Accelerating private sector engagement in the Sustainable Development Goals
Danish plan 2017-2019

September 2018
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.

- 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 implementation of the 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.'
Three key change objectives

Promoting sustainable innovation

- Short term: Each company will develop at least one innovative SDG solution
- Long term: Companies continue to use the methodology and tools as an integrated part of their innovation processes to develop many new SDG solutions going forward.

Innovation as the ‘motor’ for sustainability impact

- Short term: Connect employees to the SDGs and innovation and gain currency in the broader organisation
- Long term: Use the SDG innovation approach to open the doors to the broader sustainability agenda, e.g. by tapping into compliance, risk management, data management and corporate reporting

Inspiring other SMEs to work innovatively with the SDGs

- Short term: Cases and communication from the programme are shared broadly to showcase how SMEs can work proactively and strengthen their business by addressing pressing environmental, social and societal challenges
- Long term: Methodology and tools developed and used in the programme is made publicly available for other companies and organisations to use and get inspired by
Concept

Each year, 15 Danish companies commit to developing new products, services or business models addressing the challenges described by the SDGs. The companies participate in a 6-months Innovation Journey and receive support for engaging employees around the SDGs. Inspirational cases are showcased to the local and global business community to inspire further action on the SDGs.
VIP event

All 30 companies are expected to participate with their CEO and leadership in the Innovation Journey and they are encouraged to take active part in external communication about the programme and their cases.

Company target group

- Small and medium-sized companies with production and between 30-500 employees
- International activities and great potential for innovative impact on the SDGs.
- Enough resources to be able to participate in the innovation process with strong leadership representation

Recruitment

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

Programme aspiration

Company leadership announce their ambition to identify new innovations 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.

Communication

Companies contribute with their cases and share stories in relevant channels.
Innovation Journey

The 6-months innovation programme combines 3 individual sessions, a joint Innovation Lab and a joint Acceleration workshop designed to facilitate the ideation of new solutions addressing the SDGs. In the joint sessions, expert sparring is injected through 1:1 sessions and sounding board sessions and experts cover UN SMEs, academia, and business and investor environment.

Based on proven concepts

Inclusive Business tool

Internationally proven innovation tools and methodologies

SDG Compass and other SDG business tools

Framing phase

February

Problem framing and ideas for solutions (1/2 day)

Ideation phase

May

Conceptualise ideas into solutions based on global expertise from UNDP, Deloitte and other subject experts. (2 days for all companies)

Integrate phase

October

Finalise business case develop roadmap for integration (1/2 day)

Enrich phase

August

Test and enrich solution and begin building business case (1/2 day)

Accelerate phase

September

Qualify solutions with experts and potential investors (1 day for all companies)
3 Employee engagement

The employee engagement component covers a SDG Accelerator toolkit designed as a guide and support to communicate to employees about the SDGs and activate them in SDG innovation. All materials can be adjusted to the specific context of each company.

Posters and roll-ups about the goals and focus areas

Surprising elements bring in facts and humour

Email signatures and social media
4 Diffusion activities

Inspirational cases from the programme are shared through own channels and the press just as the methodology and tools used in the Innovation Journey are made publicly available to all interested stakeholders and businesses via the SDG Accelerator microsite to ensure scale.

SDG Accelerator microsite and diffusion activities

- Insights and learnings from the Innovation Journey and programme implementation
- Status and progress from the joint sessions - Innovation Lab and Acceleration Day
- Success stories, inspirational cases from the companies
- Engagement activities from the employee engagement toolkit.
Sustainable development goals