
CIFAL Argentina - 4th Training for the Alignment of the Yacyretá Corporate Strategy with the SDGs

Cross-fertilizing Knowledge

Type:	Workshop
Location:	Ituzaingó, Argentina
Date:	4 Apr 2018 to 6 Apr 2018
Duration:	2 Days
Programme Area:	Decentralize Cooperation Programme
Website:	http://www.cifalargentina.org
Price:	\$0.00
Event Focal Point Email:	info@cifalargentina.org
Partnership:	Entidad Binacional Yacyretá

BACKGROUND

On September 25, 2015, the 193 countries that make up the United Nations Organization have signed the new sustainable development agenda called "Transform our world: the 2030 Agenda for Sustainable Development". This agenda contains the 17 objectives and 169 goals that are called "Sustainable Development Goals". The SDGs focus on 5 critical areas: people, planet, prosperity, peace and partnerships.

The SDGs calls on companies around the world to promote sustainable development through the investments they make, the solutions they develop, and the corporate practices they adopt. In this way, the objectives encourage companies to reduce their negative impacts, while improving their positive contribution to the sustainable development agenda.

Therefore, it is the duty of every organization to align it with the Sustainable Development Goals.

EVENT OBJECTIVES

- The development of philanthropic actions, not related to the activities of the company, through which it seeks to contribute to the improvement of social and environmental conditions of the environments in which the company operates or not, and which mainly have a benefit reputational
- The implementation of initiatives linked to the operations of the organization to reduce and eliminate negative impacts and promote those that are positive for stakeholders. In this case, the returns for the company are diverse to include the possible advance in operational efficiency, cost reduction, attraction and retention of talent, interest and customer loyalty, among others.
- The development of innovative products and services, within the framework of the company's activity sector, that contribute to the goals set for the SDGs while generating new business opportunities.

LEARNING OBJECTIVES

At the end of the workshop, participants will be able to:

- Describe and discuss the SDGs
- Identify ways to align the SDGs to company business practices
- Pinpoint innovative ways to mainstream the SDGs into the company units and departments

CONTENT AND STRUCTURE

- Understanding the SDGs
- Definition of priorities to focus efforts

- Establishment of Objectives
- Integration
- Communication
- Certification

METHODOLOGY

The workshop discusses the different SDGs using teaching techniques recommended by the Secretariat of Applied Cognitive Neuroscience of CIFAL Argentina, to achieve an easy recall of what has been learned.

TARGETED AUDIENCE

Officials of Entidad Binacional Yacyretá.