



## FREQUENTLY ASKED QUESTIONS

### What is the SDG Action Manager?

Developed by B Lab and the United Nations Global Compact, the SDG Action Manager is a free web-based impact management solution to enable businesses to take action on the SDGs through 2030. The SDG Action Manager will enable users to complement the BIA's comprehensive, stakeholder-based view with a more focused look at their performance on individual Sustainable Development Goals.

The SDG Action Manager will allow businesses to:

- **Find a starting point:** Learn which SDGs matter most to your company based on its profile, and how to take action today.
- **Understand and share impact:** Get a clear view of how your company's operations, supply chain, and business model create positive impact, and identify risk areas for each SDG.
- **Set goals and track improvement:** We have 10 years to achieve the SDGs. Stay motivated and visualize your company's progress on the dashboard.
- **Collaborate across your company:** Invite colleagues to join the SDG Action Manager, contribute expertise, and see real-time progress and performance.
- **Learn at every step:** Determine high-impact action based on thought-provoking yet actionable assessment questions, benchmarks, and improvement guides.
- **Trailblaze together:** Join a global movement of companies working to build a better world for people and our planet by 2030.

### How did the SDG Action Manager come about?

Insights by B Lab and the UN Global Compact showed that awareness of the SDGs was high among companies, but they lacked the tools and direction to get started and take action. And while there are standards and frameworks in the market that help companies report on their SDG contributions and how-to guides for specific practices connected to the SDGs, there is a gap in tools that guide businesses toward internal reflection and specific, meaningful actions. With this need in mind, B Lab and the UN Global Compact joined forces to bring together content expertise and unique approaches to corporate sustainability through the SDG Action Manager.

### Is there a simple version for SMEs?

When the user fills out the company profile and indicates the number of employees, the SDG Action Manager will automatically present questions that are tailored to the company's size. In many cases, the questions for SMEs are simplified.



## **Should companies only assess the Recommended SDGs?**

All users are initially directed to filling out the baseline module first. Once completed, they will be able to unlock a set of **recommended SDGs** as well as a set of remaining SDGs. These are suggested as t

The tool provides the user with a set of **recommended SDGs** where the company may have the most opportunity to contribute. These suggestions were made based on:

- The industry the company indicated they belong to during registration. Industries are based on the International Standard Industrial Classification of All Economic Activities (ISIC) codes, which is the international reference classification of productive activities used by many countries, and
- Market analysis conducted by the World benchmarking Alliance to identify key SDGs for different sectors.

Keep in mind that the SDG Action Manager is a voluntary self-assessment. Therefore these recommended SDGs are simply the suggestions where the company has great opportunity to contribute, but the user is free to complete any module once they have completed the baseline module.

## **What does the output score look like for the SDG Action Manager?**

In the SDG Action Manager, companies will receive a score on the baseline and on specific SDG modules, but there will be no overall score. The intention is to help businesses determine which SDGs should they be working on and to identify actions that they can take while enabling them to benchmark their performance.

## **How does each tool consider potential negative impacts of businesses?**

In the SDG Action Manager, negative impact is addressed in the section on Risk of Negative Impact. This section is particularly important in understanding the holistic performance of a company and prioritizing areas of improvement. It is designed to offer a candid reflection of risk for the company's internal use and does not assume actual negative impact based on the answers. This section is scored through colored flag ratings, both to differentiate the section as an indication of risk rather than actual performance and to avoid the implication that positive and negative performance can be meaningfully aggregated

## **How does the company set goals?**

Within a question set, the user can set a goal by pressing the STAR button. Here the user will see their current answers and set goals for how the company would like to answer that question in the future. There is also a space for the user to describe the goal, and options to choose when its due and whether to receive email reminders.

Within the goal tab, the SDG AM will show the goals in progress as well as goals that have been completed. Additionally, the tool will suggest questions where the company needs improvement.

## **If the test is completed every year, is history generated on the platform, so that progress can be seen in years?**

Yes, in the ASSESSMENTS section, users are able to access their SDG AM Assessments over time so that they are able to compare progress.



**Will the tool be linked to the UN Global Compact’s SDG Ambition Global Impact Initiative?**

Yes, companies participating in the initiative are encouraged to use the SDG Action Manager to understand its baseline impacts on the SDGs across the business and benchmark with other companies. With these results, companies can then prioritize areas and set ambitious goals aligned with core business strategy to improve. Additional details on the SDG Ambition Initiative can be found here (page 16):

<https://www.unglobalcompact.org/library/5732>

**What kind of benchmarks will be available to all users?**

Companies will be able to compare their scores to Ordinary Businesses,\* B Corporations, and Other Sustainable Businesses of a similar size.

For any questions, contact us at [sdgactionmanager@unglobalcompact.org](mailto:sdgactionmanager@unglobalcompact.org)