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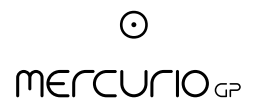
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Columbia University



Make SDGs  
happen through  
integrated thinking

Measuring and Reporting Business Models  
for long term value creation

IN COLLABORATION WITH



## Why it is important to attend

Our planet faces massive economic, social, and environmental challenges. To deal with these, the **Sustainable Development Goals (SDGs)** define global priorities and aspirations for 2030. Promoted by the United Nations, Governments worldwide have already agreed to these goals. **Now it is time for business organizations to contribute to make SDGs happen** by identifying and executing sustainable strategies as key drivers of their visions and business models, as well as to reflect on the partnerships for the SDGs.

## What will be discussed

This workshop intends to build on some of the **early experiences** and offer an opportunity to discuss the way in which business organisations can rethink their management processes, accounting tools and reporting **solutions**, as they strive for both competitiveness and growth while contributing to the achievement of the SDGs, and long-term value creation more broadly.

Building on the emerging concept of **Integrated Thinking**, the issues discussed will include:

- Alignment among **business objectives, SDGs e value chain**;
- Collaboration between **Finance and Sustainability** units;
- Identifications of **performance, KPIs and trade-offs**;
- Difference between **Strategies of Sustainability and Sustainable Strategies**;
- Communication of the **performance achieved through business reporting**;
- Connections among **SDGs, business model e processes of innovation**;
- Impact of the SDGs on materiality, connectivity, and stakeholder engagement;
- The role of **the board in the implementation of Integrated Thinking**;
- **partnerships for the SDGs**.

### For information contact

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