



Boost post-pandemic business practices for sustainable development for 2030

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LEADING 2030

Upskilling
programme - 3
step consulting
process for
accelerating
business action
on the SDGs

Key-areas – additional competences

SUSTAINABILITY

BUSINESS PRACTICES

LEADERSHIP

3-step consulting process for accelerating business action on the SDGs – additional competences

PRIORITISING OPPORTUNITIES

ALIGNING GOALS

TAKING ACTION



Unit synopsis

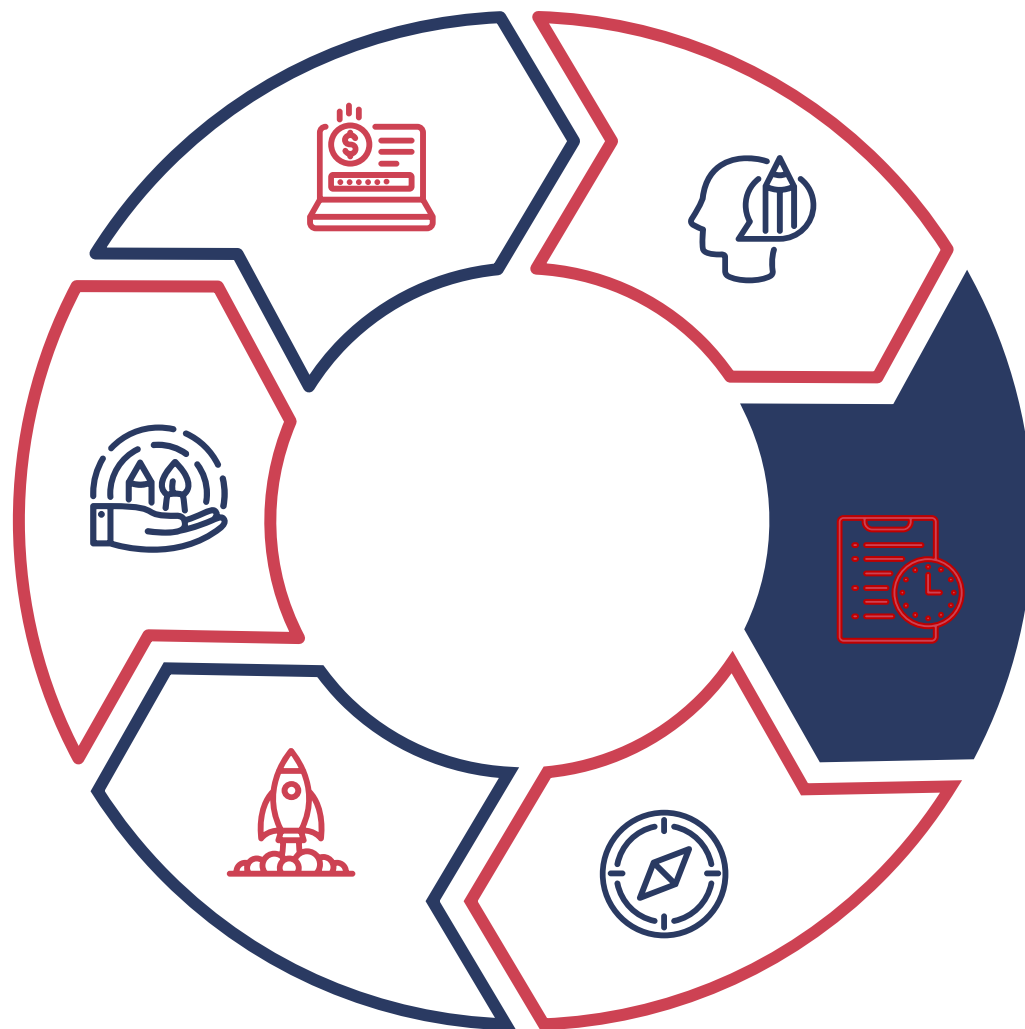
PRIORITISING OPPORTUNITIES



Prioritising opportunities requires focusing efforts and resources on areas where leaders and organizations can make a difference and achieve higher impact.

This unit combines a set of competences aligned to assess, analyse, and map business opportunities to ensure a strategic approach to address the SDGs.

Knowing more about prioritising opportunities



PRIORITISING OPPORTUNITIES

PRACTICE PRINCIPLES

- ☐ Allow leaders to prioritise opportunities, focusing efforts and resources on areas where they can make a difference
- ☐ Conduct assessments, analyse and map opportunities
- ☐ Identify the most relevant SDGs, ensuring a targeted and strategic approach to address them

After completing this section, you are expected to be able to:

- Relate business performance indicators to sustainability-oriented development
- Recall the connection between sustainability and business success
- Reflect on your business impact on the 2030 universal values and SDGs

Knowing more about prioritising opportunities

Business performance indicator, also known as Key Performance Indicator (KPI), refer to a set of quantifiable measures used to assess the overall long-term performance of a company. KPIs specifically help determine the strategic, financial and operational performance of a company. There are KPIs that relate to sustainability and are used to assess the environmental, social and economic aspects of a particular system or organisation.

United for Smart Sustainable Cities (U4SSC)

U4SSC is a global initiative that provides an international platform for information exchange and partnership building to guide cities and communities in achieving the UN Sustainable Development Goals. The platform includes a tool named “U4SSC Key Performance Indicators” which include an instructional manual and the procedure to become part for the community of sustainable cities by implementing sustainability KPIs



<https://u4ssc.itu.int/u4ssc-kpi>
<https://u4ssc.itu.int/faqs>

Knowing more about prioritising opportunities

Conceptual combination, occurs when existing concepts combine to form new concepts. The different properties may be more effective in combination than the original individual concepts. Making the link between sustainability and business leads to new forms of success that in the past were not considered as they are now!

Schneider Electric

French multinational company that specialises in digital automation and energy management. It addresses homes, buildings, data centres, infrastructure and industries, by combining energy technologies, real-time automation, software, and services. The company has strong sustainability values. It acts on multiple fronts such as ethics and compliance, equity and inclusion, empowerment of local teams, gender pay gap and more. It has its own sustainability strategy and drafts annual sustainability reports.



www.se.com/ww/en

Knowing more about prioritising opportunities

Business impact and SDGs. The SDGs represent a major opportunity for businesses to shape, steer, communicate and report their strategies, goals and activities, allowing them to capitalise on a range of benefits. Blending purpose with profit can generate a unique competitive advantage to meet the expectations of discerning consumers, investors, and employees.

ONEY FINANCIAL SERVICES

They help individuals and companies to better manage their economy with innovative and sustainable products.

Reforestation voluntary programme (SDGs 13 and 15)

Campaigns for inclusion (SDGs 5 and 10)

Plans for Equality (SDGs 8 and 10)



www.oney.es

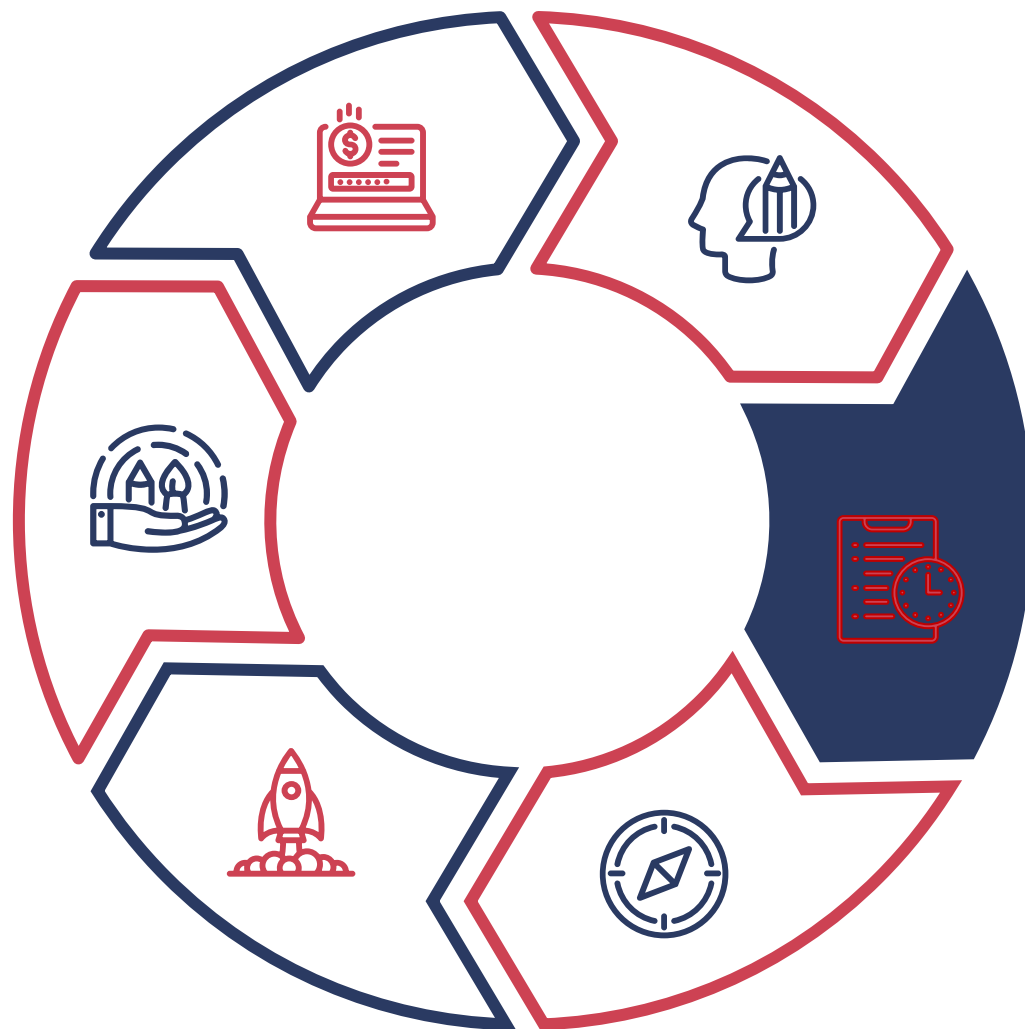
Practical activities

PRIORITISING OPPORTUNITIES



After deepening in your knowledge of how excellence in prioritising opportunities can contribute towards achieving the 2030 Agenda, you are now challenged with three training activity sheets providing each a specific hands-on activity in a step-by-step format to support you in improving your prioritising opportunities skills.

Improving my prioritising opportunities skills



PRIORITISING OPPORTUNITIES

PRACTICE PRINCIPLES

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- ☐ Identify the most relevant SDGs, ensuring a targeted and strategic approach to address them

After completing this section, you are expected to be able to:

- Select the most relevant SDGs to your business operations and stakeholders
- Identify specific opportunities within the prioritised SDGs that align with the business capabilities, resources and strategic objectives
- Debate on how to prioritise sustainability and new business models

SDGs are my Business

Step1: Take an overview of the 17 SDGs developed by the UN, explore each of them and explore their targets and indicators

Step2: Consider each aspect of your business and correlate them to the most suitable SDGs targets

Step3: Fill in a table with the SDGs and related targets in the first column and the aspects/actions of your business that meet these specific targets.

SUSTAINABLE DEVELOPMENT GOALS



<https://sdgs.un.org/goals>

SDGs & targets	Aspect/actions that meet the targets

SDGs are an opportunity

Step1: Take the table you drafted in the previous activity

Step2: Think about how to improve the aspects of your business that meet the specific SDGs targets in your table in order to consolidate the result and enhance the efficiency

Step3: Add another column to the table with these new opportunities

SDGs & targets	Aspect/actions that meet the targets	Improvements or new actions

Prioritising sustainable practices

Step1: Reflect on the introduction or improvement of sustainable practices in your business

Step2: Get familiar with and fill in the SWOT analysis table

Step3: Focus on the weaknesses and threats and think about how to transform them in strengths and opportunities and why

SWOT analysis table	
Strengths	Weaknesses
Opportunities	Threats

- Learn more about how your business should become sustainable:
<https://sustainable.org.nz/learn/news-insights/why-should-my-business-become-more-sustainable>
- (Free) download of practical tools and resources for your sustainability journey:
<https://sustainable.org.nz/learn/tools-resources/>

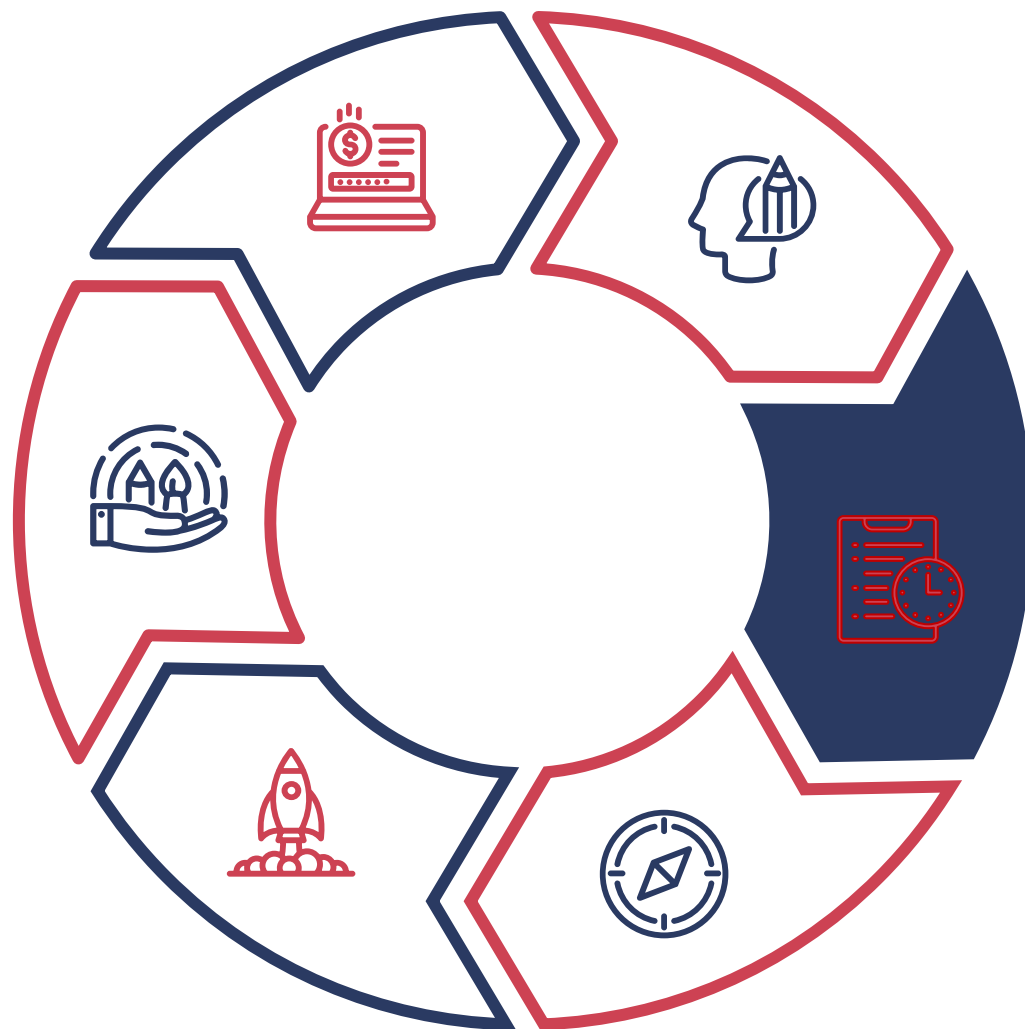
Implementation instructions

PRIORITISING OPPORTUNITIES



After going through the knowledge and practical sections of this training, here you can find a checklist of points supporting you to accelerate corporate sustainability and responsible business practices, leading you towards 2030.

Leading transformative change



PRIORITISING OPPORTUNITIES

PRACTICE PRINCIPLES

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- ☐ Conduct assessments, analyse and map opportunities
- ☐ Identify the most relevant SDGs, ensuring a targeted and strategic approach to address them

After completing this section, you are expected to be able to:

- Persuade key stakeholders to support the sustainable approach of the business
- Advise on the importance of each SDG considering its potential impact on the business long-term viability
- Anticipate global trends and demands and regulatory requirements related with sustainability practices

Effective and clear communication. The benefits of implementing a sustainable approach to business are manifold, not only from an environmental and social point of view, but also from an economic one (which is very often the aspect of greatest concern for companies). It is essential to effectively communicate the profitability of integrating these three aspects to stakeholders, in the clearest way and together with supporting data.



Concrete examples. Make use of concrete and tailor-made examples to reinforce the motivations for implementing a sustainable approach to your business. Describe some good practices that can be compared or related with the stakeholders' sector to strengthen your statements.

Look at SDGs with a business eye. SDGs are not only a series of recommendations created to achieve a neutral footprint and an equal world, but they represent also an important source of advises on how to make profit with sustainable approaches with a long-term vision. www.undp.org



Get familiar with the binomial Business and Sustainable Development. To be able to advise on the importance of SDGs on business you must be deeply aware of the intimate interrelation between corporation and sustainable development. “Companies that do business responsibly and find opportunities to innovate around sustainability will be the business leaders of tomorrow” (cit. UN Global Compact – world’s largest corporate sustainability initiative). <https://unglobalcompact.org/sdgs/about>

Understand global trends. Developing sustainable products and services and supply chain practices to increase revenue, satisfy investors, and improve reputation is what many firms intend to pursue (or are already doing so). These practices help them reduce their environmental footprint while saving costs associated with waste and resource and energy consumption. Global trends and norms do not exclude local ones. www.imd.org



Be in line with European actions. Global megatrends concerning social, technological, economic, and governance changes continue to intensify persistent environmental problems, and emerging trends are increasingly influential in shaping environmental outcomes. The European Green Deal aims to speed up the transition to a climate-neutral, resource-efficient economy, recognising that human well-being and prosperity depend on healthy ecosystems.

www.eea.europa.eu/en

Self-quizzing

PRIORITISING OPPORTUNITIES



1. Business performance indicators are...

- a) a set of theoretical tips to enhance performance
- b) a set of recommendations to be more green
- c) a set of quantifiable measures used to assess the overall long-term performance of a company

2. Corporate sustainability refers to the management of...

- a) environmental and social aspects
- b) environmental and economic aspects
- c) environmental, social and economic aspects

3. SDGs can generate an impact on business by..

- a) enhancing competitiveness
- b) increasing the costs
- c) improving the company reputation

Self-quizzing

PRIORITISING OPPORTUNITIES



4. SDGs is the acronym for ...

- a) sustainable Development Goals
- b) supporting Digital Goals
- c) social Dimension Goals

5. SDGs are measured by ...

- a) targets and indicators
- b) suggestions and recommendations
- c) good practices and cases studies

6. Drafting a SWOT analysis for the introduction or improvement of sustainable practices in your business is useful to ...

- a) understand the challenges that you should avoid
- b) prioritise sustainable practices
- c) reduce your sustainability commitments

Self-quizzing

PRIORITISING OPPORTUNITIES



7. Which of the following skills is essential to persuade key stakeholders to support the sustainable approach of the business?

- a) Effective communication
- b) Digital awareness
- c) Technical knowledge

8. SDGs and business are related because...

- a) they can improve sustainability while making profit
- b) one excludes the other
- c) they are not connected

9. Global trend studies say that...

- a) firms are developing sustainable products and services to increase revenue, satisfy investors and regulators, and improve reputation
- b) sustainable practices help to increase environmental footprint
- c) companies need to focus only on raising profit because of the post-pandemic crisis

Online reading and resources

PRIORITISING OPPORTUNITIES



Internal Market, Industry, Entrepreneurship and SME

https://single-market-economy.ec.europa.eu/industry/sustainability_en

The European Business Network for Corporate Sustainability and Responsibility

www.csreurope.org

Corporate sustainability due diligence

https://commission.europa.eu/business-economy-euro/doing-business-eu/corporate-sustainability-due-diligence_en

Businesseurope

www.businesseurope.eu

World Economic Forum

www.weforum.org

Developer

PRIORITISING OPPORTUNITIES



<https://disruptia.es>

Go ahead and select a new unit!

SUSTAINABILITY

Commitment towards, alignment with and integration of the 17 SDGs as core corporate values

BUSINESS PRACTICES

Sustainable business approaches, multistakeholders' relations and support to sustainable policy

LEADERSHIP

Ethics, effective employer engagement, intergenerational learning, and operational footprint

PRIORITISING OPPORTUNITIES

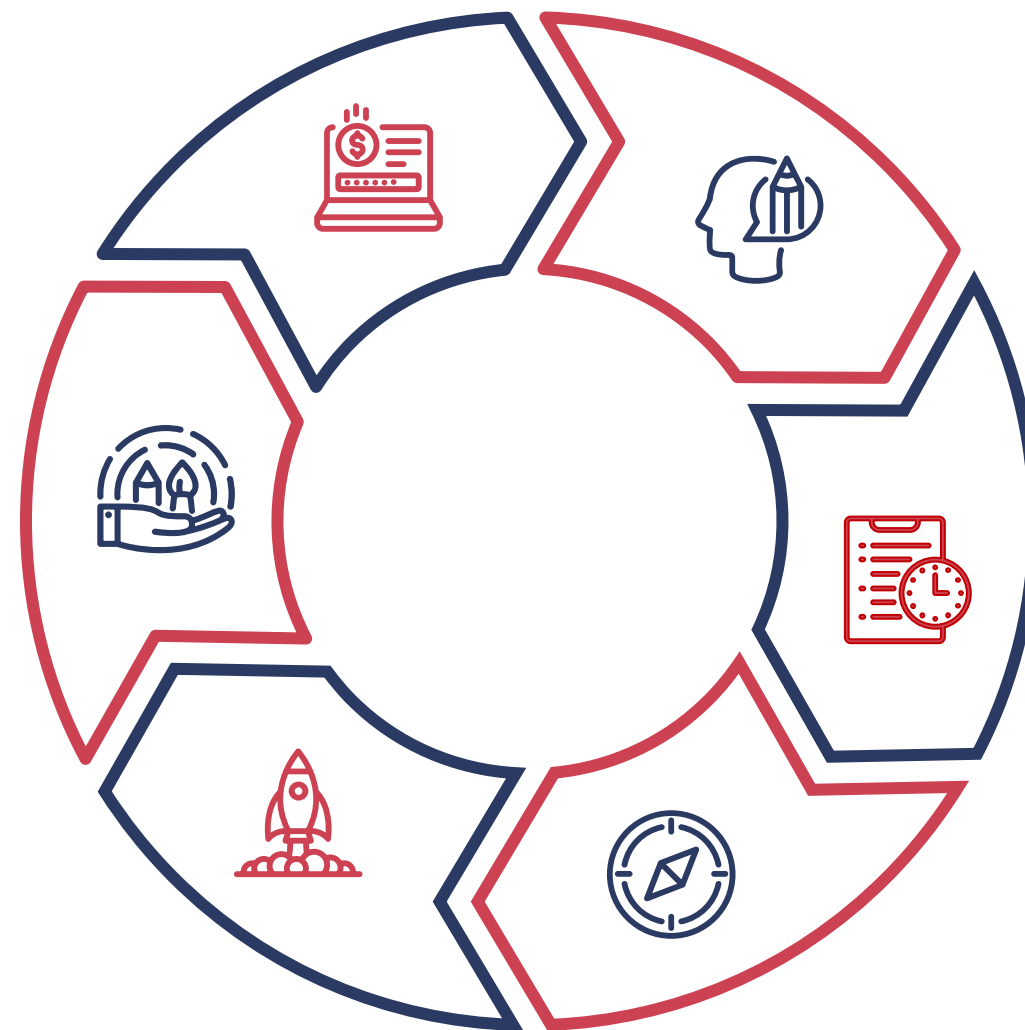
Assess, analyse, and map business opportunities to ensure a strategic approach to address the SDGs

ALIGNING GOALS

Clear and measurable goals aligned with the SDGs, framework for action and progress roadmap

TAKING ACTION

Implementation planning, monitoring and improvement of sustainable actions





**Boost post-pandemic business practices
for sustainable development for 2030**