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2020



**‘Global Sustainable Leader 100’  
and ‘Global Sustainable Brand 100’ list**

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**The Association for Supporting  
the SDGs for the United Nations**





Association  
For Supporting  
The SDGs for  
the United  
Nations

## **Association for Supporting the SDGs for the UN (ASD)**

The Association for Supporting the SDGs for the UN (ASD), established in 2011, is a International non-governmental organization in special consultative status with the ECOSOC (United Nations Economic and Social Council) since 2015. ASD is both an authorized research and training institute and a partner organization of SDG Help Desk by ESCAP (United Nations Economic and Social Commission for Asia and the Pacific)

Our association is committed to build networks on SDGs implementation among the Major global enterprises and the government, the National Assembly of the member states to promote the SDGs (Sustainable Development Goals), the world's largest blueprint to achieve human prosperity and global environmental protection. Also, in order to encourage more stakeholders to join the SDGs effort, we analyze the sustainability business index of the leading global companies and select the best practices.

ASD has introduced the SDGs-related initiatives of the Korea National Assembly and major corporations by participating in the United Nations' High-Level Political Forum (HLPF) for Sustainable Development, the United Nation General Assembly and major committees of the Economic and Social Council. ASD also has continuously submitted and proposed the exemplary sustainable business models of its member corporations to the UN. As an outcome of our effort to achieve the SDGs, Korea's sustainable management practices has been introduced to the member states of the UN which have been officially adopted by the UN several times.

Furthermore, the association annually (each in October and February) publishes the Sustainable Development Goal Business Index (SDGBI) and Guidelines for reducing plastic waste (GRP) of approximately 2000 major corporations. The purpose is to help them improve their global strategies in the perspective of ESG (Environmental, Social, and Governance) criteria, environmental management, sustainable management, and social contribution. In particular, ASD selects and announces the 'Global Sustainable Leaders 100' & 'Global Sustainable Brands 100', every July with a prize on the 'SDGs implementing corporation'. This year's list received worldwide attention during UN HLPF 2019 period.

ASD has been selected as one of the main organizers for the 2019 UN HLPF (2019.07.08 ~ 19). 36 organizers were selected worldwide, and ASD was exclusively selected as an exhibition organizer in Korea. We exhibited 14 major global companies' sustainable management models at UN headquarters 1st floor lobby.

# 'Global Sustainable 100' Award Selection Process

## 1. Reference Data

[The United Nations Open SDG Data Hub](#)

[SDG Business Forum](#)

[The Forbes Global 2000 Biggest Companies](#)

[The Fortune Global 500](#)

[ICC \(International Chamber of Commerce\) Report](#)

[Report of the UN SG on the progress towards the SDGs \(Special Edition\)](#)

[Political Declaration for SDG Summit 2019](#)

[The Fortune Global World's 50 Greatest Leaders](#)

## 2. Evaluation Criteria and Indicators

Criteria	Leaders		Companies and Brands	
Environment	5 indicators	10 Basis Points	5 indicators	10 Basis Points
Governance	2 indicators		2 indicators	
Policy	3 indicators		3 indicators	
Economic Performance	5 indicators		5 indicators	
Innovativeness	4 indicators		4 indicators	
Resilience and Promotion of Wellness	6 indicators		6 indicators	
Expandability	5 indicators		5 indicators	
Relations with the United Nations and the Government	3 indicators		3 indicators	
SDGs-related activities	7 indicators		7 indicators	
Relations with the Association	3 indicators		3 indicators	
	43 indicators	Score 100	43 indicators	Score 100

### 3. Selection Process

[ **The Most Sustainable Global Leaders 100** ] (3,000 important leaders in the world)

30 Most Sustainable Business Leaders (Major Companies)

10 Most Sustainable Innovative Businesses (Startups, SMEs)

30 Most Sustainable Political Leaders (Assembly, Ministry)

20 Most Sustainable Social-Environmental Leaders

10 Young Leaders under 40

[ **The Most Sustainable Global Brands 100** ] (2,000 important businesses in the world)

60 Most Sustainable Global Brands

40 Most Sustainable Brands

[ **Global Sustainable Group** ]

10 Most Sustainable Group

### 4. Announcement and Meaning

2019.07.18, ASD will announce Global Sustainable 100 List at UN Headquarters in New York, and the list will be produced as a special brochure and distributed to the press and participants of High-Level Political Forum 2019

The Association for Supporting the SDGs for the United Nations (ASD), in special consultative status with the United Nations Economic and Social Council (ECOSOC), has announced the 'Global Sustainable Brand 100' list in 2019 in commemoration of being selected as the Exhibitions Organizer for the UN High-Level Political Forum 2019. The list was delivered to Elliott C. Harris, the Assistant Secretary-General of the United Nations Economic and Social Affairs Bureau (Senior Economist), and was declared in the United Nations and around the world.

The 2020 'Global Sustainable Leaders 100' will be announced in celebration of receiving H.E. Tijjani Muhammad-Bande's (President of the UN General Assembly representing 193 UN member states) official letter encouraging the public and private sector to implement the SDGs and actively respond to Covid-19. The list will announce the most sustainable leaders, organizations and brands of both public and private sectors, along with organizations that responded outstandingly to the Covid-19 epidemic.

## 5. 10 Criteria, 43 Indicators

Evaluation Criteria	Indicators
Environment	Endeavor to reduce carbon emission based on the Paris Agreement on Climate Change
	Preparation for environmental pollutants such as plastics
	Environmental regulations within organization and environmental awareness of members
	Endeavor to save Energy
	Activities to prevent the pollution of marine, forest, and land ecosystem
Governance	Global Sustainable Partnerships (Individual, Organizations)
	Implementation of Sustainable (Development Goals) Management Principles
Policy	Policy formulation and legislation to improve environmental pollution and Social Inequality
	Establishment of Institutions within individuals or organizations for sustainability
	Efforts to alleviate inequalities within and between countries
Economic Performance	Contribution in global macroeconomic stability
	Production and Consumption of Sustainable eco-friendly products
	Securing financial sustainability
	Issuing Green Bond and sustainability Bond
	Establishment of Eco-friendly Global Economy through virtuous cycle of resources
Innovativeness	Leading Society Through new technologies
	Reducing Inequality in Technology
	Development and Research for Sustainable Eco-Friendly Technology
	Innovative Propositions leading to Social Change

<b>Resilience and Wellness Enhancement</b>	Promote resilience of vulnerable social group
	Implementation Sendai Framework
	Promote resilience about Climate and Natural Disaster
	Efforts to Prevent Chronic disease
	Efforts to promote human health and hygiene
	Compliance with WHO and international organization principles
<b>Expandability</b>	Public activities of sustainability
	Cooperation with internal and external media and public relations agency
	Changing of member's attitudes towards the organization
	Expansion through cooperations with the United Nations
	Global Partnership Network
<b>Relations with the United Nations and the Government</b>	Cooperation with the United Nations (UN)
	Cooperation with intergovernmental organization including IPCC, OECD
	Direct engagement in UN related activities
<b>SDGs-related activities</b>	Establishment SDGs practice standards
	Publication and submission sustainability management reports
	Concrete project with SDGs organization
	Recognition of best leader in the organization
	SDGs Recognition of members
	Achievements of SDGs activities
	Activities and participation of UN HLPF
<b>Relations with the Association</b>	Members of Korea Association for Supporting the SDGs for the UN(ASD) and global partnership exchange
	Implementation project with the associaiton
	Efforts to spread SDGs through the association

# The 100 Top Global Sustainability Leaders 2020

## The Most Excellent Sustainable

### Global Business Leaders

**Alan Jope**

CEO Unilever

**Bernard Jean Étienne Arnault**

Chairman & CEO LVMH Moët Hennessy - Louis Vuitton S

**Bill Gates**

Founder Bill & Melinda Gates Foundation

**Brian C. Cornell**

CEO Target

**Doug McMillon**

CEO Walmart Inc.

**Elon Musk**

CEO Space Exploration Technologies Corp., Tesla, Inc.

**Francesco Starace**

CEO Enel S.p.A

**François-Henri Pinault**

CEO Kering Group

**Isabelle Kocher**

CEO Engie

**Jack Ma**

founder Alibaba Group Holding Limited

**James Quincey**

CEO The Coca-Cola Company

**Jamie Dimon**

Chairman & CEO JPMorgan Chase & Co.

**Cho Won-tae**

Chairman Korean Air

**Kang Tae Sun**

CEO BYN BlackYak(Nau, Inc.)

**Daniel Schwartz**

CEO Buger King

**Kasper Rorsted**

CEO Adidas AG

**Kevin R. Johnson**

CEO Starbucks Corporation

**Koo Gwang-mo**

Chairman LG Group

**Larry Ellison**

CTO & Founder Oracle Corporation

**Ma Huateng (Pony Ma)**

Chairman & CEO Tencent Holdings Ltd.

**Mark Constantine**

CEO Lush

**Mark Zuckerberg**

CEO Facebook

**Mary T. Barra**

CEO General Motors Company

**Michael S. Dell**

Founder, Chairman & CEO Dell

**Roy Harvey**

CEO Alcoa

**Ramon Laguarta**

CEO PepsiCo, Inc.

**Sundar Pichai**

CEO Alphabet Inc., Google LLC

**Sunny George Verghese**

CEO & Cofounder Olam International

**Tim Cook**

CEO Apple Inc.

## The Most Excellent Sustainable

### Innovative Business Leader

**Barrett Ersek**

Founder & CEO Holganix LLC

**Rose Marcario**

Former CEO Patagonia, Inc.

**Young-Duk Lee**

Chairman & CEO HANSOT CO.,LTD.

**Cristian Fracassi & Alessandro Romaioli**

CEO & Engineer Isinnova

**Gilbert Ghostine**

CEO Firmenich

**Jane M. Morris**

Founder & CEO TO THE MARKET

**Kim Dong woo**

CEO & Founder BKT Co.,Ltd

**Olivier Baussan**

Founder L'Occitane en Provence

**Pat Brown**

Founder & CEO Impossible Foods Inc.

## The Most Excellent Sustainable

## Global Leaders in Politics

### **Al Gore (Albert Arnold Gore Jr.)**

Founder & Chairman of the Climate Reality Project

### **Alexandria Ocasio-Cortez**

Congresswoman US Congress

### **Amadou Sall**

Director of Institut Pasteur, Senegal

### **Amina J Mohammed**

The fifth Deputy Secretary-General of the United Nations

### **Angela Merkel**

Chancellor of Germany

### **Anthony Fauci**

Director of the National Institute of Allergy and Infectious Diseases

### **Antonio Guterres**

Secretary-General, United Nations

### **Bruno Oberle**

Director General of the International Union for Conservation of Nature

### **Charles Michel**

President of the European Council

### **Elliott Carlton Harris**

Assistant Secretary-General for Economic Development and Chief Economist United Nations

### **Emmanuel Macron**

President of France

### **Erna Solberg**

Prime Minister of Norway

### **Filippo Grandi**

Executive Director of UNHCR

### **Han de Groot**

CEO Rainforest Alliance

### **Henrietta H. Fore**

Executive Director of UNICEF

### **Hilda Heine Former**

President, Republic of the Marshall Islands

### **Inia Batikoto Seruiratu**

Fijian Politician

### **Jeffrey D. Sachs**

Commissioner of the UN Broadband Commission for Development

### **Jeong Eun-Kyeong**

Director of Korea Centers for Disease Control and Prevention

### **Katrín Jakobsdóttir**

Prime Minister of Iceland

### **Klaus Schwab Executive**

Chairman of WEF (World Economic Forum)

### **Michelle Obama**

Co-founder of Obama Foundation

### **Nana Addo Dankwa Akufo-Addo**

President of Ghana

### **Narendra Modi**

Prime Minister of India

### **Nicola Sturgeon**

First Minister of Scotland

### **Patricia Espinosa**

Executive Secretary of the United Nations Framework Convention on Climate Change

### **Qu Dongyu**

Director general of the Food and Agriculture Organization

### **Sanna M. Marin**

Prime Minister of Finland

### **Stefanos Fotiou**

Director of Environment and Development at United Nations ESCAP

### **Tijjani Muhammad-Bande**

President of UN General Assembly



## The Most Excellent Sustainable

### Social & Environmental Leader

#### **Afroz Shah**

Indian lawyer & environmental activist

#### **Bertrand Piccard**

Psychiatrist and balloonist

#### **Bhumi Pednekar**

Indian actress

#### **Charlize Theron**

American-South African actress

#### **Christiana Figueres**

Costa Rican diplomat

#### **Gina McCarthy**

President and CEO of NRDC  
(Natural Resources Defense Council)

#### **Gisele Caroline Bündchen**

Brazilian model

#### **Jennifer Morgan**

Executive Director of Greenpeace International

#### **Joaquin Phoenix**

American actor, environmentalist, animal rights activist

#### **José Andrés**

World Central Kitchen Founder

#### **Katharine Anne Scott Hayhoe**

CEO ATMOS Research and Consulting

#### **Leonardo DiCaprio**

Actor & Environmentalist Leonardo DiCaprio Foundation

#### **Lewis Pugh**

Endurance swimmer and ocean advocate

#### **Michael Bloomberg**

American businessman and politician

#### **Mindy Lubber**

CEO & President Ceres

#### **Peter Thomson**

UN Secretary-General's Special Envoy on Oceans

#### **Richard Curtis**

Screenwriter, film writer, and director

#### **Rihanna**

Founder The Clara Lionel Foundation/Fenty Beauty

#### **Shay Mitchell**

Actress, producer, entrepreneur, influencer

#### **Yetnebersh Nigussie**

Ethiopian lawyer & disability rights activist

## The Most Excellent Sustainable

### Future Leaders

#### **Autumn Peltier**

Water activist

#### **Boyan Slat**

CEO The Ocean Cleanup

#### **BTS K-POP**

K-POP Artist

#### **Greta Thunberg**

Swedish environmental activist

#### **Kehkashan Basu**

Environmental activist, Green Hope Foundation

#### **Larry Madowo**

Journalist & BBC Africa Business Editor

#### **Miranda Wang**

Co-founder & CEO Bio Collection Inc.

#### **Noga**

Levy-Rapoport Climate activist

#### **Siamak Sam Loni**

SDSN Youth Global coordinator

#### **Vikas Bihra**

Founder & CEO Gram

# The 100 Most Sustainable Brands 2020

## The Most Excellent Sustainable Global Enterprise

Adidas AG	KT Corporation
Algonquin Power & Utilities Corp.	Lenovo Group Ltd
AT&T Inc.	BlackRock
CJ Logistics Corporation	McKinsey & Company
Autodesk, Inc.	Microsoft Corporation
Banco do Brasil S.A.	National Geographic Partners, LLC
Bank of America Corporation	Natura & Co
Bayerische Motoren Werke AG	Neste Oil Corporation (Neste Oyj)
BlackRock, Inc.	Nestlé S.A.
Cascades Inc.	Netflix, Inc.
Chr. Hansen Holding A/S	Nike, Inc
Cisco Systems, Inc.	Novozymes A/S
CJ CheilJedang	Orsted A/S(DONG Energy)
Colgate-Palmolive Company	OSRAM Licht AG
Daimler AG	PepsiCo, Inc.
Enel S.p.A.,	PVH Corp.,
Ford Motor Company	Robert Bosch GmbH
General Motors Company	Siemens AG
Google LLC	SK hynix Inc.
Alcoa	Space Exploration Technologies Corp.,
Hewlett Packard Enterprise	Telefonaktiebolaget LM Ericsson
HSBC Holdings plc	Tesla Motors, Inc.
Hyundai Engineering Co.,Ltd.	The Coca-Cola Company
Iberdrola, SA	The Walt Disney Company
IKEA	UNIQLO
Il Dong Pharmaceutical Co., Ltd.	Unilever
ING Groep NV	United Parcel Service, Inc.
Intel Corporation	UPM-Kymmene Oyj
JPMorgan Chase & Co.	Vitasoy International Holdings Ltd
Kering Group	Whole Food Market Inc.

## The Most Excellent Sustainable

### Global Public Organization

Food and Agriculture Organization (FAO)  
Green Peace  
CCRS(Credit Counseling and Recovery Service)  
KINFA(Korea Inclusive Finance Agency)  
National Geographic Society  
International Union for Conservation of Nature  
UN Women  
Rainforest Alliance  
United Nations Foundation  
Whitaker Peace and Development Initiative

## The Most Excellent Sustainable

### Global Brands

bambu  
Balenciaga  
bibigo  
Ben & Jerry's Homemade Holdings  
Beyond Meat  
BlackYak / Nau  
Calvin Klein  
CJ ENM  
Dr. Bronner's Magic Soaps  
Ecovative Design  
Filippa K  
Freitag  
Hansot  
Jungle Straws  
Kiehl's  
L'Occitane en Provence  
Louis Vuitton  
Lululemon Athletica  
Lush

Marks and Spencer

VISA

Mercedes-Benz

HSBC

Michelin

GE

Pandora

Patagonia,

Prada

Rothy's

S'well

Seventh Generation

Starbucks

Stella McCartney

Tiffany & Co.

Tommy Hilfiger

Tony's Chocolonely

Tory Burch

Trader Joe's

VOLVO (Volvo Cars)

XiamenAir

## Recommended Global Sustainable Brands for Consumers

Blancpain  
bibigo  
BlackYak / Nau  
Bottega Veneta  
Burger King  
7-eleven  
Olive Young  
Omega  
Gucci  
Hansot  
Stella McCartney  
Shinsegae  
Nespresso  
Estée Lauder  
Carlsberg  
Mulberry Green  
Kurly  
Korean Air  
PUMA  
TOUN28  
Yves Saint Laurent  
Novonordisk  
Burger King  
Galaxy S  
evian  
Brita  
Samsung life  
Organic basics  
PANGAIA  
Igloo

## Enterprises & Organizations with Outstanding Covid-19 Response

Alibaba Group Holding Limited  
Alphabet Inc., Google LLC  
Amazon  
Bill & Melinda Gates Foundation  
BlackRock, Inc  
CJ Logistics Corporation  
Dell  
Facebook  
Ford Motor Company  
General Motors Company  
Hewlett Packard Enterprise  
Isinnova  
World Central Kitchen  
KT Corporation  
National Institute of Allergy and Infectious Diseases  
Oracle Corporation  
PepsiCo, Inc.  
Tencent Holdings Ltd.  
The Clara Lionel Foundation/Fenty Beauty  
Tiffany & Co.