



Keystone Company Communications Toolkit

At a time when business is being called on to make a step change in global efforts to tackle climate change, inequality, well-being and waste, you've been recognised as one of the world's most influential companies to drive change. One of the SDG2000.

You were named as one of the SDG2000 to the world's media and leaders.

You can make the most of this moment by getting involved in the conversation.



About



What is it?

The SDG2000 is a list of the most influential companies in the world based on their potential to achieve the [UN Sustainable Development Goals](#) (SDGs). These are the 2,000 companies the World Benchmarking Alliance will benchmark.

How has it been developed?

The [World Benchmarking Alliance](#) (WBA) identified the 2,000 'keystone companies' based on five principles of sector dominance and control, global supply chain connectedness, institutional influence and footprint.

Why does it matter?

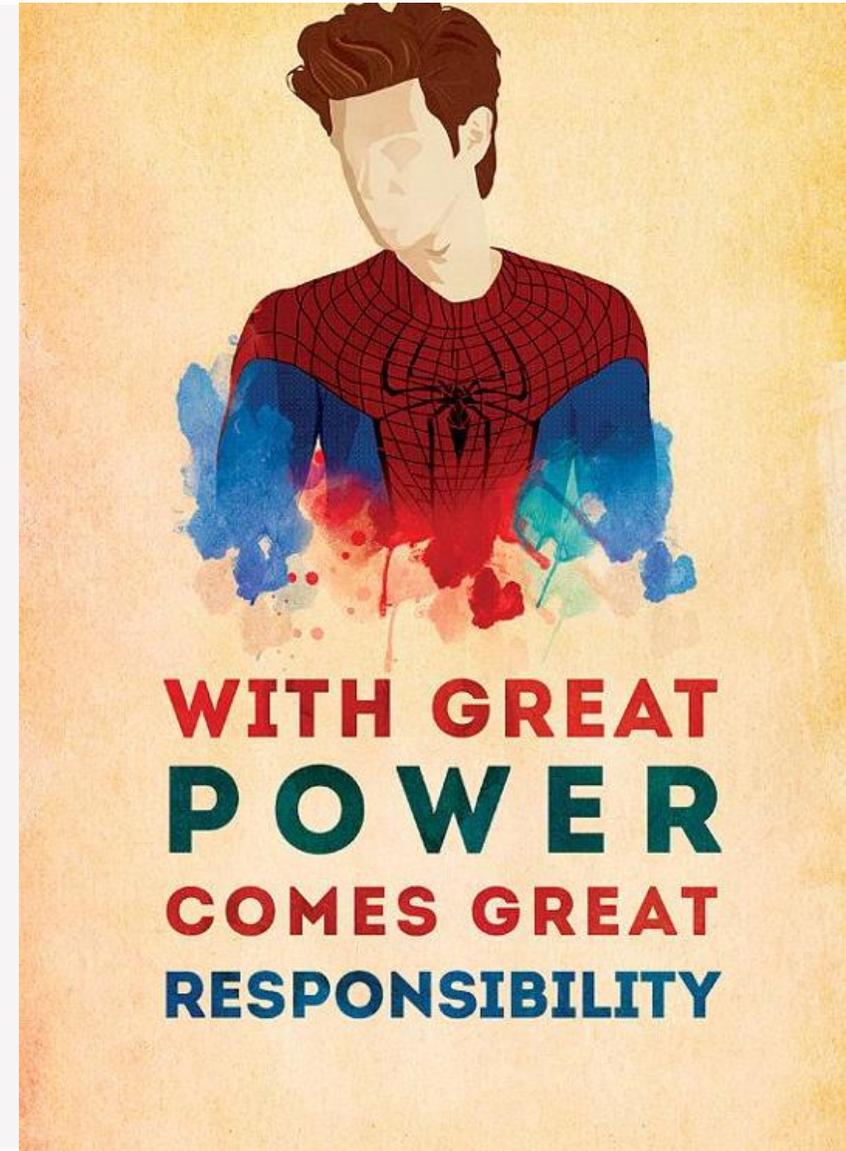
Our aim is to accelerate corporate action and accountability on the SDGs through free, publicly available benchmarks. These benchmarks will provide governments, civil society, investors, and consumers with the data they need to make better informed decisions about how they engage with companies. They will serve as roadmaps for companies themselves to understand where and how to improve their performance relative to industry leaders.

Who else is on the list?

You can see the full list [here](#).

Who is WBA?

WBA is a non-profit organisation seeking to generate a movement around increasing the private sector's impact towards a sustainable future for all. WBA's transformative benchmarks compare companies' performance on the global challenges the world faces. A group of more than 115 Allies will provide WBA with the necessary support to be a successful driver of change. The benchmarks empower all stakeholders, from consumers and investors to employees and business leaders, with key data and insights to encourage sustainable business.



Your opportunity

What we are doing

We will measure and rank each company by 2023 you and the other companies on the list against your impact towards the SDGs. This data will be made public for others like investors, employees, customers and governments, to use in their decision making.

Our work has been picked up by international publications like the [Financial Times](#), [BBC](#), and [devox](#).

What others are doing

SDG2000 companies have been posting on social media and communicating to their staff about what this list means for the business.

Our Allies are using our data when engaging companies, and posting about the list and the companies they work with on social media.

What you can do

Promote your selection into the SDG2000 and share examples of your commitments and actions towards SDGs on social media using the hashtags on the next slide.

Communicate to your staff about your plans and ensuring they understand what the list means and how it affects your business.

WATCH - Push for 2,000 global firms to meet UN goals

Updated / Friday, 24 Jan 2020 10:31



Paulina Murphy, Engagement Director at World Benchmarking Alliance, speaks from Davos

Ramboll [+ Follow](#) •••
209,124 followers
1w • Edited •

On Monday, [World Benchmarking Alliance](#) revealed the first ever list of the 2,000 most influential global companies when it comes to sustainable development, and Ramboll is on the list. As a global consultancy, we have a responsibility to push for sustainable development through our solutions and practices, using the SDGs as a yardstick for progress. There is still much more work to do, but we're proud to have an impact. See the full list: https://lnkd.in/dRr-2_r

And check out how we contribute to the 17 SDGs here: <https://lnkd.in/gXBHyuW>

GLOBAL VIEWS | DAVOS 2020

Opinion: Does business really care about people and nature?

By [Delfin Ganapin Jr.](#) // 21 January 2020

Example #SDG2000 posts

Join the conversation by showing what action you're taking and using the hashtags [#SDG2000](#), [#GlobalGoals](#) and [#decadeofdelivery](#). Either copy the posts shown and change the link for your sustainability pages or write a fresh post.

Our social media handles:

[LinkedIn: @worldbenchmarkingalliance](#)

[Twitter: @SDGBenchmarks](#)



in

ABCPLC
1,809,125 followers [+ Follow](#)

Our commitment to achieving the [#GlobalGoals](#) has been recognised by [@WoldBenchmarkingAlliance](#) as part of the [#SDG2000](#). Find out what we're committed to [abcplc.com/sustainability-targets...](#)

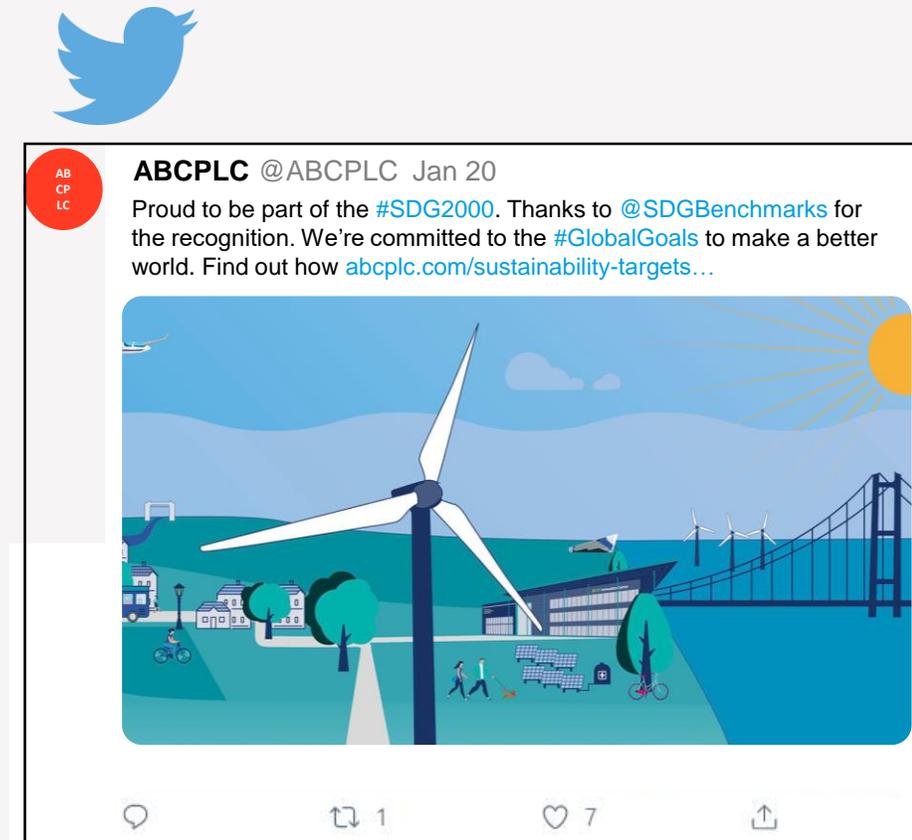


**DECADE
OF >>>>
ACTION**

Our Commitment to Sustainability
[ABCPLC.com](#)

128 · 8 Comments

Like Comment Share



ABCPLC @ABCPLC Jan 20

Proud to be part of the [#SDG2000](#). Thanks to [@SDGBenchmarks](#) for the recognition. We're committed to the [#GlobalGoals](#) to make a better world. Find out how [abcplc.com/sustainability-targets...](#)



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Example intranet post

Your employees are a critical audience in your ability to be successful, both commercially and on the SDGs.

This is a moment to engage them proactively, rather than letting them read about themselves in the media.

There's a draft post here that you can use in its entirety or adjust as you see fit.

Imagery

You can find imagery to support your posts in the Press Pack on our site, [here](#).

News

We've been named on the SDG2000, a list of the world's businesses with the most influence over whether the UN Sustainable Development Goals (SDGs) are achieved by 2030. This is a huge achievement and important responsibility, especially at a time with social and environmental issues so high on the agenda. Indeed, the UN is calling this decade the 'Decade of Delivery' on the SDGs and we have a crucial role to play.

This recognition shows the importance of the work we do on sustainability, and how much progress we've made on embedding that into our core business. It's something we've all earned and should all feel proud of.

The list has been developed by the World Benchmarking Alliance, made up of 120 different organisations, from NGOs to investors (with over \$15 trillion of assets under management). They will be reviewing our performance towards the SDGs annually, and making this information freely available to everyone, including our investors, customers and the governments of the countries we work in.

You can see who else is on the list with us [here](#), and find out more about the WBA [here](#).

We will be tweeting about this using the following hashtags #SDG2000, #GlobalGoals and #Decadeofdelivery.

This is just the start.

For the next decade, WBA and our Allies will be championing corporate accountability on the SDGs.

Your company's performance on the SDGs will be publicly benchmarked on an annual basis.

Contact us to find out more [here.](#)

