

**Date of Session:** February 18, 2019

**Title of Session:** Creative SDG, Alignment Opportunities

**Session Description:** *Incorporating and aligning your impact management strategy with the Sustainable Development Goals can be both powerful and a challenge, especially if you are a broad-scope intermediary institution or a very early stage social entrepreneur. Liza Mueller from Echoing Green will share what the organization has been thinking about, doing, and developing to address this challenge. Participants with their own alignment experiences will be welcomed to share their learnings, and participants with alignment challenges will have an opportunity to learn and solicit support.*

**Speakers:**

- Liza Mueller, Echoing Green

**Session Objectives:**

The objective of this session is to engage attendees in a discussion about the challenges related to aligning your strategy, as an intermediary, with the United Nation's Sustainable Development Goals (SDGs). Liza shares Echoing Green's experience in implementing this, and where they are in the process.

**Lead Discussants' Remarks:**

Aligning your strategy with the SDGs:

- Step 1: Understanding the SDG's
- Step 2: Defining Priorities
- Step 3: Setting goals
- Step 4: Integrating
- Step 5: Reporting and Communicating

Intermediaries are just one part of the social impact ecosystem. Our ultimate goal is for our constituents to become leaders who support and drive SDG achievement, and that we are measurably connecting them to the resources, support, and networks they need to achieve that goal.

Alignment Guidance for Intermediaries:

- **Increase your team's literacy** on the SDGs.
- **Assess your pipeline.** When understanding what SDG's you're aligning with, remember to assess your pipeline, not just your portfolio. Your pipeline is where you see your focus moving, where it is gravitating. Your portfolio only tells you where you are coming from.
- **Develop your story:** Involving your communications team from the start allows cross-functionality and shows you and your stakeholders why those SDG are important. Align your strategy with this message.
- **Leverage trust for partnership and opportunity:** Use the SDGs as your language to communicate with your various stakeholders, and highlight case studies for social entrepreneurs where they could be aligned in the future.
- **Measure smart:** Describe the SDG support needs of your institution – what is missing? Do you require additional funds? Strategic planning process? Training on how and where to start? Other needs might include an empirical data strategy, programming, more research/data on the role of SGB, etc.

**Key Takeaways:**

1. It's useful to understand that the SDGs can create a common language between the many stakeholders with which intermediaries engage.
2. If you're going to design an alignment strategy, invest in building your organization's knowledge about the SDG's.
3. Metrics are important to your alignment strategy but creating a narrative about SDGs relevant to your work can help stakeholders (external and internal) why this matters.

**Links/Resources mentioned or discussed during session:**

- [Impact Management Project](#)
- [Echoing Green's Impact Investment Resources](#)
- [Business Call to Action](#)