

JULIA WALKER • ALMA PEKMEZOVIC • GORDON WALKER

Sustainable Development Goals

Harnessing Business to Achieve the **SDGs**
through **Finance, Technology and Law Reform**



Foreword by **Mahmoud Mohieldin**
World Bank Vice President for the 2030 SDG Development Agenda

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'This book argues that meeting the UN Sustainable Development Goals will require the united efforts of governments and the private sector. It injects a welcome note of realism into this hugely ambitious task.'

–Kichimoto Asaka, Professor of Law, University of Tokyo

'Digital innovation and financial technology, supported by the fourth Industrial Revolution technology such as Blockchain technology and others, have a critical role to play in meeting the United Nations Sustainable Development Goals. This exciting book explores how nations and businesses can join together to successfully achieve the goals.'

*–Kanya Hirunwattanapong, International College of Digital Innovation,
Chiang Mai University, Thailand*

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Harnessing Business to Achieve the SDGs through Finance,
Technology, and Law Reform

Edited by Julia Walker, Alma Pekmezovic, and Gordon Walker

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Helen Clark was Prime Minister of New Zealand for three successive terms from 1999 to 2008. She was the first woman to become Prime Minister following a General Election in New Zealand and the second woman to serve as Prime Minister.

Throughout her tenure as Prime Minister and as a Member of Parliament over 27 years, Helen Clark engaged widely in policy development and advocacy across the international affairs, economic, social, environmental, and cultural spheres. She advocated strongly for a comprehensive programme on sustainability for New Zealand and for tackling the challenges of climate change. She was an active leader of her country's foreign relations, engaging in a wide range of international issues.

In April 2009, Helen Clark became Administrator of the United Nations Development Programme. She was the first woman to lead the organisation, and served two terms there. At the same time, she was Chair of the United Nations Development Group, a committee consisting of all UN funds, programmes, agencies, and departments working on development issues. As Administrator, she led UNDP to be ranked the most transparent global development organisation. She completed her tenure in April 2017.

Helen Clark came to the role of Prime Minister after an extensive parliamentary and ministerial career. Prior to entering the New Zealand Parliament, Helen Clark taught in the Political Studies Department of the University of Auckland, from which she earlier graduated with her BA and MA (Hons) degrees.

Helen continues to speak widely and be a strong voice on sustainable development, climate action, gender equality and women's leadership, peace and justice, and action on noncommunicable diseases and on HIV. She serves on a number of advisory boards and commissions, including in the capacity of Chair of the Advisory Board of UNESCO's Global Education Monitoring Report. In June 2019, she assumed the Chairpersonship of the Extractive Industries Transparency Initiative. She is also the Patron of The Helen Clark

Foundation, which has been established as a think tank to support evidence-informed debate on issues which Helen has been passionate about all her life.

Brent Fisse has acted for clients on competition law in a wide range of industries, some in the public sector. Brent was a partner of Gilbert + Tobin in Sydney from 1995. Since retiring from Gilbert + Tobin in 2004, he has run his own practice (Brent Fisse Lawyers) and is also a Special Counsel at Resolve Litigation Lawyers.

Until 2019, he acted as consultant to the Asian Development Bank, mainly on competition law and policy reviews in Pacific Island economies, including Papua New Guinea and Fiji.

Brent was a professor of law at the University of Sydney from 1985 to 1995, and is now an Honorary Professor there and an Adjunct Professor, Australian School of Taxation and Business Law, UNSW Business School. He is the co-author (with Caron Beaton-Wells) of *Australian Cartel Regulation* (2011) and author of various papers on competition law.

Brent is a member of the American Bar Association Antitrust Section and the Law Council of Australia's Competition and Consumer Committee.

Iason Gabriel is a Senior Research Scientist at DeepMind in the Ethics and Society team. Before joining DeepMind, he was a Supernumerary Teaching Fellow in Politics at St Johns College, Oxford, and a part-time researcher at the Mind, Behavior, and Development Unit of the World Bank.

Varun Gauri is Senior Economist in the Development Economics Vice Presidency of the World Bank, and Co-Head of the Mind, Behavior, and Development Unit (eMBED), which integrates behavioural science into the design of antipoverty policies worldwide. He was Co-Director of the World Development Report 2015: *Mind, Society, and Behaviour*.

Dr Geoff Kendall is an entrepreneur whose experience spans sustainability consulting, high-tech start-ups, corporate communications, and academic research. Geoff holds a PhD in artificial intelligence, and has cofounded two software businesses. The second of these was acquired by a global technology company, where Geoff went on to serve as marketing director for three years.

Geoff switched careers in 2010, joining SustainAbility, a London-based think tank, and for four years he led the communications team and advised some of the world's biggest corporations on sustainable business models. In early 2014, Geoff left to set up the Future-Fit Foundation.

Guillaume Lafortune is Manager at the UN Sustainable Development Solutions Network (SDSN), where he leads the work on data and statistics for the SDGs, including the production of the SDG Index and Dashboards Report. Previously, he served as an economist at the Organisation for Economic Co-operation and Development (OECD), working on public governance reforms and statistics. Earlier, Guillaume worked as an economist at the Ministry of Economic Development in the Government of Quebec (Canada).

Julian Payne is an Associate at The Carbon Trust and Senior Project Advisor at UN SDSN Youth, focusing on green finance issues. Julian has also served as the Project Leader for SDSN Youth's work on Youth, Peace, and Security and as a member of its Research and Policy team. Previously, Julian worked as a Research Associate at the UCL Department of Science, Technology, Engineering, and Public Policy. He holds an MSc in Comparative Political Economy from the LSE and a BA in Philosophy and Linguistics from the University of Konstanz, with an exchange at the University of Durham.

Dr Mahmoud Mohieldin is a Senior Vice President at the World Bank Group, responsible for the 2030 Development Agenda, UN Relations and Partnerships. Before joining the World Bank Group, Dr Mohieldin held numerous senior positions in the Government of Egypt, including Minister of Investment from 2004 until 2010. He also served on several Boards of Directors, including the Central Bank of Egypt, as well as in the banking and the corporate sectors. Dr Mohieldin was a member of the Commission on Growth and Development, and was selected by the World Economic Forum as a Young Global Leader.

Dr Mohieldin is a Professor of Economics and Finance at Cairo University. He is also an Honorary Professor at Durham University, UAEU, and Nile University, and is member of the Advisory Board of the Durham Business School. Dr Mohieldin has held leading positions in national and regional research centres and think tanks. He has authored numerous publications and articles in the fields of international finance, growth, banking, financial development, and economic planning. He received his PhD in Economics from the University of Warwick; an MSc in Economic and Social Policy Analysis from the University of York; and a BSc in Economics, first in the order of merit, from Cairo University.

Suresh Nanwani is a CEDR Accredited Mediator; Honorary Associate Professor at Australian National University; Visiting Professorial Fellow at University of New South Wales; Honorary Research Fellow at Birkbeck University of London; and Visiting Fellow at Global Policy Institute in Durham University. He is a Member of Practitioners' Board at Global Policy; and Executive Council Member of the Society of International Economic Law. He has 30 years of development experience in international organisations, including the World Bank and was formerly Advisor at Asian Development Bank and Counsel at European Bank for Reconstruction and Development. He has published on international financial institutions, law and development, and governance and accountability.

Tom Naratil became co-President of Global Wealth Management of UBS Group AG and UBS AG in February 2018. In January 2018, he became CEO of UBS Americas Holding LLC. He was appointed President UBS Americas of UBS Group AG and UBS AG in January 2016. He previously served as President

Wealth Management Americas from 2016 to 2018. He became a member of the GEB in June 2011 and was Group CFO of UBS AG from 2011 to 2015. He held the same position for UBS Group AG from 2014 to 2015. In addition to the role of Group CFO, he was Group Chief Operating Officer from 2014 to 2015. He was President of the Executive Board of UBS Business Solutions AG from 2015 to March 2016. He served as CFO and Chief Risk Officer of Wealth Management Americas from 2009 until his appointment as Group CFO in 2011. Before 2009, he held various senior management positions within UBS, including heading the Auction Rate Securities Solutions Group during the financial crisis in 2008. He was named Global Head of Marketing, Segment & Client Development in 2007, Global Head of Market Strategy & Development in 2005, and Director of Banking and Transactional Solutions, Wealth Management USA, in 2002. During this time, he was a member of the Group Managing Board. He joined Paine Webber Incorporated in 1983 and after the merger with UBS became Director of the Investment Products Group. Mr Naratil holds an MBA in economics from New York University and a Bachelor of Arts in history from Yale University.

Martin Rich is a sustainability and impact investment specialist, with over 20 years' experience in both mainstream and social investment. Martin cofounded Future-Fit Foundation six years ago with a vision of helping to create a society which is environmentally restorative, socially just, and economically inclusive. The foundation's free-to-use tools enable businesses to take practical steps towards – and ultimately beyond – the SDGs, and empower investors to understand the total impact of their portfolios and thus direct capital accordingly.

Dr Guido Schmidt-Traub is Executive Director of the UN Sustainable Development Solutions Network (SDSN), which operates under the auspices of the UN Secretary-General to support the implementation of the Sustainable Development Goals and the Paris Climate Agreement. Guido leads the SDSN's policy work, including on long-term pathways for sustainable land-use and food systems, financing for development, and the SDG Index and Dashboards. He serves on the Governing Council of Future Earth and other advisory bodies.

Dr Jon Truby is Associate Professor of Law and Director of the Centre for Law & Development at the College of Law, Qatar University, Doha, where he manages several million dollars of research grants delivering solutions in fields related to law and technological innovation. A lawyer and legal academic, he specialises in law and policy related to digital and financial innovation, and the application of legal and fiscal tools in sustainable development policy. He joined Qatar University in 2010 from Newcastle University School of Law in the United Kingdom, where he taught and completed his doctorate in environmental taxation law. He is an avid publisher and is currently researching legal

fields in blockchain, artificial intelligence, cybersecurity, and financial technology. He recently spoke at the United Nations on Blockchain's energy consumption problem.

Dr Benjamin Walker is a Senior Lecturer in the School of Accounting and Commercial Law at Victoria University of Wellington, New Zealand. He received his undergraduate degrees in Law and Finance from the University of Otago. He completed a Master of Laws in International Tax and a PhD (with honours) from the Vienna University of Economics and Business. He also has four years of experience in Australia, the United Kingdom, and Germany advising large companies on international tax issues. Benjamin currently teaches a number of undergraduate and postgraduate courses in Taxation and his research agenda explores various international tax issues.

Alastair Wilson is Managing Director and Head of Moody's Sovereign Risk Group. In this capacity, he leads Moody's global team of sovereign risk analysts, with responsibility for maintaining the quality of Moody's sovereign ratings and for the analytical leadership Moody's aims to provide to investors and issuers through its research. Until August 2014, Alastair was Chief Credit Officer in EMEA, responsible for the quality and consistency of Moody's credit standards and methodologies across all franchises within the region. He joined Moody's in September 2010 following 21 years at the Bank of England. At the bank, he worked in a variety of roles in banking supervision, FX and reserves management, banking operations, and financial stability. Alastair graduated from St John's College, Oxford University, in 1988, having studied Philosophy, Politics, and Economics. He is based in London.

Simon Zadek is currently Principal of Project Catalyst at the United Nations Development Program, where he has lead responsibility for the Secretary General's Task Force on Digital Financing of the Sustainable Development Goals. He was until recently Senior Advisor on Finance in the Executive Office of the UN Secretary-General, and prior to that ran an international inquiry on financial markets and sustainable development, where he co-led China's Green Finance Task Force with the People's Bank of China. He has held many academic posts, including Visiting Professor at the Singapore Management University and Copenhagen Business School, and Visiting Scholar at Harvard's John F. Kennedy School of Government and Tsinghua School of Economics and Management. He has been Senior Advisor to the World Economic Forum, and Senior Fellow at the Global Green Growth Institute. He founded and was until 2009 Chief Executive of the international think tank AccountAbility. Simon's book, *The Civil Corporation*, was awarded the Academy of Management's prestigious Best Book on Social Issues in Management, and his *Harvard Business Review* article, 'Paths to Corporate Responsibility' is widely used as a reference point in understanding emergent sustainability strategies. He has advised companies worldwide on sustainability issues.

Dirk Zetzsche is the ADA Chair in Financial Law (inclusive finance) at the University of Luxembourg and non-Executive Director at the Centre for Business and Corporate Law at Heinrich Heine University in Düsseldorf, Germany. His research focus is on alternative investment funds, corporate law, FinTech, RegTech, and blockchain. Professor Zetzsche is listed on SSRN within the Top 20 law scholars globally by downloads in the past 12 months. He is the author of more than 200 publications in English and German, among them some standard treatises on collective investment schemes, cross-border financial services, and corporate law. Professor Zetzsche has advised various regulators and supervisors around the world and functions, among others, as member of the European Securities and Markets Authority's (ESMA) Consultative Working Group on Financial Innovation ('FinTech Committee').

