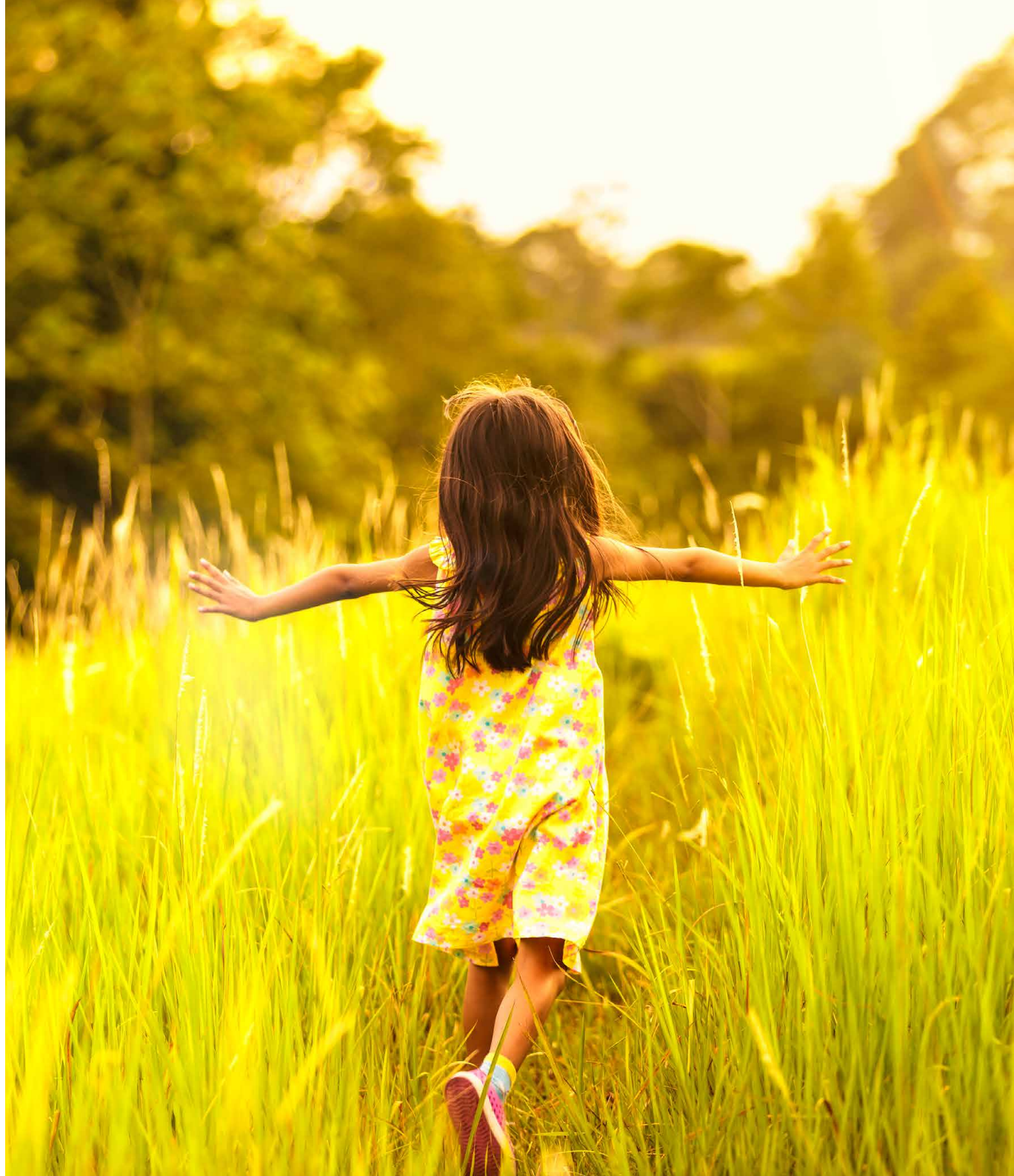


TAKING THE NEXT STEP IN YOUR SUSTAINABILITY JOURNEY

Accelerating actions
towards the 2030 Goals!



ABOUT US

RSM | prof. Rob van Tulder

With its mission to be a force for positive change in the world, Rotterdam School of Management, Erasmus University (RSM) has firmly established its reputation over almost 50 years as one of Europe's most international and innovative business schools.

At RSM, Rob van Tulder is full professor of international business-society management and academic director of the Partnerships Resource Centre. His academic and consulting work focuses on multinational enterprise strategies, corporate social responsibility and the Sustainable Development Goals (SDGs).

TOSCA | Tribe of Sustainability Change Agents

TOSCA is a Tribe of sustainability professionals. The founding partners of TOSCA are Esther de Graaf, Ulrike de Jong, Nicolette Loonen and Marlies Kort. TOSCA's vision is that businesses can be a force for good and must play a key role in the transition towards the 2030 Sustainable Development Goals.

The partners in TOSCA have broad experience as consultants, managers and directors. Their expertise ranges from sustainability reporting to change management and business development and from marketing to stakeholder engagement and community building.

THE CHALLENGE

In 2015, the Sustainable Development Goals (SDGs) were launched as a worldwide agenda for sustainable development. Progress reports show we have to accelerate actions towards the SDGs to ensure wellbeing for all. Companies have embraced the SDGs, but still struggle to integrate them into their strategies and business models. Progress goes too slow. Not because of lacking intentions – everybody is extremely positive about the potential of the SDGs – but because it proves difficult to implement them at sufficient speed and seize sufficient benefits from embracing the SDGs.

OUR SOLUTION

This program, developed by TOSCA and RSM, provides the insights, knowledge and tools that companies need to define and implement their SDG ambitions. It aims to accelerate action towards the SDGs. It will enable you to articulate your sustainability business case, make the SDGs strategically and financially feasible and also give you the operational knowledge and skills you need to realize your ambition and drive real impact towards the Goals.

WHO IS THIS PROGRAM FOR

We invite all companies that want to accelerate their actions towards the SDGs and at the same time make their business future-proof to participate in this program. It doesn't matter which phase of your sustainability journey you currently are in, whether you are a frontrunner or you have just started. The program takes into account where you currently are on your journey.

WHY PARTICIPATE?

The program offers you an opportunity to make your business future-proof and at the same time contribute to the SDGs by:

- Creating a sound understanding of your current position: the Company Scan
- Articulating a clear business case and ambition as well as a roadmap to get you there: the transformation plan
- Guidance from senior professionals throughout the program
- Capability building: your employees will be trained to become effective change agents
- Access to best practices through share & learn sessions with other companies
- Access to state-of-the-art scientific knowledge on implementing SDG targets and successful interventions
- Measuring and finetuning your progress six months after the end of the program



THE SUSTAINABLE DEVELOPMENT GOALS A ROADMAP FOR RECOVERY



The SDGs, or Global Goals, were adopted in 2015 by all 193 UN Member States as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. There are 17 SDGs, and they are integrated by nature — that is, action in one area will affect outcomes in others, and that development must strike a balance between social, economic and environmental sustainability. The 17 SDGs have 169 subtargets for 2030. Achieving the SDGs requires a partnership between governments, the private sector, civil society and citizens alike to ensure we leave a better planet for future generations. We believe the SDGs provide a positive framework and an integrated approach to address systemic challenges and to become more resilient.

BUSINESS NEEDS TO SPEED UP

Since their introduction in 2015, the SDGs have been embraced by most companies. Unfortunately, despite a lot of effort, we are not on track to deliver the SDGs in 2030. There is still too much poverty, a deep gender gap, rising global temperatures, and endless amounts of plastics in our oceans.

One of the solutions to these challenges is for companies to raise their ambition and make the SDGs part of their core busi-

ness. Ingrid Thijssen, who recently became the new president of VNO-NCW, puts it like this: 'Business will only flourish in a society that is doing well'. In their 2030 vision 'Doing Business to Create Broad Welfare' VNO-NCW and MKB Nederland describe their new course. In addition to economic growth, they want to prioritize the creation of an inclusive society – with work and equal opportunities for all – and a sustainable living environment.

“

Business is a vital partner in achieving the SDGs. Companies can contribute through their core activities, and we ask companies everywhere to assess their impact, set ambitious goals and communicate transparently about the results.”

Ban Ki-moon, former United Nations Secretary-General

THE SDGs ARE VITAL FOR BUSINESS

For companies, the SDGs are an opportunity to become future-proof. More specifically they will bring¹:

- New business opportunities and revenue streams
- Enhanced access to capital
- A framework for better understanding and managing operational and regulatory risks
- Opportunities to better meet consumer expectations
- Opportunities for differentiation and competitive advantage
- More focus on their sustainability strategies for maximum impact
- Innovation and creation of business solutions to societal problems
- Reputational gains and enhanced license to operate
- Make it easier to partner with non-market organizations for common purpose*
- Create new markets based on present and future needs*
- Energize employees – in particular young professionals – to work on their own ambition*

¹ WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT, 2018

* PROF. ROB VAN TULDER, RSM

“

The tools we have developed will help managers to see where they are, prioritize goals and act upon them with the right attitude, goals and stakeholder approach.”

Prof. Rob van Tulder,
RSM

FROM INTENTION TO REALIZATION

Moving from intention to realization starts with a sound understanding of the drivers of change. These are largely related to an interplay between intention (business case for sustainability) and how to realize these in practice (business model). A World Business Council for Sustainable Development (WBCSD) survey found that even frontrunner companies lack a thorough understanding of the business case that the SDGs represent.

WHAT MAKES THE PROGRAM UNIQUE?

This program combines state of the art scientific knowledge and hands on experience. It will not only help you to articulate your sustainability business case, making the SDGs strategically and financially feasible, but also gives you the operational knowledge you need to realize your intention and drive real impact towards the 2030 goals.

TOPICS OF THE PROGRAM

Topics covered during this program include:

- ✓ Systems thinking
- ✓ Business case & business models
- ✓ Internal alignment and how to embed sustainability in the culture of the organization
- ✓ How to identify tipping points and overcome them
- ✓ External alignment: stakeholder engagement & partnerships
- ✓ Different leadership styles in each phase of the transition

THE PROGRAM IN DETAIL

The 12-month program starts with an inspiring kick-off session to set the scene. We will perform a company scan to map the ambition and current position of your company. This will be the starting point to set the ambition and to draw up a transformation plan. The effective implementation of this plan will be the focus during the remainder of the program. We will monitor progress and recalibrate the plan for maximum impact. During the program there will be interactive workshops and training sessions to build capabilities, share insights with other companies and learn from each other. We will perform a second company scan six months after the end of the program to measure progress.

The program consists of an incompany track with your own team and learn & share track in which we bring the teams from all participating companies together. These two tracks mutually reinforce each other.

LEARN & SHARE TRACK

During the learn & share track of the program, we will bring together the teams with change agents from all participating companies. This will include in depth training events as well as share & learn sessions in which we will discuss what has been learned and how to apply those learnings. Feedback will be given by other participants, by TOSCA and RSM. There will be plenty of opportunity to exchange best practices with each other in a confidential setting.

IN-COMPANY TRACK

The incompany track is facilitated by TOSCA. The key output from this track is capacity and capability building and the development of a transformation plan, in which the accelerator team will play a key role. Based on the plan, TOSCA will support this accelerator team in the first steps of implementation.

YOUR INVESTMENT

59.000 Euro (excl. VAT) for large companies- 50% payable in September 2021 and 50% in January 2022

45.000 Euro (excl. VAT) for SMEs - 50% payable in September 2021 and 50% in January 2022

This includes: 12 months support, 2 x company scan, 4 training sessions, 4 share & learn sessions, several workshops, 5 employees to join the full program (more can join the in-company program), a certificate for 5 employees.

99 The greatest motivation comes from working together with others on moving in the right direction

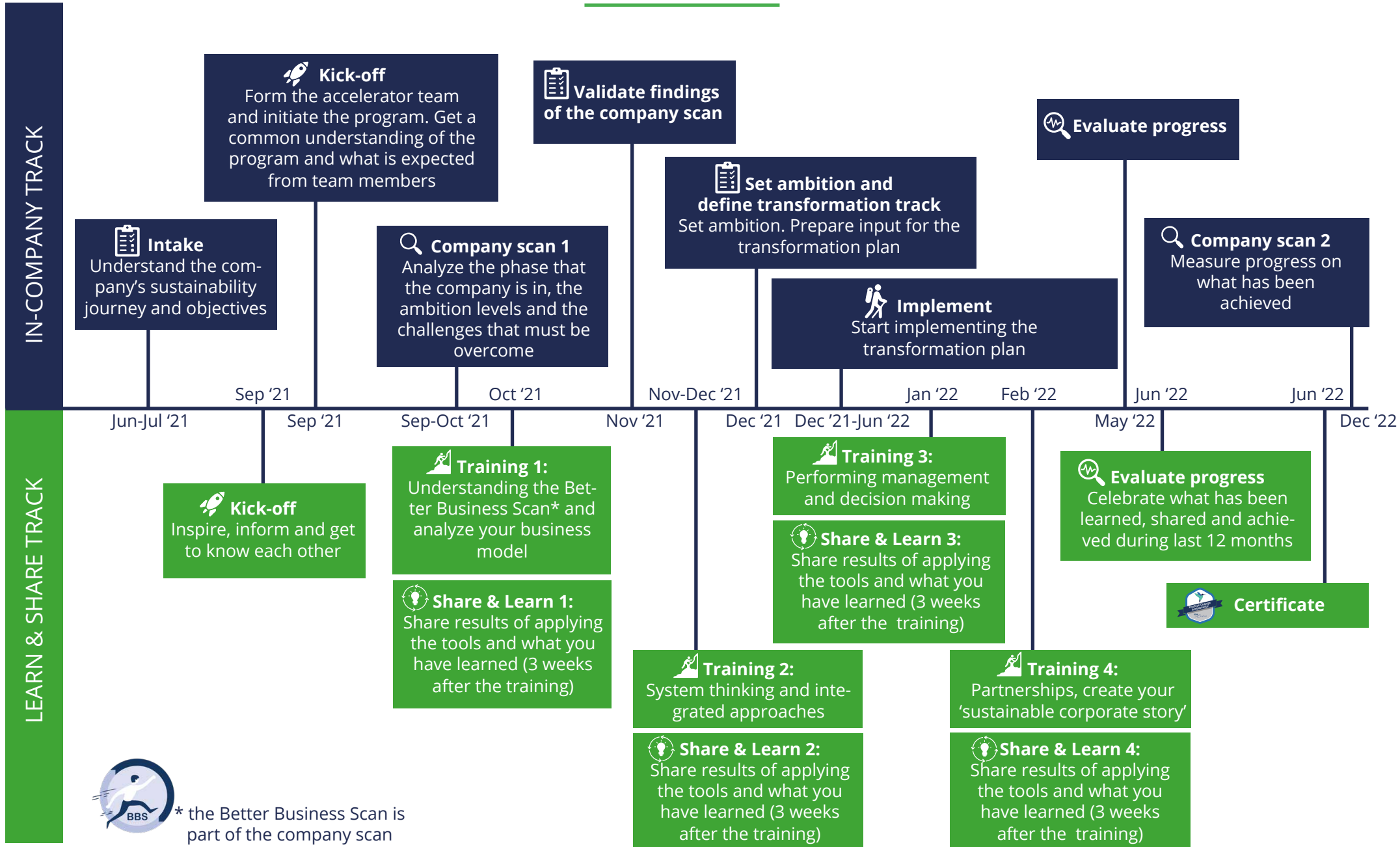
THE ACCELERATOR TEAM

Each participating company will organize an accelerator team consisting of an ambassador and five change agents. The ambassador is preferably a C level executive who sponsors the program and participates in selected share & learn sessions.

The change agents are employees who will initiate and lead the change within the organization. Their involvement will ensure that the work initiated during this program will continue within the company long after the program has ended. The change agents will be trained by RSM and TOSCA. At the end of the program, the change agents will receive an 'Positive Change Agent' certificate.



PROGRAM OVERVIEW



**JOIN US IN THIS
GROUND BREAKING
PROGRAM TO
ACCELERATE YOUR
BUSINESS TOWARDS
THE 2030 GOALS**

CONTACT US

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