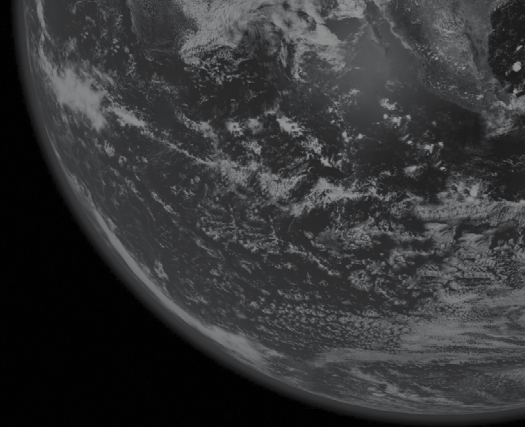


# A 2030 STRATEGIC PLAN



Strategic planning is vital to the success and survival of all organisations, regardless of their sphere of operation.

Organisations are focused on the achievement of their mission and purpose and will have a range of objectives and targets in their forward planning. However, it is also possible to align strategic planning with SDG objectives, whilst maintaining the focus on the company's primary purpose. With effective review, strategic plans can be formed to minimise negative impact on SDG objectives and maximise positive impact. Where this is done as part of the strategic planning exercise it can often increase organisational performance and create operational costs savings. This is very clear for areas such as energy use and transport management but is also true of areas including recruitment and human relations policies that improve staff moral and retention.

Compass has recently reviewed the final year of its 2017-2020 Strategic plan against the 17 SDGs and is currently developing its 2030 Strategic Plan to also focus on the contribution the organisation can make to the SDGs.

Building on this experience and our wider advocacy for the SDGs, we are able to provide support for organisations seeking to better align their strategic planning with the SDGs. We are able to offer the following services:

- Review of existing strategic plans to benchmark SDG alignment and externally verify performance. This can be particularly useful for inclusion in annual reports, funding and financing campaigns and for general stakeholder accountability.
- Support for development of new strategic planning that aligns effectively with the SDGs whilst maintaining organisational mission.

Both of these support services can be provided as part of the comprehensive Agenda 2030 Audit identified in our main brochure, or as discrete, stand-alone exercises that align with your organisation's strategic planning schedule.

**Integration of the SDGs in your strategic planning provides an opportunity to maximize your organisation's contribution to the 'people and planet' objectives of social and climate justice that the SDGs promotes.**

For further information please contact:

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