

MOBILIZING THE COLLECTIVE POWER OF BUSINESS



CoLab
a BSR Initiative



about CoLab

The world needs new collaborations of unprecedented scale and ambition to create a future in which both societies and companies thrive. CoLab is BSR's incubator and accelerator of private-sector collaboration, mobilizing the collective power of business to solve some of the world's biggest sustainability challenges. Driven by the collective ingenuity of business and stakeholders, CoLab ideates, designs, and scales collaborations that have transformational impacts and contribute to realizing the Sustainable Development Goals.

CoLab was launched at BSR's 2018 Conference and focuses on Ideating, Designing, and Exploring solutions. Successful solutions are then moved forward to Acceleration and Scale in our portfolio of active Collaborative Initiatives.

COLAB LEVERAGES BSR'S CORE ASSETS & CAPABILITIES



25 YEARS
of working with
business to
create a just and
sustainable world

**Launched
MORE
THAN 50**
collaborative
initiatives

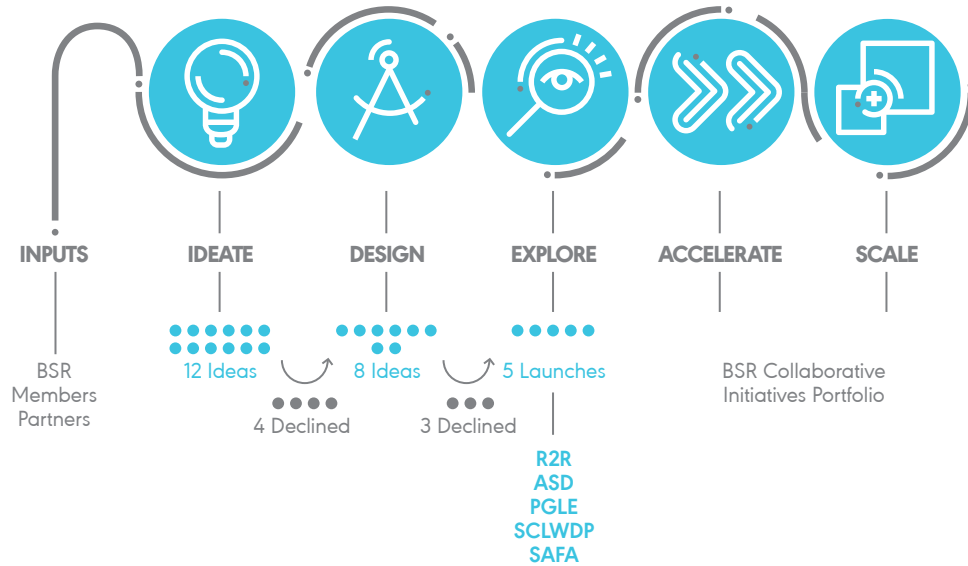
**STRONG
PARTNERSHIPS**
with civil society,
government,
and funders

**DEEP
EXPERTISE**
across
the sustainability
agenda

**UNRIVALLED
GLOBAL**
convening
capability

THE COLAB PIPELINE

The CoLab pipeline allows for potential Collaborations to be assessed for feasibility throughout the ideation and design phases. Collaborations that pass these stages are launched for exploration, acceleration, and scaling.



COLAB 2019 LAUNCHED COLLABORATIONS



Value Chain Risk To Resilience (R2R)

seeks to build climate resilience for communities, farmers, and workers along value chains.



The Partnership for Global LGBTI Equality (PGLE)

is a coalition of organizations committed to leveraging their individual and collective advocacy to accelerate LGBTI equality and inclusion globally.



Action for Sustainable Derivatives (ASD)

promotes responsible palm oil sourcing and collective action to increase transparency and address social and sustainability issues.



The Supply Chain Living Wage Data Platform (SCLWDP)

aims to leverage existing and new sources of information to create accurate global living wage data.



The Sustainable Air Freight Alliance (SAFA)

is a buyer-supplier collaboration steering responsible air freight via sustainable procurement and decarbonization.

COLLABORATION TRENDS

In a world of vast opportunity, we believe the greatest impact will come from business-led collaborations related to some or all of the following emerging trends, identified in our report **Private-Sector Collaboration for Sustainable Development**:

- 1 The introduction of new technologies that allow collaborations to link more partners and reach more stakeholders than ever before and accelerate change.
- 2 The development of more accountable, inclusive, and efficient collaboration governance models.
- 3 The adoption of more systemic approaches to collaboration, leading to the formation of alliances between unexpected partners that share common concerns.
- 4 Collaboration between like-minded initiatives to reduce fragmentation, pool resources and capabilities, reach new audiences, and amplify impacts.

We use these trends to shape CoLab's investment and focus as we identify issue areas for its Pipeline.

Identification of these issues is spearheaded by BSR staff in coordination with members and other partners, aligned with BSR's six Areas of Expertise:

CLIMATE CHANGE
HUMAN RIGHTS
INCLUSIVE ECONOMY
SUPPLY CHAIN SUSTAINABILITY
SUSTAINABILITY MANAGEMENT
WOMEN'S EMPOWERMENT



COLAB 2020 FOCUS AREAS

Based on the approach described above,
we have developed the following focus areas for 2020.
These are areas where we see strong demand for action, where we can add strategic value,
and where there is potential for growth and impact.

We plan to continue to grow our portfolio of collaborations in these areas:

FOCUS AREAS	CHALLENGE	COLLABORATION OPPORTUNITY
SUSTAINABLE "GREEN" FREIGHT	Zero-emission freight by 2050 is a major global goal requiring collaborative innovation at scale.	Alignment and connectivity of key freight initiatives, public policy, and value chain partners will scale collective opportunities for decarbonizing freight transport.
INEQUALITY	Companies are under pressure to create high-quality jobs with living wages and affordable products and services.	Development of collaborations through governance models that facilitate sharing and harmonization will help alleviate inequality.
SUSTAINABLE COMMODITIES	Supply chains must change to become resource- and cost-efficient, equitable to workers and partners, and transparent and traceable.	Collaborative work with new technology and data approaches will offer the potential for revolutionizing existing supply chain models.

In addition, outside of these broad Focus Areas, we have also identified and are pursuing specific priority opportunities to address the following key sustainability challenges:

OPPORTUNITY	CHALLENGE	COLLABORATION OPPORTUNITY
OCEAN PLASTICS	Asia is the source of 60 percent of plastic waste and coordination is needed to address this issue.	Businesses can unite to create major reductions in plastic and microbead waste and contribute to global efforts on plastics.
CIRCULAR FASHION	The shift to circular fashion may have negative impacts on job opportunities and quality.	Develop a platform to pursue stakeholder engagement and action on a more inclusive shift toward circular fashion.
EU/ASIA SUSTAINABILITY REPORTING	Improving sustainability reporting is an ongoing requirement and challenge for companies, with differing standards and practices.	Coherent and impactful reporting can be a key driver of improved sustainability performance and informed decision-making at companies in EU and Asia regions.

Collaborate with Us
BSR's CoLab is ready to work with you on existing opportunities or on the ideation of new business-led sustainability collaborations.

For more information on how to participate
bsr.org/en/colab

