

Agenda 2030 - Profit and Prosperity

UN SDG/UNGC Strategic Workshop and Training

How solving the major problems of the world is good for your business and your business is good for the world

In cooperation with Ideon Science Park, the first science park in the world to be a member of the UNGC, you can take part in a workshop designed to create a strategic plan on how to incorporate the 17 Sustainable Development Goals (SDG) into your business.

Taking action to solve the major problems the world is facing today can and should be good for business. This workshop will provide a comprehensive look at what the SDG's and UNGC are, why they are important for the planet we live on and why incorporating them into your business can provide a healthy boost to your bottom line as well and much more!

Most vital, during the workshop you will follow along the process of the material in creating your own strategic plan as to the what, why and, most importantly, the HOW you can convert these strategic goals and implement action into your business model, benefiting your company and humanity.

Why you should take this course

There are many benefits to becoming Agenda 2030 ready. All companies, regardless of size can incorporate Agenda 2030 goals into their business model to become better corporate citizens AND increase profitability.

Being Agenda 2030 ready is becoming a demand for more and more public and private organizations. You will increase your business opportunities with them and keep the relationships you have. Plus, more funding organizations are focusing greater attention to investing in solutions which address these issues.

But, how do you get there? This course will show you how, give you solid templates and tools and you will leave with a concrete plan on what to do moving forward.

What you will get from the course

- The creation of a customized, specific and detailed action plan on how to implement the SDG's into your business model across all organizations
- Key items to consider to ensure your company meets the standards of your customers, suppliers, investors and partners
- A library of resources for you to use at the time you may need them. The wealth of information is truly staggering. Knowing where to go to get information when you need it is a key tool you will gain

The course consists of 5 main modules:

During each of these modules, you will be creating and growing your strategic plan with the provided templates.

1. **Explanation of the SDG's and UNGC**

- Purpose and differences
- Increasing business opportunities with and through the UN

2. **Why the SDG's and UNGC are Good for Business**

- Revenue, recruiting, corporate citizenship
- \$12 trillion in new business opportunities will be created around the SDG's

3. **Communicating the importance of the SDG's for your business**

- Internally & Externally
- Why properly communicating this work is vital

4. **Cooperation & Partnerships**

- Why these are so important
- Partnership opportunities with the UN Global Innovation Center at Ideon Science Park

5. **Implementation**

- Which goals YOUR company should incorporate and why
- How to implement these actions

How the course will work

Each module consists of a combination of presentations, work on your strategic plan and breakout sessions where the attendees get to implement the information into their respective businesses. There is a great deal of discussion to ensure that the best practices and ideas are shared.

This is a HANDS ON training and one that will make a huge impact on your company's ability to incorporate the SDG's into your company's DNA. You will leave with new knowledge, a detailed strategic plan you can use and the templates and tools to continue to develop the plan.

This is a 2-day course with a follow-up about 1 month after the second day to check status and see how to continue to make progress.

For more information:

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