

SOLVING THE SOLVABLE: THE GLOBAL GOALS & #GIVINGTUESDAY

A little over one year ago, the Sustainable Development Goals (SDGs) were ratified. This set of seventeen aspirational “Global Goals,” spearheaded by the United Nations, were developed through a bottom-up process that involved its member states, corporations, global civil society, and the social sector.

Today, many companies are still considering how to align their social activities to meet the targets set for 2030. Many have decided to focus on “solving the solvable”—concentrating efforts in discrete areas of impact where they can leverage their core competencies to advance the Global Goals.

At PYXERA Global, we recognize how important partnerships are and that no one sector can achieve this kind of game-changing progress alone. In addition to the public and social sectors, the private sector has an abundance of resources that are playing an increasingly formidable role in tackling the world’s greatest social challenges. Partnerships come in many forms such as this unique collaboration in Rwanda between two corporations, SAP and GSK, through their global pro bono programs, and in partnership with the Rwandan Ministry of Health to strengthen that country’s health system. In Ghana, the IBM Corporate Service Corps and Peace Corps worked in coordination with a local social enterprise and the Ghanaian Ministries of Gender and Education to support girls’ education.

While many corporations are aligning their activities to the Global Goals, others grapple with how they can participate or affect change in the face of such expansive challenges. At PYXERA Global, we suggest keeping your Global Goals’ strategy simple and focused, especially when it comes to linking the Global Goals to employee engagement and corporate social responsibility programming. We strive to ensure we are aligning our client’s programs with the appropriate goals.

Here are five ways to align your initiatives to the Global Goals:

- Keep it simple! Don’t try to match your corporate social responsibility activities to all seventeen Global Goals. Choose the most relevant goals that align with your core focus areas and work towards making an impact on them – remember it’s not a zero sum equation, as each of the goals is inched towards achievement they all become more attainable. Read more here on how to do this.
- Align your company’s competencies with its social focus. If your core business is health or agriculture, for example, look for areas in your company’s philanthropic efforts that align with this and measure the impact against the related goal (e.g., Goal 3 – Health and Well-Being or Goal 2 – Zero Hunger).
- Motivate your employees through the Global Goals. The goals are bold and instill a sense of purpose. Encourage your staff’s involvement. One way to do this is through pro bono. Employees can participate in your initiatives by providing capacity building services on an individual basis to local organizations or by participating in a company-wide global pro bono program.
- Plan your communications! Communicate, communicate, communicate. Measure the impact of your organization’s work and share the story, internally and externally, of your corporation’s ability to tackle specific social challenges.
- Participate in the Global Engagement Forum Live. On April 4-5, 2017, we will take the Global Goals one step further by convening the Global Engagement Forum Live, with a focus on specific solvable problems related to Global Health, Agriculture, and Youth Employability. The Forum will bring together leaders from across sectors for two days of intensive collaboration to move the Global Goals from aspiration to achievement. [Click here to learn more.](#)

This work can’t be done alone. With 14 years remaining to make significant progress on the Global Goals, it may seem like a long and difficult road. However, governments, companies, nonprofits and NGOs, and international organizations such as the United Nations and the World Bank are now learning how to work together more effectively by sharing resources and partnering to tackle the world’s solvable problems. Join us in this movement.

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