



BUSINESS AND SOCIETY FOR A BETTER FUTURE

Public Lecture, New Bulgarian University

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Structure of the Lecture :

- I. The United Nations Children's Fund
- II. Society and Business
- III. Education and human capital
- IV. Agenda 2030 for Sustainable development
- V. Business, SDG's and children
- VI. Conclusion
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The United Nations Children's Fund

- UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential.
- UNICEF works in over 190 countries and territories
- UNICEF is guided by the convention on the Rights of the child.



UNICEF Work in Bulgaria

To reach the Bulgaria's most disadvantaged children. To save their lives. To defend their rights. To ensure they participate in society. To help them fulfill their potential.

To prevent the separation of children from their families; prevention of violence and abuse of children; support for social inclusion of children and families.

To ensure the right of every child to quality education.

To guarantee that children have access to justice and are better served and protected by the justice systems.

In partnership with the Government, local authorities, schools and Universities, families, civil society and business

SOCIETY AND BUSINESS

- A **society** is a group of individuals involved in persistent social interaction typically subject to the same political authority and dominant cultural expectations.
- Society does not exist without some form of an economy, and businesses are what makes up the economic system of the world.
- However business need to consider the effects of their economic activity on society. Need to **Invest in innovation** to help society solve the challenges and **Cooperate and collaborate** since some market challenges can not be solved by one entity alone.

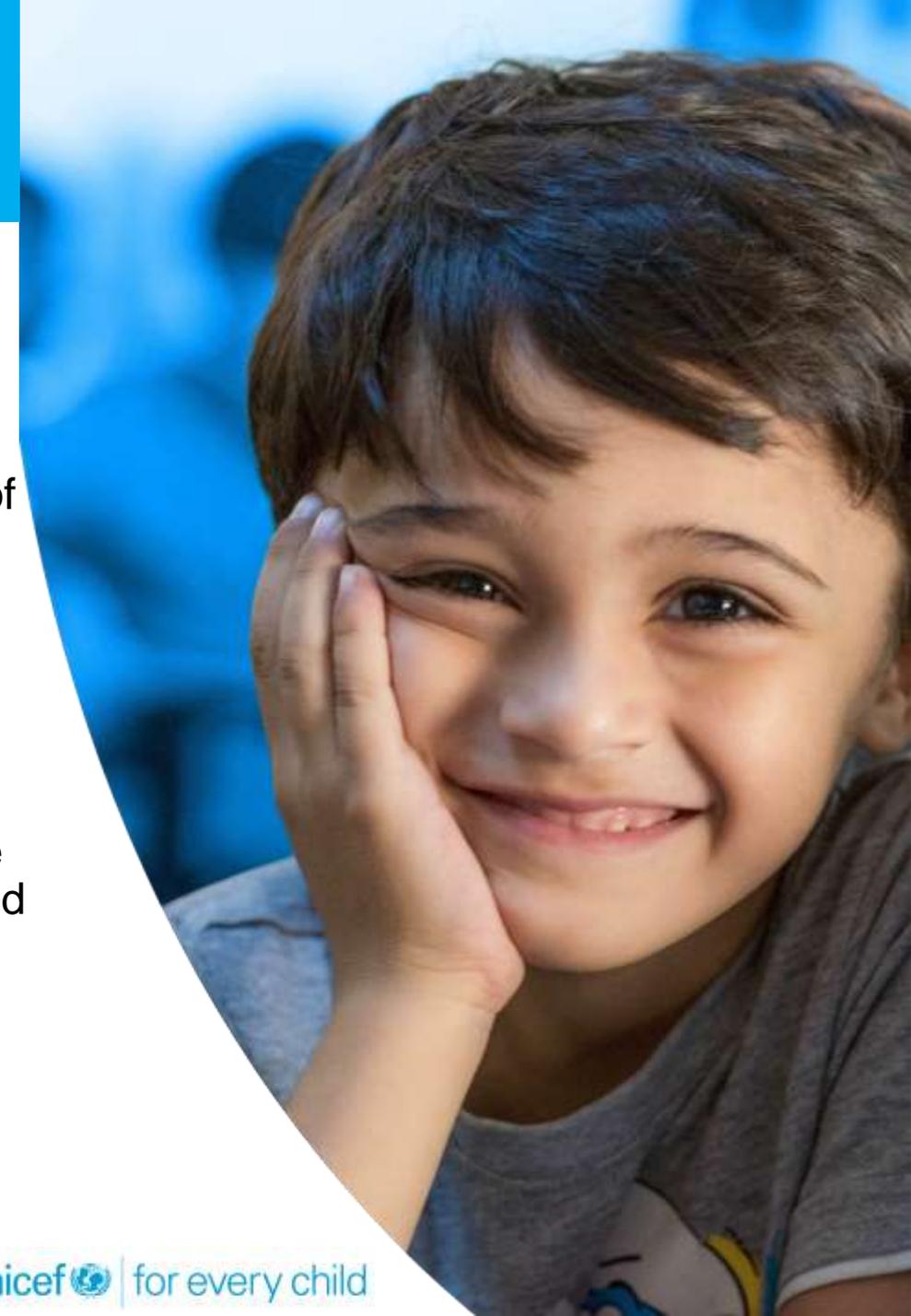


Human Society



ROLE OF EDUCATION

- ✓ Education is an extremely important element in the organization of modern society
- ✓ Contributes to both growth of the people but also the development of society as a whole.
- ✓ Education increases national income and other cultural richness
- ✓ Education improves productivity and prosperity, and also improves enriched life experience.
- ✓ It is important for strengthening the human capital, - without this we cannot achieve sustained, inclusive economic growth, the workforce will not be prepared for the more highly skilled jobs of the future, and we will not compete effectively in the global economy.
- ✓ Human capital is a catalyst to economic development – we have some examples such the Korean economy



EDUCATION INSTITUTIONS

- ✓ **Building on the Known:** Give the appropriate parts of the knowledge which has already been articulated by previous generations.
- ✓ **Introducing New Knowledge:** Teach how existing knowledge should be used to develop new products, to introduce new processes and production methods and social services.
- ✓ **Innovating:** Encouraging individuals to develop new ideas, products, processes and methods through creative approaches.
- ✓ **Education for sustainable development-** education that encourages changes in knowledge, skills, values, and attitudes to enable a more sustainable and equitable society.



SUSTAINABLE DEVELOPMENT GOALS



The 2030 Agenda for Sustainable Development adopted by all United Nations Member States in 2015.

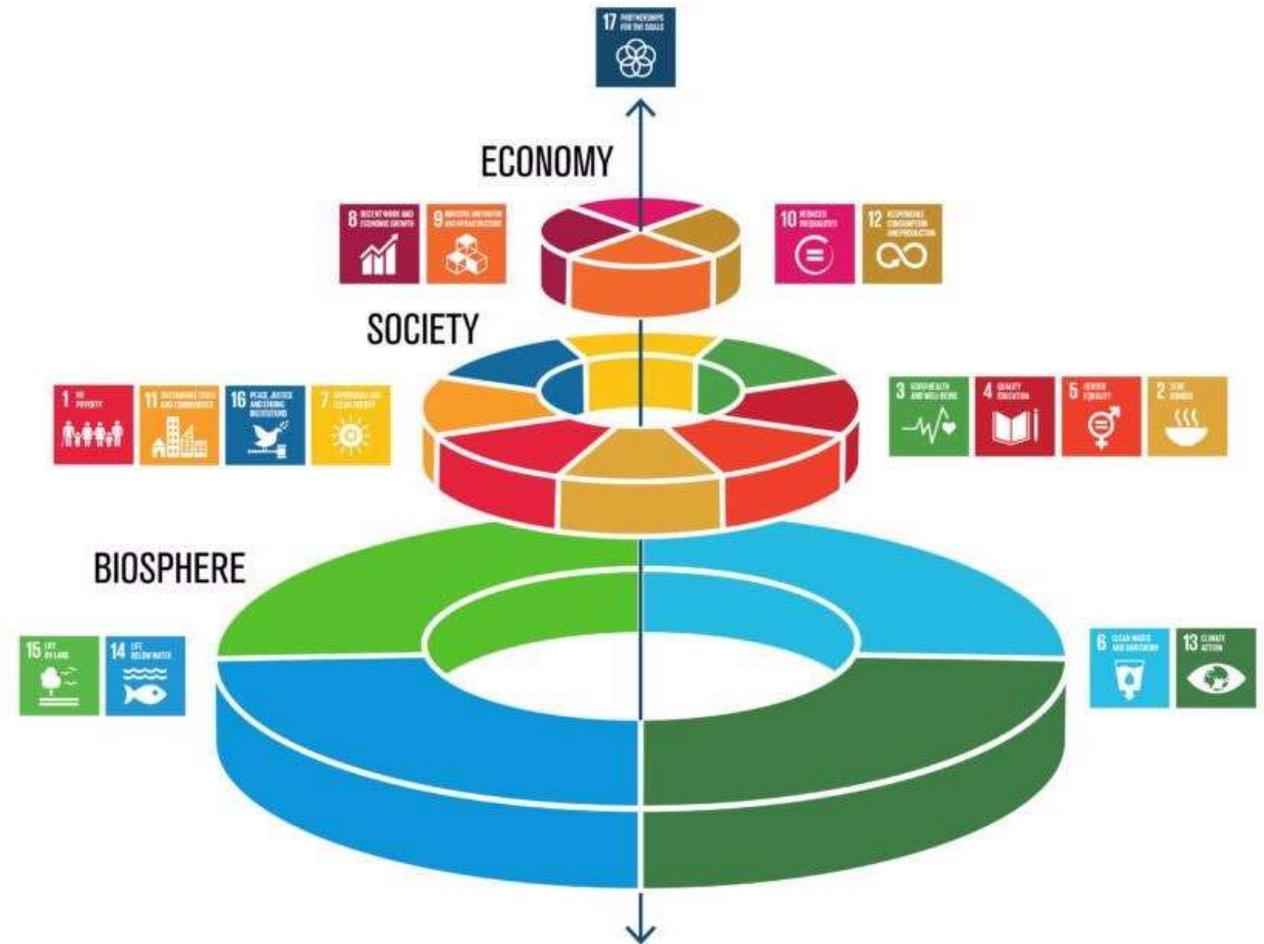
A shared blueprint on
PEOPLE,
PLANET, PROSPERITY

17 Goals , 169 Targets and 230 Indicators

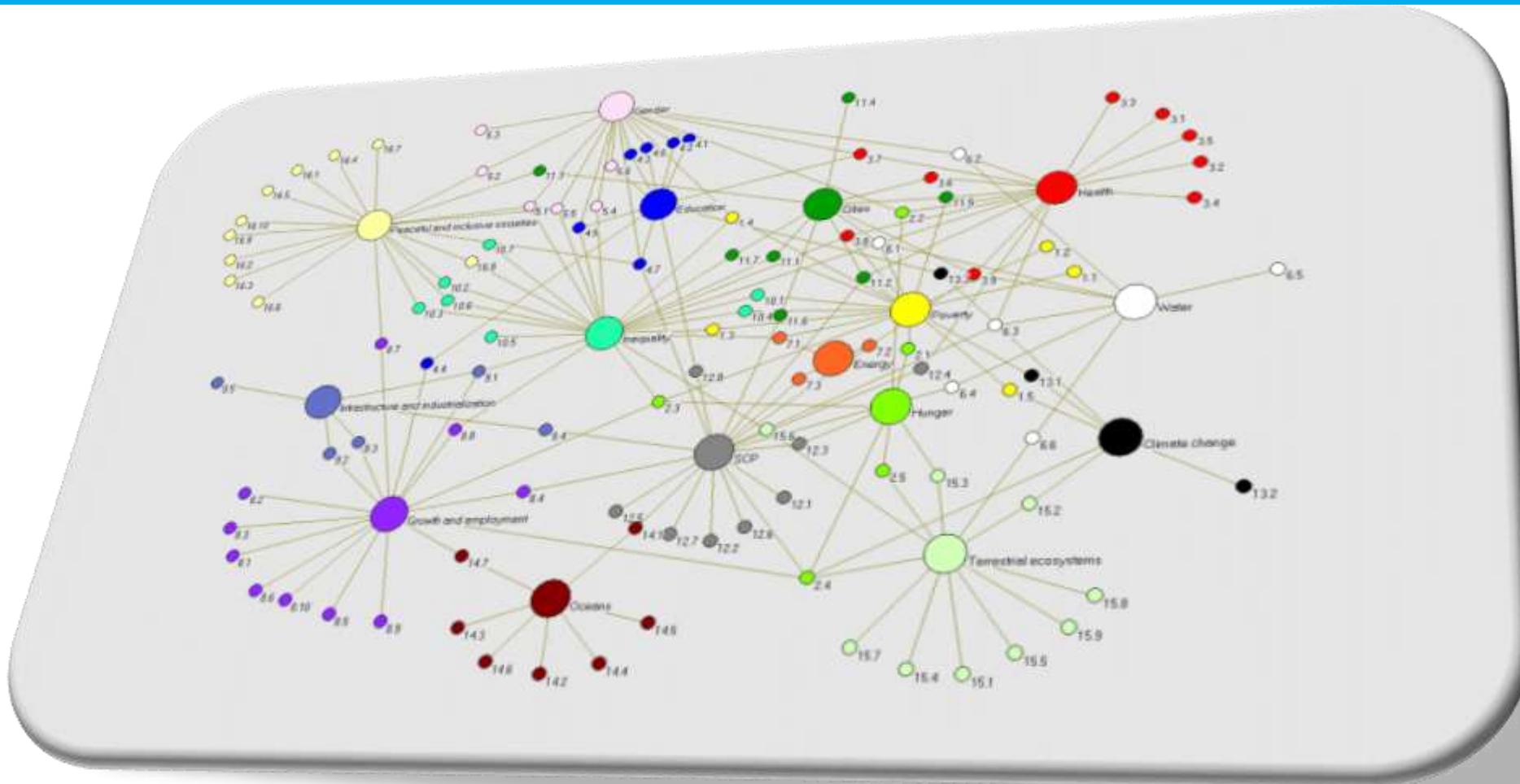
The SDGs provide all businesses with a new lens through which to translate the world's needs and ambitions into business solutions.

AGENDA 2030 FOR SUSTAINABLE DEVELOPMENT

- **SDGs** are a collection of 17 interlinked goals designed to be a "blueprint to achieve a better and more sustainable future for all"
- An ambitious action plan for people, the planet and prosperity;
- Interconnected and include topics from the economic, social and environmental aspects of sustainable development;
- Universal and apply to all nations and people who seek to overcome inequalities and ensure that no one falls behind.



The 17 SDGs have: 169 Targets and 230 Unique indicators to track progress



BUSINESS AND SDGS



To respond to the Challenges identified in the formulation of the SDG's the whole society has a role to play and definitely business has a critical role to play – contributing to individual and public resources, providing products and services and influencing the evolution of society as a whole

Transforming our world: The 2030 Agenda for Sustainable Development, Art. 67

“Private business, investment and innovation are key factors and incentives for productivity, including economic growth and job creation.

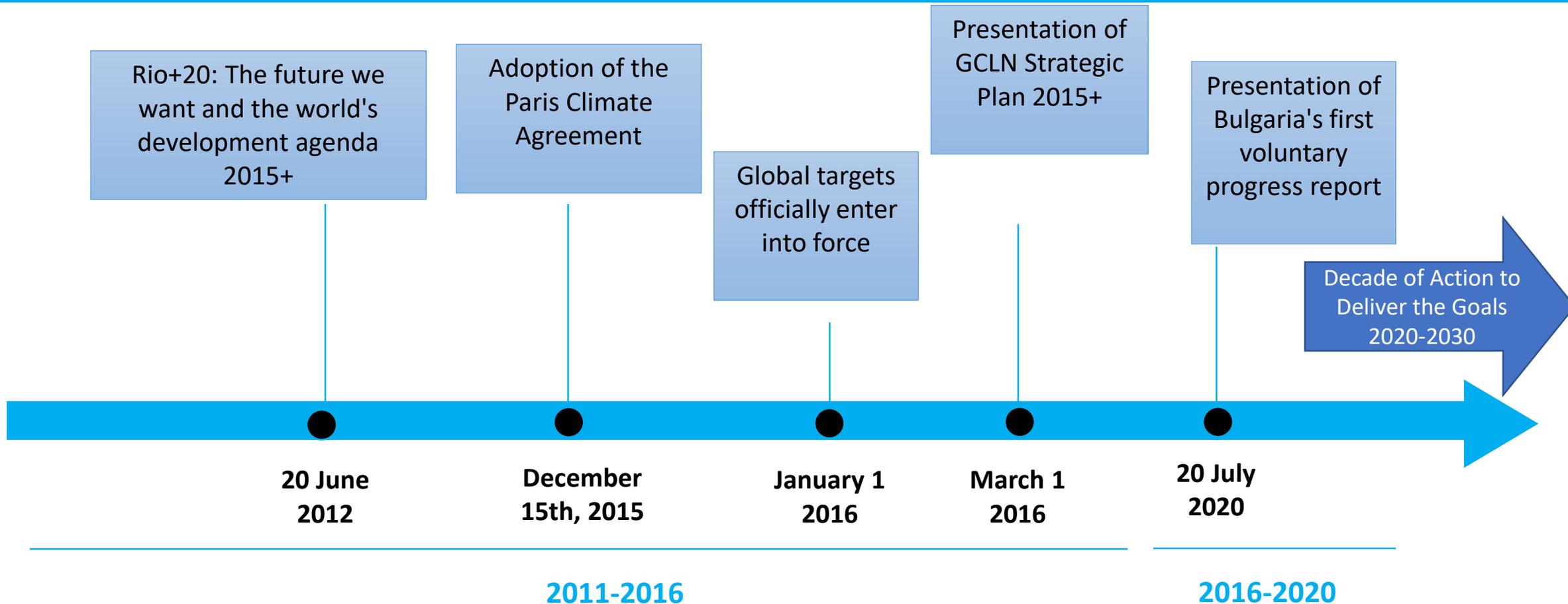
We note the diversity of the private sector – from micro enterprises to cooperatives and multinational corporations. We call on all businesses to apply their creative spirit and innovation to address the challenges of sustainable development.”

BENEFITS FOR COMPANIES

- Increase trust between stakeholders;
- Improve their operating license;
- Reduce legal risks, reputational risks and other risks to business;
- To build resilience to costs or requirements imposed by future legislation;
- To stabilize societies and markets.



TIMELINE FOR THE SDGS



The **Decade** of Action calls for **accelerating** sustainable solutions to all the world's biggest challenges — ranging from poverty and gender to climate change, inequality and closing the finance gap

SOME THOUGHTS ON BULGARIA

- In June 2020 Bulgaria presented the VNR https://sustainabledevelopment.un.org/content/documents/26289VNR_2020_Bulgaria_Report.pdf and shows progress across all SDGs.
- National Development Programme BULGARIA 2030 contains a commitment to the implementation of the Sustainable Development Goals.



ABOUT BUSINESS IN BULGARIA

National Survey of Bulgarian business and global objectives

62%

Mention of
global goals in
company
strategies and
documents

55%

Have organized
one or more
events on the
topic of the
Global Goals

Mapping of CSR in Bulgaria (2018-2019)

536

CSR practices

27

Territories

56%

Multiple
partnerships

87%

Several
editions



9%



22%



63%



3%



3%

UNICEF'S NEW MODEL FOR WORKING WITH BUSINESS

Shared Value Partnerships

Partnerships that achieve social impact at scale and also deliver strategic economic value for business : *Win-Win*



SOME QUESTIONS?

- The current young people are the future Business leaders in different fields – Are they inquisitive enough? The digital world gives opportunities for learning and developing?
- As future leaders how are they learning or modeling or cultivating their leadership characteristics in order to be more inclusive and inspire vision? There examples of such leaders current and in history.
- Are businesses engaging learning institutions and partnering to benefit society? Are their missed opportunities?

unicef 
for every child

Thank you.

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