
Corporate SDG Alignment Training Course: Priorities, Targets and Impact Reporting

29 March – 2 April 2027
Casablanca





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Programme Summary

Corporate SDG alignment is the subject of this one-week training course for corporate strategy, sustainability and business unit leaders, ending in an SDG alignment plan for one company. Many companies cite the Sustainable Development Goals in reports before they have decided which goals their operations and products truly affect. The programme moves from the goals and the value chain to priorities, targets, integration into strategy and reporting, using cases from manufacturing, banking and consumer goods. Mars Training Centre UK delivers this programme on corporate SDG alignment to mixed-organisation cohorts.

The Business Case

Investors, customers and employees now ask which goals a company serves and what evidence supports the claim. A company that lists every goal, sets no measurable targets and reports only activity invites doubts about credibility and spreads effort thinly. A shared method lets leaders choose a small set of goals on evidence, tie them to strategy and report contribution in terms others can check.

- Strategic Focus: Improves as goals are chosen by impact and relevance rather than by habit.
- Reporting Credibility: Improves as targets, baselines and evidence are stated alongside claims.
- Stakeholder Confidence: Improves as contribution is explained, including negative effects.

Principles and Evidence Base

- SDG Compass: A business guide from the UN Global Compact, GRI and WBCSD with five steps from understanding the goals to reporting, used to organise Sessions 1 to 5.
- UNDP SDG Impact Standards: Frame impact management and contribution to the goals, applied in Sessions 3 and 4.
- Sustainable Development Goals: The seventeen goals and their targets, used as the common language for priorities in Session 1 and Session 2.

Intended Participants

- Corporate strategy leaders who decide where the company invests and competes.
- Sustainability and reporting leaders who prepare public statements on contribution.
- Business unit heads who must turn goals into targets and budgets.
- Finance and investor relations leads who answer questions on credible claims.
- Risk and procurement leads who track effects in the value chain.

Typical settings include manufacturing groups, banks, consumer goods companies and energy and utility businesses.



Learning Outcomes

1. Participants will be able to map where a company affects the goals across its value chain.
2. Participants will be able to prioritise a small set of goals using relevance, scale and influence.
3. Participants will be able to construct targets with baselines, indicators and owners.
4. Participants will be able to evaluate how goals fit existing strategy, investment and performance management.
5. Participants will be able to diagnose weak or overstated claims in a draft contribution report.
6. Participants will be able to justify an SDG alignment plan to a board and to external readers.

Programme Structure

Day 1: Corporate SDG Alignment and Value Chain Mapping

Where does the company affect the goals, for better and for worse?

- Sustainable Development Goals and Targets Review
- Value Chain Impact Map
- Positive and Negative Effect Register
- Stakeholder Expectation Grid
- Business Model Dependency Check

Day 2: Priority Goals

Which goals deserve the company's attention first?

- Relevance and Scale Scoring
- Influence and Leverage Assessment
- Priority Goal Shortlist
- Trade-Off and Conflict Review
- Priority Rationale Statement

Day 3: Targets and Indicators

How are priorities turned into measurable commitments?

- Baseline Selection Rules
- Indicator Choice Matrix
- Target Ambition Test
- Ownership and Budget Link
- Impact Management Logic



Day 4: Integration and Reporting

How do goals enter strategy, and how is contribution reported honestly?

- Strategy and Portfolio Integration Map
- Performance Management Alignment
- Contribution Reporting Outline
- Overstated Claim Checklist
- Stakeholder Communication Plan

Day 5: SDG Alignment Plan for One Company

Do the earlier records form one plan that leaders can run?

- Applying the Session 1 Value Chain Impact Map
- Testing the Session 2 Priority Goal Shortlist
- Reviewing the Session 3 Indicator Choice Matrix
- Checking the Session 4 Overstated Claim Checklist
- Completing the Company SDG Alignment Plan

Methodology

The programme uses a structured exercise method built on a shared case of a diversified company with several business units and a long supplier chain. Participants work through prepared impact maps, scoring sheets and draft reports, then adapt each artefact to their own company and compare choices with peers from other sectors.

- Suggested activity: Scoring twenty impacts for relevance and scale and defending the shortlist.
- Suggested activity: Rewriting a vague goal statement as a target with a baseline and owner.
- Suggested activity: Marking up a draft contribution report for claims that lack evidence.

Capstone Output

Each participant completes an SDG alignment plan for one company. It holds a value chain impact map, a priority goal shortlist with reasons, a target and indicator set, an integration outline for strategy and budgets, and a reporting outline. The plan is used at work to brief an executive committee, brief business unit heads and prepare the next sustainability report.



Frequently Asked Questions

Is corporate SDG alignment training suitable for leaders new to the Sustainable Development Goals?

Yes. Corporate SDG alignment is taught through cases and templates. It assumes experience in strategy, sustainability, finance or operations, but no earlier work with the goals or with impact measurement.

Which frameworks does corporate SDG alignment training rest on?

Corporate SDG alignment training rests on the SDG Compass from the UN Global Compact, GRI and WBCSD, the UNDP SDG Impact Standards and the Sustainable Development Goals with their targets.

How is the plan from corporate SDG alignment training used at work?

You use the alignment plan to brief an executive committee, set targets with business unit heads, link goals to budgets and prepare an honest contribution report.

How does corporate SDG alignment differ from general ESG training?

Corporate SDG alignment starts from the goals and the company's effect on them, while general ESG training covers wider environmental, social and governance topics, ratings and disclosure requirements.