

# PARTNER WITH GSC IN SUPPORT OF THE GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT



GSC | GLOBAL SOURCING COUNCIL

For businesses and organizations pursuing profit WITH purpose.

On September 25, 2015, 193 world leaders committed to the UN's 2030 Agenda for Sustainable Development, with 17 Sustainable Development Goals (SDGs) at the center. These SDGs, which took effect on January 1, 2016, present a historic and unprecedented opportunity to bring the countries, companies and citizens of the world together in new ways to improve the lives of people around the world.

In support of the United Nations' SDG agenda, the GSC has developed the "17 Weeks/17 SDGs" Initiative to help businesses translate these aspirational global goals into action.

## 17/17 aims to:

- Inform and engage the global business community in the 2030 Agenda;
- Provide global visibility for businesses embracing SDGs in their business strategies; and
- Share best practices of SDG-embracing leaders to inspire others.

Join us!



## IT'S TIME FOR GLOBAL ACTION!

Demonstrate  
Corporate Citizenship

Pursue Opportunity  
and Innovation

Obtain Competitive  
Advantage

Inspire Sustainable Sourcing!



1 NO  
POVERTY



2 ZERO  
HUNGER



3 GOOD HEALTH  
AND WELL-BEING



4 QUALITY  
EDUCATION



5 GENDER  
EQUALITY



6 CLEAN WATER  
AND SANITATION



7 AFFORDABLE AND  
CLEAN ENERGY



8 DECENT WORK AND  
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



10 REDUCED  
INEQUALITIES



11 SUSTAINABLE CITIES  
AND COMMUNITIES



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



13 CLIMATE  
ACTION



14 LIFE  
BELOW WATER



15 LIFE  
ON LAND



16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



17 PARTNERSHIPS  
FOR THE GOALS



## CONTACT US

Louis Coppola • [louis.coppola@gscouncil.org](mailto:louis.coppola@gscouncil.org) • +1 646.430.8230 x 14  
Wanda Lopuch • [wanda.lopuch@gscouncil.org](mailto:wanda.lopuch@gscouncil.org) • +1 631.398.3366

[www.gscouncil.org](http://www.gscouncil.org)



## What are the 17 SDGs?

The 17 Sustainable Development Goals (SDGs) are part of the 2030 Agenda for Sustainable Development adopted by the UN General Assembly in Fall 2015 to end poverty; promote prosperity and well-being for all; and protect the environment and address climate change. The world has come together to agree on ambitious priorities for sustainable development that are reshaping the practice of development globally, including the role of the private sector. These Global Goals are stimulating action over the next fifteen years in areas of critical importance for humanity and the planet – dubbed the “Five P’s”:

**PEOPLE ■ PLANET ■ PROSPERITY ■ PEACE ■ PARTNERSHIP**

The SDGs – or Global Goals for Sustainable Development – developed by governments with the close involvement of non-profits and businesses. Covering a broad scope of social, environmental and economic challenges, these are universal goals for all countries (developed and developing) and organizations (public, private and third sector) to achieve collaboratively.

 <p><b>1 NO POVERTY</b></p> <p>End poverty in all its forms everywhere</p>	 <p><b>7 AFFORDABLE AND CLEAN ENERGY</b></p> <p>Ensure access to affordable, reliable, sustainable and modern energy for all</p>	 <p><b>13 CLIMATE ACTION</b></p> <p>Take urgent action to combat climate change and its impacts*</p>
 <p><b>2 ZERO HUNGER</b></p> <p>End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>	 <p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p> <p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work</p>	 <p><b>14 LIFE BELOW WATER</b></p> <p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>
 <p><b>3 GOOD HEALTH AND WELL-BEING</b></p> <p>Ensure healthy lives and promote well-being for all at all ages</p>	 <p><b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b></p> <p>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>	 <p><b>15 LIFE ON LAND</b></p> <p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p>
 <p><b>4 QUALITY EDUCATION</b></p> <p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	 <p><b>10 REDUCED INEQUALITIES</b></p> <p>Reduce inequality within and among countries</p>	 <p><b>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</b></p> <p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>
 <p><b>5 GENDER EQUALITY</b></p> <p>Achieve gender equality and empower all women and girls</p>	 <p><b>11 SUSTAINABLE CITIES AND COMMUNITIES</b></p> <p>Make cities and human settlements inclusive, safe, resilient and sustainable</p>	 <p><b>17 PARTNERSHIPS FOR THE GOALS</b></p> <p>Strengthen the means of implementation and revitalize the global partnership for sustainable development</p>
 <p><b>6 CLEAN WATER AND SANITATION</b></p> <p>Ensure availability and sustainable management of water and sanitation for all</p>	 <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p> <p>Ensure sustainable consumption and production patterns</p>	


**GSC**

The Global Sourcing Council (GSC) became a signatory of the United Nations Global Compact (UNGC) and our 2015 3S Awards program and gala was hosted at the United Nations Headquarters in New York City.

The GSC is highlighting the importance of incorporating the SDGs into a business strategy. Companies, partners and our stakeholders have the opportunity to utilize our platform to communicate their sustainable development commitment, experiences, goals and stories focused on one SDG per week.


**United Nations Global Compact**



## 3 Reasons Why Business Should Care about SDGs

In the long run, businesses cannot succeed unless the world succeeds. More immediately, the SDGs provide a framework for innovation and aim to channel investment for public and private sectors toward shared global priorities. **Businesses stand to gain if they get involved in the right ways.**

### 1 NEW MARKETS

The SDGs represent a significant new opportunity for companies that view emerging and frontier markets as their source of long-term growth. According to estimates from McKinsey, consumers in these markets could have spending power of \$30 trillion by 2025, a significant step up from the 2010 value of \$12 trillion. Taking action on the Global Goals could address several obstacles that create 'trapped value' in the emerging markets.

### 2 COMPETITIVE ADVANTAGE

With public declarations by many companies to help further the SDGs, there is likely to be competitive pressure. Companies could position themselves as leaders in sustainable development by incorporating the SDGs. Hesitation to act, could lead to being slow to take action could lead to being left out of these relationships and become a source of competitive disadvantage from a brand equity perspective.

### 3 PROFIT (THE 6TH P)

The SDGs cannot be realized without business participation. The price tag for accomplishing the SDGs is estimated to be up to \$3 trillion a year for 15 years. For most governments, financing the Goals' achievement will be a stretch. In fact, some governments have reneged have already reneged in the past on commitments for similar targets. This time around, many governments and UN leaders have stressed the importance of private sector support to meet the world's SDGs.

\* Source: Bhaskar Chackravorti's "What Business Needs to Know about Sustainable Development Goals", Harvard Business Review, Nov 20, 2015.



## CONTACT US

Louis Coppola · [louis.coppola@gscouncil.org](mailto:louis.coppola@gscouncil.org) · +1 646.430.8230 x 14  
Wanda Lopuch · [wanda.lopuch@gscouncil.org](mailto:wanda.lopuch@gscouncil.org) · +1 631.398.3366

[www.gscouncil.org](http://www.gscouncil.org)



## Educate & Inspire – The GSC 17 Weeks / 17 SDGs Initiative

For 17 consecutive weeks, the GSC, its supporters and partners are providing a platform to educate and inspire extraordinary activities around the 17 SDGs in sourcing and supply chains through a comprehensive communications program focused on one SDG per week.

### SHOWCASE YOUR LEADERSHIP ON ONE OR MORE SDGS

Support our program, change the world and take the opportunity to utilize the GSC 17/17 SDG platform to communicate your organization's experience, commitment, goals and stories by sponsoring one or more SDGs that are aligned with your business strategy. **Tell your SDGs story and gain competitive advantage, access to new markets, and inspire your employees, clients and communities you operate in.**

	1 FEATURED SDG	1 HIGHLIGHTED SDG	1 SUPPORTER SDG
COMPANY LOGO / LINK on SDG Overview Page	Large	Medium	Small
BANNER / AD on SDG Focus Page	468x60	236x60	120x90
LOGO in Dedicated SDG EMAIL BLAST	Prominent	Secondary	Button
ARTICLE / CASE STUDY on SDG Overview Page	Yes	No	No
ARTICLE / CASE STUDY on SDG Focus Page	Yes / Featured	Yes	No
ARTICLE / CASE STUDY on SDG Email Blast	Yes / Featured	Yes	No
SOCIAL MEDIA MENTIONS (Twitter, Facebook, LinkedIn)	17	8	2
SUPPORT GSC 17/17	\$15,000	\$7,500	\$1,000

### GAIN ADDED VALUE AS A GSC MEMBER

As a GSC Member, you will gain global exposure for your sustainability efforts and benefit from the ability to demonstrate leadership, educate and inspire more action in sourcing, supply chains and procurement.

#### YOUR MEMBERSHIP INCLUDES:

- 501(c)(3) status
- Company logo/description on GSC website
- Sponsorship of the 2016 3S Awards
- Sponsorship of the 17 Weeks/17 SDGs

<b>PLATINUM Membership</b> \$30,000	2 Featured SDGs Valued at \$30,000	2 Highlighted SDGs Valued at \$15,000	2 Supporter SDGs Valued at \$2,000
<b>GOLD Membership</b> \$20,000	1 Featured SDGs Valued at \$15,000	2 Highlighted SDGs Valued at \$15,000	2 Supporter SDGs Valued at \$2,000
<b>SILVER Membership</b> \$10,000		2 Highlighted SDGs Valued at \$15,000	2 Supporter SDGs Valued at \$2,000
<b>BRONZE Membership</b> \$5,000		1 Highlighted SDGs Valued at \$7,500	1 Supporter SDGs Valued at \$1,000
<b>SUPPORTER Membership</b> \$950			1 Supporter SDGs Valued at \$1,000

### TOP 4 REASONS TO SUPPORT AND JOIN GSC!

#### 1. GENERATE LEADS AND NEW CONTACTS

Comprehensive and effective access to business peers and decisions makers

**New Clients, New Customers, New Business**

#### 2. PUT YOUR BUSINESS IN THE SPOTLIGHT

Stand out from your competition as a leader in sustainability

#### 3. GET IN FRONT OF YOUR TARGET MARKET

Sponsors gain the full attention of the GSC's global community

#### 4. GET YOUR BRAND NOTICED

Build brand recognition by staying 'IN-sight and IN-mind'

### Capitalize on our extensive global network to enhance your brand and your mission

Through the GSC network, member community, and our strategic partners such as 3BL Media, SIG, 2degrees Network, G&A Institute and others, your SDG story reaches over **1M worldwide decision makers and stakeholders** in the financial sector, investment community, industry executives, news makers and government.

### COMING SOON!



Sustainable and Socially Responsible Sourcing

[www.gsc3sawards.com](http://www.gsc3sawards.com)

To learn how to participate in the 2016 3S (Sustainable and Socially Responsible Sourcing) Awards and Gala taking place in New York in November, contact GSC Executive Director Angeline Judex, [angeline.judex@gscouncil.org](mailto:angeline.judex@gscouncil.org)



**GSC** | THE GLOBAL SOURCING COUNCIL

The Global Sourcing Council (GSC) is a voluntary, public-private initiative, registered with the IRS as a non-profit 501(c)(3) status, that is focused on sustainable, socially responsible sourcing practices. By bringing together businesses, industry organizations, academics and trade representatives of different countries, the GSC provides an open forum for discussion of social, economic and political effects of global sourcing arrangements.

Through research, publications, education and dialogue, the GSC promotes an understanding of roles and impact of all stakeholders in global trade in goods and services. The GSC addresses timely issues important to any company involved in global business operations and to any country where sourcing is taking place.

### CONTACT US

Louis Coppola • [louis.coppola@gscouncil.org](mailto:louis.coppola@gscouncil.org) • +1 646.430.8230 x 14  
Wanda Lopuch • [wanda.lopuch@gscouncil.org](mailto:wanda.lopuch@gscouncil.org) • +1 631.398.3366

[www.gscouncil.org](http://www.gscouncil.org)