

## HOW TO BECOME A TRUSTED AMBASSADOR

The **SDGXCHANGE** is a hands-on strategy tool creating outside-in business opportunities through positive contributions to the Sustainable Development Goals (SDGs). If you are interested in spreading the news in your region or country about the **SDGXCHANGE** and the GRIPS process, you can apply to become a trusted SDGX Ambassador. Such a certification is ideally completed along with a SDGX adviser certification, as outlined below. The SDGX adviser training allows you to acquire the competencies necessary to independently use the GRIPS process of the **SDGXCHANGE**. You will

- Learn new approaches and tools
- Be able to add new tools to your services
- Become a certified SDGX ADVISOR
- Become a SDGX AMBASSADOR
- Be part of a SDGX network

### CERTIFICATION PROCESS TO BECOME AN ADVISOR AND AMBASSADOR

There are two pathways to become a trusted SDGX Ambassador:

- Pathway A: Bring in 2 companies and have your trainers train you as they consult
- Pathway B: Bring in 1 company and organize a local SDGX Adviser training

#### Pathway A: Bring in 2 companies and have your trainers train you as they consult

PROCESS	ACTIVITIES	FEE (excl. VAT & Expenses)		
		CHF	€uro	US\$
GRIPS Steps 1+2	Completed online by both companies			
Training pre-reading	0.5 days of reading material on processes (online)			
GRIPS Step 3	Attending a facilitated co-innovation day at the first company			
Personalized training	1 day introduction to the tools and processes	1'800.-	€1'630	\$1'880
GRIPS Step 3	Undertake step 3 under the supervision of one of the initiators	1'800.-	€1'630	\$ 1'880
C Certification	Submission of a report by the advisors with the findings and learnings and certification (based on the real case brought by the consultant)	1'200.-	€1'080	\$1'280
<b>1</b>	<b>Total training cost</b>	<b>4'800.-</b>	<b>€4'340</b>	<b>\$ 5'040</b>
<b>2</b>	Income generated from the two companies (online version light option)	2'780.-	€2'480	\$2'980
	- 15% Royalty Fee	-834.-	-€744	-\$894
	+ 10% Finders Fee (for first company)	278.-	€248	\$298
	<b>Net Income</b>	<b>5'004.-</b>	<b>€4'464</b>	<b>\$5'364</b>
<b>3 = 2-1</b>	Net start-up capital as a trusted SDGX Advisor (Net Income ./ total training cost)	204.-	€124	\$324

## Pathway B: Bring in 1 company and organize a local SDGX Adviser training

PROCESS	ACTIVITIES	FEE (excl. VAT & Expenses)		
		CHF	€uro	US\$
GRIPS Steps 1+2	<ul style="list-style-type: none"> <li>Find a company for steps 1 to 2 of the <b>SDGXCHANGE</b></li> <li>Completed online by both companies</li> </ul>			
<b>A 2-day training</b>	<ul style="list-style-type: none"> <li>In preparation for the training, participants will be asked to study the existing guide</li> <li>0.5 days explaining the assessment and the tools</li> <li>1.5 days introduction to the tools used to co-innovate solutions and to prototype new businesses</li> </ul>	2'080.-	€1'940	\$2'170
<b>B Supervision</b>	<ul style="list-style-type: none"> <li>Undertake step 3 under the supervision of one of the initiators</li> </ul>	1'800.-	€1'630	\$ 1'880
<b>C Certification</b>	<ul style="list-style-type: none"> <li>Submission of a report by the advisors with the findings and learnings and certification (based on the real case brought by the consultant)</li> </ul>	1'200.-	€1'080	\$1'280
<b>1</b>	<b>Total training cost</b>	<b>5'080.-</b>	<b>€4'650</b>	<b>\$ 5'330</b>
<b>2</b>	Income generated from the company (online version light option)	2'780.-	€2'480	\$2'980
	- 15% Royalty Fee	-418.-	-€372	-\$447
	<b>Net Income</b>	<b>2'362.-</b>	<b>€2'108</b>	<b>\$2'533</b>
<b>3 = 2-1</b>	Start-up cost as a trusted SDGX Advisor (Net Income ./ total training cost)	2'717.-	€2'542	\$2'797

## PARTICIPATION

Participation in the training is contingent upon acceptance. Certified SDGX AMBASSADORS will be part of a network and will be allowed to use a specific logo.

Certified SDGX AMBASSADORS are encouraged to pay a royalty fee of 15% of their related income from SDGX consulting as SDG ADVISERS. In return they can use the specific logo and will be invited to network events and trainings. They are approved to received a 10% finders fee for organizations that others may consults, including the initiators during the specialized training.

In order to remain a trusted SDGX Ambassador, you will be conducting annual peer-review sessions among the participating companies and in coordination with SDGX Advisers. You are also granted a priority right online where you will be featured prominently in your country section. You will be expected to organize regular trainings in your region for new SDGX Advisers (at least every two years) to be conducted by approved coaches or the initiators.

If you would like to apply or obtain more information, please contact:  
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