

Sustainable Development Goals (SDGs) Mapping & Evaluation

WHAT ARE THE SDGS?

The Sustainable Development Goals (SDGs) are a universal set of goals and targets that UN member states are using to set their agendas and policies over the next 15 years.

WHY DO THE SDGS MATTER FOR BUSINESS?

The SDGs present significant leadership opportunities for business and provide a north star for developing impactful sustainability strategies across the full range of environmental, social and financial issues. Many companies are acting upon the SDGs and using them to identify risks and opportunities, set goals, take a competitive stance on solving key issues and meet stakeholder expectations.

WHAT WOULD YOU GAIN FROM USING THE SDGS TO INFORM YOUR STRATEGY?

After working with SustainAbility to leverage the SDGs, you will have a basis to:

- Strategically manage risks associated with key performance areas
- Gain competitive advantage by targeting opportunities for innovation
- Improve efficiency by strategically allocating resources to priority areas
- Meet (and get ahead of) stakeholder expectations
- Contribute toward a sustainable future

OUR PROCESS AND OFFERINGS

We customize our approach to meet your needs. Our SDG mapping and diagnostic process includes the following steps:



1. Assess competitive positioning

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- Business model analysis and strategy review
- Benchmark of peer performance on the SDGs



2. Identify corporate contributions to the SDGs

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- Mapping of 17 goals and 169 targets against company activities
- Impact assessment of company contribution to each goal
- Value chain and degree of control analysis
- Alignment with material issues
- Scoring of contributions



3. Develop strategic roadmap

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- Prioritization of relevant SDGs
- Ambition and goal setting for select SDGs
- Identification of strategic opportunities



4. Communicate and engage

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- Visual diagram of company's contribution to SDGs
- Narrative and visuals for external reporting
- Internal and external engagement plans



OUTPUT

The output of our SDG mapping and diagnostic is a comprehensive map of a company’s contributions to the 17 goals and 169 targets. Included in the output is target-level analysis of the type of a company’s contribution (positive, neutral, negative), most relevant value chain area, degree of control, and relation to the company’s most material issues. This detailed mapping provides the basis for strategic planning, goal setting, communication and engagement.

Example visuals of previous SDG mapping efforts for clients:



SCOPE OF SERVICES

Our SDG services offer a range of outputs catered to your needs, from high level analysis at the goal level to a full intensive mapping of the 169 SDG targets and associated goal setting and communications.

A high level analysis would provide a company with an analysis of its contributions to the SDGs across the 17 goals. Alignment with corporate material issues and impacts along the value chain would be included in this approach.

EXPERIENCE

Since 1987, SustainAbility has been guiding companies to set goals that position them for leadership and creating a more sustainable economy. With offices in two continents, extensive experience in diverse sectors and access to a vast on-demand network of leading sustainability experts, we bring a global and unique perspective. We use a flexible SDG mapping approach that can be tailored to meet your needs, no matter where you are on your sustainability journey.

GET IN TOUCH

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