

Accelerating
action on the
SDGs.



Business Partners
for Sustainable Development

AN INITIATIVE OF THE USCIB FOUNDATION

*A virtual Center for advancing international Public Private Partnerships
to achieve the UN Sustainable Development Goals.*

We need a new social contract between **business, government and civil society** to scale private sector engagement and collective action built on new ideas, mutual trust and accountability.

Time for Global Action

Despite many positive examples, the rate of global progress has not been rapid enough to meet the targets of the 2030 Agenda. While it is a given that partnerships are essential in the 2030 Agenda for Sustainable Development, the multilateral system is predominantly inter-governmental in nature and can often be challenged to connect with business and other non-state actors.

It is this current lack of progress that necessitates immediate and accelerated action by countries and stakeholders at all levels.



Business Responds

Business Partners for Sustainable Development (BPSD) is an initiative of The USCIB Foundation. BPSD is a virtual Center that establishes a framework for government, business and civil society to share information, resources, activities and capabilities to achieve things together that they could not achieve alone.

BPSD is built on four pillars. The objective of the BPSD will be to facilitate partnerships, find creative solutions, leverage proven strategies and measure and optimize.





INCLUSION

Facilitating partnerships that bring together all stakeholders and establish accountability, shared risk and mutually beneficial objectives.

Incubate meaningful and accountable collaboration and coordination with key partners from multiple sectors, locally and globally.

Demonstrate the imperative of business inclusion by promoting a shared-value approach to market-based transformative partnerships that deliver dramatic and sustainable results.

BPSD Launch Partners

Global Alliance for Improved Nutrition (GAIN): BPSD will leverage The USCIB Foundation's existing partnership to host an incubation session focusing on SDG 2, Zero Hunger and SDG 3, Healthy Lives.

BPSD Future Partnerships

BPSD will be identifying additional partnerships and alliances to ensure that all SDGs are represented. This will provide comprehensive solutions and thought leadership for Public Private Partnerships.



INNOVATION

Idea incubators to engage in futuristic thinking, collaborative solutions and creative partnership strategies for implementation.

Position the Center as the leading voice for business, integrating the SDGs with creative solutions for consultation and integration in future strategic diplomacy and communication efforts on local, regional, national and global scale.

Convene and facilitate at least three partnership incubation sessions in 2020 focusing on multiple SDGs, with each session producing a number of functioning actionable partnerships.



INFLUENCE

Thought leadership and digital resources to assess the role, benefits and impact of multisector engagement on achieving the SDGs.

Create a digital library of white papers, peer-reviewed articles, salient commentary, dialogues and workshops on relevant issues from community, urban, national and global areas.

Develop a Playbook for corporate diplomacy and SDGs, corporate communication integration in SDG programs and linkage with national policymaking efforts.

Link training, simulations and e-learning for stakeholders and members leveraging the leadership of USCIB.



IMPACT

Tools for measuring, monitoring and evaluating the impact of partnerships.

Engage in the design and development of measurement and monitoring strategies including innovative tools (checklists, scorecards, technology), media relations and policymaking.

Create official engagement into multisector diplomacy activities with expertise on process, outcomes and innovative evidence-based approaches.

International Organization of Employers (IOE) and the Global Apprenticeship Network (GAN): Partnering with long-standing USCIB affiliates to host an incubation session on SDG 4, Quality Education and SDG 8, Decent Work.

Dr. Scott Ratzan

Executive Director for BPSD

Ratzan will set the strategic priorities for the Center, directing its initial activities and advancing the visibility of the BPSD within the multilateral organizations and the U.S. Government.

Ratzan recently served as Senior Fellow at Mossavar-Rahmani Center for Business & Government, Harvard Kennedy School. He has multisector experience including at AB InBev, Johnson & Johnson, U.S. Agency for International Development (USAID) and with multiple academic institutions. He pioneered a number of partnerships including Together for Safer Roads, Mobile Alliance for Maternal Action and the Global Smart Drinking Goals. He has served as Co-Chair of the UN Secretary General's Every Woman Every Child Innovation Working Group and as Vice Chair of the Business Industry Advisory Council's Health Committee to the OECD.

Ratzan's academic appointments include Adjunct Professor at Columbia University Mailman School of Public Health, CUNY Graduate School of Public Health and Health Policy, Tufts University School of Medicine and George Washington University. Dr. Ratzan has an M.D. from the University of Southern California, an M.P.A. from the Harvard Kennedy School and an M.A. in Communication from Emerson College.

Mr. Michael Michener

USCIB Vice President, Product Policy & Innovation

As the principal architect of BPSD, Michener will align the Center's vision with The USCIB Foundation and coordinate the BPSD Board of Advisors.

Michener is USCIB's vice president of product policy and innovation, joining USCIB in early 2017. Michener is a former administrator of the U.S. Foreign Agricultural Service who has also served as a U.S. trade diplomat and association executive. Michener leads the organization's policy work on chemicals, health, food, agriculture and intellectual property. He also coordinates USCIB's engagement in the Asia-Pacific Economic Cooperation (APEC) forum.

Michener has also worked with CropLife International, the U.S. Department of Agriculture, U.S. Department of State, U.S. Department of Homeland Security and U.S. Agency for International Development, and he served with the United States Army for seven years in Europe. Michener earned a master's degree in public administration from Bowie State University and a bachelor's degree in East European studies from the University of Maryland.



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To submit Business 2030 case studies to BPSD visit:

BusinessPartners4SDGs.org

The USCIB Foundation, Inc.

Since 1980, The USCIB Foundation has been dedicated to a single mission: advancing the benefits of a free market economy and promoting the essential role of the private sector in stimulating economic growth and progress in social development.

Today, the Foundation pursues that mission through a portfolio of initiatives that strives to inform future choices made by stakeholders and policy makers that benefit people around the world.