

SDGXCHANGE

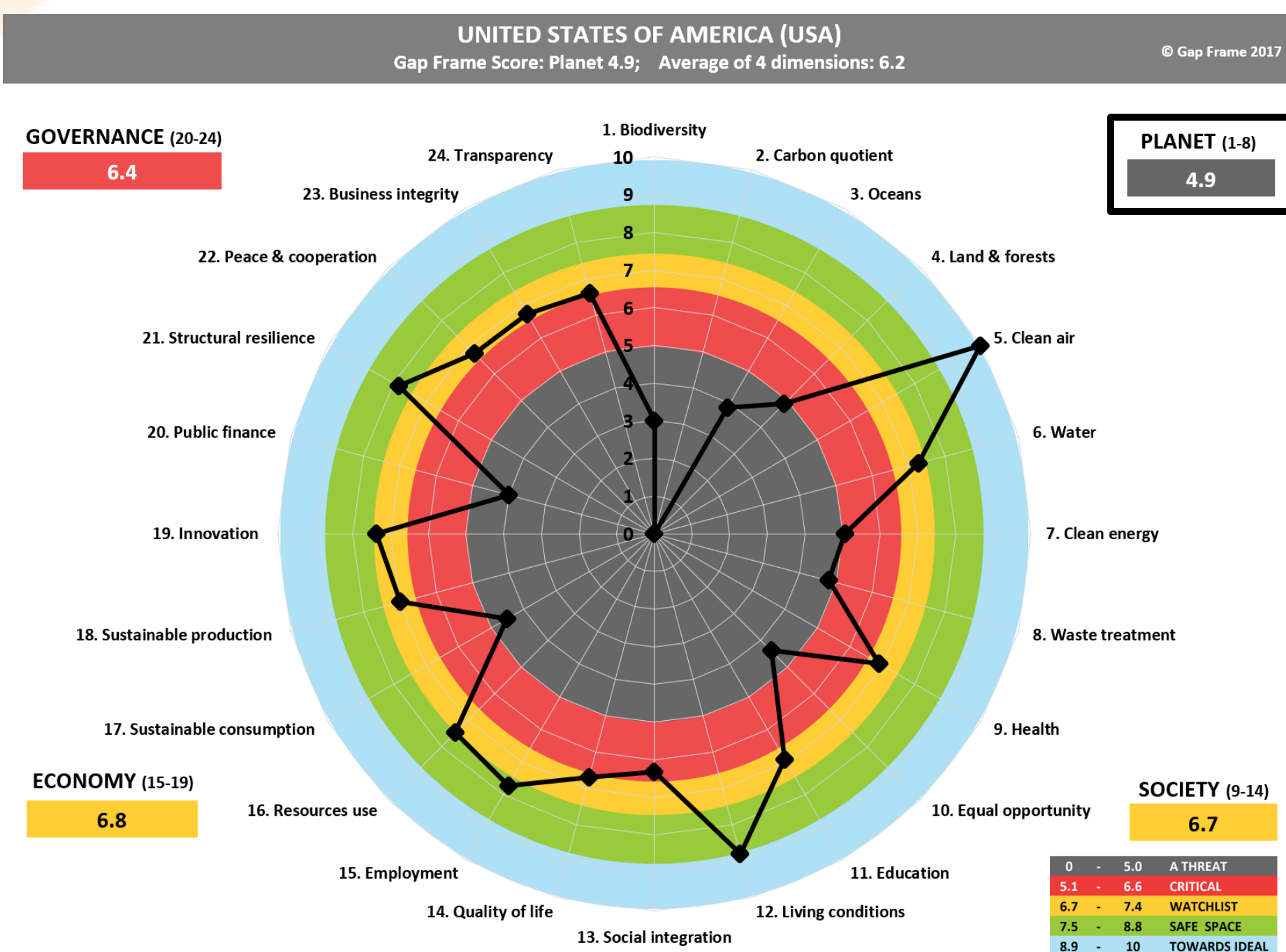
“AN ENGAGING WAY TO TRANSLATE THE SDGS INTO NATIONAL & REGIONAL PRIORITIES”

Dr. Barbara Dubach & Dr. Kathrin Muff

Creating outside-in business opportunities by integrating the Sustainable Development Goals (SDGs) into the core of corporate sustainability with the hands-on strategy tool **SDGXCHANGE**.

WHICH SDGS ARE THE MOST RELEVANT FOR YOU?

The **GAPFRAME** (www.gapframe.org) offers a quick overview of the sustainability issues facing individual countries or regions, thus highlighting which are most critical in terms of development goals. In the United States, for example, the key environmental issues lie with the carbon quotient, the impact on oceans, land and forests, as well as (the lack of) clean energy and waste treatment. On the societal and governmental side, equal opportunity, social integration, sustainable production and public finance are the most critical issues to consider.



WHAT ARE THE OPPORTUNITIES?

According to the Better Business Better World Report released by the Business and Sustainable Development Commission, pursuing the Sustainable Development Goals could create **trillions in new market opportunities**. With **SDGXCHANGE** organizations of all sizes can tap into this potential.

HOW CAN YOU TAP INTO THESE OPPORTUNITIES?

Sustainability applied correctly opens up a business case anticipating changes in the market and identifying new opportunities faster. **SDGXCHANGE** helps to:

- **Translate** the SDGs into local business relevance
- **Prioritize** relevant sustainability issues with the Gap Frame
- **Create** true business sustainability through creative reflection and prioritization
- **Co-innovate** new strategic business opportunities beyond current business activities for long-term strategic opportunities

HOW DOES THE SDGXCHANGE PROCESS HELP TO TRANSLATE THE SDGS INTO A BUSINESS CONTEXT?

The **SDGXCHANGE GRIPS** process provides guidance and support on how to change from an inside-out to an outside-in perspective, enabling organizations to embrace true business sustainability at the core of their strategies.



WHAT MAKES SDGXCHANGE UNIQUE?

The **GRIPS** approach differentiates itself from other tools in the SDG space by:

- **Offering** hands-on support and solutions beyond the knowledge dimension
- **Addressing and embracing** the behavioral change dimension
- **Integrating** the behavioral change dimension to ensure true transformation

IN WHAT WAYS WILL THE SDGXCHANGE PROCESS BENEFIT MY ORGANISATION?

With the **GRIPS** process your organization will:

- **Identify** new business opportunities and develop new business models
- **Create** value for the company, the environment and society
- **Increase** employee motivation and energy
- **Move** towards Business Sustainability 3.0

WHO CAN BENEFIT FROM SDGXCHANGE?

- Companies of all sizes and sectors
- Foundations as well as other organizations
- Consulting firms and independent consultants
- Business schools, universities and training institutions

WWW.SDGX.CH

DEVELOPED IN CLOSE COLLABORATION WITH:

