

## Unleashing the Power of the Private Sector in Implementing the 2030 Agenda for Sustainable Development

This course introduces participants to the different types of private sector entities and demonstrates how strategically engaging with these entities can help implement the 2030 Agenda for Sustainable Development. It introduces participants to tools to identify common objectives to create shared value and emphasises the importance of mitigating risk. The course also reinforces the need for participants to advocate for placing sustainable development at the core of businesses and investing.

**#Sustainable Development #Partnerships #SDGs #Up to 2 months #online #Virtual Campus #Due Diligence #Private Sector**

### Introduction

The 2030 Agenda for Sustainable Development is unprecedented in its scope and ambition. The UN and governments have neither the reach nor the resources to implement it alone. Engagement, especially with the private sector, is imperative for the 2030 Agenda to succeed. The private sector with its unparalleled reach has the capacity to be a key driver to achieve the objectives of the 2030 Agenda and in some cases is already performing this role. The UN and its member states must seize the opportunity of forming strategic partnerships with private sector entities and advocating for businesses to embrace sustainable development in order to achieve the 2030 Agenda.



**Where** Online



**When** 22 Jun - 27 Jul 2018



**Fee** 500 USD



**Duration** 5 weeks



**Enrollment deadline** 29 Jun 2018



**Contact** sustainable-development@unssc.org



**Language** English

## Objectives

Upon successful completion of this course, participants will:

- Benefit from an in-depth understanding of the imperative to engage with the private sector for the implementation of the 2030 Agenda and the concept of shared value;
- Understand that the private sector is not a monolithic entity and how it can be engaged at every level, international, national and local;
- Demonstrate an understanding of frameworks to design and tools to develop partnerships with the private sector;
- Demonstrate an improved understanding of the importance of due diligence before pursuing engagements;
- Be able to articulate the need for and advocate for more private sector engagement in achieving the 2030 Agenda.

## Course Contents

- **Week 1:** How partnerships are vital to the 2030 Agenda.
- **Week 2:** The role of the private sector in implementing the 2030 Agenda.
- **Week 3:** How to pursue partnerships with the private sector: frameworks for action.
- **Week 4:** Due Diligence: protecting against reputational risk.
- **Week 5:** Engaging with the private sector: way forward.

## Course Methodology

In contrast to the less collaborative format of traditional Massive Open Online Courses (MOOCs), UNSSC online courses combine tutored components with synchronous and asynchronous activities, comprising knowledge acquisition, knowledge application to real-life and training scenarios, as well as group work and collaboration with peers. In addition to engaging in self-paced learning, participants in UNSSC online courses also benefit from live webinars with renowned experts from the UN the private sector and academia, allowing real-time virtual interaction between the instructors and participants.

The instructor-led webinars for this course will take place every week between 2.00 pm – 4.00 pm CET or 8.00 am – 10.00 am EST. These live sessions are conducted on the WebEx platform with toll and toll-free numbers and/or ability to connect via the internet for the audio component; no special software is required.

## Target Audience

UN staff, especially partnership specialists and officers. Development practitioners from governments, civil society, academia and the private sector.

## Cost of participation

The course fee of USD 500 covers the following:

- Unlimited access to course materials (video and key readings), recording of webinars and speakers' presentations;
- Participation in live webinars with renowned experts from the UN, the private sector and academia;
- Exposure to peer-to-peer learning process through group work and online asynchronous activities;
- Exclusive access to UNSSC online social learning environment with training and supporting background materials, and the opportunity to stay connected with colleagues.

Certificates of Participation will be awarded to participants, subject to completion of all modules and quizzes, successful submission of exercises and assignments, and full participation in all live online sessions and discussion forums for each topic covered in the course.