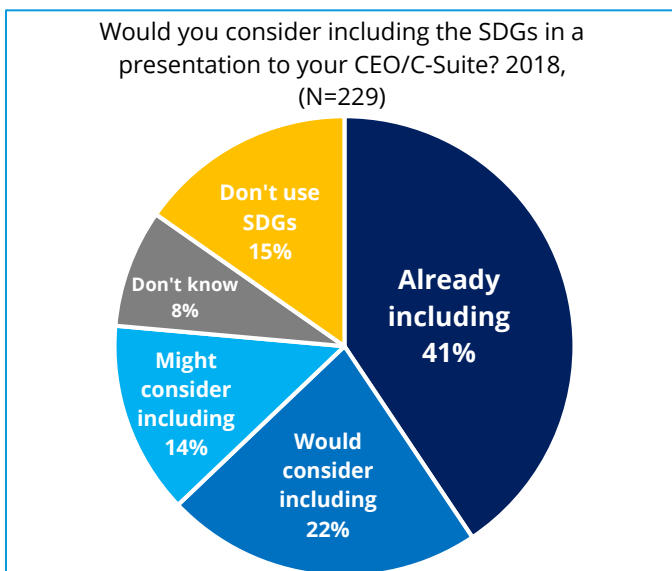


Sustainable Development Goals (SDGs)

CECP INSIGHTS

Chief Executives for Corporate Purpose (CECP)'s [2018 Giving in Numbers](#) report states that most companies use external tools to measure their signature programs and societal impacts. While 20% of companies have developed an internal entirely in-house source to evaluate strategic grants, over half of companies (56%) have worked with external partners to measure their societal outcomes. When respondents were asked which entities they view as leading examples of measurement and evaluation, many companies responded with global frameworks like the UN's SDGs to track impact, third-party resources like foundations councils/associations, and others.

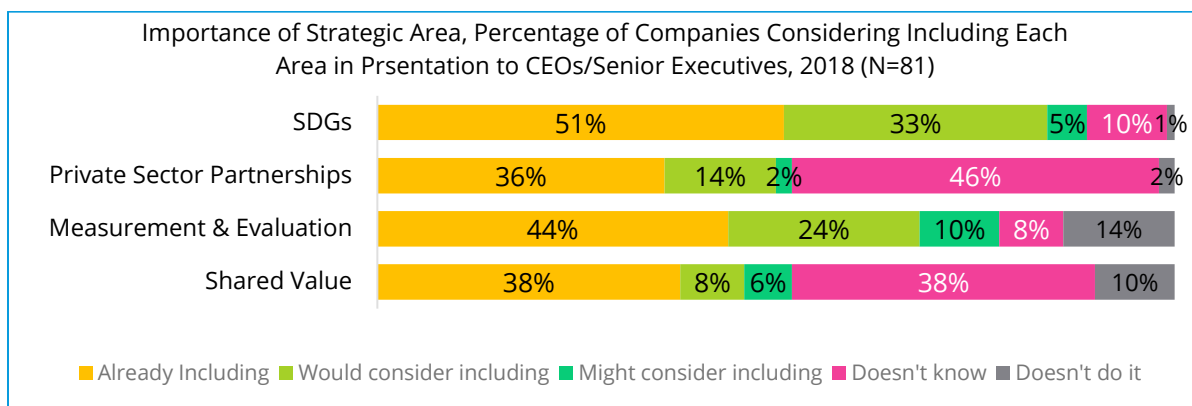


CECP's latest [2019 Giving in Numbers](#) research (to be released in mid-October) shows SDGs were the strategic area with most influence on social investment strategy. In fact, nearly 4 in 10 companies are already including SDGs presentations to their CEOs, indicating that companies seek the C-Suite's buy-in on topics like the importance of the SDGs and private-sector partnerships (see pie chart).

CECP's Global Exchange partners have also seen an important increase in commitments from the companies in their markets related to the SDGs. Global Exchange country partners identified multiple areas influencing social investment

strategies. For 2019, they narrowed these to four different trends (SDGs, Private-Sector Partnerships, Measurement and Evaluation, and Strategy Setting and Motivation). The four chosen areas reflect overlapping interests and are relevant areas across the regions. As a proxy to indicate influence, companies were asked if they would consider including each of these four areas in a presentation or materials to their CEO and/or senior executives. This approach was used because typically the time spent with senior executives is limited and therefore department heads are most judicious in presenting only top-priority information.

The strategic areas that global companies (N=81) are considering more important and are already including in presentations to their C-suite are SDGs and measurement and evaluation (with 51% and 44% of companies including them, respectively). Shared value followed with 38% of companies already including this area in presentations to senior executives. Interestingly, partnerships with the private sector—which could be associated with SDG 17 “Partnerships for the Goals” between governments, the private sector, and civil society—does not currently have as much influence as other strategic areas. It seems that partnerships remain a challenge area for the corporate sector. The development or strengthening of regional private sector networks could be a source of more collaboration and understanding among companies when it comes to solving social issues.



SUPPORTING RESOURCES

- GRI, the UN Global Compact, and the World Business Council for Sustainable Development (WBCSD) developed the [SDG Compass](#). The SDG compass provides guidance for companies on how they can align their strategies as well as measure and manage their contribution to the realization of the SDGs.
- The United Nations Global Compact provides step-by-step guidance on SDGs in its report, [Business Reporting on the SDGs](#). The report is a practical guide for businesses and is the first step towards a uniform mechanism for businesses to report on their contributions and impacts.
- For grant managers:
 - [CEO Guide to the Sustainable Development Goals](#) (WBCSD)
 - [Local Leadership, Global Impact](#) (Community on Foundations)
- For grantees:
 - [SDG Indicator Wizard](#) (SDG Funders)
 - [NGOs Leading the Way on SDGs](#) (Sustainable Brands)

ABOUT THE GLOBAL EXCHANGE (GX)

CECP's Global Exchange (GX) is an international network of leading organizations to advance the corporate sector as a force for good around the world. With partners in 15+ countries around the world, the GX serves companies by building a body of knowledge on locally relevant corporate citizenship best practices through information sharing, and collaborative research. The Global Exchange acts as a catalyst to enhance and advance corporate social investment strategies. Business in the Community is the United Kingdom Partner of the CECP Global Exchange.

