



SDG NAVIGATOR

Empowering
changemakers

towards
sustainability

LEARNING PATH



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The world needs changemakers...

The effects of climate change, pollution, and resource depletion are becoming increasingly apparent, and urgent action is needed to address these challenges. This is where you come in – as an **SDG Navigator**, a person who is committed to creating positive change in the world by promoting sustainable practices and developing innovative solutions to environmental problems. You are here because you believe you can be a driving force behind the transition towards a more sustainable future.



Becoming a changemaker!

You are now embarking on a learning path designed to lead you towards the process of sustainability changemaking, throughout the seven stages of sustainability-driven entrepreneurial actions. The goal here is to equip you with the knowledge, skills, and attitudes (motivation) so you can make a real difference in the world. Before starting your journey, let us explain **how this course work!**

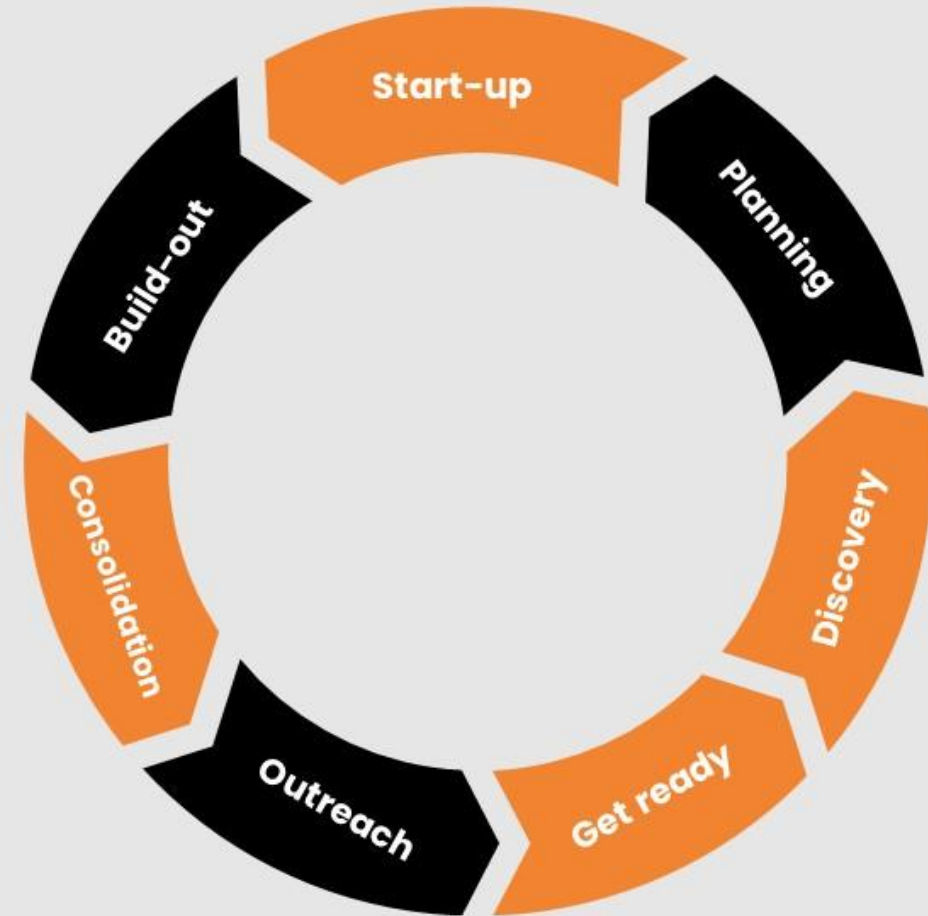


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Source: <https://unsplash.com/photos/0NJ9urGXrlg>

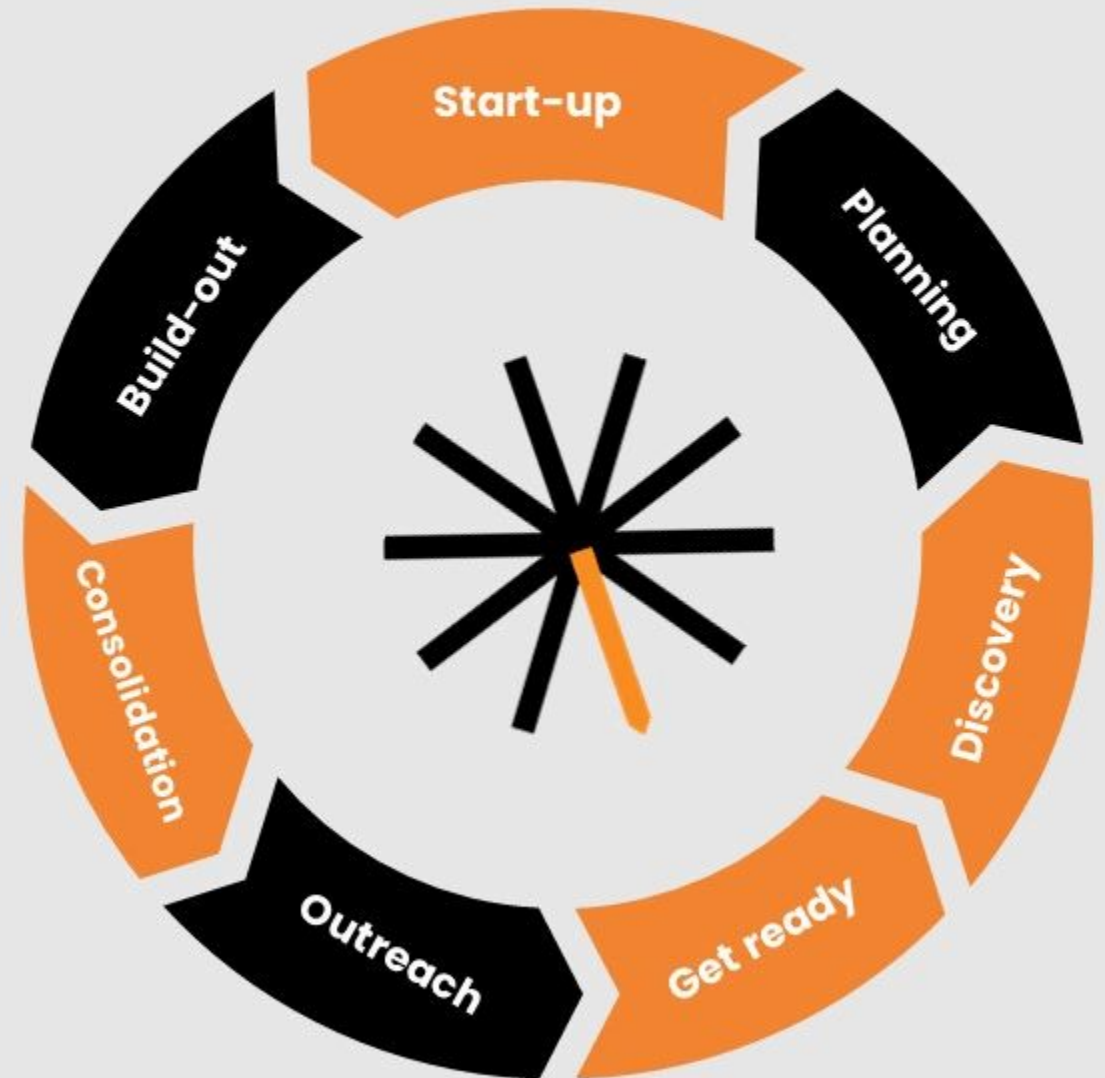
How does this course work?

The SDG NAVIGATOR learning path consists of seven learning modules corresponding to the different **stages of sustainability-driven entrepreneurial actions**, i.e., the stages that entrepreneurs need to complete in order to create and implement sustainable business practices. These stages are not strictly linear, and entrepreneurs may iterate and revisit certain stages as they navigate the complex landscape of sustainability-driven entrepreneurship.



How does this course work?

To navigate, one always needs guidance, and if you look at the centre of the scheme, representing your learning process, you will find the compass that will guide you in this journey. The orange arrow indicates the stage in which you are. This course is also designed in connection with the Sustainable Development Goals (SDG) to better support you in visualising the broad range of opportunities you have in your sustainability-oriented entrepreneurship actions and their corresponding impact.





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CONSOLIDATION



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Theme and objectives



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SDG NAVIGATOR

Empowering changemakers

towards sustainability

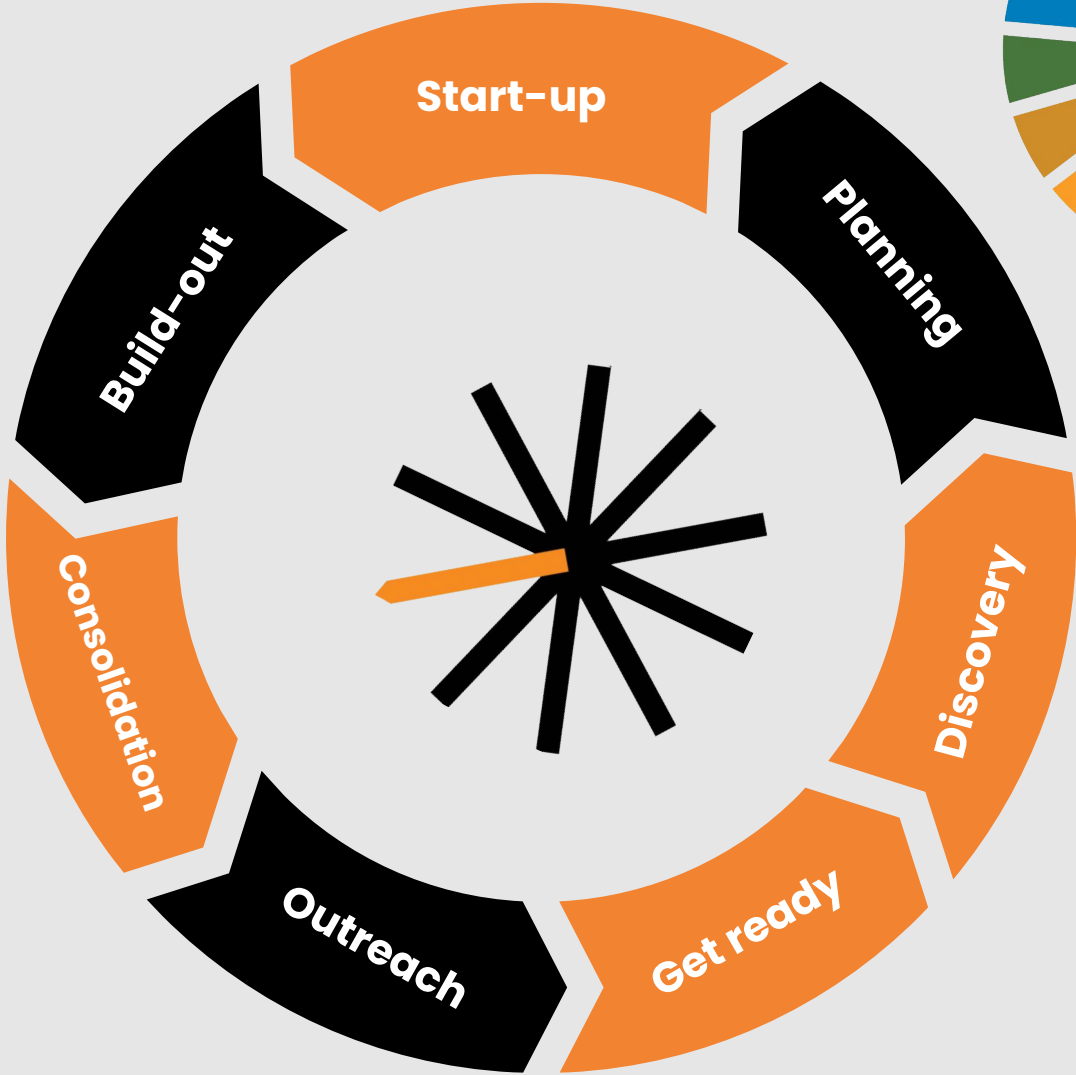


4 QUALITY EDUCATION

8 DECENT WORK AND ECONOMIC GROWTH

11 SUSTAINABLE CITIES AND COMMUNITIES

17 PARTNERSHIPS FOR THE GOALS



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Source: www.un.org/sustainabledevelopment/news/communications-material

Competences

- Normative Agency
- Strategic thinking
- Interpersonal action

At this stage of monitoring, you will embark as a sustainability changemaker, on a journey of reviewing, measuring and finding partners to optimise the business model for long-term sustainability. You will learn about the importance of setting sustainability indicators, engaging different stakeholders and building a good reputation, developing your competences on normative agency, strategic thinking and interpersonal action.





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Future-ready content



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Evaluating and optimizing the business model for long-term sustainability

Sustainability-related KPIs

Measuring and tracking **key performance indicators (KPIs)** related to **sustainability** provides essential data to identify areas for improvement and assess the effectiveness of sustainability efforts.

Amplifying impact

Engaging stakeholders and fostering partnerships to amplify impact allows for a broader perspective on sustainability challenges and solutions, enhancing the business's ability to adapt and succeed in a changing world.

Strong brand and reputation

Building a strong brand and reputation in the sustainability space not only attracts conscious consumers but also **enhances the company's resilience** and competitiveness in a sustainability-focused market.



Sustainability-related KPIs

Sustainability KPIs allow businesses to **measure and evaluate their sustainability impact and achieving**, ensuring that they are making a positive difference and contributing to a more sustainable future.

You foster normative agency by including this practice and strategy into your business plans and actions, because it looks for the principles of conscious processes and decisions, where respect for the sustainability in all its spheres is one of the pillars on which business activity must be based.

These indicators can be based on different dimensions such as carbon footprint, emissions, waste reduction (environmental), handling of diversity, equality policies, support to work-life balance (social) or working capital, debt and turnover (governance).



Sustainability-related KPIs

The main reason for using them is precisely to determine whether the organisation is meeting its objectives. In the event of a deviation, corrective measures can be introduced. Thus, sustainability indicators measure the company's performance, as well as how it is carrying out its plans and where it is in the process of achieving them.

SDG Monitor tool

SDG Monitor is a free tool which helps companies and organisations to measure, manage and communicate their sustainability performance and to show its impact.

This tool brings transparency into an entities' sustainability, bringing the opportunity to pair actions with the United Nations Sustainable Development Goals (SDGs) and use the SDG indicators for measurement.



Sustainability-related KPIs

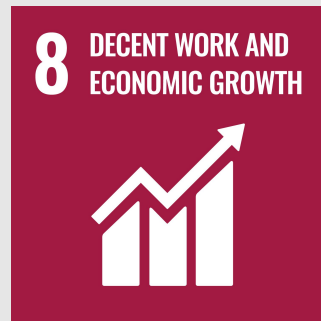
Sustainability indicators are closely related to different standards. These are voluntary standards that encompass a wide variety of subjects, where environmental, social or ethical safety are the most common ones to consider.

By adopting them, you will show your commitment and the performance you are making in specific areas, strengthening and spreading the competence of normative agency.

SDG Monitor tool

In the tool “SDG Monitor” users can create infinite number of sustainability plans, actions, indicators and teams.

An entity may truly be on top of its sustainability strategy if it becomes conscious of its effects on the environment, society, and governance, defines its sustainability initiatives, and begins to track performance. Data is an enabler in and of itself, benefiting all parties involved, including owners, workers, clients, suppliers, and investors.



www.sdgmonitor.co/product



Amplifying impact

Creating value for all those involved in the operation of a project is fundamental to creating a common purpose and tackling the complex problems of our society. Businesses, projects and their managers should be increasingly aware of the interconnections between environmental, social and economic problems and know they cannot act individually to find solutions.

Stakeholder engagement is to create value and add viability to business operations and the communities around them. This can be done by prioritising stakeholders based on their influence and interest in the project, understanding their needs, concerns, and incorporating this feedback into decision-making processes and ideas, building relationships based on trust, transparency, and open communication, developing sustainable practices that reflect the interests of all and monitoring on sustainability performance to demonstrate accountability and transparency.



Amplifying impact

To ensure the long-term success of a project, all stakeholders must be identified, understood and engaged.

Businesses that manage their stakeholders well are more likely to experience sustainable development and profitability, while improving their local communities and the environment.

The Body Shop – Stakeholders and goals

The Body Shop is a cosmetics firm that has made a number of efforts to lessen its influence on the environment and promote social responsibility, such as utilizing eco-friendly packaging, obtaining products from fair trade and sustainable sources, and giving assistance to community development programmes. Anita Roddick, the creator of the firm, was a strong proponent of stakeholder management and held the view that companies had a duty to take into account the interests of all their types of identified stakeholders.



Amplifying impact

By understanding the importance of these connections, your interpersonal action competence will be strengthened, contributing to effective and meaningful social interactions that promote sustainable practices and values, creating valuable partnerships for sustainable results that enhance the impact of your business and the ones around it.

The Body Shop – Stakeholders and goals

As part of this commitment, they have initiatives such as their Community Fair-Trade programme, independently verified by ECOCERT (a fair-trade assessment agency), where they conduct regular audits of suppliers and their own business operations. Both the company and its suppliers and customers highlight sustainable supply chains, joining forces for greater impact and common goals.



www.thebodyshop.com/en-us/about-us/our-story/
www.thebodyshop.com/en-gb/about-us/brand-values/



Strong brand and reputation

On the road to evaluating and optimising the business model for long-term sustainability, building trust among its stakeholders, strengthening and nurturing the project reputation to generate value and securing the social impact is an essential step. At this point in the journey, **it is not only about implementing environmentally and socially responsible practices, but also about properly communicating these actions** so that the project is an agent of positive change.

How can this be done? By being transparent and coherent (distance yourself from greenwashing actions), do not limit yourself exclusively to environmental aspects, without alluding to social or governance aspects, or focus exclusively on one stakeholder or step in the chain, get involved, listen to the stakeholders.



Strong brand and reputation

Your strategic thinking skills will be employed and strengthened by anticipating difficult questions to protect your brand.

It is critical to keep abreast of ever-changing markets and changing stakeholder expectations, and to link your brand messages accordingly in an authentic and relevant way.

Patagonia and activism

Patagonia, one of the pioneers of environmental advocacy, was established in the 1970s. On its website, the business details its sustainability strategy, including a section devoted to informing customers about its goals and values. On their social media channels, Patagonia also shares pertinent news and events related to environmental consciousness and climate change.

Not to mention the company's sizable gift from a few years ago! 100% of Patagonia's Black Friday sales were given to environmental organisations.



Strong brand and reputation

Reputation is worked on daily. Reliable and credible projects have an identity and humane endure. Only communication turns these ideal characteristics into reality.

Projects are no longer looking for profitability at any price, but for sustainable profitability over time. Today it is necessary to understand that our stakeholders (not only customers) demand we have a good reputation.

Patagonia and activism

Most importantly, this company is dedicated to active participation in the sustainability movement.

Patagonia's business model is different: it rejects fast fashion by creating high-quality, long-lasting products, and offers a repair and reuse program. Patagonia has also conducted research with industry bodies on the impact of microplastics. But apart from that, tries to involve their customers in this lifestyle too.



<https://eu.patagonia.com/es/en/activism/>
<https://goodonyou.eco/how-ethical-is-patagonia/>





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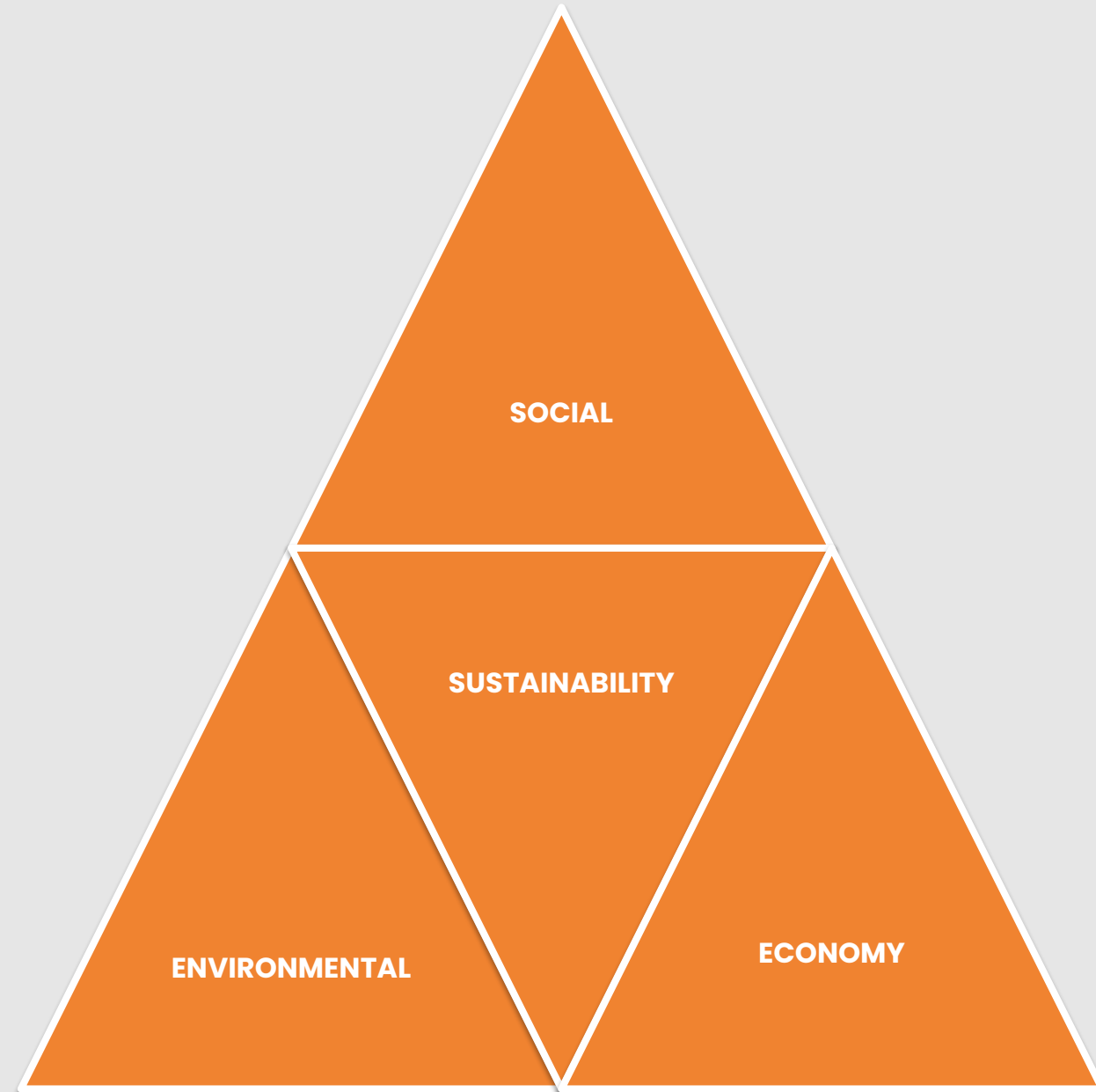
Learning resources



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Consolidation

To consolidate any sustainable venture, one must build a strong brand and reputation. But being recognised for what you do is not enough. You will need to have deep knowledge of your business, meaning you will **monitor and assess the impact** of your business operations on environmental, social, and economic dimensions. This can also imply engaging with relevant stakeholders and fostering partnerships to amplify impact.



Consolidation

This stage involves measuring key performance indicators (KPIs) to evaluate progress towards sustainability goals and adjust improve performance.

Now, you will be asked to apply your sustainability-oriented competences to solve a problem!





Problem



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Source:

www.freepik.com/free-photo/eco-friendly-disposable-recyclable-tableware-colored-background_9046423.htm

Towards Smart Events

The sustainability concept should be present in all areas of our lives, and events are no exception.

The organisation of these events, where meetings, food and different types of materials are brought together, can generate an enormous amount of waste and refuse, causing a devastating effect on the environment.



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You are a young entrepreneur who wants to contribute to improving the sustainability of the area where you live, both socially, environmentally and economically.



You collaborate in the cultural association of your neighbourhood where multiple activities are organised for the neighbours and you have noticed that the management of these events and the caterings used can be improved.



Applying your skills in normative agency and collaborative strategic thinking, can you imagine a new way of managing these events in a sustainable way in the long term, measuring their impact for the first time?





Empathise



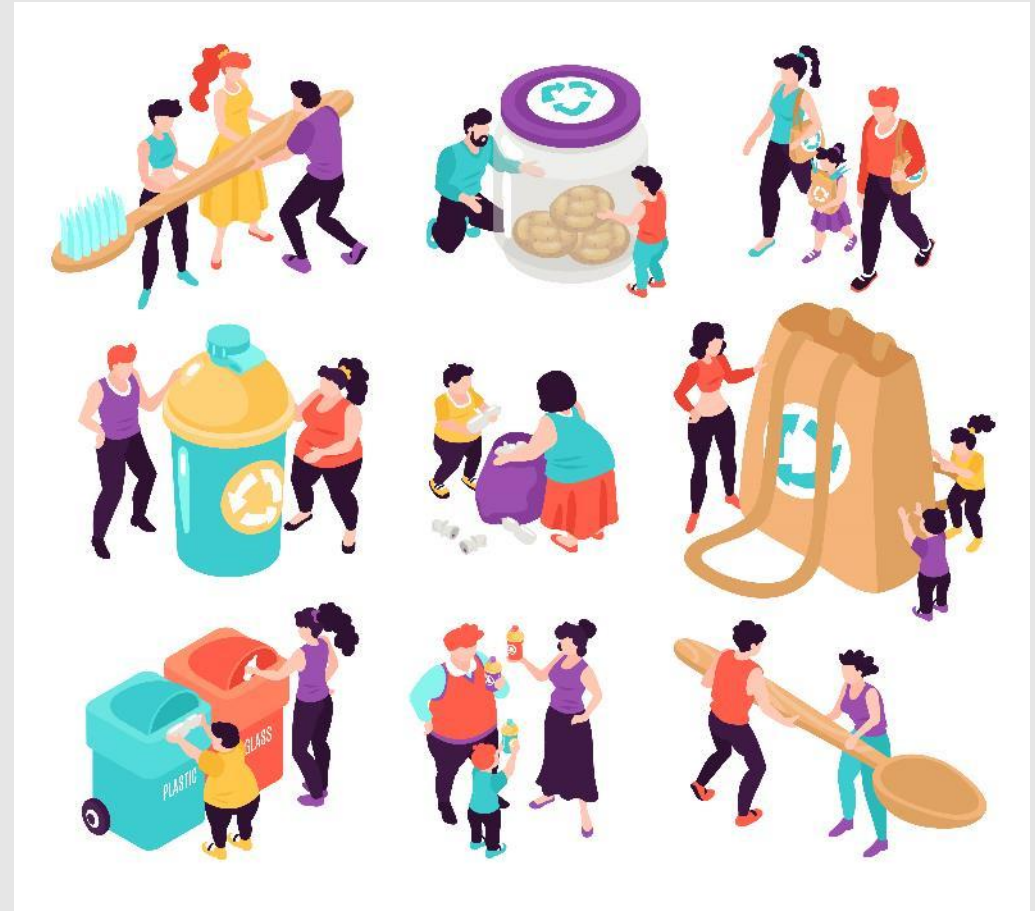
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Understand uncertainty

Step1: Find out about the effects of events organisation and caterings on waste generation.

Step2: Interview the members of the association who participate in these meetings.

Step3: Create a record of all values observed in-situ in the association that could be improved in the meetings.



Source:

https://www.freepik.com/free-vector/zero-waste-colorful-isometric-ic-ns-set-with-people-sorting-garbage-isolated-white-background-3d-illustration_6868251.htm



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Define



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Define important values

Step1: Based on the information obtained, identify the values that need to be improved.

Step2: Choose the KPIs to be measured to improve those values.

Step3: Establish possible ranges within those KPIs so you can study how the decisions and actions are improving or not.

1. Percentage reduction in overall waste generated
2. Amount of food waste per event or per customer
3. Percentage of waste diverted from landfills through recycling and composting

Waste Reduction KPIs:



1. Percentage of energy sourced from renewable sources
2. Implementation of energy-efficient equipment and practices

Energy Efficiency KPIs:



1. Percentage of ingredients sourced locally
2. Number of local farmers or suppliers engaged
3. Carbon footprint reduction through local sourcing

Local Sourcing and Supply Chain KPIs:



1. Percentage of packaging materials that are biodegradable or recyclable
2. Reduction in single-use plastics
3. Implementation of packaging waste reduction initiatives

Sustainable Packaging KPIs:



1. Engagement in community outreach programs
2. Percentage of staff involved in volunteering or community service
3. Support for local charities and social initiatives

Social Responsibility and Community Impact KPIs:



1. Implementation of customer education programs on sustainable practices
2. Percentage of customers aware of the business's sustainability initiatives
3. Customer satisfaction with sustainability efforts

Customer Education and Awareness KPIs:



Source: Own design



Create



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Identify the roadmap

Step1: Identify the habits that need to change within events in the organisation and catering.

Step2: Identify what new materials can be used or replace others.

Step3: Identify which proximity partners can help improve this organisation or improve waste management.



Source:

https://www.freepik.com/free-vector/recycling-waste-reduction-icons-set-with-materials-sorting-flat_2868694.htm



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Prototype



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Organise an Open Day

Step1: Collaborate with the association in organising an open day where you will show a catering prepared in a sustainable way.

Step2: Use compostable and recyclable materials, local products, waste sorting and recycling.

Step3: Invite partners who can offer these local products, organisations that can provide information on recycling, etc., thus creating a collaboration between different actors, brought together by this activity.



Source:

https://www.freepik.com/free-vector/compost-cycle-concept-illustration_23847204.htm



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Test



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Assess the impact

Step1: Interview event attendees to get their feedback on the catering.

Step2: Check the impacts on the decided KPIs by having carried out this activity in a sustainable way.

Step3: Plan a decision-making process based on the information collected, the outcome of the metrics and how they can be improved.

Review and Analyse Sustainability KPI Results:

Gain a comprehensive understanding of the business environmental and social impact.

Prioritise Key Areas for Improvement:

Focus on addressing key issues that align with the business overall vision and mission for sustainable practices.

Engage Stakeholders for Feedback:

Understand their perspectives on the sustainability performance and gather insights that can contribute to decision-making.

Develop and Implement Actionable Strategies:

Based on the analysis and stakeholder input, develop actionable strategies to enhance sustainability performance.

Monitor Progress and Adjust Strategies:

Regularly assess progress, make necessary adjustments, and ensure continuous improvement in alignment with the business's sustainability objectives.

Source: Own design





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Action-oriented triggers



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What KPIs can I establish to evaluate and improve the event organisation and catering business model to be sustainable in the long term?



Source: <https://unsplash.com/es/fotos/un-jarron-sentado-en-un-mostrador-HEXirPkfihl>



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***How can I engage partners
and enhance proximity
collaboration to amplify the
impact of the event
organisation and catering
business model ?***



Source:

<https://unsplash.com/es/fotos/un-hombre-y-una-mujer-parados-frente-a-un-puest-o-de-frutas--KD615N4WZU>



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In addition to applying more sustainable practices the event organisation and catering business model, how can I enhance its communication?



Source: https://unsplash.com/es/fotos/mujer-sosteniendo-microfono-wls5H_3Zn48



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Quiz



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Question 1.

When assessing the social impact of entrepreneurial initiatives focused on sustainability, which KPI is often employed to quantify the positive influence on local communities and stakeholders?

- a) Time-to-Market.
- b) Social Return on Investment (SROI).
- c) Employee Turnover Rate.



Question 2.

In the realm of sustainability-focused entrepreneurship, what is a key strategy for engaging stakeholders and amplifying impact?

- a) Maximising Short-Term Profits.
- b) Ignoring External Feedback.
- c) Transparent Communication and Collaboration.



Question 3.

How can entrepreneurs acting as agents of change enhance their impact on sustainability by involving stakeholders?

- a) Minimising Collaboration to Maintain Control.
- b) Inclusive Decision-Making and Partnerships.
- c) Focusing Solely on Profitability.



Question 4.

When building a brand with a strong reputation for sustainability, what is a key element that contributes to long-term success?

- a) Consistent environmental practices.
- b) Greenwashing and misleading marketing.
- c) Avoiding transparency with stakeholders.





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Credits and quiz solutions



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Developer



Quiz solutions:

1- B

2- C

3- B

4- A



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