



# SDG AMBITION



In partnership with

accenture



## FREQUENTLY ASKED QUESTIONS

### ABOUT SDG AMBITION

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#### Q: What is SDG Ambition?

A: SDG Ambition is an accelerator initiative that aims to challenge and support participating companies of the UN Global Compact to set ambitious corporate targets aligned with the 17 Sustainable Development Goals (SDGs) and accelerate integration into core business and performance management. SDG Ambition enables companies to move beyond incremental progress and step-up transformative change — unlocking business value, building business resilience, and enabling long-term growth. It was launched in January 2020 at the World Economic Forum in Davos by the UN Secretary-General, António Guterres. Subsequently, in June 2020 at the UN Global Compact Leaders' Summit, 10 SDG business benchmarks and a formal consultation period was launched by Lise Kingo, former UN Global Compact Executive Director and CEO and Julie Sweet, CEO, Accenture.

SDG Ambition is focused on country-level action and learning and is run in collaboration with Global Compact Local Networks. The programme will start in fall 2020 and consists of up to six in-country capacity-building workshops with peers and experts to help companies set, manage and track ambitious targets to advance progress on the Sustainable Development Goals. SDG For more information about the program, please review the "ABOUT SDG AMBITION PROGRAM" section.

#### Q: Who are the primary partners for SDG Ambition?

A: SDG Ambition is an initiative of the UN Global Compact developed in partnership with Accenture and SAP.

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions — underpinned by the world's largest delivery network — Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 505,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

SAP is the market leader in enterprise application software helping companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP system. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers' businesses into intelligent enterprises. Our end-to-end suite of applications and services enables our customers to operate profitably, adapt continuously, and make a difference. With a global network of 440,000+ customers in 180+ countries, 21,000+ partners, 101,150+ employees, and thought leaders SAP helps the world run better and improves people's lives.

#### Q: What was released at the World Economic Forum at Davos in January 2020?

A: An introduction to the SDG Ambition program was inaugurated at the World Economic Forum in Davos, titled "SDG Ambition – Scaling Business Impact for the Decade of Action". It launched the new UN Global Compact SDG Implementation Framework that aims to guide companies to deepen integration of the SDGs and the Ten Principles into business strategy, operations and, stakeholder engagement. The publication can be accessed [here](#).

#### Q: What was released at the UN Global Compact Leaders Summit in June 2020?

A: A set of 10 SDG Business Benchmarks alongside a formal consultation period was launched at the Leaders' Summit, titled "SDG Ambition – Introducing Business Benchmarks for the Decade of Action". The consultation period will open collaboration on the existing set of business benchmarks and republish them to further include guidance on selecting and setting targets at the company-level. The publication can be accessed [here](#) and the form to join the consultation period can be accessed [here](#).

## Q: What are the SDG business benchmarks?

A: The SDG business benchmarks are a set of absolute, measurable benchmarks grounded in established reporting requirements. They translate the SDGs for business, focusing on where business can drive the greatest impact. These benchmarks are applicable across all industries, and their implementation is adaptable, allowing companies to define goals and targets in the areas that are most material for their industry context.

The first set of these SDG business benchmarks were launched at the UN Global Compact Leaders' Summit in June 2020 and can be accessed [here](#).

## ABOUT SDG AMBITION CONSULTATION PROCESS

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### Q: What is the SDG Ambition consultation period?

A: The SDG Ambition consultation period is our effort to collaborate in finalizing the SDG business benchmarks with the private sector and civil society. Through a series of introductory webinars and virtual consultations, participants will be able to share their comments and suggestions on the SDG business benchmarks in the context of their company, organization and industry. You can register your interest in joining the consultations [here](#).

### Q: How long will the consultation period last?

A: The SDG Ambition consultation period will run from **29th June – 31st July 2020**.

UN Global Compact Academy sessions on SDG Ambition will be held on **28 July 9:30 a.m.** Hong Kong Time and **29 July 10:00 a.m.** New York Time. To sign-up, [click here](#)

### Q: Who can join the SDG Ambition consultations?

A: All UN Global Compact signatories and participant members are invited to join the SDG Ambition consultation period. For more information on joining the UN Global Compact, please click [here](#).

### Q: What is the value in participating in the consultation process?

A: The SDG Ambition consultation process can be valuable for your company/organization allowing them:

- Opportunity to input directly on the definition of SDG business benchmarks
- Participate in the SDG Ambition ecosystem of customers, peers and technology partners
- Deepened understanding of your company/industry impact on the SDGs
- First-user invitation to test SDG Ambition integration tools
- Increased awareness of SDG Ambition activities prior to global rollout

## ABOUT SDG AMBITION PROGRAMME

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### Q: What activities does SDG Ambition include?

A: The programme consists of up to six in-country capacity-building workshops with peers and experts to help companies set, manage and track ambitious targets to advance progress on the Sustainable Development Goals. The workshops are informed by the research and deliverables published as part of the SDG Ambition programme and designed by Global Compact Local Networks to recognize and respond to different country contexts. They will be organized around the following themes:

1. Understanding Baseline Impact: What is SDG Ambition and what are the SDG business benchmarks?
  - Outcome: Understanding the essential actions and strategic prioritization required to support a comprehensive sustainability strategy
2. Prioritization & Goalsetting: How might a company increase its ambition?
  - Outcome: Establishing & identifying ambitious goals within organization
3. Integration & Enabling Technologies: How will the targets be built into the core business?
  - Outcome: Defining responsibilities of goals across organization & use of technology to track and manage progress
4. Beyond the six-month accelerator program:
  - Outcome: Committing and tracking progress over time aligned with the UN Global Compact's Communication on Progress

### **Q: What is the duration of the programme?**

A: Company registration will begin in July 2020. Activities will start in October 2020 and conclude in April 2021. Please consult your Global Compact Local Network for a detailed schedule of activities in your country.

### **Q: What are the benefits of participating for companies?**

A: What you will learn:

- How to strategically prioritize actions that will accelerate your company's contribution to the 2030 Agenda
- How to set targets aligned with absolute benchmarks that today may seem aspirational but are critical to spearhead the transformation of economies and societies
- How to hardwire SDG-related business goals and outcomes into core processes and management of business, to materially accelerate progress toward the SDGs

A: What you will gain:

- An understanding of baseline impacts across the business in creating of a comprehensive sustainability strategy.
- The ability to achieve ambitious goals aimed at galvanizing business actions with what is actually required to achieve the SDGs
- An overview of how to integrate and mainstream ambitious sustainability goals across business units by pioneering a performance integration approach that utilizes enabling technologies

### **Q: Who from our company should participate in the programme?**

#### **Are there eligibility criteria that we should be aware of?**

A: All participating companies are asked to nominate two representatives to actively participate in the programme on behalf of the company. This includes attending SDG Ambition workshops/events and coordinating with colleagues across the organization to advance SDG Ambition objectives. In order to derive full value from our participation in the initiative each company is strongly encouraged to consider nominating two representatives to engage in the work on the initiative. One representative responsible for prioritization and goal setting (i.e. from Sustainability/Strategy Depts) and one representative with responsibility for overseeing systems to track and manage performance against organizational goals (Information Technology Dept, M&E etc). In addition to the SDG Ambition representatives, all participating companies are requested to nominate a top-level "Champion" to follow SDG Ambition developments, provide support to the company representatives as needed, and represent the company at high-level events that are part of or related to SDG Ambition. The SDG Ambition Ambassador should have a direct line of communication to the CEO (e.g., Member of the C-Suite or Board). The company's CEO may also decide to take on the role of SDG Ambition Ambassador.

### **Q: Is there an extra cost for my company to participate?**

A: A small cost-covering fee may apply. Please contact your Local Network for further information.

### **Q: Where does the programme take place?**

A: The programme is currently being offered by Global Compact Local Networks in the following countries:  
Current list of countries.

### **Q: Is any company participating in the UN Global Compact eligible to take part in the programme?**

A: All companies participating in the UN Global Compact are eligible to take part in the programme as long as they are based in a country where the Global Compact Local Network is participating. Please see the current list here.

### **Q: My company is just getting started on our journey to advance the Sustainable Development Goals. Is SDG Ambition an appropriate programme for us to participate in?**

A: The SDG Ambition programme starts by helping companies to strategically prioritize based on an inclusive understanding of positive and negative impacts across the value chain and operations. A series of up to six in-country workshops will help participating companies set concrete sustainability targets aligned with the programme's SDG business benchmarks but unique to their company context and performance status. While participating companies are encouraged to be ambitious, the programme emphasizes continuous progress.

**Q: My company does not currently have corporate targets in place to advance the Sustainable Development Goals. Are we required to set a target in order to participate?**

A: No. The purpose of SDG Ambition is to help companies set and meet ambitious targets to advance the Sustainable Development Goals. Companies need not have targets in place in order to participate. Through SDG Ambition, we aim to provide participating companies with the research and knowledge needed to confidently set corporate targets aligned with the SDG business benchmarks and integrate these targets within core business operations.

**Q: My company already has targets in place to advance the Sustainable Development Goals. Is SDG Ambition an appropriate programme for us to participate in?**

A: Yes. Companies that already have targets in place will benefit from engaging with experts and engaging in peer-to-peer learning. In addition to uncovering strategies to fast-track progress toward existing targets, companies may be inspired to raise the ambition of their targets to better align with the Global Goals and stakeholder expectations. Participating in Target Gender Equality also provides a platform for leading companies to share their experiences and showcase progress made. Companies with truly ambitious targets and practices may also be invited to join the Target Gender Equality Global Coalition, a small network of expert partners and leading companies that inform the development of programme materials and support Target Gender Equality activities by sharing expertise.

**Q: Can non-business Global Compact participants join SDG Ambition?**

A: While the programme is designed for business, non-business participants with expertise and knowledge relevant to SDG Ambition are encouraged to discuss opportunities to support SDG Ambition with their Global Compact Local Network representative. We also strongly encourage non-business participants to take part in or consultations on the SDG business benchmarks. For more information, please review the "ABOUT SDG AMBITION CONSULTATION" section.

**Q: My company is not based in a country where there is a participating Global Compact Local Network. How can we take part in the programme?**

A: Unfortunately, for the in-country programme, only companies based in countries where the Global Compact Local Network is running the programme can participate. However, companies can sign up to the global track of the programme, which will be run online.

**Q: How do I register to participate?**

A: Starting the **21 July**, companies interested in joining the programme can visit [unglobalcompact.org/sdgambition](https://unglobalcompact.org/sdgambition) to fill out the [registration form](#) or connect directly with their participating Global Compact Local Network.