



UNDP SDG Impact

Good for business. Good for people and planet.

More and more businesses and investors are recognizing the important link between sustainability and future profitability. They are looking for ways to operate more sustainably, have net positive impact on the world around them and in the process future-proof their organizations and portfolios.

But navigating the path towards this new normal can be challenging.

UNDP SDG Impact is making it easier for businesses and investors to realize their sustainability and SDG intentions and commitments in a holistic, credible, and accountable way.

The SDG Impact Standards, SDG Impact Assurance Framework, SDG Impact Seal and training help organizations increase the likelihood that they are operating sustainably and contributing positively to the SDGs (the ‘how’). **The SDG Investor Maps** help organizations direct their activities and capital to where it can have the most impact on SDG-enabling outcomes in developing markets (the ‘what’).

SDG Impact’s resources have been developed as public goods and are freely available at sdgimpact.undp.org



The SDG Impact Standards

The SDG Impact Standards are voluntary management standards designed to guide businesses and investors on their sustainability journeys. Organized around 12 implementation actions, the SDG Impact Standards provide a holistic universal framework and management approach for embedding sustainability and the SDGs in all decision-making across organizational purpose and strategy, internal management, disclosure, and governance practices.

The SDG Impact Standards have been purposefully designed as an overarching decision-making framework. They connect existing frameworks and tools, filling gaps that are slowing down progress towards operating sustainably and contributing positively to the SDGs. They are the missing piece in the puzzle, making it easier for businesses and investors to bring all their existing work together.

The primary focus of the SDG Impact Standards is not external reporting – although this is of course a critical element. Instead, they aim at transforming mindsets, the way we do business and invest so that both financial and non-financial value creation for the organization and for people and planet are considered equally important in the business and investment decision-making process. Moving sustainability from an add on to what business gets done, to how all business is done.

SDG Impact Standards for Enterprises, Private Equity Funds and Bond Issuers have been developed so far, along with related resources and tools. UNDP has also collaborated with OECD to develop the **OECD-UNDP Impact Standards for Financing Sustainable Development** which sit alongside the SDG Impact Standards connecting development capital and private sector capital in a shared language and approach, which can be critical in creating shared solutions where SDG needs are greatest.

SDG Impact Assurance Framework and SDG Impact Seal

The SDG Impact Standards are accompanied by the forthcoming **SDG Impact Assurance Framework** and **SDG Impact Seal**. Organizations who have met a set of minimum thresholds in the adoption of the SDG Impact Standards as assessed by third party accredited assurers (engaged on commercial terms by the organization) and are taking concrete actions to improve their sustainability and impact management practices over time in line with the SDG Impact Standards, will be eligible to apply to license the SDG Impact Seal (for a fee).

The SDG Impact Seal will provide a market signal to distinguish organizations who are more likely to be operating sustainably and contributing positively to the SDGs, based on their internal sustainability and impact management practices. The SDG Impact Assurance Framework and SDG Impact Seal are fundamental pieces in the ecosystem to strengthen impact integrity and counter impact-washing in the private sector.

SDG Impact Education and Training

To support the adoption of the SDG Impact Standards, SDG Impact has developed education and training courses to strengthen sustainability and impact management capability and capacity across the market.

[Impact Measurement and Management for the SDGs](#) is a free, online course available on the Coursera platform. Produced by the award-winning team, CASE at Duke University, developed in collaboration with the SDG Impact team and advisors from around the world, this course consolidates several decades of work around impact management into a cutting-edge guide. It is based on short videos and lessons with concrete practical examples. The course provides a sound foundation for the SDG Impact Standards.

[SDG Impact Standards and Assurer Training](#)

To scale up the roll-out and adoption of the SDG Impact Standards, SDG Impact has partnered with Social Value International (SVI) to deliver a fee-based Train-the-Trainer course to suitably qualified individuals who wish to become accredited trainers for the SDG Impact Standards.

Open and in-house fee-based user training courses on the SDG Impact Standards will be available to interested parties in a variety of options and modalities – including a one-day introductory masterclass and a three-day workshop, delivered by SDG Impact accredited trainers.

An assurer training program is also under development to prepare suitably qualified individuals and organizations who wish to become accredited assurers under the SDG Impact Assurance Framework.



[Click here to register](#) ▶

SDG Investor Map

The SDG Investor Map is a market intelligence tool that makes visible SDG-enabling investment opportunity areas (IOAs) – investment themes and business models – in emerging markets that are aligned to national sustainable development needs, government policy priority areas, and investor interest. The SDG Investor Map makes it easier for organizations to identify business and investment opportunity areas with the highest impact potential and direct activity and capital to where it is needed most. Over 400 IOAs across 23 countries, and counting, are available for free on the SDG Investor Platform.



Explore now ▶



Following the launch of each SDG Investor Map, we work with our partners and teams on the ground to help ventures accelerate and connect them with relevant investors. We also use what we learn from the SDG Investor Mapping process to inform policy dialogues with a view to strengthening the enabling environment for private sector activity and investment in SDG-enabling areas.

About Us

SDG Impact is a flagship initiative of United Nations Development Programme (UNDP) established to accelerate private sector investment and activity towards sustainability and achievement of the SDGs. We sit within UNDP Sustainable Finance Hub and our work is integrated with our sister initiatives working with multiple partners and agencies.

We leverage UNDP's unique role, relationships with governments and policymakers at national, regional and global levels with our on the ground presence in over 170 countries. We also partner and collaborate with organizations to drive convergence to build the global community of practice to enable and empower others to accelerate, widen and deepen the impact of everything we do.



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