



SOCIAL INNOVATION TO PUT SUSTAINABLE DEVELOPMENT INTO PRACTICE AND ENGAGE SOCIETY

Born in Finland.
Applicable anywhere?

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"LET'S TRY
SOMETHING NEW,
SHALL WE?"

We wanted to ensure a prosperous Finland with equal opportunities and social well-being for our future generations – within the carrying capacity of nature. We wanted action instead of empty words.

"Let's try something new, shall we?"

– The Finnish National Commission on Sustainable Development, 2014

And that's how **The Finland We Want by 2050 – Society's Commitment to Sustainable Development** was born. It is an innovative way to engage the whole of society in implementing the United Nations 2030 Agenda for Sustainable Development.

Want to hear more?

The Finnish National Commission
on Sustainable Development, 2014

WHY DO WE NEED A NEW APPROACH TO SUSTAINABLE DEVELOPMENT?

We are living in a time of great global change. Managing this change will require our determined efforts, both collectively and individually, in the decades to come.

The United Nations 2030 Agenda for Sustainable Development is a universal agenda combining all aspects of sustainable development: social, economic and environmental. In order to end poverty and create prosperity within the carrying capacity of nature, action is needed at every level of society, in all countries. Business as usual is no longer an option.

Each country must take responsibility for implementing the global commitments to sustainable development at the national level. However, for the commitments to take root, we have to create innovative solutions locally.

Society's Commitment to Sustainable Development was conceived for exactly this purpose.



WHAT IS SOCIETY'S COMMITMENT TO SUSTAINABLE DEVELOPMENT?

Society's Commitment to Sustainable Development is Finland's new approach to sustainability work. It brings together the public sector, companies, civil society actors, organisations and citizens in a unique way.

Society's Commitment includes a vision and eight shared objectives. The vision – a prosperous Finland with global responsibility for sustainability and the carrying capacity of nature – can be achieved by implementing the eight shared objectives:

- 1 Equal prospects for well-being
- 2 A participatory society for all
- 3 Work in a sustainable way
- 4 Sustainable local communities
- 5 A carbon-neutral society
- 6 A resource-wise economy
- 7 Lifestyles that respect the carrying capacity of nature
- 8 Decision-making that respects nature

In order to reach these objectives, operational commitments are being established. The idea is simple: concrete actions with measurable results.

HOW DOES THE COMMITMENT WORK?

Three simple steps



1. SELECT YOUR OBJECTIVES AND MAKE A COMMITMENT

Select one or more of the eight objectives for sustainable development that are relevant to you and your stakeholders. Commit to concrete measures that will contribute to reaching those objectives. Set the target and indicators for the measurement.



2. IMPLEMENT

Publish your commitment in an open data base provided by the Finnish National Commission on Sustainable Development. Share your story with stakeholders and invite others to join the movement. Walk the talk!



3. MEASURE

Don't forget to measure your progress. The Finnish National Commission on Sustainable Development helps in the monitoring. The indicators used are chosen by a national network of indicator experts, among others.



RESULTS: VISIBLE IMPACT ON SOCIETY!

When put together, the individual commitments lead to greater results. They will bring systemic change and create a community of pioneers.

WE ARE OFF TO A GOOD START!

More than 270 commitments have already been given:

- Over 200 different organisations have made commitments
- 4 industrial sectors (finance, forestry, energy, trade)
- Many different types of commitments, from corporate social responsibility (CSR) initiatives to more efficient use of energy and resources
- New effective clusters created
- Duration of the commitments: 1–5 years
- Over 50% of the commitments have been made by companies and schools
- Over 90% of commitment holders would recommend that others do the same
- Over 80% of commitment holders consider their commitments useful

The organisations making commitments have already reported that Society's Commitment has inspired them to do things differently, resulted in enhanced resource efficiency, created marketing benefits and new clients, motivated their staff and opened up new networks.

