

the umbrella institute

# SDG Sprint Program

September 15, 2021



# What are the SDGs

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One of the most popular practices, when it comes to sustainable business development is to align the company's activities to UN's Sustainable Development Goals (SDGs).

## What does that mean?

In 2015, The United Nations General Assembly set 17 sustainable development goals, also commonly referred to as SDGs. These goals are accompanied by specific targets and are intended to be reached by 2030. According to the UN, SDGs are defined as a 'blueprint for peace and prosperity and aims to achieve a better more sustainable future for all people and the planet'. to get more information about the goals and respective targets visit [www.sdgs.un.org/goals](http://www.sdgs.un.org/goals)

SDGs were first set up as guidelines for countries, but nowadays many businesses are actively adopting them for their own strategic development.



# SDG Sprint Program

Our **SDG Sprint program** is enabling effective communication between employees and management while working together on a greater contribution towards Sustainable Development Goals.



## THE GLOBAL GOALS



# Our Process

As a first step, we are using the **SDGSprint platform** for employees to facilitate bottom-up communication flow in selecting the most relevant SDGs for your organization.

**SDGSprint leadership workshops** will go further to help prioritize and solve current difficulties in planning sustainable business development by first employing effective communication strategies within and outside your company.







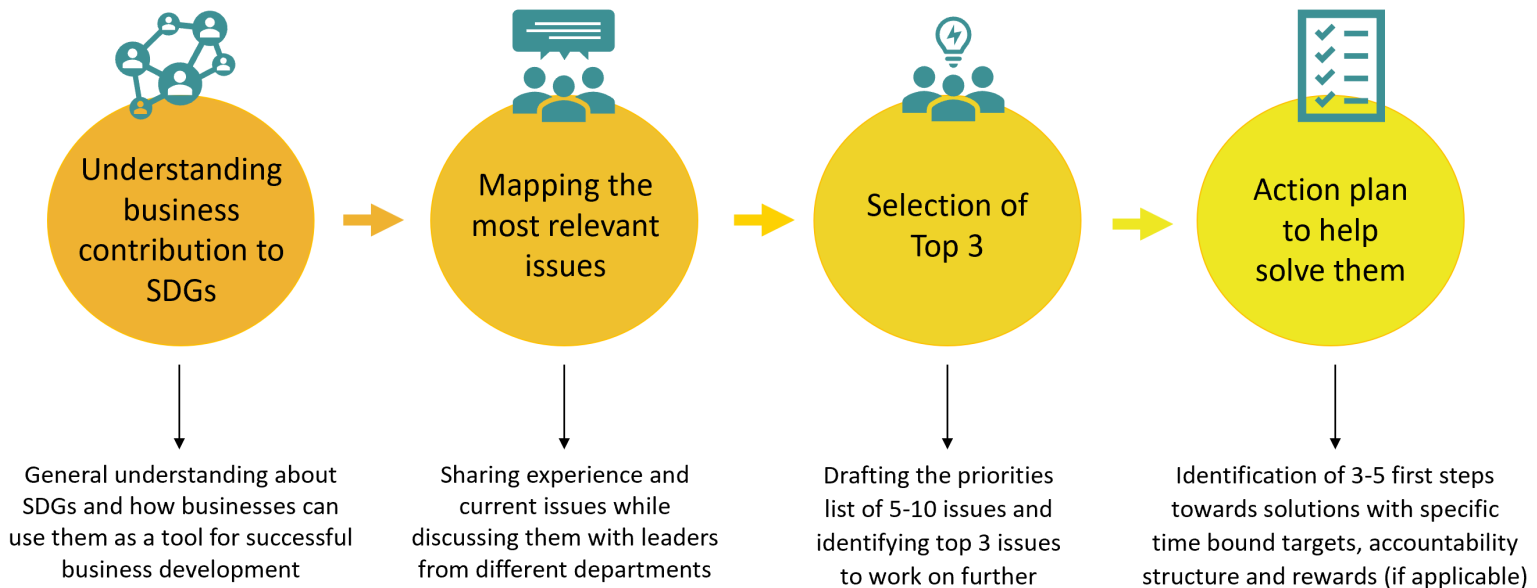
# Co-create with your Employees

One of your key stakeholders having many ideas and first-hand knowledge about your company will always be your **employees**. It is important to remember that communication can flow both ways: **top to bottom** as well as **bottom to top**. We are offering a grassroots approach that will help you communicate to your employees the importance of the SDGs and get information back with fresh ideas and solutions.

Our online **SDG Sprint platform** is facilitating brainstorming sessions, that give companies the opportunity to align their business strategies using employee collaborations and suggestions to shape its strategic CSR development with appropriate SDG selection

\*find detailed information about online SDGSprint sessions on our website: [www.theumbrellainstitute.com](http://www.theumbrellainstitute.com)

# Leadership Workshop

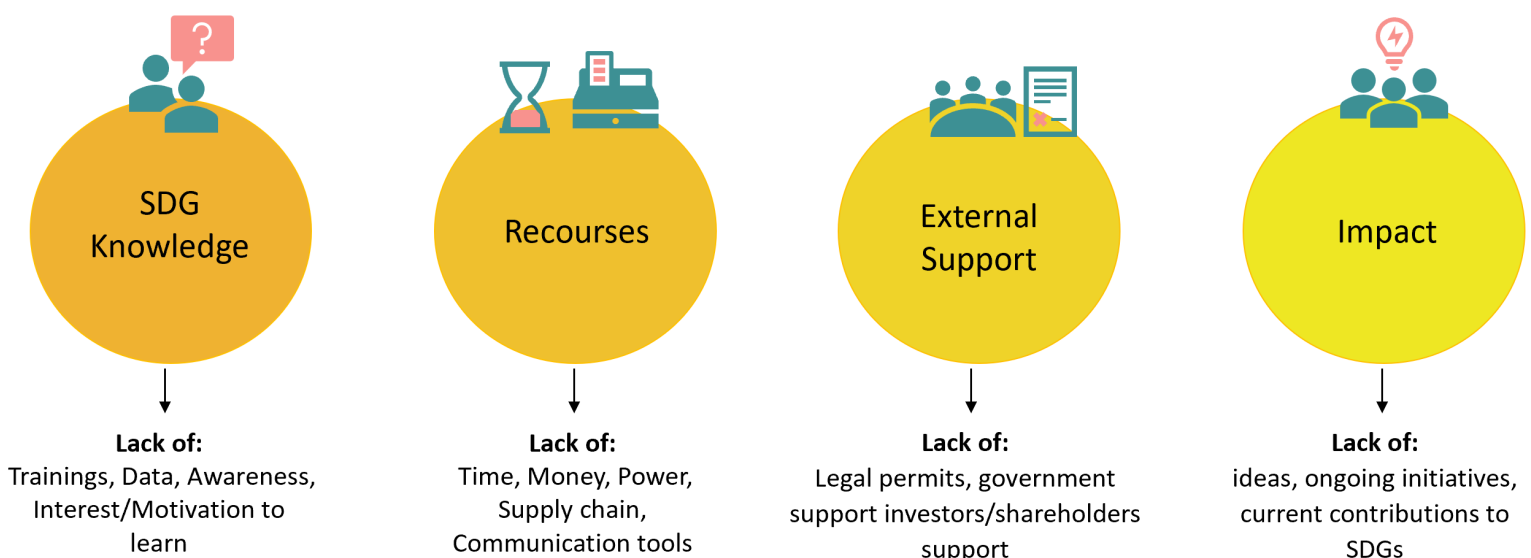






# Ready for Discussion

Global challenges and contributions to SDGs are complex and often hard to communicate. Using these categories and examples below you can focus the attention and make strategic planning easier.



\*this picture presents the examples only, each company will adress their own specific challenges





# SDGSPRINT WORKSHOP

DATE:

NAME:

Company:

Department:

The most likely selected SDGs:

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Issues to discuss:

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Notes:

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