

# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGs)

In 2015, the United Nations launched the [Sustainable Development Goals \(SDGs\)](#), a set of 17 broad goals and 169 targets to address global challenges and drive sustainable solutions toward the [2030 Agenda for Sustainable Development](#).



In 2021, Goodyear participated, through the Tire Industry Project, in developing *Sustainability Driven: SDG Tire Sector Roadmap*. The report highlights the sustainability impacts relevant to the tire sector. The four tire sector sustainability megatrends that were identified in the report are listed in the table below. These megatrends closely align to the themes and topics that arose in our latest [double materiality assessment](#).

MEGATREND	IMPACT ON THE SECTOR
Circular innovation to tackle resource scarcity	Burgeoning populations in emerging markets and increased urbanization globally are encouraging a rise in mobility. The resource challenges that can result from growing demand present the opportunity for the emergence of new business models such as those based on the circular economy.
Climate and nature crises to accelerate the low-carbon energy transition	Progress to reduce greenhouse gas (GHG) emissions, adapting to the physical impacts of climate change and halting biodiversity loss remains slow and insufficient. However, new regulations, investor pressure and citizen power have created momentum to which the business community must respond.
Industry 4.0 to allow systems transformation	Rapid digitalization and automation across industries is driving improved productivity, efficiency and safety—but could lead to widespread and disruptive implications for employment and workforce skills if not appropriately managed. Technologies, including artificial intelligence, internet of things and 5G, alongside autonomous, connected and electric vehicles, offer significant opportunities to organizations ready to embrace them. The adoption of such technologies must come with efforts to address rising cybersecurity and data privacy concerns and to manage the potential environmental impacts from material and energy consumption.
Human rights, safety, well-being and equal opportunities—across the value chain—are essential to building resilience	Rising inequality is driving continued dissatisfaction with current political and economic models and global civil protests on issues relating to diversity & inclusion. Companies are increasingly expected to take strong positions on human rights and other social issues—including protecting employee well-being, promoting workplace safety and improving supply chain due diligence and transparency—to ensure long-term business resilience.

## SUPPORTING THE SDGs THROUGH OUR HIGH-PRIORITY AND EMERGING TOPICS

### CLIMATE



### CIRCULARITY



### HUMAN AND LABOR RIGHTS



### SUPPLY CHAIN GOVERNANCE AND TRANSPARENCY



### NATURE AND BIODIVERSITY



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= Priority SDGs for the tire sector determined through the Tire Industry Project (TIP)