



Annex 1

**Does
Portuguese
companies'
contribution
to the SDGs meet
what Portuguese
society expects?**



A.1. Introduction

Between June and July 2023, a questionnaire was carried out among the Portuguese population, consisting of a set of questions aimed towards assessing their perceptions about the Sustainable Development Goals (SDGs). These data were collected by the Behavioral Insights Unit of CATÓLICA-LISBON as part of the 'Observatory for Portuguese Society – July 2023.' study. The questions asked were as follows:

- What is your **level of knowledge** of the sustainable development goals (1-no knowledge/ I don't know what it's about; 7- A lot of knowledge/ I know in detail);

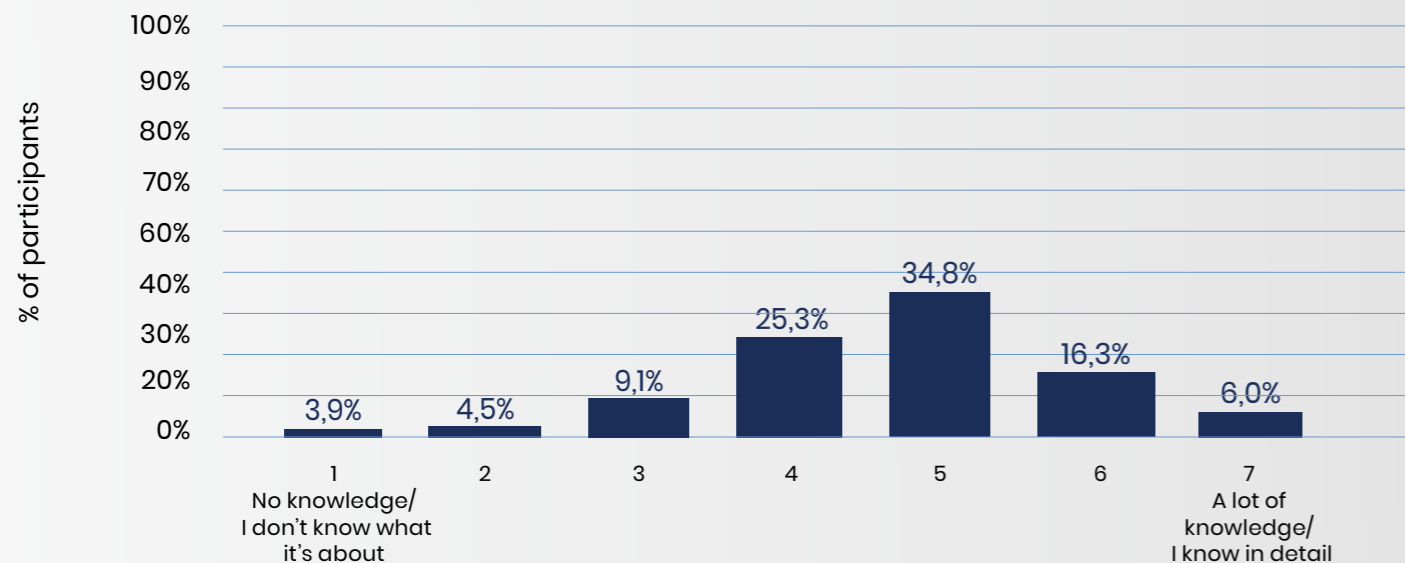
- How involved do you think companies should be in meeting these Sustainable Development Goals? (1-No involvement; 7-A lot of involvement);
- The Sustainable Development Goals are presented below. How important do you think it is **for companies to be involved** in meeting these Goals? (1-No involvement; 7-A lot of involvement)

The sample of the study consisted of 1,011 participants in total in which 551 are female and 460 are male, aged between 20 and 80.

The data is summarized below.

A.2. Level of knowledge of the SDGs

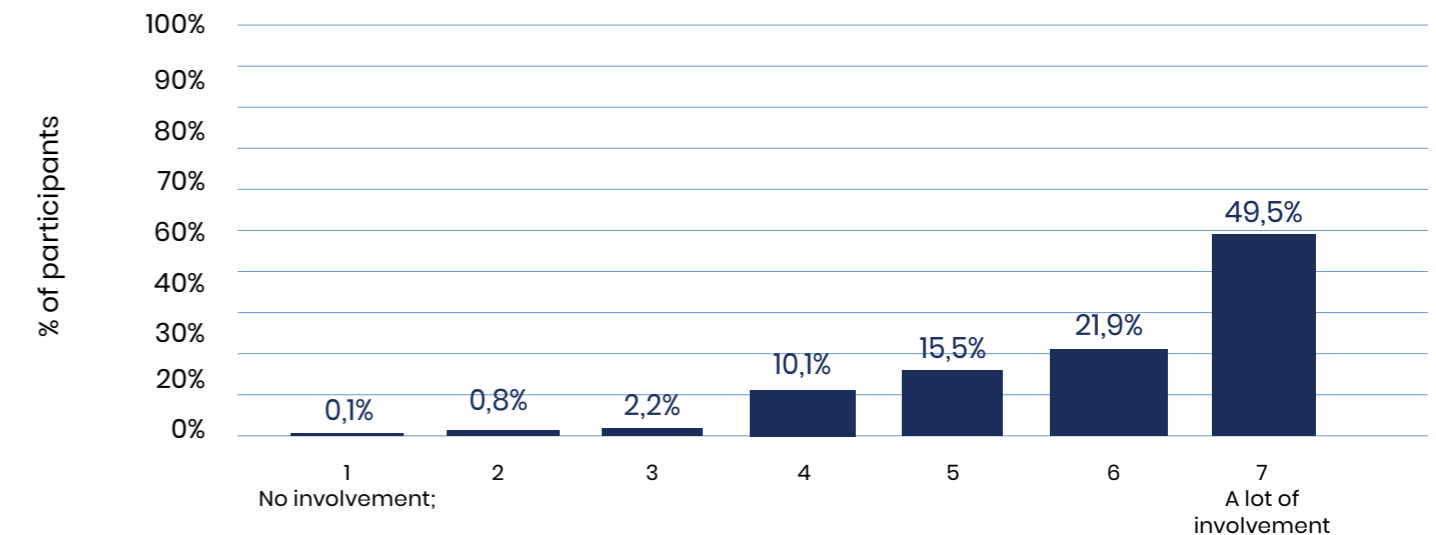
Figure A.1. Level of awareness of the SDGs in Portuguese society.



The majority of participants reported having significant knowledge of the Sustainable Development Goals (SDGs), with an average knowledge score of 5.19 on a scale of 1 to 7 (sum of points 5, 6, and 7 on the scale: 34.8% + 16.3% + 6.0% = 57.1%; Scale mean = 5.19; Standard Deviation = 1.89). This data validates the subsequent analysis – that is, the comparative analysis of the SDGs chosen as important by Portuguese society versus the effective contribution of companies – as the majority of participants reported having knowledge of the SDGs.

A.3. Involvement of companies towards achieving the SDGs

Figure A.2. Portuguese society's perceptions of the involvement of companies in fulfilling the SDGs.

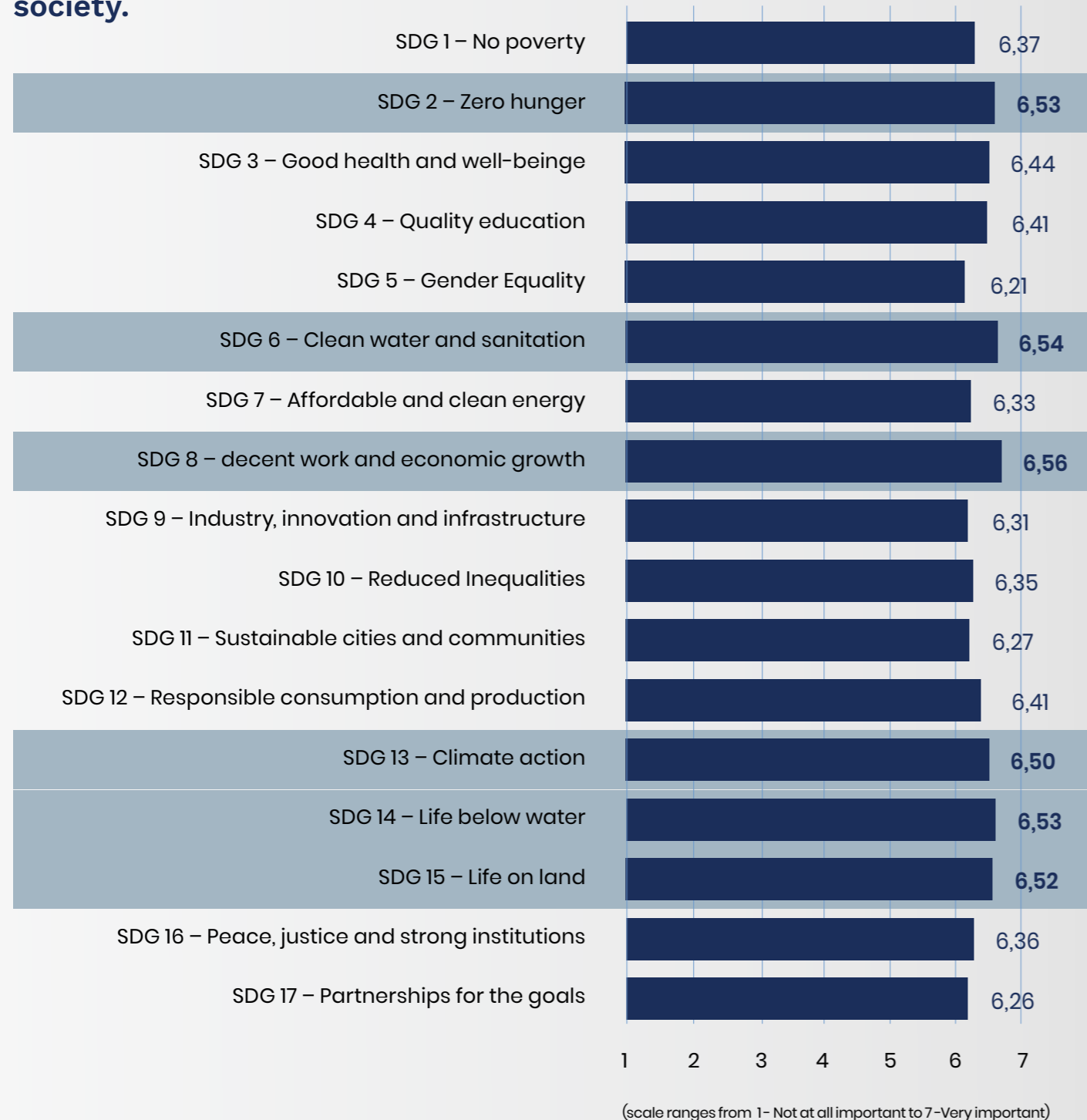


Around half of the participants believe that companies should be very involved in achieving the SDGs. Only 3.1% of participants believe that companies should have little or no involvement (having assigned a value between 1 and 3 to the involvement of companies with the SDGs).

A.4. Degree of importance of the involvement of companies in the fulfillment of each Goal

Figure A.3.

Importance of each SDG according to the perceptions of Portuguese society.



Generally speaking, the participants consider it **important to very important** for companies to be involved in the implementation of all the 17 Sustainable Development Goals. The SDGs with the highest average scores given by the participants are the following:

Table A.1.

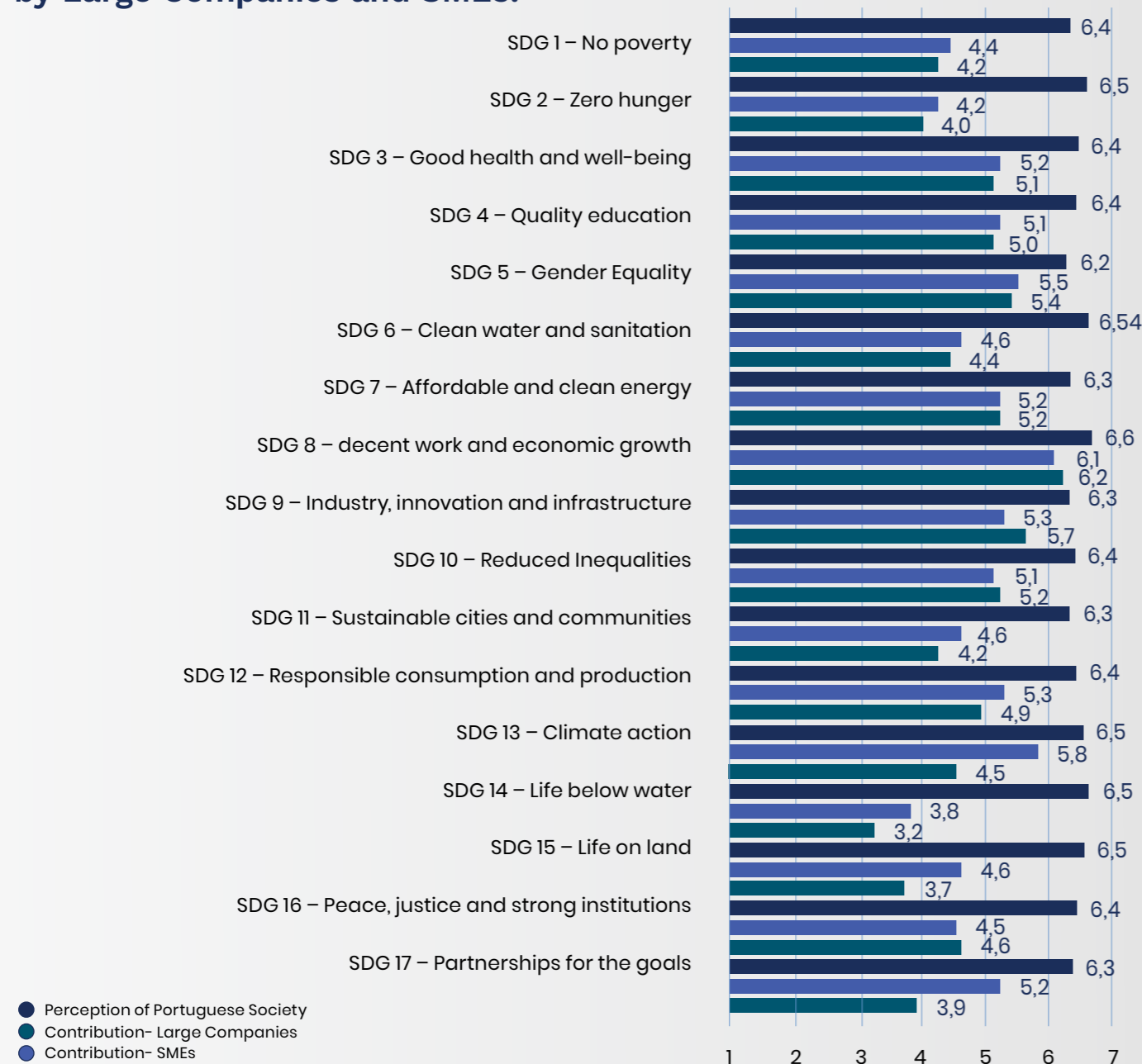
SDGs with the highest average scores

	Average	Standard Deviation
 8 DECENT WORK AND ECONOMIC GROWTH Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	6,56	0,84
 6 CLEAN WATER AND SANITATION Ensure availability and sustainable management of water and sanitation for all.	6,54	0,95
 2 ZERO HUNGER End hunger, achieve food security and improved nutrition and promote sustainable agriculture.	6,53	0,91
 14 LIFE BELOW WATER Conserve and sustainably use the oceans, seas and marine resources for sustainable development.	6,53	0,85
 15 LIFE ON LAND Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.	6,90	0,86
 13 CLIMATE ACTION Take urgent action to combat climate change and its impacts.	6,5	0,95

A.5. Comparing the perceptions of Portuguese society with the actual contribution of Portuguese companies

Figure A.4.

Portuguese society's perceptions of the importance of each SDG versus the effective contribution to each SDG by Large Companies and SMEs.



(the scale ranges from 1-Not at all important [perception of Portuguese society]/ 1- Very low [contribution of companies] to 7-Very important [perception of Portuguese society]/ 7-Very high [contribution of companies])

Figure A.4. shows that the contribution made by Portuguese companies to the SDGs does not fully meet the expectations of Portuguese society. This data reflects an interesting result, considering society's knowledge of the SDGs, but it is noted that not always the best option for companies (especially in this topic) is to follow the perception or expectations of society.

In general, it is concluded that **large companies** make a more significant contribution to the SDGs, more in line with the expectations of society. In some SDGs, such as 8, 9, and 10, the contribution of SMEs is higher, aligning more with the expectations of society.

With regard to Large Companies, the five SDGs for which this group of companies contributes the most are presented. When these are shown in bold, it means they align with the most important SDGs highlighted by Portuguese society.

Table A.2.

SDGs to which large companies contribute most

	Average	Standard Deviation
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	6,13	1,39
Take urgent action to combat climate change and its impacts.	5,77	1,16
Achieve gender equality and empower all women and girls.	5,46	1,43
Ensure sustainable consumption and production patterns.	5,34	1,45
Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.	5,26	1,73

Similar to before, the following are the five SDGs for which SMEs make the most significant contributions. When they are presented in bold, it indicates that they meet the most important SDGs highlighted by Portuguese society.

Table A.3.

SDGs to which SMEs contribute most

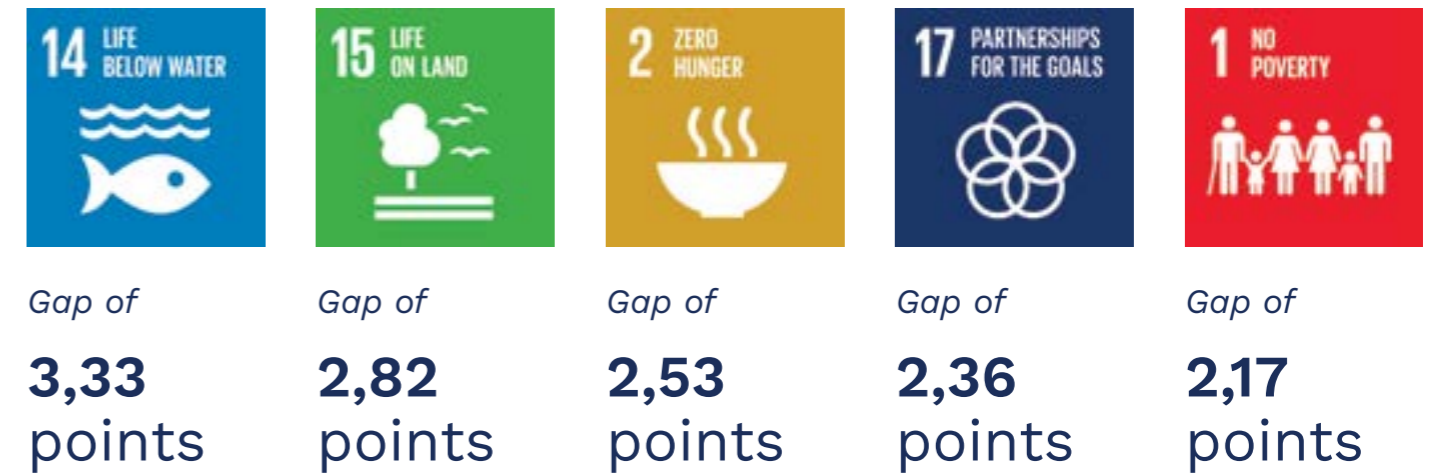
		Average	Standard Deviation
	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	6,19	1,10
	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.	5,70	1,42
	Achieve gender equality and empower all women and girls.	5,42	1,51
	Ensure access to affordable, reliable sustainable and modern energy for all.	5,20	1,81
	Reduce inequality within and among countries.	5,17	1,53

A.6. Gap analysis

As far as large companies are concerned, the biggest gap between the importance attributed by society and the actual contribution made by companies can be seen in the following areas:



Regarding the concerns of SMEs, the biggest gap between the importance attributed on the actual contribution made by companies can be seen in the following areas:



Interestingly, SDGs 2 and 14, where both groups of companies have a gap compared to society's expectations, are some of the SDGs that have fallen furthest behind in our country. We invite companies to reflect on this point, as these could be potential SDGs where their efforts could have a more significant impact on society. SDG 17 also shows a significant gap, particularly for SMEs, being a central SDG for the fulfillment of the Agenda 2030 and one of the most delayed in our country.

A.7. Conclusions

The conducted analysis leads to the conclusion that Portuguese society possesses a considerable level of knowledge about the SDGs. It also has high expectations on the contribution of companies to the Agenda 2030. However, society's expectations are not always met by the companies. Nevertheless, companies' strategic choice of the SDGs should not be guided solely by these expectations (but by the core of their business, among other factors), so that results presented should be viewed critically.

However, the gap between society's expectations and the compliance with the SDGs is particularly intriguing in SDGs 2 – Zero Hunger, 14 – Life below water, and 17 – Partnerships for the goals. In these cases, it is observed that companies not only fail to meet social expectations but also fall short in contributing to three of the most delayed SDGs in the country. This data prompts companies to reflect and consider efforts to better contribute to these SDGs, advancing progress on the Agenda 2030 in Portugal.

The results also suggest that while there are SDGs with lower contributions from companies, there is alignment between the importance attributed by the population and the respective contributions by Portuguese companies in certain SDGs. This alignment is notably evident in SDGs 8 – decent work and economic growth and 13 – Climate Action, particularly for Large Companies.

This exercise serves as an invitation to Portuguese companies to also try to understand the expectations of this stakeholder—Portuguese society—and critically analyze their contribution to the SDGs in our country.