SDG AMBITION ACCELERATOR GUIDE

UN GLOBAL COMPACT

SDG AMBITION

OVERVIEW

AIM HIGHER, ACHIEVE MORE

SDG Ambition is an accelerator initiative that aims to challenge and support participating companies of the UN Global Compact in setting ambitious corporate targets and accelerating integration of the 17 Sustainable Development Goals (SDGs) into core business management. SDG Ambition enables companies to move beyond incremental progress and step-up transformative change – unlocking business value, building business resilience, and enabling long-term growth.

| The need for SDG Ambition today is clear.

The world is not delivering progress towards the SDGs at the pace and scale needed. While it is still possible to shift the world towards a 1.5°C trajectory and achieve the SDGs by 2030, it will take urgent, scalable and multi-stakeholder action to dramatically accelerate progress.

Companies must take a clear stand and demonstrate bold leadership to transform business models and economies so they become more just and inclusive – leaving no one behind. This is our starting line as we launch SDG Ambition.

WHAT YOU WILL LEARN

- How to strategically prioritize actions that will accelerate your company's contributions to the 2030 Agenda.

- How to set targets aligned with absolute benchmarks that today may seem aspirational but are critical to spearhead the transformation of economies and societies.

- How to hardwire SDG-related business goals and outcomes into core processes and management of business, to materially.

THE ACCELERATOR

Participants in the SDG Ambition Accelerator will undertake a 6-month journey to setting ambitious goals that target the world's most pressing challenges and are aligned with the SDGs. Though 81 percent of companies say they are taking action to advance the SDGs, less than a third are aligning their business strategy and operations in practice.

This Accelerator aims to close that gap by grounding companies in the objectives of SDG Ambition to set more ambitious sustainability goals in line with the benchmarks and develop a technology strategy to improve measurement and performance towards achieving those goals. After completing the Accelerator, participants will be prepared to set and publicly share ambitious goals, supported by a technology roadmap for how to achieve them.

To get to this point, participants will work collaboratively with colleagues and peers to:

1. Understand the level of ambition required to meet the SDGs and the new expectations for goal-setting

2. Conduct principled prioritization of the SDGs based on impact assessments and analyze their existing corporate goals for gaps in ambition and impact

3. Set ambitious goals and identify the pathways to achieve them

4. Understand their technology system landscape based on technology maturity assessment

5. Build ownership and accountability for their goals across the business

6. Develop a roadmap to enable achievement of goals

OUTCOME

Participants will think critically and ambitiously across the company's value chain about where they should prioritize action. We expect that participants will have one or more revised or new goals aligned with an SDG Ambition Benchmark on a priority topic, a Mapped Integration Journey that outlines how they will achieve it, and a clear plan of action to implement the SDG Ambition Approach going forward within 6 months of completing the Accelerator.

8 WEEKS	PARTICIPANTS SHOULD SET ASIDE **2-3 HOURS** IN TOTAL TO COMPLETE THIS WORK DURING THE FOUR WEEKS OF ONBOARDING.

ONBOARDING
START YOUR AMBITION ACCELERATION JOURNEY

Complete a series of online learning modules and print materials to explore and better understand the core concepts around business and the Sustainable Development Goals to build a solid foundational knowledge before you start the programme.

IN THIS MODULE

Participants will Prepare for Accelerator launch through team mobilization, current state assessment, and meet your fellow participants.

1. INFORM PARTICIPANTS OF WHAT TO EXPECT FROM THE ACCELERATOR

On-Demand Session: Intro to SDG Ambition and the Accelerator

- -

Access to SDG Ambition Academy sessions and guides

2. BUILD A SHARED LANGUAGE ON THE TEN PRINCIPLES AND SDGS

Activity: Completion of e-learning tool "How to Understand and Take Action on the Global Goals"

3. ENSURE THAT TEAMS ARE FIT FOR PURPOSE

Activity: Review Guide to "identifying your team" which outlines who is engaged and how to communicate internally

4. GET TO KNOW OTHER PARTICIPANTS

Facilitated Workshop: "Meet Your Pod"

OUTCOME: PARTICIPANTS ARE PREPARED TO SUCCESSFULLY PARTICIPATE IN SDG AMBITION ACCELERATOR

6 WEEKS	PARTICIPANTS SHOULD EXPECT TO PARTICIPATE IN 1 TO 2 LIVE WORKSHOPS, ACCESS 4 ON-DEMAND SESSIONS, AND SPEND APPROXIMATELY **3 TO 4 HOURS** ON SELF-GUIDED ACTIVITIES IN THIS MODULE.

MODULE 1
UNDERSTANDING AMBITION

IN THIS MODULE

You will understand the value of ambitious goals and how to prioritize topics for action.

Pre-Requisites:

- Participating team members identified
- Completed expectation-setting within your organization
- Have completed on-boarding activities and be well informed on your company's goals as they are today

1. WELCOME & CONTEXT SETTING

On-Demand Session: Welcome to SDG Ambition

- -

On-Demand Session: Understanding Ambitious Goal-Setting

2. UNDERSTAND AMBITIOUS GOAL-SETTING

On-Demand Session: Goal-setting deep dive learning session

- Understanding the business value of ambitious goals and new expectations for business
- Moving from SDG mapping to SDG Alignment

- -

On-Demand Session: Discover the SDG Ambition Benchmarks

3. UNDERTAKE PRINCIPLED PRIORITIZATION

On-Demand Session: Principled prioritization learning session

- -

Activity: Identification of prioritized impact areas

4. ALIGNING WITH SDG AMBITION BENCHMARKS

Activity: Analysis of current sustainability goals and gap to align with Benchmarks (benchmarking to goal-setting)

- -

Facilitated Workshop: Moving from benchmarking to goal-setting and validation

5. UNDERSTAND LOCAL DEVELOPMENT PRIORITIES

Optional Workshop: Facilitated conversation with UN Resident Coordinator or national government on local development priorities

OUTCOME: IDENTIFICATION OF PRIORITY BENCHMARKS

| 8 WEEKS | PARTICIPANTS SHOULD EXPECT TO PARTICIPATE IN 2 TO 3 ON-DEMAND LECTURES, 2 POD BREAKOUTS, AND SPEND **4 TO 5 HOURS** ON SELF-GUIDED ACTIVITIES OVER THE COURSE OF THIS MODULE. |

MODULE 2
SETTING AMBITIOUS GOALS

IN THIS MODULE

You will develop initial goals in alignment with SDG Ambition Benchmarks

Pre-Requisites:
- Identification of priority Benchmark(s)

1. DEVELOP GOAL(S) ALIGNED WITH BENCHMARKS

On-Demand Session: How to set goals aligned with the SDG Ambition Benchmarks

2. IDENTIFY PATHWAYS, ACTIONS, SUBGOALS FOR EACH FOR EACH

Optional: On-demand session: industry perspectives

- -

Activity: Goal Visioning Session: Where do you want company to be with regard to new goals?

- -

Activity: Identification of pathways, actions and subgoals

- -

Pod Breakout: Shareout on vision statements and insights from pathways/actions/subgoals activity

3. BUILD INTERNAL BUY-IN FOR AMBITIOUS GOALS

On-Demand Session: Building the business case for SDG Ambition and aligned goals internally

- -

Activity: Identifying key stakeholders to engage and exploring storytelling on SDG Ambition

- -

Pod Breakout: Validation/shareout of elevator pitches

OUTCOME:
- OUTLINE FOR A GOAL THAT MATCHES OR EXCEEDS A BENCHMARK WITH IDENTIFIED PATHWAYS AND DEFINED SUB-GOALS (STEPS 2-4 OF SDG AMBITION APPROACH)
- ELEVATOR PITCH ON DEVELOPED GOALS

8 WEEKS	PARTICIPANTS SHOULD EXPECT TO PARTICIPATE IN 2 ON-DEMAND LECTURES, 2 TO 3 WORKSHOPS AND POD BREAKOUTS, AND SPEND **4 TO 5 HOURS** ON SELF-GUIDED ACTIVITIES OVER THE COURSE OF THIS MODULE.

MODULE 3
ENABLERS AND INTEGRATION

IN THIS MODULE

You will understand how to embed goals into company business systems and draft a custom integration journey

Pre-Requisites:
- Priority goal(s) developed w/ subgoals

1. UNDERSTAND WHY INTEGRATION IS CRITICAL

On-Demand Session: what we mean by business integration (based on from-to table)

2. USING METRICS CAN ENABLE REPORTING AND DECISION-MAKING

Facilitated Workshop: Identifying metrics relevant to your goals

3. MAPPING BUSINESS PROCESSES TO ENABLE DATA COLLECTION

Facilitated Workshop: Tagging metrics with relevant business processes

4. DESIGNING SYSTEMS FOR SDG AMBITION

On-Demand Session: New technology overview and how to build systems around them

- -

Facilitated Workshop: Designed intelligence

5. BUILD UNDERSTANDING OF COMPANY'S EXISTING TECHNOLOGIES AND CAPABILITIES, INCLUDING FORWARD-LOOKING ROADMAP

Activity: Research and map existing technologies, upcoming changes, etc.

- -

On-Demand Session: How to assess your company's readiness to deliver on identified metrics and mapping tech to business processes

6. PREPARE FOR DIALOGUE WITH TECHNOLOGY PARTNERS

Pod Breakout: Shareout on draft Key Design Decisions (KDDs) and Integration Journey

OUTCOME: MAPPED INTEGRATION JOURNEY: A STRUCTURED TEMPLATE TO COMPLETE WITH SECTIONS ON CHANGE NEEDED PER METRIC, OUTLINE OF ACTIONS TO TAKE ON STEPS 5-8, TIME-BOUND ACTIONS TO BE TAKEN OVER NEXT 1-5 YEARS

FORMAT

IN-COUNTRY TRACK

Available in 29 Local Networks, the in-country track will be facilitated in local language and local time zone.
It will offer a series of live and on-demand sessions, hands-on support, workshops, and peer-to-peer networking opportunities. Participants of the in-country track get access to global track sessions and in-country sessions.

GLOBAL TRACK

Facilitated in English, the global track will offer the same curriculum content as the in-country track delivered through a series of live and on-demand sessions. This global track will be available in countries where an in-country programme is not available.

NETWORKS OFFERING SDG AMBITION

Facilitated in English, the global track will offer the same curriculum content as the in-country track delivered through a series of live and on-demand sessions. This global track will be available in countries where an in-country programme is not available.

- ASEAN (Indonesia, Malaysia, Singapore, Thailand)
- Bangladesh
- Belarus
- Brazil
- Croatia
- Georgia
- Germany
- India
- Mexico
- Morocco
- Netherlands
- Nordic (Finland, Sweden)
- Portugal
- Russia
- Serbia
- South Africa
- South America (Peru, Bolvia, Colombia)
- Spain
- Switzerland
- UAE
- Ukraine
- United Kingdom
- United States

THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT

HUMAN RIGHTS

1 Businesses should support and respect the protection of internationally proclaimed human rights; and

2 make sure that they are not complicit in human rights abuses.

LABOUR

3 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

4 the elimination of all forms of forced and compulsory labour;

5 the effective abolition of child labour; and

6 the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

7 Businesses should support a precautionary approach to environmental challenges;

8 undertake initiatives to promote greater environmental responsibility; and

9 encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

10 Businesses should work against corruption in all its forms, including extortion and bribery.

The Ten Principles of the United Nations Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

ABOUT THE UNITED NATIONS GLOBAL COMPACT

As a special initiative of the UN Secretary-General, the United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universal principles in the areas of human rights, labour, environment and anti-corruption. Launched in 2000, the mandate of the UN Global Compact is to guide and support the global business community in advancing UN goals and values through responsible corporate practices. With more than 10,000 companies and 3,000 non-business signatories based in over 160 countries, and more than 60 Local Networks, it is the largest corporate sustainability initiative in the world.

For more information, follow **@globalcompact** on social media and visit our website at **unglobalcompact.org**.

United Nations Global Compact