

# The Role of the Private Land-Related Sector in Supporting the 2030 Global Agenda

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## SUMMARY

By 2030 the SDGs seek to end hunger and poverty. This calls for a focus on securing the rights to own, use, and access land for those who still lack a protection of their legitimate tenure rights. In line with SDG goal no. 17 this thus calls for involvement of the private sector, in order to accelerate the progress and reach the goals.

This paper describes the role of the private land-related sector in achieving the SDGs, why the involvement is crucial (not only for achieving the SDGs, but also for the companies themselves), and the importance of incorporating CSR policies as a driver for the involvement.

A number of SDG targets depend on the engagement of land professionals and their expertise. Especially, through contribution of knowledge of best practices, innovative solutions, capacity development etc.

From a CSR perspective, private companies furthermore have the opportunity to make a difference, as about 70 % of the World's population lack security of tenure rights.

Experience shows that for private companies the adoption of CSR policies focusing on the SDGs results in an advantageous situation and provides an opportunity for internal growth.

CSR policies provide benefits to companies in areas such as cost savings, access to capital, customer relationships, and innovation ability. CSR also offers a set of UN supported values on which more cohesive societies can be built.

Most companies need to focus on maintaining or expanding current markets, and thus creating a

sustainable business. In this regard, a focus on their values, such as acting responsibly is crucial. Especially, young professionals focus largely on to what extent companies take responsibility for their behavior and the existence of CSR policies is highly prioritized.

By connecting social impact activities with talent development, impacts are identified within the following aspects:

1. Recruitment
2. Engagement and Retention
3. Skills and Leadership Development
4. Sustainable impact

The focus on CSR should however not be limited to the local society but rather to a bigger perspective on how the company can contribute on a higher scale such as the SDGs.

The findings in this paper show that incorporation of CSR strategies has a potential to be a tool for combining contribution to development initiatives and at the same time enable companies to differentiate in the market ... Not only in relation to geographical markets, but more importantly as a differentiator to attract new employees.