and analyse data. In secondary research or desk research, existing data is compiled and summarised to improve research's overall efficacy. Research that has been published in research reports and other comparable materials is considered. In the current topic, you will be able to identify the topic as well as find research sources.

1.5 What are some of the challenges of completing secondary research?



In order for you to complete good quality research, you will need to be aware of some of the limitations of secondary data collection and to think about what challenges you will be anticipating in your own research process.

Seldom does secondary research give you all the answers you require. It's possible that the goals and methods employed to gather the secondary data are inappropriate for the current issue. You may probably discover gaps in the solutions to your problem because it was created to find answers to a different challenge than yours. Additionally, the data type required to support the business decisions you must make may not be provided by the data gathering methods employed (e.g., qualitative research methodologies are not suited for go/no-go decisions).

The accuracy and completeness of secondary data may vary on a range of factors such as: -Time frame available – good research always lasts longer than you think! -Sources and sampling design (target audiences, recruiting techniques) -Methods of gathering data (both quantitative and qualitative) -Analysis perspective (omissions and focus)

-Assumptions and biases of the author may be present -Phases of reporting: preliminary, final, and peer-reviewed pace of change in the subject under study (slowly versus quickly evolving phenomena, such as the adoption of particular technologies)

-Inconsistency among data sources (Mora, 2022)

1.6 How to create the introduction of the proposal?



In the above slide, you will learn some key guidance regarding your introduction. Often students fail to introduce their chosen organisation and they do not provide specific background information about it. It is essential that you support this part with evidence and examples such as data/ stats and numerical information. You will be asked to briefly make links to the challenges you shall be investigating. The introduction needs to be referenced in Harvard referencing style just as other parts of your proposal.

1.7 How NOT to create the introduction of the proposal?



In the following slide, you will learn some key guidelines as to what to pay attention to (don'ts). Your research needs to be based on current research and you would need to demonstrate up-to-date evidence or research and external reading. Your statements need to be supported with citations and you need to avoid using generalised, broad and descriptive language.

Selecting outdated challenges would have a negative impact on the rest of the work. Finding the right challenges would require you to complete some external research and reading on the organisation. As the Covid-19 pandemic and Brexit are no longer directly relevant or ongoing, you would not be able to explore these. You should avoid any other outdated challenges e.g. Tesco's horsemeat scandal of 2013.

1.8 Sustainability Development Goals

Direct link to the video: https://www.youtube.com/watch?v=M-iJM02m_Hg

Adopted by the United Nations in 2015, the Sustainable Development Goals (SDGs), sometimes referred to as the Global Goals, are a worldwide call to action to eradicate poverty, safeguard the environment, and guarantee that everyone lives in peace and prosperity. The 17 Sustainable Development Goals (SDGs) are interconnected; they acknowledge that development must balance social, economic, and environmental sustainability and that actions taken in one area will impact results in others. Progress for the most disadvantaged has been prioritized by nations. AIDS, hunger, poverty, and prejudice against women and girls are all to be eradicated by the SDGs. It takes the ingenuity, expertise, technology, and financial resources of the entire community to accomplish the SDGs in every situation (United Nations Development Programme, 2024)

The SDGs, their significance, and the reasons for incorporating them into their operations are not well understood by many businesses. This ignorance can hinder the implementation of the SDGs and make it difficult to gain support from stakeholders and employees. Integrating the SDGs into existing processes and operations can be challenging and may require businesses to re-examine their operations and make significant changes. For instance, a company can find it challenging to reconsider its current business model in light of its whole supplier network and value chain. However, doing so is essential for that business' future survival and creates an opportunity for innovation. Implementing the SDGs may be difficult for certain firms due to regulatory obstacles. Regulations might, for instance, restrict the use of renewable energy sources or make it more difficult to employ recycled materials in manufacturing (University of Oxford, 2023)

Please make links to the SDGs in your proposal.

E.g.: in the challenges part, you could explain what challenges the organisation is facing in order to meet some relevant goals.

1.9 What is the United Nations (UN)?

Direct link to the video: <https://www.youtube.com/watch?v=E67ln5yJtyE>

Established in 1945, the United Nations is a global institution. The goals and tenets outlined in the UN's founding charter serve as the foundation for the organization, which currently has 193 Member States. Over time, the UN has changed to adapt to a world that is changing quickly. However, one thing has remained constant: it is still the only location on Earth where all nations may come together, talk about shared issues, and come up with solutions that will benefit all of humanity (United Nations, 2025).

Aside from preserving peace and security, other key goals include fostering amicable ties between nations founded on respect for the concepts of equal rights and peoples' right to self-determination; establishing global collaboration to address global economic, social, cultural, and humanitarian issues; upholding and advancing human rights; and acting as a hub where nations can coordinate their efforts toward these diverse goals (Lynch, Fomerand and Mingst, 2018).

The United Nations approved the Sustainable Development Goals (SDGs) as a global call to action to eradicate poverty, safeguard the environment, and guarantee that everyone lives in peace and prosperity by 2030. The integration of the 17 SDGs acknowledges that development must balance social, economic, and environmental sustainability and that actions taken in one area will impact results in other areas. Nations have pledged to give the most advancement to people who are most disadvantaged. The SDGs aim to eradicate discrimination against women and girls, poverty, hunger, and AIDS. The achievement of the SDGs in every setting requires the innovation, expertise, technology, and financial resources of the entire society (United Nations Development Programme, 2024).

Here is a list of the 17 goals:

Goal 1: No poverty	▼
Goal 2: Zero hunger	▼
Goal 3: Good health and well-being	▼
Goal 4: Quality education	▼
Goal 5: Gender equality	▼
Goal 6: Clean water and sanitation	▼
Goal 7: Affordable and clean energy	▼
Goal 8: Decent work and economic growth	▼
Goal 9: Industry, innovation, and infrastructure	▼
Goal 10: Reduced inequalities	▼
Goal 11: Sustainable cities and communities	▼
Goal 12: Responsible consumption and production	▼
Goal 13: Climate action	▼
Goal 14: Life below water	▼
Goal 15: Life on land	▼
Goal 16: Peace, justice and strong institutions	▼
Goal 17: Partnerships	▼

Figure 1.1: Our SDG impact

(Sustainability, n.d.)

2 Amazon's challenges in the light of current affairs

Concerns about a possible trade war have been raised by President Donald Trump's recent announcement of broad tariffs on goods from more than 100 nations. This might cause inflation to spike again and have a significant impact on the entire U.S. consumer spending and the economy. Because a large percentage of the products sold on Amazon are sourced from Chinese third-party merchants, Amazon in particular stands to be greatly impacted. Therefore, a significant amount of Amazon's inventory may see higher landed costs as a result of these tariffs. As a result, a trade war might also affect the larger U.S. economy and rekindle inflation.

Economic downturns can affect Amazon's stock, and it may experience significant losses. According to data from 2022, Amazon's stock value dropped by more than 50% in a short period of time. This raises the question: Could Amazon's stock, which was trading around \$240 in February, fall to below \$120 if a downturn like the one we witnessed in 2022 were to occur? Of course, individual stocks are more volatile than a portfolio, but in this situation, if you're looking for upside with less volatility than a single stock.

Why Is this Relevant Now?

Given the state of the economy, the earlier worries expressed regarding the possible effects of tariffs on Amazon are especially pertinent today. The current scenario poses a greater risk, even though Amazon, like many other retailers, has historically sourced products from China and domestic brands with Chinese manufacturing. Amazon's global supply chain is severely strained by the recently announced sweeping tariffs and the growing likelihood of a broad trade war with important international partners. Higher prices for goods across its platform could result from this disruption, which would likely reduce demand from customers overall. This risk is further highlighted by the most recent tariff announcement, which includes a hefty 34% tax on imports from China, a significant hub for global manufacturing. The costs that result from these tariffs on Chinese goods will unavoidably be absorbed somewhere along the supply chain.

This may result in lower profit margins for Amazon or, eventually, higher prices that are passed on to customers. Additionally, concerns about a return to inflation have been stoked by Trump's recent aggressive trade policies, which could further reduce consumer spending power and hurt online retailers like Amazon.

According to the analysis of the macro picture, the economy may experience a difficult period or, worse, a recession. The Wall Street Journal stated that it had raised its previous estimate of the recession in the US from 20 percent to 35 percent. Several important risks need to be taken into consideration in light of the increased geopolitical uncertainty, which is partially caused by possible policy changes from the incoming Trump administration. Global instability is still exacerbated by the ongoing conflict in Ukraine, and the state of international trade is still unclear. In particular, imposing tariffs may result in higher import expenses, which frequently raise consumer prices, lower disposable income, and eventually result in less spending by consumers. For businesses like Amazon, whose operations are largely dependent on strong consumer discretionary spending, this poses a serious problem.

(Based on: <https://www.forbes.com/sites/greatspeculations/2025/04/03/amzn-stock-to-120-how-tariffs-could-reshape-amazons-future/>)

2.1 United Nations' Sustainability Development Goals (UN SDGs)

1- No poverty: One of humanity's biggest tasks is still to eradicate poverty in all of its manifestations. Too many people still struggle to meet their most basic requirements, even though the number of people living in extreme poverty decreased by more than half between 1990 and 2015. Approximately 736 million people still subsist on less than \$1.90 per day as of 2015; many of them lack access to food, clean drinking water, and sanitary facilities. Though progress has been unequal, millions of people have been lifted out of poverty by the rapid rise in nations like China and India. Due to their lower levels of education, employment, and property ownership, women are more likely than men to be impoverished.

Other places, like South Asia and sub-Saharan Africa, where 80 percent of people live in extreme poverty, have likewise seen little progress. More work is required to lift people out of poverty because of new challenges posed by conflict, climate change, and food insecurity. The SDGs represent a daring pledge to complete the task at hand and eradicate poverty in all of its manifestations by 2030. This entails assisting communities impacted by conflict and climate-related disasters, focusing on the most vulnerable, and expanding access to essential resources and services.

2- Zero hunger: Due to rising agricultural output and strong economic expansion, the number of undernourished individuals has decreased by about half during the last 20 years. Many developing nations that once experienced starvation and famine are now able to meet their nutritional needs. Extreme hunger has been eradicated in Latin America, the Caribbean, and Central and East Asia. Sadly, severe malnutrition and hunger continue to be major obstacles to growth in many nations. As of 2017, 821 million people were estimated to be chronically undernourished, frequently as a direct result of biodiversity loss, drought, and environmental degradation. The number of children under five who are severely underweight exceeds 90 million. In practically every part of Africa and South America, there seems to be a rise in undernourishment and extreme food insecurity. By 2030, the SDGs seek to eradicate all types of hunger and malnutrition and ensure that everyone, particularly children, has access to enough wholesome food throughout the year. This entails encouraging sustainable farming practices, helping small-scale farmers, and providing equitable access to markets, land, and technology. To guarantee investments in technology and infrastructure to raise agricultural productivity, international collaboration is also necessary.

3- Good health and wellbeing: We have made significant strides in combating a number of the main causes of illness and mortality. Life expectancy has significantly increased, maternity and infant mortality rates have decreased, HIV is under control, and malaria deaths have been cut in half. Sustainable development depends on good health, and the 2030 Agenda acknowledges the intricate relationship between the two. Growing economic and social disparities, fast urbanization, environmental and climatic risks, the ongoing prevalence of HIV and other infectious diseases, and new issues like noncommunicable diseases are all taken into consideration. Achieving SDG 3, which calls for eradicating poverty and decreasing inequality, will require

universal health care. Action is also required in response to emerging global health problems, such as antibiotic resistance, that are not specifically addressed by the SDGs.

However, the world is not on track to meet the SDGs relating to health. Both inside and between nations, progress has been unequal. The nations with the shortest and longest life expectancies differ by 31 years. Furthermore, national averages conceal the fact that many nations are falling behind, even while some have made remarkable progress. Addressing disparities and promoting universal health require multisectoral, rights-based, and gender-sensitive strategies.

4-Quality education: Significant progress has been made since 2000 in reaching the goal of universal primary education. The number of children who are not in school has decreased by about half globally, and in 2015, the overall enrollment rate in developing regions reached 91%. Additionally, literacy rates have skyrocketed, and a greater number of girls are enrolled in school than ever before. All of them are outstanding achievements.

High rates of poverty, armed conflicts, and other crises have also made progress difficult in some developing regions. The number of children who are not attending school has increased throughout Western Asia and North Africa as a result of persistent armed conflict. This pattern is concerning. Large gaps still exist even though Sub-Saharan Africa saw the biggest gains in primary school attendance of any emerging region, rising from 52% in 1990 to 78% in 2012. Compared to children from the wealthiest homes, children from the poorest households are up to four times more likely to be absent from school. There are still significant differences between rural and urban places.

The idea that education is one of the most effective and tested means of promoting sustainable development is reinforced by the achievement of inclusive, high-quality education for all. By 2030, all boys and girls will have had free primary and secondary education thanks to this aim. In addition, it seeks to eradicate income and gender inequalities, provide universal access to high-quality higher education, and give all people equal access to reasonably priced vocational training.

5-Gender equality: Since it has been shown that empowering women and girls fosters economic growth and development, eliminating all forms of discrimination against them is not only a fundamental human right but also necessary for a sustainable future. Significant progress has been made in the last 20 years in the area of gender equality, which has been a primary emphasis of UNDP's work. More girls are enrolled in school today than there were fifteen years ago, and the majority of regions have attained gender parity in basic education.

There are still notable differences in many areas, where women are frequently denied the same rights as males, even if the proportion of women in the workforce has increased. Sexual abuse and exploitation, unfair distribution of unpaid care and domestic work, and discrimination in public office remain significant barriers. Climate change, migration, conflict, and disasters continue to disproportionately harm women and children.

Technology, the internet, sexual and reproductive health, and land and property must all be equally accessible to women. Even if there are now more women in public office, more female leaders will improve gender equality.

6-Clean water and sanitation: Over 40% of people suffer from water scarcity, a startling statistic that is expected to increase as temperatures rise. Every continent is experiencing declining supplies of drinking water, despite the fact that 2.1 billion people have improved their water sanitation since 1990.

A growing number of nations are facing water stress, and these trends are already being exacerbated by rising drought and desertification. At least one in four individuals are expected to experience frequent water shortages by 2050. By 2030, we must make sufficient infrastructure investments, supply sanitary facilities, and promote cleanliness if we want to ensure that everyone has access to safe and reasonably priced drinking water. Ecosystems associated to water must be preserved and restored.

Reaching more than 800 million people without access to basic services and enhancing the safety and accessibility of services for more than two billion people are essential to ensuring universal access to clean and reasonably priced drinking water. 2.3 billion people lacked even basic sanitation in 2015, and 4.5 billion lacked safely managed sanitation services (with excreta that was properly disposed of or disinfected).

7-Affordable and clean energy: Between 2000 and 2018, the number of people without electricity decreased to 789 million, while the percentage of people having electricity increased from 78 to 90 percent. But as the population grows, so will the demand for reasonably priced energy, and a fossil fuel-based economy is contributing significantly to climate change. In order to achieve SDG 7 by 2030, we need to boost energy productivity, ensure that everyone has access to energy, and invest in solar, wind, and thermal power. Modernising technologies and improving infrastructure to provide cleaner, more efficient energy would advance growth and help the environment in every country.

8-Decent work and economic growth: Over the past 25 years, there has been a significant decline in the number of workers living in extreme poverty, despite the lingering impacts of the global recession and the 2008 financial crisis. In emerging countries, the middle class currently makes for over 34% of all occupations, a share that nearly tripled between 1991 and 2015.

However, while the global economy continues to improve, we are seeing slower growth, rising inequality, and a lack of jobs to support a growing labour force. According to estimates from the International Labour Organisation, there were more than 204 million unemployed individuals in 2015.

The SDGs promote stable economic development, higher productivity, and technological innovation. This requires effective measures to combat slavery, human trafficking, and forced labour, as well as programs to support job creation and entrepreneurship. Keeping these goals in mind, the goal is to achieve full and productive employment, as well as dignified labour, for all men and women by 2030.

9-Industry, innovation and infrastructure: Spending on infrastructure and innovation are key drivers of economic growth. The development of new industries, information and communication technology, mass transit, and renewable energy are all becoming increasingly important as over half of the world's population now resides in cities.

Technological development is essential to finding long-term solutions to economic and environmental issues, such as promoting energy efficiency and generating new jobs. It is key to encourage sustainable industries and scientific research and innovation in order to promote sustainable development. Over 4 billion people still do not have access to the Internet, with 90% of those without a link coming from developing countries. Closing this digital divide is important for fostering innovation and entrepreneurship as well as ensuring fair access to knowledge and information.

10-Reduced inequalities: With the richest 10 percent holding up to 40 percent of the world's revenue and the poorest 10 percent only receive 2 to 7 percent, income inequality is on the increase. In developing nations, inequality has risen by 11% when population growth is taken into consideration. In recent decades, income disparity has grown almost everywhere, but at varying rates. It is highest in the Middle East and lowest in Europe. Sound policies are needed to empower lower-income earners and encourage economic participation for all people, regardless of gender, race, or ethnicity, in light of these growing inequities.

Global solutions are needed to address income disparity. This entails promoting development aid and international direct investment to areas with the greatest need, as well as strengthening the regulation and oversight of financial markets and institutions. Bridging the growing divide also requires facilitating people's secure migration and mobility.

11-Sustainable cities and communities: The majority of us reside in urban areas. Two-thirds of the world's population, or 6.5 billion people, will live in cities by 2050. Without radically altering how we construct and administer our metropolitan areas, sustainable development is impossible. Slums are becoming a more prominent aspect of urban life as a result of the fast expansion of cities brought on by growing migration and population increase, particularly in the developing world. Building resilient societies and economies, providing secure and affordable housing, and fostering business and employment possibilities are all part of making cities sustainable. It entails making investments in public transportation, developing green public areas, and enhancing inclusive and participatory urban planning and management.

12-Responsible consumption and production: We must drastically minimize our ecological footprint by altering the way we create and use resources and goods if we are to achieve both sustainable development and economic prosperity. Globally, agriculture consumes the most water, and irrigation currently accounts for over 70% of all freshwater used for human purposes.

In order to accomplish this, it is crucial that we manage our common natural resources effectively and dispose of pollutants and toxic waste in an appropriate manner. Promoting recycling and trash reduction among enterprises, industries, and consumers is just as crucial as helping emerging nations transition to more sustainable consumption patterns by 2030. A sizable portion of the global populace continues to consume far too little to cover even their most basic necessities. Making production and supply chains more efficient also requires halving the amount of food waste that occurs globally per person at the retailer and consumer levels. In addition to improving food security, this can move our economy toward greater resource efficiency.

13-Climate action: The severe consequences of climate change are being felt in every nation. Emissions of greenhouse gases have increased by over 50% since 1990. Our climate system is changing over time due to global warming, and if we do nothing, there could be permanent effects. On average, climate-related disasters cause hundreds of billions of dollars in economic losses every year. Not to mention the human cost of geophysical catastrophes, which are 91 percent climate-related and resulted in 1.3 million deaths and 4.4 billion injuries between 1998 and 2017. By 2020, the objective is to raise \$100 billion a year to help poor nations meet their goals for low-carbon development and climate change adaptation.

Assisting vulnerable areas will directly support all of the SDGs, including Goal 13. These steps must also be taken in tandem with initiatives to include human security, sustainable natural resource management, and catastrophe risk reduction into national development plans. Strong political will, more funding, and the use of current technology can still keep the rise in the global mean temperature to 1.5°C, or two degrees Celsius, over pre-industrial levels. However, this will require swift and aggressive group action.

14-Life below water: The worldwide processes that keep the Earth habitable for humans are driven by the oceans' temperature, chemistry, currents, and life. Humanity as a whole depends on how we manage this crucial resource in order to mitigate the effects of climate change. The livelihoods of more than three billion people rely on marine and coastal biodiversity. Currently, however, 30% of the world's fish populations are overfished to the point where their yields are no longer sustainable.

About 30% of the carbon dioxide that people produce is also absorbed by the oceans, and since the start of the industrial revolution, ocean acidification has increased by 26%. With an average of 13,000 pieces of plastic litter detected on every square kilometer of ocean, marine pollution—of which the vast majority originates from land-based sources—is at dangerous proportions. In addition to addressing the effects of ocean acidification, the SDGs seek to manage marine and coastal ecosystems sustainably and prevent pollution. Some of the issues affecting our seas will also be lessened if international law is used to improve conservation and the sustainable use of ocean-based resources.

15-Life on land: The earth is as essential to human life as the ocean is to our survival and means of subsistence. Eighty percent of human nutrition comes from plants, and agriculture is a significant source of income for us. 30% of the Earth's surface is covered by forests, which are essential for supporting millions of species, supplying clean water and air, and halting climate change. Thirteen million hectares of forests are lost year, and 3.6 billion hectares of drylands have become desertified due to ongoing degradation, which disproportionately affects impoverished communities.

Even if 15% of the land is protected, biodiversity is still in danger. Almost 7,000 animal and plant species have been traded illegally. In addition to destroying biodiversity, wildlife trafficking increases conflict, fosters corruption, and increases insecurity. To preserve biodiversity and natural ecosystems, which are a part of our shared legacy and contribute to global food and water security, climate change adaptation and mitigation, and peace and security, immediate action is required.

16-Peace, justice and strong institutions: Without human rights, peace, stability, and rule of law-based, efficient governance, we cannot expect sustained development. However, there is growing division in our globe. While some areas experience prosperity, security, and peace, others are caught in seemingly never-ending cycles of bloodshed and war. This needs to be addressed since it is not inevitable. A nation's development is severely hampered by armed conflict and insecurity, which also hinder economic expansion and frequently lead to generational discontent. Countries must take action to protect people who are most at risk because sexual violence, crime,

exploitation, and torture are also common in areas with conflict or no rule of law. In addition to working with governments and communities to eradicate war and insecurity, the SDGs seek to drastically reduce all forms of violence. Reducing the supply of illegal weapons, advancing human rights and the rule of law, and bolstering developing nations' involvement in global governance organisations are all essential components of this process.

17-Partnerships for the goals: To accomplish the SDGs, strong international cooperation and partnerships are required. Official development assistance remained stable at US\$147 billion in 2017, although it did not meet the target. Humanitarian issues resulting from natural disasters or conflicts still require more money and support. Many countries also require state development support to foster trade and prosperity.

The world is more interconnected than ever. Promoting creativity and idea sharing requires improving access to technologies and knowledge. Coordination of policies to assist debt management in developing countries and promote investment in the least developed countries are essential for sustainable growth and development. The goals aim to enhance cooperation between the North and South by supporting national programs to achieve all the targets. Promoting international commerce and helping poor countries increase their exports are two ways to create a universal, rules-based, equitable, and open trading system that benefits everyone.

(Based on: <https://www.undp.org/sustainable-development-goals>)



Essential reading

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