**Sustainability Development Goals – Dilmah Case Study**

As a brand that aims to create impact beyond the realms of business and finance, with an ardent belief in business as a matter of human service, Dilmah values sustainability advocacy. As a Group that works towards the United Nations 2030 Sustainable Agenda, Dilmah affirms the necessity for strengthening and revitalising partnerships, and realises the effect of stakeholder engagement on the Company’s overall Sustainability Strategy. The Company’s dedicated environmental arm Dilmah Conservation was one of the founding partners of Biodiversity Sri Lanka (BSL); a national platform entirely owned and driven by the private sector. It was established to promote strong engagement of the corporate sector in biodiversity and environmental conservation in Sri Lanka.

Dilmah is also a lead advocate of corporate sustainability within the United Nations Global Compact; a strategic policy initiative for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labour, environment, and anti-corruption. Dilmah Conservation is the climate leader for the United Nations Global Compact (UNGC) Network Sri Lanka and has established a collaborative platform to build climate awareness amongst businesses and the larger community through multiple initiatives.

The brand emphasizes Sustainable Development, both as a concept and in practice, to build a more robust, competitive, and resilient business. Dilmah drives towards aligning its sustainability strategy and initiatives with the United Nations Sustainable Development Goals (SDGs) through strategic and concerted efforts aimed at alleviating poverty, promoting prosperity, and protecting the environment.

The below table is an illustration of some of Dilmah’s focused initiatives in relation to the UN SDGs in the year of 2020/21:

|  |  |
| --- | --- |
| **Number** | **Initiative** |
| 1 | Strict health and safety procedures were adopted during our operations amidst the COVID-19 pandemic, to ensure health and safety of all internal and external stakeholders |
| 2 | Production and distribution of 4,577 MT of tea - considered to be one of the healthiest beverages available in the market |
| 3 | ‘Waste to Craft’ initiative promoting reuse and recycling of waste through Circular Economy Concepts |
| 4 | 17 new University and 19 Advance Level scholarships were granted in 2020/21 with a pledged commitment of Rs. 2.8 Mn |
| 5 | 22% Reliance in Renewable Energy across the MJF Holdings |
| 6 | Extended the scope of carbon neutrality status, up to destination ports of all overseas markets |
| 7 | 41% female representation across the entire staff cadre |
| 8 | Partnered with governmental, national and international organisations for technical expertise and guidance - essential collaborations on Dilmah’s journey of sustainability |
| 9 | Marine conservation through the Beach Caretaker Programme: Extended to maintain a pollution-free 50km stretch of beach with the help of 50 Beach Caretakers |
| 10 | 15 publications on biodiversity and heritage conservation to encourage conservation are made available at affordable prices Selected publications are prescribed for academic programmes in Sri Lankan educational institutes |

*(Source: Annual Report 2020/21 – Dilmah Ceylon Tea Company)*

1. There are 17 goals under United Nations SDGs. How many targets does these 17 goals encompass broadly?
2. 170
3. 90
4. 169
5. 107
6. Dilmah had to divest its focus more towards ensuring strict health and safety guidelines due to COVID-19 pandemic as a part of its sustainability focus in the years of 2020/21 (Initiative 1). To which SDG is this initiative most applicable?
7. Good health and well being
8. Quality education
9. No poverty
10. Responsible resource consumption

3. Dilmah maintains a 41% female representation in its overall staff cadre (Initiative 7). This effort aligns mostly with which of the following SDG?

1. SDG 8
2. SDG 1
3. SDG 17
4. SDG 5

4. The initiative 10 in the case study highlights Dilmah’s commitment towards biodiversity and heritage conservation. Identify the SDG which is not relevant to this initiative from the below list.

1. Quality education
2. Life below water
3. Partnerships for goals
4. Life on land

5. Dilmah relies on renewable energy to generate 22% of its overall energy requirement (Initiative 5). This effort aligns mostly with which of the following SDG?

1. SDG 9
2. SDG 7
3. SDG 12
4. SDG 8

6. The initiative 4 in the case study highlights Dilmah’s commitment towards providing educational scholarships for students at need. Which of the below SDG groupings is mostly relevant for this initiative?

1. a. No poverty, Quality education, Reduced inequalities
2. b. No poverty, Responsible resource consumption, Quality Education
3. c. Quality education, Partnerships for goals, Decent work and economic growth
4. d. Quality education, No poverty, Life on land

7. As highlighted under initiative 8 Dilmah focuses on partnering with governmental, national and international organisations for technical expertise and guidance if and when needed. This effort aligns mostly with which of the following SDG?

1. SDG 4
2. SDG 12
3. SDG 17
4. SDG 16

8. The above 10 initiatives under Dilmah’s sustainability efforts have no direct relevancy to one particular SDG in terms of their respective outputs. This SDG is?

1. Clean water and sanitation
2. Quality education
3. Climate action
4. Peace and justice strong institutions

9. The initiative 3 ‘waste to craft’ highlights Dilmah’s efforts towards recycling of waste through Circular Economy Concepts. This effort aligns mostly with which of the following SDG?

1. Sustainable Cities and Communities
2. Responsible Consumption and Production
3. Clean Water and Sanitation
4. Decent Work and Economic Growth

10. The Initiative 6 discusses Dilmah extending the scope of its carbon neutrality status. This effort aligns mostly with which of the following SDG?

1. SDG 13
2. SDG 4
3. SDG 6
4. SDG 3