CNSBI

The Center for New Sustainable Business Initiatives (CNSBI)

cnsbi.org

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Chapeau

Global crises demand bold action. The United Nations' Pact for the Future must be our collective blueprint of action with concrete commitments that deliver tangible results and secures international cooperation to build a just, resilient, and prosperous future for all.

The Center for New Sustainable Business Initiatives (CNSBI) stands ready to partner on this transformative Pact. Together, let us act now and rewrite the narrative of our shared future with actionable solutions fueled by science, technology, innovation, inclusive multilateralism, and empowered youth.

Chapter I. Sustainable development and financing for development

CNSBI believes that unlocking financing for sustainable development requires a systemic shift towards innovative, inclusive, and impact-driven business models. We urge commitment to:

1. Global Sustainable Innovation Marketplace:

Source: Inspired by the need for a centralized hub for sustainable solutions.

Action: Create a digital marketplace that:

Connects investors with vetted, high-impact sustainable businesses and projects: Facilitate matchmaking between capital and solutions that address critical social and environmental challenges.

Provides standardized impact metrics and transparent reporting tools: Ensure investor confidence by offering robust data on the environmental, social, and economic impact of potential investments.

Foster collaboration and knowledge sharing: Connect businesses with mentors, experts, and potential partners to accelerate their scale and impact.

2. Blended Finance Accelerator for SDG-aligned ventures:

Source: Recognizing the need for de-risking and attracting private capital to scale up sustainable solutions.

Action: Establish a dedicated fund that:

Blends public grants and concessional loans with private sector investments: Reduce risks for investors and leverage private capital for sustainable development projects in critical sectors like renewable energy, clean water, and circular economy.

Provides technical assistance and capacity building for early-stage ventures: Equip entrepreneurs with the skills and resources needed to grow their businesses, navigate financing landscapes, and maximize impact.

Tracks and showcases the financial and impact returns of blended finance investments: Build evidence and attract further capital by demonstrating the profitability and positive social and environmental outcomes of blended finance models.

3. Green Business Tax Incentives and Subsidy Reform:

Source: Acknowledging the need for policy interventions to incentivize sustainable practices.

Action: Implement policy reforms that:

Introduce tax breaks and incentives for businesses adopting sustainable practices: Encourage investment in clean technologies, resource efficiency measures, and circular economy models.

Prioritize public procurement based on sustainability criteria: Leverage government purchasing power to reward sustainable businesses and create market demand for green solutions.

4. Inclusive Digital Finance Infrastructure for Sustainable Development:

Source: Recognizing the role of digital finance in overcoming financial exclusion and enabling sustainable livelihoods.

Action: Invest in:

Expanding access to digital financial services, particularly in rural and underserved communities: Promote financial inclusion through mobile banking, micro-insurance, and innovative Fintech solutions.

Developing digital platforms for crowdfunding and peer-to-peer lending: Empower communities to mobilize their own resources and invest in sustainable initiatives.

Building capacity and financial literacy: Equip individuals and businesses with the skills and knowledge needed to leverage digital finance for their economic and social well-being.

Sources:

B Lab: https://www.bcorporation.net/

UN Sustainable Development Goals: https://sdgs.un.org/goals

Principles for Responsible Investment (PRI): https://www.unpri.org/download?ac=10948

Global Green Finance Institute: https://www.greenfinanceinstitute.com/programmes/green-finance-guarantee-facility/

Chapter II. International peace and security

CNSBI believes that a sustainable future requires a world where peace and security are actively promoted through innovative and collaborative approaches. We urge commitment to:

1. Global Sustainable Business Peacebuilding Alliance:

Source: Inspired by the need for a business-driven approach to peacebuilding.

Action: Establish a multi-sectoral alliance consisting of:

Sustainable businesses: Leverage their expertise in job creation, infrastructure development, and community engagement to contribute to peacebuilding efforts.

Civil society organizations and local communities: Ensure that peacebuilding initiatives are inclusive and address the specific needs of affected communities.

Academic institutions and research bodies: Provide data-driven insights and best practices for sustainable peacebuilding strategies.

International organizations and UN agencies: Foster collaboration and align business efforts with existing peacebuilding frameworks.

Role: Develop and implement business-led peacebuilding initiatives in conflict-affected regions, promoting economic opportunities, social cohesion, and long-term stability.

2. Sustainable Livelihoods and Skills Development Programs in Conflict Zones:

Source: Recognizing the link between poverty, lack of opportunity, and conflict.

Action: Implement programs that:

Equip individuals with skills and resources to build sustainable livelihoods: Provide training in entrepreneurship, agriculture, renewable energy, and other relevant sectors, fostering economic independence and resilience.

Connect individuals with financial services and market opportunities: Enable access to microloans,cooperatives, and fair trade networks to empower communities and stimulate local economies.

Promote social cohesion and conflict resolution skills: Facilitate dialogue and understanding between different groups, building trust and preventing future conflict.

3. Green Technology and Resource Management for Sustainable Peace:

Source: Addressing the environmental factors that can exacerbate conflict and contribute to resource scarcity.

Action: Invest in:

Renewable energy projects and sustainable infrastructure: Reduce dependence on fossil fuels and mitigate climate change, preventing conflict over resources.

Circular economy initiatives: Promote resource efficiency and waste management, reducing environmental degradation and promoting resource security.

Ecosystem restoration and conservation programs: Protect natural resources and support livelihoods in fragile environments, preventing conflict and promoting long-term sustainability.

4. Responsible Business Practices and Supply Chain Transparency:

Source: Recognizing the role of businesses in mitigating conflict risks and promoting human rights throughout their supply chains.

Action: Encourage businesses to:

Conduct due diligence and implement conflict-sensitive sourcing practices: Identify and address potential risks of conflict and human rights violations in their supply chains.

Promote transparency and accountability: Publicly disclose sourcing practices, engage with stakeholders, and address concerns related to conflict minerals and human rights abuses.

Support initiatives that promote responsible business practices and ethical sourcing: Collaborate with industry associations, NGOs, and international organizations to develop best practices and enforce ethical standards.

Sources:

UN Global Compact: https://www.unglobalcompact.org/

International Peace Institute: https://www.ipinst.org/

Business for Peace: https://businessforpeace.org/

UN Sustainable Development Goal 16: Peace, Justice and Strong Institutions: https://sdgs.un.org/goals/goal16

Chapter III. Science, technology and innovation and digital cooperation

CNSBI, the Center for New Sustainable Business Initiatives, believes that harnessing the power of science, technology, and innovation (STI) through inclusive digital cooperation is key to building a sustainable and equitable future. We urge commitment to:

1. Global Sustainable Business Innovation Hub:

Source: Building on the need for a platform dedicated to sustainable business solutions.

Action: Establish a digital platform that leverages AI and collaborative tools to:

Identify and showcase best practices in sustainable business across industries: Facilitate knowledge sharing and peer-to-peer learning through case studies, online resources, and interactive forums.

Connect businesses with investors and partners: Match innovative sustainable solutions with funding opportunities and potential collaborators, utilizing AI-powered matchmaking algorithms.

Develop and pilot new sustainable business models: Foster collaboration between businesses, researchers, and policymakers to test and scale innovative approaches to sustainability challenges.

2. AI-powered Circular Economy Marketplace:

Source: Recognizing the potential of AI for optimizing resource utilization and the need for transitioning to a circular economy.

Action: Create an AI-powered platform that:

Connects businesses with surplus materials and waste with potential buyers: Utilize AI to match waste streams with potential users, minimizing landfill waste and promoting resource efficiency.

Facilitates data-driven decision-making: Provide businesses with real-time insights on resource utilization, waste generation, and potential circular economy opportunities through AI-powered analytics and dashboards.

Incentivizes sustainable production and consumption: Develop reward mechanisms and recognition programs for businesses adopting circular economy practices, utilizing blockchain technology for transparent tracking of resource usage and sustainability impacts.

3. Green Tech Investment Accelerator:

Source: Addressing the need for increased investment in clean technologies and the potential of blended finance models.

Action: Establish a dedicated fund that:

De-risks and attracts private capital to invest in promising green technologies: Utilize blended finance mechanisms to combine public grants with private investments, mitigating risks and leveraging private sector expertise.

Provides technical assistance and capacity building: Support green tech startups and entrepreneurs with business development, market access, and technology scaling expertise.

Tracks and showcases the impact of green tech investments: Monitor the environmental and economic benefits of funded projects, promoting transparency and attracting further investment.

4. Digital Inclusion for Sustainable Development:

Source: Recognizing the critical role of digital access and skills in achieving sustainable development goals.

Action: Prioritize investments in:

Expanding affordable broadband access, particularly in underserved communities: Bridge the digital divide and ensure equitable participation in the digital economy.

Developing digital literacy and skills programs: Equip individuals with the knowledge and skills needed to use technology for their livelihoods, access information, and participate in decision-making processes.

Promoting the development of inclusive digital platforms and tools: Ensure that all platforms and tools are accessible to people with disabilities and diverse abilities.

5. Global AI Ethics Framework for Sustainable Development:

Source: Addressing the ethical concerns surrounding AI development and deployment, especially in the context of sustainability.

Action: Establish a multi-stakeholder forum to:

Develop and implement ethical guidelines for AI used in sustainable development projects: Ensure transparency, accountability, and fairness in AI-driven solutions for environmental protection, resource management, and social equity.

Promote responsible data governance and privacy protection: Establish clear frameworks for data collection, use, and sharing, ensuring individual privacy and preventing misuse of data.

Facilitate capacity building and knowledge sharing: Provide training and resources for policymakers, businesses, and civil society organizations on responsible AI development and deployment for sustainable development.

By embracing these concrete and action-oriented recommendations, we can leverage the power of STI and digital cooperation to drive sustainable business practices, accelerate progress towards the SDGs, and build a more equitable and prosperous future for all.

Sources:

World Business Council for Sustainable Development (WBCSD): https://www.wbcsd.org/

Ellen MacArthur Foundation: https://www.ellenmacarthurfoundation.org/

Global Green Finance Institute: https://www.finance-watch.org/ggfi/

United Nations Sustainable Development Goals: https://sdgs.un.org/goals

Asilomar AI Principles: https://futureoflife.org/cause-area/artificial-intelligence/

Chapter IV. Youth and future generations

CNSBI recognizes that the future belongs to young people and their voices must be heard to ensure a sustainable and equitable world. We urge commitment to:

1. Global Youth Sustainable Business Incubator:

Source: Inspired by existing youth entrepreneurship programs and the need to support youth-led sustainable business initiatives.

Action: Establish a global network of incubators that:

Provide young entrepreneurs with seed funding, mentorship, and business development support: Offer tailored programs to help youth develop and scale sustainable business ideas tackling environmental and social challenges.

Connect youth with investors and partners: Facilitate access to funding, resources, and collaborations to accelerate the growth of youth-led businesses.

Promote knowledge exchange and peer-to-peer learning: Create platforms for young entrepreneurs to share best practices, learn from each other, and build a supportive community.

2. Youth Green Innovation Challenge:

Source: Leveraging the potential of youth innovation and competition to drive sustainable solutions.

Action: Launch an annual global competition that:

Solicits and celebrates innovative solutions from young people across sectors related to sustainability: Encourage youth to develop creative ideas addressing climate change, resource scarcity, and social inequities.

Provides funding and support for winning projects: Award grants and mentorship to help young innovators bring their ideas to life and scale their impact.

Amplify youth voices and showcase solutions on a global platform: Organize conferences, workshops, and media campaigns to connect winning projects with potential partners, investors, and policymakers.

3. Youth SDG Reporting Mechanism:

Source: Recognizing the need for youth perspectives and data in monitoring progress towards the SDGs.

Action: Develop a platform where young people can:

Contribute to local and national SDG reporting processes: Provide data, insights, and recommendations on progress towards the SDGs from their communities and lived experiences.

Hold governments and businesses accountable for their sustainability commitments: Monitor progress on SDG targets, identify gaps and challenges, and advocate for effective action.

Share best practices and learnings from youth-led sustainability initiatives: Showcase successful youth projects and inspire others to take action.

4. Integrate Youth in Decision-Making Bodies:

Source: Recognizing the importance of youth participation in shaping policies that impact their future.

Action: Implement measures to:

Establish youth advisory councils and committees: Ensure youth voices are represented in decision-making bodies at local, national, and international levels.

Provide training and capacity building for young leaders: Equip young people with the skills and knowledge needed to effectively participate in policy discussions and decision-making processes.

Develop youth-friendly communication and engagement strategies: Ensure that youth are informed, consulted, and actively involved in discussions that affect their future.

Sources:

UN Youth Strategy: https://www.un.org/youthenvoy/wp-content/uploads/2018/09/18-00080_UN-Youth-Strategy_Web.pdf

Ashoka Changemakers: https://www.changemakers.com/

UN SDG Progress Report 2023: https://desapublications.un.org/publications/financing-sustainable-development-report-2023

Chapter V. Transforming global governance

CNSBI believes that effective global governance is crucial for fostering a world where sustainable business thrives and contributes to the SDGs. We urge commitment to:

1. Multi-stakeholder Sustainable Business Advisory Council:

Source: Inspired by initiatives like the UN Global Compact and the need for broader stakeholder input in global governance.

Action: Establish a permanent council consisting of representatives from:

Sustainable businesses: Ensure the voice of businesses leading the way in sustainability is heard and integrated into policy decisions.

Civil society organizations and NGOs: Incorporate grassroots perspectives and expertise in tackling social and environmental challenges.

Academic institutions and research bodies: Leverage scientific knowledge and data to inform evidence-based policymaking.

International organizations and UN agencies: Foster collaboration and synergy among existing governance bodies.

Role: Advise on global policies and regulations impacting sustainable business development, co-create solutions to systemic challenges, and monitor progress towards achieving the SDGs through a sustainable business lens.

2. Global Green Business Standards and Certification Framework:

Source: Recognizing the need for consistent and transparent reporting on sustainability performance by businesses.

Action: Develop a comprehensive framework consisting of:

Standardized metrics and reporting requirements for key sustainability indicators: Ensure accurate and comparable data on environmental, social, and governance (ESG) performance across industries and regions.

Independent third-party certification processes: Verify the accuracy and credibility of businesses' sustainability claims and offer consumers reliable information.

Incentives and recognition programs for businesses adopting high sustainability standards: Encourage continuous improvement and promote responsible business practices through tax breaks, procurement preferences, and public recognition.

Role: Provide businesses with a clear roadmap for measuring and improving their sustainability impacts, empower consumers to make informed choices, and hold businesses accountable for their commitments.

3. International Sustainable Business Dispute Resolution Mechanism:

Source: Addressing the need for efficient and equitable mechanisms to resolve disputes related to sustainable business practices.

Action: Establish a specialized tribunal or mediation process specifically focused on:

Resolving disputes arising from greenwashing, false sustainability claims, and violations of sustainable business standards: Provide swift and fair resolution for stakeholders impacted by unethical business practices.

Mediating conflicts between businesses and communities affected by their operations: Facilitate dialogue and collaborative solutions to social and environmental concerns.

Setting precedents and best practices for sustainable business conduct: Contribute to the development of a global legal framework for sustainable business activities.

Role: Protect stakeholders from harm caused by unsustainable business practices, promote accountability, and encourage responsible corporate behavior within the global market.

4. Reimagine International Financial Institutions (IFIs) for Sustainable Development:

Source: Building on existing initiatives like the Sustainable Development Bonds (SDBs) and the need for IFIs to adapt to the demands of sustainable business financing.

Action: Encourage IFIs to:

Allocate dedicated funding and investment products specifically for sustainable businesses: Cater to the unique needs and risk profiles of sustainable businesses through blended finance mechanisms, concessional loans, and equity investments.

Develop capacity building programs and technical assistance for sustainable businesses in developing countries: Support businesses in emerging markets to adopt best practices, access necessary resources, and navigate complex regulations.

Integrate ESG considerations into all lending and investment decisions: Prioritize financing projects that demonstrate clear contribution to the SDGs and mitigate potential environmental and social risks.

Role: Catalyze sustainable business growth through innovative financing solutions, provide technical expertise, and ensure IFIs contribute effectively to global sustainability goals.

5. Open Data Platform for Sustainable Business Innovation:

Source: Recognizing the power of data in driving innovation and collaboration in the sustainable business landscape.

Action: Establish a global platform that:

Aggregates and makes publicly available data on sustainable business practices, technologies, and solutions: Facilitate knowledge sharing, peer-to-peer learning, and cross-sectorial collaboration.

Connects businesses with potential partners, investors, and technology providers: Support matchmaking and collaboration opportunities to accelerate the development and scaling of sustainable solutions.

Tracks and visualizes progress towards the SDGs through data on sustainable business activities: Promote transparency, accountability, and informed decision-making by all stakeholders.

Role: Empower businesses with valuable data and resources, foster a vibrant ecosystem for sustainable innovation, and track progress towards a sustainable future.

Sources:

UN Global Compact: https://www.unglobalcompact.org/