

10 WAYS FOR EXECUTIVES TO GET INVOLVED IN 2015

ACTION PLAN FOR SUPPORTING THE POST 2015 AGENDA

As the UN and its stakeholders prepare to adopt a bold new global development agenda in September 2015 and an ambitious agreement to combat climate change in December 2015, more and more corporate leaders are leveraging their influence, reach, and assets to mobilize their own and others' participation in these critical and linked agendas.

In 2015, there are at least ten specific ways that business leaders can be critical catalysts for action and support:

DEMONSTRATE WHY WE CARE

1 SPEAK UP

Attend at least two high level meetings during 2015 to visibly demonstrate to policy makers your support of the adoption of the new global UN Sustainable Development Goals and an ambitious agreement to combat climate change.

2 BUILD A BUSINESS CASE

Be visible in developing business case studies about why the Goals are important to your company and to wider business community.

3 SIGN ON

Join at least three platforms with other key stakeholders, such as open letters, advertorials and other mass media channels to call for adaptation of an ambitious and actionable sustainable development agenda.

MOBILISE YOUR EMPLOYEES AND OTHER BUSINESS LEADERS TO ENGAGE

4 REACH OUT

Connect to at least three other CEOs to encourage their involvement with the Goals and or the climate change agenda.

5 ENGAGE YOUR EMPLOYEES & CUSTOMERS

Communicate with and educate your employees to help raise awareness of the importance of the Goals and climate agreement in 2015 and beyond. Consider ways in which your employees can become champions or ambassadors for the climate agenda and the Goals most relevant to your company.

6 USE YOUR CHANNELS

Be willing to use your social media channels – Facebook, Twitter, etc – to help support public campaigns to make the Goals famous and accessible to all.

BE READY TO SUPPORT IMPLEMENTATION

7 BE A ROLE MODEL

Share knowledge and best practices for sustainability with other companies both within your sector and beyond.

8 START TO INTERNALIZE

Develop ways in which your company can internalize and integrate your products and/or services to support the achievement of the Goals and the battle against climate change.

9 ADOPT A GOAL

Begin learning about the multi-stakeholder partnership opportunities developing around individual goals. Identify which goals relate to and matter to your business, then communicate broadly on how you are working toward them.

10 PARTNER

Be open to collaborating with other companies and other stakeholders to develop scalable and transformational partnership models that are aligned with the Goals and/or the climate change agenda. Be prepared to pledge action to help achieve the Goals and climate agenda once adopted at the end of this historic year.

For further information and for informational resources to support the above, please contact: post2015partners@unfoundation.org