



Swiss Triple Impact – Introduction Workshop

Objectives and content

Format

- Duration : 2 hours
- Participants : 25-30

Aims and goals

- This workshop is an introduction to the STI program. It takes place in the first phase of the program and serves as an entry point to the complete engagement journey (3-step pathway);
- It is intended for audiences with a varying degree of understanding of the global challenges ahead, and must therefore strike the right balance between awareness raising and deep diving into the program;
- Primary objective: introducing the SDGs to the participants and building a bridge between their own reality as company owner and the Agenda 2030. Participating companies are made aware that their activities have an impact, in one way or the other, and that being in capacity to measure the extent of this impact gives the opportunity to improve operational practices, and build a resilient economy;
- Secondary objective: the STI is seen as a concrete answer to companies' willingness to be engaged in responsible business conduct. Companies understand that the program allows to translate strategic engagement into concrete action, at a pace that makes their participation feasible and aligned with the tempo of their own activities.

They are given the possibility to get familiar with the tool SDG Action Manager used during the program. In addition, the program gives the opportunity to address in a collective manner some issues that would be dealt with difficulty by single entities.

The STI brings in the notion of “belonging to a movement of active players in favour of sustainability”. It may create business opportunities amongst participating companies by bringing to light companies engaging themselves in the journey.



Workshop design

- The workshop is thus designed in 3 main blocks, all interconnected, and responding to the above-mentioned specific objectives:
 - Bloc 1 (30'): Ice-breaker, presentation of the session, introduction to the SDGs / Agenda 2030
 - Bloc 2 (60'): group work – each group of 4 to 5 members is asked to study the positive and negative impact of some presented business cases on SDGs. Main objective is to give the opportunity to the participants 1) to understand the connection between SDGs and business models, and 2) to realise the complexity of identifying actions to be taken without solid measurement tools. At the end of the exercise, participants are requested to reflect on their own business model;
 - Bloc 3 (30'): presentation of the STI (objectives, engagement journey and concrete steps to be registered) and first approach to the SDG Action Manager tool.
- A short gathering follows the workshop, allowing participants to better connect to each other's

Expected take away

- Participants understand the issues related to the SDGs and the contribution of the Swiss Triple Impact engagement program to help them measure their impact and improve their practices;
- Participants have established new contacts / developed some networking in the fringes of the workshop;
- Participants feel they are part of an emerging movement

Deliverable

- Wrap-up of the workshop – main conclusions (within a week following the workshop)
- Invitation to proceed to the next stage (with practical info).

