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ILO and EFP launch 'Roadmap for Business Engagement' to promote SDGs



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The roadmap for business engagement would represent a united business voice in Pakistan, showcasing the contribution of the business community to SDGs.

KARACHI, JAN 25, 2024 : The Employers' Federation of Pakistan (EFP) launched the "Roadmap for Business Engagement" under the United Nations Sustainable Development Cooperation Framework (UNSDCF) for Pakistan in Karachi today. Developed with the technical support of the International Labour Organization (ILO), EFP's launch is a step closer to the meaningful implementation of the United Nations Sustainable Development Goals (SDGs).

The initiative, led by the Pakistan Business Task Force (PBTF) within EFP, aims to represent a united business community and contribute meaningfully to the achievement of the SDGs in Pakistan. The event was attended by representatives from the Government, United Nations, employers' organizations, business community, and other stakeholders.

The PBTF is a joint business group inclusive of EFP, The Federation of Pakistan Chamber of Commerce and Industry (FPCCIS), and like-minded business associations, aiming to unify the business community's voice across sectors and regions in Pakistan. The business task force plays a crucial role in highlighting pressure points that require urgent attention and showcasing the private sector's contribution to the SDGs.

The President of the Employers' Federation of Pakistan, Tahir Javed Malik, opened the event by highlighting the pivotal role the private sector plays in driving progress towards the SDGs.



“I commend the EFP and its partner organizations for their invaluable work in promoting the SDGs, labor, and human rights. ILO acknowledges the private sector’s crucial role in achieving these goals, and therefore, today’s launch marks a step to further strengthen coordination and collective contribution to the achievement of the SDGs,” said Geir Tonstol, Country Director for ILO Pakistan.

Geir Tonstol emphasized the role of tripartite stakeholders in creating a favourable policy and regulatory framework while the private sector implements commitments aligned with the sustainability agenda. “The importance of collaboration, data collection frameworks, and transparent communication to foster a conducive environment for private-sector engagement is key,” he added.

Speaking at the event, Shah Nasir, Head of the United Nations Resident Coordinators Office, underscored the need for private sector involvement to turbocharge progress on the SDGs, praising the PBTF as a platform for facilitating such participation while presenting the UNSDCF.

Ravi Peris, Senior Specialist in Employers’ Activities – Decent Work Team Delhi, highlighted the significance of the PBTF, stating that “The PBTF represents a united business voice in Pakistan, showcasing the contribution of business to SDGs and conveying the kind of business environment needed for the private sector to promote SDGs.”

In his concluding remarks, Nazar Ali, Secretary-General of EFP, extended his sincere thanks to the participants, expressing optimism about creating a sustainable and inclusive future. He urged collaboration for transformative change, working towards a more just and prosperous society.

The roadmap recommends collaborative data collection frameworks, the integration of private-sector SDG-related data into national reporting frameworks, and transparent communication with the public. It aims to address challenges such as a lack of awareness of SDGs among formal and informal sector employers and stakeholders, inadequate stakeholder capacity on SDGs, and the need for financial incentives for those already engaged in SDG initiatives while identifying organizational best practices for private-sector contributions to sustainable development.

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