

G3: Collaborate with peers

Time of Effectiveness	Long term
Repeatability	90% (18 reports out of 20)
Level of Confidence	9.09/10
Category	Governance
Outcomes	<ul style="list-style-type: none"> • Enable other companies to gain from their experience • Promote the company as an example to follow in the different sustainability fields
Metrics	<ul style="list-style-type: none"> • List of laws, international associations or governmental actions they are involved into • Credibility of the company at an international level (survey)
Problematic	<ul style="list-style-type: none"> • Paris Agreement Article 7 p.7 • UN SDG 17: Partnerships for the Goals
Additional Components	<ul style="list-style-type: none"> • Go further than local regulations (89%)¹ • Participate to the creation of laws, standards (94%)² • Engage stakeholder into sustainability objectives (61%)

Description

According to UN, collaboration is one of the key to meet Sustainable Development Goals. By participating to the creation of laws or standards companies, most of the companies try to increase their cooperativity. Moreover, most of the companies also decided to go further than local regulation in different places where they operate, especially when they are in the third world. These initiatives can lead to an international recognition in specific fields for companies, and even sometimes to be defined as “an example to follow”. Finally, local and internal cooperation is also very important this is why more than half of the companies implemented stakeholder engagement mechanisms to define their own sustainability objectives (G1).

Example: Google (p.20,25,33,39,45,47)

At Google they try to collaborate with peers as much as possible in order to promote their sustainable practices and establish norms and laws in their field. For example, during the application of their different energy efficiency initiatives, they managed to save up to \$1 billion. Instead of keeping their solutions for them, they share it among their industry through white paper and case study in order for everyone to be able to be more sustainable. At an International level, they join their strength with other big corporate in their field, to establish norms and law. For example, they collaborated with Amazon, Apple and Microsoft to promote governmental policies to grow cleaner energy sources in Asia, USA and European Union. Finally, at a more global level they participate to different UN initiatives like the COP21.

These different collaborations allow the industry to be more sustainable since they have concrete example of application. Moreover, they also benefit from an international recognition of their expertise in sustainability aspects.

¹ This additional component had a high level of confidence (8.18) compare to others in every category

² This additional component had a high level of confidence (8.59) compare to others in every category