

Stakeholder Engagement Strategy for the Pakistan Business Task Force and Employers' Federation of Pakistan to Promote SDGs and Enabling Environment for Business under the UN Sustainable Development Cooperation Framework Process

Deliverable 3: Report on Findings of Stakeholders' Engagement Activities of PBTF

Submitted to

Senior Specialist in Employers' Activities

ILO Decent Work Team for South Asia

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Pakistan Business Task Force

Report on Advocacy and Stakeholder Engagement Activities

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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
CO	Country Office
DWT	Decent Work Team
EE	Enabling Environment
EFPP	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
PBS	Pakistan Bureau of Statistics
P&D	Planning and Development
PBTF	Pakistan Business Task Force
RM	Road Map
SDGs	Sustainable Development Goals
SES	Stakeholder Engagement Strategy
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 PBTF is to encourage and enable the business community to support the UN in achieving the SDGs as envisioned in the UNSDCF for Pakistan.

Accordingly the PBTF, with technical assistance from ILO's Bureau for Employers' Activities (ACT/EMP) supported by the Country Office (CO), prepared a Road Map (RM) for Business Engagement in the UNSDCF Process. The RM was officially launched on 24th January 2023 and presented to the UNRC on 30th August 2024 by the representative of EFP and ILO Pakistan.

PBTF's RM requires it to be actively engaged with multiple stakeholders in the pursuit for promoting an enabling environment for enhanced private sector's contribution to SDGs in Pakistan. Once again ILO's Bureau for Employers' Activities (ACT/EMP) supported EFP and helped prepare a comprehensive Stakeholders' Engagement Strategy (SES), which marked the roll-out of the RM.

The SES was submitted on 16th September 2024. This report captures the activities undertaken to engage stakeholders and advocate for an enabling environment. It covers the period from 10th June to 20th October 2024.

Advocacy and SE Plan

In consultation with EFP an advocacy and stakeholders' engagement plan was prepared to in line with the goal and objectives of the SES, which are:

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.

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. The 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.

PBTF exists on paper only: it has a Board and an RM. The foremost need was to turn it into reality and make stakeholders aware of what it is about and what it does. PBTF's advocacy and SE engagement plan rested upon:

- A) Creating a brand identity for PBTF, and
- B) Undertaking physical and digital advocacy

PBTF Brand Identity and Virtual Presence

Four concepts were designed as logos and presented to EFP for selection. EFP decided to create new one altogether which has now been officially approved to represent PBTF identity (Annex 1). Next step was to create PBTF's web presence. I prepared the webpage content and EFP reviewed it. After a debate within EFP it was decided that PBTF would not have a separate website; rather it would have presence as a web-page within EFP's website and it would be shown as an initiative of EFP like several others. I worked closely for over two weeks with EFP web design team to decide the navigation, layout and design of [PBTF's web page](#), which went live on 18th October 2024 (Annex 2).

Physical and Digital Advocacy

PBTF's advocacy and stakeholders' engagement activities took place in both physical and digital spheres.

I held several meetings with PBTF staff and key stakeholders. I also initiated collaboration between 1) EFP UNDP's SDG Unit of established at the government of Sindh (to collaborate on SDGs within Sindh), 2) EFP and National Focal Person for SDGs at the Pakistan Bureau of Statistics (PBS) (to jointly work on data collection and reporting) and 3) EFP and Legal Rights Forum (to jointly address human rights in business).

I held four stakeholders meetings during EFP events, briefed them about the SES, discussed the need for an enabling environment (EE) for private sectors' contribution to SDGs. Discussions during the SE meeting centred upon the key requirements of the EE (Box 1). At the end of SE meetings I asked the audience to prioritize ONLY TWO key requirements that need immediate attention by PBTF. I also asked them to advise on the advocacy theme on which the digital advocacy should focus.

The majority of stakeholders' opinions are reflected in this advocacy theme: *Partnering for a Sustainable Pakistan.*

How do you view these key requirements of an EE for Private Sector? Which of them should PBTF address first?

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

Box 1: Key Requirements of an Enabling Environment

Meetings with EFP also took the form of capacity building for the EFP staff on SE and digital advocacy. PBTF staff was involved in and guided throughout in brand identity, logo design, web page development, creation of PBTF handles within EFP's social media and most importantly creating and running the first-ever 10-week advocacy campaign of PBTF. For details of meetings please see Annex 3.

The advocacy theme (Partnering for a Sustainable Pakistan) became the cornerstone of PBTF's digital campaign. EFP has a decent presence on social media:

- 6000+ followers on [Linked-In](#)
- (<https://www.linkedin.com/company/employersfederationofpakistan/>)
- 4700+ followers on [FB](#) (<https://www.facebook.com/EMPLOYERSFEDERATIONOFPAKISTAN>)
- 690 followers on X (https://x.com/efp_pak)
- 200+ subscribers on [YouTube](#) (<https://www.youtube.com/@employersfederationofpakis5276>)

EFP is not on Instagram, TikTok, and Pinterest etc.

To kick-start PBTF's digital advocacy, I prepared a 10-week campaign centred around the advocacy theme: **Partnering for a Sustainable Pakistan** and gave it over to the EFP staff on 18th October for the launch. The campaign content (Annex 4) was handed over to EFP with these notes:

- ⇒ Under this theme "Partnering for a Sustainable Pakistan", 10 KEY messages for digital advocacy of PBTF are presented.
- ⇒ Each message has been designed in three variants suitable for respective social media platforms such as Linked-In, Facebook and X.
- ⇒ Each key message comes with related hashtags to help EFP team to increase engagement of PBTF, make its content easier to find and boost messages' outreach and impact.
- ⇒ I have included a variety of hashtags to increase visibility and engagement on each platform. Feel free to adjust them based on your specific campaign goals and target audience.

- ⇒ If one message is used per week, the PBTF advocacy campaign would last 10 weeks. By the end it is expected to raise substantial awareness about PBTF, its goal and role, UNSDCF, and an enabling environment for business engagement for SDGs.

This first-ever digital campaign helped achieve, to some degree, three of five digital SES elements, such as:

Establish a Strong Online Presence:

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

Create Compelling Content:

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

Engage in Online Advocacy Campaigns:

- Targeted digital campaigns to raise awareness about specific policy issues.
- Online petitions and social media hashtags to engage with decision-makers.

The following two elements should be implemented by EFP itself in wake of the momentum built by the 10-week campaign.

Foster Online Communities and Collaboration:

- Online forums for stakeholders to connect and collaborate on SDG-related initiatives.
- Webinars to facilitate dialogue and gather feedback from a diverse range of stakeholders.

Monitor and Evaluate Online Engagement:

- Social media analytics and website traffic data to track the reach and impact of our efforts.
- Online surveys to gather feedback and assess public opinion on policy issues.

Key Findings from SE Activities

Advocacy and SE activities, undertaken from August 1st to October 20th, provide several insights:

1. EFP's capacity is very limited; it is unlikely it will be able to further build on or even continue SE.
2. Private sector associations and government entities are keen and willing to collaborate with PBTF on SDGs
3. Donors and UN agencies, especially UNDP and UNIDO, endorse the need for an EE for the private sector engagement and would welcome EFP's collaboration in this regard.
4. Businesses, while emphasizing the need for awareness of and capacity building for SDGs/ESG seem to be weary of a) the time-consuming way UN engages with them and b) consistency of government policies and political resolve.
5. Policy coherence, regulatory framework and institutional capacity are cited as the most urgent issues PBTF is expected to tackle for the business sector.

Annex 1 – PBTF Logo Options and Final Logo

	
Concept 1: Interconnected Growth Meaning: The interconnected letters represent the collaborative nature of achieving SDGs. The vibrant green symbolizes growth and sustainability, while the deep blue conveys stability and trust.	Concept 2: Upward Momentum Meaning: The upward arrow symbolizes the forward-looking approach and the drive for progress. The bright orange represents energy and enthusiasm, while the calming teal suggests balance and thoughtful action.
	
Concept 3: Transformative Leaves Meaning: The leaves forming the letters represent growth, renewal, and the commitment to environmental responsibility. The vibrant green signifies life and sustainability, while the strip underneath in the colours of SDGs conveys focus and connection to the purpose.	Concept 4: Transformative Leaves for Pakistan Meaning: Another variant of concept 3, the leaves coming out of PBTF letters represent growth, renewal, and the commitment to environmental responsibility. The background contour map of the Pakistan conveys the coverage and the thick incomplete circle in SDG colours represents the unfinished agenda of meeting SDGs in Pakistan.

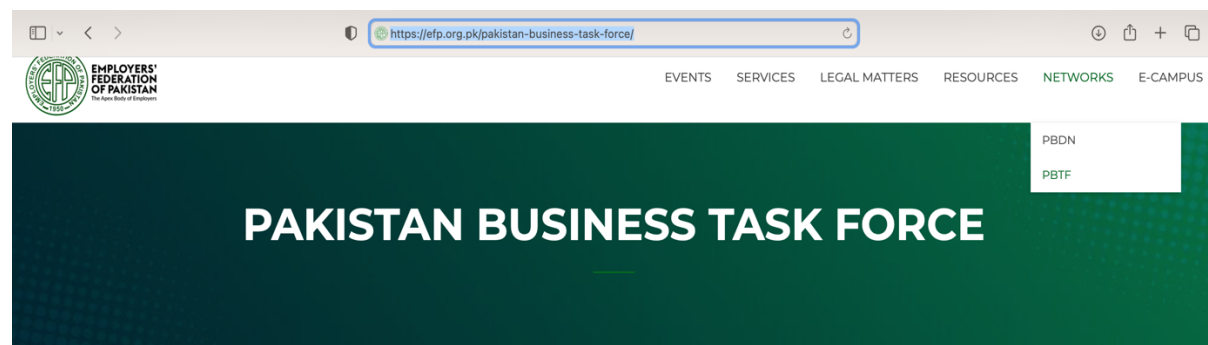
Final logo for PBTF is as follows:



Annex 2 – PBTF Web Page

Web address: <https://efp.org.pk/pakistan-business-task-force/>

Created: October 18th 2024 by Samit Prem of EFP



About PBTF



EMPLOYERS' FEDERATION OF PAKISTAN
The Apex Body of Employers

Pak Business Task Force for SDGs

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. 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.

Goal & Key Focus Area

The goal for PBTF is to encourage and enable the business community to support the UN in achieving the SDGs as envisioned in the UNSDCF for Pakistan.

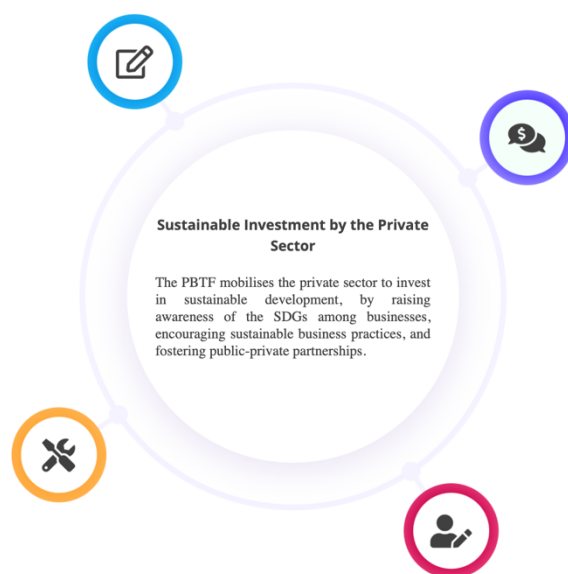
To achieve this goal, we have developed a 3-year Roadmap for Engagement in UNSDCF Process and Key Entry Points for PBTF and EFP.

The PBTF is a platform that connects the private sector with the UN to advance sustainable development. We endeavour to substantially enhance private sector's contribution to SDGs in Pakistan. The PBTF founders have laid out clear guidelines and accountability mechanisms to ensure its effectiveness in leading this partnership.

[Read More](#)



Core Functions



- For more details, please see our [Roadmap for Business Engagement in the UNSDCF Process, Key Entry Points for PBTF](#).

Resources

- **Study on the Private Sector's Contribution to SDGs in Pakistan:** This study marks a pioneering effort in Pakistan, shedding light on the private sector's contributions to the SDGs in terms of the current state of awareness, practices and reporting prevalent within the private sector. This research brings to light current trends and challenges in private sector's contribution to SDGs in Pakistan; it also informed PBTF's Strategic Roadmap for engagement on UNSDCF process in Pakistan with the overarching goal of assisting the United Nations in achieving the SDGs in Pakistan.
- [Chapter 1:](#) Executive Summary, Context and Methodology
- [Chapter 2:](#) Key Findings on Awareness, Practice and Reporting
- [Chapter 3:](#) Perspectives on Private Sector Engagement for SDGs
- [Chapter 4:](#) Conclusion & Recommendations.
- [Case Studies](#) on Private Sector's Contribution to SDGs in Pakistan.
 - [Case Study 1:](#) Lucky Care Centre Creates Decent Workplace for Factory Workers
 - [Case Study 2:](#) The Light of Empowerment: K-Electric's Roshni Baji Programme
 - [Case Study 3:](#) Hub Salt Pioneers Zero Liquid Discharge in Pakistan
 - [Case Study 4:](#) The Art of Recycling for Sustainability by Artistic Fabric Mills

News & Events



EFP Delegation meets with UN Resident Coordinator

August 30, 2024



Launching Ceremony of PBTF Roadmap

January 24, 2024

Follow Us



QUICK LINKS

International Labour Organization (ILO)
International Organisation of Employers (IOE)
Global Compact Network Pakistan
Confederation of Asia-Pacific Employers (CAPE)
South Asian Forum of Employers (SAFE)
Skill Development Council (SDC)
Workers' Employers Bilateral Council of

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Government of Pakistan
Labour Department (Sindh)
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Labour Department (Balochistan)
Labour Department (Khyber Pakhtunkhwa)
National Vocational & Technical Training Commission (NAVTC)
Punjab Technical and Vocational

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EFP ON FACEBOOK



EFP ON TWITTER

Annex 3 – Consultative Meetings with EFP and PBTF Stakeholders

No.	Date	Meeting/Activity
1.	14 June 2024	Stakeholder consultation with Director, UNGC, Pakistan
2.	13 July 2024	Consultative meeting with Chiniot business community, of the of the largest owners of trade and industry in Pakistan
3.	23 July 2024	Stakeholder consultation on the side of National Conference on Sustainable Business
4.	30 July 2024	Meeting with SDG Support Unit, PnD department, Government of Sindh
5.	26 Aug. 2024	Presentation on ESG/SDGs and collaboration with EFP at National Incubation Centre
6.	27 Aug. 2024	Arranged meeting between Secy. General, EFP, Syed Nazar Ali, and Head of SDG Support Unit, Naveed Ahmed Shaikh, at the EFP office to explore collaboration on promotion of SDGs
7.	01 Sept. 2024	Consultative meeting with LRF on exploring collaboration on legal and regulatory regime of SDGs
8.	09 Sept. 2024	EFP staff meeting and training on digital content creation and PBTF advocacy
9.	10 Sept. 2024	Consultative/advocacy meeting with Asad Sajjad, FPCCI, on joint advocacy with PBTF
10.	24 Sept. 2024	Consultative/advocacy meeting with Pakistan Business Council and Pakistan Stock Exchange
11.	02 Oct. 2024	Meeting-cum-training with EFP on PBTF brand id, logos, webpage layout and social media handles
12.	16 Oct. 2024	Meeting with EFP on the launch of PBTF webpage and 10-week advocacy campaign
13.	20 Oct. 2024	Virtual meeting with National Focal Person for SDGs at the Pakistan Bureau of Statistics on collaboration with EFP

Annex 4: 10-Week Digital Advocacy Campaign for PBTF

	Under this theme “Partnering for a Sustainable Pakistan”, 10 KEY messages for digital advocacy of PBTF are presented.
Advocacy Theme: <i>"Partnering for a Sustainable Pakistan"</i>	Each message has been designed in three variants suitable for respective social media platforms such as Linked-In, Facebook and X. Each key message comes with related hashtags to help EFP team to increase engagement of PBTF, make its content easier to find and boost messages’ outreach and impact. I have included a variety of hashtags to increase visibility and engagement on each platform. Feel free to adjust them based on your specific campaign goals and target audience. If one message is used per week, the PBTF advocacy campaign would last 10 weeks. By the end it is expected to raise substantial awareness about PBTF, its goal and role, UNSDCF, and an enabling environment for business engagement for SDGs.

Key Message 1: Introducing PBTF

LinkedIn

Headline: Pakistan Business Task Force (PBTF): Driving Private Sector Engagement in the SDGs

Body:

The PBTF, an initiative of the Employers' Federation of Pakistan (EFP), is championing private sector involvement in achieving Pakistan's Sustainable Development Goals (SDGs). Formed in 2022 with key partners like FPCCI and OICCI, PBTF provides a platform for businesses to contribute to and be recognized for their efforts in sustainable development. Learn more about how PBTF is shaping a sustainable future for Pakistan.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#PrivateSector #UNSDCF #GlobalGoals #Partnerships
#ILO

Facebook

Headline: Businesses in Pakistan are Stepping Up for the SDGs!

Body:

Meet the Pakistan Business Task Force (PBTF)! This amazing group of companies, led by the Employers' Federation of Pakistan, is working hard to make Pakistan a better place for everyone. They're focused on things like creating jobs, protecting the environment, and making sure everyone has a fair chance. Want to learn how businesses are making a difference? Check out PBTF! #PBTF #EFP #SDGs #Pakistan #Sustainability #MakingADifference #PositiveImpact #GlobalGoals #UNSDCF #BusinessForGood

X

Headline: Pakistani businesses unite for #SDGs!

Body:

The Pakistan Business Task Force (#PBTF) is leading the charge in private sector engagement for sustainable development. Learn how @EFP_Pak and partners are

driving positive change. #Sustainability #Pakistan
#UNSDCF #GlobalGoals #PrivateSector

Key Message 2: Understanding the UNSDCF Context

LinkedIn

Headline: Overcoming Challenges, Driving Sustainable Development in Pakistan

Body:

The UN Sustainable Development Cooperation Framework (UNSDCF) 2023-27 for Pakistan acknowledges the hurdles faced by the private sector in contributing to the SDGs. From awareness and capacity gaps to funding limitations and policy barriers, these challenges are real. However, the UNSDCF also highlights best practices and opportunities for businesses to make a meaningful impact. Let's work together to overcome these obstacles and create a more sustainable future.

 Learn more: <https://unsdcf.un.org.pk>

#UNSDCF #SDGs #Pakistan #Sustainability
#PrivateSector #Challenges #Opportunities
#BestPractices #GlobalGoals #Partnerships #ILO
#SustainableDevelopment

Facebook

Headline: Did You Know? Businesses in Pakistan Face Challenges in Achieving the SDGs

Body:

It's not always easy for businesses to be sustainable! The UN Sustainable Development Cooperation Framework (UNSDCF) for Pakistan points out things like lack of awareness, funding problems, and policy roadblocks that make it tough for companies to do their part for the SDGs. But there's good news too! The UNSDCF also shows how businesses are finding ways to overcome these challenges. Let's support them in creating a better future for Pakistan.

 Learn more: <https://unsdcf.un.org.pk>

#UNSDCF #SDGs #Pakistan #Sustainability #Challenges
#Solutions #MakingADifference #GlobalGoals #UNSDCF
#BusinessForGood #PositiveImpact

X

Headline: #UNSDCF highlights challenges & opportunities for #SDG action in Pakistan's private sector.

Body:

Lack of awareness, funding, & policy barriers can make it tough for businesses to contribute. But best practices are emerging! <https://unsdcf.un.org.pk> #Sustainability #Pakistan #GlobalGoals #PrivateSector #OvercomingChallenges

Key Message 3: PBTF Role and Key Functions

LinkedIn

Headline: PBTF: A Driving Force for Sustainable Development in Pakistan's Private Sector

Body:

The Pakistan Business Task Force (PBTF) is committed to empowering businesses to contribute to the UN Sustainable Development Goals (SDGs).

Here's how PBTF is making a difference:

- **Connecting** the private sector with the UN to foster collaboration and knowledge sharing.
- **Providing** policy advisory services to promote sustainable practices.
- **Facilitating** sustainable investment and capacity building initiatives.
- **Tracking and reporting** on the private sector's impact on the SDGs.

PBTF is driving positive change by bridging the gap between business, government, and the UN.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#PrivateSector #UNSDCF #GlobalGoals
#Partnerships #CapacityBuilding
#PolicyAdvisory #SustainableInvestment
#ImpactReporting

Facebook

Headline: PBTF: Helping Businesses Make a Positive Impact in Pakistan

Body:

The Pakistan Business Task Force (PBTF) is on a mission to help businesses in Pakistan contribute to the Sustainable Development Goals (SDGs)!

What does PBTF do?

- Connects businesses with the UN to work together on important issues.
- Provides advice on how to make businesses more sustainable.
- Helps businesses invest in projects that benefit people and the planet.
- Tracks how businesses are contributing to the SDGs.

PBTF is making a real difference in Pakistan by bringing together businesses, the government, and the UN.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#MakingADifference #PositiveImpact
#GlobalGoals #UNSDCF #BusinessForGood
#Partnerships #Collaboration

X

Headline: #PBTF: Empowering Pakistan's private sector to achieve the #SDGs!

Body:

PBTF connects businesses with the UN, provides policy advice, facilitates sustainable investment, and tracks impact. #Sustainability #Pakistan
#UNSDCF #GlobalGoals #PrivateSector
#Partnerships #Impact

Key Message 4: PBTF Roadmap on Business Engagement - Launch and Presentation to UNRC

Linked-In/FB/X

Key message 4:

EFP Launched PBTF's Road Map on Jan, 24th, 2024

Pics here

EFP President, General Secretary, ILO Country Director and presented the PBTF Roadmap for Business Engagement to the UN Resident Coordinator (UNRC), CO Pakistan on 30 August 2024

Pics here

Key Message 5: Enabling Environment for Business to Contribute to SDGs - Need and Current Status

LinkedIn

Headline: Creating an Enabling Environment for Businesses to Champion the SDGs in Pakistan

Body:

To maximize its impact, the Pakistan Business Task Force (PBTF) needs a supportive ecosystem. This means fostering conditions where businesses can thrive and actively contribute to the Sustainable Development Goals (SDGs).

While progress is being made with initiatives like the Sindh SDG Support Units, a significant shift is needed at both national and sub-national levels. PBTF, with its nationwide reach, is uniquely positioned to advocate for policies and practices that empower businesses to become sustainability champions.

Let's collaborate to create an environment where businesses can lead the way in achieving the SDGs.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#PrivateSector #EnablingEnvironment
#PolicyChange #Collaboration #GlobalGoals
#Partnerships

Facebook

Headline: What Can We Do to Help Businesses Contribute to the SDGs?

Body:

The Pakistan Business Task Force (PBTF) is doing great work, but it needs our support! To really make a difference, businesses need an "enabling environment" – the right conditions to grow and contribute to the Sustainable Development Goals (SDGs).

This means governments need to create policies that make it easier for businesses to be sustainable. It also means we all need to support

businesses that are doing their part for the SDGs.

Let's work together to create a better future for Pakistan!

#PBTF #EFP #SDGs #Pakistan #Sustainability
#MakingADifference #PositiveImpact
#GlobalGoals #EnablingEnvironment
#SupportLocalBusinesses

X

Headline: Need an enabling environment for businesses to drive #SDG impact in Pakistan.

Body:

#PBTF is working to create the right conditions for private sector success. #Sustainability #Pakistan #EnablingEnvironment #Policy #GlobalGoals #PrivateSector

Key Message 6: Enabling Environment for Business to Contribute to SDGs -- Key Requirements

LinkedIn

Headline: Building a Strong Foundation: Key Requirements for an Enabling Environment for SDG Action in Pakistan

Body:

The Pakistan Business Task Force (PBTF) is committed to driving private sector engagement in the Sustainable Development Goals (SDGs). To achieve this, a robust enabling environment is essential. This includes:

- **Supportive Policies:** Clear, consistent, and incentivizing policies that encourage sustainable business practices.
- **Institutional Capacity:** Strong institutions, effective coordination, and access to knowledge and expertise.

- **Financial Resources:** Access to affordable financing and innovative funding mechanisms.
- **Technological Infrastructure:** Access to technology, digital connectivity, and innovation.

By focusing on these key areas, we can create an ecosystem where businesses can thrive and contribute meaningfully to the SDGs.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#PrivateSector #EnablingEnvironment
#PolicyFramework #InstitutionalCapacity
#FinancialResources
#TechnologicalInfrastructure #GlobalGoals
#Partnerships

Facebook

Headline: What Do Businesses Need to Contribute to the SDGs?

Body:

The Pakistan Business Task Force (PBTF) knows that businesses can make a big difference in achieving the Sustainable Development Goals (SDGs). But they need the right support! Here are some key things that can help:

- **Good policies:** Rules that encourage businesses to be sustainable.
- **Strong institutions:** Organizations that can help businesses work together.
- **Money:** Access to funding for sustainable projects.
- **Technology:** The latest tools and knowledge to help businesses innovate.

Let's work together to create an environment where businesses can thrive and contribute to a better future for Pakistan!

#PBTF #EFP #SDGs #Pakistan #Sustainability
#MakingADifference #PositiveImpact
#GlobalGoals #EnablingEnvironment
#SupportLocalBusinesses #Policy #Innovation

X

Headline: Key ingredients for an enabling environment for #SDG action in Pakistan's private sector:

Body:

Supportive policies, strong institutions, financial resources, and tech infrastructure. #PBTF #Sustainability #Pakistan #EnablingEnvironment #Policy #GlobalGoals #PrivateSector

Key Message 7: Our Guiding Principles

LinkedIn

Headline: PBTF's Guiding Principles: Driving Meaningful Change in Sustainable Development

Body:

The Pakistan Business Task Force (PBTF) is guided by a set of core principles that shape our approach to advocacy and stakeholder engagement:

- **Expertise-driven:** Leveraging our knowledge and experience to guide decision-making.
- **SME Focus:** Prioritizing the needs of small and medium-sized enterprises (SMEs) in adopting ESG standards.
- **Collaborative Approach:** Working closely with government, civil society, and other stakeholders.
- **Policy Relevance:** Aligning our initiatives with national and international policy agendas.
- **Partnership Building:** Fostering strong partnerships to advance ESG standards and the SDGs.
- **Equity and Access:** Promoting equitable access and rights for all.

These principles underpin our commitment to driving positive change and creating a sustainable future for Pakistan.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#PrivateSector #GuidingPrinciples #SME #ESG
#Collaboration #Equity #Access #Partnerships

Facebook

Headline: How Does PBTF Make a Difference?
Our Guiding Principles

Body:

The Pakistan Business Task Force (PBTF) is committed to making a real difference in Pakistan. Here are the principles that guide our work:

- **Using our expertise:** We rely on our knowledge and experience to make the best decisions.
- **Helping small businesses:** We focus on supporting small and medium-sized enterprises (SMEs).
- **Working together:** We collaborate with others to achieve our goals.
- **Focusing on what's important:** We make sure our work aligns with national and international priorities.
- **Building relationships:** We create strong partnerships to achieve more.
- **Promoting fairness:** We believe everyone should have equal opportunities.

These principles help us stay focused on creating a better future for Pakistan.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#MakingADifference #PositiveImpact
#GlobalGoals #GuidingPrinciples #SME
#Collaboration #Partnerships

X

Headline: #PBTF's guiding principles for #SDG
action in Pakistan:

Body:

Expertise-driven, SME focused, collaborative,
policy-relevant, partnership-oriented, and
equity-focused. #Sustainability #Pakistan

#EnablingEnvironment #Policy #GlobalGoals
#PrivateSector #ESG

Key Message 8: ESG and SDG -- Interlinked Frameworks for a Sustainable Economy

LinkedIn

Headline: ESG and SDGs: Two Frameworks, One Goal - A Sustainable Future for Pakistan

Body:

Environmental, Social, and Governance (ESG) and the Sustainable Development Goals (SDGs) are intertwined frameworks driving progress towards a sustainable global economy.

Similarities:

- Both emphasize a holistic approach, considering environmental, social, and governance factors.
- Both promote a global outlook and stakeholder engagement.

Differences:

- ESG focuses on corporate policies, while SDGs provide a broader global call to action.

Complementarity:

- Companies use ESG to implement SDGs, enhancing their sustainability strategies and communication.
- Both frameworks encourage collaboration and resource sharing for greater impact.

By embracing both ESG and the SDGs, businesses in Pakistan can contribute to a more sustainable and equitable future.

#PBTF #EFP #SDGs #ESG #Pakistan
#Sustainability #PrivateSector #GlobalGoals
#Collaboration #CorporateSocialResponsibility
#SustainableEconomy #Impact

Facebook

Headline: ESG and SDGs: Working Together for a Better World

Body:

Have you heard of ESG and the SDGs? These two frameworks are helping to create a more sustainable and fairer world.

What are they?

- **ESG (Environmental, Social, and Governance):** Helps businesses be responsible and take care of the planet and people.
- **SDGs (Sustainable Development Goals):** Global goals to end poverty, protect the planet, and ensure prosperity for all.

How do they work together?

- Both focus on doing good for the environment, society, and how businesses are run.
- Both encourage businesses to think globally and work with others.

By supporting businesses that embrace ESG and the SDGs, we can all contribute to a better future!

#PBTF #EFP #SDGs #ESG #Pakistan
#Sustainability #MakingADifference
#PositiveImpact #GlobalGoals
#CorporateSocialResponsibility
#SustainableEconomy

X

Headline: #ESG and #SDGs: Interlinked frameworks for a sustainable economy.

Body:

Both promote holistic approaches, global outlook, and stakeholder engagement. #PBTF
#Sustainability #Pakistan #GlobalGoals
#PrivateSector #CorporateSocialResponsibility

Key Message 9: No Sustainability Without the Private Sector

LinkedIn

Headline: No Sustainability Without the Private Sector: Unleashing the Power of Business for a Sustainable Pakistan

Body:

The private sector is a vital engine for economic growth and social progress. The Pakistan Business Task Force (PBTF) recognizes that achieving the Sustainable Development Goals (SDGs) requires active participation from businesses of all sizes.

PBTF advocates for policies that create an enabling environment where businesses can thrive and contribute to sustainable development. This includes:

- **Incentivizing sustainable practices:** Promoting investment in green technologies and responsible business models.
- **Removing barriers:** Addressing regulatory hurdles and streamlining administrative processes.
- **Fostering collaboration:** Encouraging partnerships between businesses, government, and civil society.

By empowering the private sector, we can unlock its full potential to drive sustainable development and create a better future for Pakistan.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#PrivateSector #EnablingEnvironment
#PolicyAdvocacy #Collaboration #GlobalGoals
#NoSustainabilityWithoutThePrivateSector

Facebook

Headline: Businesses Are Key to a Sustainable Future!

Body:

Did you know that businesses play a HUGE role in achieving the Sustainable Development Goals (SDGs)?

The Pakistan Business Task Force (PBTF) believes that "No Sustainability Without the Private Sector." That's why we're working hard to make it easier for businesses to do their part.

We need policies that support sustainable businesses and encourage them to invest in a better future for Pakistan.

Let's work together to create a thriving and sustainable economy!

#PBTF #EFP #SDGs #Pakistan #Sustainability
#MakingADifference #PositiveImpact
#GlobalGoals
#NoSustainabilityWithoutThePrivateSector
#SupportLocalBusinesses

X

Headline: "No Sustainability Without the Private Sector" - #PBTF advocating for policies that empower businesses to drive #SDG impact.

Body:

Join the movement for a sustainable Pakistan!
#Sustainability #Pakistan #EnablingEnvironment
#Policy #GlobalGoals #PrivateSector

Key Message 10: Ignoring SDGs is a Risk to Business

LinkedIn

Headline: Ignoring SDGs is a Risk to Business: Why Sustainability is Essential for Long-Term Success

Body:

In today's world, neglecting sustainability is no longer an option. The Pakistan Business Task Force (PBTF) emphasizes that ignoring the

Sustainable Development Goals (SDGs) can expose businesses to significant risks:

- **Financial Risks:** Resource scarcity, climate change impacts, and changing consumer preferences can affect profitability and investment.
- **Reputational Risks:** Consumers and investors increasingly demand ethical and sustainable practices. Failure to meet these expectations can damage brand reputation.
- **Operational Risks:** Disruptions in supply chains, social unrest, and environmental regulations can impact business operations.

PBTF encourages businesses to proactively engage with the SDGs, not just to mitigate risks but also to unlock new opportunities for innovation, growth, and resilience.

#PBTF #EFP #SDGs #Pakistan #Sustainability
#PrivateSector #RiskManagement #Reputation
#Innovation #GlobalGoals
#IgnoringSDGsIsARiskToBusiness

Facebook

Headline: Can Your Business Afford to Ignore the SDGs?

Body:

The Pakistan Business Task Force (PBTF) wants businesses to know: "Ignoring SDGs is a Risk to Business!"

Why? Because neglecting sustainability can lead to:

- **Losing money:** Wasted resources, environmental damage, and changing customer demands can hurt your bottom line.
- **Hurting your reputation:** Customers want to support businesses that care about the planet and people.

- **Facing disruptions:** Problems in your supply chain or with regulations can disrupt your business.

PBTF encourages businesses to embrace the SDGs and create a better future for everyone!

#PBTF #EFP #SDGs #Pakistan #Sustainability
#MakingADifference #PositiveImpact
#GlobalGoals #IgnoringSDGsIsARiskToBusiness
#SupportLocalBusinesses

X

Headline: "Ignoring SDGs is a Risk to Business" -
#PBTF highlights the importance of proactive
engagement with the #SDGs.

Body:

Neglecting sustainability can lead to financial,
reputational, and operational risks.
#Sustainability #Pakistan #RiskManagement
#GlobalGoals #PrivateSector



BACK PAGE

Consultant: **Shadab Fariduddin**



**EMPLOYERS'
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**Pak Business
Task Force
for SDGs**

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