INTERNAL ACTIONS:

- align the social responsibility strategy with the Sustainable Development Goals (SDGs), integrating them into the corporate culture;
- identify the SDGs most closely connected with the firm’s business in order to prioritise which ones to pursue first;
- establish a strategy to develop alliances with other actors;
- measure how much progress is made in implementing the SDGs, also with reference to the alliances which have been activated for sustainable development;
- include the SDGs in the Sustainability Report and Communication on Progress (COP), explaining the company’s contributions to sustainable development;
- raise awareness and train all departments and all employees on the SDGs, defining common values throughout the firm;
- promote employee participation in achieving the SDGs, through collaborative activities or creating a means for communicating ideas and suggestions;
- maximize contributions to the developing countries in which the firm operates, for example by creating jobs and encouraging the transfer of knowledge, technical skills, and technology.

EXTERNAL ACTIONS:

- establish public-private partnerships with civil society, the public sector, academia and other companies, to carry out projects that contribute to achieving the SDGs;
- collaborate with other firms in the same industry, to research specific sectoral actions which can support the SDGs;
- create tools and collaborative ventures;
- implement international cooperation projects with other actors to promote the growth of developing countries;
- participate in events and workshops to share best practices on SDGs;
- invest in developing countries, expanding the business according to the principles of sustainability.