

Example of the SDG guidebook

Extensive set of rules and KPIs

- > Clear, objective and consistent decision rules to determine contribution to SDGs

Sector	SDGs	Starting point		KPI - 1		KPI - 2		---		
		Contribution	Impact	Measure	Threshold	Contribution	Impact	Measure	Threshold	---
Banks	1, 8, 9	Positive	Low	%SME loans/total loans	>25%	Positive for SDG	Medium	%EM loans/total loans	<25%	---
									>25%	---
									>50%	---
Insurance	1, 3, 8, 11, 13	Neutral		%GWP (or oper. Profit) stemming	>33%	Positive for SDG	Low	%GWP (or oper. Profit) stemming	>33%	---
					>67%	Positive for SDG	Medium		>67%	---
Telecoms, cable	1, 8, 9	Positive	Low	%EM sales	<10%	No pass SDG 1, Low		%Radio/TV content of sales	>50%	---
					>10%	Positive for SDG	Low			---
					>25%	Positive for SDG	Medium			---
					>50%	Positive for SDG	High			---
Healthcare/ pharma	3	Positive	Medium	%true healthcare/ pharma revs	<33%	Positive for SDG	Low	%EM sales	>25%	---

Source: Robeco, RobecoSAM
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