

SDG Revenue Alignment

powered by Syntax's Affinity™ data

Introducing the SDGs

The Sustainable Development Goals (SDGs) are a series of 17 goals identified in the United Nations 2030 Agenda for Sustainable Development.

In addition to 17 top-level goals that target the world's most pressing development challenges, the goals consist of 169 underlying targets offering further clarity on the stated environmental and societal outcomes of each goal.

While these goals were originally intended for sovereign and multilateral entities, they have been adapted by the sustainable investment community as a framework for impact investing.

The SDI Asset Owner Platform, a consortium of some of the world's largest pension funds, has created a Sustainable Development Investments (SDI) taxonomy, identifying the "investable" goals within the SDG and broadly defining the kinds of products and services "aligned" with each SDG and sub-goal.

Note that only 15 of the 17 SDGs are considered "investable." Goals 16 (Peace, Justice and Strong Institutions) and 17 (Partnerships for the Goals) fall outside the scope of operations for businesses.

Moreover, several of the subgoals within each of the SDGs are also considered "uninvestable" as they are geared towards sovereign authorities and policymakers rather than businesses. We've married the SDI taxonomy with our proprietary and patented Functional Information System (FIS®) classification data, enabling investors to identify products and services aligned with each of the investable SDGs.

SDG Revenue Alignment Explained

Our FIS technology is a standardized language for tagging businesses, products and associated activities and resources with standardized functional identifiers.

Using these identifiers, FIS technology allows Integrum ESG to tag and link companies' revenue-generating activities as well as underlying business characteristics, such as how a company's product is used by its customers or the raw materials used in the company's production process.

Once companies are tagged with such identifiers, we can group these companies by shared functional attributes or by properties and relationships that respond similarly to market events.

The SDG Revenue Alignment Lens maps company product lines to groups indicating alignment with each of the 15 investable SDGs and targets.

This rules-based approach identifies the companies aligned with a particular SDG, quantified by the amount of their revenue stemming from activities that are aligned with the SDG.

Some revenues may be aligned with more than one SDG, so individual SDG percentages are not mutually exclusive and may add up to more than 100%.

While many SDG data providers focus on companies' self-reported commitments to the SDGs, we use our business involvement data, in conjunction with a mapping of the SDI framework, to determine a company's revenue-based alignment on the SDGs.

Example: American Water Works Company, Inc.

We examine American Water Works' alignment with SDG 6: Clean Water and Sanitation as an example.

The investable targets within SDG 6: Clean Water and Sanitation are defined by the UN and interpreted by the SDI AOP framework as follows:

- **6.1** Access to safe and affordable drinking water: companies involved in water supply and distribution
- **6.2** Access to adequate and equitable sanitation and hygiene: companies involved in wastewater treatment or personal hygiene products
- **6.3** Improving water quality and wastewater treatment: companies involved in wastewater treatment and water testing
- **6.4** Increase water-use efficiency: companies involved in water storage and manufacturing of metering and other water-use efficiency products

Segments		4,723.00 Revenue (millions USD) ▾		
RS A1	Revenues			
PL A1.1	869: Residential Water Utility	2,557.00	54.14%	54.14%
PL A1.2	870: Water Utility for Businesses	981.00	20.77%	20.77%
PL A1.3	5801: Water Utility for Firefighting	189.00	4.00%	4.00%
PL A1.4	6930: Water Utility for Industrial Companies	195.00	4.13%	4.13%
PL A1.5	5067: Public Water Utility	311.00	6.58%	6.58%
PL A1.6	3690: Wastewater Treatment for Governments	287.00	6.08%	6.08%
PL A1.7	7373: Wastewater Treatment for Businesses	86.00	1.82%	1.82%
PL A1.8	4904: Wastewater Treatment for Industrial Companies	10.00	0.21%	0.21%
PL A1.9	3690: Wastewater Treatment for Governments	39.00	0.83%	0.83%
PL A1.10	5067: Public Water Utility	68.00	1.44%	1.44%

Let's take a look at some example product lines within American Water Works Company's business.

1. Residential Water Utility: 54.14% of Revenue

Within our FIS system, we can define queries that specify eligible product lines according to the descriptions of these SDGs and subgoals.

We can define the query for SDG 6.1 as follows:

Companies that distribute water AND operate infrastructure

Consequently, various kinds of water infrastructure product lines flow into SDG 6.1, for example "Water Network Construction", "Public Water Utility", "Irrigation Services", "Maintenance of Water Pipelines" and "Water Desalination".

The Residential Water Utility classification, which constitutes 54.14% of American Water Works Company's revenue in FY 2025, is also aligned with SDG 6.1, as it is in the business of operating water utility infrastructure.

Other product lines of American Water Works, such as "Water Utility for Businesses", "Water Utility for Firefighting", "Water Utility for Industrial Companies" and "Public Water Utility", are also aligned with SDG 6.1.

2. Wastewater Treatment for Governments: 6.08% of Revenue

SDG 6.2 can be defined in our system as:

Companies that maintain water OR

Companies that produce hygiene products

Maintaining water, in the context of our system, is akin to water treatment.

Hence, American Water Works Company's Wastewater Treatment for Governments, which constitutes 6.08% of their revenue in 2025, is aligned with SDG 6.2.

Similarly, the other related product lines, such as "Wastewater Treatment for Businesses" and "Wastewater Treatment for Industrial Companies", are also aligned with SDG 6.2.

Interestingly, the "Wastewater Treatment" product lines are also aligned with SDG 9: Industry, Innovation and Infrastructure. SDG 9.1, concerned with sustainable and resilient infrastructure, also contains product lines pertaining to wastewater treatment infrastructure.

Thus, the "Wastewater Treatment" product lines within American Water Works Company are aligned with not only SDG 6.2: Access to adequate and equitable sanitation and hygiene, but also SDG 9.1: Sustainable and resilient infrastructure.

Overall, 100% of American Water Works Company's FY 2025 revenue is aligned with at least one of the SDGs.

Even though some of its product lines are aligned with more than one SDG, it would be incoherent to say that more than 100% of the company is aligned with the SDGs.

When totalling how much of American Water Works Company is aligned with the SDGs, we can say that 100% of the company is aligned with at least one of the SDGs, even though individual product lines within the company may be aligned with more than one SDG.

We do not double-count revenues from product lines aligned with multiple SDGs or targets.

Appendix: SDG's & SDG Targets

SDG 1: No Poverty	
1.1	Eradicate extreme poverty
1.2	Reduce poverty by at least 50%
1.3	Implement social protection systems
1.4	Equal rights to ownership, basic services, technology and economic resources
1.5	Build resilience to environmental, economic and social disasters
1.a	Mobilise resources to end poverty
1.b	Create pro-poverty and gender-sensitive policy frameworks
SDG 2: No Hunger	
2.1	Universal access to safe and nutritious food
2.2	End all forms of malnutrition
2.3	Double the productivity and incomes of small-scale food producers
2.4	Sustainable food production and resilient agricultural practices
2.5	Maintain the genetic diversity in food production
2.a	Invest in rural infrastructure, agricultural research, technology and gene banks
2.b	Prevent agricultural trade distortions and export subsidies
2.c	Ensure stable food commodity markets and timely access to information

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SDG 3: Good Health & Well-Being	
3.1	Reduce maternal mortality
3.2	End preventable deaths of newborns and children
3.3	End AIDS, tuberculosis, malaria and neglected tropical diseases
3.4	Reduce mortality from non-communicable diseases and promote mental health
3.5	Strengthen prevention and treatment of substance abuse
3.6	Halve global deaths and injuries from road traffic accidents
3.7	Universal access to sexual and reproductive healthcare
3.8	Achieve universal health coverage
3.9	Reduce illnesses and deaths from hazardous chemicals and pollution
3.a	Strengthen implementation of tobacco control
3.b	Support research and development of vaccines and medicines
3.c	Increase health financing and support health workforce in developing countries
3.d	Improve early warning and risk reduction for national and global health risks

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SDG 4: Quality Education	
4.1	Free, equitable and quality primary and secondary education
4.2	Access to quality early childhood development and pre-primary education
4.3	Equal access to affordable technical, vocational and higher education
4.4	Increase the number of people with relevant skills for financial success
4.5	Eliminate discrimination in education
4.6	Universal youth literacy and numeracy
4.7	Education for sustainable development and global citizenship
4.a	Build and upgrade inclusive and safe schools
4.b	Expand scholarships for higher education in developing countries
4.c	Increase the supply of qualified teachers in developing countries
SDG 5: Gender Equality	
5.1	End discrimination against women and girls
5.2	End all violence against and exploitation of women and girls
5.3	Eliminate forced marriages and genital mutilation
5.4	Value unpaid care and domestic work
5.5	Ensure full participation in leadership and decision-making
5.6	Universal access to reproductive rights and health

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5.a	Equal rights to economic resources, property ownership and financial services
5.b	Promote empowerment of women through technology
5.c	Adopt and strengthen policies for gender equality
SDG 6: Clean Water & Sanitation	
6.1	Safe and affordable drinking water for all
6.2	End open defecation and provide access to sanitation and hygiene
6.3	Improve water quality and wastewater treatment
6.4	Increase water-use efficiency and tackle water scarcity
6.5	Implement integrated water resources management
6.6	Protect and restore water-related ecosystems
6.a	Enhance international cooperation on water and sanitation
6.b	Support local engagement in water and sanitation management
SDG 7: Affordable & Clean Energy	
7.1	Universal access to affordable, reliable and modern energy services
7.2	Increase global percentage of renewable energy
7.3	Double the improvement in energy efficiency
7.a	Enhance international cooperation for clean energy research and technology
7.b	Expand and upgrade energy services for developing countries

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SDG 8: Decent Work & Economic Growth	
8.1	Sustain economic growth per capita
8.2	Diversify, innovate and upgrade for economic productivity
8.3	Promote policies to support job creation and growing enterprises
8.4	Improve resource efficiency in consumption and production
8.5	Full employment and decent work with equal pay
8.6	Promote youth employment, education and training
8.7	End modern slavery, human trafficking and child labour
8.8	Protect labour rights and promote safe working environments
8.9	Promote beneficial and sustainable tourism
8.10	Universal access to banking, insurance and financial services
8.a	Aid for trade support for developing countries
8.b	Develop a global strategy for youth employment
SDG 9: Industry, Innovation & Infrastructure	
9.1	Develop sustainable, resilient and inclusive infrastructure
9.2	Promote inclusive and sustainable industrialisation
9.3	Increase access to financial services for small enterprises
9.4	Upgrade all industries and infrastructures for sustainability

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9.5	Enhance research and upgrade industrial technologies
9.a	Facilitate sustainable infrastructure development in developing countries
9.b	Support domestic technology development and industrial diversification
9.c	Universal access to information and communications technology
SDG 10: Reduced Inequalities	
10.1	Reduce income inequalities
10.2	Promote universal social, economic and political inclusion
10.3	Ensure equal opportunity and reduce inequalities of outcome
10.4	Adopt fiscal and social policies that promote equality
10.5	Improved regulation of global financial markets
10.6	Enhanced representation for developing countries in global institutions
10.7	Responsible and well-managed migration policies
10.a	Special and differential treatment for developing countries
10.b	Encourage development assistance and investment in developing countries
10.c	Reduce transaction costs for migrant remittances

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SDG 11: Sustainable Cities & Communities	
11.1	Safe and affordable housing
11.2	Affordable and sustainable transport systems
11.3	Inclusive and sustainable urbanization
11.4	Protect the world's cultural and natural heritage
11.5	Reduce the adverse effects of natural disasters
11.6	Reduce the environmental impact of cities
11.7	Access to safe and inclusive green and public spaces
11.a	Strong national and regional development planning
11.b	Adopt and implement policies for inclusion, resource efficiency and disaster risk
11.c	Support developing countries in sustainable and resilient building
SDG 12: Responsible Consumption & Production	
12.1	Implement the 10-year sustainable consumption and production framework
12.2	Sustainable management and use of natural resources
12.3	Halve global per capita food waste
12.4	Responsible management of chemicals and waste
12.5	Substantially reduce waste generation
12.6	Encourage companies to adopt sustainable practices

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12.7	Promote sustainable public procurement practices
12.8	Universal awareness for sustainable development and lifestyles
12.a	Support developing countries' scientific and technological capacity for sustainability
12.b	Develop and implement tools to monitor sustainable tourism
12.c	Remove market distortions that encourage wasteful consumption
SDG 13: Climate Action	
13.1	Strengthen resilience and adaptive capacity to climate-related disasters
13.2	Integrate climate change measures into policies and planning
13.3	Build knowledge and capacity to meet climate change
13.a	Implement the UNFCCC commitment for developed countries
13.b	Promote mechanisms to raise capacity for climate planning in developing countries
SDG 14: Life Below Water	
14.1	Reduce marine pollution
14.2	Protect and restore ecosystems
14.3	Reduce ocean acidification
14.4	Sustainable fishing
14.5	Conserve coastal and marine areas

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14.6	End subsidies contributing to overfishing
14.7	Increase the economic benefits from sustainable use of marine resources
14.a	Increase scientific knowledge and research for ocean health
14.b	Support small scale fishers
14.c	Implement and enforce international sea law
SDG 15: Life on Land	
15.1	Conserve and restore terrestrial and freshwater ecosystems
15.2	End deforestation and restore degraded forests
15.3	End desertification and restore degraded land
15.4	Conserve mountain ecosystems
15.5	Protect biodiversity and natural habitats
15.6	Promote fair sharing of genetic resources
15.7	Eliminate poaching and trafficking of protected species
15.8	Prevent invasive alien species on land and in water
15.9	Integrate ecosystem and biodiversity in government planning
15.a	Increase financial resources to conserve and sustainably use ecosystems
15.b	Finance and incentivize sustainable forest management
15.c	Strengthen global support of efforts to end poaching

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SDG 16: Peace, Justice & Strong Institutions

SDG 17: Partnerships for the Goals

If you have any questions on this dataset or any other Integrum ESG data solutions, please email contact@integrumesg.com.

Integrum ESG has contracted with Syntax LLC ("Syntax") to use Syntax's Affinity™ data to analyse, develop and market the SDG Revenue Alignment dataset within its Business Involvement Intelligence product.

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The Integrum ESG Platform brings every element of sustainability data, scoring, analytics and reporting into one connected system, powered by proprietary AI and built for institutional investors.