



## WHAT IS THE OPPORTUNITY

The UN Conference on Trade and Development (UNCTAD) estimates that achieving the SDGs by 2030 will require a total annual investment of \$5-7 trillion, including \$3.9 trillion per year in developing countries. This funding gap presents an opportunity for private sector investment. However, there is a demonstrated need from investors for unifying standards, tools, and services to support a process of targeting, measuring, and achieving development outcomes.

## WHAT IS SDG IMPACT

We provide investors with clarity, insights, and tools required to support and authenticate their contribution to achieving the SDGs. SDG Impact will further the achievement of the SDGs by:

- 1) Supporting the design of a comprehensive, modular online training series on impact measurement and management as it relates to achieving the SDGs, anchored in the Impact Management Project's existing frameworks and developed by a global consortium of academic institutions;
- 2) Promoting the development and adoption of universally agreed upon standards for SDG-enabling investments and enterprises;
- 3) Designing the SDG Impact Seal and certification training;
- 4) Developing data-driven, investor-oriented market intelligence reports that illuminate specific sectors, geographies, or thematic areas of interest for SDG investment opportunities; and
- 5) Developing matchmaking services for investors seeking to connect with local entrepreneurs.

By virtue of its technical knowledge, extensive geographic reach, and credibility as a neutral body, UNDP is well positioned to offer these products.

## WHO IS THE AUDIENCE

Because we aim to change how business is conducted, SDG Impact is relevant to a variety of stakeholders, including:

- **Institutional investors** who are looking to deploy capital towards the achievement of the SDGs;
- **Philanthropic foundations** who are interested in quantifying and articulating SDG progress;
- **Enterprises and corporates** who would like to validate and communicate that their policies and practices are SDG-enabling;
- **Academia** who can advise and bolster the standard setting process;
- **Consulting firms** who can train and act as accredited independent certifiers (AICs).

## WHAT DOES SDG IMPACT OFFER

### 1. Impact Management

**Online Training:** A modular global online training series, on impact measurement and management as it relates to achieving the SDGs

**SDG Impact Seal & Certification Training:** A Seal provided by AICs verifying the policies and practices of SDG-enabling investments; training implemented by local/international entities and supported by UNDP Country Office expertise

### 2. Impact Intelligence

**SDG Impact Country Mapping Reports:** Publications, developed UNDP Country Offices, that provide investors localized insight and investment opportunities into industries, businesses, products, and market conditions that advance the SDGs

### 3. Impact Facilitation

**SDG Impact Investor Convenings:** Events, hosted by UNDP Country Offices, that bring together SDG-aligned investors and enterprises to catalyze local investment and help UNDP Country Offices develop robust private sector networks