

Invitation Impact Partner PACKAGE

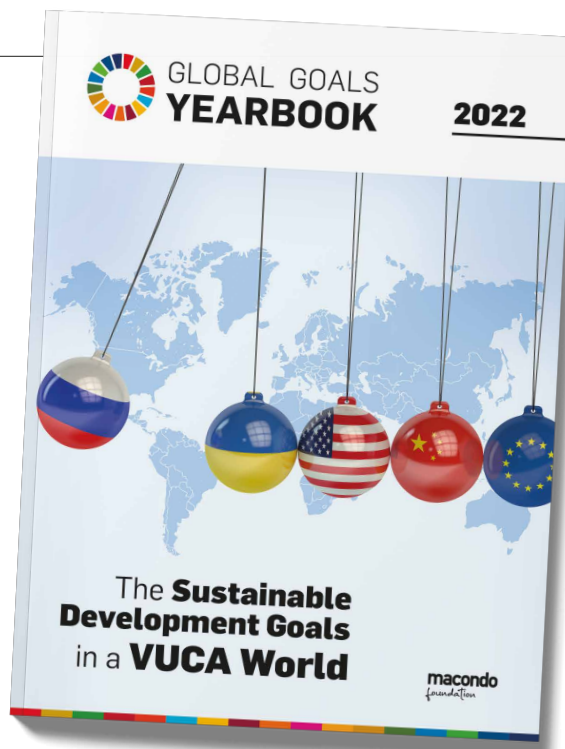


THE GLOBAL GOALS YEARBOOK

Growing geo-political tensions threaten sustainable development. More than ever we need new frameworks and incentives to support collective action to address the 17 Global Goals of the United Nations for a just and resilient tomorrow.

The more that is invested in this area, the more important the measurement of impact becomes. This is particularly true for the SDGs, which form the superstructure of their reporting. The Global Goals Yearbook helps to quantify, visualize, and compare your corporate SDG performance to maximize co-benefits, minimize trade-offs, and enable stakeholders to make more informed decisions. That allows users to evaluate investment option (ESG criteria) and to assess direct and indirect effects on the SDGs (Stakeholder criteria).

The Global Goals Yearbook is a publication in support of the Sustainable Development Goals (SDGs) and the advancement of corporate sustainability globally. As an independent 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.



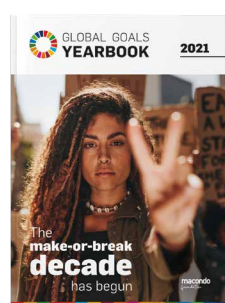
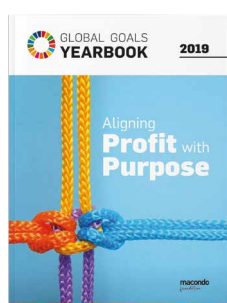
THE GLOBAL GOALS FORUM

The Global Goals Forum is our flagship event to strengthen the public – private dialogue to contribute to the success of the United Nations 2030 Agenda for Sustainable Development.

globalgoals-forum.org



globalgoals-yearbook.org



EDITORIAL BOARD MEMBERS



IMPACT PARTNER

Impact Partners contribute a four-page example for the key section "Best Practice" and receive additionally an individual white paper (six pages: cover, case study, imprint). They are named in the directory.

Cost: Euro 5,000

And that is new or improved

1. What impact do the SDGs have in your company? From now on, this question will be the focus of every issue. This puts the Global Goals Yearbook at the spearhead of impact publications. We use industry-specific metrics and key figures based on the 169 targets of the UN Global Goals.
 2. You want to address not only stakeholders, but in particular ESG and capital market players? In addition to the regular distribution via book platforms (around 300,000 downloads p.a.), there will be a targeted annual roadshow presentation to rating agencies, banks and other taxonomy players.
 3. You don't have the time to write a qualified analysis? Our editorial team will support you with the creation of the article, all necessary research and coordination.
 4. More depth of content means more space for you! The impact partnership includes 4 pages space in the Yearbook. Each impact partner also receives its personal contribution as an individual white paper (6 pages).
- The Global Goals Yearbook and all white papers will be published exclusively.

SCOPE OF REPORTING FRAMEWORKS

Dynamic Materiality

More sustainability topics can become financial material over time (for instance due to regulation)

Sustainable Development Materiality

Reporting on matters that reflect a company's significant impacts on the economy, environment and people

Financial Materiality

Reporting on the sub-set of sustainability topics that are material for enterprise value creation

Industry Agnostic

(Same metrics for all industries / sectors)

Industry Specific

(Metrics tailored to each industry / sectors)



GRI
(Global Reporting Initiative)

Short-list of indicators
(minimum disclosures)

WEF-IBC

ISSB – Core indicators

SASB (Sustainability Accounting Standards Board)

Focus Global Goals Yearbook
EU-Taxonomy, CSRD

Invitation Impact Partner PACKAGE



HOW IT WORKS

The Yearbook includes good practice examples of your corporation thus showing precise ways to adopt the 17 Global Goals and show the impact. 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.

THE K+S BRINE CHALLENGE: APPROACH TO CREATE SUSTAINABLE SOLUTIONS

Minimizing the impact on nature of activities associated with the extraction and processing of raw materials is a group-wide goal at K+S. We act by reducing the piling of solid waste from potash mining and the related formation of brine solution. Our long history of developing solutions to deal with the formation of brine solution from potash tailings piles has made us an expert in this field. By combining our expertise with an innovative crowdsourcing initiative, K+S collaborated with the public and searched for new approaches. We called this initiative the K+S Brine Challenge.

By Dr. Arne Schmalz and Justina Ischke, K+S

REDUCING WATER IMPACTS ALONG THE K+S VALUE CHAIN

In the context of its strategic sustainability program, the K+S Group also takes the SDGs into account. In principle, the SDGs are an equal footing. However, because of our focus as a producer of raw mineral materials, we exert a

Crowdsourcing discovers the "wisdom of many"

Crowdsourcing is an innovative way to create solutions in problems by soliciting ideas from a large group of people.

tailings piles, K+S combined a technical with an environmental question in the Brine Challenge crowdsourcing project. The challenge went as follows:

period of three months. The participants had access to the background information and were able to create a draft for their solution. A midterm Q&A session with K+S experts gave the participants the chance to ask specific questions for additional background information.

3. Evaluating the ideas: After the challenge was closed, the submitted solutions first went through a compliance check by the crowdsourcing provider. The ideas were then evaluated by K+S experts and finally by a jury of K+S experts and two university professors.

44 ideas and two promising solutions

A total of 44 ideas were submitted for the Brine Challenge, offering a wide variety of solutions. Covering tailings piles is a topic that requires a lot of insight into topics such as geology, construction, materials, processes, and biology, so finding a solution is quite difficult. Because of the complexity, none of the submitted ideas proposed a totally new and viable covering system, mainly due to technical limitations.

However, two ideas were identified as having the potential to improve the already existing covering systems. So far, K+S has not yet implemented any of the ideas.

That the current systems in place are state of the art. The two winning ideas will continue to be tested to see if the incorporation into any of the existing covering systems is technically and economically feasible.

This project showed that by combining company knowledge with crowd intelligence, new ideas that might improve existing processes are generated. By using a crowdsourcing approach for environmental issues, companies are able to raise awareness of different challenges, thereby creating support for existing solutions to problems and, in the best case, being able to create new technologies for a better future.

Corresponding SDG icon

Individually designed graphics

Four-page best practice example individually designed

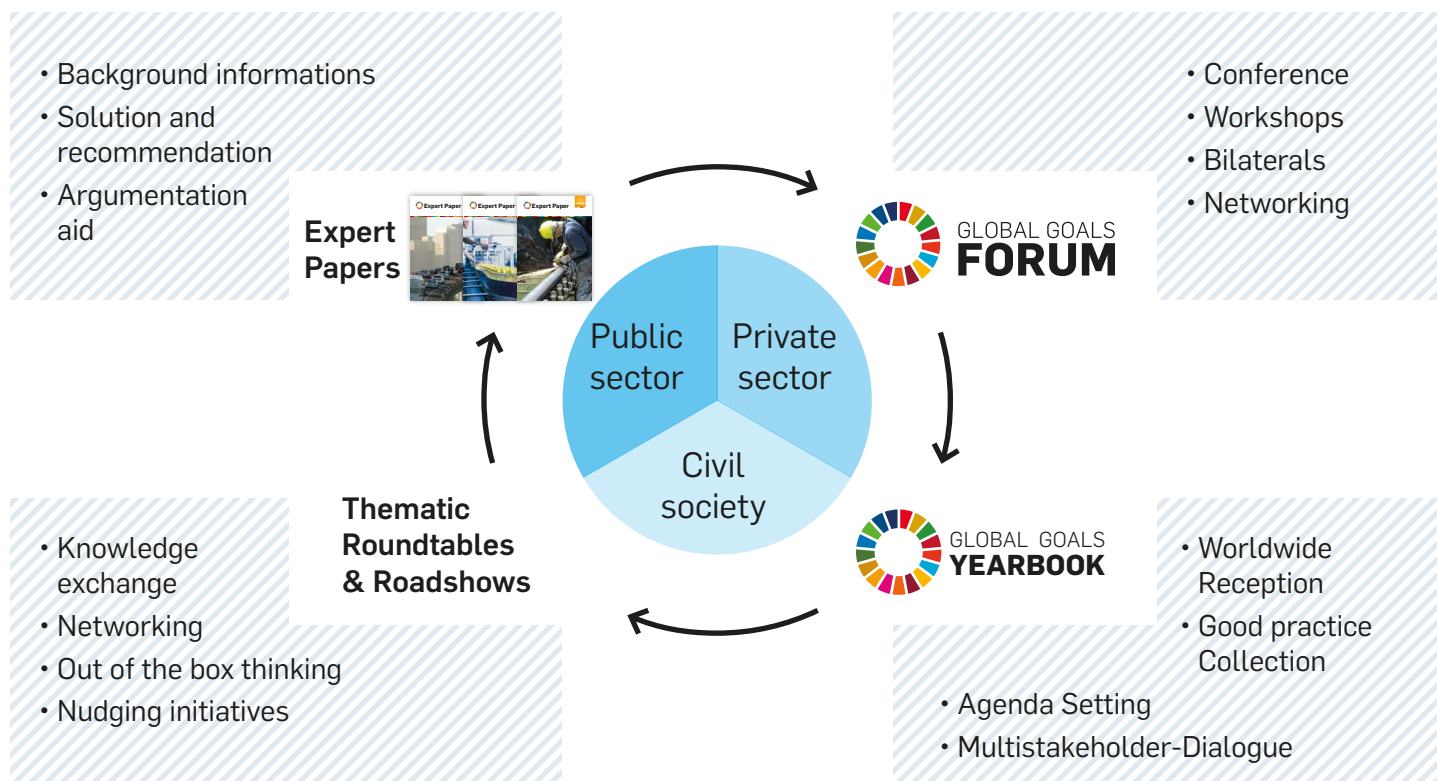
Logo

Corresponding photos

Logo and Company naming on front inside cover

Company naming on the website

HOLISTIC APPROACH



MEASUREMENT IS TRENDING

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. Especially in sustainability projects whose goal is not "simply" the introduction of a product to increase the company's profit – an answer to the question "What effect(s) does my project have?" cannot always be found so easily.

One influential book in this field has been Mario Morino's "Leap of Reason: Managing To Outcomes In An Era Of Scarcity." The book lays out a framework for nonprofit organizations to do their work from conception to evaluation. To understand impact logic, it is important to know the individual components and how they are related. The various approaches – such as the LogFrame or the Results Chain – have different focuses and also sometimes present the facts very differently, but basically they all try to fathom the "if-then" logic of a project.

The different levels of a project we subdivide as follows:

INPUTS: This first level of a project includes all the resources available to a project. These can be money, equipment, but also employees, among others.

ACTIVITIES: If certain inputs are available, then activities can be carried out. Examples of this level are workshops and trainings.

OUTPUTS (or results): At the output level, the direct results of the activities are now described. If an activity is conducted, then certain outcomes are expected.

OUTCOMES (or impacts): An outcome is a change that occurred because of your program. It is measurable and time-limited, although it may take a while to determine its full effect.

IMPACT (or impacts): Impacts are the long-term or indirect effects of your outcomes. Often, the effects go beyond the actual target group and have an impact on the target group's environment – i.e., on the wider society.



macondo
foundation

YOUR CONTACT

Dr. Elmer Lenzen
Fon: +49 - 251 - 200 782 -0
E-Mail: lenzen@macondo.de

Postal Address

macondo foundation gUG
Dahlweg 87
D - 48153 Muenster
Germany

www.macondo-foundation.org
www.globalgoals-yearbook.org