

Sustainable Development Goal number 16 is the goal that is dedicated to Promoting peaceful and inclusive societies for sustainable development, and providing access to justice for all and building effective, accountable and inclusive institutions at all levels. This specific goal is part of the 2030 agenda for Sustainable development. SDG number 16 focuses making the world a better place by reducing violence, ending abuse, exploitation, trafficking, and all forms of violence and torture against children. This goal also aims to reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets, and combat all forms of organized crime. Additionally, SDG 16 looks to handle issues like corruption, bribery, terrorism and all crime in general. Alongside fighting crime, SDG 16 aims to promote the development of accountable and transparent institutions, inclusive decision making, and legal identity for all, including birth registration. SDG 16 seeks to ensure public access to information and protect freedoms, while staying within national legislation and international agreements.

Sustainable development goal 16 is very important if we wish to reach a sustainable future because it will develop the foundation for the future generations by attacking our fundamental problems with humanities. The promotion of peace and inclusivity is essential due to conflicts and violence having devastating impacts on countries' social ladder and developmental future. A study done by the United Nations states that over 2 billion people live in countries that are affected by conflict violence and fragility. These factors that the 2 billion people are living under significantly hinder economic growth and contribute to the appalling numbers of death and displacement. In 2019 the economic impact of violence was estimated to be \$14.5 trillion, equivalent to 10% of global GDP. Access to justice is a large factor that is involved when trying to build a sustainable future. Access to justice is a cornerstone that is essential to building trust within communities that are willing to grow and become sustainable. The World Justice Project's 2021 Rule of Law Index stated that more than 5 billion people have limited access to justice, which is a lot of ground to make up to lay the foundation for a sustainable future. The final piece of the SDG goal 16 is the commitment to accountable and inclusive institutions. This specific piece will attack the corruption bribery and ineffective institutions that undermine democracy, economic

development and the rule of law. The United Nations Development Program estimates that corruption, bribery, theft and tax evasion cost developing countries around 1.26 trillion dollars per year.

Without taking the correct steps to measure and assess our progress how far we have come, we will not truly know how much we as a society have committed to being more sustainable in the years to come. With the technology that we all have access to in modern times we can use many different metrics to track our progress. Violence reduction metrics which track the number of conflict-related deaths, the incidence of violence and the extent of violence against children is one of the many helpful tools that we now have at our disposal to measure our progress. To track the internal integrity of institutions we would have to evaluate the progress in reducing corruption and bribery, as well as improvements in the public access to information. A number of other programs could be applied to communities to benchmark our progress such as public engagement surveys. To measure our progress, international organizations, national governments, NGOs, and civil society play the most important role in collecting accurate data, reporting progress, and implementing strategies to keep our momentum towards a sustainable Development Goal number 16 is the goal that is dedicated to promoting peaceful and inclusive societies for sustainable development, and providing access to justice for all and building effective, accountable and inclusive institutions at all levels. This specific goal is part of the 2030 agenda for Sustainable development. SDG number 16 focuses making the world a better place by reducing violence, ending abuse, exploitation, trafficking, and all forms of violence and torture against children. This goal also aims to reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets, and combat all forms of organized crime. Additionally, SDG 16 looks to handle issues like corruption, bribery, terrorism and all crime in general. Alongside fighting crime, SDG 16 aims to promote the development of accountable and transparent institutions, inclusive decision making, and legal identity for all, including birth registration. SDG 16 seeks to ensure public access to information and protect freedoms, while staying within national legislation and international agreements.

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Understanding the varying impacts of the global challenge of promoting peace, justice, and strong institutions across different cultures and societies is crucial for developing targeted interventions and fostering inclusive approaches to address underlying issues. Conflict-affected regions such as Sub-Saharan Africa, the Middle East, and parts of Asia bear the brunt of these challenges, experiencing heightened levels of violence, displacement, and insecurity due to protracted conflicts fuelled by ethno-religious tensions, resource competition, and political instability. For instance, countries like Syria, Yemen, and South Sudan have faced prolonged conflicts resulting in devastating humanitarian crises, widespread displacement, and infrastructural damage, severely undermining prospects for peace, justice, and strong institutions (Bane, 2022). Marginalized communities within societies, including indigenous populations, ethnic minorities, and refugees, face disproportionate levels of discrimination, exclusion, and systemic injustices, perpetuating cycles of violence and undermining social cohesion. Conversely, even in relatively stable contexts such as countries in Latin America and Eastern Europe, systemic issues such as corruption, discrimination, and governance deficits can pose significant obstacles to achieving sustainable peace and justice, highlighting the universality of the issues encompassed by SDG#16. Addressing these challenges requires tailored approaches that consider the unique contexts and needs of different communities and collaboration among diverse stakeholders at local, national, and global levels.

The current role of business in overcoming the global challenge of promoting peace, justice, and strong institutions is multifaceted and increasingly recognized as essential for sustainable development efforts worldwide. Businesses possess significant resources, influence, and reach, enabling them to contribute to peacebuilding, uphold the rule of law, and foster ethical business practices (Bauer, 2023). One primary role of businesses lies in their economic activities, which can either exacerbate or mitigate factors contributing to conflict and instability. Ethical business practices, including responsible investment, transparent supply chain management, and fair labor practices, can contribute to economic development and social stability, reducing the risk of conflict. Additionally, businesses can promote peace and stability through corporate social responsibility (CSR) initiatives that support community development, education, and capacity-building programs in conflict-affected areas (Bauer, 2023).

Businesses can address underlying socio-economic grievances and contribute to long-term peacebuilding efforts by investing in infrastructure, job creation, and skills training. Furthermore, businesses are responsible for upholding human rights, combatting corruption, adhering to ethical standards, strengthening institutions, and promoting accountability. By engaging in dialogue with governments, civil society, and other stakeholders, businesses can support efforts to strengthen legal frameworks, promote good governance, and address the root causes of conflict and injustice.

The current role of marketing in overcoming the global challenge of promoting peace, justice, and strong institutions is pivotal in raising awareness, shaping perceptions, and mobilizing action among diverse stakeholders. Marketing strategies and campaigns have the potential to amplify the messages and goals of SDG#16, thereby contributing to efforts to build peaceful and inclusive societies. One key marketing role is its ability to raise awareness about peace, justice, and strong institutions, thereby fostering public engagement and advocacy (Sheth & Parvatiyar, 2021). Through compelling storytelling, targeted messaging, and strategic communication channels, marketers can educate audiences about the importance of peacebuilding, human rights, and accountable governance, inspiring individuals to take action and support relevant initiatives. Additionally, Sheth and Parvatiyar (2021) state that marketing can challenge stereotypes, promote empathy, and foster intercultural understanding, contributing to social cohesion and conflict resolution efforts. Marketers can bridge cultural divides by portraying diverse perspectives and narratives, promoting dialogue, tolerance, and mutual respect. Moreover, marketing campaigns influence consumer behavior, allowing businesses to align their products and services with peace, justice, and sustainability principles. Through initiatives such as cause-related marketing and responsible advertising, businesses can demonstrate their commitment to social responsibility and engage consumers in supporting peacebuilding efforts. In summary, the role of marketing encompasses raising awareness, fostering understanding, influencing consumer behavior, supporting corporate social responsibility, and contributing to a more peaceful, just, and inclusive world.

Overcoming the global challenge of promoting peace, justice, and strong institutions requires collaboration and partnership among various stakeholders beyond just businesses. Governments, civil

society organizations, international institutions, local communities, and individuals all play crucial roles in contributing to sustainable solutions (Espinosa & Rangel, 2022). Governments primarily promote peace, justice, and strong institutions through policy development, law enforcement, and institutional reform. Civil society organizations, including non-governmental organizations (NGOs), advocacy groups, and grassroots movements, play a critical role in advocating for human rights, monitoring government accountability, and providing essential services to marginalized populations (Espinosa & Rangel, 2022). International institutions, such as the United Nations (UN), regional organizations, and multilateral development banks, support conflict prevention, peacekeeping, and capacity-building efforts in areas affected by violence and instability. Additionally, local communities are essential stakeholders, as they possess valuable knowledge, networks, and resources that can inform and support peacebuilding efforts at the grassroots level. Finally, individuals have a role as active citizens, advocates, and consumers by promoting values of peace, justice, and accountability in their daily lives and supporting initiatives that advance these principles.

Part 2

Ericsson

Ericsson's involvement with SDG Goal #16, which encompasses peace, justice, and strong institutions, is implicit in its broader corporate strategy that emphasizes the transformative power of connectivity. The company's purpose is to create connections that make the unimaginable possible, positioning itself as an innovator for a future where "limitless connectivity improves lives, redefines business and pioneers a sustainable future." This speaks to the company's alignment with creating positive societal change, which can be linked to fostering peace and justice through increased connectivity and technological advancements.

The mission of Ericsson is manifested through its commitment to being at the forefront of technological innovation, specifically through its investments in mobile connectivity, 5G, and related technologies. These innovations are not only seen as business ventures but also as tools for addressing significant global challenges like climate change and digital inclusion, which correlate with the aspirations of SDG Goal #16.

Ericsson's core audience includes communication service providers, industries, and enterprises around the world, leveraging its network infrastructure and services to enable them to capitalize on the digital, connected future.

Headquartered in Stockholm, Sweden, Ericsson has a global presence with offices and operations in various countries, reflecting its international outreach and influence.

A SWOT analysis of Ericsson would highlight the following:

Strengths: Pioneering position in 5G technology, extensive R&D investments, global market presence.

Weaknesses: Market competition, high reliance on network infrastructure for revenue.

Opportunities: Expansion into emerging markets, development of new technologies like the Internet of Senses and AI.

Threats: Technological disruptions, geopolitical tensions affecting trade and operations.

Triple Bottom Line:

Profit: Ericsson generates profit through its extensive portfolio in Networks, Digital Services, Managed Services, and Emerging Business, including the provision of leading 5G technology and services.

People: The company invests in its employees, emphasizing a culture built on professionalism, respect, perseverance, and integrity. It engages with the community and contributes to societal

well-being through various initiatives like the partnership with UNICEF to map global school connectivity.

Planet: Ericsson aims to become carbon neutral in its operations by 2030 and supports technologies that reduce greenhouse gas emissions across industries, contributing to energy conservation and sustainable practices.

Responsibility for achieving Ericsson's mission and vision related to overcoming global challenges lies with its executive leadership, as reflected in the statements and commitments of President and CEO Börje Ekholm. The company demonstrates its values and commitment to these challenges through various channels, including corporate governance, sustainability reports, and digital and print media campaigns.

Peter Millar Company

The sixteenth Sustainable Development Goal (SDG) is all about creating inclusive, accountable, and peaceful societies; it also focuses on ensuring that everyone has access to justice; and it builds inclusive, effective institutions at all levels. This objective, which is a component of the Sustainable Development Agenda for 2030, is in line with businesses' efforts to make the world more fair and just, such as those of Peter Millar.

Renowned luxury clothing company Peter Millar understands the value of promoting diversity and peace in both its internal operations and larger community outreach programs. Through upholding moral corporate conduct and encouraging social responsibility, Peter Millar advances SDG 16. SDG 16 places a strong emphasis on building peace and minimizing violence. Peter Millar places a high priority on providing a secure and courteous workplace for its clients

and workers. Within its organizational structure, the corporation promotes a culture of peace by adhering to the values of non-violence and dispute resolution.

Furthermore, Peter Millar is dedicated to advancing everyone's access to justice, both in the communities it serves and across its supply chain. The firm contributes to the protection of human rights and workers' access to legal remedies by upholding ethical sourcing standards and fair labor practices. Peter Millar supports projects and local groups that work to improve underprivileged people's access to justice and legal services.

Peter Millar places a strong emphasis on openness and accountability in its business practices, which is consistent with SDG 16's emphasis on creating inclusive, effective institutions. To guarantee adherence to legal statutes and global norms, the organization upholds strong governance frameworks and moral principles. Peter Millar builds stronger relationships with stakeholders and helps create more inclusive and resilient institutions by encouraging trust and responsibility.

Establishing stringent monitoring and assessment procedures is necessary for businesses like Peter Millar to track their progress toward SDG 16. Peter Millar may evaluate the effects of peacebuilding, institutional efficacy, and access to justice by monitoring key performance indicators and pinpointing areas that require improvement. Cooperation between government agencies, businesses, and civil society groups increases the efficacy of these monitoring initiatives and fosters working together to achieve the goals of SDG 16.

In conclusion, SDG 16's goals of advancing justice, peace, and robust institutions are in line with Peter Millar's dedication to sustainability. Through its community involvement

programs, ethical business practices, and dedication to openness, Peter Millar helps to create a more equitable and inclusive society.

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