



Social Impact and Sustainable Development Goals (SDGs) Policy & Communications Consulting

OBJECTIVE

Develop your company’s corporate social responsibility story, with the Sustainable Development Goals at the center, and share that story with key multilateral stakeholders, private sector partners and the public. 196 is eager to help you do so by providing the following services.



Develop SDG Narrative

Map and align the work the company is doing in the CSR/ social good space with the Sustainable Development Goals, adopted by world leaders in 2015 to end extreme poverty, fight climate change and ensure more equitable economies around the world.

Develop a narrative that elevates the importance of the work the company is doing on the SDGs.

Create and deliver a deck that outlines the narrative that can be utilized across the company.

Design assets that highlight the company’s commitment to the SDGs featuring personal anecdotes, captivating images, and relevant statistics.

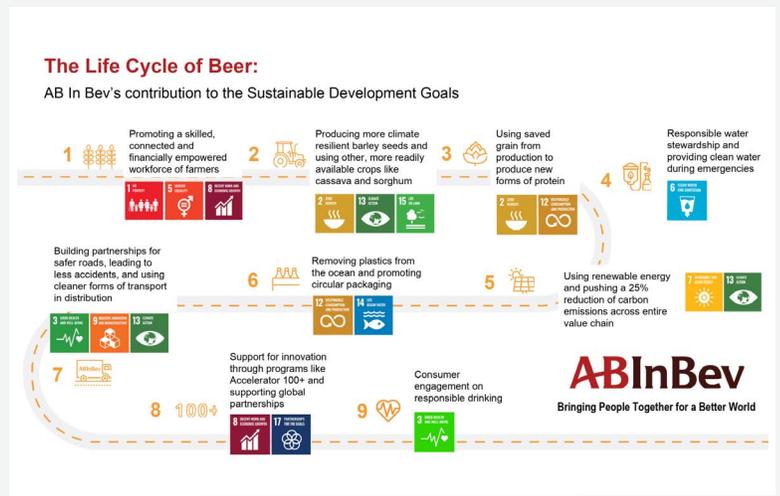
Roll-out the narrative with key milestones throughout the year.

Provide strategic guidance on opportunities to advance scope and impact of this work.



AB InBev is deeply committed to the UN Sustainable Development Goals. Given the breadth of our work and the multi-faceted nature of our company, we needed a comprehensive and consistent way to talk about our programs. 196 led a process to map our contributions towards the goals and developed a creative way to tell that story. The “Life Cycle of Beer,” initially an infographic and now a motion graphic, was the result of this work which we are now leveraging with our internal and external stakeholders.”

Melissa Kopolow McCall
Global Director of Policy at AB InBev





Build Strategic Partnerships

Strategic advisory support on opportunities to communicate about the company and advance its goals related to multilateral engagement and the Sustainable Development Goals.

Foster new relationships with global policy-makers, multilateral stakeholders and leading non-profit organizations to demonstrate the company's position as a leader in this space.

Support for building new partnerships or joining existing multi-stakeholder collaborations.



Contact

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Provide Policy Expertise

Advise on the global landscape and relevant policy, including around the SDGs.

Provide timely, relevant updates on the multilateral system - including the United Nations, specialized agencies and funds, the World Bank/IMF and others.



Event and Conference Mapping & Support

Monitor landscape of conferences and convenings (even more crowded with virtual opportunities) to identify ones that are a good fit for learning, active participation and possible speaking roles.

Facilitate opportunities to showcase your corporate social responsibility work on platforms that advance strategic interests of the company or organizations, with partners, multilaterals, and to the public.

Source speaking engagements and draft relevant briefing materials, presentations and talking points.

Consult on opportunities for your leadership to participate in existing events and meetings related to sustainable development and social impact.

Research, vet and negotiate fees for SDG-related sponsorship opportunities.

Build communications plans and advise on social media tactics to highlight your work.

Consult on innovative ideas for hosting events with key stakeholders.

Curate events, both in-person and virtual, to support organizational goals.