

# THE **SDGXCHANGE**

IS A HANDS-ON STRATEGY TOOL  
TO CREATE OUTSIDE-IN BUSINESS OPPORTUNITIES  
THROUGH POSITIVE CONTRIBUTIONS TO THE  
SUSTAINABLE DEVELOPMENT GOALS (SDGS).



According to the Better Business Better World Report released by the Business and Sustainable Development Commission pursuing the Sustainable Development Goals could create trillions in new market opportunities. With the **SDGXCHANGE** organizations of all sizes have a strategy-tool at hand to tap into this potential.

The strategy tool applies relevant tools and methodologies accelerating the transition to true business sustainability. It enables companies to reflect and focus on long-term solutions creating a net-positive impact for all.

## **YOUR OPPORTUNITY TO BECOME FUTURE READY**

Sustainability applied correctly opens up a business case anticipating changes in the market and identifying new opportunities faster. The strategy tool helps:

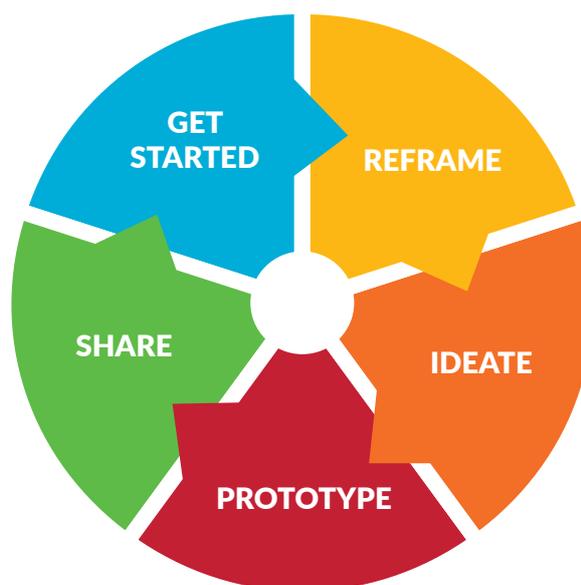
- Translating the SDGs into local business relevance and prioritizing relevant sustainability issues with the Gap Frame ([www.gapframe.org](http://www.gapframe.org)),
- Creative reflection and prioritization based on true business sustainability
- Co-innovation of new strategic business opportunities beyond current business activities for long-term strategic opportunities

## **IS IT FOR YOU?**

- Companies of all sizes and sectors
- Foundations as well as other organizations
- Consulting firms and independent consultants wishing to a tool to their services
- Business schools, universities and training institutions

## THE GRIPS APPROACH

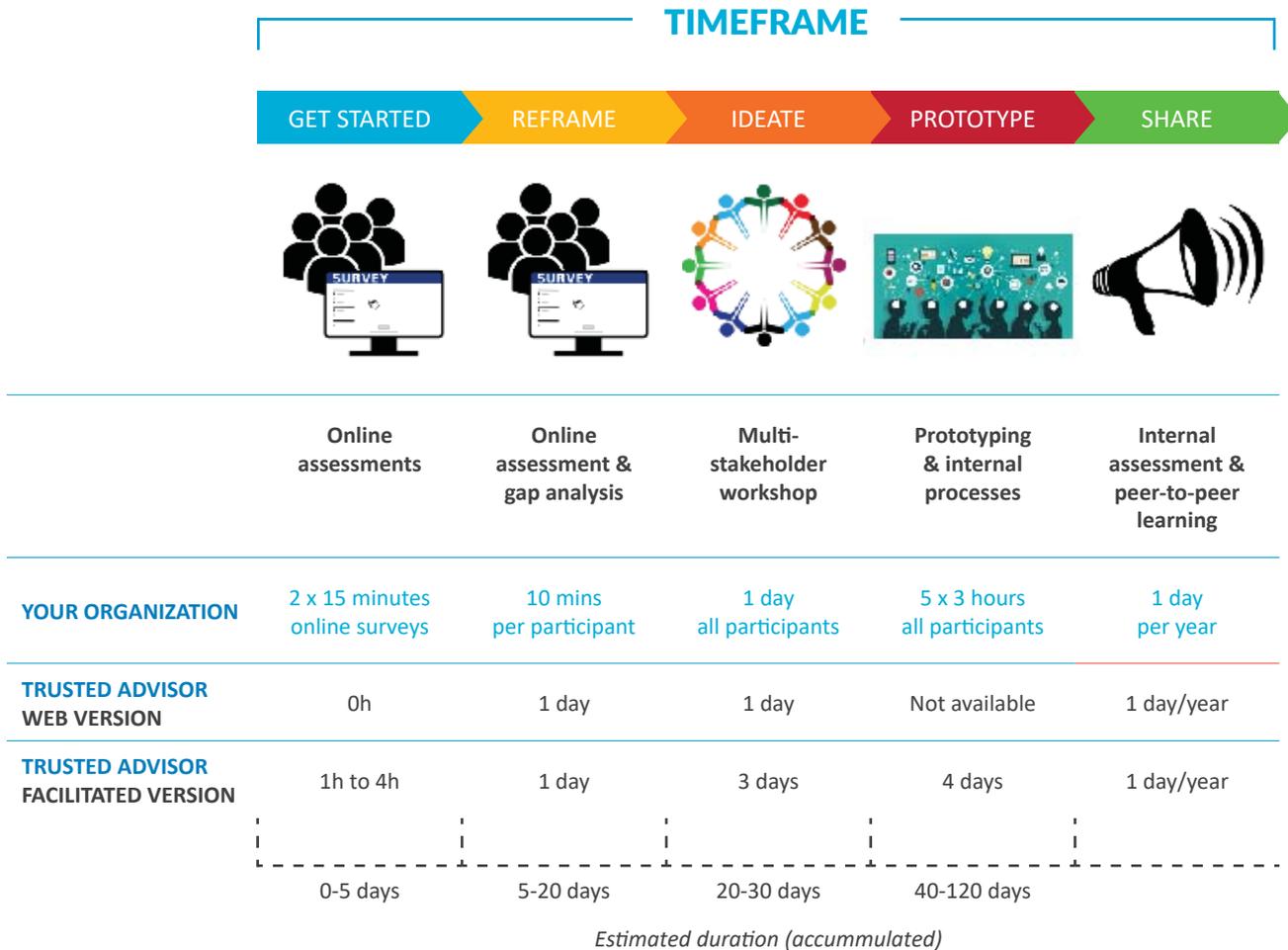
The **SDGXCHANGE** provides organizations with a GRIPS process, guidance and support on how to change from an inside-out to an outside-in perspective, and how to embrace true business sustainability into the core of their strategies.



Come to **GRIPS** with exponential times  
Co-creating strategies of change

	STEPS	ACTIVITIES	METHODOLOGIES & TOOLS
1	<b>GET STARTED</b> Assessing change readiness and the sustainability status of your organization	Change readiness: online assessment	Competing Values Framework
		True Business Sustainability: online assessment	Business Sustainability Typology Dashboard
2	<b>REFRAME</b> Clarifying the SDGs as business opportunities and shifting from inside-out to outside-in	Inside-out: online assessment	I-We-All of us
		Outside-in: Gap analysis	Gapframe.org
3	<b>IDEATE</b> Engaging key players in co-creating new business opportunities	Competencies matching: group work	The Golden Match
		Ideas mapping: workshop	Collaboratory (World Café, Fishbowl dialogue, Open Space)
4	<b>PROTOTYPE</b> Developing new solutions with new clients for net positive impact	Shaping innovation: prototyping	SPRINT, IDEO, Design Thinking, Collaboratory
		Scaling innovation: internal processes	Sustainable Business Model Canvas
5	<b>SHARE</b> Assessing prototypes for impact and sharing success stories	Reporting: internal assessment	Focused reporting
		Showcasing: Peer-to-peer learning	Business Sustainability Today Platform

# ESTIMATED DURATION OF THE GRIPS PROCESS



## WHAT MAKES THE SDGXCHANGE UNIQUE?

The **SDGXCHANGE** is a unique hands-on process tool building on the Sustainable Development Goals and the True Business Sustainability typology, making use of the data from the GAPFRAME.org and relevant organizational and behavioural change, innovation and transformation approaches to generate new businesses addressing the challenges of our times.

The GRIPS approach differentiates itself from other tools in the SDG space by addressing not only the knowledge dimension like most other methods, but by also offering hands-on support and solutions

in the activities dimensions. While there are a few emerging tools that build on knowledge and data sources and attempt to provide activity tools, the GRIPS approach is the only existing SDG-related methodology that also addresses and embraces the behavioural change dimension. Integrating this third dimension is critical to ensure a true transformation of any organization that seeks to embrace and embed the SDGs into the core of its activities and the GRIPS methodology is uniquely able to support such a journey.

## THE INITIATORS



**KATRIN MUFF**

Dr. Katrin Muff is a thought leader in the transformative space of sustainability and responsibility at Business School Lausanne, where she acted as Dean from 2008-2015 until self-organization made such a title redundant. She since leads the Thought Leadership activities in the area of conceptual design. Under her leadership, the school focused its vision on entrepreneurship, responsibility and sustainability in education and research. Her business experience includes 10 years at ALCOA (GM in Russia, Industry Analyst for Global M&A in the U.S. and Business Analyst Europe), 3 years as Director, Strategic Planning EMEA at IAMS Europe (Procter & Gamble), and 3 years as a co-founder of Yupango, a coaching consultancy dedicated to start-ups and training management teams.



**BARBARA DUBACH**

Dr. Barbara Dubach has been passionate about sustainability for more than 25 years and has gained longstanding, international experience in industry, public and non-profit sectors. As an entrepreneur and initiator she enables engagement and acceleration for profit and non-profit organization with engageability – a center of excellence creating value for all stakeholders and the common good. Her business experience includes many years as Senior Vice President responsible for sustainable development coordination at LafargeHolcim (former Holcim) and the World Business Council for Sustainable Development (WBCSD) in various countries in the world.

### IN CLOSE COLLABORATION WITH



Prototyping Partners:

## INTERESTED?

Are you interested in:

- Implementing the SDGXCHANGE, the strategy tool and approach for true business sustainability in your company?
- Being an internal champion coaching the application of the tool internally?
- Becoming a certified SDGXCHANGE advisor so that you can use this tool in your consulting practice?
- Using the SDGXCHANGE in your teaching and learning courses with your students?

We are happy to support you. For more information, please contact: [barbara.dubach@bsl-lausanne.ch](mailto:barbara.dubach@bsl-lausanne.ch) or [katrin.muff@bsl-lausanne.ch](mailto:katrin.muff@bsl-lausanne.ch)