



SDGs Masterclass

Drive Your Business with the Sustainable Development Goals

Our Service Offer to Sector Associations



About the SDGs Masterclass

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

If you are an industry sector struggling to bridge the gap between your strategic ambitions around SDGs and their implementation, CSR Europe' SDGs Masterclass is the solution.

The Masterclass is developed for sectors that want to **understand and take advantage of the Sustainable Development Goals and set a common direction for your member companies**.

At the same time, you will be able to engage your members in the co-creation of their own SDGs strategy, roadmap, action plan.

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 sector's core strategic needs**.



ACTION LEARNING

We tailor the Masterclass to your needs with pre-event meeting, interviews, desk research, as well as pre-class preparation for your members.

As a result, **participants 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 **four-step process aimed at delivering quality, tailored to your needs.**

The process takes 7 days and is executed in 1 to 1.5 day programme for your members at a location of your choice. You will remain the key contact point to reach participating members.

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

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

CSR Europe will: assess your sector's maturity level on

SDGs and benchmark it against other sectors; analyse current priorities on sustainability and connect them to SDGs; identify material issues in your sector alongside key opportunities and risks.

2. Development of a SDGs Roadmap for your sector

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.

3. Train the Trainer

If you want to take lead on the SDGs and build capacity at national level, CSR Europe can train your sector association to deliver a SDG Masterclass.



STEP 1: ASSESSMENT

Assess the company's requests and needs:

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



STEP 2: CONTENT DEVELOPMENT

- Interviews 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.



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



EUROPEAN ALUMINIUM



“Our objective was to connect our Roadmap with the Sustainable Development Goals, to bring focus in our SDGs priorities, and get our members engaged in the SDGs.

The workshop was an opportunity to get more familiar with the SDGs and the relevant sub-targets for our sector and identify where the aluminium’s biggest impact for change is.”

Coline Lavorel,
Director public affairs and communications,
European Aluminium





Responsible Business, Better Future.

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About CSR Europe:

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.
