Description Write a letter of advice to the board of directors of a company of your choice which recommends a strategic plan of action on why and how the company should respond to and engage with the UN Sustainable Development Goals. The letter should provide a clear and critical assessment of the company's current approach towards sustainability, and propose a credible roadmap for strategic action until 2030. This includes identifying the opportunities and barriers of pursuing this strategy, assessing the key decisions to be taken, as well as considering industry collaborations, partnerships and market and legislative conditions required to make this a realistic proposition.