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SUSTAINABLE BRANDS – INITIATIVES FOR AFFORDABLE AND CLEAN ENERGY

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Abstract
In recent times, society is preoccupied by the sustainability issues. Sustainability is mainly defined as meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is composed of three pillars: economic, environmental, and social. We are going to discuss how the sustainable brands help in the sustainable life of people. Basically, the sustainable brands are the brands that contribute to sustainable development by delivering simultaneously economic, social and environmental benefits. Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. There 17 goals of sustainable development. They are: No Poverty, Zero Hunger, Good Health and Well-being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, 'Industry, Innovation, and Infrastructure', Reducing Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life On Land, 'Peace, Justice, and Strong Institutions'.Here in this research paper we are going to focus on the "Affordable and Clean Energy" goal of Sustainable development and how the various companies' i.e. sustainable brands try to innovate eco-friendly solutions and reduce the sustainability issues.
Key words: Sustainable development, energy transition, carbon emission, renewable energy sources, cleans cooking, electricity, energy poverty, innovative branding.

1. INTRODUCTION

Energy is regarded as the key building block in human development and it influences the sustainable development of any country. The goal stated in UN summit on the provision of affordable, reliable, sustainable and modern energy to human works at addressing the current issues of environment. [1] As per the data, one in five still lacks access to modern electricity and yet energy accounts for about sixty percent of global greenhouse gas emission making it is the main contributor to the climate change. This demonstrates how important it is that energy devolvement should be accessible and sustainable. The goal has five targets that break down as larger goals to the range of specificity and purpose. One of the targets ensures universal access to affordable reliability and modern energy services. Modern energy services can be defined shortly as sources those which provide electricity, automated transportation, and information technology in reliable and affordable way. Not all modern energies are sustainable though so it is important to strive for sustainable forms, for example one can specifies sustainable energy and identifies key groups to affect this goal reads by 2030. Expanding the infrastructure and upgrading technology by supplying modern technology inputs and suitable energy services needed for sustainability in developing countries. Particularly least developed countries like small islands need more sustainability in branding. The UN members and stakeholders are coming together for doing to reach these goals. For example, various states of UN and their respective members and Stakeholders are coming together for Canada's partnership with the UNDP to build resilience in developing regions being confronted with difficult challenges from climate change. The program includes the project introducing solar power and water supplies in Cabo, Verde, Cambordia, Mali, Niger and Sudan. [1] These projects can seem small scaled but make a huge difference for the communities and promote critical partnership and innovation. Efforts like these to encourage clean energy have resulted in more than 20% of global power being generated and five noble sources as of 2004. This project seems small scaled but makes a huge difference in communities and promotes the critical partnerships and innovations. So, a global economy

so dependent on fossil fuels and increasing greenhouse gas emissions will cause disastrous changes to our climate which will be dangerous for us. [3]

So, for this, Europe has started energy transition but what this actually means? Energy transition means using the renewable energy sources to become our main sources of energy while guaranteeing security of supply of energy to all at affordable prices and this can be made possible by integrating our whole storage technologies via a digitalization of entire system and also by developing genuine electricity pricing signal systems. There are many unresolved questions on how one can provide reliable energy if Sun doesn't shine or wind doesn't flow? How can we make internet enabled apps control the energy providing story and use remotely and had a reliable and efficient system? [4] Enormous challenges arise in arms of regulations and market design, affordability and reliability. This is why research and innovation is the key to achieving our energy transition. Within a strategic energy technology plan European commission has created technology and innovation platform on smart networks for energy transformation. The unique platform gathers a variety of stakeholders of Europe to define the needed technology shift and market-based services. A tip neck prioritizes not only R&D needs based on a defined vision of Energy's future but also building up Europe's strengths like great products and excellent systems integration together. While in India gets all its energy to meet its future needs to provide access to its population for cooking, for lighting, for transport and these needs are going to grow. India is among the lowest energy consumers of fuel. India is going to need a lot of more energy but India is going to demand this additional energy at a time of global change in terms of technology. Energy is fast changing world and renewable energy is coming, online energy storages are developing as a new technology, electricity systems are likely to change considerably, while climate changes is a concern is growing and going to start requiring a move to a low-carbon future, air quality is still an issue that is climbing up the agenda in India and will have to definitely address air quality. India now unfortunately contains among the world's most populated cities so how all things going to come together in shaping India's future is a challenge.

2. BACKGROUND

The sustainable development goals were adopted by United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 sustainable development goals are integrated to maintain balance between social, economic and environmental sustainability. Subsequently, India has also submitted its Nationally Determined Contributions for the period 2021-30 to the United Nations Framework Convention on climate change (UNFCCC). While the government of India has better plans for enhancing the installed capacity of renewable energy sources and so they are planning accordingly. Between 2000 and 2016, the electricity consumption was increased by around 9% and the numbers without electricity dipped to just below one billion. Investing in solar, wind and thermal power to improve energy productivity and ensuring energy for all is important if we are to achieve SDG 7 by 2030. [2]

Facts and figures

1. One in seven people still lacks electricity and most of them live in rural areas of the developing world.
2. 60% energy is the main contributor to climate change; it produces around 60% of greenhouse gases responsible for the ozone layer depression.
3. As of 2015, more than 20% of power was generated through renewable energy sources.

3. LITERATURE REVIEW

During the 21st century the sustainability becomes the mainstream issue. The climate change side effects are visible more than ever; therefore, there is a need of new dimension for the practical implementation of sustainable development into regular business practices. In recent times, the traditional sourcing and selling will be of no use if think of sustainable brands. To stay in business the organizations must think in the sustainable pathway. The automobile industry must be committed to developing the low emission vehicles that substantial contribution towards sustainable urban transport.

How the sustainability becomes the major part of brands?

Sustainability getting up when the ecological prospective of ecological marketing is developed, and mainly address the theory of responsible consumption and ecological imperative by proposing a very targeted micro

level oriented ecological approach for businesses interested in connecting particular features of product to environmental concerns. During 1980s and 1990s there is a lot of debate started on marketing's role in society, generating the new concept of green marketing which is also referred as environmental marketing or sustainable marketing which mainly approach the subject of green marketing mix: green products, green packaging, green logistics, green pricing and green promotion. Furthermore many studies where focus on green marketing's role in responsible sustainable development challenges, which is considered as a competitive advantage for companies and analyzing the marketing strategies that companies need to adopt in response the challenge of continues economic development and environmental protection.

During this time more and more companies started thing about the innovation of green product and green marketing and branding of the products to reduce the environmental impact. Also the green packaging becomes the core of the company's because of the maximum wastage through packaging which economically leads to environmental damage.

Green marketing also plays a major role in sustainable development of sustainable brand.

What are Sustainable Development and Sustainable Brands?

Basically, sustainable organization is an organization which contribute to the sustainable development by delivering simultaneously economic, social and environmental benefits. Now we are focusing on the sustainable development goal no. 7 which is" ensuring access to affordable, reliable, sustainable modern energy for all". It emphasizes mainly on three targets that are: ensuring universal access to the energy services, increasing the share of renewable in the energy mix, and improving energy efficiency. Today sustainable brands are powerful instruments for change. They are tightly connected with costumers all over the world and widely affect the everyday lifestyle, value system, attitudes and behavior of costumer. Consumer strongly follows the brands they love and which directly affects the psychology of the costumers. However, there is positive side which leads to the gap between the attitude and behavior of costumers which leads to the market for moving to the green products or sustainability. Thus, it is strong challenge for the marketing and brand managers to find interest to make the consumers to live the sustainable life and make it easy and accessible and attractive to the costumers.

Different energy brands that follow sustainability Goal No.7:

Tata chemicals have always kept long term sustainability as its core guiding principle. The firm makes constant efforts to understand sustainability aspects to meet the essential needs of consumers elated to social, economic and social aspects.

Ambuja Cement always aims for effective operational processes associated with continuous improvement as a sustainable company through effective environmental management. The Ambuja Cement was the first to introduce the eco-friendly mining of Limestone in early 90's. Sustainability at Mahindra and Mahindra Ltd. Is governed by a top-level management which approves new initiatives and monitors progress of integration and later it forwarded to the group cell where through awareness and knowledge building drives the sustainability and also supports individual business in integrating sustainability in strategic business module and throughout operations. To maintain the vehicle emission at minimum level and to balance mobility aspirations with reduced environmental impacts, Faurecia is working for sustainability development for 15 years. And now in 2019 going to invest significantly in technologies for both e-vehicle batteries and fuel cell economy solutions. Being a leading organization, TML always focus on sustainability. TML believes that sustainability is an important part of their management and planning. TML motors invest around 317.5 million rupees towards environmental protection. Also, the electricity that used at Tata, around 20.76% of electricity sourced from renewable Energy. They are committed to develop low emission vehicles that make contribution to the sustainable transport.

Thus with study of above sustainable brands which follow the Sustainability goal number 7 which mostly define the availability of sustainable energy to all we can said that these brands which are the leading private corporate organizations are taking steps toward the sustainable environment and being a leading part of economic development of country, it is their responsibility that they are committed to the environment friendly innovations and thinking towards low emission products.

4. TARGETS OF SUSTAINABLE DEVELOPMENT GOALS

The UN approved agenda 2030, consisting in 17 Sustainable Development Goals in which number 7 has set 3 major targets: -

1. "Ensure universal access to sustainable, affordable and modern energy services"

The energy we consume today is mainly Fossil fuels based and its excess use is damaging the life present of the earth. Increasing the use of renewable energy supports the development of energy and other sectors offering social, economic and environmental benefits. And this concept defines the word "Sustainability".

Electricity is considered as the fundamental input to the socio-economic development. To provide an adequate quality and supply of this energy sometimes becomes difficult to many populated countries and this issue is termed as "Energy poverty". Thus, efforts must be taken to overcome this issue and this is nothing but described as "energy affordability".

Following the wordings introduced by the International Energy Agency, "Modern" word describes the types of energies that are important to live a synchronous life, where Electricity played a key role and also it is followed by stove and fuel. Access to clean fuels and technologies are essential and can be modernized by providing energy services, supporting public health, reducing gender inequality and mitigating environmental impacts, particularly for poorest segments of the country's population. This goal defines the situation of loss for today and risk for tomorrow and sets correspondent plans to overcome them. [5]

2. "Increase substantially the share of renewable energy in the global energy mix"

Renewable energy sources are the energy sources that do not deplete or can replenished within a human's life time. The most common examples of these sources are wind energy, solar energy, biomass and hydropower. Renewable energy sources accounts for 13.5% of the total world's energy supply whereas 22% of electricity. [8] These sources are important because they provide energy from sources that will never deplete and produce less greenhouse gas emissions than fossil fuel energy systems. India is one of the countries with the largest production of energy from renewable sources. According to analysis of 2019, India's total electricity generation mix is 35% from renewable sources, 55% from coal, 2% from nuclear and remaining 8% from small hydro and other sources. [5]

3. "Double the global rate of improvement in energy efficiency"

To measure the global rate of improvement in energy efficiency firstly set a measure of efficiency as equal to the ratio of gross domestic product to total primary energy used in the country. Shortly we can say like it is the reciprocal of energy intensity of gross domestic product. Secondly choose the annual year and accordingly calculate its historic annual rate of change of efficiency. Later, calculate the same rate for coming year and compare the results of second and third given data points. [5]

I. SUSTAINABILITY AND BRANDING

According to Gabriela Alvarez from Latitude Switzerland, "sustainability is not a one for all models. It is about collaborating, learning, creating, implementing, assessing and constantly evolving." Sustainability calls for new innovations which means working together for not making profit only but for also to reduce the environmental, social impacts also. Managing sustainability requires a new sort of knowledge, capable of providing transparent business activities and processes with clear communication and without incorrect claims, which could be slippery area. Brand is a unique mixture of functional and emotional characteristic perceived by consumers as an additional value, unique experience and fulfilled promise. It has a symbolic value different from everything that is available in reality, and ability to represent interests that go beyond the brand itself. For the company, it is core strategic resource and most powerful invaluable asset. Terms "sustainable" and "green" are usually used as synonyms in literature. Brands differ from each other by the degree of integrated green issues. Therefore, there are three categories of "greenness". 1) Green as a core value, 2) green integrated in core values, 3) green values as a guarantee. Also brands can be categorized as 1) unsung heroes are those brands that conduct strong green practice, but with insignificant public awareness, 2) free passers are those brands that conduct limited green practice, with distinct brand echo that drives green reputation, 3)losers are those who conduct limited green practice with public recognition, 4) Winners are those whose brands conduct strong green practice that is recognized in public. [18]

II. ROLE OF SUSTAINABILITY

The corporate environmental responsibility, brand equity and competitive advantage, explaining that more than 50% of consumers from their global survey claimed they would prefer to buy product from environmentally responsible company, while almost 80% of workers from the same survey stressed importance of working for environmentally ethical company. [15] Chen proposed by observing consumers that purchase of information and electronic products, three terms describe the brand equity: 1) green brand image 2) green satisfaction 3) green trust. [16] He indicated positive relations between those three drivers and brand equity, with the note that green satisfaction and green trust to some extent can medicate the relationship between green brand image and green brand equity.[13]

Suitable sustainable branding strategy includes changes in various marketing strategy areas such as produc production, design, packaging and positioning, communication with target market, etc. Environmentally friendly materials, reduction of paper usage and carbon emission creating public awareness and actions towards waste reduction and educating people about sustainable products benefits all together increase company strategy visibility and the chances for buying environmentally friendly brands. [18]

Green branding is more than eco-labeling. [14] Convincing and sound communication are essential for the process familiarity with the company's vision and tangible actions. Emotional connection created through green positioning provide three different type of values for consumers, 1) a feeling of well-being, 2) auto-expression benefits, 3) nature related benefits. [17]

III. INDIA AS A SUSTAINABLE COUNTRY

Indian government are making efforts to eradicate the poverty problems and also making efforts to deliver homes and electrification to 300 million citizens of country. Government is launching many schemes to provide sustainable, reliable, affordable and modern energy to all its citizens to deliver its goal of sustainable development until 2030. India has a strong central government with support from many states helping for sustainable startups and also helping to improve the economy in terms of use of renewable energy sources. [2]

Saubhagya Scheme or Pradhan Mantri Sahaj Bijli Har Ghar Yojana

The Saubhagya scheme is an Indian government project to provide electricity to all households, announced in September 2017 by Prime Minister Narendra Modi. The aim of the scheme was to complete the electrification process by December of 2018. Under this scheme some socio-economic and caste census of 2011 will be eligible for the free electricity connections, while others were charged Rs.500 only.

Takeaways of this scheme were 91% of rural Indian households have received access as per June19 report. In October 2018, Bihar completed its target of 100% electrification under the scheme.

Rooftop Solar System

The target of India is set to triple by 2040 in terms of electricity provision. New approach was developed in Delhi under which they would deliver 8 gigawatts of additional solar capacity by 2022, to reduce bills for 2.6 million households, creating 1-1.5 lakh jobs and will reduce the amount of carbon dioxide emissions by 10 megatonnes a year which is equivalent to closing of four coal-fired power stations.

Global energy demand is set to expand by 30% by 2040 where renewable sources of energy now meet 40% of new demand and also the costs of clean energy sources have also fallen about 70% for new solar PV, 40% for batteries and 25% for wind. However, coal fuelled about 75% of new electricity access with implementation on newer technologies discovered for air quality and greenhouse emissions. [2]

SRISTI Scheme

The scheme was proposed by the Ministry of India for new and renewable energy in 2017. The aim of the scheme was to provide the subsidy (financial incentives to the beneficiary for installing solar power plant rooftop projects in India) proposed by central government.

IV. SUSTAINABLE BRANDS

1. Tata Chemicals (TCL)

Tata chemicals have always kept long term sustainability as its core guiding principle. The firm makes constant efforts to understand sustainability aspects to meet the essential needs of consumers elated to social, economical and social aspects. The first step includes analyzing the political, economical, social, and legal

changes that may impact the business. Key challenges they have been identified so far for accomplishing the sustainability development goal is to keep carbon growth low with 100% waste filtration and recycle. The carbon emission is used to be tracked in detailed manner by LRQA on annual basis. [7]

2. Ambuja Cement

Ambuja Cement always aims for effective operational processes associated with continuous improvement as a sustainable company through effective environmental management. Aim is to leave minimal trace of operations so that they can contribute to social welfare in a strong manner. The Ambuja Cement was the first to introduce the eco-friendly mining of Limestone in early 90's. These types of initiatives placed them in one of the most sustainable companies awarded with National Award for Pollution Control/Environment Excellence from the ministry of environment and forest in 1993. [7]

Energy highlights at units-

- Installed smart load shedding system at Bhatapara.
- Installation of VFD drive for HP pump of RO plant (TPP) and main and PC firing PD bowers at Bhatapara.
- Installation of fly ash unloading near to the feed bins instead of transferring it by compressed air.
- Reduction in total specific electrical energy consumption of raw mill by 0.7kWh/t cem by reducing feed size, nozzle ring area plate pattern and feed chute modified.

Ambuja cement has also worked brilliantly keeping the thermal efficiency higher at 3178 MJ/tonne. Electrical energy consumption remained around 77.7 KWh/ton cement. Out of total energy generated, 7.4% was from renewable energy, compared to 6.5% in 2016. The renewable energy is mainly extracted from MW biomass-based power plant at Ropar, 7.5 MW wind power station in Kutch, a 330KV solar plant at Bhatpara are some of their key projects. The company has purchased the RE certificates enables them to reduce 50% tones of CO2. [7]

3. Mahindra and Mahindra Ltd.

Sustainability in Mahindra and Mahindra Ltd. is governed by a top-level management which approves new initiatives and monitors progress of integration and later it forwarded to the group cell where through awareness and knowledge building drives the sustainability and also supports individual business in integrating sustainability in strategic business module and throughout operations. The whole process is monitored at the locations or offices present at every location of sub branch of company.

CO2 and Water footprint mapping and reduction program has done around 3% as per the report. The system was conducted in more than 200 dealerships and has implemented LED, energy efficient appliances and capacitor panes in showrooms and workshops which resulted in reduction of more than 3%.

4. Faurecia

To maintain the vehicle emission at minimum level and to balance mobility aspirations with reduced environmental impacts, Faurecia is working for sustainability development since 15 years. And now in 2019 going to invest significantly in technologies for both e-vehicle batteries and fuel cell economy solutions. In terms of air quality, it is expanding vehicle expertise towards commercial vehicles, high HP engines and fleets and cities. [7]

Faurecia also plays a key role in "cleaner urban mobility" by offering and developing digital technologies to improve the performance of traditional power trains as well as to accelerate power train electrification.

5. TATA Motors

TATA motors are one of the leading automobile companies in India. Tata Motors Rank 265 among Fortune 500 companies. Being a leading organization, TATA always focus on sustainability. TATA believes that sustainability is a important part of their management and planning. TATA motors invest around 317.5 million rupees towards environmental protection. Also the electricity that used at Tata, around 20.76% of electricity sourced from renewable Energy. They are committed to develop low emission vehicles that make contribution to the sustainable transport. The urban transport system is rapidly developed and leads to the problems like

traffic congestion, environmental pollution. Threatening safety is going to be the severe challenges to the development of country. Tata motors being the contributor to the development of nation, committed to provide safe, sustainable transport vehicles. At TML, they focus on both on-road transport subsectors Commercial and Passenger Vehicles covering; freight trucks, light goods vehicles, cars and public transportation buses. Private Sector has been increasingly providing leadership in green logistics and urban mobility. In such situations the keys trends that impact the automotive sector are: Electric Vehicles, Artificial Intelligence, Shared Mobility, and Light weighting vehicles. TML providing different options for the growing need for fuel efficiency and reducing emission on roads through different technologies with long way strategy. The Tata E-Vision electric sedan concept which was first showcased at the 2018 Geneva Motor Show is based on the brand's new OMEGA platform that will be the base for all future electric Tata models that are more than 4.3 meters in length. The technologies vary from mild hybrid in one segment to fuel cell in others.TML continue Their R&D efforts in developing vehicles which are powered by alternated fuels like CNG, LPG, Biodiesel, electric and Hydrogen. [7] They also work on LNG and Dual fuel technologies which provide an alternative to pure diesel technologies. At TML there are several initiatives to develop alternate fuel vehicles which reduce the impact of vehicles on air pollution as well as climate change. A list of the major initiatives is given below:

1. TML have 68.4% sales volume from commercial vehicles. So, they always prioritize their efforts towards the efficiency and affectivity of mass transportation vehicles:
    a. After the successful launch of the STARBUS ELECTRIC 9m, the STARBUS ELECTRIC 12m and the STARBUS HYBRID 12m buses, designed, developed and powered by alternate fuels, TML is manufacturing them for supplying to various State Transport corporations.
    b. Delivered 25 Diesel Series Hybrid buses to the city of Mumbai, India to be operated in the city center of Bandra Kurla Complex as well as for connecting BKC to the Airport.
    c. Developed a 12m electric bus based on low floor bus platforms for urban deployment which will result in zero tailpipe emissions. This was displayed in Auto Expo 2018, Delhi.
    d. Developing an electric trolley bus based on the series hybrid platform targeted for BRTS routes for zero emission mass mobility application.
    e. Developing electric vehicles based on small commercial vehicles like Tata Iris and Tata Magic, which are intended for last-mile public transportation applications.
2. At TML approximately 31.6% sales volume is from Personal Vehicles which mostly contributed to the overall emission on roads. So, they have taken some initiatives and developed following models:
    a. TML has designed and developed electric version of Tiger and is supplying to EESL, Government of India.
    b. Developing various electric cars for catering to the customers aspiring for zero emission vehicles.
    c. Displayed concept high performance and longer range EV car vision in Geneva Motor Show which will be catering to the needs of customers aspiring high performing EV Cars.
    d. TML is developing hybrid versions of its passenger car products like Hexa, Tiago and Nano for application in personal mobility. [7]

In 2016, India as a signatory of the Montreal Protocol Amendment had agreed to phase down production and consumption of HFC's with 2028 as freeze year and 85% reduction by 2047. In this regard, TML is proactively exploring the use of alternate low GWP refrigerants like HFO 1234yf, HFC-152a in mobile air conditioning systems.

V. SUSTAINABLE ENERGIES- IMPORTANCE AND USES

Solar Energy

Converting sunlight into energy does not deplete the amount of sunlight that enters the earth. It requires a little maintenance; it just sits out in front of the sun with storing and collecting and it stays strong utmost 30 years.

Hydroelectric Energy

Generating electricity with hydro energy is not polluting itself. The only pollution occurs during the construction of these massive power plants. As long as there is water in the magazines, electricity can be generated. It is very flexible and can be easily adjusted when desired.

Wind Energy

Harnessing wind energy does not pollute the environment nearly as much as fossil fuels, coal and nuclear power do. The potential of wind power is enormous- 20 times more than what the entire human population needs. Wind power is renewable and there is no way we can run out of it (since wind energy originates from the sun). The operational costs associated with wind power are low. Wind turbines are incredible space efficient. The largest of them generate enough electricity to power 600 households in United States. Wind turbines yield energy savings and protect homeowners from power outages.

5. CONCLUSON

This article examines how branding theory and practice evolve in modern business environment where sustainability has been set as a major global issue. In this sense, strong brands have been seen as a powerful driver of changes towards sustainable behavior patterns of both companies and consumers. There are various criteria for establishing successful sustainable brand strategy, like uniqueness, innovativeness, co-creation of sustainable value. However, common thread that links all successful brands is communication regardless of whether they are green or conventional. There is an understanding of "what matters to people in their lives, how and in what direction culture is changing, how to lead rather than being a blind follower, how to 'walk and talk' according to brand integrity rules for each successful brand strategy". [11]

In the era of environmental concern and sustainability on the top of business and society agendas, it is both an obligation and an opportunity for companies to enhance their brands' performance and enlarge brand equity.

1. Understand your business and value chain impacts-This is very important thing to mapping out company's direct and indirect value chain impacts, for example- key supplier's location impacts from the use of products and services to direct impact on operations and this will help firm to identify where their impact overlap with sustainable development goals and places where there might be commercial opportunities in making a contribution to the goal.
2. Align with sustainable development goal- No business can act on all 17 goals or prioritize them all equally. Instead firm need to identify a few that really matters which falls in their sphere of influence and need to overcome, allowing them to make the most positive impact.
3. Identify sustainable development targets- With around 5 targets per goal, once must have to select and prioritize the sustainable goals they want to contribute into. This may be based on relevance and alignment with business, metrics and goals that already track business objectives and strategies, and those that resonate with your employees.
4. Gap Analysis- With a short list of goals and targets identified, it is now necessary to identify gaps in existing measurements and in business practices against the list outlined.
5. Put plans into action- The point of the sustainable development goals is not to track or measure or align but to take real, meaningful, collective action to end poverty, protect the planet and ensure prosperity for all. The goals provide a framework to encourage business, organization and individuals to make changes and drive global development, so don't let your sustainable development goal targets slip, or lie forgotten.

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