



# SDGs Masterclass

*Drive Your Business with the Sustainable Development Goals*

**Our Service Offer to Companies**



# About the SDGs Masterclass

The United Nation’s Sustainable Development Goals (SDGs) provide **solid business opportunities for companies**. However, awareness on how to translate an opportunity into action, remains limited.

Companies are still struggling to bridge the gap between their strategic ambitions around SDGs and their implementation.

The SDGs Masterclass is thought for companies that want to understand and take advantage of the Sustainable Development Goals to **drive internal business transformation**.

At the end of this journey, companies will be able to integrate and pursue the SDGs that are relevant to their business, ultimately improving their sustainability.

## Our Signature Approach



### A PROVEN METHODOLOGY

CSR Europe will design and execute the SDGs Masterclass tailoring content, and building capacity to tackle the SDGs according to **your company’s core strategic needs**.



### ACTION LEARNING

Participants (CSR, sustainability managers, and people in related functions) will be requested to do some “homework” upfront.

As a result, **participants of the Masterclass will benefit from focused interactions during exercises and presentations**, tackling main challenges to SDGs implementation, current actions, and future ambitions.



### THE POWER OF THE NETWORK

CSR Europe is able to reach out to experts and organisations relevant to your business, thanks to our **wide pan-european network of companies, national partner organisations**, institutions, such as the **European Commission**, and experts from **national governments**.



# The Service Delivery Process

CSR Europe delivers the SDGs Masterclass in a base package constituted by **four key step process based on an first in-depth assessment of your company's strategy, priorities, and focus areas.**

**The process takes 7 days and is executed in 1 to 1.5-day workshop** depending on the agreed objectives and group size.

In addition to the base package, sector associations can **strengthen the SDG Masterclass with ADD-ON MODULES for extra added-value:**

## 1. Assessment of your company's maturity on SDGs & sustainability.

CSR Europe will: assess your maturity level on SDGs and benchmark it against other companies; analyse current priorities on sustainability and connect them to SDGs; identify material issues in your business alongside key opportunities and risks.

## 2. Development of a SDGs Roadmap.

By adding this module, the Masterclass will be used to collect input and buy-in to develop your own SDG Roadmap. CSR Europe will: research key issues and trends; identify opportunities for the sector; suggest key actions; draft an initial roadmap.



### STEP 1: PREPARATION

Assess the company's requests and needs:

- Mapping expectations;
- Producing proposal agreement and cost approval;
- Setting the agenda;
- Defining the logistics and communication.



### STEP 2: CONTENT DEVELOPMENT

- Interviewing with key staff members to understand the state of play;
- Tailoring content based on the expectations and profiles of the participants;
- Identifying key trends and material issues for the company;
- Develop presentations and programme.



### STEP 3: IMPLEMENTATION

- Moderation and facilitation of the Masterclass to ensure a constructive dialogue;
- Logistics.



1-1 AND 1/2 DAY



### STEP 4: EVALUATION AND FOLLOW UP

- Reporting on results and outcomes for participants and external communication;
- Debrief meeting to discuss further steps.



7 DAYS



# Responsible Business, Better Future.

**For more Information:**

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## **About CSR Europe:**

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CSR Europe is the leading European business network for Corporate Sustainability and Responsibility.

With our corporate members and National CSR organisations, we unite, inspire & support over 10,000 enterprises at local, European and global level.

We support businesses & industry sectors in their transformation and collaboration towards practical solutions and sustainable growth.

We are for systemic change; therefore, following the SDGs, we want to co-build with the European leaders and stakeholders an overarching strategy for a Sustainable Europe 2030.

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