



SDG 09: INDUSTRY



Marketing
Gate

End extreme poverty. Fight inequality and injustice. Fix climate change. Whoa. The Global Goals are important, world-changing objectives that will require cooperation among governments, international organizations and world leaders. It seems impossible that the average person can make an impact. Should you just give up?

No! Change starts with you!

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit — officially came into force.



Sustainable Development Goals
COLLABORATION PLATFORM

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 
6 CLEAN WATER AND SANITATION 	7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 
11 SUSTAINABLE CITIES AND COMMUNITIES 	 THE GLOBAL GOALS For Sustainable Development			12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE AND JUSTICE STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 

Goal 09: Facts and figures

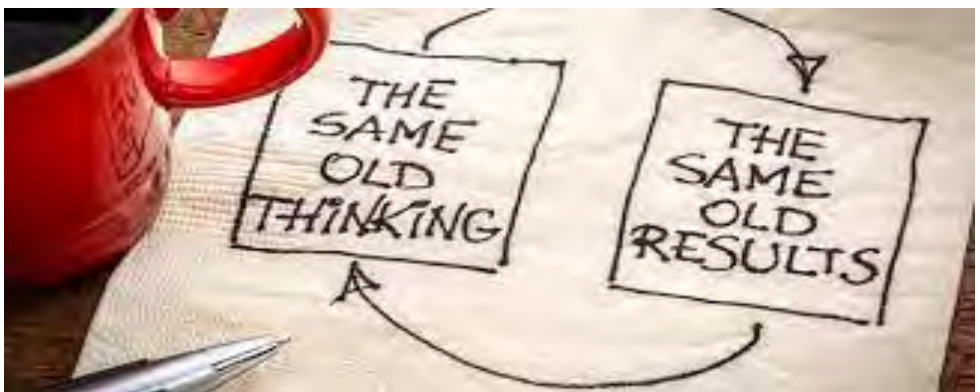
- Basic infrastructure like roads, information and communication technologies, sanitation, electrical power and water remains scarce in many developing countries;
- About 2.6 billion people in the developing world are facing difficulties in accessing electricity full time;
- 2.5 billion people worldwide lack access to basic sanitation and almost 800 million people lack access to water, many hundreds of millions of them in Sub Saharan Africa and South Asia;
- 1-1.5 billion people do not have access to reliable phone services;
- Quality infrastructure is positively related to the achievement of social, economic and political goals;
- Inadequate infrastructure leads to a lack of access to markets, jobs, information and training, creating a major barrier to doing business;
- Undeveloped infrastructures limits access to health care and education;
- For many African countries, particularly the lower-income countries, the existent constraints regarding infrastructure affect firm productivity by around 40 per cent;
- Manufacturing is an important employer, accounting for around 470 million jobs worldwide in 2009 – or around 16 per cent of the world’s workforce of 2.9 billion. In 2013, it is estimated that there were more than half a billion jobs in manufacturing;
- Industrialization’s job multiplication effect has a positive impact on society. Every one job in manufacturing creates 2.2 jobs in other sectors.

TO INDUSTRY, NOTHING IS IMPOSSIBLE.

- Latin Proverb

GOAL 09: Targets

- Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all;
- Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries;
- Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets;
- By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities;
- Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending;



GOAL 09: Targets

- Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, least developed countries, landlocked developing countries and small island developing States;
- Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities, and
- Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020



Success Secrets

6 Humorous Advices by Albert Einstein

The secret to creativity is knowing how to hide your sources.

The only thing that interferes with my learning is my education.

I never think of the future. It comes soon enough.

I don't know, I don't care, and it doesn't make any difference!

Success in life = X + Y + Z.
Work is X; Y is play; and Z is keeping your mouth shut.

I want to know God's thoughts... the rest are details.

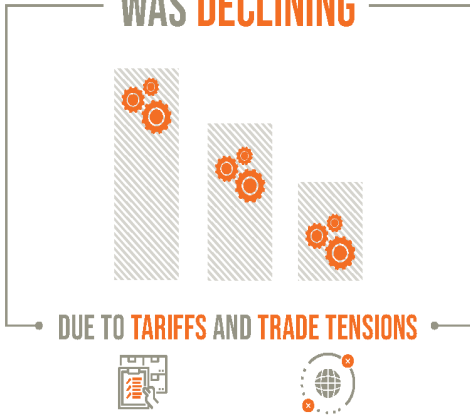




BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

BEFORE COVID-19

MANUFACTURING GROWTH WAS DECLINING



FINANCING FOR SMALL-SCALE INDUSTRIES IS NEEDED FOR THEIR SURVIVAL THROUGH THE CRISIS



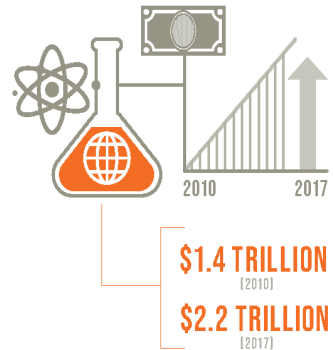
COVID-19 IMPLICATIONS

THE AVIATION INDUSTRY HAS SUFFERED THE STEEPEST DECLINE IN HISTORY



AIR PASSENGER NUMBERS FELL BY 51% FROM JANUARY TO MAY 2020 (COMPARED TO THE SAME PERIOD IN 2019)

INVESTMENT IN R&D IS GROWING BUT NEEDS TO ACCELERATE



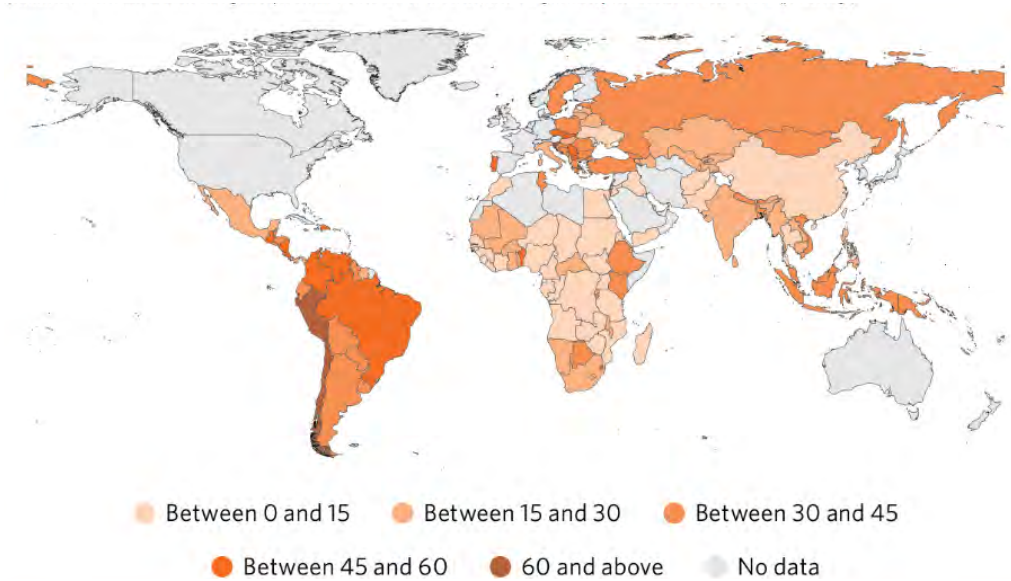
FEWER THAN **1 IN 5** PEOPLE USE THE INTERNET IN LDCs (2019)



Promoting inclusive and sustainable industries and continuing to invest in physical infrastructure, innovation and research are vital to long-term economic development. Investment in research and development (R&D) globally, and financing for economic infrastructure in developing countries has increased.

What's more, the intensity of global CO₂ emissions has declined, and impressive progress has been made in mobile connectivity. However, the growth of manufacturing has decelerated and industrialization in LDCs is still too slow.

Proportion of small-scale manufacturing enterprises with a loan or line of credit, according to surveys conducted in 2006–2018 (percentage)



The pandemic has dealt a severe blow to manufacturing and transport industries, causing disruptions in global value chains and the supply of products as well as job losses and declining work hours in these sectors.

In developing countries, manufacturing jobs are an essential source of income and are key to poverty reduction. The effects of COVID-19 have been so destabilizing that they threaten to halt or even reverse progress towards SDG 9 and other Goals.

THE EVOLUTION OF TECHNOLOGY &

Its Impact on the Development of Social Businesses



We are babies.

1960s

Technology has **little impact**. It is a curiosity.

The company is king, but a benevolent king. Good focus on customer satisfaction, but customers have few options. Communications makes global business difficult so customers make geographic-based decisions.



We are still children, but we can pout to get what we want.

1980s

Technology makes the home and starts to **change behaviors**.

Customers become increasingly concerned about company practices and lack of customer satisfaction. Communications have improved to help customers make more informed decisions and to have better choices.



Like teenagers, we now have some control but don't know what to do with it yet.

1990s

Technology is now everywhere. A great leap forward. It begins to **connect us** around the globe.

e-Commerce helps give customers a greater - and more informed - range of decisions. Companies use the web to make themselves more accessible but haven't begun truly focusing on customer relationships.



We are growing up, and feeling pretty cool about it.

2000s

Technology enables more seamless communications across the globe. Growth is **explosive**, but like "explosions" is uncontrolled - all over the place.

Social Media allows customers to articulate their satisfaction with companies and make decisions based on the company's behavior, not just on price alone. Companies begin to react and change.



Welcome to adulthood!

2010s

Technology becomes **fully integrated** into our daily lives. We live more fully in a digital world.

Social Businesses are the evolution of companies now keenly aware that how they act and how they engage with customers can be more important than price, that the relationship is part of the value. Companies allow greater transparency into all aspects of the company and use social media channels to effectively engage with customers, but with a focus on **WHAT** the customer wants and **HOW** best to deliver it to the customer.



About 2.6 billion people

IN THE DEVELOPING WORLD ARE FACING DIFFICULTIES

in accessing electricity full time!

SDG 09: INNOVATION

Co-funded by the
Erasmus+ Programme
of the European Union



YouABLE

Getting **AROUND** TRANSPORTATION TODAY

1849 Date of the first documented air attack, when an Austrian hot air balloon dropped a 50 pound bomb on the island of Murano, near Venice.

7000

Average number of bags lost daily by the airline industry. Of every 1000 bags handled, 5 are lost.

\$385 MILLION

Amount in airplane damages caused annually by bird strikes, according to the FAA.

18,397

Number of buses in the world's largest fleet, owned by the Andhra Pradesh State Road Transport Corporation in India.

6.1 MILLION

Somalia's camel population, the world's largest.

7.7 MILLION

Somalia's human population.

WORLD'S FASTEST TRAINS

FRANCE	320 MPH
JAPAN	277 MPH
GERMANY	255 MPH
ITALY	186 MPH
BELGIUM	186 MPH
USA	150 MPH

4000 MILES

Distance from Ethiopia to South Africa, walked by the nomadic Bantu people in pursuit of fresh cattle pastures in the 1700s. Along the way, the Bantu "sowed their wild oats," spawning the Masai of Kenya, the Zulu of South Africa, the Maukua of Tanzania, the Yau of Mozambique, the Tutsi/Hutu of Rwanda, and the Baganda of Uganda, to name a few.

8 YEARS

Length of the longest horse-drawn journey, completed in 1998 by a British family who traveled 17,200 miles around the world in a trailer.



\$938,567

Amount that Panos Media, a research institute, estimates the 70 year lifespan of a Kenyan elephant is worth in tourist revenue.

80,832

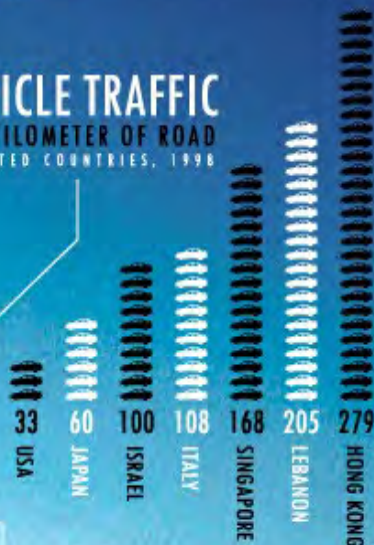
Number of licensed rickshaws in Delhi, India.

500,000

Estimated number of total rickshaws in Delhi.

12,053 Number of yellow taxis in New York City

VEHICLE TRAFFIC
PER KILOMETER OF ROAD
SELECTED COUNTRIES, 1998



The world today is the bicycle.
in service today and only about 400 million cars.
on bicycles in use.
Chinese cyclists die from bike accidents.

347 Average number of people injured or killed in Armenia for every 1000 vehicles, making Armenians the world's worst drivers. In the USA, the number is 16.

CARS & TRUCKS PER 1000 PEOPLE



MOTORBIKES PER 1000 PEOPLE



214%

Growth in number of mega-yachts (80 feet or more) since 1996, from 2,800 to over 6000 today.

\$3,365

Cost of the average US honeymoon, which typically lasts 9 days and involves a trip to the Caribbean, the Bahamas, or to Europe.



How To Prevent Innovation



10
humorous
tips

- 1 Don't communicate your firm's strategic intent to the employees
- 2 Nurture the "I know it all" attitude among managers
- 3 Establish a "30-minute rule": for the first 30 minutes after an idea is expressed only negative comments can be made
- 4 Don't establish cross-functional innovation teams
- 5 Prevent cross-pollination of ideas between departments
- 6 Don't allow people to challenge assumptions and the status quo
- 7 Don't give your people freedom to fail
- 8 Ask for a detailed weekly report from every innovator
- 9 Don't let anyone to make business fun
- 10 Don't create a corporate innovation system that makes commercialization of inventions much easier



LATEST

If You Want Something New,
You Have to Stop Doing Something Old.

”

– Peter F. Drucker

FUN FACTS ABOUT LOGISTICS



\$650 billion
of manufactured goods are transported by truck annually.

- **70%** of freight is transported by truck.
- **3.5 million** truck drivers in the U.S.
- **6-7%** work in the trucking industry across the U.S.



\$1.5 trillion
spent in transit logistics in the U.S. each year.



Barcodes were first used to label train cars on the railroad.



300,000
new logistics jobs are created each year nationally.

\$8 billion
is spent on moving goods world wide.



9 million
people in the U.S. work in logistics.

The world's largest cargo ship could carry the

Eiffel Tower.



beltmann
integrated logistics



What Does It Take To Innovate?

In a rapidly changing world, innovation is key. Hay Group's Best Companies for Leadership study shows how best-in-class companies nurture talent and foster innovation in their ranks.



'CREATIVITY IS THINKING UP NEW THINGS.
INNOVATION IS DOING NEW THINGS.'

— THEODORE LEVITT



INNOVATION
IS NOT ABOUT
SAYING YES
TO EVERYTHING.
IT'S ABOUT SAYING
NO TO ALL
BUT THE MOST
CRUCIAL FEATURES.

“This document has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”



YOU  **u** **ABLE**