

**2018**

**GLOBAL ENGAGEMENT & EMPOWERMENT FORUM  
ON SUSTAINABLE DEVELOPMENT**

## **GEEF 2018 Report:**

### **Putting People and Planet at the Center**

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**Publisher :** Kim Yong-Hak

**Editor-in-Chief :** Sohn Myongsei

**Managing Editor :** Chun Jee-in

**Editorial Assistants :** Kim Ji Eun, Park Tae In, Lee Eunjin, Lee Jonghyuk

**Art Direction & Design :** Yoo Sang Ah

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B107 Underwood Hall, 50 Yonsei-ro, Seodaemun-gu, Seoul 03722, Korea

E-mail: [igee@yonsei.ac.kr](mailto:igee@yonsei.ac.kr)

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# GEEF 2018 **PREFACE**

## **Toward a Future We Want**

As IGEE's signature annual event, the Global Engagement & Empowerment Forum on Sustainable Development (GEEF) is the cornerstone for fulfilling the mission and vision of the organization. GEEF will serve as a platform for world leaders, academics, practitioners, and the young generation to collaborate towards accomplishing the 2030 Agenda for Sustainable Development. The GEEF 2018 Report provides a summary and outcome of the first Forum held at Yonsei University in Seoul, Korea on February 7-8, 2018.

IGEE has uploaded videos of the entire event (except the parallel sessions) on our official YouTube channel. You may want to use the materials in your workplace, classroom, and even at home to spread the word and foster excellence in sustainable development research, education, practice and advocacy. Indeed, that should be the utmost reason why Yonsei and IGEE mobilize our resources to host the international event on a university campus.

Facing the era of new crisis, so-called wicked problems must be solved with innovative and integrative solutions based on a solid global partnership for sustainable development. The first plenary session of GEEF 2018 fully addressed the importance of multi-stakeholders' collaboration to achieve the 2030 Agenda with no one left behind. In the same vein, in the Opening Session, UN Secretary General António Guterres stressed that engagement is essential if we truly want to transform the SDGs into a blueprint for a new deal for a fair globalization.

Based on the success of GEEF 2018, IGEE plans to carry out GEEF sub-events on global issues for sustainable development throughout the year. The outline of the events will be announced through the IGEE website and social media. Furthermore, substantial research and social engagement projects will be actively pursued. One of them is the development of a new composite index on sustainability that will be a tool to build strategies and a culture that support the developing, maintaining and enhancing of global partnership and education for sustainable development. This project aims to provide a brand new composite index on sustainability and a follow-up monitoring system of the 2030 Agenda. By putting people and planet at the center, the problems of women & youth (people) and climate change (planet) will be given a high priority as the cross-cutting agenda for SDG implementation. The updated index will be published annually at GEEF.



**Sohn Myongsei**

Executive Director  
Institute for Global Engagement & Empowerment  
at Yonsei University

Meanwhile, anyone from any part of the world interested in familiarizing themselves with the 2030 Agenda is invited to take the lectures on our newly launched Massive Open Online Course on Coursera.org: “Sustainable Development in the 21st Century with Ban Ki-moon.” Throughout six weeks, students will learn about the SDGs based on the 5Ps: people, planet, prosperity, peace and partnership. Moreover, in close collaboration with the Institute for Poverty Alleviation and International Development (IPAID) at Yonsei University Wonju Campus, United Nations Research Institute for Social Development (UNRISD), and other international organizations and research institutes, we are actively involved in the first-of-its-kind global research network on the localization of the SDGs, considering the fact that all the SDGs and their targets need to be adapted into the local context.

We are particularly grateful for the high level of engagement by a wide cross-section of stakeholders, bringing together international leaders and experts. The next GEEF will be held at Yonsei University on February 14-15, 2019. Members of the GEEF Organizing Committee, IGEE, Ban Ki-moon Centre for Global Citizens as well as the entire Yonsei University family very much look forward to meeting all of you at GEEF 2019. Please save the date and see you soon in Seoul to champion towards co-creating the future we want to see.



## HOST ORGANIZATIONS



**Institute for Global Engagement & Empowerment (IGEE) at Yonsei University**

IGEE, based in Seoul, Korea, is an academic institution headed by the 8th Secretary-General of the United Nations Ban Ki-moon. It launched in April 2017 at Yonsei University to contribute to implementing the 2030 Agenda for Sustainable Development by integrating various missionary and volunteer activities within the University, directing intellectual and human resources to address social issues, and educating the next generation of global citizens. IGEE has three organizations under its umbrella: Ban Ki-moon Center for Sustainable Development, Center for Social Engagement and Yonsei Institute for Global Health.



**Ban Ki-moon Centre for Global Citizens in Vienna**

Founded in July 2017, the Ban Ki-moon Centre for Global Citizens is co-chaired by Ban Ki-moon, the 8th Secretary-General of the United Nations, and Heinz Fischer, former President of Austria. Based in Vienna, Austria, the Centre is an independent non-profit organization under Austrian law. It focuses on empowering women and youth to thrive as global citizens through leadership, mediation, advocacy and education. The Centre is affiliated with IGEE.

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### **About Sustainable Development Goals (Source: The United Nations)**

*The Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development are a universal call to action to end poverty, protect the planet and ensure that no one is left behind. The SDGs officially came into force on January 1, 2016. They build on the success of the Millennium Development Goals, while including new areas such as climate change, economic inequality and innovation. The 17 goals are interconnected, meaning the key to success on one will involve tackling issues more commonly associated with another. While the SDGs are not legally binding, governments are expected to take ownership and establish national frameworks for the achievement of the 17 goals.*

## GEEF 2018 **OUR MISSION**

Global Engagement & Empowerment Forum on Sustainable Development (GEEF) aims to serve as a platform of ideas for all stakeholders and the foundation for domestic and international cooperation. After the success of GEEF 2018, whose main theme was "Putting People and Planet at the Center," I am confident that the annual event will rise to a landmark forum for sustainable development, much as the Davos Forum has in the field of economics. I urge all experts, businesses, and civil society from all corners of the globe to join us, as we endeavor together for a better world.

**Kim Yong-Hak**

GEEF 2018 Organizing Committee Chair  
President of Yonsei University



"For a better world for all!"

This single sentence has been the driving motto during my tenure as Secretary-General of the United Nations. To ensure that we work together to build a better world for all, the UN adopted the 17 Sustainable Development Goals (SDGs) in 2015, including climate change, as global indicators to monitor and evaluate our overall progress towards achieving such ambitious hope for our humanity. Global Engagement & Empowerment Forum on Sustainable Development (GEEF), co-hosted by the Institute for Global Engagement & Empowerment and the Ban Ki-moon Centre for Global Citizens, is part of our joint efforts to promote and ensure our pursuit of the SDGs and to create a global network for continued cooperation.



**Ban Ki-moon**

GEEF 2018 Organizing Committee Honorary Chair  
Honorary Chair of IGEE at Yonsei University  
Co-Chair of Ban Ki-moon Centre for Global Citizens

With its basis in Asia, where 60 percent of the world's population resides, and is full of yet-untapped potential and possibilities, we firmly believe that GEEF will play an integral role as a catalyst to help achieve equitable, and truly universal development.

The world reached a milestone in 2015 when the 193 member states of the United Nations adopted the 2030 Agenda for Sustainable Development. I believe the time has come, where we once again ensure our continued focus on the goals and targets we've set and discuss ways forward to reach those goals. Global Engagement & Empowerment Forum on Sustainable Development is the gathering place for leaders in politics, economics, environment and other sectors of society from around the globe to serve that end. Together we present and discuss ideas that could lead us to a more comprehensive understanding of those diverse goals and targets affecting one another. I hope GEEF will continue to serve as an important cornerstone of making the Sustainable Development Goals a true reality beyond our imagination and bringing many transformative changes in our national, regional and international communities.

**Heinz Fischer**

GEEF 2018 Organizing Committee Honorary Chair  
Co-Chair of Ban Ki-moon Centre for Global Citizens  
11th President of Austria



# GEEF 2018 BY THE NUMBERS

**16** Sessions

**65** Speakers

**42** Organizations

**12** Partners and Sponsors

**2,000+** Participants from 58 countries

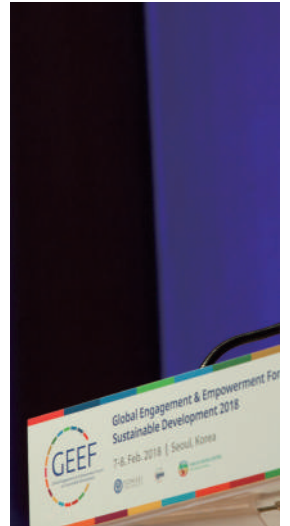
## GEEF 2018 **KEY SPEAKERS**



**| Irina Bokova**  
Fmr. Director-General of UNESCO



**| Chey Tae-won**  
Chairman & CEO of SK Holdings



**| Jeffrey Sachs**  
Professor at Columbia University



**| Miroslav Lajčák**  
President of the UN General Assembly



**| Arrey Obenson**  
Secretary General of Junior Chamber International



**| Lee Nak-yeon**  
Prime Minister of the Republic of Korea



**| António Guterres**  
Secretary-General of the United Nations



**| Jack Ma**  
Founder & Executive Chairman of Alibaba



**| Yoo Young-sook**  
Former Environment Minister of Korea



**| Lilja Dögg Alfreðsdóttir**  
Icelandic Minister of Education, Science and Culture



**| Shamshad Akhtar**  
Under-Secretary-General of the United Nations,  
Executive Secretary of ESCAP



**| Sheikh Mohammed bin Abdullah Al Khalifa**  
President of Bahrain Supreme Council of Health



**| Jean Todt**  
President of Fédération Internationale de l'Automobile  
UN SG's Special Envoy for Road Safety

# GEEF 2018 PROGRAM



## Speeches

- **Building a Stronger UN for the Future We Want**  
António Guterres, Secretary-General of the United Nations
- **Role of Multilateralism in a Turbulent World**  
Miroslav Lajčák, President of UN General Assembly
- **Special Conversation with Jack Ma**  
Jack Ma, Founder & Executive Chairman of Alibaba
- **Building a Stronger Foundation for Co-Prosperity**  
Chey Tae-won, Chairman & CEO of SK Holdings
- **Sustainable Development: Putting People and Planet at the Center**  
Jeffrey Sachs, Director of Center for Sustainable Development at Columbia University

## Plenary Sessions

- Partnerships for Sustainable Development
- Climate Change & Sustainable Development
- For Universal Health Coverage: Increasing Accessibility for All



## Parallel Sessions

- Water 4.0 for Sustainable Development
- The Challenge of the SDGs: Resetting the Strategy and Paradigm for Korea's Development Cooperation
- Youth's Path to Engagement and Empowerment
- ICT for Higher Education and TVET
- Ensuring Sustainable and Responsible Consumption and Production
- SDGs, Social Economy and Community Development
- Korea's Experiences for Development and Helping Development
- Climate Change Adaptation (CCA) in the Context of Sustainable Development Goals
- #EndViolence: Safeguarding Youth In The Digital Age



## GEEF 2018 **OPENING SESSION**

World-renowned leaders came together at Yonsei University to voice their support for sustainable development and kick off the Global Engagement & Empowerment Forum on Sustainable Development. Ten speakers highlighted the crucial role of different stakeholders, such as governments, academia, businesses, international organizations and the sports sector, in implementing the Sustainable Development Goals.



A photograph of Kim Yong-Hak, President of Yonsei University, speaking at a podium. He is wearing a dark suit, a light blue patterned tie, and glasses. A microphone is in front of him, and a name tag is pinned to his lapel. The podium has a sign for the GEEF event. The background is a purple wall with the Yonsei University logo.

“As Yonsei’s founders, American and Canadian missionaries, opened an educational institution to teach the poor and cure the diseased, we opened the Institute for Global Engagement & Empowerment to extend and strengthen its founding spirit by engaging in community and global problems.”

“GEEF is a platform for domestic and international cooperation, where process on sustainable development is monitored and future plans are proposed.”



Global Engagement & Empowerment  
Sustainable Development 2018

7-8. Feb. 2018 | Seoul, Korea



**Kim Yong-Hak**  
President of Yonsei University

“Yonsei saw the necessity in organizing its social engagement activities and networking resources together. More than a century of engaging global problems has made Yonsei a tree of many branches, but now the world is seeking a more coordinated, more resilient, and more sustainable solution.”

“We live in the age of new challenges. Challenges can be seen as problems, but at the same time, those challenges can be opportunities. This is the reason we gather here today. We hope to find ways to solve the problems, to change this world, and to make it better and sustainable.”

**Hur Dong-soo**  
Chairman of Yonsei Board of Trustees

“Many of humankind’s advances originate from movements inspired by individuals who embraced a notion of global citizenship.”

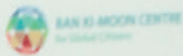
“The secret of positive change is to focus your energy not on finding the old but building the new.”

“Sustainable development is feasible only if all countries and all stakeholders act in collaboration and in partnership, work together to take up challenges and find solutions for our common future.”



Global Engagement & Empowerment Forum on Sustainable Development 2018

7-8. Feb. 2018 | Seoul, Korea




**Heinz Fischer**  
Former President of Austria

## GEEF 2018 **OPENING SESSION** | **KEYNOTE ADDRESSES**



**Lee Nak-yeon**  
Prime Minister of the Republic of Korea



“It is an honorable responsibility for the Korean government to expand its ODA investments.”

Development has led us to great prosperity. However, in the 20th century, we have experienced the negative side of development. The Sustainable Development Goals (SDGs) lay out a vision and challenges that we must take on for the common prosperity of all. Korea has transformed itself from an ODA recipient to an ODA donor country in a short period of time. The Korean government has strived to contribute to the implementation of the SDGs. I pledge that Korea will play a bigger role in meeting the goals going forward by expanding its ODA investments especially for developing countries.

## Building a Stronger UN for the Future We Want

“Green economy is the best economy today. Those who don’t bet in the green economy will probably have a grey future.”

“Prepare everything for a world we don’t know how it will be.”

“Diversity in society is richness. It is not a threat. It is something we should cherish doing everything possible for everyone to feel that they belong to the community.”

Globalization, together with technological progress, has allowed us to have immense increase in wealth and meaningful improvements in the lives of many people around the world. However, it has also dramatically increased inequality and left us with a number of tough problems to solve, youth unemployment being one of them.

What we need now is a new deal for a fair globalization. For that, we can utilize the Sustainable Development Goals as a blueprint to take full advantage of the benefits of globalization and technological progress, and at the same time, eliminate the setbacks that we have been facing in the last few decades.

For the SDGs to become a reality, we must mobilize the civil society, academia and the private sector for the resources that are needed for the goals to be achieved and applied in the best possible way. When looking into the Sustainable Development Goals, we must also consider challenges that will come our way due to technological progress, including ethical problems and questions of regulation.

The United Nations can be a platform in which all key stakeholders can join together and discuss how we can respond to not only the problems of the past but also the challenges of the future. It is critical that everyone joins in to these discourses to ensure that we can translate the modern technology into tools that work for the improvement of humankind, and enable people to adapt to new scenarios of the future.



**António Guterres**  
Secretary-General of the United Nations



**Miroslav Lajčák**  
President of the UN General Assembly

## Role of Multilateralism in a Turbulent World

“We need to face a new reality: we no longer live in a world of once-off, or standalone crises. That is why we can no longer rely on once-off, or standalone solutions.”

“We cannot take multilateralism for granted. If we do, we will fail to take the threats facing it seriously. And then, we will be unable to defend against them until it is too late.”

“The Sustainable Development Goals are the expression of our global responsibility and awareness of the dangers facing our planet.”

We are living in a turbulent world. Whether it is hitting our economies, societies or airplanes, turbulence works in the same way. It affects everything in its path. No matter how well we are prepared, once turbulence hits, it is felt by every passenger on the plane or every member of the society. And we must all come out of it together or not at all.

When there is conflict or extreme weather events in one region, not everyone in the world will suffer, but all of us will feel some effects eventually. Therefore, demand for multilateralism continues to grow. Multilateralism is not a trend dictated by politics; it is caused by the nature of the world we live in and the kind of turbulence we face.

However, we tend to take multilateralism for granted. Without multilateralism, our rule-based system that took us decades to build since World War II, will erode from underneath us, causing our world to return to the way it was before 1945, when rules were set by those with the most power and the strongest militaries, and alliances were based solely on defense not progress.

When it comes to meeting this demand for multilateralism, the United Nations must lead the charge. It plays a unique role in our world, which billions of people depend on. When talking about the irreplaceable role of the UN, we cannot forget the Sustainable Development Goals. The SDGs are a universal framework that applies to rich and poor countries alike, encompasses diverse and complex issues from education to access to justice, and bounds us all to the same goals and targets. We cannot recycle old methods and messages. We need creativity, flexibility and new ideas. We must stand up, we must speak out, and we must champion multilateralism.


GEEF 2018 **OPENING SESSION** | **CONGRATULATORY REMARKS**



**Mario Pescante**  
IOC Member  
*Delivers Message from IOC President Thomas Bach*




**Andrew Parsons**  
President of International Paralympic Committee



“We believe that sport and the sport sector at large are a natural partner when it comes to achieving the United Nations Sustainable Development Goals.”

“Sport, at the service of humanity, must go hand in hand with human rights, putting people at the center.”



“Sport is one of the most powerful vehicles for inclusion, education and citizenship. People must be the focus and the driver of that vehicle.”

“We must change the way we interact with this planet. Otherwise, in the future, there will be no planet to interact with. It is only through open dialogue, sharing and collaboration that we can put sports and the world back on track.”

“The commitment we all make today towards enhancing a future for all will pay off in the not too distance future.”

“Institutions must be strengthened to allow the rule of law and justice in every system of democracy. Civil society participation must be given credence and recognition in every government to convey the voice of the people.”

“According to the Business & Sustainable Development Commission, the SDGs would unlock 12 trillion dollars of economic opportunity and create 380 million jobs by 2030.”



## **| Difie Agyarko Kusi**

Ghana's Ambassador to Korea

*Delivers Message from President of Ghana, Nana Addo Dankwa Akufo-Addo*



## **| Video Message from Paul Polman**

CEO of Unilever

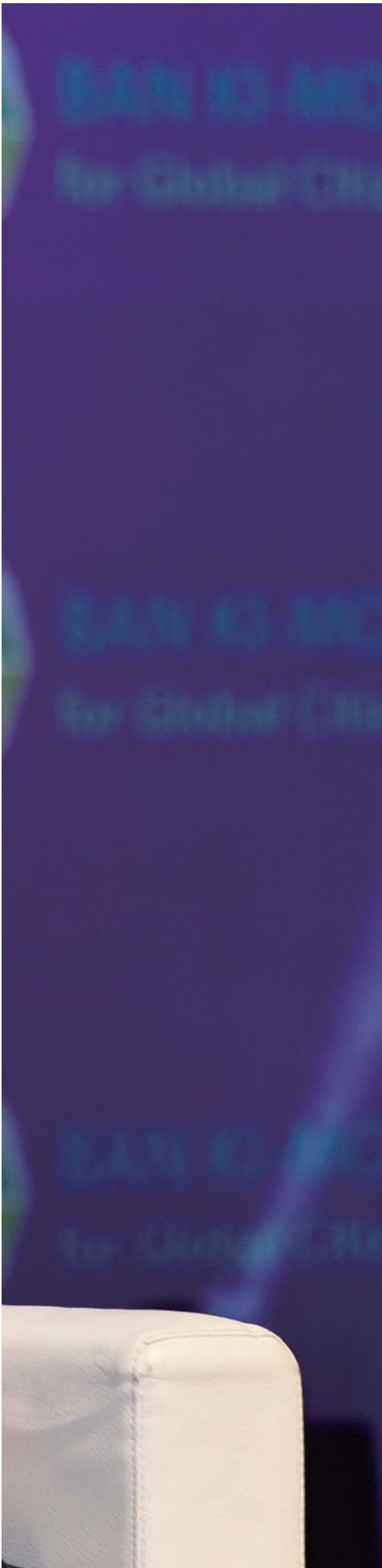
## GEEF 2018 **SPECIAL CONVERSATION WITH JACK MA**



Ban Ki-moon and Jack Ma sat down for a conversation on altruism, technology, love, youth, women, how to raise our children and the future we want. Then the men took questions from the audience. Ma is a long-time advocate for corporate social responsibility. In 2016, Alibaba Foundation hosted the inaugural Xin Philanthropy Conference, named after a Chinese character Ma created.







“We’re living in an era of a lot of conflict. Without global vision and citizenship, we will continue to see such problems.”

“My commitment as the Secretary-General of the United Nations was that I would make this world better for all. Whether I did is left to the judgment of historians.”

## **| Ban Ki-moon**

8th Secretary-General of the United Nations  
Honorary Chair of IGEE at Yonsei University

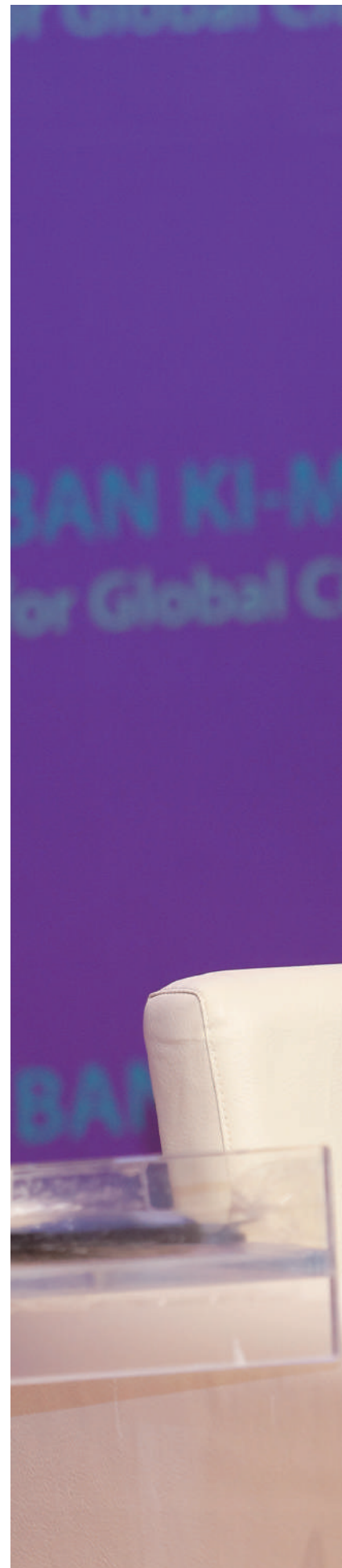
“I applied for so many jobs. All of them rejected me. So I did a lot of part-time jobs but I believed in one thing – ‘One day I will be something.’ If you are prepared and learning now, one day you will be successful. If you are not preparing now, one day you will lose your job.”

“When I was rejected, I was never disappointed. I thought, these guys don’t have a vision.”

“When I was a child I said I wanted to change the world, and my father said, ‘Change yourself first.’”

**Jack Ma**

Founder & Executive Chairman of Alibaba







## 1 “Xin” Philanthropy

**Ban Ki-moon :**

You have invented a Chinese character, “Xin.” It is about caring for others. What is your philosophical thought and reason for inventing the “Xin” philanthropy?

**Jack Ma :**

At the top is the Chinese character for ‘family’ and at the bottom is the ‘heart.’ I believe that philanthropy is treating the world like your family and doing things with your heart. When you give money to others and take action, you’re changing yourself, and only when everyone is changed can the world be changed. Philanthropy is about getting results. As a philanthropist, we should have a philanthropic heart, but a business way. If it’s not efficient, the philanthropy can’t last long.

## 2 Effective Altruism and Sustainable Future

*“To be sustainable and successful in the next 30 years, you should think of others more than yourself.”*

**Ban Ki-moon:**

In addition to Xin, you are also an advocate for “effective altruism” as a way to shift the paradigm and promote equity and dignity of all people. How do you think your concept of “effective altruism” will help achieve a sustainable future?

**Jack Ma:**

On that topic, let’s talk about technology. The technology revolution may cause problems, but also brings a lot of opportunities. In my opinion, each technology revolution in the past directly or indirectly caused the First and Second World Wars. The Third World War is the war against poverty, disease and environmental problems. This is where money and technology should be joining force. We are progressing from information technology (IT) to data technology (DT). IT is about enabling yourself. DT is about enabling the poor and others. To be sustainable and successful in the next 30 years, you should think of others more than yourself. Do things with a Xin heart, but also be effective.

## 3 Why Companies Should Hire More Women and Youth

*“What is the difference between smartness and wisdom?”*

*Smart people know what they want; wise people know what they don’t want.”*

**Ban Ki-moon:**

The reason we’re working hard is for the succeeding generations and people, including youth and women, whose political social status aren’t given properly. You are leading by example in helping women and youth. How can we encourage other business leaders to do the same?

**Jack Ma:**

The secret of Alibaba’s success is that 49% of the employees and 37% of the senior management are women. The average age of our employees is 33 years old.

If you want your company or organization to be perfect, have men and women work together harmoniously. Women tend to be wiser than men. What is the difference between smartness and wisdom? Smart people know what they want; wise people know what they don’t want. Women leaders in Alibaba frequently ask me, “Jack, are you sure this is what we want?” Always a good question because humans became so greedy in the past 200-300 years.

If you want your company to be user-friendly and have great chemistry, hire young people. Young people have a lot of ideas, and ideas are hope for the future. Young people embrace change and new technology. Hire young people so your company has hope and is prepared for the future. We already see more young leaders and women presidents around the world. There will be more, whether you like it or not. So get ready to welcome them and embrace them.

## 4 Will A.I. Dominate Humans In the Future?

*“We should teach our children things machines can never be able to do.”*

**Ban Ki-moon:**

How do you view where we'll be reaching in terms of the 4th industrial revolution? Many people express concerns about artificial intelligence. What will be human's role at the time?

**Jack Ma:**

All things you are worrying about AI are coming but AI will never replace humans. No matter how smart computers are, humans will prevail. The world is not about smartness; it's about the heart. Wisdom is from the heart. The brain is about knowledge. If you compete with knowledge, machines will win. If you compete with wisdom, machines will have no chance.

If you don't want to lose quickly, you need high IQ. If you want to be successful, you should have high EQ. If you want to be respected and continue to win, you should have LQ – the quotient of love – which machines will never have.

Don't worry about machines. Worry about our children, our education system and how we should change the way we teach them. Don't let our children compete with machines on things machines can do better. We should teach our children things machines can never be able to do. Therefore, the next 30 years will be tough. We need solutions. We have to use technology to enable people to live better, instead of making yourself or your company more powerful. Technology for the future should be inclusive.

**Ban Ki-moon:**

Our thoughts on the future are the same. We have been able to overcome all the challenges. In the end, we will be able to overcome this challenge. That's one thing I firmly believe.

**Jack Ma:**

My grandfather worried about my father, and my father worried about me. I'm doing better than my father, who did better than my grandfather. So don't worry about young people. They can do better; we have to trust them. I trust young people, and this is why my company can grow.



## Building a Stronger Foundation for Co-Prosperity



*“Pursuing social value means pursuing new opportunities, not only for businesses but also for universities.”*

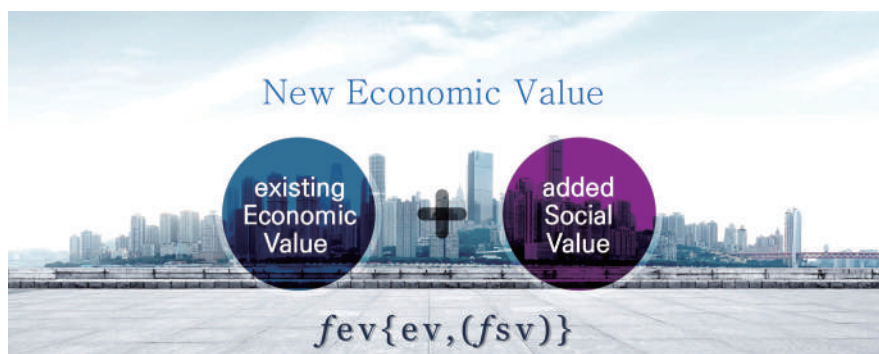
**Chey Tae-won**  
Chairman & CEO of SK Holdings

*While addressing GEEF, Chey Tae-won caught the audience by surprise when he abruptly held out a backpack worn by K-pop boy band BTS. The bag is made by Morethan, a social enterprise supported by SK. Morethan makes products using recycled leather and textiles from scrapped vehicles, and hires the socially disadvantaged as well as North Korean defectors. Chey used Morethan as one example to explain SK's commitment to promoting corporate social responsibility activities and why we must encourage other businesses to join the effort to foster a sustainable future. SK Group is the third largest conglomerate in Korea with interests in telecom, IT services, chemicals and energy, among others.*

### **1** How Can Corporations Take Part in the SDGs?

The 17 SDGs represent different goals, but I believe their comprehensive goal is to promote social value. SK has conducted three projects on how corporations can modify current business practices to promote social value, what obstacles exist in the process, and how we may be able to overcome them.

## 2 Pursuing Social Value



Our first task was to incorporate social value in SK's business value system. In other words, the process of creating social value (SV) should exist in the process of making money (EV). The action led to changes in our business perspectives and corporate

behavior. For example, tax and wages were considered as costs that must have been reduced in the past. Now we try to see social value in every cost. We also realized the absence of a weighting system for social value kept us from effectively prioritizing which social values we should pursue.

## 3 Creating Social Infrastructure

SK's second project was asset sharing. The main idea was, if a business or multiple businesses share their assets with the society it would create strong social infrastructure. Last year, we asked the public to send us their ideas on how 3,600 SK gas stations across the country could be used as shared infrastructure and benefit the society. The reaction from the public was very positive, but we also realized many people and businesses still cared deeply about financial values and only about financial values. Therefore they were not comfortable with our idea of sharing assets for something, in their perspective, without tangible value.



## 4 Fostering Social Enterprise

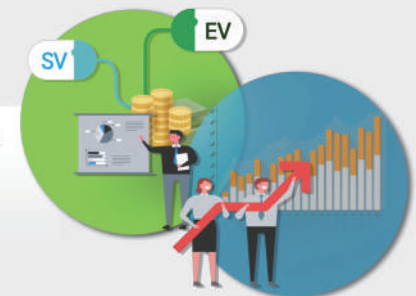


Our third project was fostering social enterprises. Since SK is a novice in promoting social value, we decided to support social enterprises who have the expertise in maximizing social well-being. However, since we did not have a weighting system that measures social value, it was challenging for us to choose which social enterprise to support.

## 5 Social Value Measurement & Market Mechanism

In order to encourage businesses to look beyond profit maximization and help implement the SDGs, we need a market that evaluates social value and converts it to financial value. To do that, we need a social value measurement and weighting system. Realistically, we will not be able to evaluate and market every social value, but for urgent issues, we can consider borrowing the power of the market. Social value creates a new market. Let's face it. The current market system is struggling to grow because of competition, decline of gain, and old business models.

- Social Value Measurement
- Different Weightings for Different Value Systems
- Market Mechanism for Social Value



If social value is embedded in the market, companies can create an ecosystem that can constantly be active and finally realize social value is not contrary to financial value.

## GEEF 2018 **SETTING THE TONE**

### **Sustainable Development: Putting People and Planet at the Center**

“Sustainable Development is not punishment. It’s safety. It’s not hardship. It’s well-being.”

*Jeffrey Sachs, a world-renowned economist and senior UN advisor, delivered an urgent message: It’s not too late to save the planet and humankind but time is running out. Sachs explained why the current market system and politics pose a major hurdle to our very own survival and how we must act now to overcome the challenges.*

#### **1 Global Market Economy & Its Challenges**

The world market has achieved an economic triumph in the past 75 years. According to the IMF, the world is expected to produce about \$13 trillion in 2018, which is an average of \$18,000 per person on the planet.

However, our market system does not work fairly. Income inequality is rising in most major economies in the world and gaps between the rich and the poor is the widest in history. The market does not operate to protect the environment. Our heavy use of fossil fuel is driving climate change. We intensively use our land, creating what scientists call one of the greatest extinction processes in the history of earth.



#### **Jeffrey Sachs**

Director of Center for Sustainable Development at Columbia University  
Special Adviser to UN Secretary-General on SDGs

## 2 Accomplishing Sustainable Development Goals

The 2030 Agenda for Sustainable Development is a way for us to set an alternative course to correct this system. To accomplish the Sustainable Development Goals we need governments that are effective in regulating the economy in ways that are fairer and more environmentally sustainable.

We need to make conscious choices when it comes to picking which technology to use. For example, we need to put a stop to using coal-fired power plants, actively take up electric cars and halt the production of vehicles with the internal combustion engine.

The financial system has to change. Most of sustainable development financing is too complicated for financial institutions to do it alone. We need a long-term financing, supported by government action and private finance. Development finance involves designing complex projects that encompass land use, regulation and choice of technology, while tapping into pension funds, insurance funds and other long-term pools of financing.

Development financing is more complicated than we're used to because the problems are more complicated than simply making money. Other challenges to achieving the SDGs include vested interests, corporate lobbying, corrupt governments and politicians more interested in wars than sustainable development.

## 3 Role of Universities

At this time of turmoil, we need a cooperative approach because we are all stuck in this together and the role of universities is crucial. Universities are the institutions that can look ahead and mobilize knowledge. Universities do not have vested interests, and are not out for a profit. It is the institutions looking for truth, and most importantly with young people. Young people should take this challenge, and together we should fix the world.

## GEEF 2018 **PLENARY SESSION ON PARTNERSHIPS FOR THE GOALS**



### Partnerships for Sustainable Development



**Kim Won-soo**  
Former Under-Secretary-General of  
the United Nations (Moderator)



**Irina Bokova**  
Former Director-General of UNESCO



**Heekyung Jo Min**  
Executive Vice President of  
CJ CheilJedang



**Jean Todt**  
President of International Federation  
of Automobiles, UNSG's Special  
Envoy for Road Safety



**Ed Futa**  
Former General Secretary of Rotary  
International



**Lee Jaeyoung**  
Former Korean National Assembly  
Member



**Alexander Moczarski**  
Chairman of Marsh & McLennan  
Companies International



**Suh Hong Won**  
Dean of Yonsei University Global  
Leadership Division

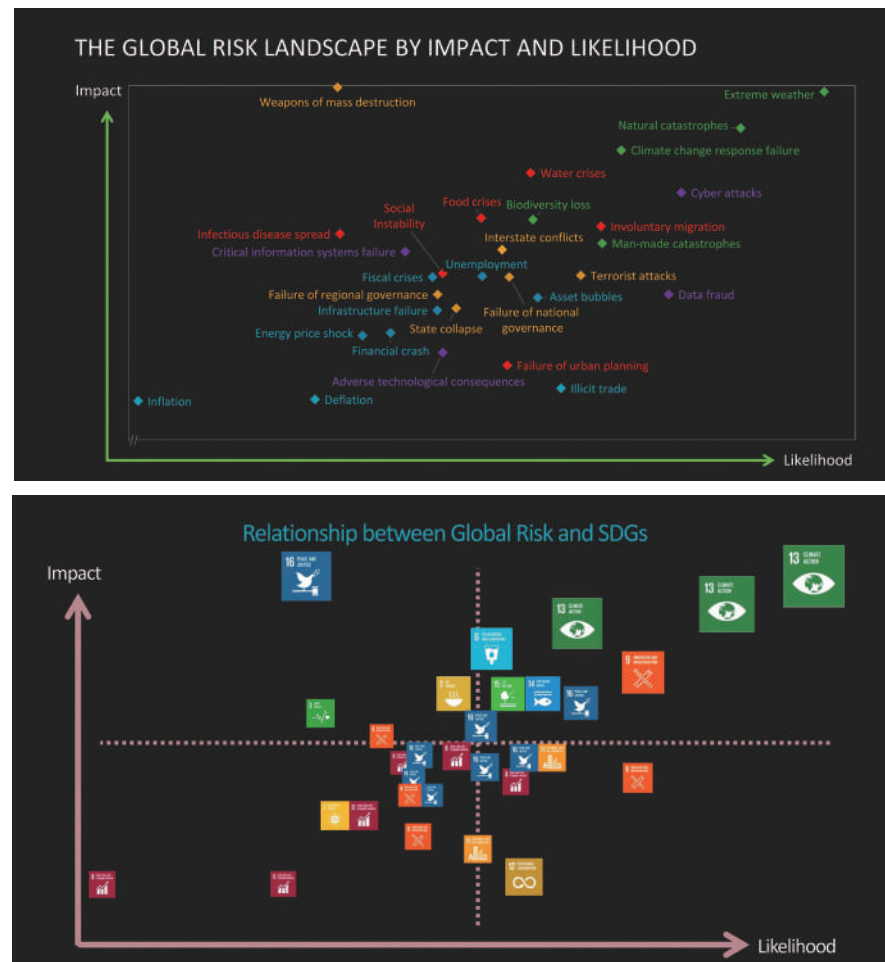
*The session addressed the importance of multi-stakeholders working together in an integrated manner to achieve the 2030 Agenda for Sustainable Development. With the 17 Sustainable Development Goals closely intertwined, the United Nations recognizes multi-stakeholder partnerships as “important vehicles for mobilizing and sharing knowledge, expertise, technologies and financial resources.” Eight experts in education, business, nonprofit work and government, explored each stakeholder’s role and resourcing strategies for building inclusive partnerships that place people and the planet at the center.*

## Kick-Off Presentations by Marsh & McLennan Companies Why SDGs Matter: Global Risk Perspective

### 1 Analysis of Global Risk Landscape

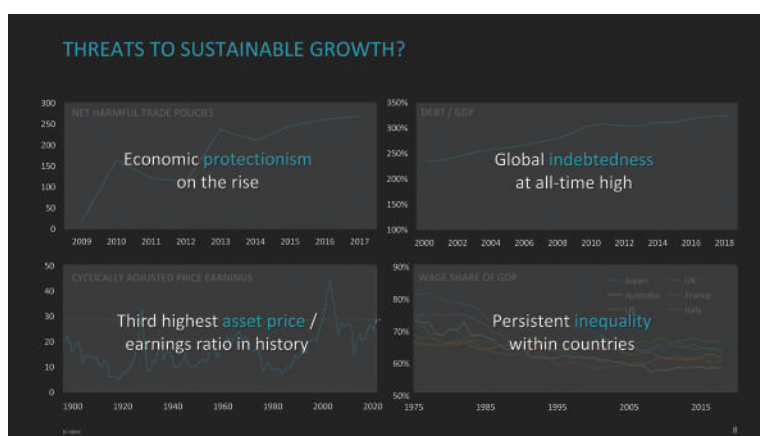
Alexander Moczarski Chairman of Marsh & McLennan Companies International

A collective effort is required by the global community to ensure cooperation for long-term collective development. There are two broad challenges: the new risk environment and the need for resilience to these risks. While the global economy is growing, the extraordinary pace of changing global recovery and growth is shaping the risk environment. We face a fundamentally new risk environment characterized by emerging and interconnected threats rather than well-known, standalone ones. In terms of impact and likelihood, environmental threats are paramount. The priority for environmental concerns is focused on natural catastrophe management, pollution reduction and low-carbon transition. On cyber issues, there are three observations: loss from cyber-attacks; growing influence of tech companies; and the technological prowess becoming a new political dynamic with a competitive advantage in economic supremacy and national security.



Geopolitically, relations are ever more complex. Globally, major democracies are hit by populist, nationalist pressures. The world's largest powers are shifting their objectives, resulting in bolder actions and arousing concerns among smaller countries. The geopolitical threat landscape is multifaceted with risks of nuclear weapons on one end and a raft of economic protectionist measures on the other.

There are four general worrying trends in the current global landscape: politics and protectionism; debt; high asset prices; and inequality and financial insecurity. With interconnectedness of different risks and risk trends, we are facing a new risk eco-system that poses a great challenge to achieving sustainable development. The challenge for the SDGs is that their achievements are dependent on the complex eco-system of the government, the private sector and civil society. Both public and private organizations should be aware of two areas of risk-management to have resilience: shifting balance of effort from familiar risks to emerging threats and complex strategic uncertainties; and shifting from prevention (in a barrier sense against possible shocks) to response (with contingency planning and testing based on a range of scenarios). More than ever, leaders from the public and private sectors should hold bold strategic ambitions and organizational resilience to position themselves most effectively for the future. If we channel our abilities, we can truly accomplish the SDGs.



## 2 Responding to Global Risks

David Kim Executive Vice President of Marsh Korea



Looking at the last 40 years, it is clear there is a historical accumulation factor in global risks.

When it comes to income inequality, since 1980 there has been a trend of the world's top 10% taking 40-50% of the total income share. As the global economy focuses on measures such as quantitative easing and monetary stimulus, asset prices are on the rise, enlarging the wealth of the top 10% while undermining the trickle-down effect.

### Natural catastrophes worldwide 1980 - 2011

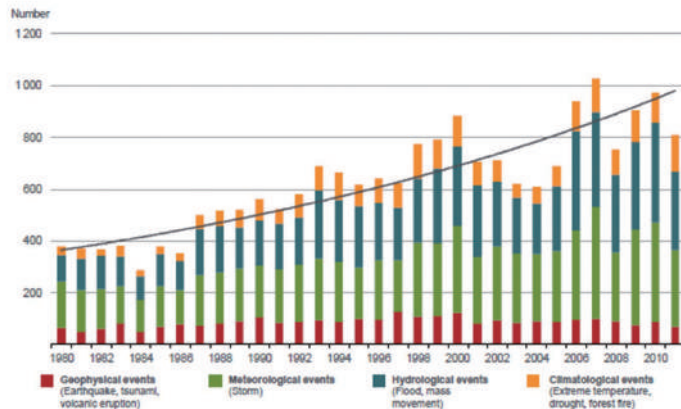
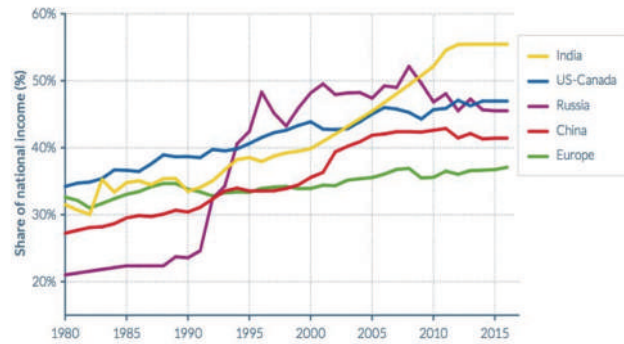


Figure E2a

Top 10% income shares across the world, 1980-2016: Rising inequality almost everywhere, but at different speeds



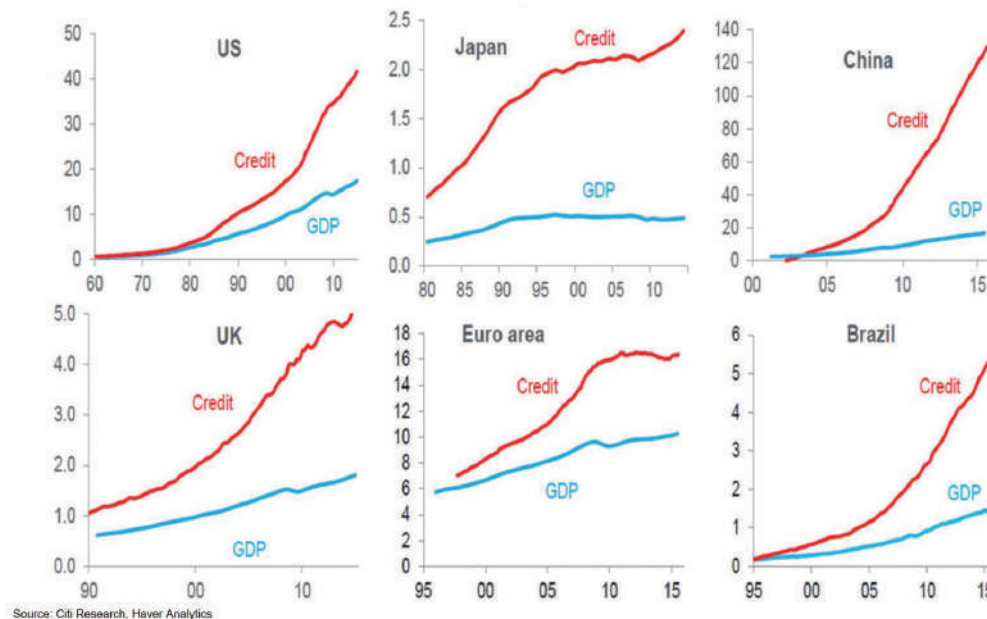
Source: WID.world (2017). See wir 2018 wid.world for data series and notes.

In 2016, 47% of national income was received by the top 10% in US-Canada, compared to 34% in 1980.

Due to current demographic trends, developed countries face predicaments in terms of government budget deficits. As the society ages, the younger generation, being smaller, will provide less tax revenues to the government system. Moreover, the total debt to GDP ratio since 1990 has been on the rise. In most developed countries, debt growth has already surpassed economic growth. We have a fiscal deficit trend from the past 40 years that suggests furthering the fiscal stimulus will only increase economic unsustainability and other potential risks.

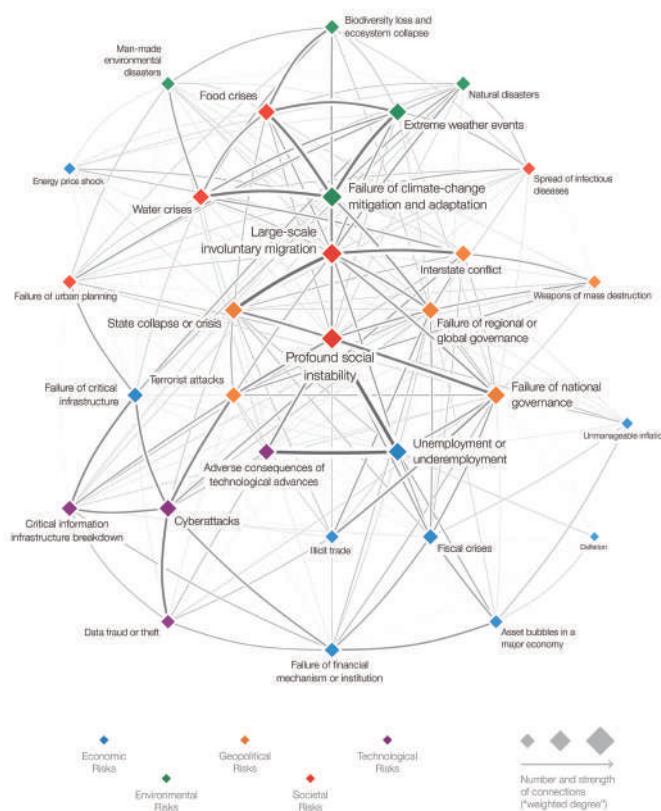
### Different take-off time, same trajectory

Stock of debt across non-financial sectors vs GDP, in local currency, nominal



There is a clear interconnectedness of the risks. For example, elevated asset prices can lead to a sudden financial crisis, to the financial industry collapse, to social unrest, and to political unilateralism. In the era of the internet, and much less resiliency and redundancy in our system, the unknown potential impacts of increasing risks and interconnectedness suggest why the SDGs are an absolute necessity rather than a choice.

Figure III: The Global Risks Interconnections Map 2018



Source: World Economic Forum Global Risks Perception Survey 2017-2018.  
 Note: Survey respondents were asked to identify between three and six pairs of global risks they believe to be most interconnected. See Appendix B for more details. To ensure legibility, the names of the global risks are abbreviated; see Appendix A for the full name and description.

## Panel Discussion

- **Kim Won-soo (Moderator)** Former Under-Secretary-General of the United Nations

*“While the Millennium Development Goals mostly focused on anti-poverty, education and health, the Sustainable Development Goals cover all aspects of human life: social, economic, environmental and even political.”*

*“Sustainable Development Goals implementation is not a luxury, it’s a necessity. And it’s urgent. The cost of action now will be far less than the cost of inaction down the road.”*

- **Irina Bokova** Former Director-General of UNESCO

*“Education is a foundation of human development and a cross section of all global challenges such as poverty, inequality and health.”*

We have the most educated generation ever in human history. Still, 60 million children are out of school, the majority of them in conflict areas. 250 million young people are considered practically and functionally illiterate due to poor quality of education. The challenge in preparing the SDG on education was to put quality education as a foundation. Education is not a technical issue, but about skills and learning. With the fourth industrial revolution, we need different skills. Moreover, looking at globalization, migration, conflict, xenophobia and nationalism, education must focus on global citizenship and the values of human rights, living together and different competencies. Nowadays, education is the responsibility of all of society, the private sector and civil society as partners.

- **Heekyung Jo Min** Executive Vice President, CJ CheilJedang

*“Successful companies always try to align their business strategies with social values.”*

Society has always put expectations on corporations, such as creating jobs, paying taxes and taking responsibility. Corporations now realize the importance of their active role in solving societal problems. CJ announced in 2013 that we will be a socially responsible company with the CSV (Creating Shared Values) principle, meaning whenever we do business, there is some social value we are creating at the same time. Since CJ is a lifestyle company, every Sustainable Development Goal has some relevance to our business, so we are trying to align our long-term business strategy with the SDGs. If corporations realize what they have in terms of capability and their impact point with customers, even bigger partnership models will come out to bring about positive change to society.

- **Jean Todt** President, International Federation of Automobiles  
UN Secretary-General’s Special Envoy for Road Safety

*“Road traffic crashes are one of the worst pandemics of society.”*

Every year 1.3 million people die on the road and 50 million people are injured. Unless we take action, the number of road traffic deaths is expected to hit 2 million by 2030. As a former motor sport executive, auto racing is not only a show for me, it is also a laboratory for safety. Compared to 30 years ago there are almost no fatal accidents in auto racing today.

Fortunately, road safety has been included in the SDGs with target 3.6, which is to halve the number of road traffic deaths and injuries by 2020; and target 11.2, which is to provide access to public transportation to any citizen around the world by 2030. Education and law enforcement are critical in addressing road safety but its challenges include vehicles that lack safety standards, road infrastructure, post-crash care and police corruption. Simple things such as safety belt, helmet, no speeding, no texting, and no drinking and driving will halve the number of victims on the road. It is the responsibility of not only the government and international organizations, but every citizen who is a road user.

• **Lee Jaeyoung** Former Korean National Assembly Member

***“The complexity of achieving the SDGs goes beyond moving from 8 Millennium Development Goals to 17 Sustainable Development Goals. Now the goals enter the realm of national politics.”***

Two of the biggest things needed for the success of the SDGs are financing and legislation. There are enough vehicles on both the public and private sectors out there to finance the SDGs. The challenge will come from legislation as every SDG will need new or amended legislation. While the private sector has the means to move faster, governments and legislatures take a long time to push through any piece of legislation. On top of that, it becomes difficult to make your constituents understand the importance of the legislation because many people, including national politicians, do not fully understand the importance of sustainable development. To educate people at all levels, we need more dialogue between the UN, or people involved in these projects, and national-level politicians.

• **Ed Futa** Former General Secretary, Rotary International

***“Discipline, with laser focus on where we need to be and why we need to be, is important.”***

Rotary International provides on-the-ground community link essential to successfully accomplishing global projects. Our 'End Polio Now' campaign is one of the longest running campaigns that the private sector has been doing with international organizations. When we first started the fight against polio 30 years ago, there were 1,000 new cases of polio daily in the world. Last year there were 27 in 3 countries. Our success in putting together and keeping an international and broadly based stakeholder partnership community was due to keeping the goal in mind. The endgame is even more important. Eradicating polio and keeping it eradicated will require 2 billion new investments. If we eradicate polio, and we will, it will be the second disease to be eradicated from humankind. More importantly, the reallocation of resources from polio treatment and prevention to other areas, such as education, is going to be a monumental shift in financial resources globally. We cannot just say we have eliminated a disease from affecting humankind. The overall effect will be global and universal.



• **Suh Hong Won** Dean, Yonsei University Global Leadership Division

*“Yonsei University is a living example of how a country can rise from poverty to success through education.”*

Yonsei University began when missionary workers came to Korea and provided education on all fronts, with help from the private sector. For example, Horace Grant Underwood received funding through his brother who was a typewriter entrepreneur. Dr. Oliver Avison was able to treat patients and provide medical education, thanks to support from Louis Henry Severance, a millionaire philanthropist. Because of such contributions, Korea endured major setbacks such as colonization, war and extreme poverty following the war. Korea has risen from being a recipient of aid to becoming a donor country. As Korean universities now move towards deploying education to the world, the education model that we witnessed in the formation of Yonsei University, is still valid but the issue of sustainability remains a challenge. We can work with local communities at all levels of education, but without some kind of funding, even well-meaning initiatives will be difficult to remain sustainable. Funding does not just mean monetary support but other resources like human resources. To use our resources efficiently, we also need a database of social engagement, showing who's who or who's doing what, to minimize overlap and loss; a knowledge base on what we have done so far and where, and what we have learned from our experience. Lastly, we must listen to the educational needs of those to whom we are offering our services, instead of telling them what they need. We need to study them and work with them.

• **Alexander Moczarski** Chairman, Marsh & McLennan Companies International

*“Sophisticated risk mapping allows you to look at the interconnectivity of risks.”*

It is important to identify, quantify, manage and mitigate your risk. Insurance plays a part in mitigating risk. However, there is a big insurance gap in most sovereign states because they do not believe in insurance. This is due to cost, politics and the belief that there is a lot of corruption in the insurance negotiation process. In my view, there should be a budget item for insurance so we can minimize the political factor. Mitigation, risk management and insurance are valuable over a long period of time and across terms of office. Fortunately we are in a better position than a few years ago with better modeling, plenty of capital chasing a return and ongoing efforts by the UN, the International Insurance Society and other organizations.



## GEEF 2018 **PLENARY SESSION ON CLIMATE ACTION**



### Climate Change & Sustainable Development



**Jeffrey Sachs**

Director of Center for Sustainable Development at Columbia University (Moderator)



**Robert Orr**

Professor and Dean of University of Maryland School of Public Policy



**Shamshad Akhtar**

Under-Secretary-General of the United Nations, Executive Secretary of ESCAP



**Yoo Young-sook**

Former Environment Minister of Korea



**Howard Bamsey**

Executive Director of Green Climate Fund



**Oh Joon**

Former President of the UN Economic and Social Council



**Frank Reinoud Rijsberman**

Director-General of Global Green Growth Institute

*Seven speakers addressed the pledge to leave no one behind, the heart of the 2030 Agenda, and how climate change adaptation and mitigation mechanisms can serve to deliver that pledge. In addition to exploring proactive and practical approaches to climate change, the speakers shared some of the best practices in order to reconstruct the narrative on the issue, and change the framing from risks and uncertainties to opportunities for co-benefits. These co-benefits include improvements in human health, fewer conflicts over resources, reduced dependency on energy imports, and a greater social inclusion.*

- **Jeffrey Sachs (Moderator)** Director, Center for Sustainable Development at Columbia University  
Special Adviser to UN Secretary-General on Sustainable Development Goals

*“Climate change is interconnected with not only energy but also agriculture, food supply and water, so we need a very holistic understanding of these global issues.”*

*“We are out of time. So everything is good, going in the right direction, but if it goes too slowly you just go over the cliff slowly.”*

- **Robert Orr** Professor and Dean, University of Maryland School of Public Policy  
Special Advisor to UN Secretary-General on Climate Change  
One of the Architects of the 2015 Paris Agreement

*“The Paris Agreement is a very healthy toddler facing a very difficult world. Two-years on, this remarkable international agreement faces huge headwinds.”*

The Paris Agreement is the first universal agreement among all the governments of the world to address climate change. It was done through a process that fully incorporated not just national governments, but also civil society, universities, businesses, mayors and governors. Each country was allowed to voluntarily submit goals for its own government, but at the same time, required to agree to goals for the planet that would commensurate with science and actual challenges.

To achieve the level of ambition that science and the planet require, we need strong leadership by individual countries as well as the involvement of every citizen on the planet. We must support developing countries. We must mobilize the coalitions of actors industry by industry and sector by sector. For instance, oil and gas companies must retool themselves as energy companies. Universities must push themselves out of their comfort zone and apply their research to public policy process.

We also need to adapt to climate change that is already happening by making significant investments in the SDGs. Climate investments and other SDG investments must be integrated. Finance must be motivated to move to the right places faster, and multi-stakeholders that stood behind the Paris Agreement must be motivated into further action.

The Paris Agreement was reached 6 years after the talks over climate change negotiation collapsed in Copenhagen. If we could do that in 6 years, the money is out there and the will is there, we can achieve what is necessary for this planet and everyone on it.

- **Shamshad Akhtar** Under-Secretary-General of the United Nations  
Executive Secretary, United Nations Economic and Social Commission for Asia and the Pacific (ESCAP)

*“Climate action is imperative in Asia Pacific, and action in Asia Pacific will drive the agenda critically.”*

CO2 emissions in Asia Pacific have grown from 28% of global emissions in 1970 to 58% in 2015. The region's emissions intensity is the second highest in the world. Research suggests growth and sustainable development of Asia Pacific will significantly be impacted by climate change, and the cost of inaction is considerable. Asia Pacific's GDP could decrease by over 3% by 2050 and by 10% by 2100. The cost of action, in contrast, is relatively modest. Transitioning to a low carbon pathway under the 2 degrees scenario is estimated to cost the region between 1.4% to 1.8% of the GDP by 2050. Our dilemma is that 1% increase of per capital income induces 2.5% increase in carbon emissions. Therefore, transitioning to a low carbon pathway means decoupling economic growth and emissions.

To work on the regional climate action agenda, Asia Pacific leaders have set up an energy inter-governmental committee which looks at the issues of energy transition in the region, and focuses on promoting energy security and energy connectivity through regional cooperation and integration. In addition to energy transition, we are working on promoting energy efficiency by changing regulatory standards and offering fiscal incentives. For example, China and India, the largest emitters, have set mandatory energy intensity targets, covering 85% and 40% respectively of their industry consumption. Market mechanism, especially the carbon pricing mechanism, is also gaining momentum in Asia Pacific.

When it comes to financing, there are plenty of resources available but our challenge is to mobilize them. Work needs to be done at the national level to mobilize domestic resources and leverage private finance through credit enhancement, mitigation measures and risk mechanisms. We must also solicit financing from the private sector, slash fuel subsidies, strengthen financial intermediation and issue more green bonds.

Asia Pacific has the resources to drive the climate agenda and energy transition. The fulcrum of global governance and multilateralism is moving from the West to the East. There is an increased understanding among policymakers on climate change. The political commitment in the region is getting stronger. The biggest dilemmas we must overcome are the vested interests and culture.

• **Yoo Young-sook** Former Environment Minister, Republic of Korea

***“Since Korea’s low-carbon green growth policy took off, the international community recognized the importance of green economy as a powerful tool for achieving sustainable development and poverty eradication.”***

2015 is one of the greatest years in the history of humankind. The SDGs and the Paris Agreement were adopted and formed a fundamental basis for peace and prosperity of Earth. Well before that, in 2008, Korea announced a low-carbon green growth policy to effectively address climate change, while achieving sound economic growth and environmental sustainability.

The most important element for the successful and effective implementation of both the Paris Agreement and the SDGs as well as the low-carbon green growth policy is to build and maintain strong political will and leadership at the highest level. When Korea’s low-carbon green growth policy took off, a presidential committee was established and played a central role in terms of policy coordination and implementation, involving multiple government agencies including the Ministry of Environment, Ministry of Knowledge Economy, Ministry of Finance and Ministry of Foreign Affairs.

To build a framework to implement the low-carbon green growth policy, Korea created ‘the green triangle’ involving the Global Green Growth Institute (GGGI) for policy ideas, the Green Climate Fund (GCF) for funds and the Green Technology Center (GTC) for science and technology research. This unique example of Korea’s experience may well be relevant to other countries regarding how to develop an efficient SDG implementation scheme.

To counteract climate change, the Korean government also promotes the use of renewable energy, by setting a target in its Nationally Determined Contribution (NDC) to reduce 37% of the country’s greenhouse gas emissions by 2030 and increase a portion of the use of renewable energy from 7% in 2016 to 20% in 2030. To implement this ambitious plan, many big scale projects have been actively led by the public and private sectors, and the Korean government is promoting participation of the citizens by providing incentives for community-based projects. I believe these various civil society- and community-based projects will contribute to not only Climate Action but other SDGs such as Affordable and Clean Energy, Sustainable Cities and Communities, Responsible Consumption and Production, as well as Partnerships for the Goals.



• **Howard Bamsey** Executive Director, Green Climate Fund (GCF)

*“We want governments to act so that the things we want done now and the climate action we need now become profitable.”*

After the talks failed at the Copenhagen Climate Change Conference in 2009, a number of gems were salvaged from the wreckage. One of them was a commitment by the developed world to mobilize \$100 billion a year by 2020 for the climate action in the developing world. As part of that commitment, the Green Climate Fund (GCF) was born. It has a budget of \$10 billion a year to combat climate change.

Our challenge is to find ways to use the small resources we have to change the world’s investment patterns so the trillions of dollars can be used to produce climate action. To do that, governments play a critical role. They must actively use the profit motive and strategically set the investment framework to stimulate climate-friendly technology development. So far, we have achieved a great success around the world. In the last few years, the cost of deployed solar technology has crashed by 80% and we are expected to reduce it by 50% in the next two years. If we get the investment framework right, we can cause the same sort of cost reductions in other technologies. The GCF’s role is to encourage governments to continue to change the incentives for investments, while trying to reduce the risks for those who need profit to make investments.

Still, there are many gaps and challenges particularly with adaptation to the impacts of climate change we’ve experienced already and that are inevitable whatever mitigation actions we take tomorrow. In order to continue the climate action in the longer term, we have to produce new financial instruments, measure our risk more precisely, and continue to innovate.

• **Oh Joon** Former President, UN Economic and Social Council

*“Seeing climate change as a political issue is a very dangerous game to play.”*

In the world we live in, climate action is a political issue, for instance, like free trade. When you look at the issue of free trade, there are segments in our society that are gaining more from free trade and other segments that lose more. While the winners usually stay quiet, the losers start to make noise very quickly and politicians listen. That is when it becomes a political issue. In reality, too many times, we make decisions that are not very rational, but based more on short-term consideration rather than long-term and collective benefits.

The same thing can happen to climate action. When you go for carbon emissions reduction, there are industries that are getting more negative impact than others. They start to complain, which will sound loudly to politicians. But this analogy entails a great deal of danger. In the case of free trade, we might be able to learn lessons and have a chance to redeem ourselves by learning from mistakes. But in the case of climate change, we might not have a second chance. If we apply the same rules of game or political dynamics, then we are in big trouble, and we already see a lot of it.

At the international level, one notable political move on climate action is the U.S. withdrawal from the Paris Agreement. While the decision is unlikely to cause the U.S. to divert greatly from its mitigation or adaptation duties, we will no longer be able to see climate leadership as we have seen during the Obama administration. Who will be the next leader in climate change is a critical question for the world.

• **Frank Reinoud Rijsberman** Director-General, Global Green Growth Institute (GGGI)

*“The current system of economic development does not automatically produce the Sustainable Development Goals.”*

Throughout Asia, the powerhouse of economic growth for the last couple of decades, people live with incredible negative consequences of development. In some countries, like Korea, people are aware of the environmental problems and governments are trying to address them. But too many others deny or turn a blind eye to their environmental issues because their economies need to grow. We need some conscious change in our economic approach in order to achieve sustainable development and green growth.

To push for green growth we played the moral card for a long time, saying renewable energy is expensive but better for the environment. Thanks to the advancement of new technology, that trend is changing. Solar energy is now cheaper than coal. Still, there is an economic price to pay such as stranded assets and opposition from the incumbents. Therefore it is not that easy to get agreement on the ground on what the acceptable solutions for the society are even though the overall economics is pointing in the right direction. On the other hand, there are times when the government might have the right idea but not the right policy. The Global Green Growth Institute (GGGI) helps the governments see the alternatives when it comes to renewable energy, put in policies and prepare viable projects.

If we apply more green growth ideas to development and finance it properly, we will not only reduce greenhouse gas emissions but revolutionize our cities. For example, when cars with the internal combustion engine will no longer be profitable, more people will turn to electric cars. Moreover, implementing autonomous electric vehicles as a transport service, like Uber, will solve traffic jam and parking problems. While climate change and greenhouse gas emissions are driving the idea of renewable energy and reorganizing our cities, the implications are great for many other Sustainable Development Goals for transforming our life in a way that is much more sustainable and inclusive.

## GEEF 2018 **PLENARY SESSION ON GOOD HEALTH AND WELL-BEING**



### For Universal Health Coverage: Increasing Accessibility for All



**James Chau**  
WHO Goodwill Ambassador for  
Sustainable Development Goals  
and Health (Moderator)



**Kim Tae Hyun**  
Associate Professor at Yonsei University  
Graduate School of Public Health



**Sheikh Mohammed  
bin Abdullah Al Khalifa**  
President of Bahrain Supreme Council  
of Health



**Kim Kang-lip**  
Deputy Minister at Korean Ministry  
of Health and Welfare



**Susan Myers**  
Senior Vice President of UN  
Foundation



**John Ryu**  
Commissioner at Health Insurance  
Review and Assessment Service (HIRA)

*Universal Health Coverage (UHC) aims to ensure everyone the essential access to quality healthcare without having to suffer financial difficulties. However, rising cost of healthcare is pushing more people to poverty and poses a serious challenge for governments trying to implement UHC. By addressing key policy issues, fair pharmaceutical pricing, and integration of technology, infrastructure, and medicine, six panelists discussed different ways to achieve UHC while maintaining financial sustainability.*

- **James Chau** WHO Goodwill Ambassador for Sustainable Development Goals and Health (Moderator)

*“If universal health coverage is a human right, then we are talking about 400 million people in the world today who are without this human right.”*

*“How can you play an individual role as a representative of your own community? The SDGs, Ban Ki-moon’s ongoing legacy, can’t be underestimated at all, because it’s more than changing the world. It’s bringing about positive transformation. It’s much more than the talk. It’s something far more solid than that.”*

- **Kim Tae Hyun** Associate Professor, Yonsei University Graduate School of Public Health

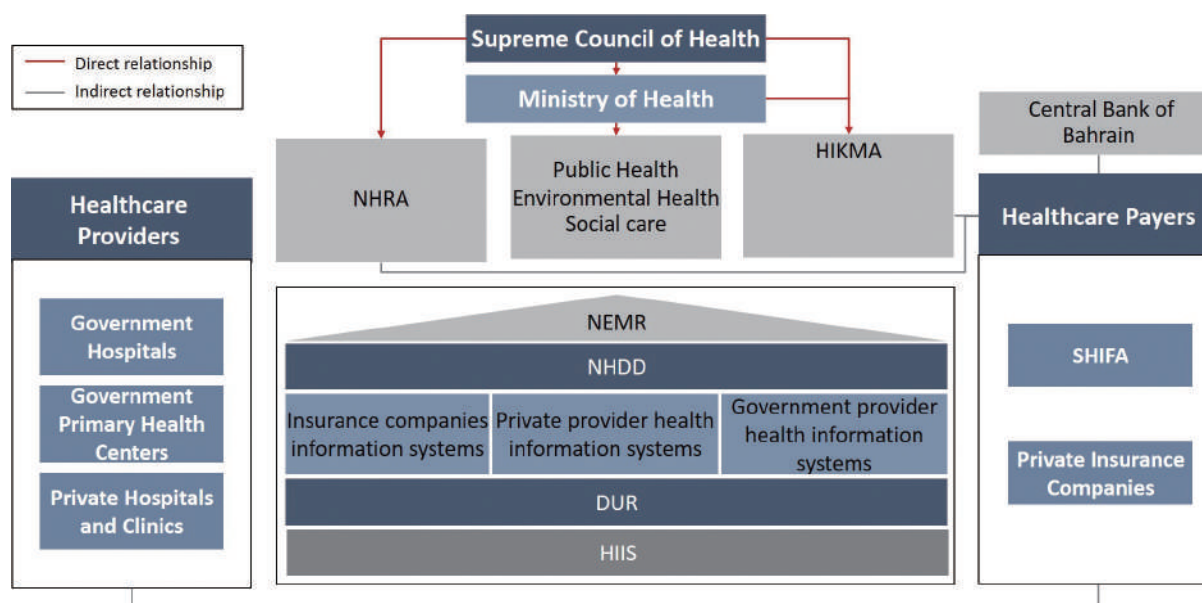
*“UHC should make healthcare more accessible and more affordable to everyone”*

Many prescription drug prices have gone up tremendously in the past 10 years. The high price of drugs is a major obstacle in achieving UHC, leading to lower quality of life. Many efforts should be undertaken to ensure the transparency and sustainability of the drug pricing, such as enhanced oversight, promoting market competition, and developing an information system to monitor and review cost and quality of drugs. More importantly, we need actions such as governance, engagement of all stakeholders at all levels, and involvement of international organizations.

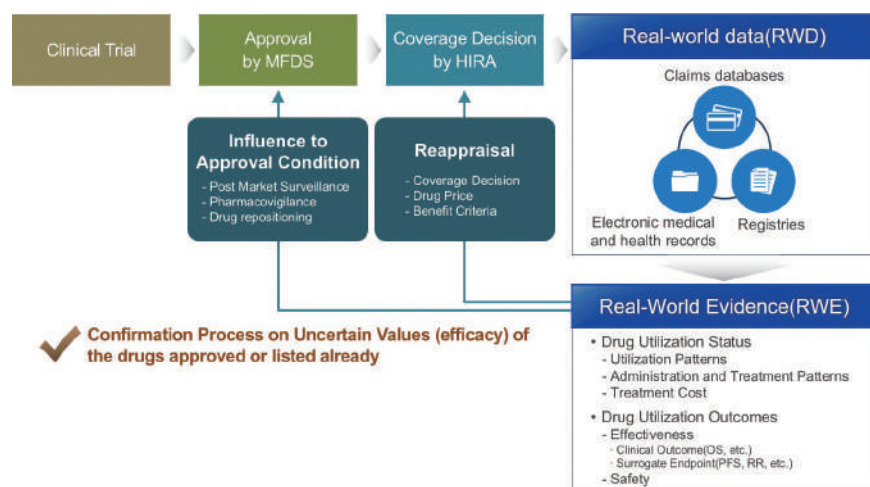
- **Sheikh Mohammed bin Abdullah Al Khalifa** President, Bahrain Supreme Council of Health

*“The population is reacting due to the catastrophic spending on healthcare.”*

Bahrain currently provides free healthcare to all registered at its National Health Services, fully covering their primary health care. What the Bahrain government is now trying to achieve is universal health coverage that is more effective. To explore ideas, we have observed several countries’ systems. I would like to share our findings and how we are using them to improve our healthcare policy.







The results allow us to create a research network that can be shared with the government, the pharmaceutical industry, doctors and patients. Thanks to the data, the government can carry out more cost-effective management, doctors have a tool to make more reasonable decisions when treating patients, pharmaceutical companies can reduce R&D costs and development period, and patients have better understanding of drug prices. This model and other elements of the Korean UHC system can be shared on a global level and provide a reliable index to

determine the efficiency of drugs. And with that, the world can have a more powerful tool to determine the pricing of the future drugs.

• **Susan Myers** Senior Vice President, UN Foundation

***“An individual shouldn’t have to make choices that bring themselves into poverty just to be healthy and certainly to prevent life-threatening diseases”***

UHC is inextricably linked to the achievement of the SDGs and its commitment to ‘leave no one behind.’ According to the medical journal Lancet, 800 million people spend at least 10% of their household income on health expenses. And for 100 million of those, this expense is enough to push them into poverty. Therefore, achieving UHC has benefits far beyond health outcomes, including the potential to prevent individuals from falling into poverty and reduce extreme poverty.

The good news on UHC is that there is a lot of global attention to and more momentum around the issue. For example, World Health Organization Director-General, Dr. Tedros Adhanom Ghebreyesus, called UHC his top priority, integrating it into the WHO’s Programme of Work through 2023. The UHC 2030, launched in 2016, has so far brought together 66 countries and a host of organizations to strengthen health systems and promote progress for healthcare for all. During a forum by the UHC 2030 last year in Tokyo, a number of high-level individuals came together and Japan pledged \$2.9 billion to support healthcare in countries implementing UHC. The UN is also planning to host a high-level meeting on UHC in New York in September 2019. It will happen at the same time that world leaders come to the city for the Review Conference on the SDGs.

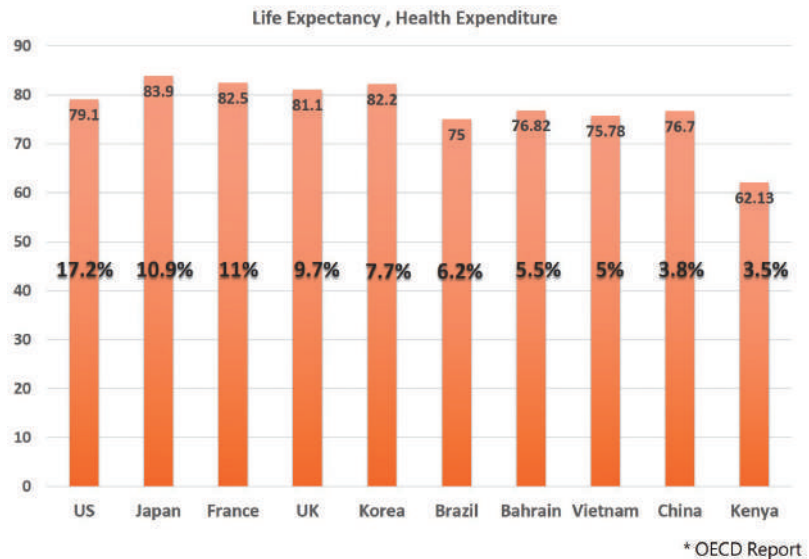
These meetings can be important drivers for progress to bring forward new commitments and new forms of leadership. Some of them can be opportunities for you to get involved and speak out on UHC and urge your government leaders to put effort and resources behind UHC. We already know drug pricing and the pharmaceutical industry have a big impact on UHC. That underlines the importance of partnerships. Governments must create the right kinds of environment in their countries where more private sector activities and investments can be unlocked.

• **John Ryu** Commissioner, Health Insurance Review and Assessment Service (HIRA)

*“There is a lot of cost-saving effect when we promote the UHC worldwide. We have to work together globally.”*

Where UHC concerns the SDGs, what’s important is that everyone in the world receives quality care without a financial burden, no matter where they live. After working with 35 countries, I learned that we all face the same challenges: increasing elder population, catastrophic expenditure on non-communicable diseases (NCDs), price hike of new drugs, and ever-increasing healthcare cost. No single solution can solve these problems. However, there is certainly a very important piece that a country must have: an evidence-based measurable system which will enhance the quality of service and change the behavior of providers. That’s where Korea’s Health Insurance Review and Assessment Service (HIRA) can help.

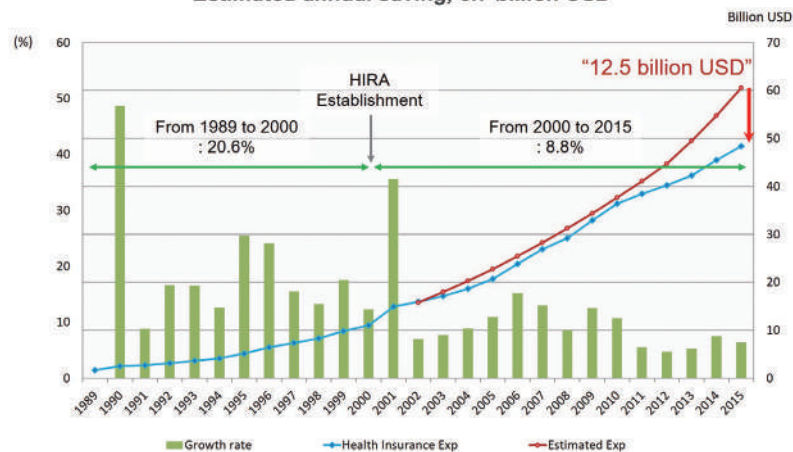
HIRA has developed an ICT system to review and assess healthcare costs and healthcare service quality, and see how effectively and efficiently the resources can be used. Since the achievement of UHC in Korea in 1989, the annual increase in healthcare expenditure was 20.6% until the year 2000. But after HIRA was established in 2001, the rate dropped to 8.8%. A recent phenomenon in Korea is that many Koreans living overseas come back to get medical treatment because it is good quality, extremely affordable, and you also get excellent aftercare. For the first time in the world, HIRA is working with the Kingdom of Bahrain to build its national health insurance system. Therefore, I believe the knowledge and technology that we have built in Korea can be shared and transferred to other countries and help the world make positive health indicators without a major expense.



## HIRA'S ACHIEVEMENT

Efficient Healthcare Expenditure Management

**“Estimated annual saving, 3.7 billion USD”**



GEEF 2018 **PARALLEL SESSIONS**





Parallel sessions covered various topics and challenges of the SDGs including water management; climate change adaptation; responsible consumption and production; social economy and community development; youth's path to engagement and empowerment; safeguarding youth in the digital age; ICT for higher education; and Korea's development cooperation. More than 50 speakers from about 20 different organizations participated in a total of 9 sessions.

# 1 Water 4.0 for Sustainable Development

- **Park Joonhong** Professor at Yonsei University (Moderator)
- **Ahn Sung-Hoon** Professor at Seoul National University
- **Kim Dong Woo** CEO and Founder of BKT
- **Kim Dukyong** Business Leader of BKT
- **Lee Kyu Jae** Professor at Yonsei University
- **Robert Orr** Professor and Dean of University of Maryland School of Public Policy
- **Peter Vos** Deputy Director and Global Water Sector Lead at Global Green Growth Institute
- **Yun Zuwhan** Professor at Korea University

# 2 The Challenge of the SDGs: Resetting the Strategy and Paradigm for Korea's Development Cooperation

**Host Organization:**  
Sustainable Development Solutions Network - Korea  
Ojeong Eco-Resilience Institute at Korea University

- **Young Soogil** Chairman of SDSN Korea (Moderator)
- **Chang Eun Ha** Director of Center for International Development and Cooperation, Korea Womens Development Institute
- **Balázs Horváth** Director of UNDP Seoul Policy Centre
- **Anselmo Lee** Executive Director of Korea Human Rights Foundation
- **Lee Siwook** Professor at KDI School of Public Policy and Management
- **Oh Hyunjoo** Deputy Director-General of Development Cooperation Bureau at Ministry of Foreign Affairs

# 3 Youth's Path to Engagement and Empowerment

- **Sam Okyere** TV Personality (Moderator)
- **Lilja Dögg Alfreðsdóttir** Icelandic Minister of Education, Science and Culture
- **Arrey Obenson** Secretary General of Junior Chamber International
- **Michael Sheldrick** Global Director of Policy and Advocacy at Global Citizen
- **So Jaehyang** Senior Adviser to the Senior Vice President, 2030 Development Agenda at World Bank Group
- **Suh Boo Suk** President of Samsonite Korea

## 4 ICT for Higher Education and TVET

- **Suh Hong Won** Dean of Yonsei University Global Leadership Division (Moderator)
- **Marcia Balisciano** Director of Corporate Responsibility at RELX
- **Irina Bokova** Former Director-General of UNESCO
- **Kim Jaehyeong** CEO of EUCAST
- **Heekyung Jo Min** Executive Vice President of CJ CheilJedang
- **McKay Roozen** Regional Manager of University Partnerships at Coursera
- **Seo Jongwon** Chief of International Initiative and Cooperation Section at Korea Education and Research Information Service

## 5 Ensuring Sustainable and Responsible Consumption and Production: Discussion on Lessons Learned from Unprecedented Social and Environmental Crisis for Forward-Looking, Actionable Solution

Host Organization: FleishmanHillard Korea

- **Brian Kim** Senior Vice President & Partner of FleishmanHillard Korea (Moderator)
- **Chang Young Kyun** Professor at Sogang University
- **Steve Duckworth** Managing Director of ERM Korea
- **Charles Kwak** Corporate Affairs Director of RB Korea
- **Tony Michell** Visiting Professor at Korea Development Institute

## 6 SDGs, Social Economy and Community Development

Host Organization:  
Institute for Poverty Alleviation and International Development (IPAID)  
BK21 PLUS Research Team on International Development and Social Economy at Yonsei University

- **Lee Sung-hoon** Executive Director of Korea Human Rights Foundation (Moderator)
- **Han Sang-Il** Professor at Yonsei University
- **Kim Euiyoung** Professor at Seoul National University
- **Kim In** Former Vice President for Planning & Strategy of Korea International Cooperation Agency (KOICA)
- **Laurence Kwark** Secretary-General of Global Social Economy Forum (GSEF)

## 7 Korea's Experiences for Development and Helping Development

Host Organization: Korea Association of International Development and Cooperation (KAIDEC)

- **Lee Kye Woo** Professor at KDI School of Public Policy and Management (Moderator)
- **Chang Young-hoon** Executive Director of Export-Import Bank of Korea
- **Chun Seung-Hun** President of Korea Institute for Development Strategy
- **Darren Dorkin** Acting Special Representative of World Bank Group Korea Office
- **Balázs Horváth** Director of UNDP Seoul Policy Centre
- **Kim Eun Mee** Professor at Ewha Womans University

## 8 Climate Change Adaptation (CCA) in the Context of Sustainable Development Goals

Host Organization:

United Nations Office for Sustainable Development (UNOSD)  
Sustainable Development Solutions Network – Korea  
Korean Society for Climate Change Research  
Korean Ministry of Environment

- **Son Yowhan** Professor at Korea University (Moderator)
- **Jeong Eunhae** Senior Development Management Expert at UNOSD
- **Rijan Bhakata Kayastha** Professor at Kathmandu University
- **Kong Wooseok** Professor at Kyung Hee University
- **Lee Wookyun** President of Korean Society of Climate Change Research
- **Sonam Wang** Founder and CEO of Bhutan Institute of Himalayan Studies
- **Yoon Jong Soo** Head of Office at UNOSD

## 9 #EndViolence: Safeguarding Youth In The Digital Age

Host Organization: UNICEF

- **Kim Soo-hyun** Head of UNICEF Seoul Office (Moderator)
- **Ko Hak-soo** Professor at Seoul National University
- **Namkoong Ea-Jee** Senior at Korea International School
- **Park Kyung-mee** Korean Parliamentarian & Member of the Democratic Party of the Republic of Korea
- **Steve Park** YouTube Content Creator
- **Park Yoo-Hyun** CEO of DQ Institute

GEEF 2018 **BEHIND THE SCENES**



# GEEF 2018 **PARTICIPATING ORGANIZATIONS**

## **International Organizations**

- UN
- United Nations Economic and Social Commission for Asia and the Pacific (ESCAP)
- UNESCO
- UNICEF
- United Nations Development Programme (UNDP)
- United Nations Office for Sustainable Development (UNOSD)
- Green Climate Fund (GCF)
- Global Green Growth Institute (GGGI)
- Global Social Economy Forum (GSEF)
- IOC
- International Paralympic Committee (IPC)
- World Bank Group

## **Government (Republic of Korea)**

- Ministry of Environment
- Ministry of Foreign Affairs
- Ministry of Health and Welfare
- Korea Development Institute
- Korea Education and Research Information Service
- Korea Institute of Science and Technology
- Korea International Cooperation Agency
- Korea Women's Development Institute

## **Private Enterprise**

- Alibaba Group
- BKT
- CJ CheilJedang
- EUCAST
- FleishmanHillard Korea
- Marsh & McLennan Companies
- RELX Group
- Samsonite
- SK Group

## **Academia**

- Columbia University
- Hong Kong Polytechnic University
- Kathmandu University
- Korea Association of International Development and Cooperation
- Korea University
- Korean Society of Climate Change Research
- Kyung Hee University
- Seoul National University
- Sogang University
- Tsinghua University
- University of Maryland

## GEEF 2018 SPONSORS AND PARTNERS



## GEEF 2018 ORGANIZING COMMITTEE

**Chair** Kim Yong-Hak President of Yonsei University

**Honorary Chair** Ban Ki-moon 8th Secretary-General of the United Nations  
Heinz Fischer 11th President of Austria

**Scientific Chair** Sohn Myongsei Executive Director of IGEE

**Plenary Session Chair** Kim Won-soo Former Under-Secretary-General of the United Nations

**Parallel Session Chair** Song In Han Director of Center for Social Engagement at IGEE

### Advisory Professors for SDGs at Yonsei University

**An Shinki** Director of Ban Ki-moon Center for Sustainable Development at IGEE

Baek Moonim	Kim Eungbin	Lee Taedong	Park Young-Ryeol
Chung In-kwon	Kim Jangsaeng	Lee Taewha	Shin Dong Chun
Chung Moo-Kwon	Kim Joocheol	Lee Yeonho	Sir Won Seok
Ha Yeon-seob	Kim Kabsung	Leigh Seung-bok	Sohn Yul
Justin Jeon	Kim So-yoon	Lim Yun Mook	Yoon Semee
Kim Chang-Soo	Lee Hyeonkyeong	Park Deok-young	
Kim Dong-Hun	Lee Kyung-tae	Park Joonhong	

### External Advisory Group

<b>Kim Bong-hyun</b>	Former Korean Ambassador to Australia
<b>Kim Booyuel</b>	KDI School
<b>Lee Heejin</b>	President of Korea Association of International Development and Cooperation
<b>Lee Jaeyoung</b>	Former Korean National Assembly Member
<b>Lee Wookyun</b>	President of Korean Society of Climate Change Research
<b>Oh Joon</b>	Former President of UN Economic and Social Council
<b>Sohn Hyuk-Sang</b>	Professor at Kyung Hee University
<b>Young Soogil</b>	Chairman of SDSN Korea

### Ban Ki-moon Centre for Global Citizens Board Members

<b>Marcia Balisciano</b>	Director of Corporate Responsibility at RELX Group
<b>Daniele D. Bodini</b>	President of Alexander Bodini Foundation
<b>Irina Bokova</b>	Former Director-General of UNESCO
<b>Hugh Evans</b>	Founder & CEO of Global Citizen
<b>Monika Froehler</b>	CEO of BKM Centre for Global Citizens
<b>Ed Futa</b>	Former General Secretary of Rotary International
<b>Susan Myers</b>	Senior Vice President of UN Foundation
<b>Arrey Obenson</b>	Secretary General of Junior Chamber International
<b>Jeffrey Sachs</b>	Special Advisor to the UNSG on SDGs
<b>Jean Todt</b>	President of International Federation of Automobiles

## **GEEF Secretariat**

### **• Center for Social Engagement**

<b>Um Taejin</b>	Team Leader of IGEE
<b>Kim Ji Eun</b>	Senior Manager
<b>Cha Myung Sook</b>	Senior Manager
<b>Yoo Sang Ah</b>	Coordinator
<b>Lee Kyeong Won</b>	Researcher
<b>Kim Eun Kyung</b>	Researcher

### **• Ban Ki-moon Center for Sustainable Development**

<b>Yang Kyungseok</b>	Manager
<b>Lee Chang Hoon</b>	Coordinator
<b>Park Tae In</b>	Senior Fellow
<b>Chun Jee-in</b>	Global PR Special Advisor
<b>Lee Eunjin</b>	Researcher
<b>Lee Jonghyuk</b>	Researcher
<b>Jung Eujin</b>	Researcher
<b>Kim Inyoung</b>	Researcher
<b>Kim Juhyoung</b>	Researcher
<b>Christina Kim</b>	Executive Secretary to IGEE Honorary Chair Ban Ki-moon

## GEEF 2018 **OUR PURPOSE**

Since the United Nations adoption of the Sustainable Development Goals, much information has been produced by public, private and international organizations. But there is a need to bridge this information and the practices of daily life and the policies for the SDGs. Unless the information is translated into practical messages, it will not bring about true transformation into global and local communities.

However, consulting firms, private companies and international organizations are fragile to geopolitical influence. Also, while non-governmental organizations conduct most of the on-site development and aid activities, their scope is limited without proper capacity and sufficient expertise. Their actions must eventually be turned into transferable knowledge, yet this requires academic and critical reflection that are not always the focus of these organizations. Universities have a unique role to play as the bridge of transferable, unbiased expert knowledge needed by all sectors to achieve the SDGs. Now, with an imperative for humanity, we must carry out engaging institutional decision-making and action. This is not a matter of choice, but an obligation of universities and higher education institutions to respond to the demands of this age and the global community.

The Institute for Global Engagement & Empowerment (IGEE) at Yonsei University aims to meet these demands for the SDGs. We believe that social engagement of the academia is crucial for securing a sustainable future of humankind. IGEE is working to connect academia and praxis, projects to critical research, and experiences to applicable strategies. We will provide a strategic networking hub to connect various activities of social engagement. Moreover, we will coordinate the collaborative engagement of universities and other institutions both locally and globally.

The history of Yonsei University is a history of global engagement. Rooted in our foundation, we continue to carry out social engagement in many different ways. Through IGEE, Yonsei hopes the annual Global Engagement & Empowerment Forum on Sustainable Development will be a place for critical deliberation. Policy-making events change the direction the world moves in, yet their impact on global compact and academia still leaves room for improvement. GEEF aspires to fill that gap in making a global impact on sustainable development. By putting people and planet at the center, GEEF is a platform of ideas for all stakeholders and a foundation for domestic and international cooperation, where the progress on sustainable development is analyzed and a future is proposed.

## GEEF 2018 **WHAT'S NEXT**

### About INDEXsdg® Project

The SDGs consist of 17 goals and 169 targets for the world to achieve for our common future. As our colleagues from Marsh & McLennan Companies emphasized at the GEEF 2018 Kickoff Presentation and in the Global Risks Report 2018 published by the World Economic Forum, there is a clear interconnectedness of global risks. Furthermore, the potential impacts of increasing risks and interconnectedness suggest why the SDGs matter. They are an absolute necessity rather than a choice.

Having said this, in order to monitor and manage the goals and targets, the Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) was formed, and this agency formulated 232 official SDG indicators that were approved by the United Nations Statistical Commission. By utilizing the official indicators, every July during the UN's High-Level Political Forum on Sustainable Development (HLPF), each UN Member State voluntarily reports its progress of the SDGs in the Voluntary National Reviews (VNR). The UN documents these reports and publishes the Secretary-General's Report on the SDGs every four years.

The success of the SDGs depends on the monitoring of the indicators. And yet the current monitoring system is not equipped to fully track important goals, targets and indicators, and analyze the policy implications. To fill this gap, the Sustainable Development Solutions Network (SDSN) has developed the SDG Index and Dashboards as the first step. But a lot more needs to be done.

In this context, IGEE's research project INDEXsdg® aims to develop a brand new composite index on sustainability and indicate the progress or lack thereof in key SDGs. With emphasis on the cross-cutting agenda for SDG implementation, including youth & women (people) and climate change (planet), the outcome of the INDEXsdg® will provide countries with a tool to figure out policy options to address a variety of sustainable development challenges. The regional focus of the research will be Asia and the Pacific and it will be conducted in an inclusive and consultative manner with governments and the academia in order to give the targeted countries a strong sense of ownership.

In the first stage, in collaboration with international organizations and the academic network that IGEE is developing, several options for the INDEXsdg® will be explored through reviewing existing data and indexes. Thereafter, the new composite index will be selected based on expert analysis and consultation. The linkage, time sequence and level of analytical work will also be determined. Pilot projects will be executed in six Asia-Pacific countries, one from each of the sub-regions: East Asia, Southeast Asia, South Asia, West Asia, Central Asia, and the South Pacific islands.

The outcome of the pilot projects for the INDEXsdg® will be documented and reported annually at GEEF and in various domestic and international journals. Policy recommendations will also be developed and possibly presented at the HLPF.



# GEEF

## YONSEI UNIVERSITY

### SEOUL, KOREA

2019.2.14~2.15

글로벌 지속가능발전포럼



YONSEI  
UNIVERSITY



연세대학교 글로벌사회공헌원

반기문지속가능발전센터-사회참여센터-재중원보건개발원

Institute for Global Engagement & Empowerment at Yonsei University

Ban Ki-moon Center for Sustainable Development • Center for Social Engagement • Yonsei Institute for Global Health



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