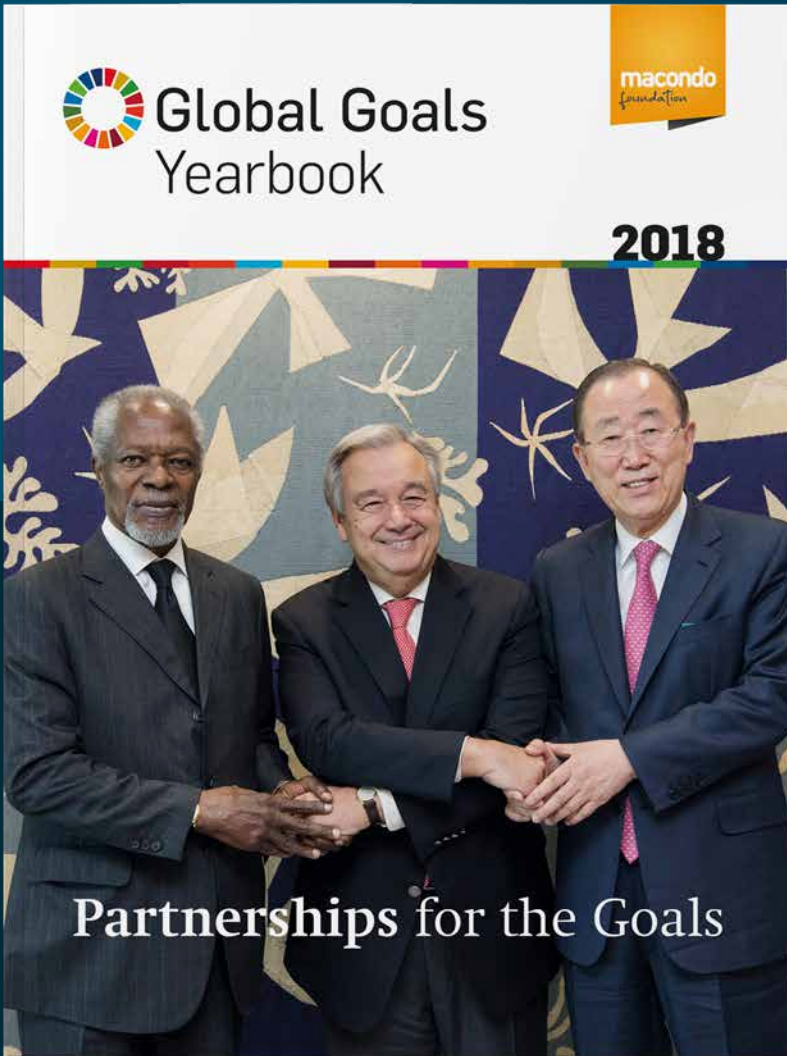




macondo supports the SDGs.

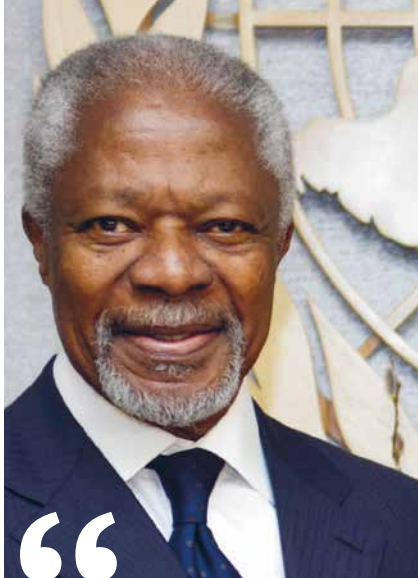


Global Goals
Yearbook



Invitation

Global Goals need a Global Audience



“
We are not asking you to do something different from your normal business; we are asking you to do your normal business differently.

Kofi Annan,
UN Secretary-General 1997-2006



“
As the Global Compact enters its second decade, it is my hope that this Yearbook will be an inspiration to bring responsible business to true scale.

Ban Ki-moon,
UN Secretary-General 2007-2016



“
Understanding global mega-trends is crucial. We live in times of multiple, evolving and mutually-reinforcing shifts.

António Guterres,
UN Secretary-General 2017-



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Global Goals
Yearbook

Invitation

The Global Goals Yearbook is a publication in support of the Sustainable Development Goals (SDGs) and the advancement of corporate sustainability globally. As a grassroots publication it offers proactive and in-depth information on key sustainability issues and promotes unique and comprehensive knowledge-exchange and learning in the spirit of the SDGs and the Ten Principles of the Global Compact.

The publication helps to advance transparency, promotes the sharing of good practices, and, perhaps most significantly, gives a strong voice to the regional and global actors that are at the heart of the sustainability agenda.

Therefore, the Global Goals Yearbook includes good practice examples, positions, and opinions of both corporate and civil society participants, and it showcases different approaches for the implementation of the SDGs. In addition, a substantial editorial framework under the direction of the macondo foundation and the inclusion of an Editorial Board will highlight major sustainability trends and issues, thus placing the activities of Yearbook participants into a broader context.

Participation is open for all companies who commit themselves to the United Nations Sustainable Development Goals, whether they are participants of the Global Compact or any other UN initiative or not. True engagement is what matters.

Since its launch in 2009, the Global Compact International Yearbook has emerged as perhaps the world's most influential annual publication for corporate sustainability. The total circulation is 10,000 printed and more than 400,000 digital copies.

We cordially invite you to participate in the next edition of the yearbook! Don't miss this unique opportunity to make a difference.

Sincerely

Dr. Elmer Lenzen
Publisher



macondo supports the SDGs.



Global Goals
Yearbook

About us

Let us introduce ourselves

The Global Goals Yearbook is published under the auspices of the macondo foundation in cooperation with United Nations Publications. The books are not made for commercial intentions. macondo foundation is a non-profit organization founded by Marion & Elmer Lenzen, pioneers in corporate sustainability communication. We have been among the very first publishers worldwide to join the UN Global Compact and the Global Reporting Initiative. The macondo foundation support the following charitable purposes: the promotion of science and research; the promotion of art and culture; the promotion of nature conservation, environmental protection and coastal protection; the promotion of tolerance in all areas of society and international exchange; the promotion of animal welfare; the promotion of development cooperation; the promotion of civic engagement. Why we do this? We understand it is not enough to show that sustainability works. You must help and build capacities to make it work.

How it all came to be ...

It all started on the edge of the Johannesburg Earth Summit in 2002. Then Secretary General Kofi Annan made use of the summit to promote its vision of collective leadership for sustainable development. It was the dawn and start time of what then became the broad global management trend towards Corporate Social Responsibility. We here at macondo joined the UNGC in 2002 and started a German publication about the 10 principles in 2004. It was the first ever periodic on CSR within the UN.

Five years later the UN Global Compact was preparing its 10th anniversary. macondo again was at the top of the preparations and we contributed pro bono a huge exposition reviewing work and milestones of the UNGC. The exhibition walls were displays in the venerable entrance of the UN Assembly Hall. At the same time the Global Compact International Yearbook started and was rebranded in 2018 as Global Goals Yearbook to meet the new needs of the sustainable development debate. Over the years the yearbooks became a world leading publication on corporate sustainability.



How it works

You can participate in the Yearbook as a content partner and sponsor (see "Financing model"). The number of participants is limited to a maximum of 50 per year. The Yearbook includes good-practice examples of your corporation thus showing precise ways to adopt the ten principles. Silver partners contribute a two-page good practice example, Gold partners add an in-depth report on their SDG-related activities with a fourpage good-practice example. Every case study includes pictures and your corporate logo. Of course all texts pass lectorship and the draft layouts are individually coordinated with you. In addition, a substantial editorial framework highlights major trends and issues, globally and regionally, placing your activities as forward-thinking company in a broader context.

Outreach

The Global Goals Yearbook is published in English to target a global audience, including Global Compact participants and relevant stakeholders. The total circulation is 10,000 printed copies and more than 400,000 downloads. Copies are distributed to UN organizations, many Global Compact companies, local networks, relevant international NGOs, stakeholders, journalists, and analysts as well as to international book fairs and related conferences.



How it works

The Sustainable Development Goals in JAPAN

A critical aspect of the Sustainable Development Goals (SDGs) is to foster regional cooperation between governments and the private sector that spans beyond geographical borders in response for achieving the goal. The global mission to propel the world's top climate action (SDGs) is now that increasingly interrelated businesses and individuals from various areas of life. However, it seems Japan and her people are able to represent such efforts to the world. As a leader in technological innovation – a critical driving force in achieving the SDGs – Japan has great potential to do her share in bringing the world together to move forward with this collective goal. Inspiring pieces by the Japanese Ministry of Economy, Professor Jeffrey D. Sachs of Columbia University, and a joint report by UNCTAD and UNCTAD, this yearbook is the first attempt to offer an overview of the key players within each field and the cross-country collaborations necessary for the country to grow into the role.

INTERVIEW WITH LEONARDO DICAPRIO

LEONARDO DICAPRIO FOUNDATION

LEONARDO DICAPRIO ESTABLISHED HIS FOUNDATION IN 2007 TO SUPPORT THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS (SDGs). HIS MISSION IS TO SUPPORT THE MOST VULNERABLE COMMUNITIES AND INDIVIDUALS WHO ARE MOST AT RISK OF BEING LEFT BEHIND BY CLIMATE CHANGE AND ENVIRONMENTAL DEGRADATION. HE HAS BEEN A LEADER IN PROMOTING SUSTAINABLE FILM AND MEDIA AS A MEANS OF RAISING AWARENESS AND INSPIRING ACTION.

Distribution

The Global Goals Yearbook is distributed in cooperation with United Nations Publications (UNP), the source for more than 5,300 titles produced by the UN organization and its key agencies. In addition, UNP works with 90 sales agents in 61 countries to facilitate distribution of all titles. Additionally, UNP operates bookshops at the UN Headquarters in New York and the UN office in Geneva. Every year, we attend key trade shows and conferences to promote our main titles and new releases.

Beside printed versions macondo foundation offers the digital edition of the yearbooks for free (PDF and eBook).

CLIMATE CHANGE | 2017

improvement that allows us to reach a point where we can begin to see the benefits of our investments. This is a critical moment for the world's top climate action (SDGs) is now that increasingly interrelated businesses and individuals from various areas of life. However, it seems Japan and her people are able to represent such efforts to the world. As a leader in technological innovation – a critical driving force in achieving the SDGs – Japan has great potential to do her share in bringing the world together to move forward with this collective goal. Inspiring pieces by the Japanese Ministry of Economy, Professor Jeffrey D. Sachs of Columbia University, and a joint report by UNCTAD and UNCTAD, this yearbook is the first attempt to offer an overview of the key players within each field and the cross-country collaborations necessary for the country to grow into the role.

THE NEW PLASTICS ECONOMY

A vision of a more effective system, in line with the principles of the circular economy.

THE CASE FOR RETHINKING PLASTICS STARTS WITH PACKAGING.

THE NEW PLASTICS ECONOMY AND ITS THREE AMBITIONS:

- 1. REUSE PLASTICS FROM TODAY'S PRODUCTS
- 2. RECYCLE PLASTICS FROM TODAY'S PRODUCTS
- 3. DESIGN PLASTICS FOR REUSE AND RECYCLING

THESE AMBITIONS WILL: INCREASE THE VALUE OF PLASTICS, REDUCE WASTE, AND IMPROVE THE ENVIRONMENT.

Approach

The 2030 Agenda counts in all countries in the world. Developing countries, emerging economies, and developed countries: Everyone must make a contribution. Our methodology takes this into account.

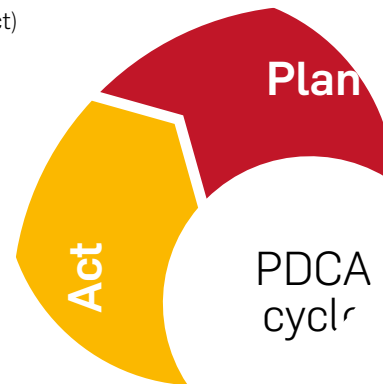
At the heart of the agenda is an ambitious catalog of 17 Sustainable Development Goals (SDGs). The 17 SDGs take into account for the first time all three dimensions of sustainability – social, environmental, economic – equally. The UN speaks of the “5 Ps”: People, Planet, Prosperity, Peace, Partnership. (See UN Document “A/RES/70/1 - Transforming our world: the 2030 Agenda for Sustainable”)

People, planet, prosperity, peace, and partnership are an excellent framework for the editorial presentation of the SDGs and for highlighting their holistic contexts in the Global Goals Yearbook.



But how can the chosen topics be structured? How can appropriate measures be identified? How can corporate best practices be continuously improved?

The well-known Deming circle provides answers: PDCA (plan-do-check-act) is an internationally recognized four-step management method used in business for the control and continuous improvement of processes and products. PDCA forms the internal structure of the chapters.



THEMATIC PREVIEW

2018 Partnership:

Private sector engagement is crucial for making the SDGs happen. But for all stakeholders it is still difficult to meet others expectations. Private public partnership therefore is undergoing a profound review and intense discussion.

2019 Prosperity:

United Nations High-level Political Forum on Sustainable Development is an annual meeting to review progress. In 2019 will be the first meeting at the level of Heads of State and Government under the auspices of the General Assembly after introduction of the SDGs.

2020 Planet:

The deadline for 21 of 169 SDG targets will end in 2020 - especially environmental targets for oceans, biodiversity and climate change have to be reported.



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Global Goals
Yearbook

Financing Model

Business participants can support the edition in four ways: Silver, Gold, Platinum, and Logistics Partnership. Apply early to avoid missing out on this opportunity!

Silver Partners contribute a two-page example for the key section "Good Practice". They are named in the directory and receive 50 free copies. **Cost: Euro 3,000 each**

Gold Partnership includes the logo of your company on the front inside cover. Gold Partners contribute an in-depth report on their SDG-related activities with a four-page good-practice example plus a holistic microsite. They receive 200 free copies. As a Gold Partner, your company will be highlighted in all events related to this book. **Cost: Euro 10,000 each**

Platinum Partnership is the solution for strongly committed partners: The logo of your organisation will be displayed on the front cover. In addition, you can contribute a greeting at the beginning and a four-page example for the important "Good Practice" section. Each Platinum Partner receives 500 free copies and will be highlighted in all media events related to this book. Platinum members become partners to jointly develop a policy paper on selected SDGs thus contributing to the global agenda setting within the SDG discourse. **Cost: Euro 25,000**

Global Logistics Partners are responsible for shipping the yearbooks to partners and the international book trade. You can contribute a four-page example for the important "Good Practice" section. Your company's logo will be displayed on the back cover, and you will receive 200 free copies. **Costs: Shipping costs for all material related to the Global Goals Yearbook worth Euro 20,000.**



Partnership & Prices

SILVER PARTNER

Two-page good-practice example

Naming on front inside cover

50 free copies (worth Euro 1,250)

Cost: Euro 3,000 each

GOLD PARTNER

Logo on front inside cover

Four-page good-practice example

Personal Microsite

200 free copies (worth Euro 5,000)

Naming on the website

Naming on all press releases

Cost: Euro 10,000 each

PLATINUM PARTNER

Logo on front cover

Exclusive preface (two pages)

Collaboration on Global Goals Expert Paper

Personal Microsite

Four-page good-practice example

500 free copies (worth Euro 12,500)

Exclusive naming on the website

Exclusive naming on all press releases

Cost: Euro 25,000 each

GLOBAL LOGISTICS PARTNER

Logo on back cover

Four-page good-practice example

200 free copies (worth Euro 5,000)

Naming on the website

Cost: Shipping costs for all material related to the Global Goals Yearbook worth Euro 20,000.



Timeline

Start of global presentation and acquisition of partners

July

Closing preliminary participation

December

Approval process and formal invitation to participants

January

Deadline for your article

March

Production phase

April - June

Official book release

Mid-summer





FAQ

Who can participate?

Participation is open for all companies who commit themselves to the United Nations Sustainable Development Goals, whether they are participants of the Global Compact or any other UN initiative or not. True engagement is what matters.

Who is going to read the book?

Our experiences from previous editions are that many politicians, journalists, analysts and investors as well as representatives from NGOs and academics do read this book. The "Global Goals Yearbook" is published in English to target a global audience, including UNGC participants, relevant stakeholders and academics. The books are published in a limited edition – thus making them of enduring value.

Is my sponsorship a donation to the macondo foundation?

Contributions are not being collected on behalf of the macondo foundation, rather they are exclusively to fund the development of the Global Goals Yearbook.

When do we have to pay our sponsorship?

You may pay in advance, but you have to pay after publishing. The terms of payment are up to 60 days after receipt of invoice due net. In Germany add VAT. We draw your attention to the fact that VAT tax obligations are passing over to the recipient of the invoice.



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Global Goals Yearbook

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