

➤ **IMPACT** | 2030

# **COMMITMENT TO THE SUSTAINABLE DEVELOPMENT GOALS: ACCELERATING IMPACT**



# INTRODUCTION

The ambitious nature of the Sustainable Development Goals places responsibility on all companies to play a role in helping to eradicate poverty, improve opportunity, advance equality and protect the planet.

Our mission at IMPACT2030 is to harness the power of people and partnerships to maximize the impact on these Goals. We are mobilizing the IMPACT2030 network – representing millions of employees around the world – and connecting companies, United Nations agencies, governments, community stakeholders and NGOs on the ground.

With the theme of Accelerating Impact, the IMPACT2030 Summit was held in September 2018 at the United Nations Headquarters. It convened multi-sector leaders who are committed to directing the skills and experience of their people to address critical societal issues and achieve measurable outcomes. The Summit highlighted inspiring success stories which highlighted the sustained global impact business can have with their local communities by sharing their skills and talent.

The simple truth is that together we can achieve more. At IMPACT2030 we believe that if we can unlock and activate the world’s extensive base of employees we can significantly increase our collective impact in achieving the Global Goals.

To accelerate impact, we must start rolling up our sleeves and get to the real work of identifying opportunities, removing barriers and, most importantly, connecting with each other to achieve more together. Your engagement in the work is critical.

It is my hope that this Executive Summary showcases for you the momentum and the potential of the IMPACT2030 network to advance the Sustainable Development Goals – and leaves you inspired, informed and moved to action!

**Peter Bodin**  
Chairman of the Board of Directors, IMPACT2030  
Global CEO, Grant Thornton International Ltd



Peter Bodin

“**IMPACT2030 was created with the belief that corporations are a key part in addressing needs in our changing world.”**

**Robert Skinner**  
Executive Director  
UN Office for Partnerships



# ACTIVATE

A strategic priority of IMPACT2030 is to activate a global movement of employees around the SDGs.

We are focused on equipping companies with the resources and information they need to inspire and engage their people around the Sustainable Development Goals and unite them as agents of change in their communities. This theme echoed throughout our Summit, in workshops and hallway conversations between sessions, where attendees talked about how they could deploy their resources more effectively and be more aligned with other global efforts. Our Impact Workshops enabled attendees to dig deep into best practices and develop concrete calls-to-action with the overarching message: “There’s a lot to do, so let’s get to doing it.”

Our Summit Impact Workshops allowed members to leave the Summit with blueprints to leverage for implementation and ACTIVATE Calls-To-Action to adopt, including:

- leveraging the Employees for the Global Goals (#Employees4SDGs) resources to turn inspiration into action;
- harnessing on-line volunteering opportunities to bring valuable pro-bono support to NGOs;
- integrating skills-based volunteering into broader business and social impact strategies; and
- advancing your goals for diversity and inclusion and the Sustainable Development Goals by enhancing and scaling your nonprofit and charity board training and matching programs.

Explore these inspiring Calls-To-Action in detail and get involved [here](#).



**Volunteering is a way to align our passions to purpose. What is most important is the positive impact on individuals, the community and the world. It’s three for one!”**

Karen S. Carter  
Chief Inclusion Officer  
The Dow Chemical Company



**The winners of the inaugural IMPACT2030 Innovation Awards stand out for their creative approaches to activating the private sector’s most valuable asset – their people – and developing purposeful partnerships to advance the Global Goals in communities around the world.”**

Sue Stephenson  
Co-Founder/Interim CEO  
IMPACT2030

## IMPACT2030 INNOVATION AWARDS

The inaugural IMPACT2030 Innovation Awards presented at the 2018 Summit recognized innovation in directing the collective skills of employee volunteers towards the SDGs.

### IBERDROLA

This company’s creative approach to integrating the SDGs into their business strategy and educating and activating their employees around their “SDGs and Me” campaign is innovation in action. Learn more [here](#).

### VOLUNTARE

The team at the corporate volunteering network, Voluntare, developed and implemented #COMPANIES4SDGs, a scalable and highly successful framework to educate company employees and the public on the SDGs. Learn more [here](#).



# COLLABORATE

Partnerships are a multiplier of impact and SDG No 17, Partnerships for the Goals, reinforces that we can't do this work well if we do it alone.

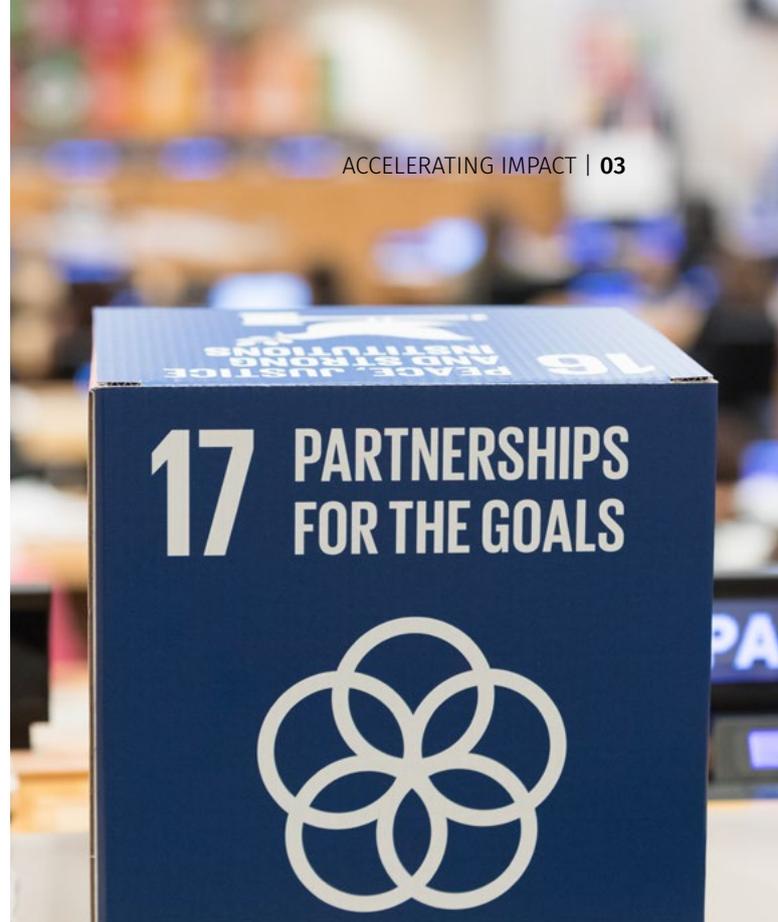
COLLABORATE is our second strategic priority, focused on helping companies see that by working together, across industries and sectors, they can identify shared priorities and maximize the impact of their human capital investments on social and environmental issues. This concept is not new, but we also recognize that true collaboration between and across sectors can be extremely difficult.

Our collaboration message was on full display at the 2018 IMPACT2030 Summit – in small workshops, at break outs, and on the dais at the United Nations. We heard honest discussions around how the private and social sectors can work together and how private sector partners can collaborate better. Collaboration requires both trust to foster partnership – and stability to make it stick. It is the life blood of IMPACT2030.



**True collaboration is often very complicated and challenging. Patience and empathy are two core collaboration competencies necessary for success.”**

Michael E. Sneed  
EVP, Global Corporate Affairs  
and Chief Communications Officer  
Johnson & Johnson



## IMPACT2030 INNOVATION AWARDS

### SAP

Through their SAP Collaboration for Good program, SAP demonstrates the deeper value that collaboration brings when partnering with external organizations to facilitate a greater, more sustained impact on underserved communities. Learn more [here](#).

### TATA CONSULTANCY SERVICES (TCS)

The TCS goIT program activates volunteers to demystify computer science and address the skills gap by increasing exposure to STEM education through partnerships with community organizations. Learn more [here](#).

### BERKSHIRE BANK

After identifying limited awareness of the SDGs in local communities and a lack of understanding on how they can be activated, Berkshire Bank initiated Boston's City-Wide Day of Skilled Service 4 SDGs. Learn more [here](#).





Nili Gilbert

The Collaboration Calls-To-Action championed at the Summit included:

- the launch of new multi-company, cross-industry Global Pro Bono programs;
- opportunities to leverage new models for collaboration that have been tested by IMPACT2030 Actions Teams around the world; and,
- avenues to engage in city-wide cross-industry, cross-sector initiatives that will activate your employees in long-term sustainable projects.

Learn more about how these compelling models of collaboration will be multipliers of impact, and get involved [here](#).



**SDG 17 is the key to really making an impact on the other SDGs. Bridging leadership across sectors needs to be more than transactional as real social change requires shared vision with trust as the social glue.”**

Nili Gilbert  
Co-Founder & Portfolio Manager  
Matarin Capital



Pascal Mittermaier



**Nature is a catalyst for reimagining what a neighborhood or community can look like. Partnerships for this sort of change are deeply needed.”**

Pascal Mittermaier  
Global Managing Director for Cities  
The Nature Conservancy





## MEASURE

IMPACT2030 is the only organization focused on measuring the impact of human capital investments on the Sustainable Development Goals and on global development as a whole – this is our third strategic priority.

The result of our work will allow the private sector to better demonstrate the ROI of this work and confidently invest more of their human capital toward creating a more sustainable future.

At the Summit, we discussed the evolution of how companies are being valued by investors as it relates to ESG, Human Capital and Corporate Social Responsibility – and how the value of good data around human capital investments is taking on a new and greater significance in the private sector. With this as a focus, IMPACT2030 has convened a Metrics Council to identify the most relevant data points to be considered when determining if a company is applying its human capital investments for the greatest impact on the Sustainable Development Goals.

IMPACT2030 also announced the launch of the next phase of its impact measurement work, a study which is funded by Bank of America, to develop a unified framework and protocol for measuring the impact of human capital on the Sustainable Development Goals. A guiding principle of the IMPACT2030 framework is that it will be open-source, applicable broadly for all stakeholder groups to measure human capital investment and volunteer impact, and integrated into existing global reporting structures of the private sector.



**The investments of employee time, skills and knowledge into communities, enabling employees to serve community needs through programs that are promoted and supported by the company.”**

Definition of Human Capital Investments developed by IMPACT2030 for WBCSD’s Social and Human Capital Protocol 2018



**Human capital has a direct and measurable impact on social and economic institutions, which financial markets are working to evaluate. IMPACT2030 is uniquely positioned to measure human capital performance, facilitate real investment, and shape the way companies integrate long-term goals like the SDGs.”**

Evan Harvey  
Global Sustainability Officer  
Nasdaq



## CONCLUSION

One thing is clear from the outcomes of the 2018 IMPACT2030 Summit – this community of action-oriented and innovative organizations is exactly what is needed at the forefront of our work.

Together we can reimagine the potential of multi-sector-sector collaboration and the role of companies and their people to be a part of a global movement for good. We hope that you will join us in realizing the potential impact of a social movement of millions of employees – passionate and engaged in their communities – to create the world we all want.



**By engaging the private sector to deploy their skilled volunteers, IMPACT2030 will play a key role in the blended capital approach to restoring economic and cultural vitality in Colombia.”**

Matthew Swift  
Co-Founder, Chairman & CEO  
Concordia

## IMPACT2030 INNOVATION AWARD HONORABLE MENTIONS

The caliber of the 2018 IMPACT2030 Innovation Award submissions was exceptional. In addition to the Award honorees highlighted on the prior pages, the following companies were recognized at the Summit with IMPACT2030 Innovation Award Honorable Mentions in recognition of the impact being made in communities by their employees around the world:

- ARM
- Medtronic
- Mondelēz International
- Pernod Ricard
- UPS
- DP World
- Merck
- Optus
- TD Bank Group

## THANK YOU

Our grateful thanks to the following Partners and Founding Stakeholders for their generous support of the 2018 IMPACT2030 Summit programming.

**Advocating Level:** Grant Thornton

**Supporting Level:** Dow  
IBM  
Medtronic  
Pfizer  
SAP  
TCS  
UPS

**Contributing Level:** Emirates NBD  
Global Impact  
PIMCO  
PwC  
The Ritz-Carlton

For information on how to partner with IMPACT2030 contact:  
[partnership@impact2030.com](mailto:partnership@impact2030.com)



