



IMPACT 2030 INAUGURAL SUMMIT

Day One: Call for Collective Action

On day one of our summit 60 participating organizations joined us, including more than 30 companies, leaders from our Founding Stakeholders encompassing civil society and the public sector, and senior representatives from the United Nations Volunteers Program, and the United Nations Office for Partnerships.

The day started with inspiring words from world-renowned speakers who set the stage for forward-thinking initiatives and who encouraged participants to think outside the box. They also discussed new, creative avenues to promote collaborative efforts toward the achievement of the Sustainable Development Goals (SDGs).

David Nabarro, Special Advisor to the UN Secretary General, highlighted the implications for the world of the 2030 Agenda and the SDGs, emphasizing that the plan is the first of its kind projected to affect seven generations to come. He also praised IMPACT 2030's efforts to foster collaboration and the alignment of human capital investment through employee volunteering as a means of achieving the SDGs, stressing how important it was for an organization such as IMPACT 2030—representing 5 million employees in more than 220 countries—to get involved.

Ambassador Marc-André Blanchard, the Permanent Representative of Canada to the UN, echoed Nabarro's remarks and reminded everyone that it was the first time 193 UN member states have agreed on a common agenda to address the world's critical issues. Blanchard emphasized that, at a time when mainstream ideas around development are shifting, organizations like IMPACT 2030 have the potential to promote a constructive and honest dialogue among different actors, in a context where multi-stakeholder partnerships are expected to play an increasingly important role in the achievement of the SDGs.

On that same note, creativity expert and author Sir Ken Robinson insisted we can solve the world's problems if we dig deep through the Global Goals. Noting that there could hardly be a more critical conversation, he emphasized that employee engagement is a key element of that conversation, especially at a time when we have to make the best use of the few resources available. But he warned that we face an engagement challenge if we want to leverage employee skills to tackle the development agenda: 70% of workers aren't engaged, he said. So that means finding ways to motivate them. Sir Ken concluded his presentation by underscoring that IMPACT 2030 can help identify the "seeds of possibility" within employees and volunteering.

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Reinforcing these messages, Lise Kingo, Executive Director of Global Compact, reported that 87% of global CEOs surveyed said that Global Goals would be a big part of their strategic business framework. She also pointed out the need to involve small- and medium-sized companies, as well as the necessity of translating the Global Goals for businesses around the world. To that end, Kingo asked participants to take their sustainable development commitments to new levels with IMPACT 2030 to make sure the millions of companies out there are reached. Malini Mehra, Chief Executive of Global Legislators Organization for a Balanced Environment (GLOBE), in turn pointed out that IMPACT 2030 will require the inclusion of women and education as key components of any effort to achieve the SDGs. Finally, Bradley Heslop, founder of Wessex Social Ventures, shared his “millennial perspective” of the future. He asked businesses to be aware of millennials’ potential, calling on the private sector to leverage millennials’ ability to get things done.

Following these inspiring speakers, participants heard about a couple of IMPACT 2030 initiatives that exemplify how collaborative efforts through human capital investment can effectively support the achievement of the Sustainable Development Agenda.

Richard Dictus, Executive Coordinator of the United Nations Volunteer Program, talked about the role and work of the program. Participants learned that 1 million people have registered as volunteers with the UN, and that the UNV Program has responded by creating 50,000 opportunities (30,000 online) to leverage the knowledge of volunteers around the globe. Dictus also celebrated IMPACT 2030's role in encouraging partnership with the UN as well as its ability to create ambassadors around the world for the Sustainable Development Agenda. He concluded by asking the private sector to pay better attention to the more pressing global problems. Using Lebanon as an example, he reflected on the way the Syrian refugee crisis created strains in education, healthcare, and the environment, and the considerable improvements that could be achieved through multi-stakeholder collaborative endeavors led by corporate efforts.

The next initiative felt closer to home. Ahsiya Mencin and Alexandra Van der Ploeg, two representatives from our partner companies, discussed the SAP and GSK collaborative efforts in Kigali, Rwanda. The joint project, developed around health, is to take place between July and December 2016. Mencin and Van der Ploeg revealed how, to initiate the project, they took a pragmatic approach and partnered with Partners in Health and PYXERA Global to create a skills-based volunteer program that focused on complementary efforts: SAP brought the overall data and business process expertise, and GSK shared its skills and knowledge on healthcare. The speakers talked about their experiences and the lessons they learned. But perhaps the greatest takeaway was discovering how partnerships can grow in unexpected ways. Participants found out from the results of this undertaking that it is possible to collaborate, add value through



complementary efforts, and leverage volunteer efforts into initiatives that substantially enhance impact where it is needed the most, and which would not have been achieved without collaborating, ensuring 1+1=3.

The last presentation came from Jim Kenney, mayor of Philadelphia, “the first U.S. city to declare the adoption of the SDGs.” Mayor Kenney shared his views concerning the leading role of cities in the achievement of the Sustainable Development Agenda. He also emphasized the need to pay more attention to a city’s role in fostering cross-sector collaboration and citizen engagement at the local level. (As an aside, Sir Ken Robinson referred to the need to get it right in the cities, “where over 50% of the world’s population resides and where changes are growing faster than what governments can do to keep up.”) Mayor Kenney then invited the private sector to join forces with local governments to help communities thrive by creating a volunteer model that adapts to the challenges and needs of cities.

A reception followed, illuminated by a brilliant rainbow over the East River specially ordered for the first day of our event.

Day Two: 1 + 1 = 3

Day two was all about bringing our Partners and Stakeholders together to figure out how to move forward collectively when it comes to leveraging human capital investment toward the achievement of the SDGs.

The idea was to create an environment in which participants could learn more about each other’s expertise and capabilities and to find common ground for collaboration. We wanted participants to form Action Teams similar to the one created by GSK and SAP, but with a clear understanding that Action Teams can take a variety of guises. Our goal was to bring together bright individuals able to recognize that by using their assets to collectively address a common issue, they could start finding enhanced and scalable solutions they could not have produced on their own.

Six action-oriented breakout sessions, with a total of 109 participants representing Founding and Collaborating Partners as well as our Founding Stakeholders and UN representatives, took place around Manhattan with the support of Grant Thornton, SAP, and IBM: 1) USA and Philadelphia, 2) Europe, 3) India, 4) Southeast Asia & Oceania, 5) Measurement, 6) SDG, a Business Imperative.

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We developed a facilitation process, led by Grant Thornton, to ensure a lively and creative discussion around areas that our members had pointed out to be essential or a priority to their employee volunteering efforts.

Action-Oriented Breakout Sessions

Here is a description of the developments and outcomes from the breakout sessions.

- The **India** breakout session was a very intimate group of about a dozen participants who set themselves in the specific context of India, which is unique because of changes to the legal framework regulating the corporate sector, CSR, and sustainability issues. The group began by discussing a major modification of the law brought by the amendment of the Companies Act in 2013. The change implied the inclusion of Section 135, which involves an obligation to set up a committee to focus on CSR issues and to deploy 2% of net profit toward CSR goals (focused on SDGs) if the company makes a net profit greater than US \$1 billion. The committee has to identify what it is doing on CSR and report on it. The government also put forward amendments to financial regulations of foreign currency (a requirement to have the Foreign Currency Regulations Act Clearance, which permits companies to receive foreign currency). These unusual aspects are changing expectations in the CSR sector and, of course, framing the way IMPACT 2030 can work locally. After discussing how these can pose challenges but also opportunities for collaboration, the group agreed that it was necessary to deepen the discussion locally. They decided to organize a meeting in India on December 5, International Volunteers Day, to position IMPACT 2030 locally and identify collaborative efforts that make sense in the current context.

- The **Southeast Asia** session was one of the smallest groups as well, which provided room to develop a personal dialogue. The team started out with some “vision ink,” examining the questions: What is the best world we can live in? And how does it look? Answering these questions helped the team build common ground on their view around the SDGs and what was possible to achieve together. The group then looked at the assets and what each of the Partners could bring to the table, then worked their way toward defining what to do together to achieve a common view of things. Instead of limiting the efforts to a particular project localized in Singapore, the group opted to form an Action team for the whole of Southeast Asia. They decided to create the Southeast Asia Council to promote the Southeast Challenge Initiative (SEAC). The purpose of the Council is to empower local communities and youth by allowing them to implement projects that address the SDGs. The Council will draft and issue a grand challenge call to local Partners in Southeast Asia and will select proposals for implementation with the help of IMPACT 2030 members.

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During the next couple of months, the group will draft the criteria for project selection: to identify and research local areas, pinpoint pressing needs related to the SDGs, determine the skills required to execute the proposed project, the metrics, and measurement of success, the needs regarding volunteers, and so on. YSA will do the first screening, and then the Council will evaluate their sustainability. Once the projects are validated, those at the table will assess who in the Council will be able to support the initiatives according to the timeline and resources available at the time. Those who win the grand challenges will execute the project, and at the end they will present metrics that support that the work is done.

- The **USA** group comprised a very large and diverse group of companies based in the US. It was clear that the delegates at the table came from a wide range of backgrounds, so the discussion focused on the alignment between sustainability goals of businesses and the SDGs to try and answer the question: What role do US-based companies play in the achievement of the SDGs? The discussion led to the development of ideas around three specific collaborative areas:

- SDG 4: Education and STEM, to create a STEM skills-based working group to share best practices and identify potential umbrella groups for collaboration.

- SDG 11: Sustainable cities, with an emphasis on disaster response training for employees, making sure they understand what a changed world would be by building more resilient communities. It would include getting companies to create a preparedness pledge.

- SDG17: Partnerships working to replicate the experience of Philadelphia where collaborative efforts between the city, businesses, and the community led to projects now under implementation.

Although no concrete Action team came out of this group, the delegates were motivated to continue the discussion and figure out a way to work together. After the Summit, the group will continue to develop collaborative efforts around Sustainable Cities in the US. Based on the experience in Philadelphia, the hope of the group is to come up with a model that will allow members to identify the city's needs, determine where our member's sustainability goals overlap with those needs, and find entry points and action items that can address those issues.

IMPACT 2030 will work on: 1) Developing a discussion around the SDGs language applied to the US to make sure the SDGs resonate with the US audience and the average American employee. 2) Building a dialogue and robust relations with national networks like Cities of Services and the Corporate Volunteering Network to identify



partnerships around the SDGs and, in particular, work toward resilience and risk response.

- The **Europe** group started the discussion thinking about diversity, not only regarding culture and different languages but also how far along some companies are in comparison to others just starting the conversation. While the group believes that the spirit and goals of IMPACT 2030 are being met, it brought up a challenge regarding how to make sure IMPACT 2030 resonates with all members. The group felt that IMPACT 2030 needs to be less US-centric and must embrace variety. They suggested the creation of a team willing to work on communications, processes, and operations that reflected the diversity of Partners. In other words, create a team that is there to make sure there is “cultural flavor,” one that sets the tone organization-wide.

The group emphasized the importance of RVLs’ role in translating what needs to be a global message at a granular level but reflecting the variations of needs, languages, and cultures in different regions. A suggested action item was aimed at involving RVLs in the effort of translating a global message into something relevant and helpful to get the buy-in from the local companies. However, the biggest call to action was to develop tools and content that give RVLs and members the insights and assets to accurately represent IMPACT 2030.

- The **Measurement team**, led by Bill Blackburn, IMPACT 2030 measurement leader, talked about the task of the team, the process involved, and the challenge of facing the complexities and difficulties of coming up with metrics to measure the impact of corporate volunteering on the SDGs. He said that, in the end, the group agreed to a two-pronged work process:

- 1) To form an *Alignment Team*. This team will look at existing mapping of SDGs and find the best approach to developing tools so that individuals can start aligning their volunteer programs around the SDGs. It is also the hope that, in the process, organizations will start planning for SDGs and that the Alignment team will lay the foundation for much easier measurement.

- 2) To form a *Frameworks Team*. This team will evaluate existing impact frameworks and gather information on how and who is measuring impact to apply the learnings to test cases. Then, the team will take those learnings and evolve an approach that allows us to move forward.

The group agreed to share their learnings and get feedback through webinars.



- **SDGs: A Business Imperative** workshop was led by Sue Stephenson, Vice-Chair of IMPACT 2030 Executive Committee, with co-host Nicole Kinney, Senior Director at Global Impact, with the content developed around four building blocks aimed at helping participants become internal advocates for the SDGs. The workshop opened with a question to the participants: How integrated are the SDGs in your employee volunteering strategies? The answer: 35% of participants reported that they are making good progress, while 65% indicated that they were at the start of the journey.

The first session, “Creating Sustainable Tri-Sector Partnerships,” was led by the CEO of PYXERA Global, Deirdre White, and Matt Clark, Global Engagement Manager. Opening with an inspiring icebreaker, the session incorporated discussions and presentations about partnerships, citizen diplomacy, and global fluency. It concluded with an insightful Tri-Sector Bias Activity that highlighted how biases limit the capacity to move forward in multisector partnerships, and how the success of a collaboration is dependent on the people involved.

Patrick van Weerelt, Head of Office of the UN System Staff College (UNSSC) Knowledge Centre for Sustainable Development, led the second session by exploring participants’ understanding of the term *sustainable development* and introducing the new portal created for IMPACT 2030 Partners and Stakeholders. The portal, which is in its first phase, provides a short, introductory online course on Agenda 2030 for Sustainable Development and the SDGs. The initiative is designed to support one of the four primary objectives of IMPACT 2030, which is to help partner companies educate and inspire their employees about the SDGs. Van Weerelt, along with Simona Costanzo Cow, Course Coordinator, led an exercise to identify how their center can add value to corporate learning needs and explore the type of content that attendees would like to see on the portal. Overwhelmingly, attendees saw great value in very short multilingual modules being created to engage employees around the SDGs.

The third building block was facilitated by Nadira Angelina Hira, our Emcee and award winning journalist, who focused on millennials and how this generation craves feedback and communication channels to understand how their efforts at work tie to impact. The day concluded with a session by Sue Stephenson and Priya Bery, VP, Purpose and Social Entrepreneurship at Toms, which focused on internal advocacy and avenues to creating a culture for the SDGs. Participants were encouraged to see the SDGs as a catalyst and not a barrier, with a focus on the “Tools of the Trade: Definition, Storytelling, and Impact.” The session concluded with a segment on cultivating a culture that inspires employees and enables the ability to influence internally, and showcased best practices from participants.

Next steps are to leverage the program’s content to incorporate into future IMPACT 2030 Leadership Forums that will be hosted around the world over the next year.

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General Takeaways

At the end of the day there were some general takeaways and learnings common to all of the groups:

- The importance of remembering that the SDGs were conceived and designed to be seen as holistic, interlinked, indivisible, and universal, allowing for a wide and flexible interpretation.
- The need to consider how your own efforts align to the beneficiaries' and governments' own priorities, as any effort that is agreed on needs to create sustainable communities and enable governments to deliver on their sustainable development mission.
- A key factor that has to guide our efforts: ensuring that actions go beyond working for the survival of beneficiaries and, instead, allowing them to thrive.

What IMPACT 2030 Will Bring to the Table

To facilitate collaboration among our members, IMPACT 2030, as a convening platform, will work on a process and tools to present clear entry points for our members to get involved and to engage in IMPACT 2030 activities.

IMPACT 2030 was also called to work on communication strategy to ensure alignment and content that reflects the diversity of the IMPACT 2030 world. The strategy will include comprehensive content and resources for advocacy and communications.

IMPACT 2030 will also share resources and develop a repository of information to easily access relevant information. This will include mapping efforts on SDGs, global outreach, regional points of contact, and other content to ensure member's initiatives evolve from an idea to concrete actions.

Day Three: Report Out and Call to Action

The final morning of the Summit started with facilitators sharing the results of Thursday's breakout sessions so that everyone could learn what the others had been doing during the workshops. This was also intended to give participants an opportunity to join the conversation.

The call to action was followed by a presentation by Kazumi Ikeda-Larhed from the United Nations Volunteers Program, who emphasized the discussion around the current "IMPACT Challenge." Enlarging on Richard Dictus's speech from day one, Ikeda-Larhed started the conversation by talking about the protracted refugee crisis in Lebanon. She reminded us all why it was necessary to have a 2030 Agenda around concrete goals and targets and why the private sector was so important to help ensure that no one was left behind. Ikeda-Larhed invited all participants to use UNV as a platform to co-create solutions and to join forces, resources, and business competencies to solve humanity's most critical problems. She concluded by reminding participants that the United Nations is supposed to be owned by everyone, and that IMPACT 2030 could also be leveraged to find critical solutions for places like Lebanon that are in dire need of action to reduce gender violence and promote social inclusion, opportunities for young people, access to education, better health services, access to water and sanitation, SME development, and job creation.

Ahsiya Mencin and Alexandra Van der Ploeg returned to the stage for a Q&A to give participants an opportunity to learn more about the SAP and GSK collaborative effort in Rwanda. Participants were interested to learn how the idea of collaborating was accepted inside their organizations and how it happened. Van der Ploeg explained how it had to do with the opportunity to look at ongoing projects and find opportunities to collaborate. SAP and GSK first looked at the overlap in terms of SDGs, the programs available, and their implementation framework, looking in particular for regional overlaps. Because they were able to find overlaps in geography and timelines and build a common goal, it was easy to go back to the organization and present the potential of scaling up the effort to enhance the results.

Mencin and Van der Ploeg were asked about the challenges they faced and how to overcome them. They emphasized the need to have an open dialogue. Van der Ploeg also explained that one of the biggest challenges they faced was understanding how to go into the process, and that in retrospect, it would have been useful to start the process making sure the Teams knew each other and were prepared together to ensure and improve alignment and communication. That would have been better than the



bilateral conversations that took place at the beginning of the process. Sharing a common language and having a common understanding of the reasoning for achieving the goals facilitates collaborative efforts, she said.

Participants also made inquiries about the process—if it was successful and what comes next. Mencin said that they were now looking at the evidence and results. And the logical step, she said, was to determine the next actions with all Partners involved and start thinking about this effort in a more strategic and systemic way. She also stressed two key elements of success:

- The importance of sharing the same collaborative culture (i.e., common understanding of volunteerism and partnering with others to increase the impact of initiatives).
- The need for transparency, the importance of openness, and the importance of putting the partner's (beneficiary's) needs first.

Both agreed that creating trust and promoting openness ensures the project success as well as the approval and empowerment of the Partners (beneficiaries).

They also mentioned that next steps will prioritize further development of the initiative to make it robust, instead of looking for new partnerships. Both GSK and SAP feel they still are at the beginning of the journey, and that the initiative is still unfolding. They understand that key elements such as metric gathering, assembling feedback from beneficiaries and the local partner (Partners in Health), and finalizing the current phase must be accomplished before moving to something else.

Thomas Gass, United Nations Assistant Secretary General for Policy Coordination Inter-agency Affairs, Department of Economic and Social Affairs, was the next speaker to join the conversation. He referred to the process behind the development of the SDGs and how, in its inception, it was always based in a strong participatory process that included NGOs, interest groups, the private sector, and others, in an effort to create a shared vision of humanity for the next 15 years and clear commitments toward putting the planet on a more sustainable path. He reiterated that SDGs are universal and affect every country and every individual in the world and, therefore, reflect the commitment to a new type of social contract that needs to be pushed forward by everyone. Like Kazumi Ikeda-Larhed, he stressed the role of the SDGs to ensure that no one is left behind.

Gass closed his comments by saying that, from the UN perspective, it is encouraging to find organizations such as IMPACT 2030 that are willing to take risks and open new dialogues with different sectors to bring attention to the Sustainable Development Agenda. Because, he said, it is exactly what is needed to get everyone involved.

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Picking up on Sue Stephenson's initial comments, Patrick Van Weerelt from the UNSSC shared more about the UN Knowledge Center for Sustainable Development. But rather than going into the course material available for IMPACT 2030 members, he talked about how education and knowledge has changed. He explained how, in the framework of the 2030 Agenda, the UNSSC can no longer just create knowledge for the UN staff but is now asked to work with governments, the private sectors, and other stakeholders to co-create knowledge and work, in order to learn together.

Van Weerelt said that instead of training the UN staff, the UNSSC now has the duty to share knowledge and build learning opportunities for others outside the UN. And on that note, he reiterated that partnering with IMPACT 2030 was both an opportunity to help IMPACT 2030 members learn about the Sustainable Development Agenda and a chance for UNSSC to better understand the needs of the private sector and improve the way learning, training, and knowledge management is driven within the agency. Finally, he thanked IMPACT 2030 for allowing the UNSSC to be part of a process that reflected the true spirit behind the Sustainable Development Agenda—that is, learning to talk with one another and start to understand each other in the hopes of building a better world for future generations.

Our last speaker was Ian Bremmer, President and Founder of Eurasia Group, who was invited to give a perspective on a changing world and a changing landscape in which IMPACT 2030 and its Partners will operate.

Bremmer responded to this request by going into two major geopolitical challenges: 1) coping with the rise of the different and 2) the legitimacy of governments as actors is eroding.

Bremmer first talked about coping with the rise of the different, which for him implied accepting that China and the global emerging markets will become a larger piece of the global economy and assuring that the world will become more uncertain and more volatile.

The second issue, legitimacy of governments as actors is eroding, is the one Bremmer said we should be more concerned about. The state capacity of central governments is getting weaker, he said. This is most obvious in the Middle East, where governments were created suddenly and artificially. But everything that was there to maintain regional stability is no longer valid: few actors want to provide security and stability, as it turns out to be expensive and ineffective to try to maintain; the economic stability provided by the energy income has been challenged by the energy revolution (governments no longer have the financial leverage to satisfy local demands); and populations who



before were acquiescent are no longer willing to accept authoritarian and ineffective governments.

Bremer said that, on a positive note, in spite of the uncertainty, this is an area where the private sector can do more. What it means is that as the social contract between governments and citizens erodes, corporations will be demonized and will be forced to react. The alternative for the private sector is to create opportunities to work on those areas that will ensure shareholder value and company sustainability. AT&T is a good example: It is already creating opportunities for employees to acquire new skills and prepare for the future, when technological transformations will happen. In terms of competitiveness, in the long-term this is going to become very important for shareholder value. As a corporate leader working on sustainable development, the corporate world has to bring real and effective change, be locally visible, and be seen as making a difference directly to the workforce and to the communities in which they operate, or risk low shareholder return. This is why IMPACT 2030 members are way ahead of other companies, as they are ready to start using their capital, their technology, and their manpower to move to this level.

Bremer said that the reason you have movement and changes is because you have the private sector, local governments, the social sector, and influential individuals to push for agendas when in crisis that can also lead to great things. Crisis in the future will test humanity, and with more groups like IMPACT 2030, there are more chances for us to achieve sustainable solutions that are also good for humanity. With these last remarks, Ian Bremmer ended his presentation and answered participants' questions.

Finally, Grady Lee, CEO of Give2Get and Chair of the IMPACT 2030 Executive Committee, closed the Summit by reminding everyone that if we want to elevate the conversation about sustainable development in our companies, we need to understand the macro-level conversation. We must recognize what corporate leadership is wrestling with, and we must come up with solutions for our people. It is how we are going to get investments and attention, and how we are going to get things done.

He shared this quote from Calvin Coolidge, 30th President of the United States: "Nothing in this world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent." The quote sums up what has done more to change humanity than anything else. In spite of knowing what we want to accomplish with IMPACT 2030, the path is hard and uncertain. Lee's message was to press on, as it

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is the only action and the only solution. We are going to tackle the problems, and we are going to stick to them.