PAKISTAN BUSINESS TASK FORCE

Advocacy and Stakeholder Engagement Strategy 2024-26

Creating an Enabling Environment for Enhanced Private Sector Contribution towards Achieving SDGs in Pakistan

EMPLOYERS' FEDERATION OF PAKISTAN

Pak Business Task Force for SDGs

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A Note of
ACKNOWLEDGEMENT

The Employers Federation of Pakistan thankfully acknowledges the support we have received from two offices of the International Labour Organisation, Bureau for Employers' Activities ILO (ACTEMP), and ILO Country Office Islamabad, in making this strategy for our initiative, Pakistan Business Task Force, established to promote cooperation between the UN Resident Coordinator and the Employers in Pakistan and thus accelerate achievement of the Sustainable Development Goals in the country.

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Acronyms and ABBREVIATIONS

A&SES	Advocacy and Stakeholder Engagement Strategy
ACT/EMP	Employers' Activities/Bureau for Employers' Activities
BA	Business Association
DWT	Decent Work Team
EE	Enabling Environment
EFP	Employers' Federation of Pakistan
EMBO	Employer and Business Member Organization
ESG	Environment, Social and Governance
FPCCI	Federation of Pakistan Chambers of Commerce and Industry
GOP	Government of Pakistan
ILO – CO	International Labour Organisation – Country Office
OICCI	Overseas Investors Chamber of Commerce and Industry
P&D	Planning and Development
PBTF	Pakistan Business Task Force
RM	Road Map
SDGs	Sustainable Development Goals
SE	Stakeholder Engagement
SME	Small and Medium Enterprise
UNCF	UN Cooperation Framework
UNGCN	UN Global Compact Network
UNRC	UN Resident Coordinator
UNSDCF	United Nations Sustainable Development Cooperation Framework

BACKGROUND

The Pakistan Business Task Force (PBTF), an initiative of the Employers' Federation of Pakistan (EFP), emerged as a pivotal initiative geared towards enhancing the private sector involvement in Pakistan's United Nations Sustainable Development Cooperation Framework (UNSDCF) implementation process (Box 1). This strategic undertaking aims to enhance direct engagement with the office of the UN Resident Coordinator (UNRC), in partnership with ILO's ACT/EMP and the ILO Country Office for Pakistan, towards more effective contribution of the private sector in the process of UNSDCF implementation towards achievement of the Sustainable Development Goals (SDGs) in Pakistan.

When UNSDCF 2023-27 was formalised, ILO Pakistan, under the directive of the UNRC, took the lead in engaging the business sector, which is playing a central role in meeting several SDGs but has no or little voice in driving the agenda of SDGs. Moreover, the private sector's contribution goes un- or under-reported with respect to the country's progress on SDG milestones.

The ILO helped to constitute the Pakistan Business Task Force (PBTF) under the aegis of EFP with eleven founding members in April 2022. These members include: Business Associations (BAs), EFP, the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), the Overseas Investors Chamber of Commerce and Industry (OICCI) and the UN Global Compact Network (UNGCN) of Pakistan. The goal for the PBTF is to encourage and enable the business community to support the UN in achieving the SDGs as envisioned in the UNSDCF for Pakistan.

The PBTF: What Does It Do?

The PBTF is a platform that connects the private sector with the UN to advance sustainable development. The PBTF founders have laid out clear guidelines and accountability mechanisms to ensure its effectiveness in leading this partnership.

The PBTF . . .

> **advises** the Government on how to support sustainable development and engage the private sector in the SDGs. The PBTF organises dialogues and cooperation between the Government, private sector and the UN, and arranges events and activities to enhance knowledge exchange and joint projects;
>
> **mobilises** the private sector to invest in sustainable development, by raising awareness of the SDGs among businesses, encouraging sustainable business practices, and fostering public-private partnerships;
>
> **translates** the SDGs into Environment, Social and Governance (ESG) standards and promotes them among the private sector and its members in general and the small and medium enterprises (SMEs) in particular by making the ESG standards easy-to-implement for the SME sector, the backbone of economy and employment in Pakistan;

tracks and reports on the private sector's impact on the SDGs, gathering data on investments, jobs, workers' rights, employment of women and the disadvantaged, and sustainability, and highlighting challenges faced by the private sector in their efforts to contribute to SDGs in Pakistan; and finally,

helps implement the UNSDCF 2023-27 by providing feedback on its progress, finding opportunities for private sector involvement in key outcome areas, facilitating partnerships between the private sector, government, and other actors, and tracking and reporting on the private sector's impact on the UNSDCF. The PBTF also envisages to support the government in reporting on SDGs via the Voluntary National Reporting mechanism of the UNSDCF.

By bridging the gap between the private sector, government, and the UN, the PBTF ensures the private sector's optimal participation in the UNSDCF 2023-27. To play this role PBTF must interact with multiple stakeholders and at all possible levels of cooperation with the UN to become an effective voice for the private sector.

Why The Need for Advocacy and Stakeholder Engagement Strategy?

To perform these functions, the PBTF, with technical assistance from ILO, developed a strategic **"Road Map for Business Engagement in the UNSDCF Process".** The Road Map (RM) identifies key entry points for the PBTF to promote private sector's contributions to the SDGs in Pakistan. The 3-year RM (2024-2026) underscores PBTF's commitment to undertake strategic initiatives and endeavours for sustainable development within Pakistan in collaboration with all key stakeholders. The PBTF is set to make concerted effort to address national development challenges in achievement of the SDGs and bolster UN support to the national and sub-national governments in Pakistan in this regard.

The RM, first and foremost, requires EFP to raise awareness within the business sector on SDGs, commence wide-ranging engagement with key stakeholders and advocate for an enabling environment for the private sector to willingly and actively promote of SDGs in Pakistan.

At the launch ceremony of the RM in January 2024, key stakeholders advised the PBTF that its RM be taken forward with an advocacy campaign. The PBTF also highlighted the need for it to be more engaged with all stakeholders as a way forward in its efforts to be effective in the promotion of SDGs in Pakistan. The stakeholders' engagement and advocacy calls for:

- Closer engagement with UNRC and other UN agencies to understand their expectations in the context of promoting SDGs in Pakistan
- Translating those expectations into the requirements of an enabling environment,
- Undertaking awareness and advocacy campaigns aimed at meeting such requirements, and
- Working collaboratively on key advocacy priorities with relevant stakeholders (like the business associations, government counterparts media, civil society, academia and international support organizations) that share our guiding principles and values

What Will Make Our Advocacy Succeed?

The PBTF believes that the private sector's contribution towards SDGs under the UNSDCF process can enhance manifold if

- The advocacy is anchored in ideas that a make solid business case,
- An enabling environment is created, and
- The advocacy and engagement strategy is rooted in principles and values

The first condition is addressed to the industrialists and business owners, who must be able to see bottom-line impact and the second to the national and sub-national governments; their policies, regulations and incentives determine how businesses would participate in and complement government's progress towards SDGs.

What is UNSDCF?

The United Nations Sustainable Development Cooperation Framework (UNSDCF) 2023–2027 between the United Nations (UN) and the Government of Pakistan articulates the collective framework of UN support for Pakistan's achievement of the SDGs. It is nationally owned and reflects national development priorities. It is a compact between the UN and the Government of Pakistan (GOP) to work together, and in partnership with others – including non-governmental organizations, academia, the private sector and development partners – towards an increasingly resilient Pakistan. A Pakistan where all people, particularly those most disadvantaged, enjoy rights, opportunities and well-being.

Five Priority Areas of Development

				
If basic social services (health, nutrition, water, sanitation, hygiene, education, and social protection) are strengthened, it will foster equitable access to quality services for all.	If women, girls, and transgender persons are truly empowered, it will lead to full protection of their rights and give them decision-making power.	If the Indus River Basin is restored and resources are used equitably, it will sustain a thriving civilization, and Pakistan will be better equipped to adapt to climate change.	If there is sustainable, inclusive green economic growth, it will lead to equitable employment opportunities, greater productivity, and the realization of workers' rights.	If inclusive and efficient governance is in place, it will provide equitable service delivery, accessible justice systems, and enable people to obtain their rights.
https://unsdcf.un.org.pk/outcome-1-basic-social-services/	https://unsdcf.un.org.pk/outcome-2-gender-equality-and-women-empowerment/	https://unsdcf.un.org.pk/outcome-3-climate-change-and-the-environment/	https://unsdcf.un.org.pk/outcome-4-sustainable-inclusive-economic-growth-and-decent-work/	https://unsdcf.un.org.pk/outcome-5-governance/

Focus is on Leaving No One Behind – the Core Pledge of SDGs

By 2027, Pakistan's people, particularly those most disadvantaged, will be educated and healthy, with their well-being promoted and protected, in a country where women and girls are safe and able to exercise their rights, with all people provided a climate-resilient future, economic opportunities and jobs, while able to trust in and benefit from improved governance.

The 2030 Agenda for Sustainable Development's core pledge is to **leave no one behind**. The UNSDCF for Pakistan emphasizes this by prioritizing people in development and humanitarian efforts. It aims to meet people's needs, expand access to assistance and protection, address violations, and enhance accountability. UNSDCF's focus on leaving no one **behind has four key priorities**.

- 1 -
Closing Data Gaps

- 2 -
Integrated, inclusive planning for people with specific needs, ensuring their participation and ownership

- 3 -
Turning political commitments into development action

- 4 -
Minimizing the development-humanitarian divide

Box 1: UN Sustainable Development Cooperation Framework for Pakistan 2023-27

What is the Current State of Enabling Environment?

An "enabling environment" (EE) refers to the set of conditions, systems, and structures that allow organizations or initiatives—in this case, the PBTF—to successfully operate, grow, and achieve their objectives. When considering the promotion of SDGs by the private sector, an enabling environment involves creating the conditions that make it easier for businesses to contribute to these goals effectively (Box 2).

Key Requirements of an Enabling Environment for Private Sector's Contribution to SDGs

1. **Policy and Regulatory Framework:**
    - Supportive policies: Government policies need to be in place that encourage and incentivize businesses to invest in sustainable practices and contribute to the SDGs.
    - Clear regulations: Predictable and transparent regulations help businesses understand their obligations and create a level playing field for competition.
    - Streamlined processes: Administrative procedures need to be simple and efficient, minimizing bureaucracy and red tape for businesses.

2. **Policy Coherence:**
    - Alignment with national development strategies: Ensuring that business contributions to SDGs are aligned with the country's national development policies and strategies, fostering collaboration between government and the private sector.
    - Cross-sector collaboration: Promoting coherence between different sectors (health, environment, education) to ensure integrated approaches toward SDG achievement.

3. **Institutional Capacity:**
    - Strong institutions: Government agencies and other relevant institutions need the capacity and resources to effectively implement and enforce policies and regulations related to the SDGs.
    - Coordination and collaboration: Different government departments, private sector organizations, and civil society groups need to work together effectively to achieve the SDGs.
    - Knowledge and expertise: Access to information, research, and best practices is essential to guide decision-making and support the implementation of SDG initiatives using ESG standards.
    - Awareness and understanding: Businesses and the general public need to be aware of the SDGs and understand their importance.

4. **Financial Resources:**
    - Access to finance: Businesses need access to affordable financing to invest in sustainable projects and technologies.
    - Innovative financing mechanisms: Refers to new ways to mobilize private sector investments for the SDGs, such as blended finance and impact investing.
    - Fiscal incentives: Government tax breaks or other fiscal incentives can encourage businesses to adopt sustainable practices.

5. **Technological Infrastructure:**
    - Access to technology: Businesses need access to the latest technologies and innovations to support sustainable development.
    - Digital connectivity: Reliable and affordable internet access is essential for businesses to participate in the digital economy and access information and resources.

6. **Technology transfer and innovation:**
    Encourage the development and transfer of new technologies that can accelerate progress towards the SDGs.

Box 2: Key Requirements of an Enabling Environment

The requirements of an EE to promote private sector's contribution to SDGs includes supportive laws, access to finance, fiscal incentives, capacity building, strong institutional frameworks, and collaboration between government and businesses besides other social, cultural, and technological factors. By working collaboratively with the UN Resident Coordinator and other stakeholders, the PBTF can play a crucial role in catalysing private sector contributions to sustainable development in Pakistan.

The current environment requires a massive overhaul to make it more 'enabling'. The governments, both national and sub-national, are moving away from 'doing business themselves' to creating conditions for the private enterprise to thrive. Some sub-national governments, such as Sindh, has set up SDG Support Units within their Planning and Development (P&D) departments. The PBTF by virtue of its nation-wide presence is well positioned to contribute towards an EE.

The PBTF has chosen to only focus on policy, regulatory and institutional requirements of an EE, as these factors call for immediate attention, offer the potential for maximum positive impact on the EE and squarely fall within the scope, mandate and core competence of the PBTF and its parent Employer and Business Member Organization (EMBO), the EFP.

Our Guiding **PRINCIPLES**

The principles that will guide PBTF's decisions when choices need to be made on which opportunities to pursue or not for advocacy and stakeholder engagement are set out below:

1. Entire advocacy efforts and SE will be rooted in PBTF's expertise and proven track record
2. The PBTF will give extra focus and attention to the needs of SMEs to help them adopt ESG standards and thus enhance their contribution to SDGs
3. Advocacy and SE will ensure complementarity with other EFP initiatives such as disability, occupational safety and health, women empowerment
4. Active collaboration with national, sub-national governments, civil society, media, academia and business support organisations, local and international, and UNGCN, Pakistan Chapter
5. Advocacy and SE initiatives must be relevant to and useful for national and international policy agendas
6. Building new and strengthening existing partnership within and outside Pakistan to catalyse ESG standards as a means of promoting SDG
7. Putting equity, access and rights at the centre of advocacy and engagement efforts

ESG and SDG: Interlinked Frameworks for a Sustainable Economy

Both ESG and SDG are closely interlinked with each other. Both frameworks operate under the same principle; the need to establish a sustainable and just global economy. ESG provides a corporate perspective that encourages companies to highlight their efforts to be socially and environmentally responsible under effective governance. The compatibility with the 17 SDGs can be seen in the diagram below.

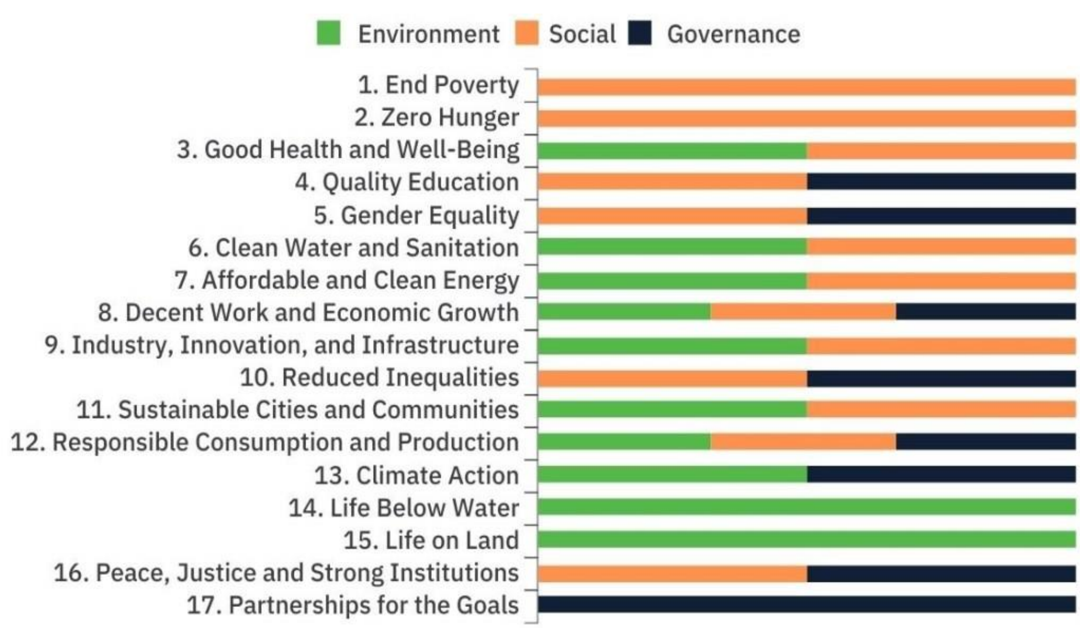


Image Credit: Alberto Saavedra

SIMILARITIES:

- Holistic Approach: Both frameworks address global challenges through a multi-dimensional strategy, considering environmental, social, and governance factors.
- Global Outlook: ESG and SDG encourage a global mindset, starting with internal policies but having global implications.
- Stakeholder Engagement: Both emphasize engaging with communities, employees, investors, and governments to drive sustainable initiatives.

DIFFERENCES:

- Scope and Scale: ESG focuses on corporate policies and is used as a management tool by investors and business owners. SDGs are broader, serving as a global call to action across industries and borders.

COMPLEMENTARITY:

- Guided Strategies: Companies align ESG initiatives with SDGs for a universally accepted framework.
- Communicating Impact: Aligning ESG with SDGs helps companies communicate their sustainability efforts effectively.
- Encouraging Collaboration: The convergence of ESG and SDG fosters cross-sector collaboration, pooling resources for greater impact.

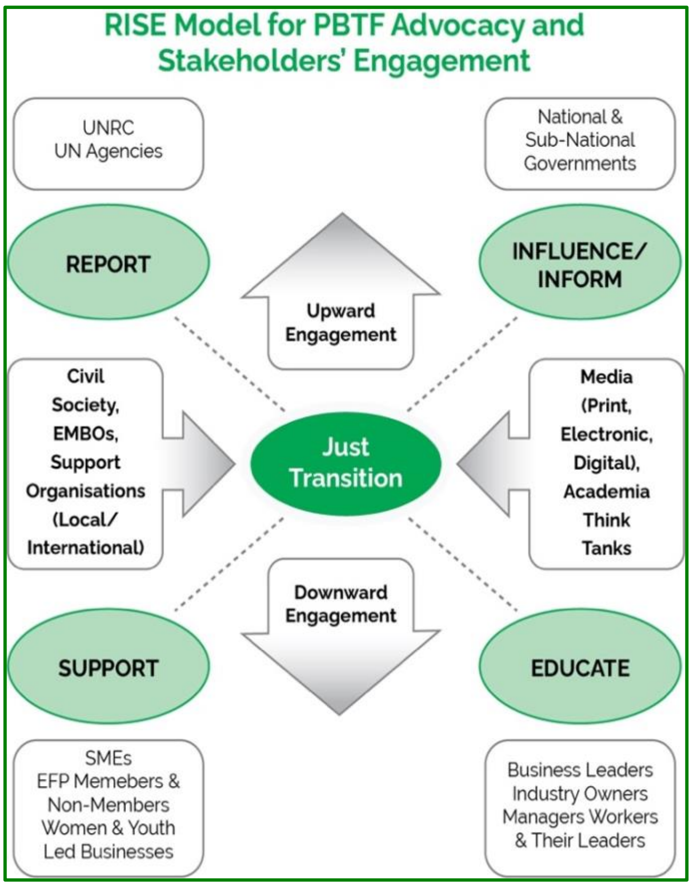
Box 3: Relationship between ESG and SDGs

Advocacy and Stakeholder Engagement Strategy: **The RISE Model**

The PBTF's advocacy and stakeholder engagement strategy is underpinned by the RISE model, a framework that prioritizes inclusivity, collaboration, and a Just Transition towards a sustainable future.

RISE stands for:

- Report: We will actively gather and disseminate information to keep all stakeholders, especially UNRC and UN agencies, informed and track progress toward our goals.
- Influence/ Inform: We will engage with key decision-makers and influencers to advocate for policy changes at the national and sub-national level to promote the Just Transition agenda.
- Support: We will provide technical assistance, capacity-building, and resources to empower SMEs, private sector stakeholders and ensure their meaningful participation.
- Educate: We will raise awareness about the Just Transition, its benefits, and the importance of inclusive and sustainable development.



Just Transition: The Core of the RISE Model

The concept of a **Just Transition** is at the heart of our advocacy and SE strategy. We recognize that the shift to a sustainable economy must be equitable and leave no one behind. This means addressing the social and economic impacts of the transition on workers and communities, particularly those dependent on carbon-intensive industries.

Key Stakeholders

Our strategy engages a wide range of stakeholders, including:

- **UN Agencies and National/Sub-National Governments:** To ensure policy alignment and create an enabling environment for a Just Transition.
- **Business Leaders and Workers:** To drive economic transformation and create sustainable jobs in pursuit of Just Transition.
- **Civil Society and Support Organizations:** To amplify the voices of marginalized groups and foster community-led initiatives.
- **Media and Academia:** To shape public discourse and provide evidence-based insights on Just Transition and private sector's contribution to SDGs.

Alignment with Global Goals

Our RISE Model is fully aligned with the SDGs and the priorities of the UNSDCF. We are committed to leaving no one behind and will prioritize the needs of the most vulnerable groups.

Through the RISE model, we will:

- Promote inclusive and sustainable economic growth
- Protect the environment and combat climate change
- Reduce inequalities and promote social justice
- Foster peace and build resilient communities
- Strengthen partnerships and collaboration

We have selected **Just Transition** as the anchor for our advocacy and SE initiatives, for it communicates concrete benefits business leaders can identify with, it gives the PBTF a distinctive brand identity, and it contributes to key SDGs that matter for Pakistan SDGs, such as:

Just Transition aligns the RISE model with the UNSDCF's five development priorities and its central pledge to "Leave No One Behind". Specifically, we focus on:

> **Inclusivity and Participation:** Through the "Support" pillar, we are committed to empowering SMEs, women-led, and youth-led businesses, ensuring that these sectors are included in the transition to a sustainable economy.

Policy Influence and Accountability: With the "Influence/Inform" pillar, we are actively driving dialogue with governments, media, and other stakeholders to ensure that private sector efforts align with national and international development commitments.

Capacity Building: Through the "Educate" pillar, we equip business leaders, industry managers, and workers with the knowledge and skills they need to contribute meaningfully to sustainable change.

We address allied priorities of UNSCDF's central pledge: Leave No One Behind by. . .

Closing Data Gaps: The "Report" pillar ensures that we work closely with UN agencies and other international bodies to contribute to the collection, reporting, and analysis of data that is crucial for tracking progress on the SDGs.

Inclusive Planning Processes: By engaging both upwards and downwards, we foster participatory planning that includes the voices of marginalized groups such as SMEs, women, and youth-led businesses. We strive to ensure that specific solutions are developed for specific challenges in specific regions.

Turning Political Commitments into Development Action: Through structured engagement with policymakers and governments, we are turning political promises into actionable strategies. The Influence/Inform and Support pillars are key to ensuring that commitments to sustainability and social equity translate into meaningful development outcomes.

With the RISE model, we are not just creating a compelling business case for the private sector; we are positioning the PBTF to drive real progress on the global development agenda. Together, we are promoting sustainable economic growth, inclusivity, and social equity across Pakistan.

What are our **GOAL** & **OBJECTIVES?**

This goal aligns with the UNSDCF's central pledge of leaving no one behind and its priorities of reaching the furthest behind first, gender equality and women's empowerment, and human rights. It recognizes the crucial role of the private sector in driving sustainable development and emphasizes the need to create favourable policy and institutional conditions to facilitate their increased participation.

OVERALL GOAL

To create an enabling environment that fosters enhanced private sector contribution towards achieving the SDGs in Pakistan, with a focus on leaving no one behind.

Objectives Focusing on Policy and Institutional Factors

1. **Advocate for policy reforms that incentivize private sector investments in SDG-aligned projects and businesses.** This includes:
    - *Tax incentives and subsidies:* Introduce targeted tax breaks or subsidies for businesses that contribute to SDG achievement.
    - *Streamlining regulations:* Simplify and harmonize regulatory frameworks to reduce barriers to entry for businesses, particularly those owned by marginalized groups.
    - *Public procurement policies:* Incorporate sustainability criteria into public procurement processes to encourage private sector participation in delivering SDG-related goods and services.
    - *Promoting impact investing:* Develop policies that support impact investing, enabling private capital to flow towards projects with social and environmental benefits.
2. **Strengthen institutional capacity to facilitate private sector engagement in SDG implementation.** This involves:
    - *Capacity building:* Provide training and support to government agencies responsible for SDG implementation, enabling them to effectively collaborate with the private sector.
    - *Public-private partnerships:* Establish platforms for dialogue and collaboration between government, private sector, and civil society to identify and address challenges to private sector engagement.
    - *Data and transparency:* Improve data collection and reporting on private sector contributions to SDGs, ensuring transparency and accountability.
    - *Monitoring and evaluation:* Develop robust mechanisms to monitor and evaluate the impact of policies and programs aimed at enhancing private sector engagement.

These objectives focus on creating a conducive policy environment and strengthening institutional frameworks to empower the private sector to play a more active role in achieving the SDGs in Pakistan.

Which Key Advocacy and SE Priorities To Pursue?

To achieve our overall advocacy goal and objectives, we have identified several key priorities for our engagement with stakeholders. These priorities will guide our efforts to influence policy and strengthen institutional frameworks, ensuring that the private sector can meaningfully contribute to sustainable development in Pakistan.

Advancing Policy Dialogue for Inclusive Business Practices: We will focus on fostering dialogue between the private sector, government, and civil society to promote policies that support inclusive business practices. This includes advocating for regulatory reforms that encourage the participation of SMEs, women-led, and youth-led businesses, as well as policies that drive sustainability and social equity across industries.

Enhancing Institutional Accountability and Transparency: A core priority is to strengthen the capacities of institutions responsible for monitoring and reporting on SDG progress. By addressing data gaps and improving transparency, we aim to ensure that progress is accurately tracked, and businesses are held accountable for their contributions to national and global development goals.

Promoting Cross-Sectoral Collaboration for Sustainable Development: We will actively promote partnerships between businesses, governmental agencies, development partners, and civil society. Our goal is to encourage integrated and inclusive planning processes that align the efforts of different sectors towards achieving the SDGs, while addressing specific local needs and challenges.

Supporting Just Transition as a Business Imperative: We will advocate for the adoption of Just Transition principles within private sector strategies, ensuring that businesses contribute to climate action and economic equity while mitigating the risks associated with a transition to a green economy. This includes encouraging businesses to prioritize sustainable production, reduce carbon footprints, and support workers affected by the transition.

Ensuring Inclusivity in Private Sector Development: Upholding the central pledge of "Leave No One Behind," we will ensure that our advocacy efforts prioritize marginalized communities, including women, youth, and informal sector workers. This will be achieved by pushing for policies and institutional reforms that reduce inequalities and promote equitable growth across all sectors.

By focusing on these priorities, we aim to create a more enabling environment for the private sector, ensuring its contributions towards sustainable development are inclusive, measurable, and aligned with national and international commitments.

How Will We Achieve Advocacy and SE Objectives?

Digital is a lever for effective outreach and advocacy.

To implement our advocacy goal and objectives, we will utilize both trend-setting online methods for awareness, education, and outreach, and traditional offline means for building relationships, seeking expert advice, and garnering support for policy action. Our hybrid approach heavily relies on digital advocacy and is meant to meet the SDG Acceleration Challenge.

Our digital advocacy strategy will include the following key elements:

Establish a Strong Online Presence:

- We will develop a user-friendly website to showcase our mission, activities, and advocacy priorities.
- We will maintain active social media profiles to share updates and engage with followers.

Create Compelling Content:

- We will produce high-quality content, including blog posts, infographics, and videos, highlighting the importance of private sector engagement in achieving the SDGs.
- We will share success stories of businesses contributing to sustainable development in Pakistan.

Engage in Online Advocacy Campaigns:

- We will launch targeted digital campaigns to raise awareness about specific policy issues.
- We will utilize online petitions and social media hashtags to engage with decision-makers.

Foster Online Communities and Collaboration:

- We will create online forums for stakeholders to connect and collaborate on SDG-related initiatives.
- We will organize webinars to facilitate dialogue and gather feedback from a diverse range of stakeholders.

Monitor and Evaluate Online Engagement:

- We will utilize social media analytics and website traffic data to track the reach and impact of our efforts.
- We will conduct online surveys to gather feedback and assess public opinion on policy issues.

This digital-heavy hybrid implementation strengthens the RISE model by:

Expanding our reach and influence: Digital platforms enable us to engage with a wider audience and amplify our advocacy messages.

Fostering collaboration and dialogue: Online tools facilitate knowledge sharing, networking, and collaborative action among diverse stakeholders.

Enhancing transparency and accountability: We use digital channels to share information, track progress, and demonstrate the impact of our advocacy efforts.

Empowering stakeholders: Online resources and training equip individuals and organizations with the knowledge and tools to participate actively in the Just Transition.

The SDG Acceleration Challenge

At the midpoint of our journey towards the 2030 Agenda for Sustainable Development, our planet and its inhabitants stand at a crossroads. With only 15% of SDGs targets on track and a troubling regression in 30%, we are faced with an acceleration challenge.

Pakistan faces significant challenges in achieving the SDGs, with the country score of 57.02 ranked at 137th out of 193 nations in the latest SDG Index 2024. A grim reality and hence the 5 priority development areas of the UNSDCF 2023-27 for the country.

The call for action has never been more urgent. And the role of the private sector has never been more crucial. With the right policy and institutional support, the private can be a pivotal role in accelerating progress by driving sustainable business practices, fostering innovation, and investing in inclusive growth.

Box 4: The SDG Acceleration Challenge

By integrating digital levers into our overall strategy, we will accelerate progress towards achieving the SDGs in Pakistan (Box 4), leaving no one behind.

The PBTF would kick off the implementation of this strategy by creating a strong brand identity followed by establishing its web presence and then the launch of an initial 10-week digital advocacy and brand awareness campaign on social media around the theme, **Partnering for a Sustainable Pakistan.**

Annex 1:

Guidelines for **KEY MESSAGES** for the Initial Launch Campaign

The PBTF's advocacy and SE initiatives, whether online or offline, will be driven by key messages crafted around the key advocacy and SE priorities. In line with the RISE model, the PBTF has to be seen as the leading voice for Just Transition in the private sector. Employing multiple channels, the PBTF will constantly reach out to the stakeholders with meaningful messages and initiatives on the following broad themes:

1. Slogan: "Empowering Businesses, Enabling SDGs"
   - Central Idea: Businesses need support and knowledge to contribute effectively to the SDGs.
   - Key Message: The PBTF provides resources and training to help businesses integrate ESG principles and contribute to a sustainable future.

2. Slogan: "No Sustainability Without the Private Sector"
   - Central Idea: The private sector plays a crucial role in achieving the SDGs.
   - Key Message: The PBTF advocates for policies that enable and incentivize businesses to contribute to sustainable development.

3. Slogan: "Just Transition: Leaving No One Behind"
   - Central Idea: The transition to a sustainable economy must be fair and inclusive for all.
   - Key Message: The PBTF champions a Just Transition that supports workers and communities through the shift to a green economy.

4. Slogan: "ESG: Good for Business, Good for the Planet"
   - Central Idea: Embracing the ESG principles is a win-win for businesses and the environment.
   - Key Message: PBTF highlights the business benefits of sustainability and responsible practices.

5. Slogan: "SDGs: The Blueprint for a Better Future"
   - Central Idea: The SDGs provide a roadmap for a more sustainable and equitable world.
   - Key Message: The PBTF promotes awareness and understanding of the SDGs and their relevance to businesses.

6. Slogan: "Partnerships for Progress"
   - Central Idea: Collaboration across sectors is essential for achieving the SDGs.
   - Key Message: The PBTF fosters partnerships between

businesses, government, and civil society to drive sustainable development.

7. Slogan: "Ignoring SDGs is a Risk to Business"
    - Central Idea: Neglecting sustainability can lead to financial, reputational, and operational risks.
    - Key Message: The PBTF emphasizes the importance of proactive engagement with the SDGs for long-term business success.

8. Slogan: "Capacity Building: Unlocking Potential"
    - Central Idea: Training and education are key to empowering businesses to contribute to the SDGs.
    - Key Message: The PBTF offers capacity-building programs to equip businesses with the skills and knowledge they need.

9. Slogan: "A Just Transition is a Smart Transition"
    - Central Idea: A planned and equitable transition to a green economy is economically sound.
    - Key Message: PBTF demonstrates how investing in a Just Transition creates jobs, fosters innovation, and ensures long-term prosperity.

10. Slogan: "The PBTF: Leading the Way to a Sustainable Future"
    - Central Idea: The PBTF is at the forefront of promoting sustainable business practices and a Just Transition in Pakistan.
    - Key Message: The PBTF is a trusted partner and resource for businesses seeking to contribute to the SDGs.

These 10 slogans, central ideas, and key messages that the PBTF can promote to highlight the need for an enabling environment, capacity building, and awareness on ESG/SDG, the dangers of neglecting the private sector's contribution to the SDGs, and the importance of a just transition as a means to achieving the SDGs in Pakistan.

The advocacy theme of the initial digital campaign is: **Partnering for a Sustainable Pakistan**, to be launched using EFP's decent presence on social media:

- 6000+ followers on Linked-In
- 4700+ followers on FB
- 690 followers on X
- 200+ subscribers on YouTube

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Consultant: Shadab Fariduddin