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In September 2015, the United Nations unanimously ratified the Sustainable Development Goals, also known as the Global Goals, which provide a foundation for action to address the world’s most difficult challenges. Responding to the tremendous perceived opportunity to harness the capabilities of the private, public, and social sectors, PYXERA Global convened a two-day meeting, November 10-11, 2015, followed by a half-day broadcast on November 12, 2015, to link stakeholders and accelerate action to move the goals from aspiration towards achievement.

In addition to hosting a dynamic and engaging two-day conference for guests to attend in Washington, DC, we produced a three-hour live broadcast to allow even more participants to join the conversation at no cost to them. We encouraged organizations around the world to host watch parties we dubbed “Meet-Ups” in their offices in order to bring colleagues from the public, private, and social sectors together to watch the live broadcast. PYXERA Global and our partners are also committed to engaging and preparing the next generation of global development champions. To that end we also encouraged college and universities to host Meet-Ups on their campuses in order to bring in students, faculty, and staff as additional participants.

The Global Engagement Forum and SDG Broadcast brought together leaders and organizations from across the three sectors to discuss how best to collaborate to move from aspiration to achievement. We appreciate all Meet-Up hosts for bringing even more unique voices and perspectives into the conversation.
“The people at the base of the pyramid are poorly served and actively exploited. Aid and philanthropy cannot get it done. How do we harness entrepreneurship to address that? How do we take that leap?”
- Stuart Hart, University of Vermont

“You need to fall in love with your problem.” - Richard Crespin, CollaborateUp

“Everything begins and ends with human rights.”
- Vic Ramdass, SOUTHCOM

“What if I told you I could save 1,000,000 lives every year with refrigerator magnets and a laser pointer?” - John Lewandowski, Disease Diagnostic Group

“To meet goal #2 (food security), we cannot grow our way out.” - C.D. Glin, Rockefeller Foundation

“Courage is required to be truly transparent. A shift in mindset is required—with a sustained focus on partnership and innovation.” - Tony Pipa, USAID

“At SAP, what keeps us up at night is thinking about this issue of youth unemployment and the huge anticipated gap in skills to be part of our digital workforce.” - Alicia Lenze, SAP

“What can individuals do? Take something that you care about and just cling to it. Try to incorporate it into daily life. If everyone does that, we’ll get to a mass number of people.” - Sheryl WuDunn, Author, A Path Appears

“To meet the SDGs, we have to build trust and work together to solve the problem.”
- Raul Gauto, Avina Foundation

“There are one billion people alive today who will never meet a health worker.”
- Kate Tulenko, IntraHealth

“Experiential learning is particularly impactful for youth.”
- Neil Ghosh, SNV

“Energy is the issue which impacts whether or not people get left behind.”
- Andy Herscowitz, Power Africa

“Health cannot be seen in isolation. It includes water, infrastructure, energy, and technology.” - Trevor Gunn, Medtronic

“It is a real change in the mindset for business—the idea that we can make money working with low income populations, and that’s ok. It doesn’t have to be charity.” - Mark Kramer, FSG

“The only thing more amazing than our technology is what the world does with it.” - Luke Filose, Intel

“There is no substitute to a human connection. Connecting kids with mentors is a high touch, hands on program.” - Deborah Holmes, EY
“It culminates in this nature goal which we announced in April, where we’re committing to valuing nature in our capital allocations processes, our new product development processes, our new business development processes, and our real estate decision making processes. We’re doing this because we think it has not only social and environmental benefits, but also economic benefits. We’re thinking we’ll be getting $1 billion in net present value by valuing nature differently.” - Mark Weick, Dow

“If you’re not failing, you’re not innovating.” - Tessie San Martin, PLAN USA International

“It’s good business to focus in on your business strategy and societal impact in a shared way to produce real value—and real value for the company. You can’t do that if you ignore the importance of the role business plays in society.” - Stanley Litow, IBM

“We’re trying to create a more meaningful form of philanthropy. We call it ‘materialanthropy,’ because it’s not donating money, it’s donating materials.” - Scott Boylston, SCAD

“The growth mindset is a muscle we need to flex often – particularly given that we live in a culture that, more often than not, prioritizes success over risk-taking,” - Jennifer Clinton, Global Ties

“The first thing we had to do was form partnerships internally. Then we can reach out and partner with others.” - Matt Arnold, JPMorgan Chase

“Our vision is to deliver top-tier financial performance over the long-term by integrating sustainability into our business strategy, leaving a positive imprint on society and the environment.” - Sue Norton, PepsiCo

“Working with the private sector is not an innovation. It’s a necessity. We continue to focus on the sweet spot where our development objectives align and intersect with commercial interests, because that’s where we’re going to see sustainable, long term impact.” - Ricardo Michel, USAID

“We absolutely need the private sector, not only as charity, but making core commitments, to ensure there is a sustainable and growing economy everywhere in the world.” - Kathy Calvin, UN Foundation

“We’re never going to raise enough good old fashioned grant money to meet the goal at scale. Combining public money, with philanthropic money, with private investment is going to be essential to restore the wetlands in the Gulf of Mexico.” - Glenn Prickett, The Nature Conservancy

“I object to the term ‘international development.’ Development is something you do to someone. At PYXERA Global, we talk about ‘purposeful global engagement.’ Purposeful global engagement is something you do with someone. Nomenclature matters, because nomenclature drives mindset.” - Deirdre White, PYXERA Global
The Global Engagement Forum | 2015
Moving the Sustainable Development Goals from Aspiration to Achievement

November 10-12, 2015 | Washington, DC

#SDGForum

Meet-Ups convened across the United States from Cambridge, Massachusetts, to San Francisco, California, and in communities across South Africa, Ghana, Nigeria, Tanzania, Benin, and Cambodia.

- 2.7 Million users reached
- 67 Million impressions
- 5,100 Tweets
- 906 Contributors

Trended in Washington, DC

Online Influence

#SDGForum Nov. 10-12
- 2.7 Million users reached
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Trended in Washington, DC

Sponsors: 13  Speakers: 77  Conference Attendees: 297

Conference Attendees 297

Hours: 3  Sustainable Development Goals: 17

Countries & 6 Continents: 65  Viewers Worldwide: 1,880

New Global Citizen @BeNewGlobal · Dec 15
Insights on Cross-Sector Collaboration from the Global Engagement #GlobalGoals #SDGs #SDGforum bit.ly/10DAPvH

Scott Boyleston @ScottBoyleston · Dec 15
What an honor to participate in this important broadcast! #PYXERAGlobal @jpmorgan @AspireFG @emergentstructures #SDGforum

Manu Juneja @manuvits · Nov 12
#SDGforum was so INSPIRING! I don’t want the conversation to stop - seriously @PYXERAGlobal - a very well done /fantastic job!!

UN Foundation @unfoundation · Nov 12
A huge thank you to you, the audience, for making the #SDGforum chat so insightful for 3 hours!
## DAY 1 - NOV. 10 AGENDA OVERVIEW

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<td>Welcome</td>
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<td>8:10am</td>
<td>KEYNOTE: From Obligation to Opportunity</td>
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<tr>
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<td><em>The Importance of Innovation and Entrepreneurship in Achieving the SDGs</em></td>
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<td>DISCUSS: Goals #9 + #17 Collaborate to Innovate – Creating a Culture of Collaboration</td>
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<td>FLASH CHAT: Goal #7 Power Enables Growth in Africa</td>
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<td>FLASH CHAT: Goal #6 Better Water + Sanitation for a Cleaner Healthier World</td>
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<td>FLASH CHAT: Goals #3 + #9 Technology to Enable Healthy Lives</td>
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<td>FLASH CHAT: Goals #2 + #12 Feed the Future, End Hunger, and Improve Nutrition with Post-Harvest Loss</td>
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<td>DISCUSS: #4 + #8 – Education, Skills, Jobs: Building the Workforce of Tomorrow</td>
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<td>IDEATE &amp; CREATE: Hands On with Human-Centered Design to Address Global Challenges</td>
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<tr>
<td>4:30pm</td>
<td>KEYNOTE: Can the Private Sector Perform with Purpose for Scale &amp; Impact?</td>
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<tr>
<td>5:00 PM</td>
<td><strong>NO HOST HAPPY HOUR RECEPTION &amp; DINNER</strong></td>
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Opening Keynote: From Obligation to Opportunity:  
The Importance of Innovation and Entrepreneurship in Achieving the SDGs

Stuart Hart, Co-Director of the Sustainable Entrepreneurship MBA Program, University of Vermont School of Business, provided the opening keynote address, setting the tone for the next two and a half days. “We are at one of those really rare times where everything changes,” Hart said, “Will you be the change?”

Hart noted that of the seven billion people in the world today, 800 million “people like us” characterize the top of the pyramid in terms of buying power. It’s a saturated market and it won’t quench businesses thirst for growth, which initially inspired companies to reach down into middle markets, but taking products and tinkering with the high-cost structure model only takes you so far. The vast majority of customers reside in markets at the base of the pyramid, poorly served, and actively exploited. Aid and philanthropy alone cannot address market gaps—can companies harness entrepreneurship to address these market gaps? “How does business raise the poor, protect life on earth, and make money doing it?”

Hart noted that this requires the reinvention of business—less war-like “frontal assaults” and more “entrepreneurial judo.” Hart advocates incubating sustainable technology within the base of the pyramid markets, avoiding direct competition with established companies and business models, in order to co-create with local partners, which also serves to generate income and raise the standard of living. Noting that ‘cannibalization’ is an oft-stated concern, Hart notes that providing services and goods where there were previously no acceptable solutions is purely “creative creation.”

Some of the solutions will be so good, so affordable, that they will migrate upmarket, because they will be better, more sustainable, ways of living. Using examples of energy independence and affordable healthcare at home, Hart painted a picture of a radically distributed world, which by its very nature is sustainable. This upward market migration, and a growing global middle class, means that using a bottom-up approach, business can effectively reduce energy consumption while also creating more customers at every level of the pyramid.
The idea that no one leader, organization, or even sector can solve the most pressing problems of the world is widely accepted, yet collaboration remains difficult. Why? Richard Crespin notes that collaboration takes vulnerability and patience, as well as the maturity to recognize the persistent absence of both a “bogeyman” and a “silver bullet.”

The problems with developing solutions to the world’s most significant challenges is that they are often multi-factorial, which means that they have multiple solutions, and that often they are in tension for “Right vs Right”, with two intrinsic goods vying against each other. This is the stuff of true, adaptive leadership, able to hold two counter-veiling points in tension, bridging gaps between specialists, and committing to ongoing learning with regards to both problem definition and solutions, while holding stakeholders as the focus of the work.

“You need to fall in love with your problem, before you fall in love with the solution,” said Crespin. “We have to work in the systems as they are, not as you wish they were. It’s so much easier to do it alone. If you can, do it alone. Collaboration is hard. But if you’re looking for big transformation it requires co-creating—thinking together about the problem in the first place.” Crespin advocates for the “minimum viable partnership,” which is the minimum you need to know, before beginning to collaborate, and a simple four-step process.

**Four Steps to Collaboration:**

1. **What is the problem I am trying to solve?** (Pick a focus goal)
2. **For whom am I trying to solve that problem?** (Pick a target population)
3. **What is my value proposition?**
4. **Whose help do I need?**
Plenary Panel:
Collaborate to Innovate - Creating a Culture of Collaboration

The opening plenary discussion, moderated by Deirdre White, CEO of PYXERA Global, brought together four panelists representing the public, private, and social sectors to discuss the challenges and opportunities of collaboration and innovation in ways that can advance goal 9 and goal 17:

- **Goal 9**: Build resilient infrastructure, promote sustainable industrialization, and foster innovation
- **Goal 17**: Revitalize the global partnership for sustainable development

**Courage & Mindset to Shift Focus:** Tony Pipa, U.S. Special Coordinator for the Post 2015 Development Agenda, discussed the processes international bodies went through to arrive at the SDGs, and the capabilities that will ultimately be critical to advancing them. “The United Nations process to negotiate the SDGs is the most inclusive process in history, creating political ownership in the member countries themselves, and providing a platform that is broad enough and flexible enough to account for the different experiences and different needs in each country,” said Pipa. But that’s just the beginning. “There is now a broad acknowledgment that private sector investment is needed at scale—not simply through philanthropy or [CSR] but that development needs must overlap commercial interests. Profit is not only acceptable, it is required, in order to bring the resources to bear to address the SDGs.” In thinking about the way forward, Pipa encouraged a new way of thinking. “Courage is required to be truly transparent,” he said. “A shift in mindset is required—with a sustained focus on partnership and innovation.”

**A Learning Culture That Accepts Mistakes:** Dr. Tessie San Martin, President and CEO of PLAN International USA, spoke from deep experience leading an international NGO, as well as her past experience in the private and public sector. “The learning agenda needs to be front and center,” said San Martin. Development is an emergent phenomenon from a complex adaptive system. “These are not simple problems; they will not be satisfied by simplistic solutions.”

“Profit is not only acceptable, it is required, in order to bring the resources to bear to address the SDGs.”

- Tony Pipa, USAID
San Martin also encouraged the audience to consider new ways of doing things that also account for risk and time to execute. “We have to have patient capital,” she said. “The nature of development is risky, but we all pretend it’s not. We have to change the narrative. This about experimentation; some things will go right, some things will not. We have to be willing to share all of the learning…. If you’re not failing, you’re not innovating.”

**Everything Begins & Ends with Human Rights:** Dr. Vic S. Ramdass, Director, Partnering Directorate (J9), United States Southern Command emphasized the role the U.S. military can play in providing a foundation for rule of law around the world. “The Department of Defense is committed to public-private cooperation for the Sustainable Development Goals,” said Ramdass. “At Southern Command, everything begins and ends with human rights.” Ramdass emphasized that military has changed its focus, “moving from ‘command and control’ to ‘coordinate and collaborate’.” He emphasized that the shift towards collaboration meant that “Finding the common space [with like-minded partners] is critical,” more so than ever before.

**Embrace Expansive Integration:** Dr. Trevor Gunn, VP International Relations, Medtronic, encouraged the private sector to think expansively, rather than in silos, especially in cross-cutting sectors. “Health cannot be seen in isolation,” said Gunn. “It includes water, infrastructure, energy, and technology. Getting the technology to the people who need it is key.”

White summarized her conclusions: “It’s not necessary that all parties have the same goals,” she said. “It’s critical that they not have mutually exclusive goals, and that they respect the goals of all other parties, for a partnership to work.”

“These are not simple problems; they will not be satisfied by simplistic solutions.”

- Dr. Tessie San Martin, Plan International USA
FLASH CHATS:

Energy, Health, Water & Sanitation, Hunger & Responsible Use

A series of shorter, powerful Flash Chats conveyed ideas that focused on specific goals.

Goal 7: Energy – Ensure access to affordable, reliable, sustainable & modern energy for all

Andrew Herscowitz, Coordinator, Power Africa, USAID

Off-grid power solutions can create jobs and change the lives of people in Africa

“Energy is the issue which impacts whether or not people get left behind,” said Herscowitz. Affordable, reliable, sustainable, modern access to energy also accords people the dignity to take advantage of appliances that they need to improve their quality of life, and that these appliances and use of electricity, in turn, offer market opportunity. “The poorest of the poor spend money on kerosene, cell phones. They have satellite dishes, they figure out how to run the dish. Don’t underestimate the power of people and how they spend their limited resources. The vast majority figures out how to meet their minimum needs. It’s not just about power; it’s about the economy.”

Power Africa supports off-grid solutions to allow people to take their energy destiny into their own hands: M-Kopa of Kenya connects people directly with entrepreneurs instead of government, connecting them to power within a day.

Goal 3: Health – Ensure healthy lives & promote well-being for all at all ages

Kate Tulenko, VP Health Systems Innovation, IntraHealth

Effective use of mobile technology can improve maternal health and save infant lives

“There is a shortage of 4,000,000 health workers [worldwide] to cover [people's] most basic needs,” said Tulenko. “There are 1 billion people alive today who will never meet a health worker.”

To fill the gap, IntraHealth helps Accredited Social Health Activists (also known as ASHAs) in India leverage mobile technology to track maternal and infant health. Developed using rigorous principles of human-centered design, and in partnership with the user, IntraHealth has unveiled mSakhi, an interactive mobile phone app. Studies demonstrate that, compared with existing paper-based options, mobile phone-based mSakhi is a more user-friendly and effective job aid for a range of activities, including self-learning, counseling, and newborn health assessment. Proven to be an effective and cost-efficient way to save the lives of mothers and infants, it has already been tapped to move up-market.
**Goal 6: Water & Sanitation** – Ensure access to water & sanitation for all

Raul Gauto, Program Director, Fundacion Avina

*Effective water management and sanitation services can create a cleaner, healthier planet*

“Those left behind are the illiterate, the handicapped, aboriginal nations, the voiceless,” said Gauto. “To meet the SDGs, we have to do it by building trust, working together to solve the problem.”

To address this gap, Avina Foundation fosters the creation of rural community water cooperatives that are working to expand access to safe water to 25 million Latin Americans who live in rural settings.

Fundacion Avina developed a 10-module unified program for training community water organization leaders, which has now been applied in 11 countries in Latin America.

Defining and agreeing on the problem; co-creating solutions; building trust and confidence—in this way SDGs can be achieved according to Gauto, backed by the success of Avina, which emphasizes new models of collaboration to accelerate social impact around shared objectives by combining all kinds of innovation: social, technological, and business.

**Goals 2 & 12: Hunger and Sustainable Use** – End hunger, achieve food security & improved nutrition, & promote sustainable agriculture & ensure sustainable consumption & production patterns

C.D. Glin, Associate Director, The Rockefeller Foundation

*Improving food harvest and use, to avoid post-harvest loss, can aid the fight to end hunger*

“How will we feed 9 billion people by 2050?” asked Glin. For him, the answer is simple: enough food to feed 2 billion people is lost each year.

Post-harvest loss—food that is grown but never reaches the market, accounts for 30% of agricultural yields worldwide. “We’re starting with a business model that has 30% leakage.” Twenty-five percent of freshwater and 20% of farmland is used to grow food which goes unconsumed. Solving this problem could increase the income of 470 million smallholder farmers by 15%.

“To meet goal #2, we cannot grow our way out,” said Glin. Good harvest years don’t solve the problem of food insecurity, because the core of the problem is the inability to process, store, and get products to market.

Fixing broken supply chain systems is now more important to food security than agricultural efficiency. By increasing the capacity of smallholder farmers to develop effective market linkages, and improving local processing capabilities, the Rockefeller Foundation is working across sectors to solve the problem of post-harvest loss.
The second plenary discussion, moderated by Amanda MacArthur, Vice President of Global Pro Bono at PYXERA Global, brought together leaders in corporate responsibility, education, skills-development, and leadership development to discuss the creative pathways to address goals #4: Ensure inclusive and equitable quality education for all and promote lifelong learning opportunities for all and #8: Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all.

**Mentoring Yields Better Results in Education and Employment:** Deborah K. Holmes, Americas Director of Corporate Responsibility at EY, emphasized how companies can effectively leverage their well-honed capabilities in mentoring to improve education and employment outcomes for youth.

- The same core competency that is utilized to mentor and develop young professionals can be turned outward to connect with youth, and particularly at-risk youth.
- Even with the high degree of technology availability and competency, there is no substitute for human connection. The most successful mentoring programs are high-touch and hands on.
- In addition to the benefit of producing a source of skilled employees, programs also provide companies with the opportunity to earn well-deserved reputations for good corporate citizens and convincing consumers and stakeholders in general of their contribution to society.

**Youth Are Naturally Entrepreneurial:** Alicia Lenze, Vice President and Head of Global Corporate Social Responsibility at SAP, explained why SAP is specifically focused on fostering better outcomes in entrepreneurship and education, especially among youth.

- Youth are particularly receptive to developing an entrepreneurial mindset, skill-set, and orientation. This is a particularly rich and promising area for developing learning solutions and technologies to encourage, create and reinforce an entrepreneurial mindset.
- The reason for business to be involved in education is clear: educators produce the skilled employees that businesses require. Closing the skill gap is one area of real interest and emphasized by companies in the private sector. “If there aren’t educated employees, partners, and customers, we’re cooked.”
**Human-Centered Design Builds Better Institutions:** Scott Boylston, President, Emergent Structures and Professor at Savannah College of Art and Design, teaches masters students how to use design thinking for effective, sustainable, urban design.

- Teaching students design methods that emphasize inclusivity and empathy helps them develop more sustainable outcomes and more effective institutions in their future careers and work.
- What young people learn in school today will directly inform the professional role they will play in their careers. Encouraging creativity, curiosity, collaboration, and purpose can yield better outcomes at every socio-economic level.

**Experiential Learning Leads to Effective Employment:** Neil Ghosh, Executive Director, SNV USA, whose work in development has focused on capacity development among workers at the base of the pyramid, encouraged the audience to think beyond classroom-based education.

- Experiential learning, including those activities that provide real-world experience in-market, is particularly impactful amongst youth. One example is in the quest for cleaner cookstoves – in one program youth were trained to distribute cylinders of cooking gas in underserved markets, creating an affordable, clean energy source for cooking, while actively engaging and training youth for jobs and providing a sustainable stream of revenue to support the effort.

**Personal Leadership is a Critical Foundation for Meaningful Employment:** John-Ubong Silas, Senior Director of Program & Engagement at LDI Africa, whose recent work has taken him into high schools in Nigeria, emphasized the importance of expanding access to leadership development.

- Personal leadership, not just among executives, but among all individuals at any level of hierarchy, is an important basis from which young people will develop meaningful careers.

**Key Lessons from the Private Sector:**

1. At the end of the day, if there is no connection to the bottom line, it’s not sustainable.
2. Programs that engage employees also demonstrably provide return on investment. At SAP, research shows that every one point change in employee engagement scores correlates directly to an increase in financial performance.
3. For the private sector, a good partner on the ground is absolutely critical to understanding what the community needs and co-creating shared value.
Breakout Panels

Four breakout panels provided an opportunity for the Forum audience to go deeper in discussions on topics of particular interest.

1. Social Enterprise from Start to Scale

Christian Bartley, chair of the MIT IDEAS Global Challenge Advisory Board, convened a panel including David Wilcox, CEO of ReachScale; Shelden Himelfarb, President and CEO PeaceTech Lab; Shobhita Soor, Chief Impact Officer and Co-Founder of Aspire Food Group; and Pamela Roussos, Senior Director of the Miller Center for Social Entrepreneurship at Santa Clara University, which explored the ways that social enterprise drives sustainable social impact to advance the SDGs.

Innovation and entrepreneurship provide a path out of poverty. Social enterprises are business organizations in which entrepreneurs use business models to build and sustain organizations that address specific social issues. Like traditional enterprises, social enterprises face challenges with regards to financial and human capital to scale up, but they also face additional challenges with regards to measuring impact and staying true to all of their bottom lines, not simply the financial one. While impact investing is gaining interest and acceptance, it is significantly less sophisticated than traditional financing, especially with regards to accepted ways of measuring return. The need to address potential funders as investors, as opposed to donors, and the need for funders to regard their contribution as capital versus investment, requires a change of mindset on both sides. True partnership—where all parties benefit—is required for sustainable, mutually respectful collaborations. The most important question for social entrepreneurs to answer first for themselves, and then for their funders, is “Why?” Without this clear answer, and beginning with the end in mind, social enterprises are not sustainable, but with a compelling enough answer, it is possible to find the right funding.

2. Effective Volunteering & Global Pro Bono

Sue Stephenson, Vice President, Community Footprints at The Ritz Carlton, convened a panel that included Ahsiya Mencin, Director GSK Pulse Program, GSK; Alexandra van der Ploeg, Program Director of SAP SE; and Jennifer Lawson, VP of Corporate Strategy at Points of Light, to discuss the power of corporate volunteering in multiple forms to address the Sustainable Development Goals.
Stephenson framed the discussion with an introduction to IMPACT 2030, a private sector-led initiative in partnership with the UN and other stakeholders, committed to mobilizing employee volunteers to directly contribute to the advancement of the SDGs. Mencin and van der Ploeg announced their plans to develop and unveil a partnership in skills-based volunteering between GSK and SAP. In 2016, the two companies will explore ways to partner on overlapping priorities in Rwanda, a country of mutual interest and concern.

In addition to speaking to the specific goals to which each of their organizations had committed, the panel conducted an exercise which demonstrated the power of the Global Goals to link organizations by finding common ground.

### 3. Innovative Local Supply Chain

Amanda MacArthur, VP Global Pro Bono at PYXERA Global convened a panel that discussed ways in which local businesses can effectively integrate with multinational supply chains to yield greater economic opportunity and sustainability. Panelists included Gosia Nowakowska-Miller, Local Supplier Development & Community Investment Specialist at the IFC; Fiona Macaulay, CEO of Making Cents International and Kofi Koomson, Ghana Supply Chain Development Program of PYXERA Global.

In almost every economy, small business and entrepreneurs are critical drivers of broad economic growth and opportunity, and building their capacity to better serve and link with global supply chains is an important strategy to create opportunity and address unemployment. The panel discussed the barriers, which include lack of internal capacity, poor understanding of purchasing processes, and limited access to financing of the local organizations, as well as the needs of the multinational companies to understand the risks and opportunities when broadening supply chains away from traditional sources.

### 4. Global Mindset for Sustainable Leadership

Steve Schein, a professor and author of the recently released book, A New Psychology for Sustainability Leadership, convened a panel representing the life-cycle of global mindset development. Speakers included Jenny Buccos, Director, Producer, and Creator of ProjectExplorer.org, an organization that fosters global mindset in grade-school children through in-classroom multimedia; Blaire Modic, Executive Director of Study Abroad, Central College, who oversees numerous programs that provide study abroad experiences for college students across the United States; Harris Ginsberg, Chair of Leadership Development for the Conference Board, who has overseen executive development at companies such as IBM and Pfizer; and Pete Pearson, Director of Food Waste, World Wildlife Fund, whose own professional journey has yielded key insights into how more professionals can pursue careers that yield profit, performance, and sustainable impact.

Across the next fifteen years, progress towards achieving the Global Goals will require building a sustainable mindset to address every age of development—from K-12 to college and from young professionals to seasoned executives. In every age, transformational experiences are needed to support the development of courageous sustainability leadership to achieve the goals. The panelists discussed how programs and initiatives at different stages of development can help more people become globally-minded, developing the skills required to effectively operate in an international landscape.
Interactive Session: Ideate and Create

Hands on with Human Centered Design to Address Global Challenges
Coonoor Behal, Founder and CEO, Mindhatch

The Challenge: How might we help people eliminate waste in the consumption life-cycle?

Coonoor Behal and her team from Mindhatch provided a hands-on experience for ideation and design for social impact. Participants learned how to empathize, investigate, and develop rudimentary (but effective) preliminary prototypes for problems they defined and linked to the Global Goals.
Keynote:

Can the Private Sector Perform with Purpose for Scale and Impact?

Sue Norton, VP of PepsiCo Foundation, PepsiCo Inc., who provided the first day’s closing keynote address, offered one company’s resounding answer: “Yes!”

“Our vision is to deliver top-tier financial performance over the long term by integrating sustainability into our business strategy, leaving a positive imprint on society and the environment,” said Norton.

**PepsiCo uses a strategic framework focused on three elements of sustainability that are critical to their business:**

1. Human sustainability, which focuses on improving nutritional profile of products, responsible marketing, and community health
2. Environmental sustainability, which focuses on minimizing impact on the environment in operations and supply chain, with a clear emphasis on water—especially providing access to clean water
3. Talent sustainability, which focuses not only on building a culture of diversity and engagement amongst employees, but also to ensure that people in the supply chain are supported and treated with respect

Underlying those three pillars is a commitment to global citizenship, defined simply as respecting, supporting and investing in local communities of operation.

Each point has rigorous, multi-year goals, on which the company reports, such as water conservation and accessible, clean water. In 2009 for example, PepsiCo set a target to provide access to safe water to 3 million people by 2015, which the company will exceed by more than 100%.

“Our vision to deliver top-tier financial performance over the long term, by integrating sustainability into our business strategy, leaves a positive imprint on society and the environment.”

- Sue Norton, PepsiCo

PepsiCorps is PepsiCo’s flagship global pro bono program, which gives high-potential, high-performing employees the opportunity to work on concentrated, short-term projects that address sustainable agriculture and affordable nutrition, access to safe water, healthy communities, and women’s economic empowerment. The program is just one way that PepsiCo effectively advances all three pillars simultaneously.

This provides a triple win: communities win through the infusion of talent, able to pursue new possibilities and making connections across borders; employees build skills for future success while creating a sense of common purpose and pride in PepsiCo and PepsiCo makes progress against their Performance with Purpose vision, while inspiring others to take on greater citizenship responsibilities.
FROM ASPIRATION TO ACHIEVEMENT:

Breaking down the UN Sustainable Development Goals

HUMAN RIGHTS
- Goal 1: End poverty in all its forms everywhere
- Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- Goal 5: Achieve gender equality and empower all women and girls

ECONOMIC OPPORTUNITY/EMPLOYMENT
- Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all

HEALTH
- Goal 3: Ensure healthy lives and promote well-being for all at all ages
- Goal 13: Take urgent action to combat climate change and its impacts
- Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

HUMAN & NATURAL ENVIRONMENT
- Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- Goal 12: Ensure sustainable consumption and production patterns
- Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

* Goal 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development

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# DAY 2 - NOV 11 AGENDA OVERVIEW

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<td>FLASH CHAT: Global Ties on Creating a Mindset for a Better World</td>
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<td>9:35am</td>
<td>FLASH CHAT: Deloitte on Business Models for Social Impact</td>
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<td>FLASH CHAT: Intel on Technology to Enable the SDGs</td>
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| 10:30 AM | COFFEE BREAK |

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<th>LUNCH</th>
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<td>DISCUSS: Goal #17 Funding the Challenge</td>
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<tr>
<th>2:00 PM</th>
<th>BREAKOUT &amp; LEARN: WORKSHOPS</th>
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<td>WORKSHOP 1</td>
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<td>WORKSHOP 7</td>
<td>Developing Communities Through an Integrated Approach</td>
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| 3:15 PM | COFFEE BREAK |

| 3:30pm | ENGAGE: Create Your Plan for Future Impact with CollaborateUp | Mainstage |
| 4:30pm | KEYNOTE: A Path Appears for the Private Sector | Mainstage |
| 4:55pm | Closing Remarks | Mainstage |

| 5:00 PM | SHERYL WUDUNN BOOK SIGNING - THE SOURCE |
The third plenary panel, moderated by Alice Korngold, Author of A Better World, Inc., brought together individuals whose views represent the ecosystem of skills-based volunteering, to explore how volunteering can effectively advance the global goals.

**Volunteering Brings the Human Benefit into Focus:** Courtney Lundquist, an Immunology and Rare Disease Education Manager at GSK, explained how her five-month immersive experience volunteering with a small team in a health clinic in Romania helped her rediscover her passion for her work. “You can get myopically focused on the task at hand and you can forget that there’s a patient at the end of the supply chain,” said Lundquist.

- Projects provide participants with tangible examples and experiences that enrich their work perspective upon return. In large companies, it is easy to forget the individual ultimately served at the end of a long supply chain. These on-the-ground experiences can provide that face-to-face experience, and keep a clear vision and commitment to the ultimate purpose of the work, wherever it is done. These experiences bring a more human element to the work employees do on a daily basis.
- Re-integration of participants back into the company is a challenge for every program. It’s critical to begin with that end in mind. Training and pre-work for the assignment must consider the ultimate completion and re-entry. Debriefing at the end of the assignment is also critical, in order to help participants process the experience and to enable them to articulate both the change in themselves and the change in perspective which can be integrated into their day jobs—being able to tell the story.
- The experience lends itself to integration within the work environment, even when the participant is on assignment. The best re-entry examples come when participants share their unfolding stories on assignments and maintain a presence in the lives of their colleagues, even when they are gone. It’s important that they don’t disappear.

**International Volunteering Builds Leadership Capabilities and Global Mindset:** Eva Halper, Director of the Global Education Initiative and Global Citizens Program at Credit Suisse, described a recent report analyzing the effects of cross-border volunteering on employees at BD, EY, GSK, Microsoft, and Credit Suisse.
• A recent study (http://www.emergingworld.com/industry-insights) of leading multinational companies across five industries demonstrates the efficacy of volunteerism, especially skills-based (or pro bono) to build adaptive leadership skills.

• Because this is a development experience for the participant, manager support is critical, not only to allow the experience, but also to ensure ongoing contact and that conversations are set in the context of development of the individual to contribute to the company.

• Program alumni are some of the most effective mentors and coaches to assist not only with preparing employees for projects, but also preparing them to re-enter the working environment.

• Insights for market and business opportunities need to be aligned with corporate strategies and linked with formal processes for new idea development within the companies to avoid random great ideas from going nowhere, to the consternation of participants who bring back the insights.

• “First do no harm,” is an important principle in providing this kind of expertise into markets and communities. Building capacity of the local client to do their work and better meet their mission—rather than doing the work itself—is a critical distinction.

Human Capital Support Provides Incredible Value for Nonprofits: Christine Quane, the Regional Food Hub Director at Eastern Market Corporation, Detroit’s largest commercial market, explained how JPMorgan Chase’s Detroit Service Corps provided the market with strategic vision that will position the organization for effective growth and expansion in the years ahead.

• Skills that are useful and valuable in large companies, such as data analyses and reporting, are easily transferable to non-profit organizations, providing value and further opportunities to develop. Process development and discipline is one of the most valuable things that private sector professionals often bring to non-profit organizations.

• Well-scoped projects for organizations prepared to receive pro bono assistance can accomplish significant and impactful projects in short, intensive time periods. For example, JPMorgan Chase’s Detroit Sustainability Corps completed a feasibility study for Eastern Market in Detroit, Michigan, which enabled them to pursue and secure funding which will enable them to meet increasingly strict regulations for wholesale produce, thereby allowing them to protect and expand their capabilities to provide a viable market alternative for local farmers and stakeholders.

Long-Term Fellowships Can Help Shape a Volunteer’s Future Career: Donna Torsu, Monitoring and Evaluation Specialist with the USAID-funded Ghana Supply Development Program, discussed how her 18-month Atlas Corps Fellowship at PYXERA Global helped her uncover her professional purpose.

• Measuring the impact on communities must be integral, not optional, to these interventions.

• The ‘sweet spot’ of these on-the-ground engagement comes at the intersection of public, private, and social partnerships, providing insight and experiences from diverse perspectives which is lasting.
FLASH CHATS:
Mindset, Business Models, and Technology

A second series of Flash Chats explored key enablers the private sector can employ to advance the goals.

Global Mindset for a Better World

Jennifer Clinton, the President of Global Ties US, explored how exchange opportunities can help people foster a growth mindset, a critical foundation for effective collaboration and partnership. “The growth mindset is a muscle we need to flex often – particularly given that we live in a culture that more often than not prioritizes success over risk-taking,” said Clinton. Organizations, regardless of sector, should commit to fostering this type of mindset. Making a commitment to improving, learning, and remaining open to new perspectives and solutions is good for employees, good for organizations, and most importantly, good for society at large.

Fostering such development means focusing on the value of the process and level of effort, as well as the ultimate output; celebrate risk taking, whether it leads to success or failure; and idealize improvement over perfection. There are three key ways to improve how exchange advances a growth mindset:

1. **Honest Marketing:** Exchange programs are often sold as euphoric, life-changing experiences. Be honest about the challenges in these assignments, providing exposure to problems that don’t have easy solutions, because that is reality.

2. **Intelligent Program Design:** Effective program development and implementation require the expectation, time, and ability to reflect on the experience, including the disappointments, and help individuals articulate their learnings and achievements.

3. **Reintegration and Action:** When individuals return from these experiences, programs can provide an environment—or help them develop the capability to change the environment—so that the growth mindset is continually reinforced and sustained.

Conclusion: avoid the notion that the ‘check the box’ experience of the end is more important than the process, and be prepared to tell the full story.

“ Avoid the notion that the ‘check the box’ experience of the end is more important than the process, and be prepared to tell the full story.”

- Jennifer Clinton, Global Ties
Business Models for Social Impact

John Mennel, Director of Social Impact at Monitor Deloitte, presented important new research that explores how the majority of companies are integrating social impact investments into their business strategy. Understanding business models started with three observations: most companies are making significant investments; there seemed to be as many models as companies; and there was dissonance about implementation. What was increasingly clear is that the impact from various programs was in fact creating corporate value, with regards to talent, market opportunities, brand value, regulatory relationships and resilient supply chains.

Because most social impact research appeared to focus on about the top 5% of companies—the market leaders in impact—there was a wide open question: “What about the other 95%?”

The research revealed four corporate archetypes along a spectrum from ‘Profit First’ to ‘Social First’:

1. **Shareholder Maximizers**: Representing **11% of businesses**, their primary motivation is maximizing shareholder value directly, with few resources applied to social impact. Those that are applied to social impact focus on risk mitigation.

2. **Corporate Contributors**: Representing the majority—**53% of businesses**—the social impact amongst these companies is driven by external factors, specifically on selected, strategic stakeholder relationships. Strategies tend to be siloed within the firm, aligned with specific functions or business lines.

3. **Impact Integrators**: **33% of corporations**, these organizations integrate social impact integrated within the firm strategy and governance and focus on value creation and proactive, positive stakeholder perception, with the intent of influencing action.

4. **Social Innovators**: For only **3% of companies**, the social impact of these firms is integral to the strategy, embedded in processes and across business units—so much that it is difficult to explain the business model without including the social dimension. High-growth companies dominate this group.

**Three key conclusions stand out from the research:**

1. Investment in social Impact is the norm in the Fortune 500; those who don’t are the minority
2. Social Impact can be used as a strategic asset that can be acquired and leveraged
3. It is important to act within industry and company context; one size does not fit all

Technology to Enable the SDGs

Luke Filose, CSR Manager at the Intel Corporation, explored the ways that information and communications technology, or ICT, can effectively advance the global goals. While hundreds of millions of people have been lifted out of poverty, three huge problems remain: the persistence of extreme poverty, increasing inequality and environmental degradation. Intel partnered with NetHope, Catholic Relief Services, Microsoft, and CDW, to produce a guide for using technology to advance the SDGs. The SDG ICT Playbook: From Innovation to Impact, introduces ten technology building blocks and shows how they can be used in nine different sectors. In his talk, Filose explored three areas where technology is having a game-changing effect, including 3D printing and the maker's movement, the Internet of Things, and how digital services and connectivity are empowering women and girls.

3D Printing and the Makers Movement: Mick Ebeling, a successful film producer, traveled to Sudan to build 3D-printed prosthetics for children injured in the civil war. He also trained local clinicians to assemble prostheses on their own. Intel has made a major push into this area with its low power processors and through partnerships with leading "maker" organizations and companies. We believe 3D printing and the maker movement is not only a good business for Intel but a powerful platform for sustainable development.

The Internet of Things: This is a much-hyped term that we often associate with products like a light bulb you can turn on with your smart phone, but in practice, it is much more than consumer goods that connect to the cloud. The Internet of Things enables evidence-based decision making by connecting everything from devices, to sensors, to people and systems to the internet. It’s predicted that as many as 50 billion devices will be connected to the internet in the next 5 years. According to a WHO study, more than 75% of vaccine shipments tested showed evidence of freeze damage. At time of delivery, a significant percentage lose their potency due to freezing. A non-profit tech company called Nexleaf developed a vaccine refrigerator for rural health clinics that has a temperature sensor on the inside, and a cellular modem on the outside. When the internal temperature of a refrigerator goes above or below a
specified range, the refrigerator actually "calls" for help. An SMS is sent to customizable set of stakeholders, and a database in the cloud is updated, so that the appropriate action can be taken. Nexleaf plans to roll out 10,000 of these devices in India in the next three years.

**Connectivity and Women’s Empowerment:** Women stand to benefit perhaps more than any other group from the information and skills that can be gained from the internet and new forms of online education. The Intel She Will Connect, My Digital Journey program teaches digital literacy skills using a game-like setting with characters and quests. Through this program, Intel plans to reach millions of women in Africa who can not only leverage connectivity and digital services to improve their livelihoods, but also can use their new skills to deliver services to help others in their communities.

“The only thing more amazing than our technology is what the world does with it.”

- Luke Filose

“At Intel, we like to say that the only thing more amazing than our technology is what the world does with it,” said Filose. “The fact is, there are no silver bullets when tackling the challenges we face today, and ICTs are no exception. In fact, technology can be downright complicated.” You can download the new ICT Playbook to start incorporating technology building blocks into any development program.
Roundtable Discussions

Participants gathered for candid discussions under Chatham House Rules.

1. Employment & Economic Opportunity
Convener, Michael Levett, Senior Advisor, CSIS
Participants focused their discussion around goals most closely related to economic opportunity and employment (goals 1, 4, 8, 7 and 9), discussing approaches, partnerships, and trends, as well as exploring ways to ensure that economics remain well integrated to all the goals.

2. Human & Natural Environment
Convener, Glenn Prickett, Chief External Affairs Officer, The Nature Conservancy
Participants focused their discussion around the goals most closely aligned to human and natural environment (goals 9, 11, 12, 13, 14, and 15), with emphasis on business opportunities these goals offer, as well as the risks to current business models. The group acknowledged climate change as a special priority, recognizing its cross-cutting nature and inevitable impact on business.

3. Health
Convener, Cate O’Kane, Director, Corporate Partnerships and Philanthropy, PSI
Participants focused their discussion around the goals most closely aligned to human health (goals 2, 3, 6, and 11), especially health system strengthening, nutrition, and sanitation, and the partnerships required to advance these goals.

4. Human Rights
Convener, Alyse Nelson, President and CEO, Vital Voices with Seth Kaplan, Professor, SAIS, Johns Hopkins University & Elizabeth Crowell, President, BPeace
Participants focused their discussion around the goals most closely aligned to human rights (goals 5, 10, and 16), with special emphasis on gender equity and empowering women, as well as the need for access to justice and accountable institutions, particularly in fragile states, for truly sustainable development.

5. Funding
Convener, David Wilcox, CEO, ReachScale
Participants focused their discussion around financing as a key enabler for achieving the goals, including an exploration of the innovation and resources from across sectors, as well as highlighting current roadblocks.
6. Partnership
Convener, Deirdre White, CEO, PYXERA Global with Lindy Bishop, Executive Director, Utopia Foundation

Participants focused their discussion around partnership (goal 17) as a central enabler for achieving all of the goals, highlighting the essentials of good partnership, when one is required, and finding common ground, when objectives are different.

7. Volunteerism
Convener, Scott Beale, CEO Atlas Corporation with Deb Asuncion, Executive Director, Utopia Volunteers

Participants focused their discussion around volunteerism as one innovative enabler for making progress toward the goals, including conversations around appropriate vs inappropriate volunteerism, the power of volunteers to make a difference, and barriers to engaging more volunteers.

8. Intrapreneurship & Innovation
Convener, Milan Samani, Founder, The Intrapreneur Lab, with Mark Thain, Director of Social Innovation, Barclays

Participants focused their discussion on key enablers of intrepreneurship and innovation to address the goals, especially from inside large, multinational companies, leveraging resources and driving the convergence of corporate innovation and social impact.

9. Leadership & Mindset
Convener, Harris Ginsberg, Managing Principal and Founder, HRG Consulting with Matt Mayberry, President, Whole Works Consulting

Participants focused their discussion around leadership as a key enabler required to take action to advance the goals. In particular, the conversation focused on the need for a changing mindset amongst leaders, development initiatives to support them, and the synergistic opportunities which exist to address the goals and grow leadership capability at the same time.
Plenary Panel: Funding the Challenge

The final plenary panel, moderated by Yasmina Zaidman, Director of Strategic Partnerships at Acumen, convened leaders in finance for a discussion about how to mobilize the resources needed to advance—and achieve—the global goals. For the first time, a set of global goals (the Sustainable Development Goals) have been framed in a way that makes them explicit opportunities—for business. Companies expect a return to the investment in the market opportunities which the needs of the goals represent.

**Internal and External Partnerships Effectively Mobilize Resources:** Matt Arnold, Managing Director and Head of Social & Sustainable Finance at JPMorgan Chase, explained lessons he has learned in sustainable finance that are relevant to all companies and organizations committed to advancing the global goals, including the importance of internal alignment, and the ways in which conservation can be a money making enterprise.

- Forming partnerships internally can best position multinational companies to reach out and collaborate with others.
- A key point in successfully funding the Sustainable Development Goals is developing a nuanced understanding of the investors: who are they; where are they; what do they want?
- One of the biggest barriers is that the gradient between philanthropic contributions and exclusively commercial opportunities does not exist in the systems we use to assess and analyze opportunities. The best we can do right now is to term these types of social- and financial-based opportunities as “replenish-able philanthropy”
- Changing those systems and mindsets requires re-definition and agreement amongst the right actors

**Companies Can Deploy Human Capital in Support of Financial Capital:** Mark Weick, Director of Sustainability Programs, The Dow Chemical Company, explained how the Dow Sustainability Corps, a program executed in partnership with both PYXERA Global and Acumen, leverages:

- A partnership with the private that sector is broader than financial. It includes access to ideas, business models, innovations, strategies, and processes, among others.
- Blending financial capital with human capital, such as pro bono assistance, has proven an effective approach to developing businesses in Africa and elsewhere.

**Transparency is the Mother of Successful Collaboration:** Ricardo Michel, Director of the Center for Transformational Partnerships, U.S. Global Development Lab, USAID, identified effective ways that the public and private sector have begun to work together, emphasizing the importance of:

- Being transparent about objectives and goals is critical for collaboration. They don’t have to be the same, but they can’t be mutually exclusive.
• An emerging source of both expertise and investment resources are diaspora; determining how to best unleash that power is an innovation challenge—especially with regards to making investments.

• Finding the appropriate role for each collaborator in a public-private-social collaboration is key. For example, the public sector (USAID) can often serve to help companies reduce risk in an investment in creative, innovative ways.

**Rigorous Evaluation of MCC Investments Can Help the Private Sector Select Future Investments:** Nancy Lee, Deputy Chief Executive Officer of the Millennium Challenge Corporation, explained how the MCC’s evaluation tool can help other investors evaluate their likely success in those markets.

• MCC evaluates countries across 16 different indicators [https://www.mcc.gov/who-we-fund/indicators](https://www.mcc.gov/who-we-fund/indicators) to determine their eligibility for program assistance, which include measures of economic freedom, just rule, and investments in people.

• If assistance recipients don’t improve across these indicators on an annual basis, the MCC immediately withdraws its support.

• These indicators, which include Fiscal Policy, Access to Credit, Inflation, Business Start-Up, Trade Policy, Gender in the Economy, and Regulatory Quality; Civil Liberties, Control of Corruption, Freedom of Information, Government Effectiveness, and Rule of Law; Primary Education Expenditures, Girls’ Primary Education Completion and Enrollment, Child Health, overall health expenditures, Immunization Rates, Land Rights and Access, and Natural Resource Protection; these indicators can help the private sector evaluate opportunities for investment.
Interactive Workshops

1. Global Pro Bono: Capturing Business Insights and Successful Participant Reintegration
Amanda MacArthur, Vice President, Global Pro Bono, PYXERA Global
Gavin Cepelak, Senior Director, Global Pro Bono, PYXERA Global

Global Pro Bono provides a mechanism for organizations to invest their human capital to address some of the world’s most pressing challenges, while simultaneously engaging high performing, high potential employees in an experiential learning opportunity. In this workshop, Amanda MacArthur and Gavin Cepelak explored how to optimize the return on investment, through program design and implementation which builds in mechanisms that link participant experience both to the ability to meet the host client needs and link insights, directly to key business objectives and converting those to value.

2. Drive Impact with New Markets & Intrapreneurship
Milan Samani and Brian Kurtz, The Intrapreneur Lab

The world’s greatest challenges also provide the greatest opportunities, especially for individuals who are able to identify the needs and then provide innovative ways to address them in a way that creates shared value for all stakeholders. In this workshop, Milan Samani and Brian Kurtze covered the ways that employees within large companies can use entrepreneurial approaches within their existing organizations, leveraging resources to create new products and solutions that make a profit and create social impact.
3. Align CSR to Stakeholders and Business for Strategic Impact
Aman Singh, Vice President + Social Purpose, Edelman
Matt Mayberry, Principal, Whole Works Consulting

Aman Singh and Matt Mayberry guided participants through a group exercise to integrate sustainability into the core strategy of a particular multinational company, based on a materiality assessment of the key issues. This approach helps to ensure that CSR programs are both aligned and significant contributors to the long term success of business organizations.

4. Communicate Effectively in a Global World
Dave Armon, Chief Marketing Officer, 3BL Media

In this workshop, participants learned how to adapt to the new media landscape to effectively communicate with key stakeholders internally and externally, with special attention on the availability of paid channels, as well as strategies to earn media coverage and influence the influencers.

5. Going Beyond Social Issues of Competitive Context: What Does it Take to Maximize Impact?
Kina Ile, Director, Programs and Strategic Initiatives, CAF America
John Holm, Senior Director, Business Development, CAF America

In this workshop by CAF America, participants focused on developing a shared value approach to address social issues relevant to companies, including approaches to effectively and efficiently vet and select the most appropriate NGOs and social enterprises with which to partner.

6. Practical Techniques for Impact Measurement
Farron Levy, President, True Impact

In this session, Farron Levy guided participants through the practical strategies which have been embraced by sector-leading funders and providers to determine what, how, and when to measure—and how to claim the results. The session concluded with a discussion of individual challenges and attendees were invited to complete framework for an action plan based on the True Impact approach.

7. Developing Communities through an Integrated Approach
Maggie DeLorme, Program Manager, PYXERA Global
Harry Pastuszek, Vice President, Enterprise & Community Development, PYXERA Global

Participants explored the process of integrated community development, from a needs assessment to design, with the highest level of local ownership, and from implementation through to meaningful impact monitoring and evaluation. Harry Pastuszek and Maggie DeLorme of PYXERA Global described the scalable and replicable approach used by the Joint Initiative for Village Advancement (JIVA) program, the 2015 CECP Director’s Award winner, carried out in partnership with the John Deere Foundation.
Interactive Session:
Engage: Create Your Plan for Future Impact with CollaborateUp

Richard Crespin, CEO, CollaborateUp
Keynote: A Path Appears for the Private Sector

Sheryl Wudunn, Entrepreneur & Author, *Half the Sky* and *A Path Appears: Transforming Lives: Creating Opportunity*, offered three key takeaways to guide the actions of the audience in moving past the event.

1. **We hold the opportunity to make a difference. Why not start now?**

2. **We have a better handle on what works and what doesn’t work.** *A Path Appears* is full of game-changing examples that move beyond simple charity, and there are examples which have been tested for replication and scalability.

3. **People want to make a difference in the life of a single person, and there is power in one individual making a difference in the life of one individual.** This has proven to be a key in raising attention and funds, and we should continue to employ that approach to raise funds and attention to meet the Global Goals.

Participants had the chance to speak one-on-one with WuDunn and receive a signed copy of her book.
Use the SDG Framework as a Vision

The Sustainable Development Goals, or the global goals, are critically important. Whether or not we agree entirely with the list developed—or how it was developed—we need to move beyond that and commit to advancing them together. It’s also important that we understand that none of the goals stand in isolation, nor are they a checklist. They are very much interrelated. We cannot think, for example, of solving the problem of health, without looking at water, sanitation and nutrition; we cannot solve problems of employment without looking at education.

Choose One Problem

Rather than choosing a single goal, Deirdre encouraged the participants to find one thing—one solvable problem on which to make an impact. Take post-harvest loss for example, discussed during the first day by C.D. Glin, we need to figure out the root causes, the resources and partners required, and move together to address something that can be solved in our lifetime.

Spread the Word

The SDGs provide a platform on which to convene the right people, across sectors to make a difference, but not everyone knows or understands the goals, and the power they could have to convene the right people, the right organizations, and the right resources to address them.

No One Sector

In addition to evangelizing the global goals, Deirdre also encouraged participants to “Get comfortable in the grey space,” that space in partnership that is not always black or white. What started as a premise at the beginning of the Forum was validated over and over: no one person, organization nor sector can effectively address—and succeed—with these goals alone. It will require massive effort, coordination, respect, and collaboration across sectors—true partnership—to move the goals from aspiration to action and on to achievement.
## DAY 3 - NOV 12 BROADCAST AGENDA

### OPENING

**ARE THE SUSTAINABLE DEVELOPMENT GOALS GOOD FOR DEVELOPMENT?**  
Deirdre White, Sheryl WuDunn, Kathy Calvin

### FLASH CHAT

Shobhita Soor

### SESSION I: COURAGEOUS COLLABORATION

**WHAT DO A CHEMICAL COMPANY, A BANK, AND THE NATURE CONSERVANCY HAVE IN COMMON?**  
Mark Weick, Glenn Prickett, Matt Arnold

### FLASH CHAT

Scott Boylston

### SESSION II: A PIONEERING MINDSET

**HOW CAN CORPORATE LEADERS COMMIT TO CHANGING THE WORLD?**  
Stanley Litow, Mark Kramer

### FLASH CHAT

John Lewandowski

### SESSION III: SHOW ME THE MONEY

**HOW CAN BLENDED CAPITAL ADVANCE THE SDGS?**  
Ricardo Michel, Kate Ahern, Donna Callejon

### SESSION IV: ACTIVATING YOUTH

**THE OPPORTUNITY AND CHALLENGE OF THE NEXT 15 YEARS**  
Alicia Lenze, Jon Clifton, John-Ubong Silas

### CLOSING

Deirdre White
Are the Sustainable Development Goals Good for Development?

Deirdre White, PYXERA Global’s CEO, kicked off the program alongside Sheryl WuDunn, author of A Path Appears; and Kathy Calvin, CEO of the UN Foundation, to discuss the United Nations Sustainable Development Goals (aka the “Global Goals) and the need for public, private, and social sector collaboration, as well as the power of individuals to make a difference.

Watch here: http://bit.ly/1Pb18dd

“What can individuals do? Take something that you care about and just cling to it. Try to incorporate it into daily life. If everyone does that, we’ll get to a mass number of people.”

- Sheryl WuDunn, A Path Appears

“We absolutely need the private sector, not only as charity, but making core commitments, to ensure there is a sustainable and growing economy everywhere in the world.”

- Kathy Calvin, UN Foundation
Courageous Collaboration

Produced with generous support from The Dow Chemical Company

What does a specialty materials company, a bank, and The Nature Conservancy have in Common? The willingness to enter into courageous collaborations toward addressing issues outlined in the Sustainable Development Goals and linking those with strategy development, decision making, and good business. Glenn Prickett, Chief External Affairs Officer at The Nature Conservancy; Mark Weick, Director of Sustainability Programs at Dow; Matt Arnold, Managing Director and Head of Environmental Affairs, JPMorgan Chase, discussed the need for collaboration and the lessons learned from their highly effective projects.

Watch here: http://bit.ly/1Yq9BeZ

“The global goals are incredibly valuable. Our mission is to protect the lands and water on which all life depends. How do we put nature in service to people to solve some of these sustainable development challenges? The global goals are a clear constellation of guiding stars.”

- Glenn Prickett, The Nature Conservancy

“This is our third decade of ten-year goals—we want to look ahead to see where the planet needs to be in 10 years, and where we need to be in 10 years. We have over 40 direct links to (the global goals) to ensure we meet the needs of our global community.”

- Mark Weick, Dow

“We need to be a bank for something, not against something. We started this dialogue with TNC to be a bank for nature.”

- Matt Arnold, JPMorgan Chase
A Pioneering Mindset:  
How Can Corporate Leaders Commit to Changing the World?

Mark Kramer, Co-Founder of the Shared Value Initiative; and Stan Litow, Vice President of Corporate Citizenship and Corporate Affairs at IBM, and President of the IBM Foundation; talked with Deirdre White, CEO of PYXERA Global, about how their organizations have pioneered changes in the ways companies address societal challenges, and how future leaders can embrace the opportunity to become pioneers.

Watch here: http://bit.ly/1T68teZ

“ It’s good business to focus in on your business strategy and societal impact in a shared way to produce real value--and real value for the company. You can’t do that if you ignore the importance of the role that business plays in society. ”

- Stan Litow, IBM

“ It is a real change in the mindset for business. The idea that we can make money working with low income populations and that’s ok, it doesn’t have to be charity. The idea that we could rethink our products and rethink our value chain to take into account social issues—really build it into our business strategies—these are real shifts in how companies operate. ”

- Mark Kramer, Shared Value Initiative
From Competition to Company: Edible Insects for #ZeroHunger

Shobita Soor, Chief Impact Officer and Co-Founder of Aspire Food Group, is working to make insects delicious. The outgrowth of the 2013 HULT Prize, Aspire Food Group focuses on sustainable farming of edible insects, to provide a sustainable protein source to feed a growing planet.

Watch here: http://bit.ly/1JgLh8f

“Insects are one of the underutilized resources for addressing world hunger. In Ghana we farm Palm Weevil Larva. It looks like shrimp and it tastes like sausage. I promise. It's really a super food. It packs a lot of protein; it packs a lot of fatty acid; and it has a really high concentration of iron.” - Shobita Soor, Aspire Food Group

It’s Only Waste If It’s Wasted

Scott Boylston, President, Emergent Structures and Professor of Savannah College of Art and Design, discussed the opportunities to leverage abundant and available resources for equitable, sustained, and resilient communities, through human centered design, recycling, and ‘materialanthropy.’

Watch here: http://bit.ly/1Pb1lgp

“We are looking at construction and demolition waste, identifying the materials, and looking at them as if they are in the shopping cart, for reuse.” - Scott Boylston, Savannah College of Art and Design

Rapid Assessment of Malaria: Reinventing Global Health Diagnostics

John R. Lewandowski, Founder of Disease Diagnostic Group, and the winner of MIT Global Challenge, used engineering concepts to create an elegant solution for rapid detection of malaria at low levels of infections for a fraction of the cost of other devices. The winner of an MIT IDEAS Global Challenge, he encourages other professionals and students to reach across disciplines, functions, and sectors for similar effective collaborations.

Watch here: http://bit.ly/1mcu36B

“Only 1 of 8 malarial infections are diagnosed correctly; that’s where my device comes in...It's very simple to use. The person needs no clinical experience whatsoever.” - John R. Lewandowski, Disease Diagnostic Group
Show Me the Money: How Can Blended Capital Advance the SDGs?

Ricardo Michel, Director, Center for Transformational Partnerships at USAID; Kate Ahern, VP of Social Innovation at The Case Foundation; and Donna Callejon, Chief Business Officer at Global Giving, discussed how new funding models and blended capital are changing the way organizations approach the Sustainable Development Goals.

Watch here: http://bit.ly/1IdhaDS

“The whole crowd-funding environment has changed dramatically and it’s one example of technology enabling partnerships that are different.”

- Donna Callejon, Global Giving

“Almost no one is going it alone to make progress against the SDGs.”

- Kate Ahern, The Case Foundation

“There has been a fundamental shift in the numbers and types of actors in the last 20 years. In 1970, the U.S. flows to developing economies were 90% official development assistance; today it’s less than 9%. How do we work more catalytically to help mobilize the private sector resources already going in?”

- Ricardo Michel, USAID
Activating Youth: The Opportunity and Challenge of the Next 15 Years

Produced with generous support from SAP

Alicia Lenze, the Head of CSR at SAP, spoke alongside Jon Clifton, the Managing Director of Gallup Global Analytics, and John-Ubong Silas, Senior Director of Program and Engagement, LDI Africa, discussing the challenges and opportunities of activating youth worldwide. Clifton highlighted Gallup's report, “Where the Great Jobs Are” and together, they discussed how employment and the digital economy can engage young people to live prosperous lives.

Watch here: http://bit.ly/1Mlm2I3

“The social change model of leadership has two premises. The only purpose of true leadership is to affect positive change. The second component is in order to do that, you have to work in a collaborative space.”

- John-Ubong Silas, LDI Africa

“At SAP, what keeps us up at night is thinking about this issue of youth unemployment and the huge anticipated gap in skills to be part of our digital workforce.”

- Alicia Lenze, SAP

“If we are going to activate youth, it might serve us well to understand exactly what it is to make a great life for youth. And so Gallup actually did a study in 160 countries, where we asked young people, ‘What’s the single biggest thing that would create a great life for you?’ The single thing that they said, among all other issues, is to have a great job.”

- Jon Clifton, Gallup Global Analytics
Closing Keynote: Global Engagement Forum 2105

“Purposeful Global Engagement has no place for ‘Third World.’ It’s about one world.”

- Deirdre White, PYXERA Global

Deirdre White, CEO of PYXERA Global, closed out the Global Engagement Forum and Live Broadcast with a recap of the ideas and messages of the previous few days, and leaves us with a vision for the future of purposeful global engagement, with the right mindset, problem definition, and partnerships.

Watch here: http://bit.ly/1JgLTe9

“I’m encouraging you not to pick a goal; pick a problem. Pick one single problem that you think you might be able to have an impact on. Pick something you deeply care about. Think about the resources you have to bring to affect that problem, and then go about finding the partners to help you do that,” said Deirdre White.

“Purposeful Global Engagement has no place for ‘Third World’ It’s about one world,” said White.

“One thing that’s important to talk about is the courage it takes to have a real partnership, the courage to let go of some of your own needs and desires in the interest of making something work together….It takes courage to have a partnership, because you have to be able to disagree. If you’ve never wanted to strangle your partner, it’s probably not a real partnership,” said White.
In September 2015, the United Nations formalized the Sustainable Development Goals, which provide a foundation for action to solve some of the world’s most difficult challenges.

At PYXERA Global, we see this as a tremendous opportunity to harness the capabilities of the private, public, and social sector, catalyzing and accelerating action to make progress against these goals. The Global Engagement Forum provides an opportunity for leaders and organizations from across the three sectors to discuss how best to partner and move from aspiration to achievement.