



2020



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

**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

Resilience and Wellness Enhancement	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
Expandability	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
Relations with the United Nations and the Government	Cooperation with the United Nations (UN)
	Cooperation with intergovernmental organization including IPCC, OECD
	Direct engagement in UN related activities
SDGs-related activities	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
Relations with the Association	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.