



GLOBAL UNGC STRATEGY	STRATEGIC SHIFTS IN NORWAY	STRATEGIC GOALS	RESULTS 2023 (INTERNAL KPI)	AMBITIONS 2023 (WITH MEMBERS AND PARTNERS - EXTERNAL KPI)
<b>HARNESSING THE COLLECTIVE ACTION OF SMEs</b>	<p>A. Be the largest, most relevant corporate movement and conveying power for sustainable and responsible business in Norway</p>	<p>Continue to be the largest business network for sustainability in Norway and keep existing members</p> <p>Have relevant activities for our members to their highest satisfaction.</p> <p>Prioritize partnerships that are linked to impact, concrete solutions and business opportunities, as well as the UN and global cooperation.</p>	<p>Double the amount of members to 500</p> <p>80-100% members satisfaction of being a member</p> <p>70-80% member satisfaction for participation in the action platforms.</p> <p>Engaging 200 companies in action platforms and regional networks.</p> <p>Engaging 100 companies in internal cooperation.</p>	
<b>ACCOUNTABLE COMPANIES</b>	<p>B. Norway's most accountable and sustainable companies</p>	<p>Enable Norwegian members to demonstrate higher adherence to the Ten Principles and material contribution to the SDGs compared to those that are not part of the UN Global Compact.</p> <p>Enable members to be leading in intergenerational cooperation, plurality and gender equality in leading positions.</p>	<p>150 companies have received training on goal setting and reporting from UNGC Norway</p> <p>150 companies have gone through training for board directors, CEOs or C-level in strategic thinking and competence on sustainability</p>	<p>Substantial increase in member companies that deliver Communication of Progress (COP) on an advanced level.</p> <p>100 Norwegian companies and finance actors have committed to set Science Based Targets (SBTi)</p> <p>Member companies see an increase in gender balance in boards</p> <p>All member companies have at least one board director aged 40 or younger</p>
<b>STRONG AND ACTIVE ENGAGEMENT WITH THE UN</b>	<p>C. Internationalization of activities and strong and active engagement with the UN</p>	<p>Use international trends and summits as a guiding star for our activities. Enable members to participate in international events and cooperation</p> <p>Strengthen our brand as a UN related organization</p> <p>Prioritize cooperation with other local networks of the UN Global Compact</p>	<p>Engage and organize at least three international action platforms including the UK-Norway Sustainable Finance Action Platform (AP) and Sustainable Business in the Arctic AP</p> <p>Establish member activities related to UN summits like ocean, food, finance and climate (COP)</p> <p>Establish a business hub for for Norwegian companies active in low/middle income countries</p>	

**MEASURABLE  
IMPACT IN  
PRIORITIZED  
AREAS**

**D. Measurable impact through policy and business solutions**

Enable our members through action platforms and labs to identify and implement business and policy solutions with a special focus on climate, ocean, food, health, circularity and finance.

Work to establish private-public cooperations that are crucial for the ecosystem to scale sustainable opportunities and solutions.

Identify 150 concrete solutions within business, policy, research/ data collection and nudging campaigns .

Open and establish SDG Solutions Action Centre for implementation of business solutions.

UNGC has established 3 public-private partnerships to scale new solutions.

Norwegian Government has established sectorsplans for new industries in cooperation with business and launched a national initiative for sustainable finance.

Norway has launched a green or sustainable sovereign bond.

Norwegian Government has increased its economical support to UNGC (globally) by 50 per cent compared to 2020.

**BALANCED  
GROWTH OF  
LOCAL AND  
REGIONAL  
NETWORKS  
FOR GLOBAL  
COVERAGE**

**E. Sustainable and resilient UNGC organization in all of Norway**

Be present in all four main regions of Norway.

Be a leading organization in the area of administration: Deliver strong administration and economy of the organization to the best of our members and to keep the organization.

Seek external finance from partners and actors to differentiate funding of the organization.

Strengthen focus on inter-generational cooperation, plurality and gender equality in UNGC Norway.

Double the core funding to UNGC Norway.

Establish regional networks in all four main regions.

Establish regional offices in all four main regions.

Ensure gender balance in the Executive Board and the Secretariat.

Ensure at least two board members under the age of 40.

**F. Leading agenda setter, spokesperson and brand for sustainability as business opportunity**

Improve communication and marketing to build UNGC's brand in Norway.

Establish the organization as a thought leader, a leading spokesperson organization on sustainability and business.

Develop relevant content to the highest satisfaction of our members.

Be at the very forefront nationally in digitalisation transformation of communication and events.

100.000 engagements in social media.

60.000 listeners.

150.000 visits on globalcompact.no.

1000 mentions in media.

20% increase in top of mind.

70%-100% members satisfaction with communication and content.