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Sustainable Development Goals – The importance of their Targets

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Aléxis José de Latourrette was born in Matosinhos, Portugal, in September 1995. Having an academic and professional background in international business management, the European capital markets, and finance, he wrote the following dissertation to conclude the present cycle of his studies.

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To my wife and my family.

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Abstract

Whether is it at work, school, or at home the term sustainability has become a well-known and commonly used buzzword. Not only this concept is of critical discussion for humanity's survival, also it can be good for business.

For a company to better adapt its marketing and CSR strategy, especially at an international level, it is important to understand the differing levels of importance given to the concepts of sustainability by consumers from different nations and cultures.

To better understand these variations, a comprehensive survey was performed targeting audiences from India and the United States of America.

In the end, though some differences were identified, they weren't as numerous or significant as one might have anticipated.

JEL Codes: F23, M14, M30

Keywords: Sustainability; Sustainable development; Sustainable Development Goals; Corporate Social Responsibility, Internationalization

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List of acronyms

USA.....United States of America

WCED.....The World Commission on Environment and Development

UN.....United Nations

CSR.....Corporate Social Responsibility

SDGs.....Sustainable Development Goals

HDI.....Human Development Index

1. Introduction

Whether is it at work, school, or at home the term sustainability has become a well-known and commonly used buzzword. Not only this concept is of critical discussion for humanity, as the poor management of the planet's resources could potentially lead to human extinction but, we are also living in a time where sustainability has started to become the new standard when it comes to consumer preferences and choices.

The following review of the literature supports the importance of companies' implementation of sustainability concepts in their strategic management within marketing departments, being good for society and for the business as well as a necessary piece to attract evermore sustainably aware consumers. At the same time, several questions arise, such as – which sustainability topic should we tackle to best satisfy consumers?) – making companies' marketing departments obliged to discover and focus on the correct, consumer-aligned sustainability-linked activities being it locally or internationally.

Within the aware consumers, some studies found that consumer sustainable attitude would vary depending on their sociodemographic data such as gender and age, or even because of specific personal beliefs. The available studies consider only local samples of individuals for a specific market and, to the best of our knowledge isn't a work in existence that contemplates such a comparison between different individuals from different countries on their opinions regarding sustainability pillars.

For a company to better adapt its marketing strategy, especially at an international level, it is necessary to understand how important sustainability concepts are for consumers from different nations and cultures.

The objective of this research study is to help companies in their internationalization and strategic international CSR management and, to understand which pillars the company should focus on. To do so, we will answer two questions: 1) What are the most important pillars in developed and non-developed countries? And 2) Are there significant differences in the importance attributed to different pillars in developed and non-developed countries?

To answer these questions, a comprehensive survey was performed targeting audiences from India and the United States of America (USA). Countries that are miles apart geographically and experience different levels of economic development and human

development indexes are a good choice of subjects for comparison, especially due to their heterogeneity.

The survey provided us with valuable information about the importance given to different sustainability pillars. This data is not only useful for businesses, but it can also allow governments and international organizations to make better decisions.

This research study starts with a literature review about the topic of sustainability and corporate social responsibility in Chapter 2, passing through the presentation of the methodology and survey explanation in Chapter 3. Results are discussed in Chapter 4 and, in Chapter 5 the conclusion is presented, including study limitations and recommendations for future research.

2. Literature review

For better context, we start by providing an understanding of the importance of the concept of sustainability and CSR. Throughout this chapter, we cover the known history of the term sustainability and showcase the benefits of having a good strategic CSR implemented in a company and integrated with its marketing department.

2.1. The Concept of Sustainability

The modern definition of the term Sustainability emerged from a discussion from The World Commission on Environment and Development (WCED) and was derived from the concept of sustainable development that first appeared in the 1980s on the publication of the report 'Our Common Future' by the Brundtland Commission from the United Nations (UN) in 1987. In this report, sustainable development was defined as "the development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (United Nations, 1987, p. 37). Applying this concept to organizations, Gladwin et al (1995) defended that organizations aiming to be sustainable were required to pay attention to their performance on three dimensions: economic performance, social equity, and ecological preservation. Later, Elkington (1998) shared his approach to sustainability in business that considered that economic, environmental, and social issues should be balanced, holistic, and have long-term benefits for current and future generations of concerned stakeholders.

Although those are the most familiar modern definitions of the term, Warde (2011) in his work entitled "The Invention of Sustainability" found that the term could have first emerged from a forestry manual written in 1713 called 'Sylvicultura oeconomica' by the author Hanns Carl von Carlowitz, where it is used the German word, *Nachhaltigkeit*, which translated resembles with the idea of lasting-ness.

The Brundtland report of 1987 addressed the two concerns that should be settled: development and the environment. This can be seen as a battle of needs against resources or the short against the long term. Ten years later, the Agenda for Development by the United Nations (1997, p. 8) stated that "Economic development, social development, and environmental protection are interdependent and mutually reinforcing components of sustainable development, which is the framework of efforts to achieve a higher quality of life for all people". This concept of sustainable development is also present in the 2030 Agenda for Sustainable Development, through the

Millennium Development Goals, adopted by the Member States of the United Nations, (United Nations, 2015).

On the mentioned Agenda for Development from 1997 we can see the formation of a tripartite division, economic and social development, and environmental protection/development. The World Bank (2003) also argued that sustainable development demands strategies to achieve economic (profit), social (people), and environmental (planet) goals, again, a tripartite division.

In recent years, the idea of sustainability as consisting of three interconnected pillars - social, economic, and environmental - has become widely recognized and used. These can be considered as intragenerational anchored (Mensah, 2019) and often are depicted visually by three circles that intersect at a central point, representing the idea that all three pillars must be considered together to achieve overall sustainability (Purvis et al., 2019). To identify the origins and theoretical foundations of the three-pillar conception of sustainability Purvis et al. (2019) reviewed and discussed relevant historical literature on sustainability. The authors' findings indicate that the three-pillar conception did not have a single point of origin, but rather emerged gradually from various critiques of the existing economic system from social and ecological perspectives, as well as from efforts by the United Nations to reconcile economic growth with social and ecological concerns.

A recent study based on count and categorization using data from a specific internet browser usage data identified that the dimensions mostly used connected to sustainability were economic, social, and ethical (González et al., 2021).

When analyzing performances in terms of sustainability, per each of its pillars, the best performances occur in Europe, due to its economic and social development (Campagnolo et al., 2018). According to Campagnolo et al. (2018), industrialized countries seem to be penalized by environmental degradation, which negatively affects their sustainability. The difference in importance given to each pillar by different countries starts to be visible, and we can observe for example that the environmental pillar is one dimension in which poor countries outperform rich ones (Campagnolo et al., 2018).

Overall, the concept of sustainability is complex and multifaceted, and there is still much work to be done to fully understand its many dimensions. However, the growing body of research on sustainability provides valuable insights into how we can ensure that our natural, social, and economic systems can thrive and continue to provide benefits for future generations.

2.1 Corporate Social Responsibility

In business, sustainability is very much linked with the concept of Corporate Social Responsibility (CSR). According to one of the first authors who attempted to define the concept (Bowen, 1953), CSR consists of the policies, the decisions, and the actions that align with the goals and values of society. Bowen also believed that transparency and accountability policies in business would lead to the production of several social goods, including economic progress and security, higher standards of living, justice, freedom, order, and personal development. Bowen (1953) argued that CSR involves additional responsibilities for businesses, such as stewardship, responsiveness, corporate citizenship, social audit, and basic stakeholder theory.

The classical author and Bowen's contemporary Levitt (1958) regarded the primary goal of businesses as the maximization of profits and believed that the government should be responsible for promoting the general welfare while businesses should focus on improving material well-being. The neo-classical Milton Friedman also supported the business maximization of profits, but he added that it should be done in an ethical way and obedience to the law. According to Friedman, "There is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud" (Friedman, 1970).

Other authors from the start of the current millennia refer to CSR as being the alignment of business policies and actions towards stakeholder benefit and to be related to Corporate Sustainability (Antal and Sobezak, 2007), which can be viewed as Brundtland's concept of Sustainable Development but applied to companies.

According to Carroll (2018), one way to begin thinking about CSR is to examine separately each of the words for which CSR stands. Corporate in this context refers to businesses in general, and Social refers to the impact that businesses have on human society and the welfare of communities. Responsibility refers to the accountability of businesses for their actions and the power and control they have over their operations, thus including a sense of obligation to society, as well as the natural environment and other living beings. The author also mentions that the concept of corporate social responsibility (CSR) applies to all businesses, regardless of size, but has primarily been applied to large organizations due to their visibility.

Carroll (1991) presented the CSR Pyramid based on his previous works from 1979 where he first mentioned a four-part definition of CSR, dividing the concept into Economic, Legal, Ethical, and

Discretionary responsibilities (Carroll, 1979), in his work from 1991 instead of Discretionary he calls it Philanthropic responsibilities.

When thinking about the concept more recently Carroll (2021) realized that his explanation of the CSR Pyramid may not have been clear enough, resulting in misunderstandings, misrepresentations, and inaccurate claims about it.

Carroll (2021) believes that when it comes to developing countries, if companies want to be successful, they must prioritize their economic responsibilities as the foundation, rather than considering them an afterthought about legal, ethical, and philanthropic responsibilities. Moreover, Archie Carroll always has maintained that economic responsibility is laced with an ethical dimension, and he contends that in developing countries, a legal infrastructure is critical if they want to attract foreign direct investments; hence, the legal responsibility is essential Carroll (1991, 2021).

Supporting those claims, we need to consider that developing countries tend to suffer from a shortage of foreign direct investment, high unemployment, and widespread poverty, therefore, the economic contributions of foreign direct investment are highly prized by communities and governments, giving great importance to the economic responsibility of businesses (Visser, 2011).

An alternative approach to understanding corporate social responsibility (CSR) was proposed by building upon Carroll's previously established four domains of CSR (1979) and his Pyramid of CSR (1991). This new approach presented three main domains of economic, legal, and ethical responsibilities, which are depicted in a Venn model framework. This framework creates seven categories of CSR based on the overlap of the three main domains (Schwartz & Carroll, 2003).

The main CSR theories and approaches can also be classified into four groups: instrumental, political, integrative, and ethical. Each theory includes four dimensions related to profits, political performance, social demands, and ethical values (Garriga and Mélé, 2004). The landscape of corporate social responsibility (CSR) theories and approaches can be controversial, complex, and unclear, Garriga and Mélé (2004) suggest the need to develop a new theory on the relationship between business and society that integrates these four dimensions.

A more recent study finds that community engagement consists of four spheres of activity: donations, employee voluntarism, projects, and partnerships. (Deigh et al, 2016). The authors also find that philanthropy is not merely a desired function of the CSR pyramid but an essential one.

As time went by, the concept of CSR continued getting broader (Sanclemente-Téllez, 2017), and the concept attracted a lot of attention as seen per the number of studies on the topic, and that’s no surprise because CSR was readily found to be not only good for society but also for business

(Lantos, 2001). Lantos also suggested that the marketing department should take a lead role in strategic CSR activities.

In 2004, Maignan and Ferrell proposed an integrated framework between CSR and marketing alongside an explanation of how CSR activities could generate greater stakeholder support within companies (Maignan and Ferrell, 2004). In the same year, Kotler and Lee (2004) concluded that when a company promoted a specific cause, it would significantly increase the general awareness and engagement on that specific cause, so again, a win-win situation for both society and the business marketing team.

Blomqvist and Posner (2004) observed that companies were missing out when they had little or no integration between CSR and marketing departments and their respective strategies while Brønn and Vrioni (2001) made clear that the management of stakeholder relationships laid at the core of CSR, and knowing how publics perceived a company and what they expected in return for their support was fundamental in communication objectives and strategy design to strengthen relationships with stakeholders. Making it important to know what actions consumers want to see from the company.

Against this positive CSR to marketing implementation case of most studies, Luo and Bhattacharya (2006) discovered that CSR reduced customer satisfaction levels in firms with low innovativeness capability and, even if an innovative company tried to implement strategic sustainable marketing it would have to carefully study which activities to carry out balancing effort versus difference or output as consumers tended to prefer to see from companies sustainable actions that produce a significant difference, putting a lot of effort on that actions didn't mean better results among the public (McDonald and Oates, 2006).

Even though general environmental attitudes affect a consumer's decisions companies still need to consider that public preference can be predicated on specific consumer beliefs (Mainieri et al, 1997).

Despite possible caveats, like the need for a good marketing capability from companies on promoting their CSR-related actions to obtain the desired outcomes (e.g. Stock Returns) (Mishra and Modi, 2016), it exists plenty of literature that incentives the CSR application within a company's marketing department, for example, Ibrahim et al (2021) observed that CSR implementation has a positive reflection in companies profit efficiency and Rahman et al (2017) found that the level of advertising intensity positively moderates the relationship between CSR and market share.

CSR mechanisms are also seen as favorable when discussing consumer markets as well as private and public politics (Kitzmueller and Shimshack, 2012).

As a result of these positives of CSR implementation, it is possible to observe that companies are taking serious and effective steps in transforming their marketing strategies into sustainable marketing ones (Abutaleb and El-Bassiouny, 2020). Unfortunately, at the same time, some companies still don't have effective CSR communication and don't understand it well enough or use it (Gorski et al, 2016). In this context, we need to mention the ever-increasing importance of NGOs' actions and capabilities to teach and influence companies on the ways of sustainability (de Lange et al, 2012).

In 1997, Mainieri mentioned that consumers' decisions / public preferences towards sustainability or environmental attitudes were predicated on specific consumer beliefs (Mainieri, 1997). Over 20 years later these attitudes are still very much in study, as sustainability awareness grows stronger everyday but, opinions and behaviours regarding environmental issues still vary based on different specific consumer beliefs and characteristics (Fullerton et al., 2019).

3. Methodology

This research uses a quantitative methodology of hypotheses testing to answer the research questions using parametric testing. Throughout the next sections, the studied countries are presented, the data collection method is explained, and statistical analysis will be further described.

In India, the social and economic situation is marked by a diverse landscape. While the country has experienced significant economic growth, income inequality remains a major concern. A large portion of the population still grapples with poverty, and limited access to healthcare, and education. Socially, India is a culturally rich nation with a complex social hierarchy and challenges related to gender inequality and caste discrimination. In 2021, India's Human Development Index (HDI) was 0,633, which stands below the world's average of 0,732.

In the United States, the economic situation is characterized by a strong and diversified economy, with high GDP per capita. However, income inequality is a pressing issue, with disparities in wealth distribution. The country also faces social challenges, including racial disparities, healthcare accessibility, and educational inequalities. In 2021, the USA's HDI was 0,921, which stands well above the world's average, being one of the countries with the highest HDI in the world.

Comparatively, the United States generally enjoys higher average income levels and better infrastructure but faces significant social challenges. India, on the other hand, has made significant strides in reducing poverty but grapples with a larger portion of its population living in poverty. Both countries share concerns about inequality, healthcare, and education access, but the specific nature and scale of these issues differ.

3.1 Survey

A survey was considered the most relevant data collection method for this study since each respondent was asked to respond to the same set of questions allowing the researcher to map the differences between them effectively (Saunders et al., 2019). We must consider that surveys, however, could potentially suffer from data loss due to ineffective survey construction, and completion, and the impossibility of reaching out to the respondents afterward (Saunders et al., 2019). For that reason, it is very important to carefully develop a survey that contemplates all research questions, is concise, and can be used in a quantitative analysis.

Our goal was to understand the way people from different nations think about sustainability and, to build a survey in a way that most people would recognize and find common terminology. So, we looked up to the Millennium Development Goals, also known as Sustainable Development Goals (SDGs), that were present on the present in the 2030 Agenda for Sustainable Development adopted by the Member States of the UN (United Nations, 2015).

These 17 goals which were accepted across countries and governments to be the benchmark of how and what should be the focus when it comes to sustainability and world development, also bring with them specific targets, 169 of them, that validate if humanity is on track to comply with the agreed by the Member States of the UN.

According to the GAPFRAME framework (Muff et al., 2018), the 17 SDGs can be divided into four pillars – Governance, Economic, Society, and Planet – being the last three interchangeable terms equivalent to the three pillars of sustainability – Economic, Social, and Environmental (Purvis et al, 2019).

The reliability of the data collected can be affected by the survey's design (Saunders et al., 2019) so we took several steps to ensure the questionnaire's validity and clean design.

We've also presented a comprehensible explanation of the purpose of the questionnaire, while overall trying to be as succinct as possible.

Several drafts of the survey were made, and one of the versions was shared with an experimental group from which we received constructive feedback and improved our survey. Following the experimental group's recommendations, the survey length was shortened as much as possible – we focused on two of the pillars of sustainability, Social and Environmental., and all the targets presented were simplified, it was important to do it without changing of meaning or significance.

The internet-based, simple random sample survey was preferred over cluster sampling due to time limitations and to obtain information and responses from as many people as possible.

The survey was available online during June of the current year, having reached over 400 respondents.

The respondents were asked to rate the importance of each of the targets within the mentioned SDGs from 1 to 7 on the Likert Scale:

1 = Not at all important;

2 = Low importance;

3 = Slightly important;

4 = Neutral;

5 = Moderately important;

6 = Very important and;

7 = Extremely important.

The Likert Scale was developed in 1932 by Rensis Likert and it served the purpose of measuring the degree of someone's agreement to a statement (Bertram, 2006).

In its final version the survey consisted of 86 questions, excluding demographics and the optional final comments, these represent the number of targets included in the 10 SDGs that were studied:

a) SDG 1 – Poverty (7 targets) [Social Pillar];
b) SDG 2 – Hunger (8 targets) [Social Pillar];
c) SDG 3 – Health (13 targets) [Social Pillar];
d) SDG 4 – Education (10 targets) [Social Pillar];
e) SDG 5 – Gender (8 targets) [Social Pillar];
f) SDG 6 – Water (8 targets) [Planet Pillar];
g) SDG 7 – Energy (5 targets) [Planet Pillar];
h) SDG 13 – Climate (5 targets) [Planet Pillar];
i) SDG 14 – Sealife (10 targets) [Planet Pillar];
j) SDG 15 – Life on Land (12 targets) [Planet Pillar].

The studied sample was obtained by cleaning the total sample according to the following criteria:

- Answers should be submitted until the last day of June 2023.
- All mandatory questions should be answered with no errors or typos.
- A respondent cannot give the same answer to all the questions.

Finally, these closed questions served to obtain quantitative insights.

3.2 Statistical Analysis

The main goal of this research study is to reach valuable conclusions regarding the similitude or difference of opinions related to several sustainability topics across cultures to facilitate international marketers' work when it comes to the development of strategic CSR actions.

In statistics, there are two general areas: descriptive statistics and inferential statistics (Sheskin, 2011). The first refers to the data being used for descriptive reasons, while the second type of analysis uses data to conclude (Sheskin, 2011).

To perform statistical tests, it is important to understand two concepts: statistics and parameters. A statistic is a sample characteristic, for example, the mean and median, and the parameter is a population characteristic (Sheskin, 2000).

In this research study it was first performed a descriptive analysis of the data, and then hypotheses were tested using parametric testing, namely t-tests.

3.2.1 Hypothesis testing

The two statistical hypotheses are represented by H_0, the null hypothesis, and H_1 the alternative hypothesis. The null hypothesis represents the idea of no change while the alternative hypothesis indicates the presence of an effect (Sheskin, 2000). Thus, as usual, the research hypothesis seeks to analyze the impact of one population on the other, the most expected result is to reject the null hypothesis (Sheskin, 2000). In this case, we intend the assess if there are any differences across India and USA respondents' opinions regarding the sustainability topics studied, thus favouring a null hypothesis to prove if there are any differences.

According to Sheskin (2000), the scientific convention settled that to declare a difference statistically significant, there cannot be more than a 5% likelihood that the difference is random. Therefore, the notation $p<0.05$ is used to indicate if the test results are significant or not (Sheskin, 2000).

3.2.2 Parametric and Nonparametric Tests

Most of the inferential statistical procedures are categorized into parametric or non-parametric tests (Sheskin, 2000). To carry out parametric tests, the variable must be continuous, although the Likert scale is not continuous, given the statistical tradition of assuming this, this path was followed, and parametric tests were used (Murray, 2013).

Parametric tests are more robust tests, and within the scope of parametric tests, the best known are t-tests.

Parametric tests have the following assumptions:

1. Samples must be independent: The t-test is suitable for comparing the means of two independent samples. Observations in one sample are not related to observations in the other sample.

2. Homogeneity of variances: The t-test assumes that the variances of the two samples are equal (homogeneity of variances), that is, it presents homoscedasticity.

3. The distribution of the (sub)samples is normal, that is, the data follows a bell or Gaussian distribution.

4. Results & Discussion

In this chapter, the outcomes of the hypothesis tests performed on the collected data are presented. The main goal of the Results and Discussion section is to provide a comprehensive exploration of the findings derived from the research data, while also deepening into their implications, significance, and alignment with the research objectives. This section is divided into descriptive analysis – which refers to a broader and general interpretation of the data – and parametric tests.

4.1 Descriptive Analysis

Following the collection of survey data, valid responses were considered and analyzed.

In Table 1 we can observe the SDG ordered by Mean, this signifies the average importance given to the targets within each SDG among respondents from India.

Every SDGs have a Mean above 5,3 on a scale from 1 to 7, this indicates that on average respondents from India overall consider these SDG and their targets important.

The SDG with the highest score is SDG 6 – WATER, and with the lowest score is SDG 13 – CLIMATE. On average SDGs from the Social pillar scored higher than Planet ones.

Table 1 - Average importance per SDG - India

SDG	Mean	PILLAR
SDG 6 - WATER	5,7440	PLANET
SDG 5 - GENDER	5,5972	SOCIAL
SDG 4 - EDUCATION	5,5810	SOCIAL
SDG 3 - HEALTH	5,5800	SOCIAL
SDG 1 - POVERTY	5,5760	SOCIAL
SDG 2 - HUNGER	5,5694	SOCIAL
SDG 7 - ENERGY	5,5365	PLANET
SDG 15 - LANDLIFE	5,4603	PLANET
SDG 14 - SEALIFE	5,4302	PLANET
SDG 13 - CLIMATE	5,3079	PLANET

In Table 2 we can observe the average importance given to the targets within each SDG among respondents from the USA.

Every SDGs have a Mean above 5,5 on a scale from 1 to 7, this indicates that on average respondents from the USA overall consider these SDG and their targets important.

Similarly, to India, the SDG with the highest score for the USA is SDG 6 – WATER, and with the lowest score the SDG 13 – CLIMATE. Also, similarly to India, USA respondents scored on average SDGs from the Social pillar higher than Planet ones.

Table 2 - Average importance per SDG - USA

SDG	Mean	PILLAR
SDG 6 - WATER	5,9625	PLANET
SDG 5 - GENDER	5,8859	SOCIAL
SDG 1 - POVERTY	5,8290	SOCIAL
SDG 4 - EDUCATION	5,7522	SOCIAL
SDG 2 - HUNGER	5,7430	SOCIAL
SDG 7 - ENERGY	5,7319	PLANET
SDG 3 - HEALTH	5,7183	SOCIAL
SDG 14 - SEALIFE	5,6784	PLANET
SDG 15 - LANDLIFE	5,6732	PLANET
SDG 13 - CLIMATE	5,5569	PLANET

We want to validate first the hypothesis related to differences existing on the importance given to the targets of the SDGs within the same country and, after that also study the hypothesis that across countries there are statistically significant differences.

Later in the parametric tests section, Tables 1 and 2 will be getting a Ranking column, after the Paired-Samples T-test runs it will be possible to see if there are statistically significant differences between the SDGs.

4.2 Statistical Analysis

In this section, the entire statistical analysis is detailed describing the process necessary to handle the database as well as the parametric tests used to validate the hypothesis previously mentioned in the prior section and further explained in the next section.

According to Rietveld and Van Hout (2017), the concept of paired samples can manifest in various research designs:

a) In one approach, the same individuals are assessed at two distinct moments, such as before and following a treatment. This design is commonly referred to as a "repeated measures design" when employing Analysis of Variance (ANOVA) or as a model featuring one fixed factor (the two

measurement points) and one random factor (the participants) in the context of linear mixed models.

b) Alternatively, participants assessed at different times are carefully matched to one another based on specific relevant factors, such as IQ or age. These pairs of individuals share similarities that are pertinent to the investigation.

c) The participants are ‘naturally matched’, for instance, twins, or couples where responses of the male partner are compared with those of the female counterpart

In this case, it is the same participant who is questioned twice to assess different objectives, but the answers of the same participant are compared.

Samples are considered independent when they are randomly selected from distinct populations. Typically, data from distinct respondent groups, such as males and females, are treated as independent samples for analytical purposes. Conversely, samples are deemed paired when the data pertains to the same group of respondents (Malhotra et al., 2017).

For metric data analysis, the utilization of statistical tests varies based on sample configurations. When dealing with a single sample, the z-test and t-test are suitable options. For scenarios involving two or more independent samples, both the z-test and t-test can be applied for two samples, while the one-way analysis of variance (one-way ANOVA) is employed for cases with more than two samples. In situations with two or more related samples, the paired t-test is the preferred statistical method (Malhotra et al., 2017).

4.2.1 Paired Samples T-tests

Table 3 - Paired Samples T-Test - India

Pair Number	SDGs Pair	Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	POV - HUN	0,00652	0,50002	0,06300	-0,11941	0,13245	0,103	62	0,918
Pair 2	POV - HEA	-0,00401	0,57456	0,07239	-0,14871	0,14069	-0,055	62	0,956
Pair 3	POV - EDU	-0,00499	0,54694	0,06891	-0,14273	0,13276	-0,072	62	0,943
Pair 4	POV - GEN	-0,02126	0,51206	0,06451	-0,15022	0,10770	-0,330	62	0,743
Pair 5	POV - WAT	-0,16808	0,66145	0,08333	-0,33467	-0,00150	-2,017	62	0,048
Pair 6	POV - ENE	0,03946	0,74619	0,09401	-0,14847	0,22738	0,420	62	0,676
Pair 7	POV - CLI	0,26803	0,87423	0,11014	0,04786	0,48820	2,433	62	0,018
Pair 8	POV - SEA	0,14580	0,75044	0,09455	-0,04319	0,33480	1,542	62	0,128
Pair 9	POV - LAN	0,11565	0,67490	0,08503	-0,05432	0,28562	1,360	62	0,179
Pair 10	HUN - HEA	-0,01053	0,52626	0,06630	-0,14307	0,12201	-0,159	62	0,874
Pair 11	HUN - EDU	-0,01151	0,50257	0,06332	-0,13808	0,11506	-0,182	62	0,856
Pair 12	HUN - GEN	-0,02778	0,50921	0,06415	-0,15602	0,10047	-0,433	62	0,667
Pair 13	HUN - WAT	-0,17460	0,65552	0,08259	-0,33969	-0,00951	-2,114	62	0,039
Pair 14	HUN - ENE	0,03294	0,57955	0,07302	-0,11302	0,17890	0,451	62	0,654
Pair 15	HUN - CLI	0,26151	0,74330	0,09365	0,07431	0,44871	2,792	62	0,007
Pair 16	HUN - SEA	0,13929	0,66047	0,08321	-0,02705	0,30562	1,674	62	0,099
Pair 17	HUN - LAN	0,10913	0,64064	0,08071	-0,05222	0,27047	1,352	62	0,181
Pair 18	HEA - EDU	-0,00098	0,33921	0,04274	-0,08641	0,08445	-0,023	62	0,982
Pair 19	HEA - GEN	-0,01725	0,45447	0,05726	-0,13170	0,09721	-0,301	62	0,764
Pair 20	HEA - WAT	-0,16407	0,55437	0,06984	-0,30369	-0,02446	-2,349	62	0,022
Pair 21	HEA - ENE	0,04347	0,53523	0,06743	-0,09133	0,17826	0,645	62	0,522
Pair 22	HEA - CLI	0,27204	0,77938	0,09819	0,07575	0,46832	2,770	62	0,007
Pair 23	HEA - SEA	0,14982	0,64797	0,08164	-0,01337	0,31301	1,835	62	0,071
Pair 24	HEA - LAN	0,11966	0,52845	0,06658	-0,01343	0,25275	1,797	62	0,077
Pair 25	EDU - GEN	-0,01627	0,37904	0,04775	-0,11173	0,07919	-0,341	62	0,734
Pair 26	EDU - WAT	-0,16310	0,60482	0,07620	-0,31542	-0,01077	-2,140	62	0,036
Pair 27	EDU - ENE	0,04444	0,47068	0,05930	-0,07410	0,16298	0,749	62	0,456
Pair 28	EDU - CLI	0,27302	0,67685	0,08528	0,10255	0,44348	3,202	62	0,002
Pair 29	EDU - SEA	0,15079	0,64953	0,08183	-0,01279	0,31438	1,843	62	0,070
Pair 30	EDU - LAN	0,12063	0,55787	0,07028	-0,01986	0,26113	1,716	62	0,091
Pair 31	GEN - WAT	-0,14683	0,50628	0,06379	-0,27433	-0,01932	-2,302	62	0,025
Pair 32	GEN - ENE	0,06071	0,52351	0,06596	-0,07113	0,19256	0,921	62	0,361
Pair 33	GEN - CLI	0,28929	0,76540	0,09643	0,09652	0,48205	3,000	62	0,004
Pair 34	GEN - SEA	0,16706	0,63074	0,07947	0,00821	0,32591	2,102	62	0,040
Pair 35	GEN - LAN	0,13690	0,55396	0,06979	-0,00261	0,27642	1,962	62	0,054
Pair 36	WAT - ENE	0,20754	0,76693	0,09662	0,01439	0,40069	2,148	62	0,036
Pair 37	WAT - CLI	0,43611	0,93816	0,11820	0,19984	0,67238	3,690	62	0,000
Pair 38	WAT - SEA	0,31389	0,69530	0,08760	0,13878	0,48900	3,583	62	0,001
Pair 39	WAT - LAN	0,28373	0,66901	0,08429	0,11524	0,45222	3,366	62	0,001
Pair 40	ENE - CLI	0,22857	0,75678	0,09535	0,03798	0,41916	2,397	62	0,020
Pair 41	ENE - SEA	0,10635	0,62576	0,07884	-0,05125	0,26394	1,349	62	0,182
Pair 42	ENE - LAN	0,07619	0,56791	0,07155	-0,06684	0,21922	1,065	62	0,291
Pair 43	CLI - SEA	-0,12222	0,68591	0,08642	-0,29497	0,05052	-1,414	62	0,162
Pair 44	CLI - LAN	-0,15238	0,76572	0,09647	-0,34523	0,04046	-1,580	62	0,119
Pair 45	SEA - LAN	-0,03016	0,36044	0,04541	-0,12093	0,06062	-0,664	62	0,509

The Paired-Samples T-test is a test that is used to compare measures that are not independent.

Paired-Samples T-test for India:

H0: Difference between variables = 0 ($p > 0,05$)

H1: Difference between variables ≠ 0 ($p < 0,05$)

In Table 3, we can observe that from the 45 pairs of SDGs that were analyzed, there are statistically significant differences in the importance given by respondents from India on 16 of them.

On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 1 (M=5,5760; SE=0,12073), and that's statistically significant, t(62)= -2,017; $p < 0,05$). On average respondents from India gave more importance to SDG 1 (M=5,5760; SE=0,12073) than to SDG 13 (M=5,3079; SE=0,13462), and that's statistically significant, t(62)= 2,433; $p < 0,05$). On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 2 (M=5,5694; SE=0,11117), and that's statistically significant, t(62)= -2,114; $p < 0,05$). On average respondents from India gave more importance to SDG 2 (M=5,5694; SE=0,11117) than to SDG 13 (M=5,3079; SE=0,13462), and that's statistically significant, t(62)= 2,792; $p < 0,05$). On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 3 (M=5,5800; SE=0,10636), and that's statistically significant, t(62)= -2,349; $p < 0,05$). On average respondents from India gave more importance to SDG 3 (M=5,5800; SE=0,10636) than to SDG 13 (M=5,3079; SE=0,13462), and that's statistically significant, t(62)= 2,770; $p < 0,05$). On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 4 (M=5,5810; SE=0,11209), and that's statistically significant, t(62)= -2,140; $p < 0,05$). On average respondents from India gave more importance to SDG 4 (M=5,5810; SE=0,11209) than to SDG 13 (M=5,3079; SE=0,13462), and that's statistically significant, t(62)= 3,202; $p < 0,05$). On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 5 (M=5,5972; SE=0,11400), and that's statistically significant, t(62)= -2,302; $p < 0,05$). On average respondents from India gave more importance to SDG 5 (M=5,5972; SE=0,11400) than to SDG 13 (M=5,3079; SE=0,13462), and that's statistically significant, t(62)= 3,000; $p < 0,05$). On average respondents from India gave more importance to SDG 5 (M=5,5972; SE=0,11400) than to SDG 14 (M=5,4302; SE=0,12408), and that's statistically significant, t(62)= 2,102; $p < 0,05$). On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 7 (M=5,5365; SE=0,12426), and that's statistically significant, t(62)= 2,148; $p < 0,05$).

On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 13 (M=5,3079; SE=0,13462), and that's statistically significant, t(62)= 3,690; p < 0,05). On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 14 (M=5,4302; SE=0,12408), and that's statistically significant, t(62)= 3,583; p < 0,05). On average respondents from India gave more importance to SDG 6 (M=5,7440; SE=0,12266) than to SDG 15 (M=5,4603; SE=0,11996), and that's statistically significant, t(62)= 3,366; p < 0,05). On average respondents from India gave more importance to SDG 7 (M=5,5365; SE=0,12426) than to SDG 13 (M=5,3079; SE=0,13462), and that's statistically significant, t(62)= 2,397; p < 0,05).

Table 4 - Paired Samples T-Test - USA

Pair Number	SDGs Pair	Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	POV - HUN	0,08605	0,58430	0,03266	0,02179	0,15031	2,634	319	0,009
Pair 2	POV - HEA	0,11075	0,60578	0,03386	0,04412	0,17737	3,270	319	0,001
Pair 3	POV - EDU	0,07683	0,67095	0,03751	0,00304	0,15062	2,048	319	0,041
Pair 4	POV - GEN	-0,05692	0,69383	0,03879	-0,13323	0,01939	-1,468	319	0,143
Pair 5	POV - WAT	-0,13348	0,66771	0,03733	-0,20692	-0,06005	-3,576	319	0,000
Pair 6	POV - ENE	0,09714	0,85935	0,04804	0,00263	0,19166	2,022	319	0,044
Pair 7	POV - CLI	0,27214	0,95948	0,05364	0,16662	0,37767	5,074	319	0,000
Pair 8	POV - SEA	0,15058	0,86679	0,04845	0,05525	0,24591	3,108	319	0,002
Pair 9	POV - LAN	0,15584	0,90936	0,05083	0,05583	0,25585	3,066	319	0,002
Pair 10	HUN - HEA	0,02470	0,53543	0,02993	-0,03419	0,08359	0,825	319	0,410
Pair 11	HUN - EDU	-0,00922	0,59533	0,03328	-0,07469	0,05626	-0,277	319	0,782
Pair 12	HUN - GEN	-0,14297	0,64080	0,03582	-0,21345	-0,07249	-3,991	319	0,000
Pair 13	HUN - WAT	-0,21953	0,62531	0,03496	-0,28830	-0,15076	-6,280	319	0,000
Pair 14	HUN - ENE	0,01109	0,78585	0,04393	-0,07534	0,09752	0,253	319	0,801
Pair 15	HUN - CLI	0,18609	0,93358	0,05219	0,08342	0,28877	3,566	319	0,000
Pair 16	HUN - SEA	0,06453	0,71504	0,03997	-0,01411	0,14317	1,614	319	0,107
Pair 17	HUN - LAN	0,06979	0,75757	0,04235	-0,01353	0,15311	1,648	319	0,100
Pair 18	HEA - EDU	-0,03392	0,48508	0,02712	-0,08727	0,01943	-1,251	319	0,212
Pair 19	HEA - GEN	-0,16767	0,56119	0,03137	-0,22939	-0,10595	-5,345	319	0,000
Pair 20	HEA - WAT	-0,24423	0,58131	0,03250	-0,30816	-0,18030	-7,516	319	0,000
Pair 21	HEA - ENE	-0,01361	0,72389	0,04047	-0,09322	0,06601	-0,336	319	0,737
Pair 22	HEA - CLI	0,16139	0,85598	0,04785	0,06725	0,25554	3,373	319	0,001
Pair 23	HEA - SEA	0,03983	0,71966	0,04023	-0,03932	0,11898	0,990	319	0,323
Pair 24	HEA - LAN	0,04509	0,73549	0,04112	-0,03580	0,12598	1,097	319	0,274
Pair 25	EDU - GEN	-0,13375	0,54645	0,03055	-0,19385	-0,07365	-4,378	319	0,000
Pair 26	EDU - WAT	-0,21031	0,62435	0,03490	-0,27898	-0,14164	-6,026	319	0,000
Pair 27	EDU - ENE	0,02031	0,72115	0,04031	-0,05900	0,09963	0,504	319	0,615
Pair 28	EDU - CLI	0,19531	0,88637	0,04955	0,09783	0,29280	3,942	319	0,000
Pair 29	EDU - SEA	0,07375	0,73493	0,04108	-0,00708	0,15458	1,795	319	0,074
Pair 30	EDU - LAN	0,07901	0,74862	0,04185	-0,00332	0,16135	1,888	319	0,060
Pair 31	GEN - WAT	-0,07656	0,66997	0,03745	-0,15025	-0,00288	-2,044	319	0,042
Pair 32	GEN - ENE	0,15406	0,79991	0,04472	0,06609	0,24204	3,445	319	0,001
Pair 33	GEN - CLI	0,32906	0,91655	0,05124	0,22826	0,42987	6,422	319	0,000
Pair 34	GEN - SEA	0,20750	0,80627	0,04507	0,11882	0,29618	4,604	319	0,000
Pair 35	GEN - LAN	0,21276	0,83867	0,04688	0,12052	0,30500	4,538	319	0,000
Pair 36	WAT - ENE	0,23062	0,66951	0,03743	0,15699	0,30426	6,162	319	0,000
Pair 37	WAT - CLI	0,40563	0,96917	0,05418	0,29903	0,51222	7,487	319	0,000
Pair 38	WAT - SEA	0,28406	0,68436	0,03826	0,20879	0,35933	7,425	319	0,000
Pair 39	WAT - LAN	0,28932	0,71150	0,03977	0,21107	0,36758	7,274	319	0,000
Pair 40	ENE - CLI	0,17500	0,76499	0,04276	0,09086	0,25914	4,092	319	0,000
Pair 41	ENE - SEA	0,05344	0,71849	0,04016	-0,02558	0,13246	1,330	319	0,184
Pair 42	ENE - LAN	0,05870	0,69474	0,03884	-0,01771	0,13511	1,511	319	0,132
Pair 43	CLI - SEA	-0,12156	0,84709	0,04735	-0,21473	-0,02840	-2,567	319	0,011
Pair 44	CLI - LAN	-0,11630	0,84868	0,04744	-0,20964	-0,02296	-2,451	319	0,015
Pair 45	SEA - LAN	0,00526	0,39094	0,02185	-0,03774	0,04826	0,241	319	0,810

Paired-Samples T-test for USA:

H0: Difference between variables = 0 ($p > 0,05$)

H1: Difference between variables ≠ 0 ($p < 0,05$)

In Table 4, we can observe that from the 45 pairs of SDGs that were analyzed, there are statistically significant differences in the importance given by respondents from The United States of America on 29 of them.

On average respondents from The United States of America gave more importance to SDG 1 (M=5,8290; SE=0,04740) than to SDG 2 (M=5,7430; SE=0,04644), and that's statistically significant, t(319)= 2,634; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 1 (M=5,8290; SE=0,04740) than to SDG 3 (M=5,7183; SE=0,04458), and that's statistically significant, t(319)= 3,270; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 1 (M=5,8290; SE=0,04740) than to SDG 4 (M=5,7522; SE=0,04690), and that's statistically significant, t(319)= 2,048; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 1 (M=5,8290; SE=0,04740), and that's statistically significant, t(319)= -3,576; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 1 (M=5,8290; SE=0,04740) than to SDG 7 (M=5,7319; SE=0,05519), and that's statistically significant, t(319)= 2,022; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 1 (M=5,8290; SE=0,04740) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically significant, t(319)= 5,074; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 1 (M=5,8290; SE=0,04740) than to SDG 14 (M=5,6784; SE=0,05525), and that's statistically significant, t(319)= 3,108; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 1 (M=5,8290; SE=0,04740) than to SDG 15 (M=5,6732; SE=0,05613), and that's statistically significant, t(319)= 3,066; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 5 (M=5,8859; SE=0,04965) than to SDG 2 (M=5,7430; SE=0,04644), and that's statistically significant, t(319)= -3,991; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 2 (M=5,7430; SE=0,04644), and that's statistically significant, t(319)= -6,280; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 2 (M=5,7430; SE=0,04644) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically significant, t(319)= 3,566; $p < 0,05$). On average respondents from The United States of America gave more importance to SDG 5 (M=5,8859; SE=0,04965) than to SDG 3 (M=5,7183; SE=0,04458), and that's statistically significant, t(319)= -5,345; $p <$

0,05). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 3 (M=5,7183; SE=0,04458), and that's statistically significant, t(319)= -7,516; p < 0,05). On average respondents from The United States of America gave more importance to SDG 3 (M=5,7183; SE=0,04458) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically significant, t(319)= 3,373; p < 0,05). On average respondents from The United States of America gave more importance to SDG 5 (M=5,8859; SE=0,04965) than to SDG 4 (M=5,7522; SE=0,04690), and that's statistically significant, t(319)= -4,378; p < 0,05). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 4 (M=5,7522; SE=0,04690), and that's statistically significant, t(319)= -6,026; p < 0,05). On average respondents from The United States of America gave more importance to SDG 4 (M=5,7522; SE=0,04690) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically significant, t(319)= 3,942; p < 0,05). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 5 (M=5,8859; SE=0,04965), and that's statistically significant, t(319)= -2,044; p < 0,05). On average respondents from The United States of America gave more importance to SDG 5 (M=5,8859; SE=0,04965) than to SDG 7 (M=5,7319; SE=0,05519), and that's statistically significant, t(319)= 3,445; p < 0,05). On average respondents from The United States of America gave more importance to SDG 5 (M=5,8859; SE=0,04965) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically significant, t(319)= 6,422; p < 0,05), On average respondents from The United States of America gave more importance to SDG 5 (M=5,8859; SE=0,04965) than to SDG 14 (M=5,6784; SE=0,05525), and that's statistically significant, t(319)= 4,604; p < 0,05). On average respondents from The United States of America gave more importance to SDG 5 (M=5,8859; SE=0,04965) than to SDG 15 (M=5,6732; SE=0,05613), and that's statistically significant, t(319)= 4,538; p < 0,05). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 7 (M=5,7319; SE=0,05519), and that's statistically significant, t(319)= 6,162; p < 0,05). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically significant, t(319)= 7,487; p < 0,05). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 14 (M=5,6784; SE=0,05525), and that's statistically significant, t(319)= 7,425; p < 0,05). On average respondents from The United States of America gave more importance to SDG 6 (M=5,9625; SE=0,04444) than to SDG 15 (M=5,6732; SE=0,05613), and that's statistically significant, t(319)= 7,274; p < 0,05). On average respondents from The United States of America gave more importance to SDG 7 (M=5,7319; SE=0,05519) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically significant, t(319)= 4,092; p < 0,05). On average respondents from The United States of America gave more importance to SDG 14 (M=5,6784; SE=0,05525) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically

significant, t(319)= -2,567; p < 0,05). On average respondents from The United States of America gave more importance to SDG 15 (M=5,6732; SE=0,05613) than to SDG 13 (M=5,5569; SE=0,06537), and that's statistically significant, t(319)= -2,451; p < 0,05).

In this sample, respondents from the USA on average give more importance to SDG 6, and there is statistical significance in the difference of opinion as observed on the Paired-Samples T-test.

It was given more importance to SDG 6 than to any other SDG that was paired during testing.

Table 5 - Average importance per SDG w/ranking - India

Ranking	SDG	Mean	PILLAR
1	SDG 6 - WATER	5,7440	PLANET
2	SDG 5 - GENDER	5,5972	SOCIAL
2	SDG 4 - EDUCATION	5,5810	SOCIAL
2	SDG 3 - HEALTH	5,5800	SOCIAL
2	SDG 1 - POVERTY	5,5760	SOCIAL
2	SDG 2 - HUNGER	5,5694	SOCIAL
2	SDG 7 - ENERGY	5,5365	PLANET
2	SDG 15 - LANDLIFE	5,4603	PLANET
3	SDG 14 - SEALIFE	5,4302	PLANET
3	SDG 13 - CLIMATE	5,3079	PLANET

In Table 5, the list from India is now ranked, showing the most and least important SDGs. SDGs with the same ranking do not have a statistically significant difference between themselves. In Table 6, we can see the list from the USA also now with ranking.

Table 6 - Average importance per SDG w/ranking - USA

Ranking	SDG	Mean	PILLAR
1	SDG 6 - WATER	5,9625	PLANET
2	SDG 5 - GENDER	5,8859	SOCIAL
2	SDG 1 - POVERTY	5,8290	SOCIAL
3	SDG 4 - EDUCATION	5,7522	SOCIAL
3	SDG 2 - HUNGER	5,7430	SOCIAL
3	SDG 7 - ENERGY	5,7319	PLANET
3	SDG 3 - HEALTH	5,7183	SOCIAL
3	SDG 14 - SEALIFE	5,6784	PLANET
3	SDG 15 - LANDLIFE	5,6732	PLANET
4	SDG 13 - CLIMATE	5,5569	PLANET

The Social pillar seems to be preferred amongst respondents from both countries, and from the Planet pillar only SDG 6 – WATER seems to be of significantly higher importance. This may

suggest that if a company focused on environmental/Planet-linked actions (e,g concentrated their efforts on achieving SDG 6 – access to clean water, sanitation, and drinking water) at their CSR strategic core, it could reap a higher consumer attraction gain.

4.2.2 Independent Samples T-tests

Table 7 - Independent T-Test - India vs. USA

SDG	Variance	Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1	Equal variances assumed	1,459	0,228	-2,118	381	0,035	-0,25305	0,11948	-0,48798	-0,01813
	Equal variances not assumed			-1,951	82,207	0,054	-0,25305	0,12971	-0,51107	0,00496
2	Equal variances assumed	0,541	0,463	-1,500	381	0,134	-0,17352	0,11570	-0,40101	0,05396
	Equal variances not assumed			-1,440	85,025	0,153	-0,17352	0,12048	-0,41307	0,06602
3	Equal variances assumed	0,822	0,365	-1,246	381	0,214	-0,13829	0,11100	-0,35654	0,07995
	Equal variances not assumed			-1,199	85,190	0,234	-0,13829	0,11533	-0,36759	0,09100
4	Equal variances assumed	1,315	0,252	-1,466	381	0,143	-0,17124	0,11680	-0,40088	0,05841
	Equal variances not assumed			-1,409	85,097	0,162	-0,17124	0,12151	-0,41282	0,07035
5	Equal variances assumed	0,685	0,408	-2,351	381	0,019	-0,28872	0,12279	-0,53015	-0,04728
	Equal variances not assumed			-2,322	87,139	0,023	-0,28872	0,12434	-0,53586	-0,04157
6	Equal variances assumed	4,815	0,029	-1,917	381	0,056	-0,21845	0,11394	-0,44248	0,00557
	Equal variances not assumed			-1,675	79,080	0,098	-0,21845	0,13046	-0,47812	0,04121
7	Equal variances assumed	1,006	0,316	-1,436	381	0,152	-0,19537	0,13605	-0,46286	0,07213
	Equal variances not assumed			-1,437	88,204	0,154	-0,19537	0,13596	-0,46555	0,07481
13	Equal variances assumed	0,429	0,513	-1,566	381	0,118	-0,24894	0,15899	-0,56155	0,06367
	Equal variances not assumed			-1,663	93,670	0,100	-0,24894	0,14965	-0,54609	0,04821
14	Equal variances assumed	0,294	0,588	-1,824	381	0,069	-0,24828	0,13614	-0,51596	0,01941
	Equal variances not assumed			-1,828	88,347	0,071	-0,24828	0,13582	-0,51818	0,02162
15	Equal variances assumed	0,002	0,964	-1,551	381	0,122	-0,21286	0,13726	-0,48275	0,05703
	Equal variances not assumed			-1,607	91,274	0,111	-0,21286	0,13244	-0,47593	0,05021

The Independent-Samples T-test is a parametric test that compares two independent groups, the results of this test are presented in Table 7.

"Levene's test for Equality of Variances" evaluates if the data is homogeneous or not:

H0: Variances are Homogeneous ($p > 0,05$)

H1: Variances are not Homogeneous ($p < 0,05$)

According to Levene's test, in this analysis, only the ODS 6 - WATER, presents a situation where Equal variances are not assumed. ($p < 0,05$).

Independent-Sample T-test:

H0: India's mean = USA's mean ($p > 0,05$)

H1: India's mean ≠ USA's mean ($p < 0,05$)

The independent-sample t-test showed that, on average, US respondents give more importance than India to the targets of SDGs number 1 - Poverty and 5 - Gender, ($t(381)=-2,118$; $p < 0,05$) and ($t(381=-2,351$; $p < 0,05$), respectively.

Earlier, on the descriptive analysis, we observed that SDG 1 - POVERTY and SDG 5 - GENDER both presented a different average score across countries, with this statistical test we conclude that those differences are statistically significant.

Although there is a statistically significant difference in the importance given to the targets within those two SDGs, as observed before both India and the USA have a significant level of importance given to all SDG targets, above 5,3 on a scale from 1 to 7.

Although differences were found, they were not found as many as would be expected especially considering the differences between both countries in terms of development and quality of life.

4.2.3 Summing up

According to the study findings, we can conclude that statistically speaking:

1) Both India and USA respondents showed more importance to targets related to SDG 6 – WATER in comparison to other SDGs;
2) Both India and USA respondents showed less importance to targets related to SDG 13 – CLIMATE, in comparison to other SDGs.
3) Respondents from India showed to give on average, statistically significantly less importance to targets related to SDG 1 – POVERTY and SDG 5 – GENDER than their respondents' counterparts from the USA.
4) Both India and USA respondents showed to give on average, statistically significantly more importance to targets related to SDG associated with the Social pillar in comparison with the Planet pillar.
5) Overall both India and USA respondents showed to give on average, a decent level of importance to all targets related to SDGs and thus showed they care about sustainability
6) Although differences were found, they weren't as numerous or significant as one might have anticipated.

5. Conclusion

For a company to better adapt its marketing strategy, especially at an international level, it is necessary to understand how important sustainability concepts are for consumers from different nations and cultures.

We concluded that both India and USA respondents showed more importance to targets related to SDG 6 – WATER in comparison to other SDGs and showed less importance to targets related to SDG 13 – CLIMATE, in comparison to other SDGs. Respondents from India showed to give on average, statistically significantly less importance to targets related to SDG 1 – POVERTY and SDG 5 – GENDER than their respondents' counterparts from the USA. Both India and USA respondents showed to give on average, statistically significantly more importance to targets related to SDG associated with the Social pillar in comparison with the Planet pillar. Overall, both India and USA respondents showed to give on average, a decent level of importance to all targets related to SDGs and thus showed they care about sustainability.

The objective of this research study was to help companies in their internationalization to understand which pillars to focus on and to do so, answering the proposed two questions: 1) What are the most important pillars in developed and non-developed countries? And 2) Are there significant differences in the importance attributed to different pillars in developed and non-developed countries? – Although differences were found, they weren't as numerous or significant as one might have anticipated. This could be because the questionnaire was carried out over the internet and, therefore, was only answered by a segment of the population with a higher level of literacy and not as different from each other.

As for the limitations of this study, we should mention that its data collection was based on an online survey, there are only two countries, there are only two pillars, and there are no sociodemographic data such as academic background, age, gender, or income involved on the analysis made.

Nonetheless, the findings of this research study could motivate a deeper look at the cross-cultural perceptions of sustainability as well as the usage of the UN's SDGs and their targets to learn about consumer expectations and thus, better prepare companies and marketers to plan their local and international CSR strategies.

6. Appendix

Table 8 - List of Targets with simplification used in the survey

Target	Simplified Portuguese	Simplified English	Simplified Spanish
1.1 Erradicar a pobreza extrema em todos os lugares, atualmente medida como pessoas que vivem com menos de 1,25 dólares por dia	**1.1 Erradicar a pobreza extrema**	**1.1 Eradicate extreme poverty**	**1.1 Erradicar la pobreza extrema**
1.2 Reduzir pelo menos para metade a proporção de homens, mulheres e crianças, de todas as idades, que vivem na pobreza, em todas as suas dimensões, de acordo com as definições nacionais	**1.2 Reduzir pelo menos para metade a proporção de pessoas, que vivem na pobreza, em todas as suas dimensões**	**1.2 Reduce by at least half the proportion of people living in poverty in all its dimensions**	**1.2 Reducir al menos a la mitad la proporción de personas que viven en la pobreza en todas sus dimensiones**
1.3 Implementar, a nível nacional, medidas e sistemas de proteção social adequados, para todos, incluindo escalões, e atingir uma cobertura substancial dos mais pobres e vulneráveis.	**1.3 Implementar sistemas de proteção social adequados e atingir cobertura substancial dos pobres e vulneráveis**	**1.3 Implement adequate social protection systems and achieve substantial coverage of the poor and vulnerable**	**1.3 Implementar sistemas de protección social adecuados y lograr una cobertura sustancial de los pobres y vulnerables**

1.4 Garantir que todos os homens e mulheres, particularmente os mais pobres e vulneráveis, tenham direitos iguais no acesso aos recursos económicos, bem como no acesso aos serviços básicos, à propriedade e controle sobre a terra e outras formas de propriedade, herança, recursos naturais, novas tecnologias e serviços financeiros, incluindo microfinanciamento	**1.4 Garantir, a todos os homens e mulheres (particularmente os mais pobres), igualdade de direitos e acesso a recursos económicos, serviços básicos, propriedade, recursos naturais e serviços financeiros**	**1.4 Ensure equal rights and access to economic resources, basic services, property, natural resources, and financial services for all men and women (particularly the poorest)**	**1.4 Garantizar igualdad de derechos y acceso a recursos económicos, servicios básicos, propiedad, recursos naturales y servicios financieros para todos los hombres y mujeres (especialmente los más pobres)**
1.5 Aumentar a resiliência dos mais pobres e em situação de maior vulnerabilidade, e reduzir a exposição e a vulnerabilidade destes aos fenómenos extremos relacionados com o clima e outros choques e desastres económicos, sociais e ambientais	**1.5 Aumentar a resiliência dos mais pobres e vulneráveis e reduzir a sua exposição e vulnerabilidade às crises sociais e fenómenos climáticos extremos**	**1.5 Increase the resilience of the poorest and most vulnerable and reduce their exposure and vulnerability to social crises and extreme climate events**	**1.5 Aumentar la resiliencia de los más pobres y vulnerables, y reducir su exposición y vulnerabilidad a crisis sociales y eventos climáticos extremos**

1.a Garantir uma mobilização significativa de recursos a partir de uma variedade de fontes, inclusive por meio do reforço da cooperação para o desenvolvimento, para proporcionar meios adequados e previsíveis para que os países em desenvolvimento (em particular, os países menos desenvolvidos) possam implementar programas e políticas para acabar com a pobreza em todas as suas dimensões	**1.a Mobilizar recursos para que os países em desenvolvimento implementem programas e políticas para acabar com a pobreza**	**1.a Mobilize resources to enable developing countries to implement programs and policies to end poverty**	**1.a Movilizar recursos para permitir a los países en desarrollo implementar programas y políticas para erradicar la pobreza**
1.b Criar enquadramentos políticos sólidos ao nível nacional, regional e internacional, com base em estratégias de desenvolvimento a favor dos mais pobres e que sejam sensíveis às questões da igualdade do género, para apoiar investimentos acelerados nas ações de erradicação da pobreza	**1.b Criar enquadramentos políticos, a nível nacional, regional e internacional, sólidos para reduzir a pobreza e proteger os mais vulneráveis**	**1.b Establish strong national, regional, and international policy frameworks to reduce poverty and protect the most vulnerable**	**1.b Establecer marcos de políticas nacionales, regionales e internacionales sólidos para reducir la pobreza y proteger a los más vulnerables**
2.1 Acabar com a fome e garantir o acesso de todas as pessoas, em particular os mais pobres e pessoas em situações vulnerável, incluindo crianças, a uma alimentação de qualidade, nutritiva e suficiente durante todo o ano	**2.1 Acabar com a fome e garantir acesso a alimentos seguros, nutritivos e suficientes para todos**	**2.1 End hunger and ensure access to safe, nutritious, and sufficient food for all**	**2.1 Poner fin al hambre y garantizar el acceso a alimentos seguros, nutritivos y suficientes para todos**

2.2 Acabar com todas as formas de desnutrição, incluindo atingir as metas acordadas internacionalmente sobre nanismo e caquexia em crianças menores de cinco anos, e atender às necessidades nutricionais dos adolescentes, mulheres grávidas e lactantes e pessoas idosas	**2.2 Acabar com todas as formas de desnutrição, com especial preocupação em relação à subnutrição das crianças menores de cinco anos, e atendendo às necessidades nutricionais dos adolescentes, mulheres grávidas e lactantes e pessoas idosas**	**2.2 End all forms of malnutrition, with special emphasis on addressing malnutrition in children under five years old and meeting the nutritional needs of adolescents, pregnant and lactating women, and the elderly**	**2.2 Acabar con todas las formas de malnutrición, con especial énfasis en abordar la malnutrición en niños menores de cinco años y satisfacer las necesidades nutricionales de adolescentes, mujeres embarazadas y lactantes, y personas de edad avanzada**
2.3 Duplicar a produtividade agrícola e o rendimento dos pequenos produtores de alimentos, particularmente das mulheres, povos indígenas, agricultores de subsistência, pastores e pescadores, inclusive através de garantia de acesso igualitário à terra e a outros recursos produtivos tais como conhecimento, serviços financeiros, mercados e oportunidades de agregação de valor e de emprego não agrícola	**2.3 Duplicar produtividade agrícola e rendimentos dos pequenos produtores, em especial mulheres, povos indígenas, agricultores familiares, pastores e pescadores.**	**2.3 Double the productivity and incomes of small-scale food producers, particularly women, indigenous peoples, family farmers, pastoralists, and fishers**	**2.3 Duplicar la productividad y los ingresos de los pequeños productores de alimentos, especialmente mujeres, pueblos indígenas, agricultores familiares, pastores y pescadores**

2.4 Garantir sistemas sustentáveis de produção de alimentos e implementar práticas agrícolas resilientes, que aumentem a produtividade e a produção, que ajudem a manter os ecossistemas, que fortaleçam a capacidade de adaptação às alterações climáticas, às condições meteorológicas extremas, secas, inundações e outros desastres, e que melhorem progressivamente a qualidade da terra e do solo	**2.4 Garantir sistemas de produção alimentar sustentáveis e resilientes, melhorando a adaptação às mudanças climáticas**	**2.4 Ensure sustainable and resilient agricultural systems and improve adaptation to climate change**	**2.4 Garantizar sistemas agrícolas sostenibles y resilientes y mejorar la adaptación al cambio climático**
2.5 Manter a diversidade genética de sementes, plantas cultivadas, animais de criação e domesticados e suas respetivas espécies selvagens, inclusive por meio de bancos de sementes e plantas que sejam diversificados e bem geridos ao nível nacional, regional e internacional, e garantir o acesso e a repartição justa e equitativa dos benefícios decorrentes da utilização dos recursos genéticos e conhecimentos tradicionais associados, tal como acordado internacionalmente	**2.5 Manter a diversidade genética de plantas e animais e garantir acesso e repartição justa dos benefícios decorrentes da utilização dos recursos**	**2.5 Maintain the genetic diversity of plants and animals and ensure fair access to and sharing of benefits arising from their utilization**	**2.5 Mantener la diversidad genética de plantas y animales y asegurar un acceso justo y equitativo y el reparto de beneficios derivados de su utilización**

2.a Aumentar o investimento, inclusive através do reforço da cooperação internacional, nas infraestruturas rurais, investigação e extensão de serviços agrícolas, desenvolvimento de tecnologia, e os bancos de genes de plantas e animais, para aumentar a capacidade de produção agrícola nos países em desenvolvimento, em particular nos países menos desenvolvidos	**2.a Aumentar o investimento em infraestruturas rurais, tecnologias agrícolas e capacidade de produção nos países em desenvolvimento**	**2.a Increase investment in rural infrastructure, agricultural technologies, and productive capacity in developing countries**	**2.a Aumentar la inversión en infraestructuras rurales, tecnologías agrícolas y capacidad productiva en los países en desarrollo**
2.b Corrigir e prevenir as restrições ao comércio e distorções nos mercados agrícolas mundiais, incluindo a eliminação em paralelo de todas as formas de subsídios à exportação e todas as medidas de exportação com efeito equivalente, de acordo com o mandato da Ronda de Desenvolvimento de Doha	**2.b Corrigir restrições ao comércio e distorções no mercado mundial de produtos agrícolas**	**2.b Address trade restrictions and distortions in the global agricultural market**	**2.b Abordar las restricciones comerciales y distorsiones en el mercado agrícola mundial**

2.c Adotar medidas para garantir o funcionamento adequado dos mercados de matérias-primas agrícolas e seus derivados, e facilitar o acesso oportuno à informação sobre o mercado, inclusive sobre as reservas de alimentos, a fim de ajudar a limitar a volatilidade extrema dos preços dos alimentos	**2.c Garantir o funcionamento adequado dos mercados de matérias-primas agrícolas e facilitar acesso à informação sobre o mercado**	**2.c Ensure proper functioning of agricultural commodity markets and facilitate access to market information**	**2.c Garantizar el correcto funcionamiento de los mercados de productos agrícolas y facilitar el acceso a la información de mercado**
3.1 Reduzir a taxa de mortalidade materna global para menos de 70 mortes por 100.000 nados-vivos	**3.1 Reduzir a taxa de mortalidade materna global**	**3.1 Reduce the global maternal mortality rate**	**3.1 Reducir la tasa de mortalidad materna a nivel mundial**
3.2 Acabar com as mortes evitáveis de recém-nascidos e crianças menores de 5 anos, com todos os países a tentarem reduzir a mortalidade neonatal para pelo menos 12 por 1.000 nados-vivos e a mortalidade de crianças menores de 5 anos para pelo menos 25 por 1.000 nados-vivos	**3.2 Acabar com mortes evitáveis de recém-nascidos e crianças menores de 5 anos e reduzir a mortalidade neonatal e mortalidade infantil**	**3.2 End preventable deaths of newborns and children under 5 years old, and reduce neonatal and child mortality**	**3.2 Poner fin a las muertes evitables de recién nacidos y niños menores de 5 años, y reducir la mortalidad neonatal e infantil**

3.3 Acabar com as epidemias de Sida, tuberculose, malária e doenças tropicais negligenciadas, e combater a hepatite, doenças transmitidas pela água e outras doenças transmissíveis	**3.3 Acabar com as epidemias de Sida, tuberculose, malária e doenças tropicais negligenciadas, e combater a hepatite, doenças transmitidas pela água e outras doenças transmissíveis**	**3.3 End the epidemics of HIV/AIDS, tuberculosis, malaria, and neglected tropical diseases, and combat hepatitis, water-borne diseases, and other communicable diseases**	**3.3 Poner fin a las epidemias de VIH/SIDA, tuberculosis, malaria y enfermedades tropicales desatendidas, y combatir la hepatitis, las enfermedades transmitidas por el agua y otras enfermedades transmisibles**
3.4 Reduzir num terço a mortalidade prematura por doenças não transmissíveis via prevenção e tratamento, e promover a saúde mental e o bem-estar	**3.4 Reduzir a mortalidade prematura por doenças não transmissíveis e promover a saúde mental e bem-estar**	**3.4 Reduce premature mortality from non-communicable diseases and promote mental health and well-being**	**3.4 Reducir la mortalidad prematura por enfermedades no transmisibles y promover la salud mental y el bienestar**
3.5 Reforçar a prevenção e o tratamento do abuso de substâncias, incluindo o abuso de drogas e uso nocivo do álcool	**3.5 Reforçar a prevenção e o tratamento do abuso de substâncias, incluindo o abuso de drogas e uso nocivo do álcool**	**3.5 Strengthen prevention and treatment of substance abuse, including drug abuse and harmful use of alcohol**	**3.5 Fortalecer la prevención y el tratamiento del abuso de sustancias, incluido el consumo de drogas y el uso nocivo del alcohol**
3.6 Reduzir para metade, a nível global, o número de mortos e feridos devido a acidentes rodoviários	**3.6 Reduzir o número de mortos e feridos em acidentes rodoviários**	**3.6 Reduce the number of deaths and injuries from road traffic accidents**	**3.6 Reducir el número de muertes y lesiones causadas por accidentes de tránsito**

3.7 Assegurar o acesso universal aos serviços de saúde sexual e reprodutiva, incluindo o planeamento familiar, informação e educação, bem como a integração da saúde reprodutiva em estratégias e programas nacionais	**3.7 Assegurar o acesso universal a serviços de saúde sexual e reprodutiva e integrar a saúde reprodutiva em estratégias nacionais**	**3.7 Ensure universal access to sexual and reproductive health services and integrate reproductive health into national strategies**	**3.7 Garantizar el acceso universal a servicios de salud sexual y reproductiva e integrar la salud reproductiva en las estrategias nacionales**
3.8 Atingir a cobertura universal de saúde, incluindo a proteção do risco financeiro, o acesso a serviços de saúde essenciais de qualidade e o acesso a medicamentos e vacinas essenciais para todos de forma segura, eficaz, de qualidade e a preços acessíveis	**3.8 Atingir uma cobertura universal de saúde, com proteção financeira e acesso a serviços e medicamentos de qualidade a preços acessíveis**	**3.8 Achieve universal health coverage, with financial protection and access to quality services and affordable medicines**	**3.8 Lograr la cobertura sanitaria universal, con protección financiera y acceso a servicios de calidad y medicamentos asequibles**
3.9 Reduzir substancialmente o número de mortes e doenças devido a químicos perigosos, contaminação e poluição do ar, água e solo	**3.9 Reduzir as mortes e doenças causadas por químicos perigosos, contaminação e poluição do ar, água e solo**	**3.9 Reduce deaths and illnesses caused by hazardous chemicals, pollution, and contamination of air, water, and soil**	**3.9 Reducir las muertes y enfermedades causadas por productos químicos peligrosos, la contaminación y la contaminación del aire, el agua y el suelo**
3.a Fortalecer a implementação da Convenção-Quadro para o Controle do Tabaco em todos os países, conforme apropriado	**3.a Fortalecer o controlo do tabaco**	**3.a Strengthen tobacco control**	**3.a Fortalecer el control del tabaco**

3.b Apoiar a pesquisa e o desenvolvimento de vacinas e medicamentos para as doenças transmissíveis e não transmissíveis, que afetam principalmente os países em desenvolvimento, proporcionar o acesso a medicamentos e vacinas essenciais a preços acessíveis, de acordo com a Declaração de Doha, que dita o direito dos países em desenvolvimento de utilizarem plenamente as disposições do acordo TRIPS sobre flexibilidades para proteger a saúde pública e, em particular, proporcionar o acesso a medicamentos para todos	**3.b Apoiar a pesquisa e desenvolvimento de vacinas e medicamentos para doenças em países em desenvolvimento e proporcionar acesso a medicamentos e vacinas essenciais a preços acessíveis**	**3.b Support research and development of vaccines and medicines for diseases in developing countries and provide access to essential medicines and vaccines at affordable prices**	**3.b Apoyar la investigación y el desarrollo de vacunas y medicamentos para enfermedades en países en desarrollo y proporcionar acceso a medicamentos y vacunas esenciales a precios asequibles**
3.c Aumentar substancialmente o financiamento da saúde e o recrutamento, formação, e retenção do pessoal de saúde nos países em desenvolvimento, especialmente nos países menos desenvolvidos e nos pequenos Estados insulares em desenvolvimento	**3.c Aumentar o financiamento da saúde e o recrutamento, formação, e retenção do pessoal de saúde nos países em desenvolvimento**	**3.c Increase health financing and recruitment, training, and retention of health workforce in developing countries**	**3.c Aumentar la financiación de la salud y la contratación, formación y retención de personal sanitario en países en desarrollo**

3.d Reforçar a capacidade de todos os países, particularmente os países em desenvolvimento, para o alerta precoce, redução de riscos e gestão de riscos nacionais e globais de saúde	**3.d Reforçar a capacidade de todos os países, para o alerta precoce, redução de riscos e gestão de riscos nacionais e globais de saúde**	**3.d Enhance the capacity of all countries for early warning, risk reduction, and management of national and global health risks**	**3.d Mejorar la capacidad de todos los países para la alerta temprana, la reducción de riesgos y la gestión de los riesgos sanitarios nacionales y globales**
4.1 Garantir que todas as meninas e meninos completam o ensino primário e secundário que deve ser de acesso livre, equitativo e de qualidade, e que conduza a resultados de aprendizagem relevantes e eficazes	**4.1 Garantir educação primária e secundária de acesso livre e com qualidade, para resultados de aprendizagem eficazes**	**4.1 Ensure free and quality primary and secondary education for effective learning outcomes**	**4.1 Garantizar una educación primaria y secundaria gratuita y de calidad para lograr resultados de aprendizaje efectivos**
4.2 Garantir que todas as meninas e meninos tenham acesso a um desenvolvimento de qualidade na primeira fase da infância, bem como cuidados e educação pré-escolar, de modo que estejam preparados para o ensino primário	**4.2 Garantir cuidados e educação pré-escolar para a preparação adequada para o ensino primário**	**4.2 Provide access to and ensure adequate preparation for primary education through quality early childhood care and education**	**4.2 Proporcionar acceso y asegurar una preparación adecuada para la educación primaria a través de una atención y educación de la primera infancia de calidad**
4.3 Assegurar a igualdade de acesso para todos os homens e mulheres à educação técnica, profissional e superior de qualidade, a preços acessíveis, incluindo à universidade	**4.3 Assegurar acesso equitativo de homens e mulheres à educação técnica, profissional e superior de qualidade, a preços acessíveis**	**4.3 Ensure equitable access for men and women to quality technical, vocational, and higher education at affordable prices**	**4.3 Garantizar el acceso equitativo de hombres y mujeres a una educación técnica, vocacional y superior de calidad a precios asequibles**

4.4 Aumentar substancialmente o número de jovens e adultos que tenham habilitações relevantes, inclusive competências técnicas e profissionais, para emprego, trabalho decente e empreendedorismo	**4.4 Aumentar consideravelmente as capacidades técnicas e profissionais para emprego e empreendedorismo**	**4.4 Substantially increase the number of youth and adults with relevant technical and vocational skills for employment and entrepreneurship**	**4.4 Aumentar sustancialmente el número de jóvenes y adultos con habilidades técnicas y vocacionales relevantes para el empleo y el emprendimiento**
4.5 Eliminar as disparidades de género na educação e garantir a igualdade de acesso a todos os níveis de educação e formação profissional para os mais vulneráveis, incluindo as pessoas com deficiência, povos indígenas e crianças em situação de vulnerabilidade	**4.5 Garantir igualdade de acesso à educação e formação profissional para os mais vulneráveis e pessoas com deficiência**	**4.5 Ensure equal access to education and vocational training for the vulnerable and persons with disabilities**	**4.5 Garantizar igual acceso a la educación y formación profesional para las personas vulnerables y con discapacidad**
4.6 Garantir que todos os jovens e uma substancial proporção dos adultos, homens e mulheres, sejam alfabetizados e tenham adquirido o conhecimento básico de matemática	**4.6 Garantir alfabetização básica e conhecimentos de matemática para jovens e adultos**	**4.6 Ensure basic literacy and numeracy skills for youth and adults**	**4.6 Asegurar habilidades básicas de alfabetización y numeración para jóvenes y adultos**

4.7 Garantir que todos os alunos adquiram conhecimentos e habilidades necessárias para promover o desenvolvimento sustentável, inclusive, entre outros, por meio da educação para o desenvolvimento sustentável e estilos de vida sustentáveis, direitos humanos, igualdade de género, promoção de uma cultura de paz e da não violência, cidadania global e valorização da diversidade cultural e da contribuição da cultura para o desenvolvimento sustentável	**4.7 Garantir que todos adquirem conhecimentos e habilidades para promover o desenvolvimento sustentável e a cultura de paz**	**4.7 Ensure that all acquire knowledge and skills to promote sustainable development and a culture of peace.**	**4.7 Asegurar que todos adquieran conocimientos y habilidades para promover el desarrollo sostenible y una cultura de paz**
4.a Construir e melhorar instalações físicas para educação, apropriadas para crianças e sensíveis às deficiências e à igualdade de género, e que proporcionem ambientes de aprendizagem seguros e não violentos, inclusivos e eficazes para todos	**4.a Construir e melhorar instalações físicas sensíveis às deficiências e igualdade de género, seguras e inclusivas**	**4.a Build and improve disability-sensitive, gender-sensitive, safe, and inclusive physical facilities**	**4.a Construir y mejorar instalaciones físicas inclusivas, seguras y sensibles al género y a la discapacidad**

4.b Ampliar substancialmente, a nível global, o número de bolsas de estudo para os países em desenvolvimento, em particular os países menos desenvolvidos, pequenos Estados insulares em desenvolvimento e os países africanos, para o ensino superior, incluindo programas de formação profissional, de tecnologia da informação e da comunicação, técnicos, de engenharia e programas científicos em países desenvolvidos e outros países em desenvolvimento	**4.b Ampliar bolsas de estudo para países em desenvolvimento no ensino superior e formação profissional**	**4.b Expand scholarships for higher education and vocational training in developing countries**	**4.b Ampliar las becas para la educación superior y la formación profesional en países en desarrollo**
4.c Aumentar substancialmente o contingente de professores qualificados, inclusive por meio da cooperação internacional para a formação de professores, nos países em desenvolvimento, especialmente os países menos desenvolvidos e pequenos Estados insulares em desenvolvimento	**4.c Aumentar o contingente de professores qualificados nos países em desenvolvimento, aumentando inclusivamente a cooperação internacional**	**4.c Increase the number of qualified teachers in developing countries, including through international cooperation**	**4.c Aumentar el número de docentes cualificados en países en desarrollo, incluyendo a través de la cooperación internacional**

5.1 Acabar com todas as formas de discriminação contra todas as mulheres e meninas, em toda parte	**5.1 Acabar com todas as formas de discriminação contra todas as mulheres e meninas, em toda parte**	**5.1 End all forms of discrimination against all women and girls everywhere**	**5.1 Poner fin a todas las formas de discriminación contra todas las mujeres y niñas en todas partes**
5.2 Eliminar todas as formas de violência contra todas as mulheres e meninas nas esferas públicas e privadas, incluindo o tráfico e exploração sexual e de outros tipos	**5.2 Eliminar todas as formas de violência contra todas as mulheres e meninas nas esferas públicas e privadas, incluindo o tráfico e exploração sexual e de outros tipos**	**5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation**	**5.2 Eliminar todas las formas de violencia contra todas las mujeres y niñas en los ámbitos público y privado, incluyendo la trata y la explotación sexual y de otro tipo**
5.3 Eliminar todas as práticas nocivas, como os casamentos prematuros, forçados e envolvendo crianças, bem como as mutilações genitais femininas	**5.3 Eliminar práticas nocivas, como casamentos prematuros e mutilações genitais femininas**	**5.3 Eliminate harmful practices such as child, early, and forced marriages and female genital mutilation**	**5.3 Eliminar prácticas nocivas como el matrimonio infantil, temprano y forzado, y la mutilación genital femenina**
5.4 Reconhecer e valorizar o trabalho de assistência e doméstico não remunerado, por meio da disponibilização de serviços públicos, infraestrutura e políticas de proteção social, bem como a promoção da responsabilidade partilhada dentro do lar e da família, conforme os contextos nacionais	**5.4 Valorizar o trabalho doméstico não remunerado e promover a responsabilidade partilhada dentro do lar e da família**	**5.4 Recognize and value unpaid domestic work and promote shared responsibility within the household and family**	**5.4 Reconocer y valorar el trabajo doméstico no remunerado y promover la responsabilidad compartida en el hogar y la familia**

5.5 Garantir a participação plena e efetiva das mulheres e a igualdade de oportunidades para a liderança em todos os níveis de tomada de decisão na vida política, económica e pública	**5.5 Garantir a todas as mulheres a igualdade de oportunidades para a liderança em todos os níveis**	**5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making**	**5.5 Asegurar la plena y efectiva participación de las mujeres y igualdad de oportunidades de liderazgo en todos los niveles de toma de decisiones**
5.a Realizar reformas para dar às mulheres direitos iguais aos recursos económicos, bem como o acesso à propriedade e controle sobre a terra e outras formas de propriedade, serviços financeiros, herança e os recursos naturais, de acordo com as leis nacionais	**5.a Realizar reformas de forma a dar às mulheres direitos iguais aos recursos económicos e acesso à propriedade**	**5.a Carry out reforms to give women equal rights to economic resources and access to property**	**5.a Realizar reformas para otorgar a las mujeres igualdad de derechos a los recursos económicos y acceso a la propiedad**
5.b Aumentar o uso de tecnologias de base, em particular as tecnologias de informação e comunicação, para promover o empoderamento das mulheres	**5.b Aumentar o uso de tecnologias para promover o empoderamento das mulheres**	**5.b Increase the use of technology to promote women's empowerment**	**5.b Aumentar el uso de la tecnología para promover el empoderamiento de las mujeres**
5.c Adotar e fortalecer políticas sólidas e legislação aplicável para a promoção da igualdade de género e o empoderamento de todas as mulheres e meninas em todos os níveis	**5.c Adotar políticas sólidas para a promoção da igualdade de género e o empoderamento de todas as mulheres**	**5.c Adopt sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women**	**5.c Adoptar políticas sólidas y legislación exigible para promover la igualdad de género y el empoderamiento de todas las mujeres**

6.1 Alcançar o acesso universal e equitativo à água potável e segura para todos	**6.1 Alcançar o acesso universal e equitativo a água potável e segura para todos**	**6.1 Achieve universal and equitable access to safe and affordable drinking water for all**	**6.1 Lograr el acceso universal y equitativo a servicios de agua potable segura y asequible para todos**
6.2 Alcançar o acesso a saneamento e higiene adequados e equitativos para todos, e acabar com a defecação a céu aberto, com especial atenção para as necessidades das mulheres e meninas e daqueles que estão em situação de vulnerabilidade	**6.2 Alcançar o acesso a saneamento e higiene adequados e equitativos, acabando com a defecação a céu aberto**	**6.2 Achieve access to adequate and equitable sanitation and hygiene for all and end open defecation**	**6.2 Lograr el acceso a saneamiento y higiene adecuados y equitativos para todos y poner fin a la defecación al aire libre**
6.3 Melhorar a qualidade da água, reduzindo a poluição, eliminando despejo e minimizando a libertação de produtos químicos e materiais perigosos, reduzindo para metade a proporção de águas residuais não-tratadas e aumentando substancialmente a reciclagem e a reutilização, a nível global	**6.3 Melhorar qualidade da água, reduzindo a poluição e aumentando a reciclagem e reutilização**	**6.3 Improve water quality by reducing pollution, increasing recycling and safe reuse**	**6.3 Mejorar la calidad del agua mediante la reducción de la contaminación, el aumento del reciclaje y la reutilización segura**

6.4 Aumentar substancialmente a eficiência no uso da água em todos os sectores e assegurar extrações sustentáveis e o abastecimento de água doce para enfrentar a escassez de água, e reduzir substancialmente o número de pessoas que sofrem com a escassez de água	**6.4 Aumentar eficiência no uso da água e reduzir o número de pessoas que sofrem com escassez de água**	**6.4 Increase water efficiency and reduce the number of people suffering from water scarcity**	**6.4 Aumentar la eficiencia del agua y reducir el número de personas que sufren escasez de agua**
6.5 Implementar a gestão integrada dos recursos hídricos em todos os níveis, inclusive via cooperação transfronteiriça, conforme apropriado	**6.5 Implementar a gestão integrada dos recursos hídricos e cooperação transfronteiriça**	**6.5 Implement integrated water resources management and transboundary cooperation**	**6.5 Implementar la gestión integrada de los recursos hídricos y la cooperación transfronteriza**
6.6 Proteger e restaurar ecossistemas relacionados com a água, incluindo montanhas, florestas, zonas húmidas, rios, aquíferos e lagos	**6.6 Proteger e restaurar ecossistemas relacionados com a água**	**6.6 Protect and restore water-related ecosystems**	**6.6 Proteger y restaurar los ecosistemas relacionados con el agua**
6.a Ampliar a cooperação internacional e o apoio à capacitação para os países em desenvolvimento em atividades e programas relacionados à água e saneamento, incluindo extração de água, dessalinização, eficiência no uso da água, tratamento de efluentes, reciclagem e tecnologias de reutilização	**6.a Ampliar a cooperação internacional e a capacitação em atividades e programas relacionados com a água e saneamento**	**6.a Expand international cooperation and capacity-building in water and sanitation-related activities and programs**	**6.a Ampliar la cooperación internacional y el fortalecimiento de capacidades en actividades y programas relacionados con el agua y el saneamiento**

6.b Apoiar e fortalecer a participação das comunidades locais, para melhorar a gestão da água e do saneamento	**6.b Fortalecer a participação das comunidades locais na gestão da água e do saneamento.**	**6.b Strengthen the participation of local communities in water and sanitation management**	**6.b Fortalecer la participación de las comunidades locales en la gestión del agua y el saneamiento**
7.1 Assegurar o acesso universal, de confiança, moderno e a preços acessíveis a serviços de energia	**7.1 Assegurar o acesso universal à energia acessível e moderna**	**7.1 Ensure universal access to affordable and modern energy services**	**7.1 Asegurar el acceso universal a servicios de energía asequibles y modernos**
7.2 Aumentar substancialmente a participação de energias renováveis na matriz energética global	**7.2 Aumentar a energia renovável na oferta energética**	**7.2 Increase the share of renewable energy in the global energy mix**	**7.2 Aumentar la proporción de energía renovable en la combinación energética global**
7.3 Duplicar a taxa global de melhoria da eficiência energética	**7.3 Melhorar a eficiência energética globalmente**	**7.3 Improve global energy efficiency**	**7.3 Mejorar la eficiencia energética a nivel mundial**
7.a Reforçar a cooperação internacional para facilitar o acesso à investigação e tecnologias de energia limpa, incluindo energias renováveis, eficiência energética e tecnologias de combustíveis fósseis avançadas e mais limpas, e promover o investimento em infraestrutura de energia e em tecnologias de energia limpa	**7.a Reforçar a cooperação internacional para facilitar o acesso à investigação e tecnologias de energia limpa**	**7.a Enhance international cooperation to facilitate access to clean energy research and technologies**	**7.a Mejorar la cooperación internacional para facilitar el acceso a la investigación y tecnologías de energía limpia**

7.b Expandir a infraestrutura e modernizar a tecnologia para o fornecimento de serviços de energia modernos e sustentáveis para todos nos países em desenvolvimento, particularmente nos países menos desenvolvidos, nos pequenos Estados insulares em desenvolvimento e nos países em desenvolvimento sem litoral, de acordo com seus respetivos programas de apoio	**7.b Modernizar tecnologia e infraestrutura energética nos países em desenvolvimento**	**7.b Upgrade technology and infrastructure for energy efficiency in developing countries**	**7.b Mejorar la tecnología y la infraestructura para la eficiencia energética en los países en desarrollo**
13.1 Reforçar a resiliência e a capacidade de adaptação a riscos relacionados com o clima e as catástrofes naturais em todos os países	**13.1 Fortalecer resiliência a catástrofes naturais em todos os países**	**13.1 Strengthen resilience to natural disasters in all countries**	**13.1 Fortalecer la resiliencia ante los desastres naturales en todos los países**
13.2 Integrar medidas relacionadas com alterações climáticas nas políticas, estratégias e planeamentos nacionais	**13.2 Integrar medidas de alterações climáticas em políticas nacionais**	**13.2 Integrate climate change measures into national policies, strategies, and planning**	**13.2 Integrar medidas de cambio climático en las políticas nacionales, estrategias y planificación**
13.3 Melhorar a educação, aumentar a consciencialização e a capacidade humana e institucional sobre medidas de mitigação, adaptação, redução de impacto e alerta precoce no que respeita às alterações climáticas	**13.3 Aumentar a conscientização sobre alterações climáticas e medidas de mitigação e adaptação**	**13.3 Raise awareness of climate change and promote measures for mitigation and adaptation**	**13.3 Sensibilizar sobre el cambio climático y promover medidas de mitigación y adaptación**

13.a Implementar o compromisso assumido pelos países desenvolvidos na Convenção-Quadro das Nações Unidas sobre Alterações Climáticas [UNFCCC, em inglês] de mobilizarem, em conjunto, 100 mil milhões de dólares por ano, a partir de variadas fontes, de forma a responder às necessidades dos países em desenvolvimento, no contexto das ações significativas de mitigação e implementação transparente; e operacionalizar o Fundo Verde para o Clima por meio de sua capitalização o mais cedo possível	**13.a Implementar o compromisso de mobilizar 100 mil milhões de dólares anualmente para responder às necessidades dos países em desenvolvimento e operacionalizar o Fundo Verde para o Clima**	**13.a Implement the commitment to mobilize $100 billion annually to address the needs of developing countries and operationalize the Green Climate Fund**	**13.a Implementar el compromiso de movilizar $100 mil millones anuales para atender las necesidades de los países en desarrollo y poner en funcionamiento el Fondo Verde para el Clima**
13.b Promover mecanismos para a criação de capacidades para o planeamento e gestão eficaz no que respeita às alterações climáticas, nos países menos desenvolvidos e pequenos Estados insulares em desenvolvimento, e que tenham um especial enfoque nas mulheres, jovens, comunidades locais e marginalizadas	**13.b Promover capacidades de planeamento e gestão eficaz em relação às alterações climáticas, com enfoque nas mulheres, jovens, comunidades locais e marginalizados**	**13.b Promote capacity-building and effective planning and management on climate change, focusing on women, youth, local communities, and marginalized groups**	**13.b Promover la creación de capacidades y la planificación y gestión efectivas en relación al cambio climático, centrándose en las mujeres, los jóvenes, las comunidades locales y los grupos marginados**

14.1 Prevenir e reduzir significativamente a poluição marítima de todos os tipos, especialmente a que advém de atividades terrestres, incluindo detritos marinhos e a poluição por nutrientes	**14.1 Prevenir e reduzir consideravelmente a poluição marinha, especialmente a que advém de lixo e nutrientes resultantes da atividades terrestres**	**14.1 Prevent and significantly reduce marine pollution of all kinds, particularly from land-based activities, including marine debris and nutrient pollution**	**14.1 Prevenir y reducir significativamente la contaminación marina de todo tipo, en particular la originada por actividades terrestres, incluyendo los desechos marinos y la contaminación por nutrientes**
14.2 Gerir de forma sustentável e proteger os ecossistemas marinhos e costeiros para evitar impactos adversos significativos, inclusive através do reforço da sua capacidade de resiliência, e tomar medidas para a sua restauração, a fim de assegurar oceanos saudáveis e produtivos	**14.2 Gerir e proteger ecossistemas marinhos, restaurar capacidade de resiliência**	**14.2 Manage and protect marine ecosystems, restore their resilience**	**14.2 Gestionar y proteger los ecosistemas marinos, restaurar su capacidad de resiliencia**
14.3 Minimizar e enfrentar os impactos da acidificação dos oceanos, inclusive através do reforço da cooperação científica em todos os níveis	**14.3 Minimizar os impactos da acidificação dos oceanos, reforçar a cooperação científica**	**14.3 Minimize the impacts of ocean acidification and enhance scientific cooperation**	**14.3 Minimizar los impactos de la acidificación de los océanos y fomentar la cooperación científica**

14.4 Regulamentar de forma eficaz a extração de recursos, acabar com a sobrepesca e a pesca ilegal, não reportada e não regulamentada e as práticas de pesca destrutivas, e implementar planos de gestão com base científica, para restaurar populações de peixes no menor período de tempo possível, pelo menos para níveis que possam produzir rendimento máximo sustentável, como determinado pelas suas características biológicas	**14.4 Regulamentar a extração de recursos e pesca, implementar planos de gestão baseados na ciência**	**14.4 Regulate resource extraction and fishing activities, implement science-based management plans**	**14.4 Regular la extracción de recursos y las actividades pesqueras, implementar planes de gestión basados en la ciencia**
14.5 Conservar pelo menos 10% das zonas costeiras e marinhas, de acordo com a legislação nacional e internacional, e com base na melhor informação científica disponível	**14.5 Conservar 10% das zonas costeiras e marinhas, baseado na melhor informação científica**	**14.5 Conserve at least 10% of coastal and marine areas, based on the best available scientific information**	**14.5 Conservar al menos el 10% de las áreas costeras y marinas, basado en la mejor información científica disponible**

14.6 Proibir certas formas de subsídios à pesca, que contribuem para a sobrecapacidade e a sobrepesca, e eliminar os subsídios que contribuam para a pesca ilegal, não reportada e não regulamentada, e abster-se de introduzir novos subsídios desse tipo, reconhecendo que o tratamento especial e diferenciado adequado e eficaz para os países em desenvolvimento e os países menos desenvolvidos deve ser parte integrante da negociação sobre subsídios à pesca da Organização Mundial do Comércio	**14.6 Proibir subsídios à pesca que contribuem para sobrepesca e ilegalidade**	**14.6 Prohibit subsidies that contribute to overfishing and illegal fishing practices**	**14.6 Prohibir los subsidios que contribuyen a la sobreexplotación pesquera y a prácticas pesqueras ilegales**
14.7 Aumentar os benefícios económicos para os pequenos Estados insulares em desenvolvimento e os países menos desenvolvidos, a partir do uso sustentável dos recursos marinhos, inclusive através de uma gestão sustentável da pesca, aquicultura e turismo	**14.7 Aumentar benefícios económicos para pequenos Estados insulares e países menos desenvolvidos**	**14.7 Increase economic benefits for small island developing states and least developed countries from the sustainable use of marine resources**	**14.7 Aumentar los beneficios económicos para los pequeños Estados insulares en desarrollo y los países menos desarrollados a partir del uso sostenible de los recursos marinos**

14.a Aumentar o conhecimento científico, desenvolver capacidades de investigação e transferir tecnologia marinha, tendo em conta os critérios e orientações sobre a Transferência de Tecnologia Marinha da Comissão Oceanográfica Intergovernamental, a fim de melhorar a saúde dos oceanos e aumentar a contribuição da biodiversidade marinha para o desenvolvimento dos países em desenvolvimento, em particular os pequenos Estados insulares em desenvolvimento e os países menos desenvolvidos	**14.a Aumentar o conhecimento científico, desenvolver capacidades de investigação e transferir tecnologia marinha, de forma a melhorar a saúde dos oceanos e aumentar a contribuição da biodiversidade marinha para o desenvolvimento**	**14.a Enhance scientific knowledge, develop research capacity, and transfer marine technology to improve ocean health and increase the contribution of marine biodiversity to development**	**14.a Mejorar el conocimiento científico, desarrollar la capacidad de investigación y transferir tecnología marina para mejorar la salud de los océanos y aumentar la contribución de la biodiversidad marina al desarrollo**
14.b Proporcionar o acesso dos pescadores artesanais de pequena escala aos recursos marinhos e mercados	**14.b Proporcionar acesso de pescadores artesanais aos recursos marinhos e mercados**	**14.b Provide access for small-scale artisanal fishers to marine resources and markets**	**14.b Brindar acceso a los pescadores artesanales a los recursos marinos y los mercados**

14.c Assegurar a conservação e o uso sustentável dos oceanos e seus recursos pela implementação do direito internacional, como refletido na UNCLOS [Convenção das Nações Unidas sobre o Direito do Mar], que determina o enquadramento legal para a conservação e utilização sustentável dos oceanos e dos seus recursos, conforme registrado no parágrafo 158 do "Futuro Que Queremos"	**14.c Assegurar a conservação e uso sustentável dos oceanos e dos seus recursos, de acordo com o direito internacional**	**14.c Ensure the conservation and sustainable use of oceans and their resources in accordance with international law**	**14.c Asegurar la conservación y el uso sostenible de los océanos y sus recursos de acuerdo con el derecho internacional**
15.1 Assegurar a conservação, recuperação e uso sustentável de ecossistemas terrestres e de água doce interiores e seus serviços, em especial florestas, zonas húmidas, montanhas e terras áridas, em conformidade com as obrigações decorrentes dos acordos internacionais	**15.1 Assegurar a conservação, recuperação e uso sustentável de ecossistemas terrestres e de água doce interiores e seus serviços, em especial florestas, zonas húmidas, montanhas e terras áridas**	**15.1 Ensure the conservation, restoration, and sustainable use of terrestrial and inland freshwater ecosystems and their services, especially forests, wetlands, mountains, and drylands**	**15.1 Garantizar la conservación, restauración y uso sostenible de los ecosistemas terrestres y de agua dulce interiores y sus servicios, especialmente bosques, humedales, montañas y tierras áridas**

15.2 Promover a implementação da gestão sustentável de todos os tipos de florestas, travar a deflorestação, restaurar florestas degradadas e aumentar substancialmente os esforços de florestação e reflorestação, a nível global	**15.2 Promover a implementação da gestão sustentável de todos os tipos de florestas, travar a deflorestação, restaurar florestas degradadas e aumentar substancialmente os esforços de florestação e reflorestação, a nível global**	**15.2 Promote the implementation of sustainable forest management, halt deforestation, restore degraded forests, and substantially increase afforestation and reforestation efforts globally**	**15.2 Promover la implementación de la gestión forestal sostenible, detener la deforestación, restaurar los bosques degradados y aumentar sustancialmente los esfuerzos de forestación y reforestación a nivel mundial**
15.3 Combater a desertificação, restaurar a terra e o solo degradados, incluindo terrenos afetados pela desertificação, secas e inundações, e lutar para alcançar um mundo neutro em termos de degradação do solo	**15.3 Combater a desertificação e degradação do solo**	**15.3 Combat desertification and land degradation**	**15.3 Combatir la desertificación y la degradación del suelo**
15.4 Assegurar a conservação dos ecossistemas de montanha, incluindo a sua biodiversidade, para melhorar a sua capacidade de proporcionar benefícios que são essenciais para o desenvolvimento sustentável	**15.4 Assegurar a conservação de ecossistemas de montanha**	**15.4 Ensure the conservation of mountain ecosystems**	**15.4 Garantizar la conservación de los ecosistemas de montaña**

15.5 Tomar medidas urgentes e significativas para reduzir a degradação de habitat naturais, travar a perda de biodiversidade, proteger e evitar a extinção de espécies ameaçadas	**15.5 Tomar medidas urgentes e significativas para reduzir a degradação de habitat naturais, travar a perda de biodiversidade, proteger e evitar a extinção de espécies ameaçadas**	**15.5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity, and protect and prevent the extinction of threatened species**	**15.5 Tomar medidas urgentes y significativas para reducir la degradación de los hábitats naturales, detener la pérdida de biodiversidad, proteger y prevenir la extinción de especies amenazadas**
15.6 Garantir uma repartição justa e equitativa dos benefícios derivados da utilização dos recursos genéticos e promover o acesso adequado aos recursos genéticos	**15.6 Garantir uma repartição justa e equitativa dos benefícios derivados da utilização dos recursos genéticos e promover o acesso adequado aos recursos genéticos**	**15.6 Ensure fair and equitable sharing of benefits arising from the utilization of genetic resources and promote appropriate access to genetic resources**	**15.6 Asegurar una distribución justa y equitativa de los beneficios derivados de la utilización de los recursos genéticos y promover el acceso adecuado a los recursos genéticos**
15.7 Tomar medidas urgentes para acabar com a caça ilegal e o tráfico de espécies da flora e fauna protegidas e agir no que respeita tanto a procura quanto a oferta de produtos ilegais da vida selvagem	**15.7 Tomar medidas urgentes para acabar com a caça ilegal e o tráfico de espécies da flora e fauna protegidas e agir no que respeita tanto à procura quanto à oferta de produtos ilegais da vida selvagem**	**15.7 Take urgent measures to end illegal poaching and trafficking of protected flora and fauna species and address both the demand and supply of illegal wildlife products**	**15.7 Tomar medidas urgentes para poner fin a la caza ilegal y al tráfico de especies de flora y fauna protegidas y abordar tanto la demanda como la oferta de productos ilegales de vida silvestre**
15.8 Implementar medidas para evitar a introdução e reduzir significativamente o impacto de espécies exóticas invasoras nos ecossistemas terrestres e aquáticos, e controlar ou erradicar as espécies prioritárias	**15.8 Implementar medidas para evitar a introdução e reduzir significativamente o impacto de espécies exóticas invasoras nos ecossistemas terrestres e aquáticos**	**15.8 Implement measures to prevent the introduction and significantly reduce the impact of invasive alien species on terrestrial and aquatic ecosystems**	**15.8 Implementar medidas para prevenir la introducción y reducir significativamente el impacto de especies exóticas invasoras en los ecosistemas terrestres y acuáticos**

15.9 Integrar os valores dos ecossistemas e da biodiversidade no planeamento nacional e local, nos processos de desenvolvimento, nas estratégias de redução da pobreza e nos sistemas de contabilidade	**15.9 Integrar os valores dos ecossistemas e da biodiversidade no planeamento nacional e local, nos processos de desenvolvimento, nas estratégias de redução da pobreza e nos sistemas de prestação de contas**	**15.9 Integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies, and accountability systems**	**15.9 Integrar los valores de los ecosistemas y la biodiversidad en la planificación nacional y local, los procesos de desarrollo, las estrategias de reducción de la pobreza y los sistemas de rendición de cuentas**
15.a Mobilizar e aumentar significativamente, a partir de todas as fontes, os recursos financeiros para a conservação e o uso sustentável da biodiversidade e dos ecossistemas	**15.a Mobilizar e aumentar significativamente os recursos financeiros para a conservação e o uso sustentável da biodiversidade e dos ecossistemas**	**15.a Mobilize and significantly increase financial resources for biodiversity conservation and sustainable ecosystem management**	**15.a Movilizar y aumentar de manera significativa los recursos financieros para la conservación de la biodiversidad y la gestión sostenible de los ecosistemas**
15.b Mobilizar recursos significativos, a partir de todas as fontes, e em todos os níveis, para financiar a gestão florestal sustentável e proporcionar incentivos adequados aos países em desenvolvimento para promover a gestão florestal sustentável, inclusive para a conservação e o reflorestamento	**15.b Mobilizar recursos significativos para financiar a gestão florestal sustentável e proporcionar incentivos adequados aos países em desenvolvimento para promover a gestão florestal sustentável**	**15.b Mobilize significant resources to finance sustainable forest management and provide adequate incentives to developing countries to promote sustainable forest management**	**15.b Movilizar recursos significativos para financiar la gestión forestal sostenible y proporcionar incentivos adecuados a los países en desarrollo para promover la gestión forestal sostenible**

15.c Reforçar o apoio global para os esforços de combate à caça ilegal e ao tráfico de espécies protegidas, inclusive através do aumento da capacidade das comunidades locais para encontrar outras oportunidades de subsistência sustentável	**15.c Reforçar o apoio global no combate à caça ilegal e tráfico de espécies protegidas**	**15.c Enhance global support in combating illegal poaching and trafficking of protected species**	**15.c Reforzar el apoyo global en la lucha contra la caza ilegal y el tráfico de especies protegidas**

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