

Prime Minister Stefan Löfven, Sweden
 Prime Minister Erna Solberg, Norway
 Prime Minister Lars Løkke Rasmussen, Denmark
 Prime Minister Juha Sipilä, Finland
 Prime Minister Katrín Jakobsdóttir, Iceland

Supporting new pathways to leadership and achievement of the SDGs

We, the Chief Executive Officers of Equinor, GSMA, Hydro, Íslandsbanki, Nokia, SAS, Swedbank, Telenor Group, Telia Company, Vestas and Yara place societal value at the centre of how we run our businesses.

The adoption of the United Nations Sustainable Development Goals (SDGs) and the Paris Climate Accord offer opportunities to embrace more sustainable and inclusive economic models. We also witness a changing tide amongst the mainstream investor community, supporting companies that demonstrate value to society beyond profits.

Recognising that change starts at the top, we, as business leaders:

- Commit to responsible business practices and align our companies' strategy to the SDGs, representing both a commercial opportunity and societal imperative. Our companies recognise the need to build sustainable, long-term and purpose-driven goals into their operating models.
- Believe that the business community is well placed to be a key partner for sustainable development.
- Will be ambassadors of change and believe that if enough leaders act collectively, we can inspire others to act. We know that to achieve the SDGs it is necessary to work across sectors to cross-fertilise ideas and experience. We will share learnings around measuring performance as well as impact.

Recognising that the support of all stakeholders is necessary and will be a catalyst for companies to achieve more, we call on:

- CEOs and leaders of organisations, both public and private, to support efforts and join where appropriate calls and measures to achieve the SDGs as part of a modern economy
- Governments to reward and support those companies who deliver on aligning their companies' core strategy to the SDGs
- Investors, who have publicly called for and supported companies to work towards being ESG (Environmental, Social and Governance) leaders, to cooperate with business leaders in measuring impact.

Eldar Sætre



Mats Granryd



Svein Richard Brandtzæg



Birna Einarsdóttir



Rajeev Suri



Rickard Gustafson



Birgitte Bonnesen



Sigve Brekke



Johan Dannelind



Anders Runevad



Svein Tore Holsether

