

Invitation Partnership PACKAGE

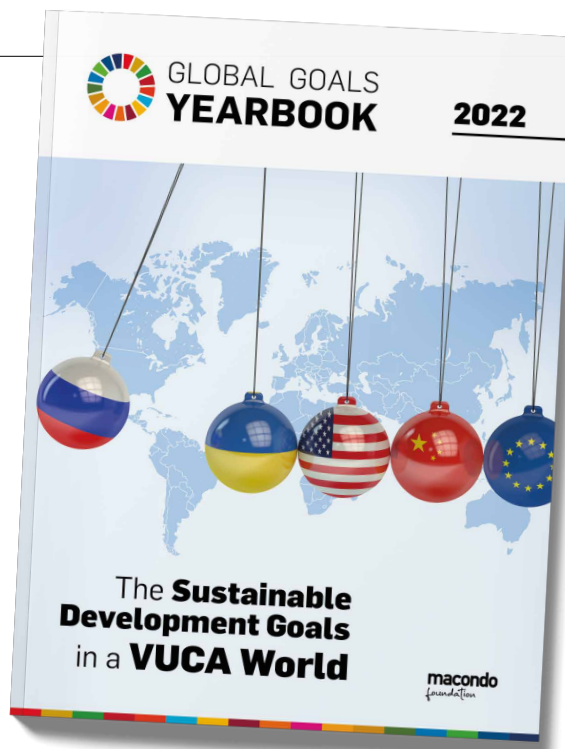


THE GLOBAL GOALS YEARBOOK

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.



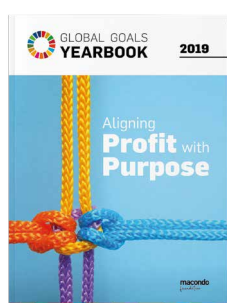
THE GLOBAL GOALS FORUM

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



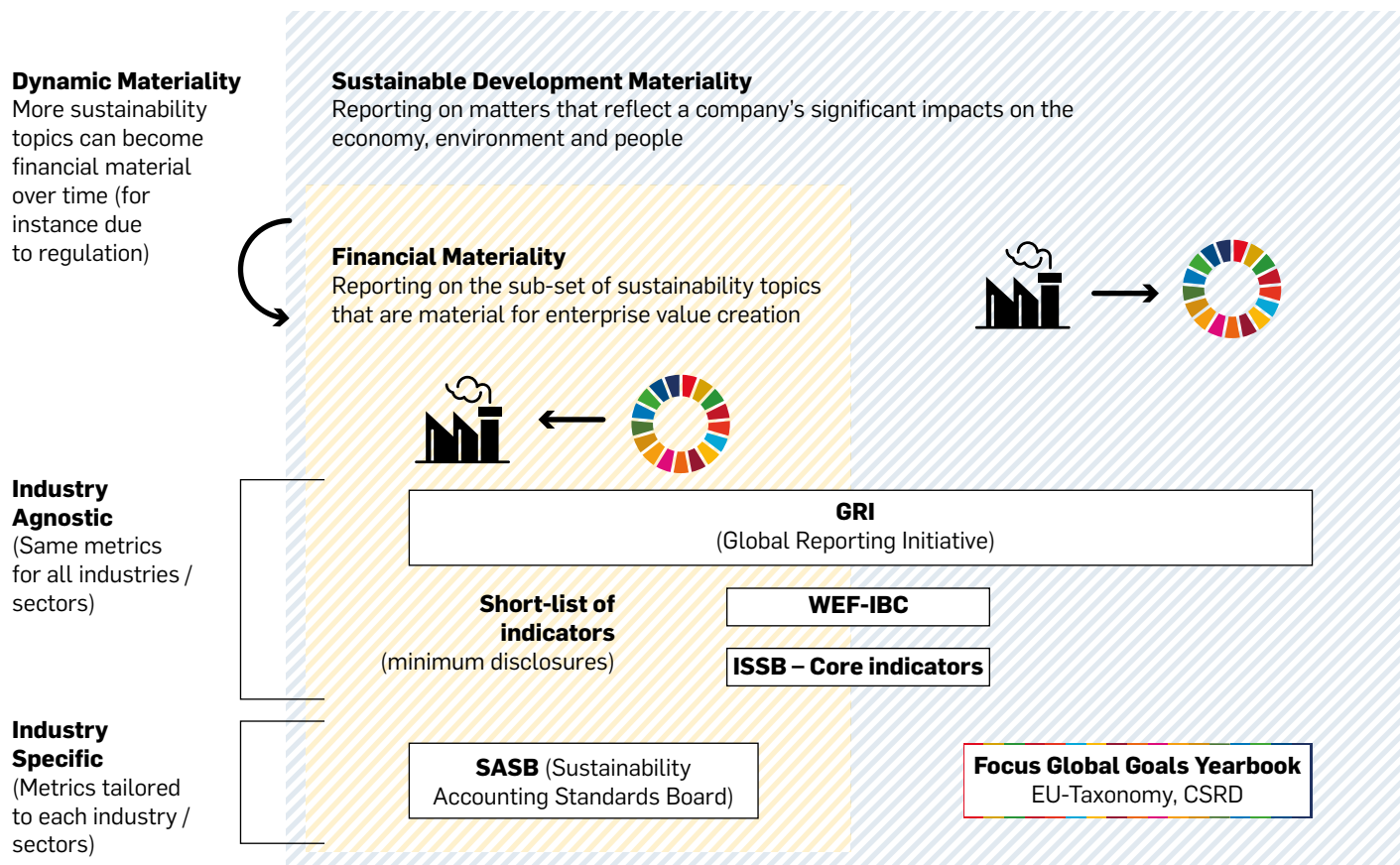
EDITORIAL BOARD MEMBERS



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





BECOME A ROLE MODEL FOR YOUR INDUSTRY!

EXCLUSIVE OFFER

Measuring SDG impact is not just an accounting of corporate sustainability practices. Rather, we explain and analyze change and drivers of transformation. You are about to read of some of the major business and finance trends of selected industries.

Consequently, the themes presented are of great interest not just to ESG practitioners but to business leaders everywhere. For each industry, we are looking for a sponsor who will lead the way with expertise, analysis and example. We call this Premium Sector Partnership. We believe that your company is a predestined model for your industry.

As a Premium Sector Partner, you have the following exclusive benefits:

- You make your own contribution to the SDGs, analogous to the Impact Partners.
- You participate with an extensive interview in the sector you support, demonstrating expertise and leadership in your sector.
- You will be listed with the logo as a sponsor of the sector chapter.
- You will receive permission to use an exclusive logo for sponsors of the Global Goals Yearbook for a period of 12 months.
- The costs for this exclusive cooperation as a Premium Sector Partner are € 25,000.



In detail: benefits and timelines 2023

1. Four-page best practice:

- Input as in previous issues, deadline June 2023
- Review by our team of experts to work out the impact and name it in KPIs, July 2023
- Optimization processes, August – September 2023
- Design and tuning, September – October 2023

2. Interview and participation in the sector analysis

- Preliminary interview and planning Sector Analysis, March – April 2023
- Presentation of planned sector chapter topics and time for comments by partners, May 2023
- Interview (approx. 1h) incl. preparation and implementation in four-pages yearbook contribution, July – August 2023
- Preview content, September 2023
- design and preparation for publication, October – November 2023

3. Prominent logo naming in yearbook in specific sector chapter: logo cover page as well as on overview page of chapter

4. Permission to use an exclusive logo for Sector Premium Partners of the Global Goals Yearbook for a period of 12 months (March 1, 2023–February 28, 2024)¹



¹ The use of the logo and the rules are based on the practice of the German Sustainability Award (www.nachhaltigkeitspreis.de/en/). An example for the communication of a partner (here P&G) can be found here: www.presseportal.de/pm/13483/5086130.

Transformation Pathways



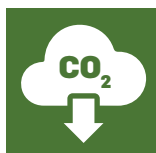
Sustainable
Purpose



Leave no one
behind



Circular
Economy



Net Zero
Strategies



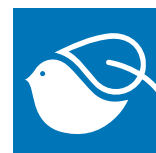
Digital
Responsibility



Sustainable
Cities



Responsible
Supply Chains



Biodiversity



GLOBAL GOALS
YEARBOOK

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 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. Arno Schmalz and Justina Buhles, 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 meet a

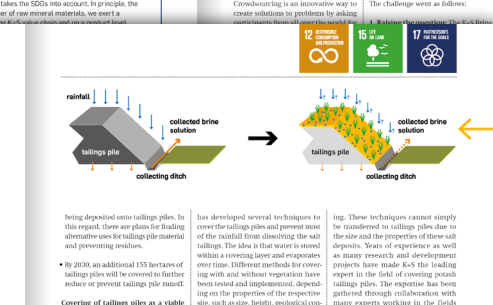


By using modern technology and crowd intelligence, new approaches and better solutions for overcoming different problems can be found. In the case of the "K+S Brine Challenge," it was all about finding ways to address inevitable tailings from mining plants. In line with Sustainable Development Goal 17 (Strengthen the means of implementation and revitalize the global partnership for sustainable development), people from all over the world took part in a contest to find solutions to protect bodies of water. The approach led to a more innovative way of working together and used the "wisdom of many" to improve K+S's tailings covering to improve the impact on bodies of water and ensure a transfer of knowledge between multiple stakeholders.

the brine challenge

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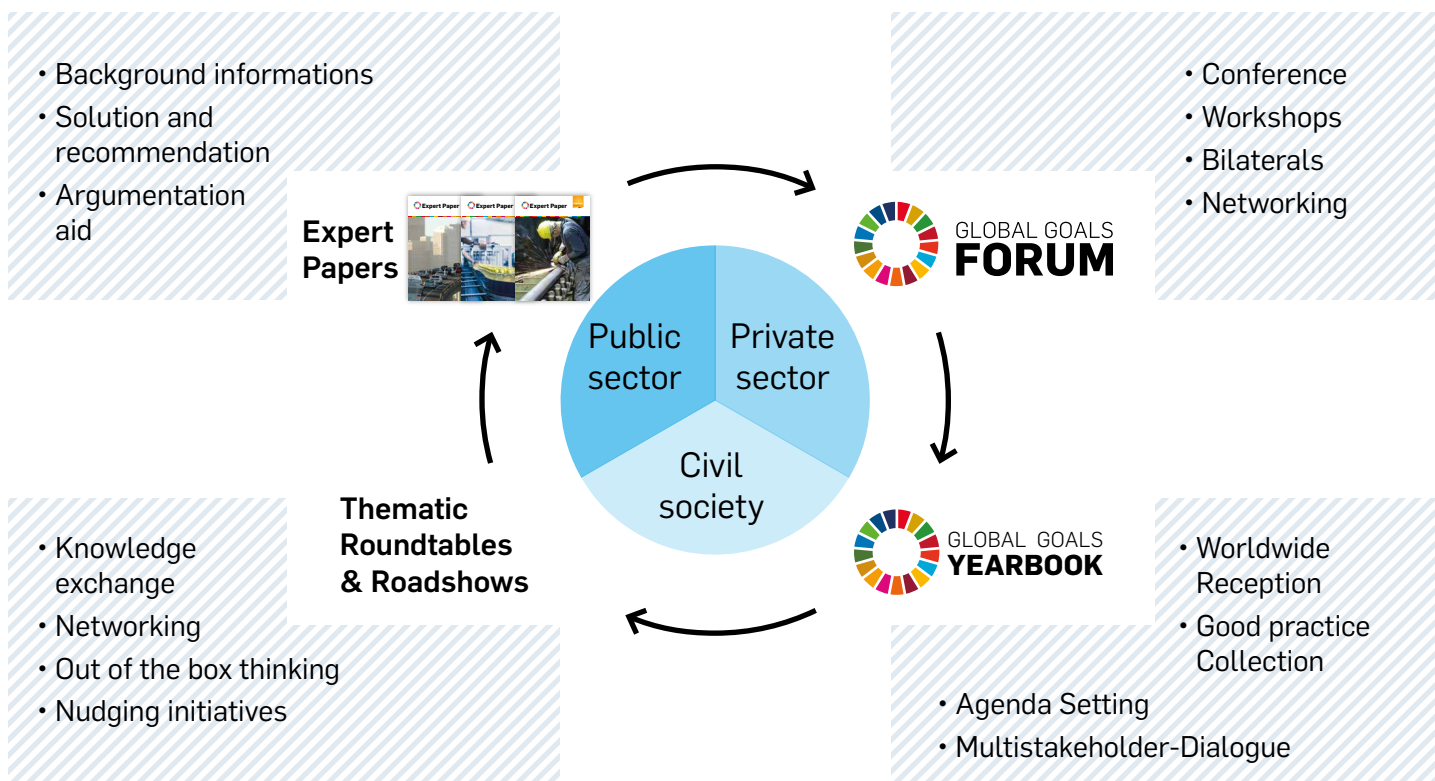


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HOLISTIC APPROACH



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.



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