

Private Sector Responsibility in Supporting Sustainable Development – the Interconnection Between Business Approaches, the Youth, CSR and the SDGs in Creating Sustainability

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SUMMARY

The paper describes the role of the private land sector and land professionals in contributing to the SDG's and illustrates why the involvement of the private sector is crucial for the companies themselves in order to create a sustainable and future-fit business. By working with the SDG's in a new strategic context, private companies (and other organizations) can take Corporate Social Responsibility (CSR) to a new strategic higher level, beyond the commitment to the UN Global Compact Principles and at the same time contribute positively to the SDG's.

Private land-related companies will however not only be able to contribute with valuable knowledge, best practices, and advice in general related to the management of land. From a Corporate Social Responsibility (CSR) perspective, private companies furthermore have the chance, the ability, and not least an obligation to make a difference, keeping in mind that about 70 % of the World's population still lack security of tenure rights.

Experience shows that for private companies, small as well as medium-sized and large, the adoption of CSR policies with a focus on the SDGs results in an advantageous situation for the companies. Next to being the right thing to do, the engagement in providing a foundation for economic, social and environmental growth in developing countries provides a huge opportunity for internal growth of the companies.

Nowadays, young professionals focus largely on to what extent companies take responsibility for their own behavior - internally and externally - and the existence of policies on CSR is often highly prioritized. The right values matter enormously for the young professionals. The current generation of young professionals also demands that companies take a social responsibility of their actions, in order to find them attractive as employers.

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This paper will address these issues, and introduce how to attract, develop and retain young people in organizations using the SDG's as a strategic tool and putting CSR into a new strategic level.

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