

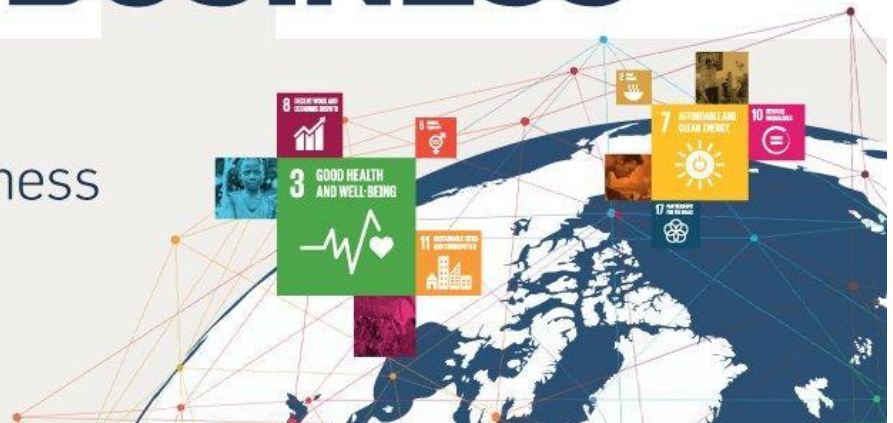
Global Goals Roadshow 2019

Summary Report

MAKING GLOBAL GOALS LOCAL BUSINESS



A New Era for
Responsible Business



Introduction

Back in 2017, the UK, embarrassingly, won the prize for the poorest awareness of the Sustainable Development Goals (SDGs) in Europe, with a score of 14%, as revealed by the European Commission's Special Eurobarometer 455 on EU Citizens' views on development, cooperation and aid. In contrast, Finland scored 73%.

The SDGs, also known as the Global Goals, were adopted in 2015 by the UK and the other 192 member states of the United Nations after the largest public consultation ever undertaken. Often described as 'the closest thing the world has to a strategy', former UN Secretary-General Ban Ki-moon went as far as calling them a 'paradigm shift for people and planet'. They are aimed at addressing the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, as well as peace and justice.

Realising the Goals will require all players to champion this agenda – governments, civil society, academia, and particularly the business community. As the UK Network of the UN Global Compact, the world's largest corporate sustainability initiative, we then embarked on a new mission. To date, we have organised 3 annual Global Goals Roadshows comprised of 32 free events in total, visiting many UK cities and engaging thousands of people. We have been striving to raise awareness of the SDGs, explaining why they represent unprecedented business risks and opportunities, and providing practical guidance for action. This year, we formed a strategic partnership with Impact to complement our expertise. We co-designed the programmes, and delivered them together. This collaboration has yielded results beyond our expectations, with Impact bringing energy, interactivity, and 'disruptivity' to the sessions.

Attracting 630 attendees overall, the 2019 Global Goals Roadshow featured 9 practical workshops alongside a flagship conference. Informed by the SDG Compass, the highly engaging workshops helped delegates to take their organisations' engagement with the Goals to the next level, whichever stage they were at before. 96% of the attendees found the experience valuable and 92% stated that they would be able to apply what they learnt.

In parallel, 'Making Global Goals Local Business UK' was a sell-out conference where 300 delegates shared ideas and strategies on how business can take the lead on the Global Goals in the UK. Both UN Global Compact and Impact's CEOs contributed to the discussion, among other distinguished corporate sustainability leaders, investors, as well as representatives from the UK Government, UN bodies, civil society and academia.

While progress on the Goals is still nowhere near where it needs to be, one should understand that change cannot happen overnight. The SDGs have set a herculean task, putting pressure on the private sector to get involved and dramatically change the way it operates. It is very unlikely that companies will align their strategies to the Goals if they have not clearly understood why they should do so in the first place. Hence, our gradual approach from raising awareness to stimulating action.

The Roadshow events have demonstrated that companies are rising to the challenge and that much is happening. In any organisation, there are people catalysing change who are passionately striving to make the Global Goals a reality by challenging the status-quo. Organisations are all on a journey, with some having already fully aligned their strategy to this agenda, and others still trying to understand where to start. Our role, along with Impact, has been to empower them to take a step forward.

The Global Goals

The Global Goals (or SDGs) were hailed as a 'paradigm shift for people and planet' by former Secretary-General of the United Nations Ban Ki-moon.

After the largest public consultation ever undertaken, the Global Goals were adopted in 2015 by the UK and the other 192 member states of the United Nations. At the heart of the 2030 Agenda for Sustainable Development, they call for economic growth, innovation, circular economies and upgraded infrastructure, as well as providing a path to end extreme poverty, fight inequality, and protect the planet.

Realising the Goals will require all players to champion this agenda – governments, civil society, academia, and particularly the business community. Supporting the Goals presents an unprecedented opportunity for business to regain the trust of its stakeholders and society in general, but the Goals also represent a compelling growth strategy for business. A report from the Business & Sustainable Development Commission, Better Business Better World shows how pursuing the Global Goals could raise trillions in new market opportunities.

Every organisation and individual can benefit from understanding and adopting this vital global agenda!

SUSTAINABLE DEVELOPMENT GOALS



Objective of the Roadshow

Building on the success of the 2017 and 2018 Roadshows, the UN Global Compact Network UK adopted a new approach in 2019. While the previous Roadshows' main focus was awareness raising, the 2019 edition was primarily aimed at stimulating practical business action on the Goals in the UK.



Word cloud representation of what registrants were hoping to get from attending.

Programme

Bristol – 14 May – Hosted by Burges Salmon
Belfast – 23 May – Hosted by Herbert Smith Freehills
Edinburgh – 6 June – Hosted by Standard Life Aberdeen
Making Global Goals Local Business UK (flagship conference) – 24 June – Hosted by Aviva
Liverpool – 2 July – Hosted by Shop Direct
Manchester – 1 October – Hosted by The Co-op
Birmingham – 15 October – Hosted by HSBC
Cardiff – 30 October – Hosted by RELX/LexisNexis
London – 14 November – Hosted by PA Consulting
Leeds – 21 November – Hosted by Centrica/British Gas

The Global Goals Roadshow 2019 was comprised of 9 ***'Making Global Goals Local Business'*** workshops around the UK and a flagship ***'Making Global Goals Local Business UK'*** conference. All of these events were free to attend. More information on the Global Goals Roadshows can be found [here](#).

Making Global Goals Local Business Workshop:

By attending one of these engaging and interactive workshops, delegates developed a better understanding of how their organisation can take action on the Goals and benefit from doing so. The event helped them take their organisation's engagement with the Goals to the next level.

They left the workshop having:

- A better understanding of the SDG Compass process
- A peer reviewed plan of action
- Shared their Global Goals ideas, examples and stories
- Practiced their influencing skills to engage others
- Energy and passion for the Goals

The workshops' structure can be found [here](#).



Making Global Goal Local Business UK Conference:

Organised in partnership with the United Nations Global Compact HQ, 'Making Global Goals Local Business UK' was a sell-out conference where 300 delegates shared ideas and strategies on how business can take the lead on the Global Goals in the UK.

Speakers and attendees included:

- UN Global Compact's CEO Lise Kingo
- CEOs of major companies
- Corporate sustainability leaders
- Investors
- UK Government; UN bodies; Civil society; Academia

This conference had deep-dive sessions surrounding the themes of sustainable finance, innovation, strategy, gender equality and climate change.

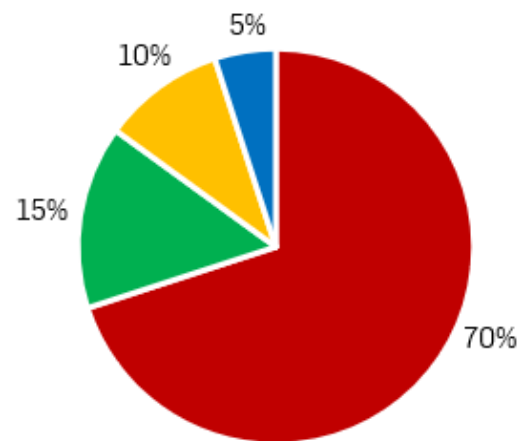
See the full agenda [here](#). Watch the highlights [here](#).



Data

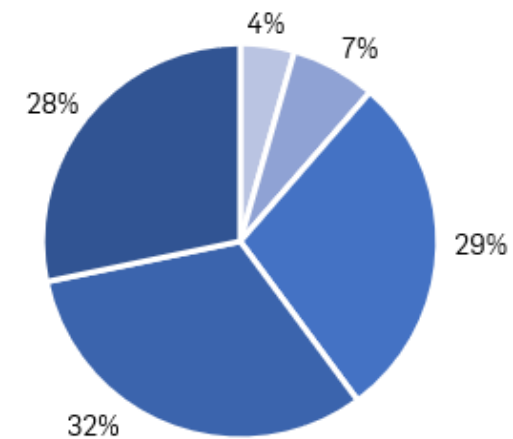
630 attendees overall
9000+ page views

Audience breakdown



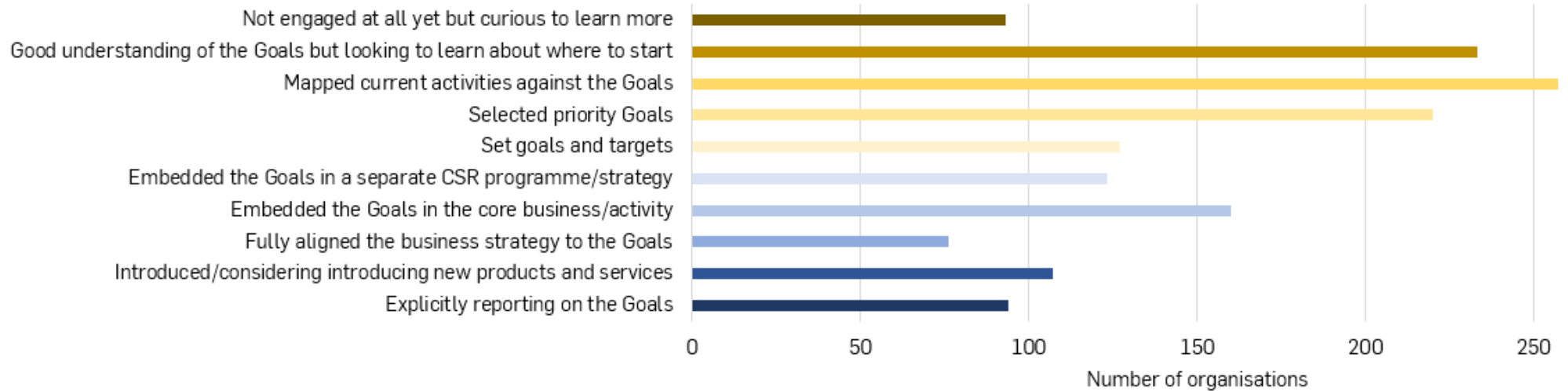
■ Business ■ Civil society ■ Academia ■ Local government

Knowledge of the Global Goals

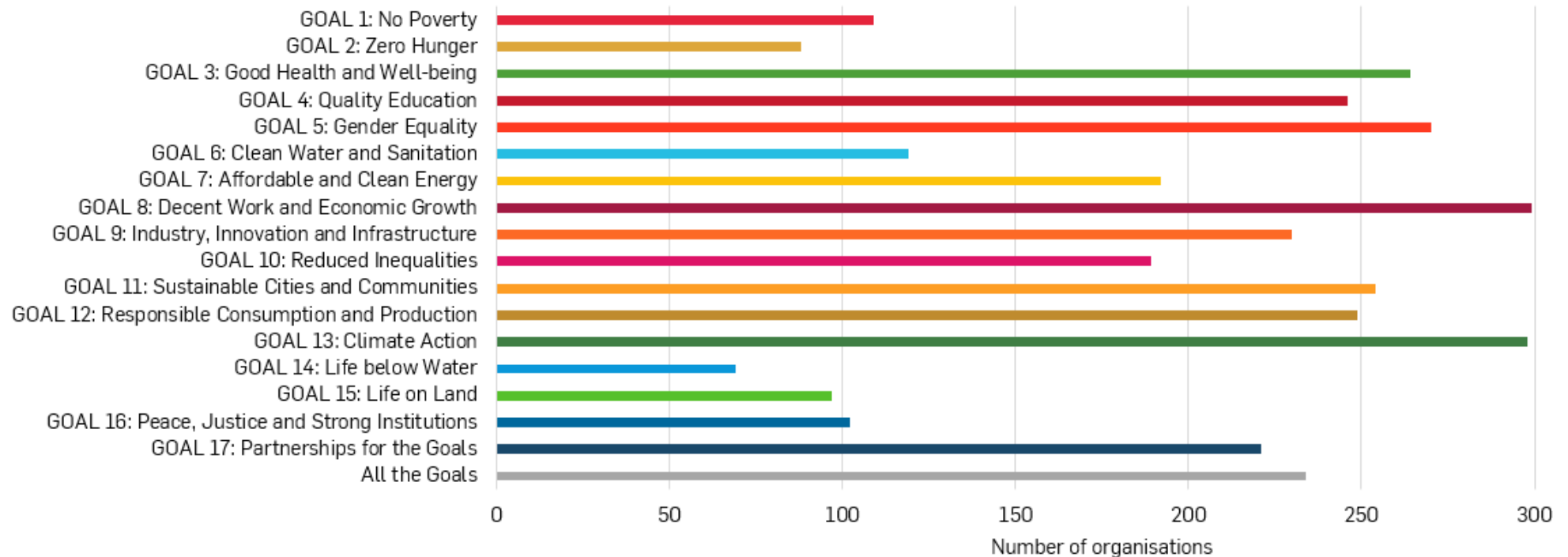


■ 1 Barely heard of the Goals ■ 2 ■ 3 ■ 4 ■ 5 Quite knowledgeable about the Goals

Level of engagement with the Global Goals

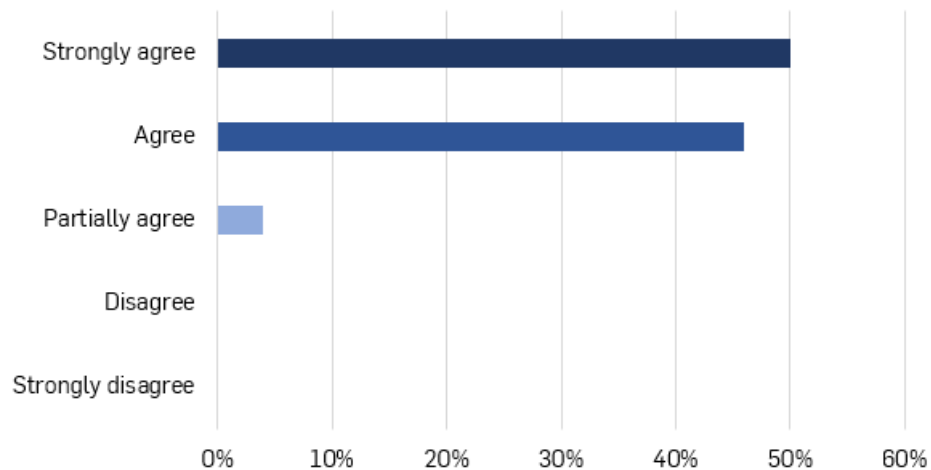


Priority Goals

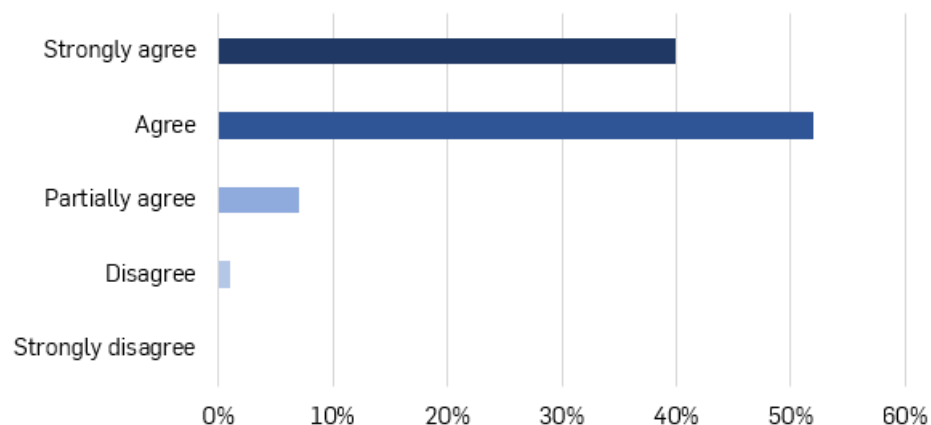


Feedback (based on 124 responses)

My experience was valuable



I anticipate that I will be able to apply learning I have gained



"Great session and very engaging."

"Excellent session. Very informative and educational. Made me think about things differently and can now impact change both personally and in the workplace. Thoroughly enjoyed today, and have met some lovely people and contacts."

"I thought this event was fab! Very practical, hugely encouraging and inspirational - learned lots and lots to take to put into practice."

"Really fab event, great to hear what other companies are doing plus how we can take the next step."

"Really great event - loved how interactive it was!"

"Lots of food for thought - thank you!"

"Confident in following-up the action planning."

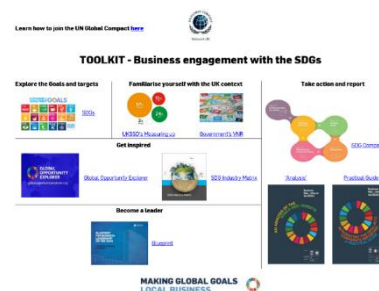
"I like the follow-up app to stay connected."

"Keep up this great work!"

Useful resources

- *Global Goals and Business Toolkit*

For a quick overview of the main tools available.



- *Global Goals in Action*

To learn more about how business leaders are already taking action on the Goals.



- *Global Goals and Business Webinar Series - Recordings*

[SDG Compass Step 1 – Understanding the SDGs](#)

With UN Global Compact Network UK

[SDG Compass Step 2 – Defining priorities](#)

With Unilever and UN Global Compact Network UK

[SDG Compass Step 3 – Setting goals](#)

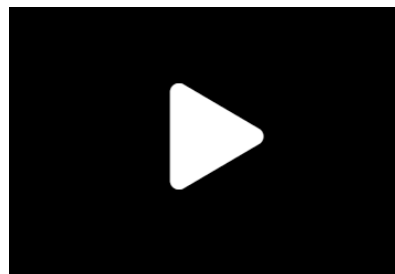
With BT, Carbon Trust and UN Global Compact Network UK

[SDG Compass Step 4 – Integrating](#)

With SSE and UN Global Compact Network UK

[SDG Compass Step 5 – Reporting & communicating](#)

With Standard Life Aberdeen and UN Global Compact Network UK



- *Global Goals Exchange*

All 2019 Roadshow attendees have signed up to an online networking platform called the 'Global Goals Exchange'. You can request to join the Exchange by emailing Beth Jackson at beth.jackson@impactinternational.com.



Who we are

We are the [UK Network](#) of the [United Nations Global Compact](#), the world's largest corporate sustainability initiative. You can consult our value proposition [here](#).

Learn how to join the UN Global Compact [here](#).

Contact us at secretariat@unglobalcompact.org.uk.

Our Partners

Special thanks to all our partners for their invaluable support!

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