Accelerating private-sector engagement in the Sustainable Development Goals Danish plan 2017-2019
Understanding the Sustainable Development Goals (SDGs)

The SDGs provide a plan of action for people, planet and prosperity and aim to transform our world by 2030 – adopted by UN General Assembly.

The SDG agenda

- The SDGs consist of 17 goals and 169 targets that are integrated and indivisible and balance the 3 dimensions of sustainable development: the economic, social and environmental dimensions.
- Adopted in 2015 by the UN General Assembly after three years of negotiations and the most comprehensive consultation process ever undertaken by the UN.
- All countries, including the Nordics, are designing National SDG action plans to ensure the implementation of SDGs.
- The SDGs are emerging as a global framework for business contribution to society and the implementation of National SDG action plans.

The role and mandate of UNDP

- UNDP has the UN mandate to coordinate the implementation of the SDGs at country level and support governments to design national SDG action plans.
- The SDG agenda is in line with UNDP’s mission to support countries to eradicate poverty and reduce inequality and exclusion.
- Since 2015, more than 100 countries have turned to the UNDP to get support for SDG implementation.
- UNDP is present in 178 countries and has an in-depth contextual knowledge and a strong network of experts contributing to a enabling business environment.
Aspiration

‘We aspire to accelerate Danish private-sector engagement in the SDGs by developing and showcasing new SDG business opportunities and empowering employees to take action across 30 Danish companies.’
The sense of urgency

In an increasingly complex world - challenged by political and economic instability, the rapidly growing needs of the middle class, rising inequality, evolving consumer preferences, changing investor perspectives and most importantly a confluence of values – the SDGs demonstrate a unique opportunity for business to accelerate both growth and sustainable impact.

Where the SDGs can create value for business

- Generate new revenue by creating new opportunities for market differentiation, expansion and growth.
- Increase supply chain resilience by enhancing supply chain sustainability and operational efficiency.
- Pursue social impact as part of core business to contribute to a more sustainable, equitable and inclusive society.
- Spawn investor interest by increasing attractiveness to a wider range of investors.
- Employer attractiveness for improved recruitment and retention.
Each year, 15 Danish companies pledge their commitment to identify new business solutions with great impact on the SDGs. The 15 companies are offered a 6-months Innovation Journey supporting them in designing one or more SDG business solutions. They are also supported in engaging employees and inspiring SDG action. Progress is showcased as inspiration for the business community.
VIP event and CEO challenge

Each year, 15 CEOs from different industries are invited to pledge their commitment to identify new business solutions with great impact on the SDGs.

**Target group**
- Small and midsized industrial companies
- Maturity level: Companies with medium to high engagement in sustainability activities.
- SDG impact: Companies with great potential for impact on the SDGs.
- Ambition level: Companies with a high level of commitment to contribute to the SDG agenda through development of new business opportunities.

**Recruitment**
- Through UNDP network and partnerships.
- Cluster based, either thematic or industry oriented.

**Activities**

- Public pledge and commitment

  15 CEOs announce their ambition to identify new business opportunities with great impact on the SDGs.

- Grand opening event

  Leadership is invited to a VIP event to celebrate their commitment together with the UN and governments representatives.

- Progress communication

  CEOs contribute with ongoing public communication and sharing of stories.
Innovation Journey

The 6-months innovation programme mixes 3 individual sessions, a joint Innovation Lab and an Acceleration workshop, together supporting the design of new business solutions with impact on the SDGs. Each participating business is invited to join the programme with 2–4 employees.

Based on proven concepts

- Inclusive business tool
- Internationally proven innovation tools and methodologies
- SDG Compass and other SDG business tools

Framing phase
Understand business, maturity, problem framing and ideas for solutions (1/2 day)

Ideation phase
Conceptualise ideas into solutions based on global expertise from UNDP, Deloitte and other subject experts. (2.5 days for all participating companies)

Enrich phase
Test and enrich solutions (1/2 day)

Integrate phase
Finalise business solutions develop roadmap for integration (1/2 day)

Accelerate phase
Qualify solutions with investors and potentially establish funding opportunities (1 day for all participating companies)
Employee engagement

All participating companies have access to four SDG impact campaigns crystalising a call to action on the SDGs and a communication toolkit easing the internal and external stakeholder dialogue about the company’s commitment to the SDGs.

Impact campaigns and ‘calls to action’

4 internal impact campaigns and ‘calls to action’ aim to inspire employees in each company to take action on specific impact areas linked to the SDGs.

Toolkits for internal and external SDG communication

A platform for SDG communication and outreach strengthens and eases the internal and external conversation with stakeholders on the SDGs.
4 Diffusion activities

Relevant learnings and inspirational cases from the participating companies, together with the Blueprint for the SDG Accelerator is made publicly available to all interested stakeholders and businesses via the SDG Accelerator site and through an open source format.

Through SDG Accelerator site and diffusion activities

- Insights and key learnings from the Innovation Journey and programme implementation
- Targets, KPIs and impact set in the Business Innovation Journey
- Success stories, inspirational cases and progress from the companies
- Activities and engagement created through the employee engagement.
## Preliminary time plan

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<th>Prototyping and co-development</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tr>
<td>• Dialogue workshop with frontrunner corporations to get input on the Innovation Journey and Employee engagement activities</td>
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<td>• Develop a Blueprint describing the methodology, content and design of the programme</td>
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<td>• Test and validate Blueprint draft with UN experts, Deloitte innovation experts and selected companies in the programme</td>
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<tr>
<th>Preparation</th>
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<td>• Develop materials to run the Innovation Journey</td>
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<td>• Develop and design Employee Engagement materials</td>
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<td>• Recruitment of companies</td>
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<td>• VIP event - Grand opening symposium</td>
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<th>Roll-out and diffusion</th>
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<td>• Diffusion activities</td>
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<td>• Learning, evaluation and adjustments</td>
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Sustainable Goals

SDG Development