



**BUSINESS IN  
DEVELOPMENT**



## MDG Scan

Measuring companies' contributions to the UN Millennium Development Goals.

Global Compact ANLF, Istanbul, June 9, 2009





# Welcome

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# Outline

- Introduction
- Background of the MDG Scan
- The MDG Scan online tool
- Experiences with the MDG Scan
- How can the MDG Scan help me?
- Questions

# About Business in Development

- To inspire and engage Dutch companies to develop sustainable business initiatives in developing countries:
  - Seminars & Workshops for SME / MNC
  - Global Intrapreneurship for Young Professionals
  - MDG Scan – [www.mdgscan.com](http://www.mdgscan.com)
- [www.businessindevelopment.nl](http://www.businessindevelopment.nl)
- NCDO:
  - involves people in the Netherlands in development cooperation and supports them with information, subsidies and advice.



## About Sustainalytics

- Responsible Investment Services
- Independent international research provider
- ESG Research
- International client base
- Involvement in MDG Scan
- [www.sustainalytics.com](http://www.sustainalytics.com)

# Background of the MDG Scan

- Partnership project
- Previous models in 2005, 2006
- New tool online in 2009
- Focus on impact
- Belief that business contributes to sustainable development

# Companies' contributions to MDGs

1. Presence in developing countries
  - Employment creation
  - Contributions to GDP
2. Commercial products or services
3. Community investments
  - CSR
  - Philanthropy

# MDG Scan online tool

- Free of charge
- Self-assessment tool
- Focus on impact
- Easy to use
- Real-time results generation
- Straightforward outcomes

[www.mdgscan.com](http://www.mdgscan.com)

## The MDG Scan offers:

- Internal awareness creation
- New insights to guide internal policy discussions
- Downloadable MDG report
- Easy way to make MDG impact visible both for internal and external purposes

# The MDG Scan is useful for:

International companies worldwide

With direct operations and employees in  
developing countries:

- Min. USD 3 million Annual Revenues

*Or*

- Min. 40 employees (FTE)

# Methodology

- Data entry per country
  1. Employment and value creation
  2. Commercial products and services
  3. Community investments
- Country and Sector specific variables & multipliers
- Estimations, no exact measurements
- Interrelationships between MDGs
- Interpretation of results



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# www.mdgscan.com

What is your company's contribution to the MDGs? - Microsoft Internet Explorer provided by NCDO

http://mdgscan.ncdo.nl/

ncdo | About NCDO

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While business cannot solve poverty, poverty will not be solved without business.

### What is your company's contribution to the MDGs?

Join this new initiative to estimate your company's positive impact on the Millennium Development Goals (MDGs) and demonstrate your role in the global initiative to reach the eight MDGs. Based on key company data, the MDG Scan estimates the number of people in developing countries that benefit from your company's activities. Increased insight into your MDG footprint will help to monitor and improve impact over time.

[Scan your MDG impact!](#)

[Login](#) [Register](#)

Companies who want to gain insight in their MDG impact need to register for access. [Login here...](#)

Email address:

Password:

[Forgotten your password?](#) [Login >>](#)

#### MDG Results for Dummy B.V.

Total number of beneficiaries | = 20 beneficiaries

MDG Goal	Beneficiaries
1. Eradicate poverty	10
2. Achieve universal primary education	5
3. Promote gender equality and empower women	2
4. Reduce child mortality	1
5. Improve maternal health	1
6. Combat HIV/AIDS, malaria and other diseases	1
7. Ensure environmental sustainability	1
8. Develop the global partnership for development	1

Legend: | = Commercial activities | = Community investments

#### News

**03 June 2009: MDG Scan at inclusivebusiness.org [Read more >>](#)**

##### Latest published results

Company	Date
VNVND	08 May
RMH	06 May
sustainalytics test	02 February
<b>Dummy B.V.</b>	<b>30 January</b>
TestCompanyFrontier	20 January

##### Latest active companies

Company	Date
The Food Company	02 June
VNVND	07 May
RMH	06 May
MYcompany	17 April
sustainalytics test	23 January





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## Akzo Nobel's experience (1)

“ By providing a framework including three different factors – impact from operations, impact from specific products and impact from community projects, *the MDG Scan has triggered us to make an overall assessment of our social contributions in the emerging countries for the first time ever.*”

[http://www.akzonobel.com/sustainability/sustainability\\_performance/stakeholder\\_engagement/serving\\_the\\_community/](http://www.akzonobel.com/sustainability/sustainability_performance/stakeholder_engagement/serving_the_community/)

## Akzo Nobel's experience (2)

“Using the MDG Scan's impact assessment model for regular business operations we calculated a 2008 impact on 77,000 people in 20 emerging countries where we have business operations (mainly impact on MDG 1: eradication of extreme hunger and poverty).”

- “We estimated the impact of Ferrazone consumption on the health of the populations concerned (..):
- Impairment of cognitive development with approximately 1.5 million children aged 0-5 years was prevented
  - An estimated 200 childbirth deaths with women aged 15-49 were prevented”



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## Akzo Nobel's experience (3)

*" While doing the assessment we realized that the complete story cannot be told by calculating sheer numbers of beneficiaries. Saving a young mother's life by anaemia prevention in Pakistan is different from participating in a 'library for the blind' project in Turkey. But keeping that in mind, participating in the MDG scan has been an extremely valuable experience for AkzoNobel."*

# How can the MDG Scan help me?

- MDG Scan relates core business to Millennium Development Goals
- Quick impact estimation: increased awareness on your impact on global sustainable development
- Communication

# Other initiatives

TOOL	FOCUS
<b>MDG Scorecard</b>	Priority setting, best practices, benchmarking
<b>Measuring Impact framework (WBCSD)</b>	Extensive framework, flexible, specific operations, stakeholders
<b>MDG Scan</b>	Quick impact scan, country level
<b>Economic Impact Assessment</b>	Detailed economic impact assessment, on site



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# Questions ?

## Contact

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