



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

TAKING ACTION



Taking action involves implementing initiatives, projects and changes that effectively implement prioritised SDGs at organisational level.

This unit combines a set of competences aligned to promote detailed implementation planning, monitoring and continuous improvement of sustainable actions.

Knowing more about taking action



TAKING ACTION

PRACTICE PRINCIPLES

- Implement initiatives, projects, and changes that contribute to the organisation's SDGs
- Ensure that actions are feasible, realistic and in line with operational capacities through detailed implementation planning
- Continuous monitoring and reporting to track progress, identify areas of improvement and inspire others

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

- Recall the importance of planning, monitoring, and reporting 2030 achievements
- Recognise the relevance of breaking down sustainable goals into specific actions, ensuring business and SDGs alignment
- Recognise the relevance of the Global Reporting Initiative (GRI) to report sustainability impacts

Knowing more about taking action

Taking Action signifies a commitment to not only understand the goals but also to implement practical measures to achieve them. Taking action emphasises the importance of measurable and meaningful efforts to create a positive impact on the world and advance the overarching vision of sustainable development outlined in the SDGs.

Telia Estonia

Estonian telecommunications company Telia has emerged as a notable case study in taking action to achieve sustainable business practices aligned with the SDGs. Telia Estonia has actively pursued a commitment to environmental sustainability by investing in a transitioning to renewable energy sources for its operations. By utilising wind and solar energy, the company has significantly reduced its carbon footprint and demonstrated a clear dedication to affordable and clean energy and climate action.



<https://easy-peasy.ai>

Knowing more about taking action

Specific Actions are developed by breaking down SDGs into specific actions and involves the strategic translation of broad SDGs into concrete and measurable steps that businesses can undertake to align their operations with sustainable practices. This process entails a comprehensive understanding of the interconnections between business activities and the SDGs.

City of Tallinn, Estonia

The Tallinn Development Strategy 2035 exemplifies Estonia's commitment to sustainable development by aligning with the UN SDGs, European Union policy, and Estonia's national development framework. Anchored in the SDGs, these strategies create a seamless connection between global, national, and local objectives. The vision of Tallinn, as outlined in the strategy, is 'green and global', aiming to lead the green transformation in Estonia.



<https://easy-peasy.ai>

Knowing more about taking action

Global Reporting Initiative (GRI) is an international independent organisation that has developed a widely used framework for sustainability reporting, providing guidelines and principles for organisations to measure and report their ESG performance. It helps organisations be more transparent about their sustainability practices and sets out a standardised structure for reporting on a range of sustainability indicators.

Swedbank

A leading financial institution, has demonstrated a commitment to transparency and sustainability by aligning its reporting practices with the GRI Standards at the core level. Through a meticulous materiality analysis, Swedbank identified key topics crucial for its stakeholders and business operations. The bank has strategically mapped these key topics to GRI indicators, ensuring a comprehensive approach to sustainability reporting. The GRI framework has not only provided a structured method for disclosure but has also guided Swedbank in addressing material topics with a focus on stakeholder inclusiveness, materiality, sustainability context, and completeness—the four principles upheld by GRI for defining report content.



<https://easy-peasy.ai>

Practical activities

TAKING ACTION



After deepening in your knowledge of how excellence in taking action 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 taking action skills.

Improving my taking action skills



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

- Design a detailed action plan outlining the key performance indicators (KPIs) to track progress and monitor effectiveness of the sustainable actions taken
- Apply mechanisms to monitor and measure progress towards the 2030 goals
- Examine how to effectively implement change at organisational level to ensure a far-reaching impact

Developing an Action Plan

Step1: Brainstorm to identify and list the sustainable actions your organisation could take

Step2: For each identified sustainable action, define specific KPIs that could be used to measure progress and effectiveness

Step3: Compile the identified actions and their KPIs into an Action Plan document by outlining timelines and milestones for each action

- Learn more about sustainability KPIs:

<https://www.bluebite.com/brand-strategy/sustainability-kpi-measures>

- (Free) download template to develop your Action Plan:

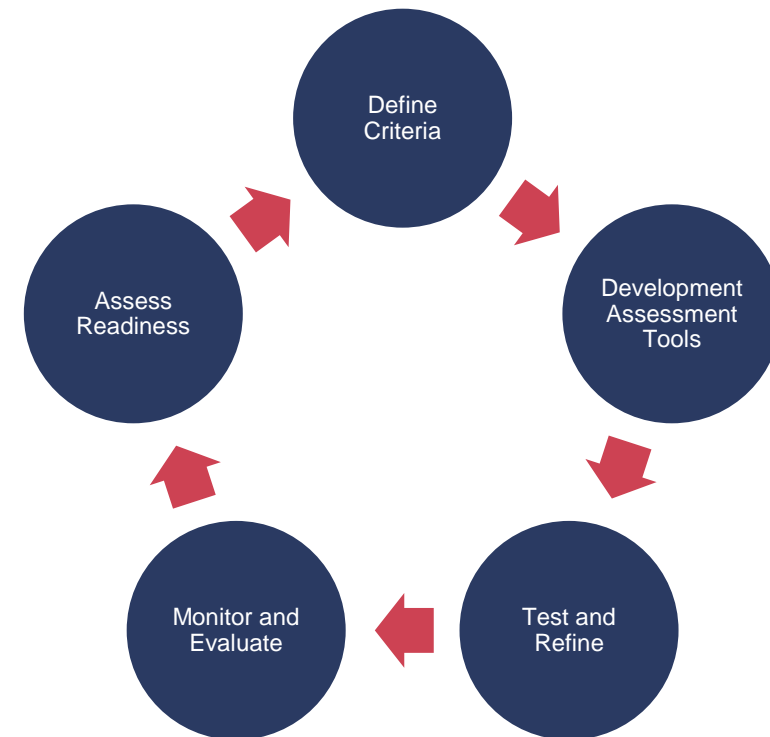
www.smartsheet.com

Sustainable practices readiness assessment design

Step1: Identify and define key dimensions and criteria that are essential for sustainable business practices within your organisation. Compile a list of criteria you believe should be assessed to gauge the organisation's readiness

Step2: Design assessment tools based on the identified dimensions and criteria. Compare your key criteria and assessment tools to the results of someone else, and refine them

Step3: Think about the tools to monitor and evaluate the development of progress towards sustainability and assess the organisation's readiness for further change



- Be inspired by an example of a self-assessment tool:

<https://envirovet.erasmus.site>

Monitoring and Measuring Progress Towards 2030 Goals

Step1: Identify and select specific SDGs relevant to your industry

Step2: Create a visual map that outlines how the industry objectives and future roadmap align with the chosen SDGs

Step3: Identify key indicators and performance metrics associated with the selected SDGs and brainstorm a list of measurable parameters to monitor progress



- Learn more about the SDG mapping: <https://clarivate.com/blog/quality-education-ensuring-a-sustainable-future-for-intellectual-property-world-ip-day-2022/>
- Try a mapping tool example: <https://miro.com>

Implementation instructions

TAKING ACTION



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



TAKING ACTION

PRACTICE PRINCIPLES

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- Continuous monitoring and reporting to track progress, identify areas of improvement and inspire others

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

- Advise on best practices concerning the implementation of SDGs at business level
- Enhance awareness towards sustainable practices and planning and monitoring skills to effectively engage teams taking action
- Collaborate with stakeholders to refine strategies, improve performance and drive continuous improvement

Integrate SDGs into Business Strategy. Embedding SDGs into the core business strategy is essential for effective implementation. This involves aligning organisational objectives, policies, and practices with specific SDGs that are most relevant to the business and its stakeholders. The United Nations Global Compact offers a guide on how businesses can align strategies and operations with the SDGs.

<https://unglobalcompact.org/library/5701>



Engage Stakeholders and Foster Collaboration. Successful SDG implementation requires active engagement with stakeholders and collaboration across sectors. Businesses should involve employees, customers, suppliers, and local communities in the sustainability agenda. The World Business Council for Sustainable Development (WBCSD) emphasizes the importance of multi-stakeholder collaboration in its guide "CEO Guide to the SDGs."

www.wbcsd.org/Overview/News-Insights/CEO-Guide-to-the-SDGs

Develop Training Programmes and Workshops. Organize training programmes and workshops focused on sustainable practices, planning, and monitoring skills. These sessions can include interactive modules on the principles of sustainability, the importance of aligning actions with broader goals, and practical skills for effective planning and monitoring. Collaborate with sustainability experts or organisations to provide insightful sessions.

www.sustainabilityprofessionals.org



Implement Regular Communication Channels. Establish regular communication channels to keep teams informed and engaged in sustainable practices. Use internal newsletters, emails, or dedicated communication platforms to share updates on sustainability goals, achievements, and ongoing initiatives. Foster a culture of open communication, encouraging team members to share ideas and feedback. Clearly articulate the connection between daily tasks and the organisation's sustainability objectives. <https://sustainablebrands.com>

Establish Regular Stakeholder Engagement Forums: Create a structured and recurring platform for engaging with stakeholders to gather insights, feedback, and suggestions related to sustainable business practices. This can take the form of roundtable discussions, focus groups, or online forums. Actively involve key stakeholders such as customers, employees, suppliers, and community representatives in discussions about sustainability initiatives.

www.ifc.org/en/home



Utilise Collaborative Technologies. Leverage collaborative technologies and platforms to facilitate ongoing communication and collaboration with stakeholders. Tools such as project management software, collaboration platforms, and communication apps can enhance real-time engagement, information sharing, and feedback collection.

www.startus-insights.com/innovators-guide/collaborative-technology-trends

Self-quizzing

TAKING ACTION



1. What is the primary emphasis of "Taking Action" in the context of SDGs?

- a) Understanding the goals only
- b) Implementing practical measures
- c) Setting broad targets

2. How can businesses align their operations with sustainable practices?

- a) By ignoring SDGs
- b) By setting unrealistic targets
- c) By breaking down SDGs into specific actions

3. What does the GRI provide guidelines for?

- a) Social media reporting
- b) Economic, environmental, social, and governance performance reporting
- c) Internal employee performance reporting

Self-quizzing

TAKING ACTION



4. Why is integrating SDGs into the core business strategy essential?

- a) It's a legal requirement
- b) Aligning organisational objectives with specific SDGs is essential for effective implementation
- c) It's a trend in the business world

5. According to the WBCSD, what is emphasized for successful SDG implementation?

- a) Isolation from stakeholders
- b) Collaboration across sectors and active engagement with stakeholders
- c) Ignoring employee feedback

6. What is the recommended approach for fostering a culture of sustainability within an organisation?

- a) Avoiding training programmes
- b) Ignoring communication channels
- c) Organising training programmes and workshops

Self-quizzing

TAKING ACTION



7. What is the purpose of regular communication channels in the context of sustainable practices?

- a) Keeping information confidential
- b) Sharing updates on sustainability goals and achievements
- c) Isolating team members

8. What is the purpose of establishing regular stakeholder engagement forums?

- a) Excluding stakeholders from the discussion
- b) Gathering insights and feedback
- c) Ignoring sustainability initiatives

9. How can collaborative technologies contribute to sustainable business practices?

- a) They have no role in sustainability
- b) Enhancing real-time engagement, information sharing, and feedback collection
- c) Slowing down communication within the organisation

Online reading and resources

TAKING ACTION



United Nations SDGs Knowledge Platform
<https://sustainabledevelopment.un.org>

Global Compact Network
www.unglobalcompact.org

Global Reporting Initiative
www.globalreporting.org

World Business Council for Sustainable Development
www.wbcsd.org

International Finance Corporation (IFC)
www.ifc.org

Developer

TAKING ACTION



www.cuiablue.ee



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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

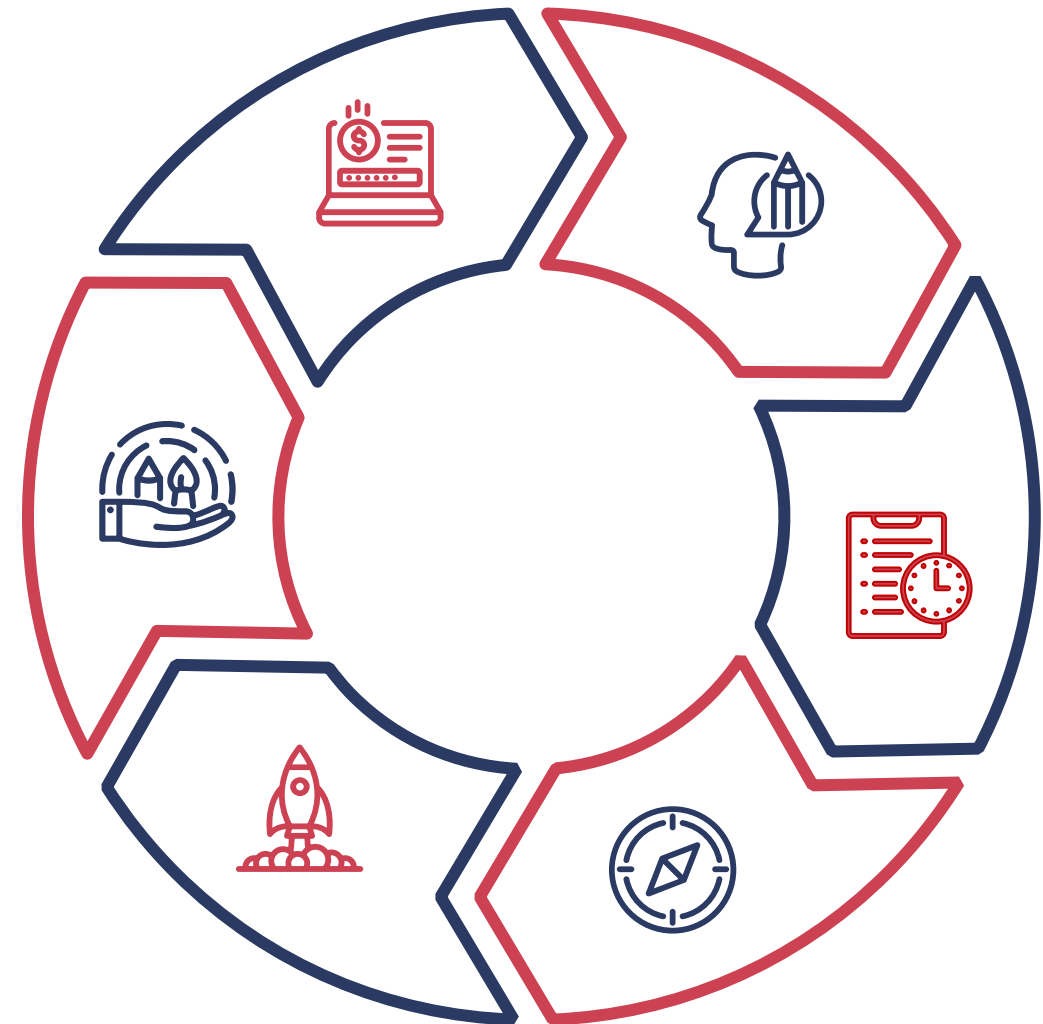
Assess, analyse, and map business opportunities to ensure a strategic approach to address the SDGs

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**