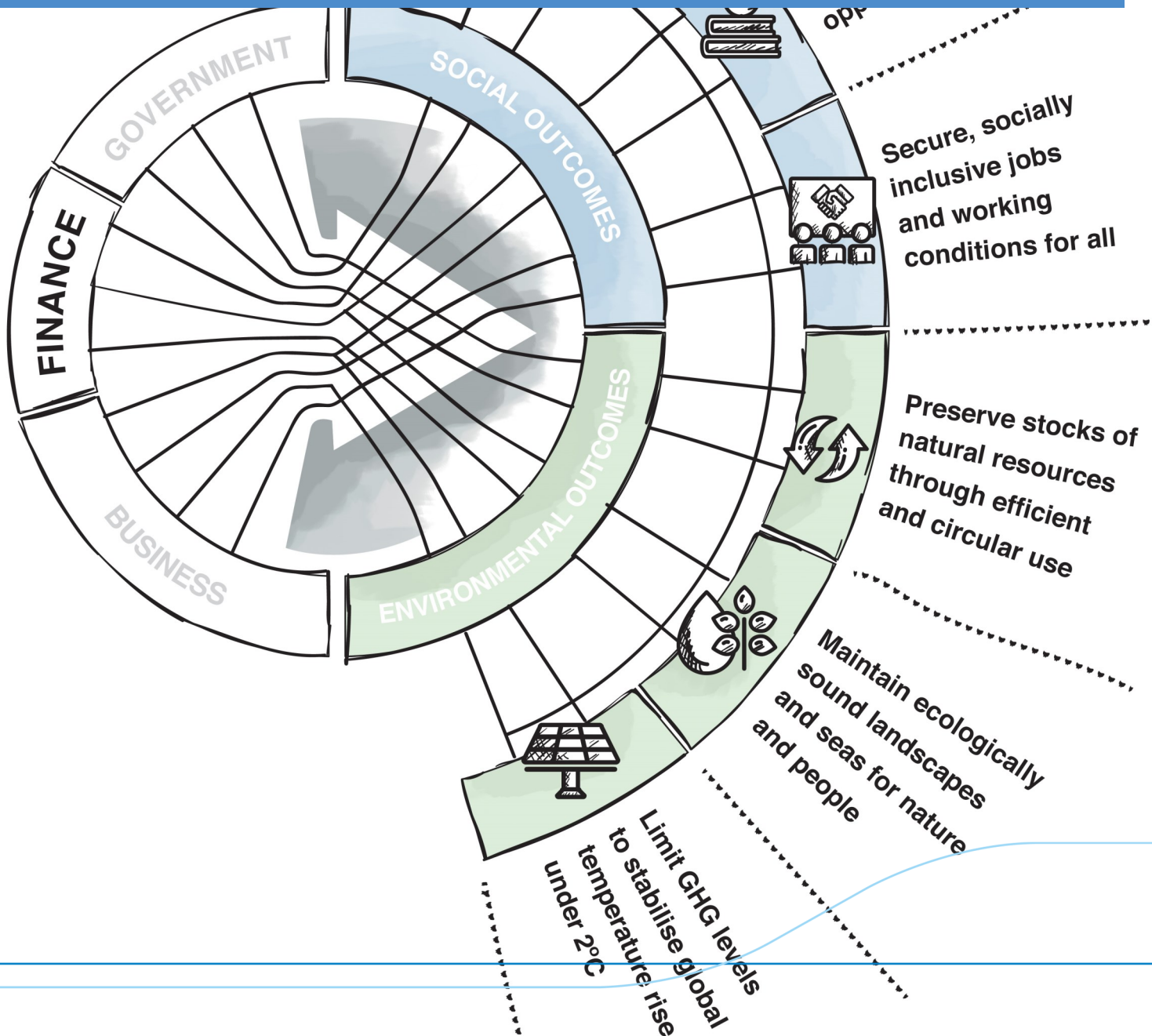




In search of impact: Measuring and communicating your contribution to the UN Sustainable Development Goals

Sustainability Leadership Laboratory
Cambridge: 8-9 May 2017



Aimed at both corporate sustainability and investment professionals, this two-day Sustainability Leadership Laboratory (Lab) will focus on how businesses and financial institutions can better understand, measure and communicate their overall impact on society and the environment, and their contribution to the Sustainable Development Goals (SDGs).

In 2015, the UN agreed on 17 SDGs to end extreme poverty, fight inequality and injustice, and protect our planet. The UN recognises that business will be indispensable in achieving the SDGs and Unilever CEO Paul Polman [has described them](#) as the 'greatest growth opportunity in a generation'.

In order for companies and financial institutions to tap into these new markets and contribute to society, they must better understand, quantify and communicate on their social and environmental impact. But only [13% of businesses](#) have so far identified the tools they need to assess their impact against the SDGs.

About the Lab

This Lab will examine how business and investors can identify their key social and environmental impact, how innovation can play a role in contributing to the SDGs and how to communicate this to stakeholders, including engagements between corporates and financial institutions. It will also help participants develop the skills to align the SDGs with their existing sustainability strategy and to report on performance using appropriate metrics.

Who should attend?

Our Labs focus on some of the world's most pressing challenges and cutting-edge opportunities.

With a strong emphasis on sustainability in relation to companies and investors, this Lab will appeal to professionals from business and financial institutions, including individuals working in sustainability, responsible investment, investor relations and marketing, and sustainability

consultants looking to assist clients in better communicating their impact.

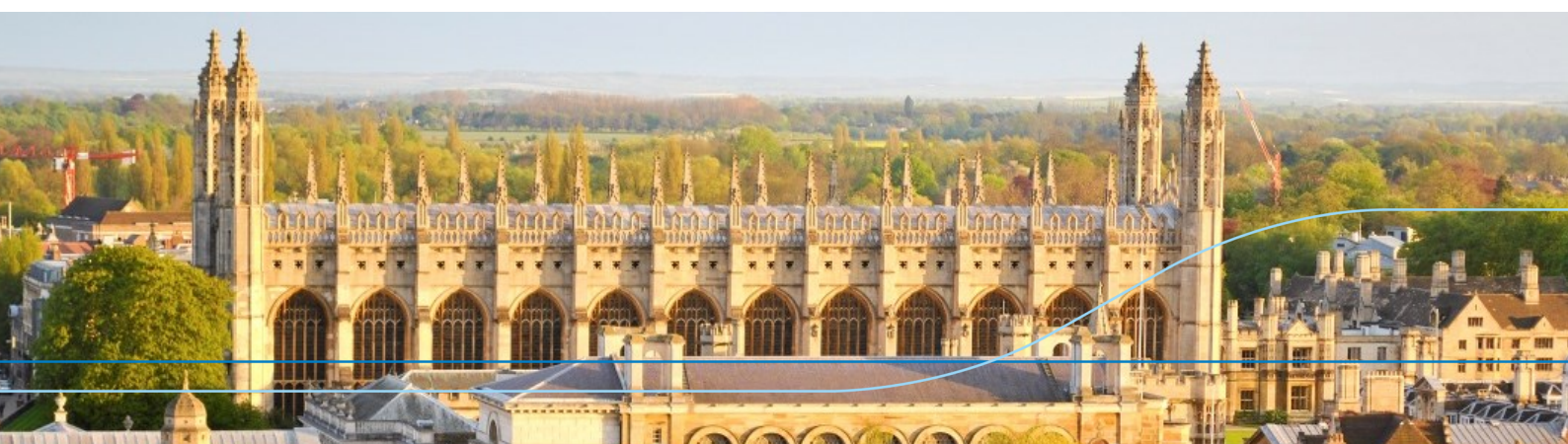
Benefits of attending

This new workshop will stretch your thinking through discussion with leading academics and practitioners, as well as active participation with case studies.

You will also be introduced to an innovative impact assessment framework being developed by the Cambridge Institute for Sustainable Leadership (CISL) in partnership with the [Investment Leaders Group \(ILG\)](#), a global network of leading investment firms working to help shift the investment chain towards responsible, long-term value creation. You will have the opportunity to reflect on the application of the framework to your organisation and situation.

- Understand how the SDGs are relevant to companies and financial institutions.
- Learn how to identify and prioritise the impact of your organisation or investments
- Better understand and communicate your organisation's or investment fund's impact on society and the environment and contribution to the SDGs.
- Discover how innovation can improve environmental and social impact performance.
- Explore case studies and perspectives from leading experts and organisations.
- Bring your own business example to work on with your peers.
- Further the dialogue between sustainability and investment professionals about building shared expectations and a common language around impact.

The workshop will help you develop your effectiveness as a leader and change agent through the sharing of ideas with, and learning from, your peers and industry experts. You will also join CISL's international alumni network and leave encouraged and committed to taking specific action.



"I believe there's a real niche for these Sustainability Labs as they provide a forum for open discussion, challenge and an opportunity for the business world and academia to come together in a collaborative way."

Elizabeth Wild, Social Responsibility Director, BP

Learn from industry experts and thought leaders

The Leadership Lab will feature interactive sessions and case studies with speakers including:

- Gail Klintworth, Director (Business Transformation), Business and Sustainable Development Commission; former Group Customer Director of Old Mutual Group and Chief Sustainability Officer of Unilever
- Will Oulton, Head of Responsible Investment, First State Investments
- Professor Jaideep Prabhu, Professor of Marketing, Cambridge Judge Business School
- Miguel Veiga-Pestana, Senior Vice-President, Corporate Communications & External Affairs, Reckitt Benckiser (delete previous job roles)
- Mark Didden, Manager Sustainability Reporting, AkzoNobel

- Paul Crewe, Head of Sustainability, Energy, Engineering & Environment, Sainsbury's
- Dominic Vergine, Director of Sustainable Development, ARM

Further information, applications and fees

Acceptance is by application and selection only. Limited places are available to ensure delegates have quality time with peers and contributors, and to enhance networking and collaboration opportunities.

There are discounts available for applicants from NGOs, the public sector, academia, self-funders and those based in developing countries. Group discounts are also available for organisations sending multiple delegates.

Applications will be reviewed on a rolling basis with places offered at regular intervals. Early application is advisable.

For further information, [please visit the website here.](#)

