

# Six Years to 2030: Mexican Companies Must Lead the Sustainable Transformation

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Mexico City, January 2025 - With only six years left until the 2030 Agenda deadline, the urgency for action is undeniable. The United Nations' 2024 SDG Report reveals that just 17% of the Sustainable Development Goals (SDGs) are on track. In this context, José Manuel Zavala Barrenechea calls on Mexican companies to lead the way in driving sustainable change.

Zavala highlights three strategic areas where businesses can make the most impact:

**Climate Action (SDG 13):** Invest in renewable energy, circular economies, and sustainable supply chains.

**Health and Wellbeing (SDG 3):** Support health initiatives that benefit employees and communities.

**Responsible Production (SDG 12):** Adopt clean technologies and optimize processes to build consumer trust and loyalty.

He also emphasizes the need for a cultural shift, with companies fostering ESG training, measurable goals, and purpose-driven leadership to align with sustainability principles.

“The time to act is now,” Zavala urges. “Sustainability is not a cost—it’s the smartest investment for a resilient future.”