

Agenda - SDG Masterclass

Through a combination of quality content, interactive exercises, inspiration and tools, this SDG masterclass will help you advance your business or sector on the SDGs. You will:

- ➔ Discover what the Sustainable Developments Goals are and how they are relevant for your business.
- ➔ How the SDGs can guide your business strategy and development
- ➔ Get equipped on how to take practical action on the SDGs in your business / sector

Time	Item	Speaker
09.30 – 10.00	Registration and Welcome Coffee	
10.00 – 10.15	Welcome <ul style="list-style-type: none"> • Welcome on behalf of CSR Europe • Setting the scene - SDGs and the CSR Europe network • Business transformation and collaboration • Going over the programme 	Bernedine Bos, Director Business Transformation, CSR Europe
10.15 – 10.30	Tour de table <ul style="list-style-type: none"> • Ice breaker 	All
10.30 – 11.15	Deep dive in the SDGs <ul style="list-style-type: none"> • What are the SDGs and why are they important • EU policy linked to the SDGs • Tools to help businesses to implement the SDGs 	Yvette Sweringa, Senior Project Manager, CSR Europe
11.15 – 11.45	Coffee Break	
11.45 – 12.30	SDGs & Business <ul style="list-style-type: none"> • How are the SDGs relevant for business / sector • Case study & SDG card exercise 	Exercise
12.30 – 13.30	Lunch Break	
13.30 – 14.00	Defining your priorities <ul style="list-style-type: none"> • Materiality for the SDGs 	Yvette Sweringa, Senior Project Manager, CSR Europe
14.00 – 14.30	Building the business case and engaging stakeholders <ul style="list-style-type: none"> • Exercise SDG canvas 	Exercise
14.30 – 15.00	Creating your own action plan <ul style="list-style-type: none"> • Exercise Action plan 	Exercise
15.00 – 15.15	Impact measurements for the SDGs and reporting on the SDGs <ul style="list-style-type: none"> • Key tools/guidelines for reporting 	CSR Europe
15.15 – 15.30	Communicating on Sustainability and the SDGs: the 5 'S' approach <ul style="list-style-type: none"> • Stakeholders – Storytelling – Science-based – Social Media and internal Super hero 	CSR Europe
15.30 – 16.00	Wrap up and Closing	