



SCR300 2018

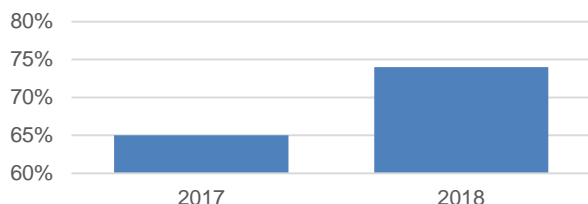
SDG Commitment Report empowers investors to move from negative screening to impact investing

1. Corporate communication on the SDGs is increasing
2. The SDG brand is growing in visibility
3. Urgency is developing around some of the SDGs

Pursuing the Sustainable Development Goals (SDGs) and harvesting the fruits of fundamental corporate change



% of companies focusing on the SDGs*

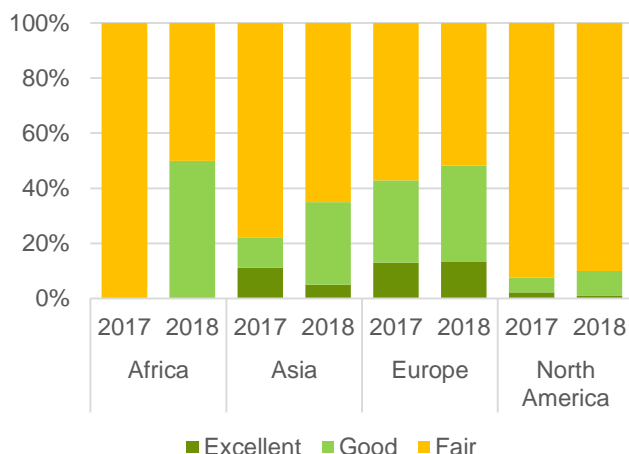


Nearly 75% of the largest 400 global corporations disclose non-financial information on the United Nations Sustainable Development Goals as part of their legally-binding annual financial report. Thus, it seems fair to conclude that the SDGs will become the globally accepted strategic roadmap by listed companies. A curated analysis of these data allows for specific, high-scale SDG impact investment.



In 2017, the SCR300, a portfolio based on the SDG commitment of large global corporations has already demonstrated competitive performance compared to other approaches. Preliminary data on 2018 display that competitiveness remains in bearish markets because the proprietary UNGSII data are not yet priced in by the markets.

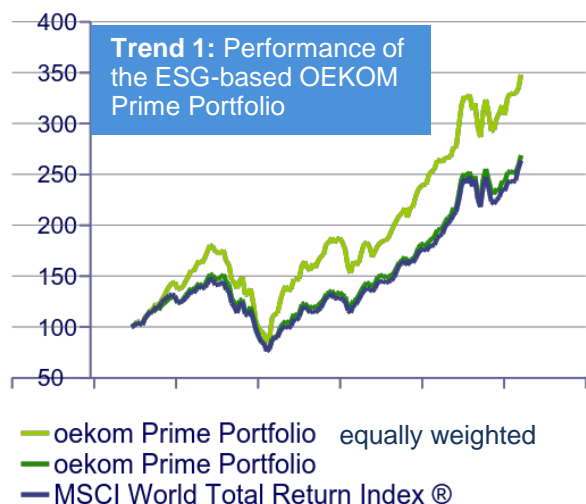
Overall share of the visibility of SDGs by origin of company



Focusing on the SDGs provides investors with a truly global approach because the framework was developed and accepted by 193 UN member countries to be implemented by 2030. The analysis reveals that the SDG commitment on different continents shows varying levels of maturity. The combination of fundamental investment criteria and SDG commitment as released in annual financial reports and checked for consistency with the help of curated global media and analyst results in a novel investment approach that allows large-scale impact investing.

* Annual reports filed in 2017/2018

UNGSII & ESG rankings and indices help move markets by empowering profits



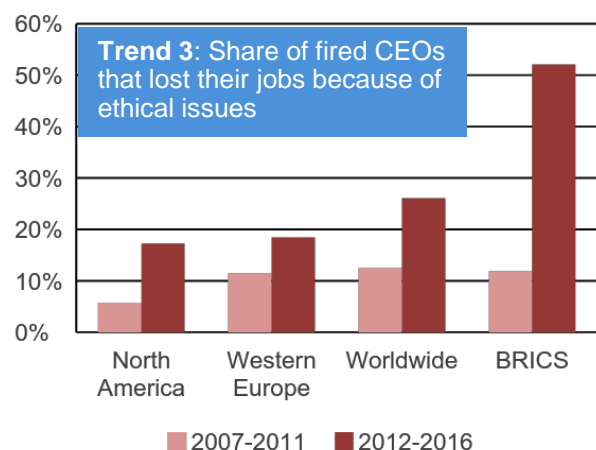
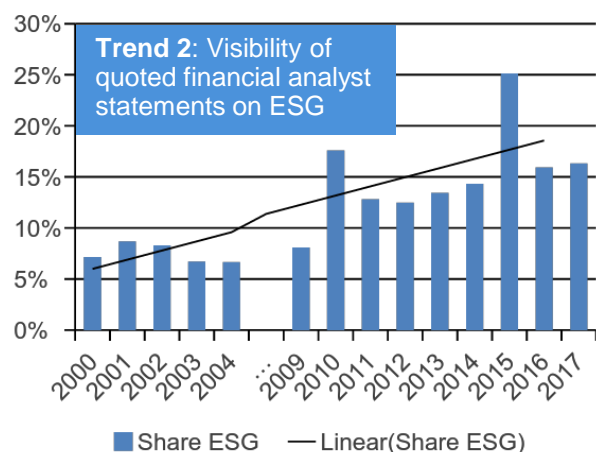
The Problem until 2017:

Only 30-60% of a company's value is disclosed in their annual report according to Professor Eccles of Harvard Business School and PWC. On top of this, the inability to also compare non-financial performance as part of a consistent analysis framework is missing for global investors. Over time, this has led to poor investment decisions that have repeatedly resulted in financial crises. The last one, in 2008, caused a major trust meltdown, due to poor governance and a lack of standards.

The Solution:

193 heads of state decided the SDGs should become the new gold-standard for all stakeholders by 2030. The UNGSII Foundation creates unique transparency on the progress of both countries and companies. Leading rating agencies like OEKOM prove that investing in companies with a track record in sustainable behavior (ESG) creates added value (see Trend 1). Combining UNGSII's curated analysis of global corporate commitment to the SDGs with due diligence on ESG performance helps investors make better informed decisions about the financial and social impact of their investments. Trend 2 indicates that financial markets embrace this concept.

Trend 3's review of today's management being fired for lack of ethical commitment could transition into a review of tomorrow's CEOs being fired for their lack of commitment to the SDGs.



This Sustainable Development Goals Commitment Report (SCR) is based on



400 of the world's largest companies with a combined market cap of more than 25 trillion USD out of which 300 disclose commitment to the SDGs

All 405,249 statements
in 400 annual reports
issued by these large
corporations in 2017 &
2018 were categorized
by human analysts.

All 2,122,430 reports
on these 400 companies
from Jan 2001 – June
2018 in international
business print media
(e.g., FT, WSJ,
Handelsblatt, etc.) were
analyzed.

All 1,105,042 quotes
from Jan 2001 – June
2018 by financial
analysts in international
business print media on
these 400 stocks and
more were analyzed.

Methodology & benefits of UNGSII rankings: Creating transparency on the SDG-related disclosures of companies



SDG/ESG

- UNGSII analysts read and categorize the annual reports of companies and central banks according to direct and indirect references to the SDGs

Media Impact

- Analysis of business media and how they report on these companies
- Direct/indirect references
- Compare journalists/other stakeholders vs. analysts

Analysts Impact

- Analysis of analyst quotations in key financial publications (WSJ, FT, etc.).
- Perception of financial and non-financial value drivers

Performance

- Stock prices
- Bond prices
- Sales
- Net Pro Score TM
- Employer rankings



THE WALL STREET JOURNAL



In Unusual Turn, Goldman Snaps Up Bad Home Loans



UNGSII
Accelerating
the financial
impact of the
SDGs

Creating
transparency
for investors,
customers,
and
civil society

Supporting
informed
decisions

Enhancing
the
relevance of
corporate
reporting

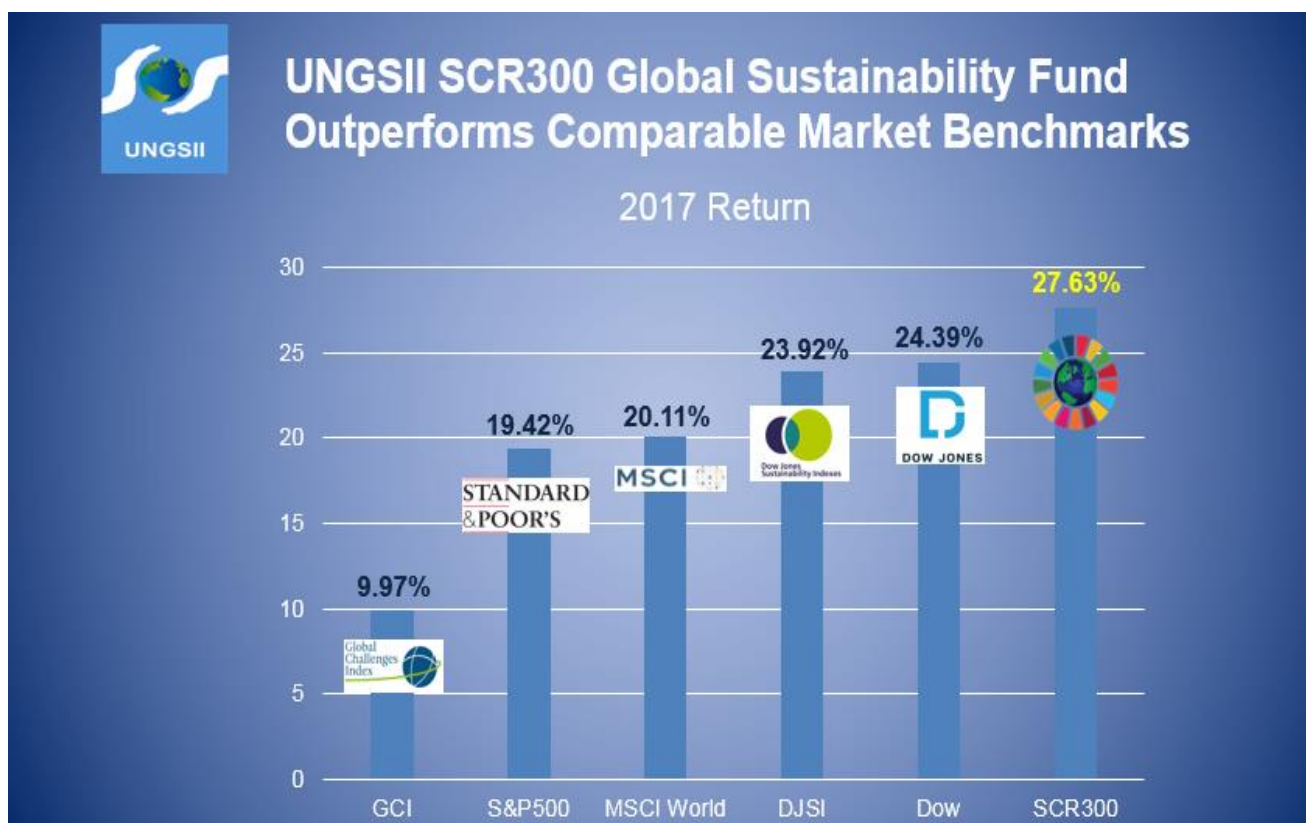
Helping
businesses
to manage
their
reputation

UNGSII SCR300 outperforms comparable market benchmarks



The UNGSII SCR300 has shown in its 2017 performance a rate of return of 27.63%, more than three points higher than its closest competitor. This highlights that responsible, socially conscious business is also profitable business, providing unique opportunities to support progress on the SDGs while making an investment profit. Because responsibility and sustainability improvements are always possible for all companies, the

multiple data sources and regularly updated nature of the UNGSII SCR300 means its companies are at the forefront of the business and investing advantage offered by supporting the SDGs. And as these companies are now known for their concrete commitment towards specific SDGs, Pension Funds, Family Offices and others can move from negative screening to positive, long term SDG impact investments.

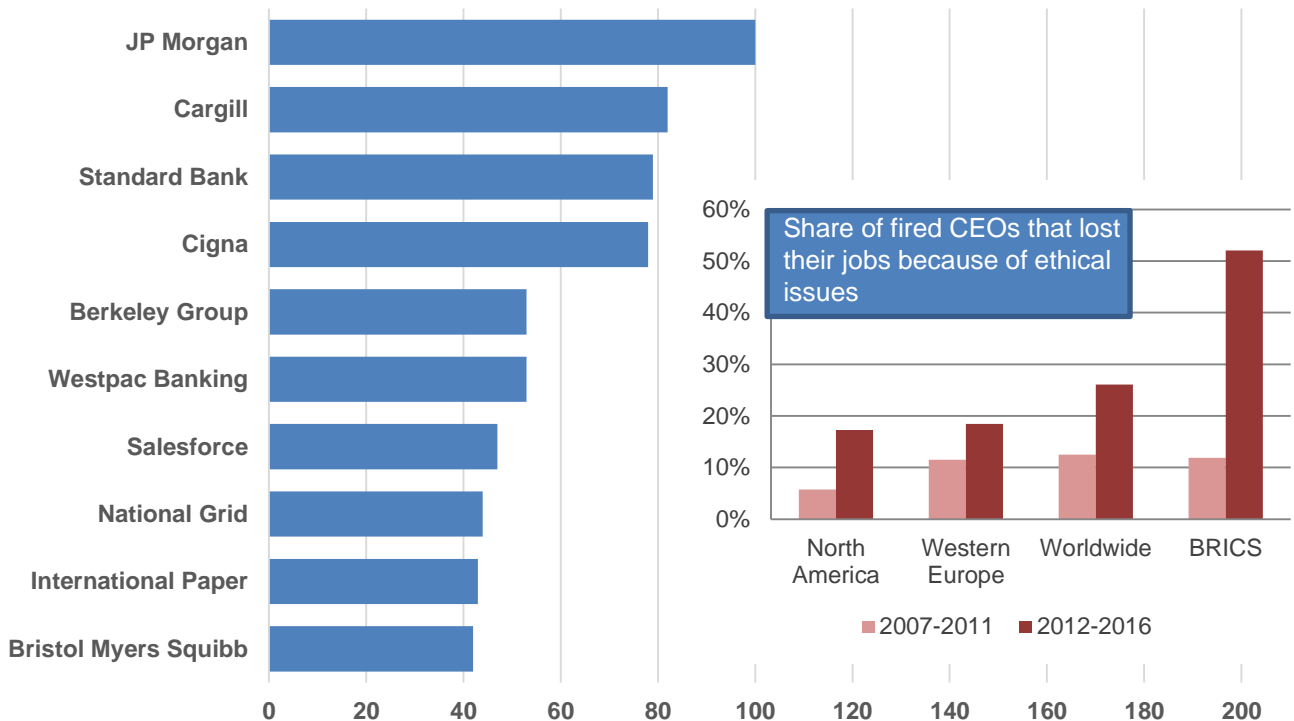


For illustrative purposes only. See important disclosures.

CEOs and chairmen around the world recognize the importance of the SDGs



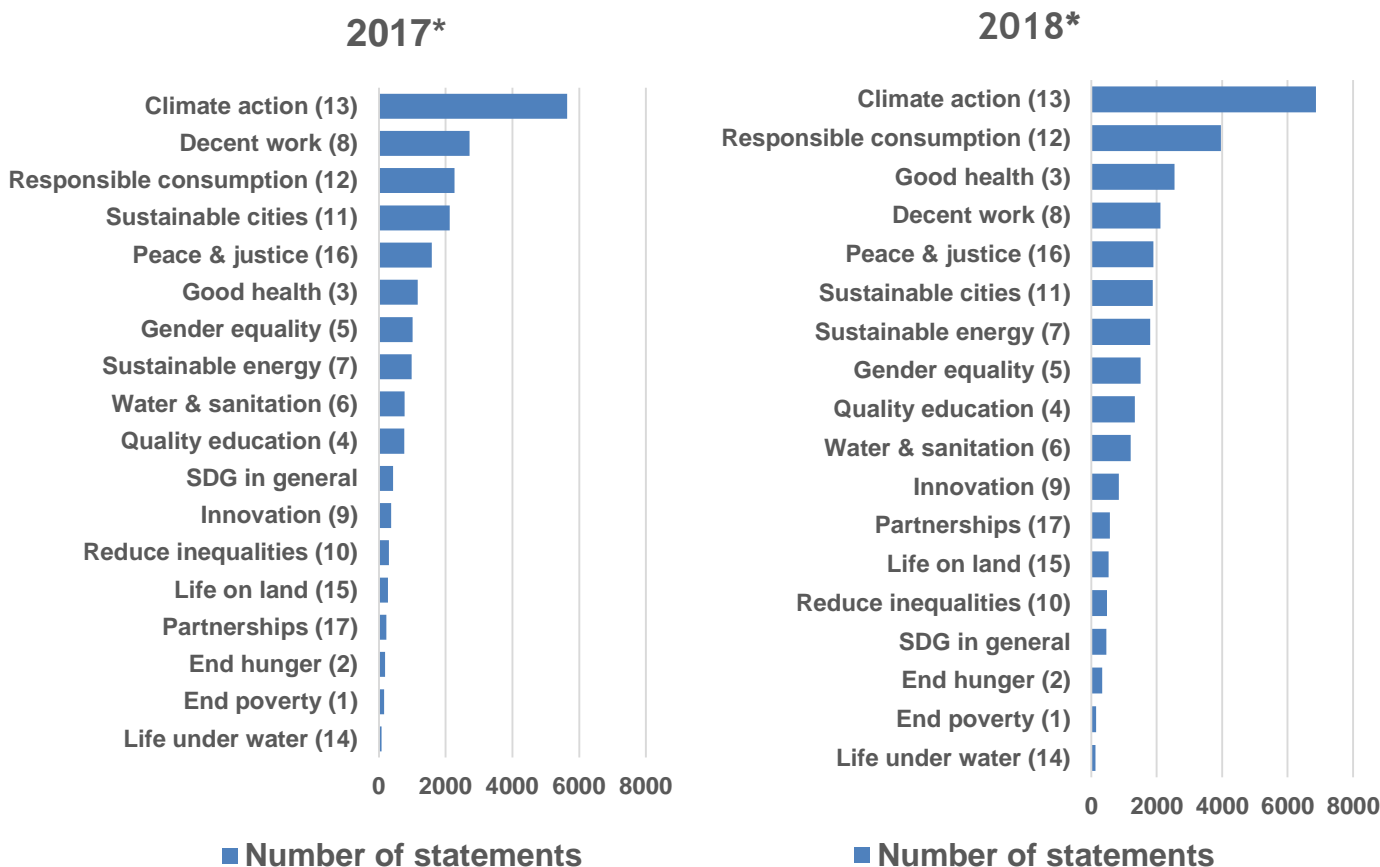
Visibility of the SDGs in statements from C-level executives, 2018



Not all companies mention their commitment to the SDGs in the parts of their annual report dedicated to direct communication from their leadership to stakeholders. Those companies that prioritized this type of communication were not always those with the highest volume of statement on the SDGs.

However, associating the SDGs with the C-suite shows a considerable commitment that has high value in communications and media activities. This suggests these companies are likely to continue to grow their SDG commitments and are worthy of particular attention from investors.

Climate action remains dominant – Responsible Consumption follows



Climate action remains by far the most visible of the SDGs. This is due to a combination of factors, including legal requirements in some regions to report on greenhouse gas production and control. The visibility of climate action also showcases the urgency of this topic and reflected consumer expectations that companies behave responsibly when it comes to their impact on the environment. Regional differences related to the acceptance of climate change as a crisis

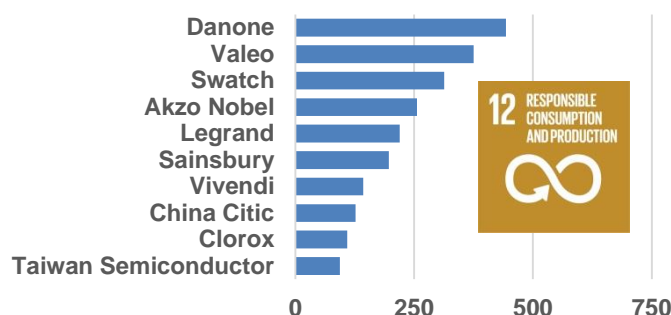
are, however, a factor. While some industries address this topic more than others because of persistent concerns regarding their impact on the environment – i.e., automakers, energy producers, and oil and gas companies – this topic was visible across all industries. Responsible consumption, good health, and decent works are ranked nearby. Growth was visible for most SDGs 2017 to 2018. A few SDGs have extremely limited visibility, showcasing opportunity for companies.

European companies lead on the most visible SDGs – Decent Work, Responsible Consumption, and Climate Action

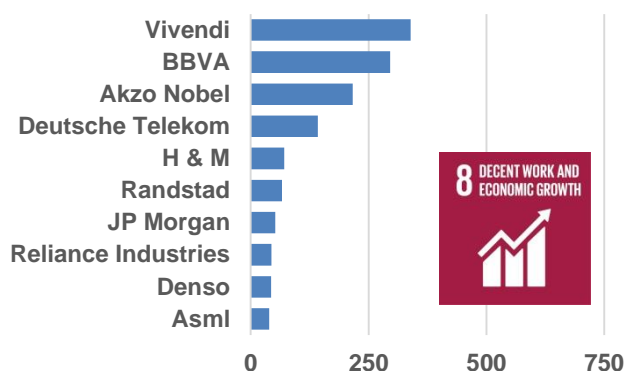


Overall visibility of SDG-related coverage

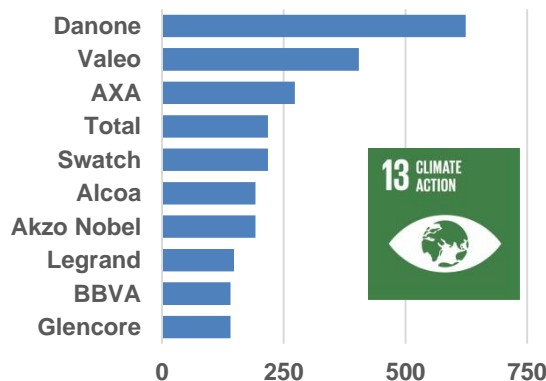
2018*



■ Number of statements



■ Number of statements



■ Number of statements

As previously noted, the SDGs focusing on Decent Work (8), Responsible Consumption (12), and Climate Action (13) were some of the most visible across all annual reports in both 2017 and 2018.

Vivendi dominated on Decent Work, but was also strongly visible on Responsible Consumption.

Meanwhile, Danone focused on responsible consumption in the food industry, focusing on reducing waste in packaging as well as in their supply and consumption chain. This also was reflected in their strong performance on Climate Action.

American companies were largely absent from the top ten on all three of these topics and performed particularly poorly on Climate Action.

This was due to a range of issues, including a growing trend in the U.S. to only file a Form 10-K and not a magazine-style annual report and political controversy about the reality of climate change.

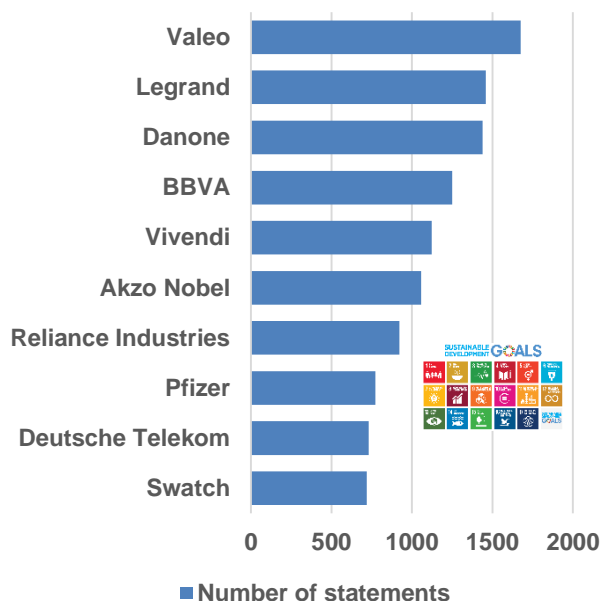
U.S. companies were more likely to focus on SDGs like Good Health (3), Education (4), and Gender Equality (5).

Media coverage confirms the concrete disclosure by companies on the SDGs

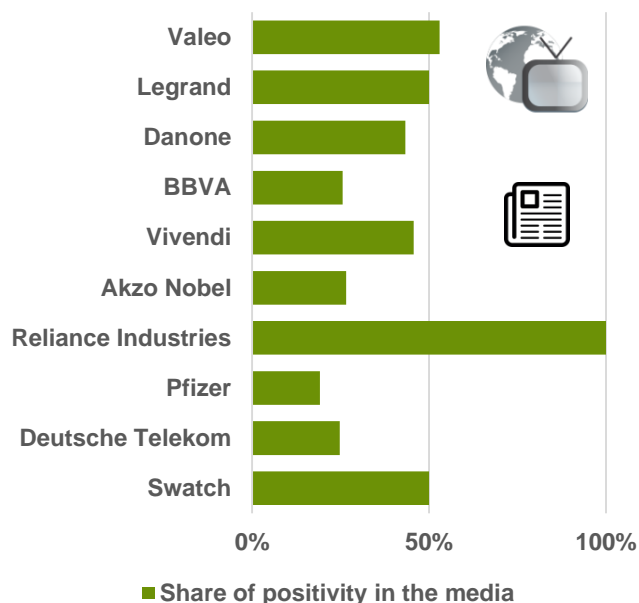


2017 / 2018

Most visible companies on the SDGs in annual reports



Share of positivity on TV news and in business print media



Media Tenor's media sentiment data can serve as a control system. It allows investors to see if companies are accurately representing their commitments to the SDGs. Additionally, media sentiment data can help identify companies that are deeply committed to the SDGs but are not yet able to convey this information effectively to the media. Companies that are strongly visible on the SDGs in their annual reports tend to receive high shares of positivity in the media. If companies stress SDGs in their annual reports and the media sees a gap between promise and reality, companies are likely to attract adverse publicity with subsequent negative reaction from

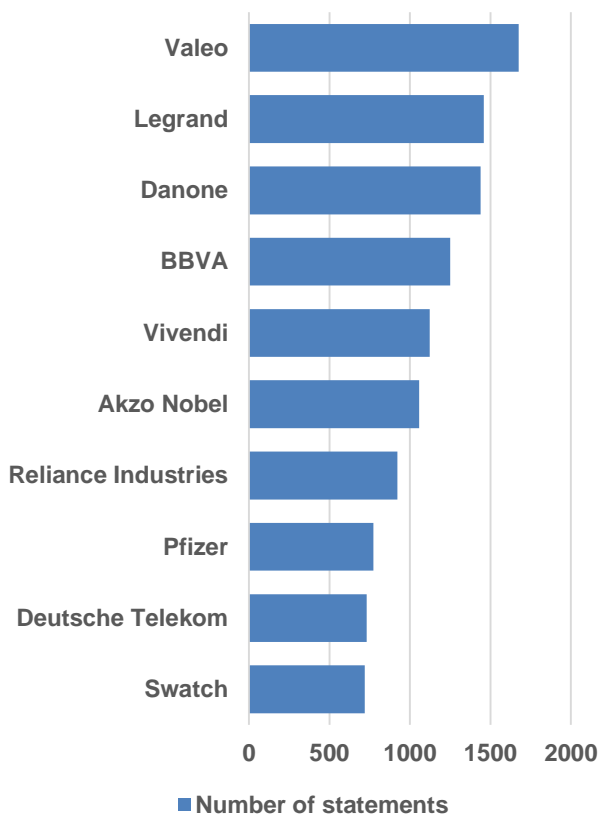
stakeholders such as investors dropping the share and consumers walking away. Visibility and tonality – in general and associated with the SDGs specifically – can help drive share prices up and down. This can be an important tool in predicting price fluctuations over a range of time intervals. Companies with a consistent high reputation on social development issues tend to benefit from lower borrowing costs and better scores in employee rankings. We have given each analyzed company a score from 1 – 100, which showcases not just the visibility of the SDGs, but the diversity of SDGs mentioned and the media image of companies related to these topics.

Quoted financial analysts agree overall on company commitment

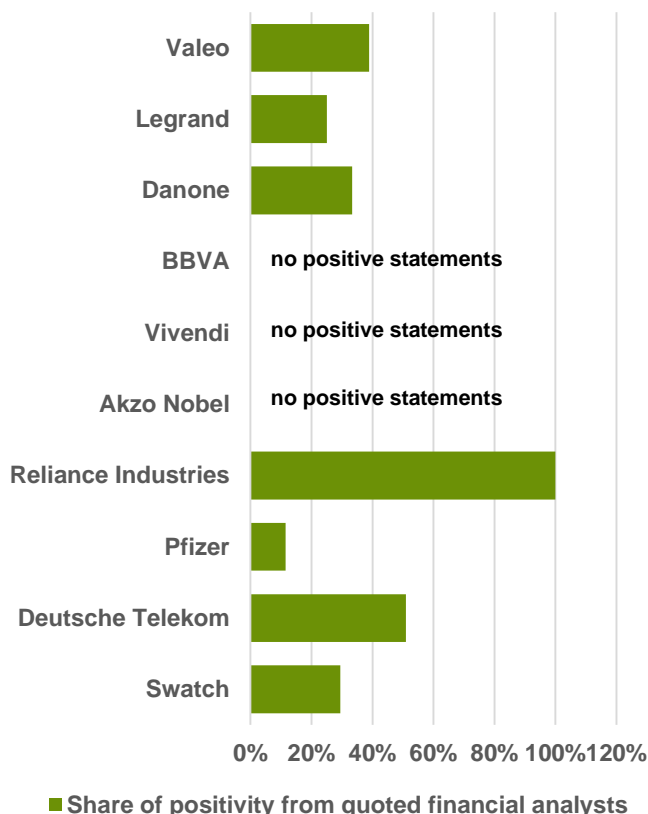


2017 / 2018

Most visible companies on the SDGs in annual reports



Share of positivity from quoted financial analysts



Similar to the impact of overall media tone, Media Tenor media sentiment data can also look at the tone of statements from financial analysts quoted by the media. This does not capture overall analyst sentiment, but it does capture the overall analyst sentiment as portrayed

In the media. This expert opinion also has the ability to move the market and thus allows investors to anticipate stock market activity. Additionally, it can help companies ascertain which analysts can help them achieve media visibility based on quotation frequency and themes.

However, SCR300 companies are not yet communicating effectively on the SDGs to analysts



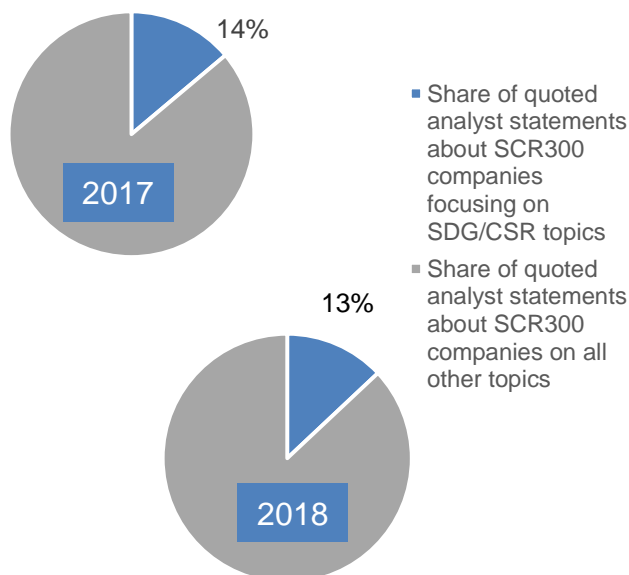
While in 2000 only 5% of quoted financial analyst statements on SCR300 companies focused on issues related to SDG/ESG activities in general, this went up to almost every seventh quote when they explained why they recommended buying or selling a stock .

On the other hand, most companies on the SCR300 have not been the subject of quoted financial analyst statements on their SDG and CSR activities. This mismatch has important implications for investors.

For some SCR300 companies a lack of visibility on SDG/CSR activity in statements from quoted financial analysts may indicate a weakness in corporate communications. For others, it may indicate skepticism or market events that contrast with company statements on the SDGs.

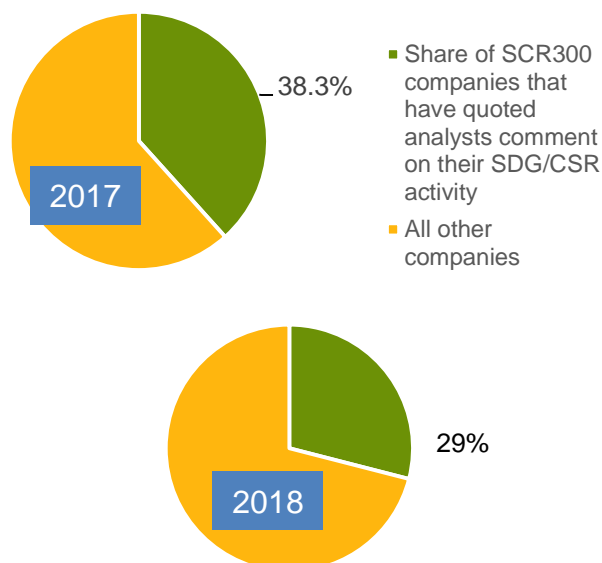
However, those companies which are visible in quoted financial analyst statements on these activities – and receive positive tonality – clearly rise above their peers in SCR300 scoring.

Share of quoted analyst statements regarding SCR300 on SDGs/CSR



Share of statements

Share of SCR300 companies with SDG/CSR visibility in quoted analyst statements



Share of companies

21 SCR300 companies are strongly recognized on the SDGs/CSR by quoted financial analysts



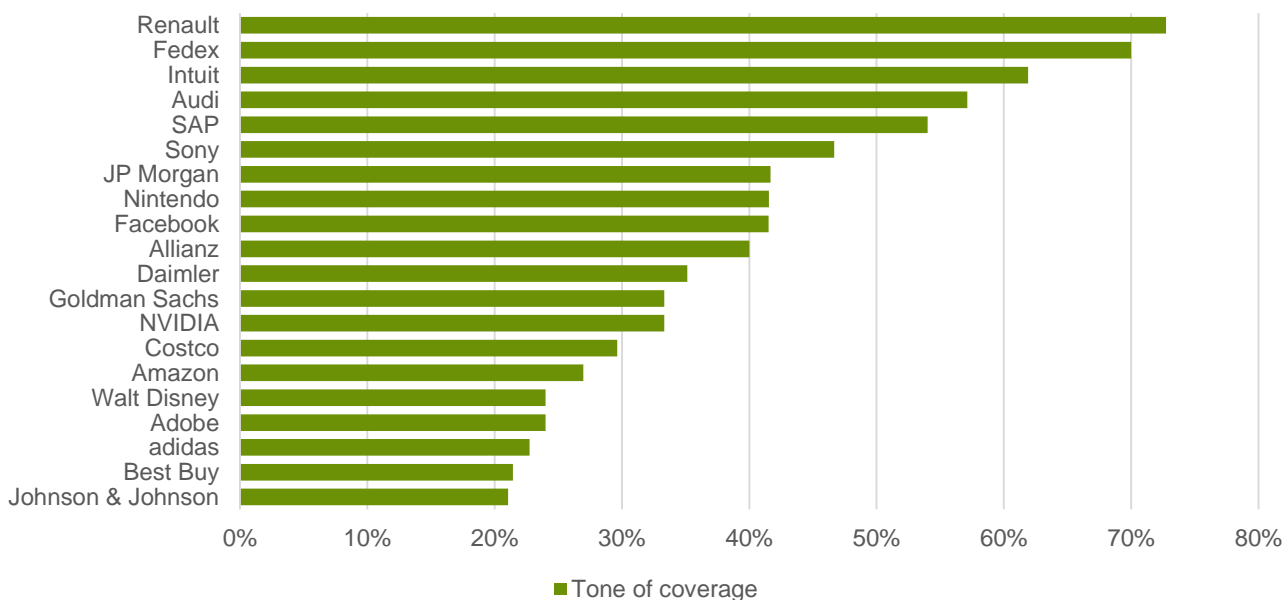
The 21 companies below are members of the SCR300 that received only positive and neutral coverage on their SDGs/CSR activities.

These companies have been effective in spreading their message on the SDGs beyond their annual reports and are capable of reaching new audiences regarding their sustainability commitment. These companies represent a range of locations and industries; those in Europe were the most successful in this regard.

The mix of regional focus shows that companies that excel can overcome regional biases that make visibility on CSR topics challenging in some markets. Responsible, sustainable corporate activities aren't just better for society, but are ultimately the most profitable.

The U.S., for example, lags behind because of skepticism on widely accepted issues like climate change. This has resulted in lower attention from U.S. analysts on for SDGs and CSR topics.

Coverage tone for SCR300 companies
with positivity on SDGs/CSR from quoted financial analysts



2017 / 2018

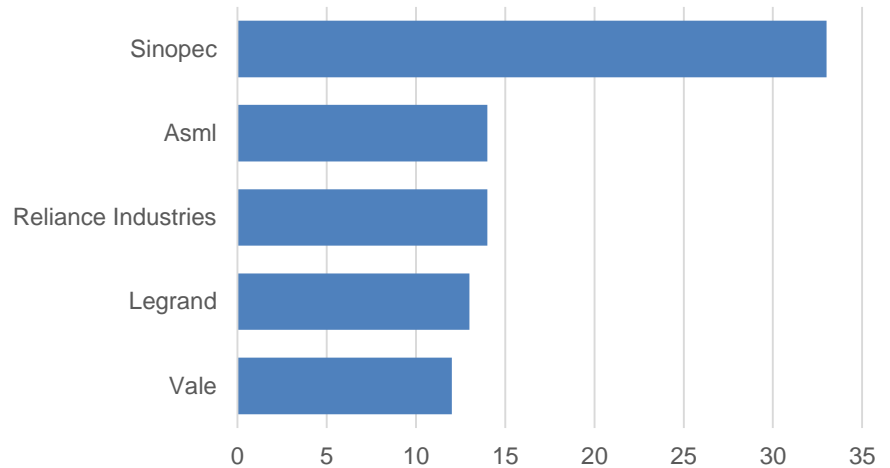
Fund Concept: SDG 1 best performers - No Poverty



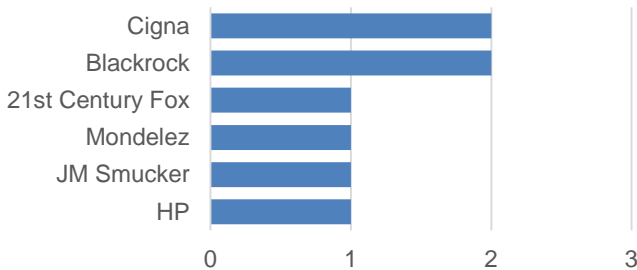
2018*



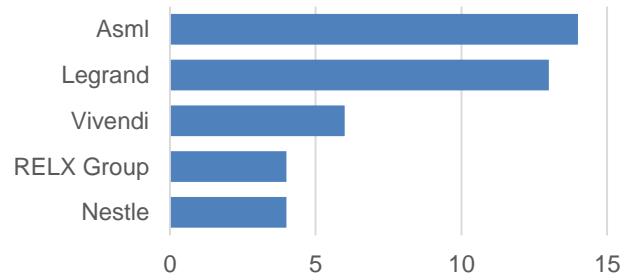
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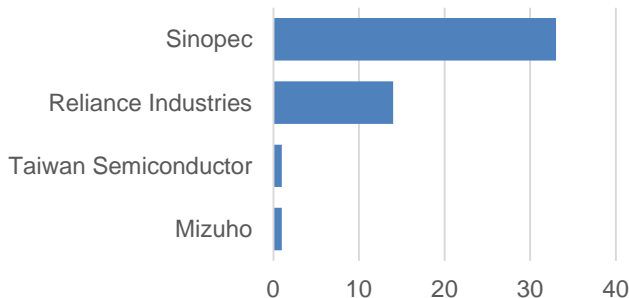
Americas



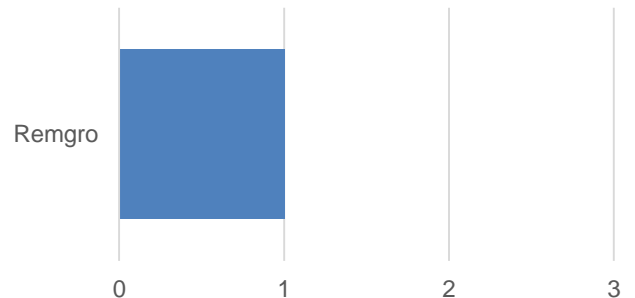
Europe



Asia Pacific



Africa

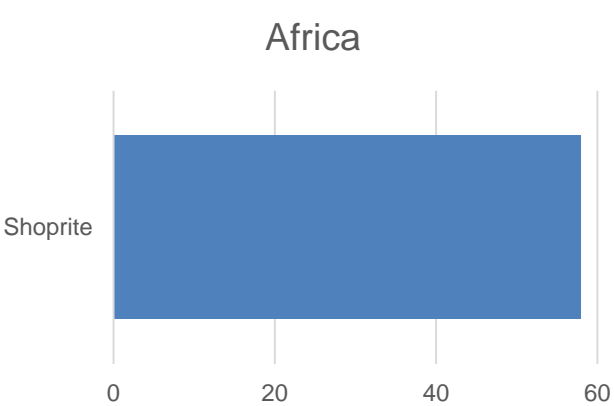
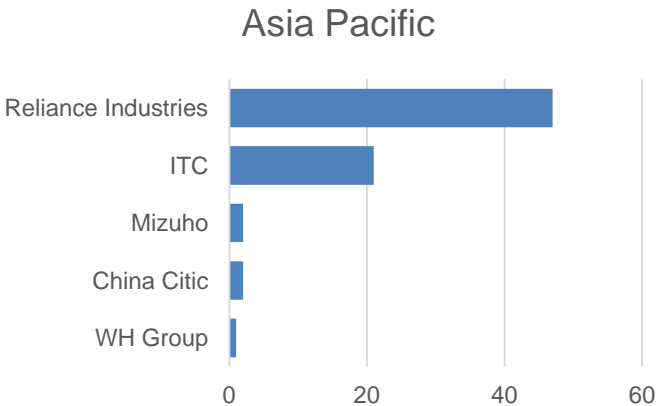
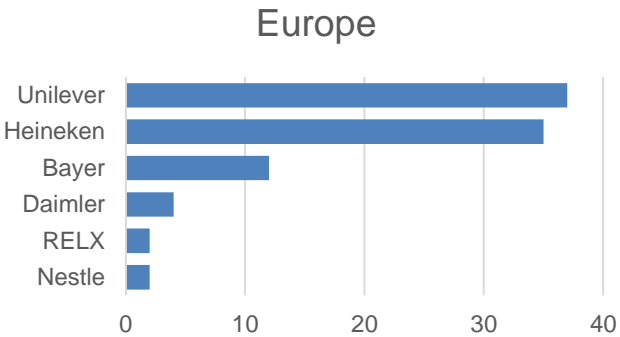
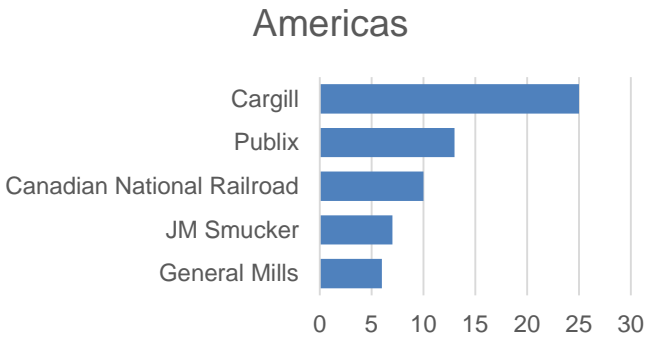
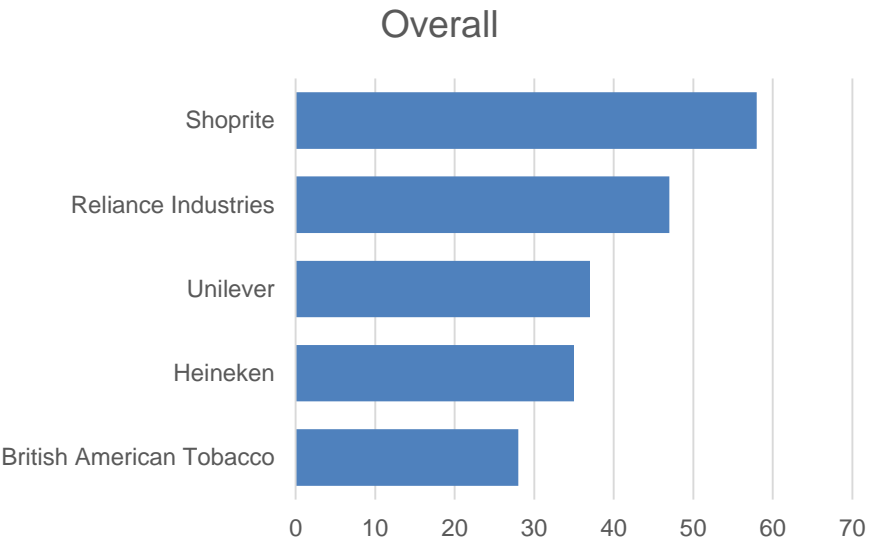


* Annual reports filed in 2018

Fund concept: SDG 2 best performers - Zero Hunger



2018*



* Annual reports filed in 2018

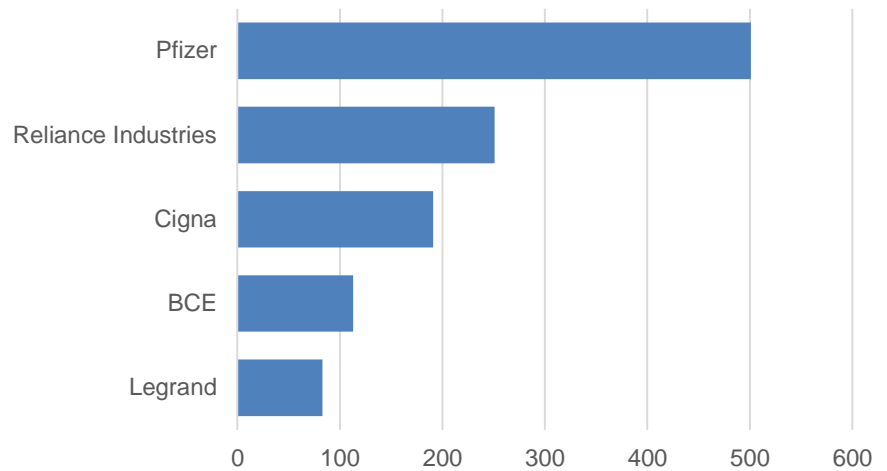
Fund concept: SDG 3 best performers – Good Health



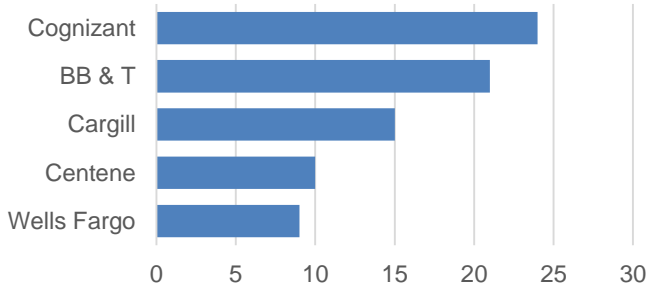
2018*



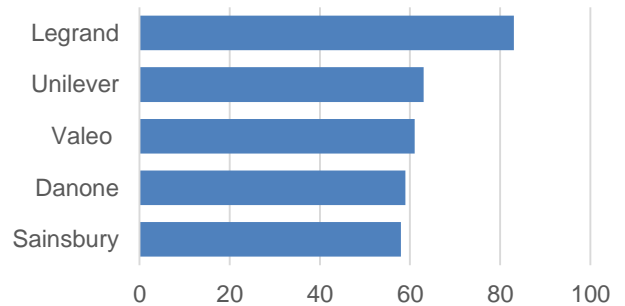
Overall



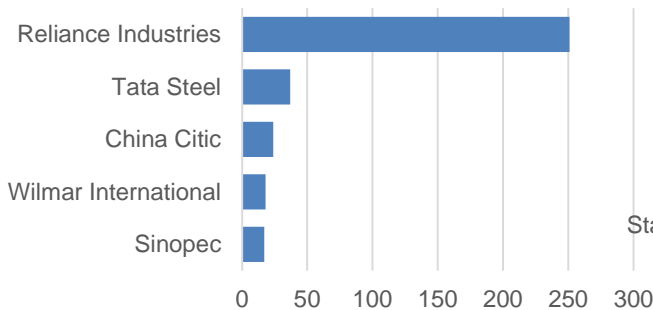
Americas



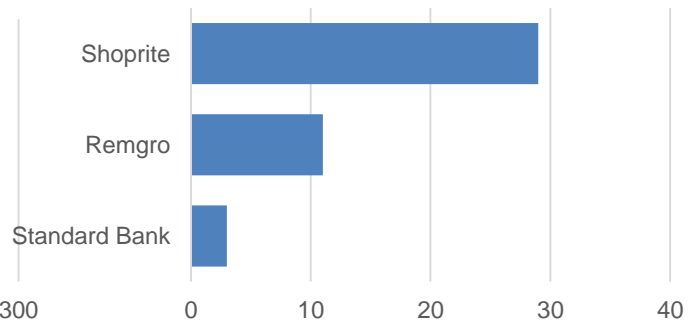
Europe



Asia Pacific



Africa



* Annual reports filed in 2018

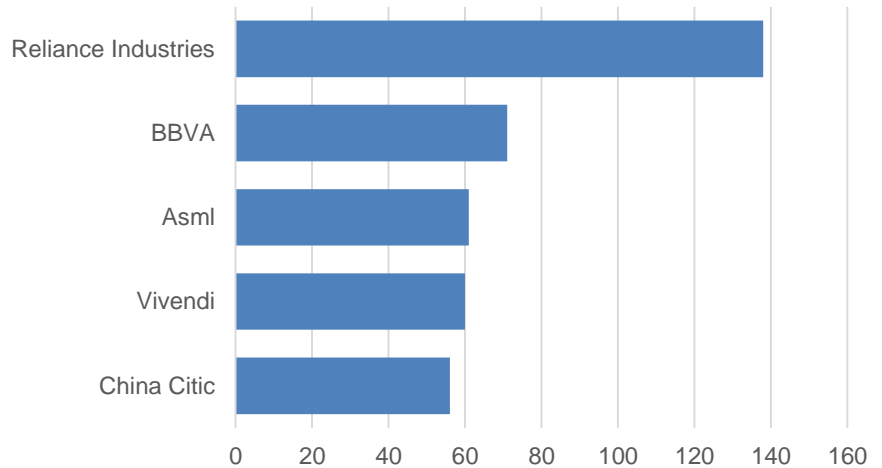
Fund concept: SDG 4 best performers – Quality Education



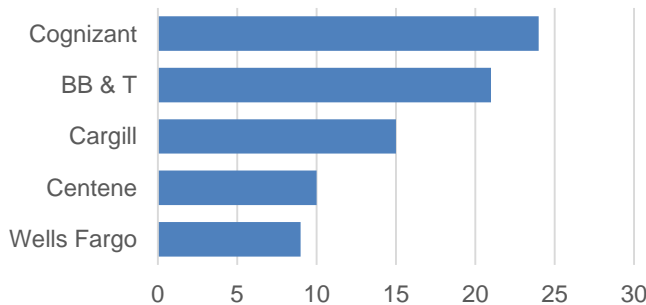
2018*



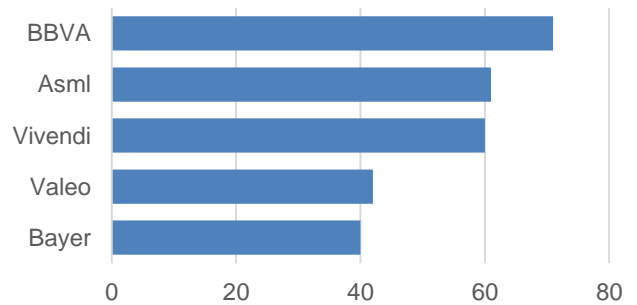
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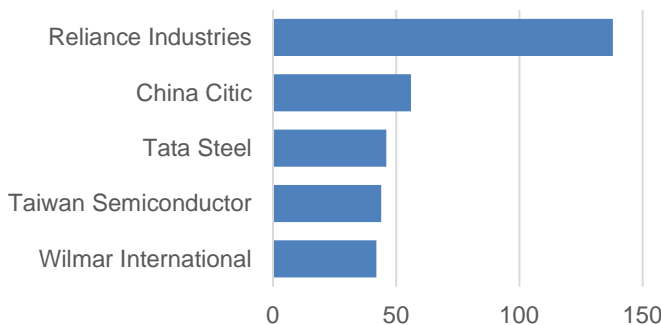
Americas



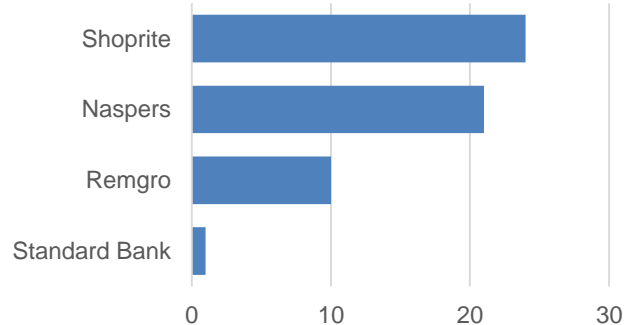
Europe



Asia Pacific



Africa



* Annual reports filed in 2018

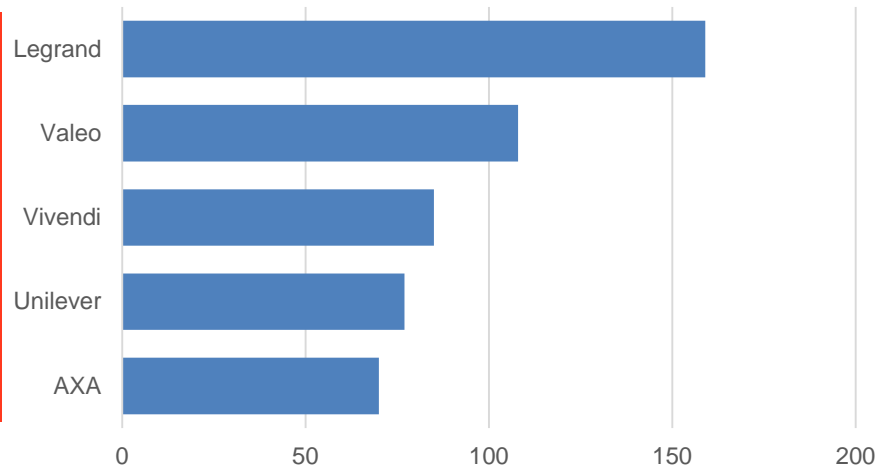
Fund concept: SDG 5 best performers – Gender Equality



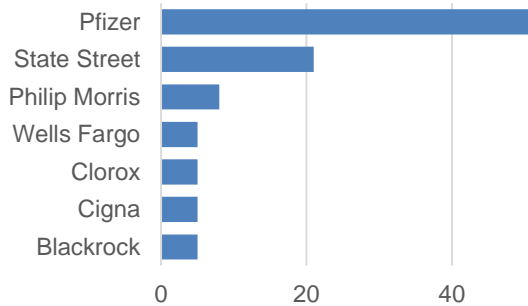
2018*



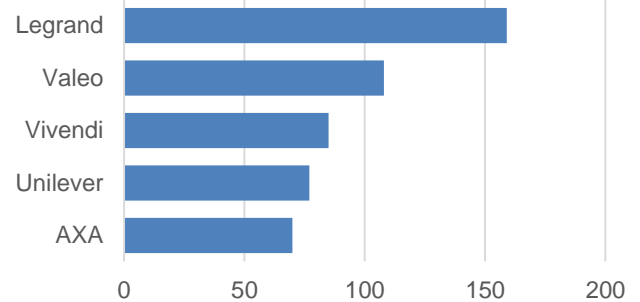
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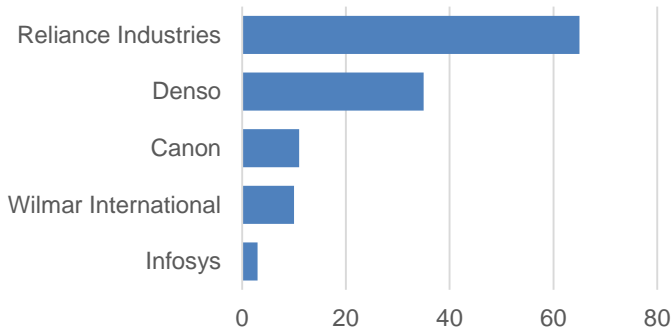
Americas



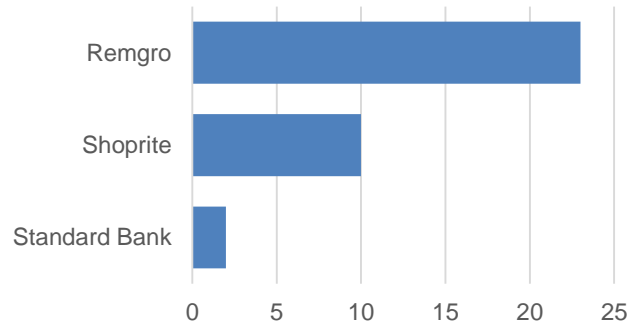
Europe



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* Annual reports filed in 2018

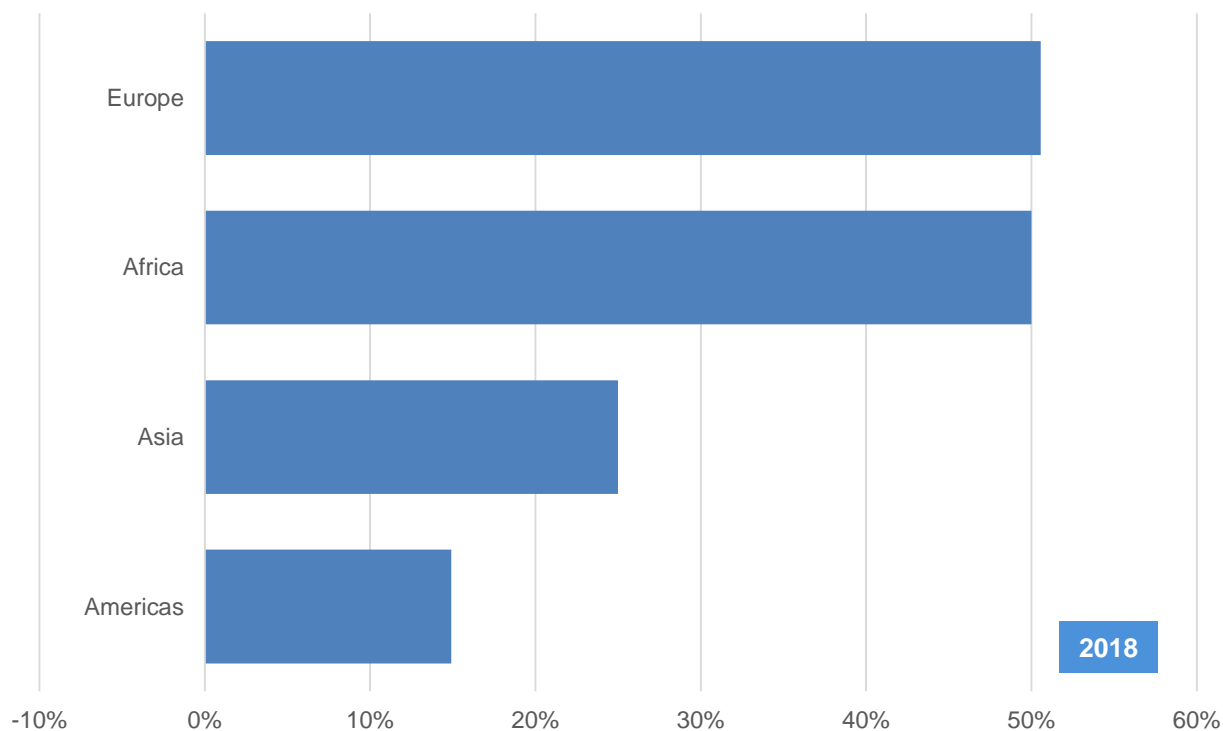
SCR300 companies vary widely on gender equality by region



Slightly more than one third of the SCR300 address gender equality (SDG 5). While over half of the African and European companies in the SCR300 have offered statements about gender equality, less than 20% of the companies in the Americas have, suggesting major cultural differences and opportunities for companies to gain an edge over peers that are not yet engaged on this topic.

Since women are half the population, they also represent half of any company's potential work force and half of any company's potential customers. Working towards gender equality, therefore, has clear benefits to all stakeholders of all companies. As such, equality can improve efficiency, the corporate environment, demand for products, and, of course, society at large.

Share of SCR300 companies that address gender equality



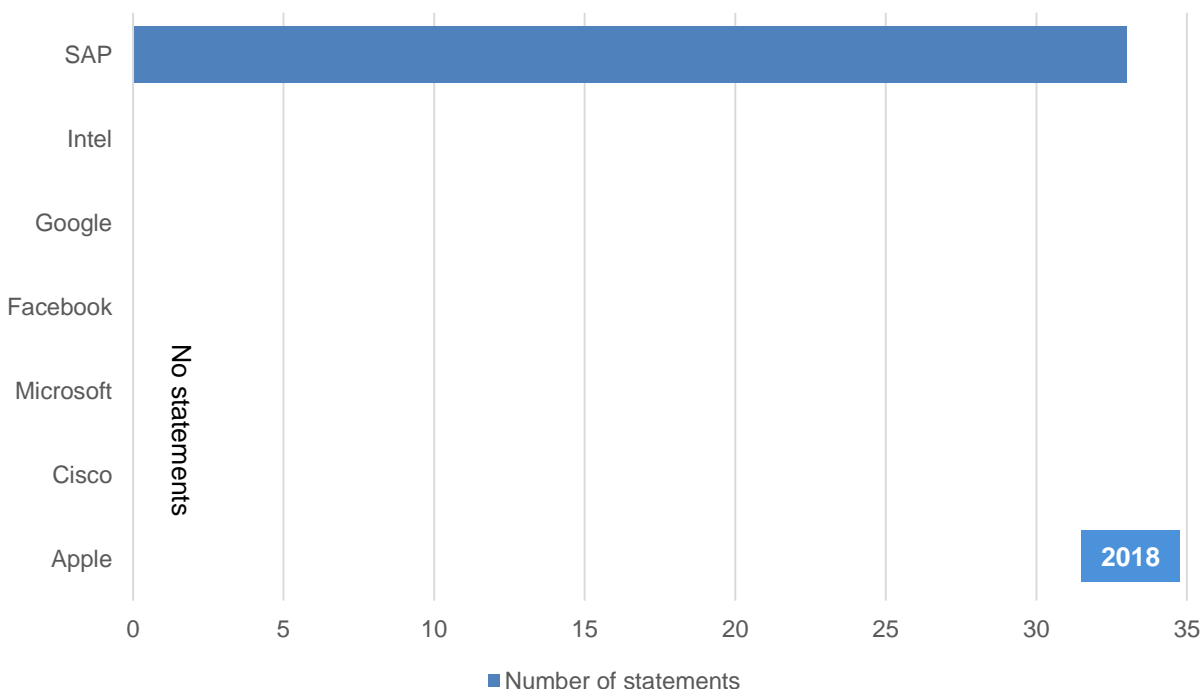
Silicon Valley remains conspicuously absent on gender equality



There has been wide-spread publicity on sexism in tech companies in 2017 and 2018. This media coverage has included accounts of pay disparities, lack of promotions, and sexual harassment at specific companies, as well as industry-wide concern that women are not interested in working in technology environments because of workplace culture. In addition, the ongoing “GamerGate” controversy has served to drive women out of video game-related spaces as both employees and hobbyists.

In light of these problems, IT companies with a strong commitment to the SDGs have an opportunity to differentiate themselves, highlight how they are addressing these industry-wide concerns, and make it clear to all stakeholders that they are committed to selecting from a large and diverse talent pool. Only one tech company – SAP – was visible on gender equality at all. Those companies that have not yet addressed gender equality in their annual reports, may wish to prioritize this in order to acknowledge concerns and boost investor confidence.

Technology company visibility on gender equality

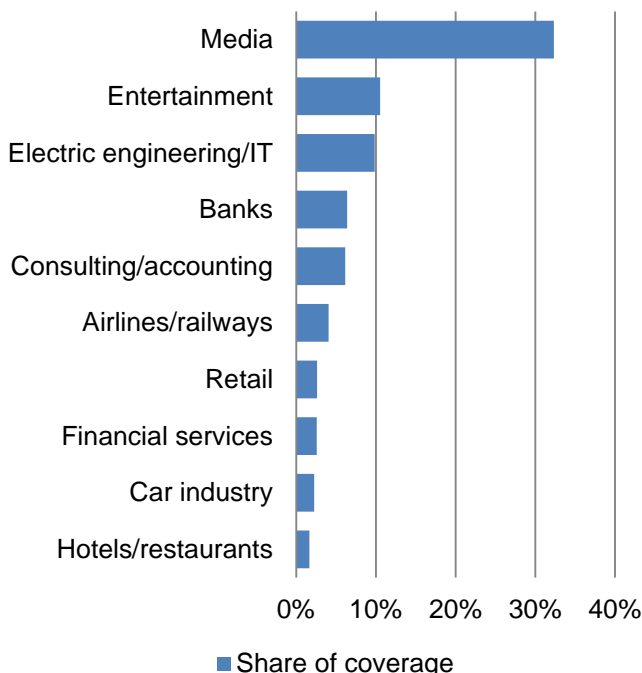


Lack of gender equality marks a key reputational threat to many sectors

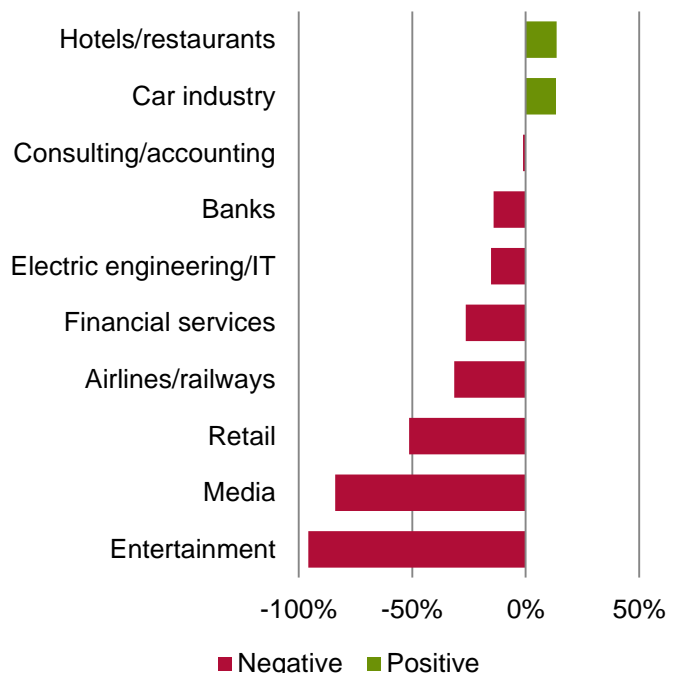
The analysis of opinion-leading global media between 2016 and 2018 demonstrates the level of reputational risks linked with various sectors when it comes to gender equality. The Weinstein case has been the trigger behind the strong coverage on media companies. However, other media organizations like NBC and the BBC have also come into the spotlight. The same has held true for the entertainment business. The technology sector has been frequently confronted with discrimination and abuse of power in recent months as well.

Looking at individual media tone scores of some of the largest technology companies underscores the problem: Google had a rating of -37 (balance of positive/negative coverage tone as a percentage), Amazon of -81, and Uber of -73 to name just a few. The significant decline in company value following the controversy about Uber's founding CEO Kalanick and his subsequent ousting might serve as a warning to all investors. Other industries have put emphasis on the promotion of women in board and management positions and have garnered favorable coverage.

Reports regarding gender equality and discrimination by industry 2016-18



Media coverage tone on gender equality and discrimination 2016-18



Not many role models on gender equality identified yet



Drilling deeper into the global media coverage data on gender equality for 2016 - 2018, we find a number of companies that were negatively framed on a variety of issues. The Weinstein scandal that resulted in the #metoo campaign trending on Twitter in late 2017 was the most visible issue. However, rape and sexual harassment are extreme results of inequality, especially when it comes to power and influence. Important earlier discussions comprised a lack of

efforts in companies to create equal opportunities for men and women to reach top positions and to reduce the pay gap which still exists in many organizations. The media analysis also revealed some companies and organizations that achieved favorable acknowledgement of their activities on gender equality, like Siemens, BHP, Erste Bank, Deutsche Telekom, Adidas, IBM, and SAP. However, the issue seems to be still an emerging one as the number of positive reports has been rather low.

Companies with primarily negative (red) / positive (green) international media coverage on gender equality, (non) discrimination, promotion of women, sexual harassment



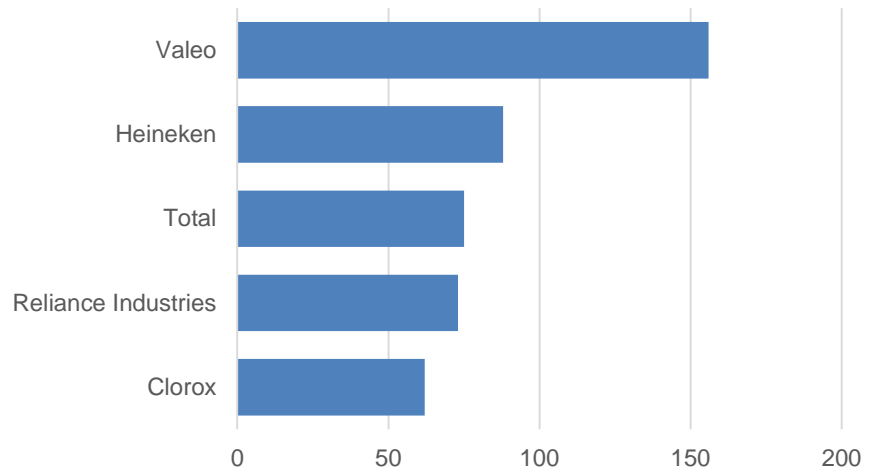
Fund concept: SDG 6 best performers – Clean Water



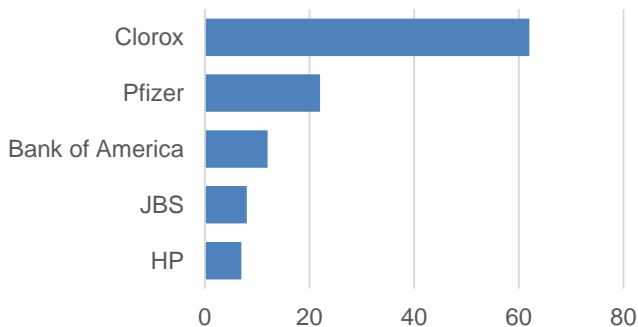
2018*



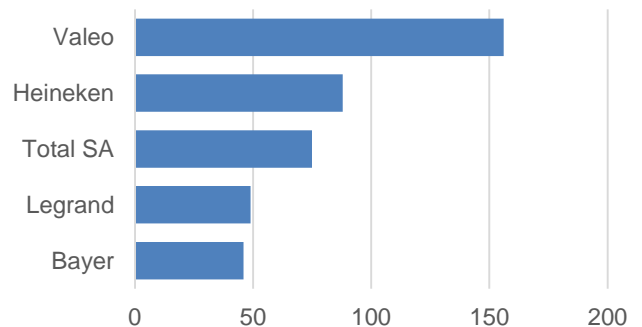
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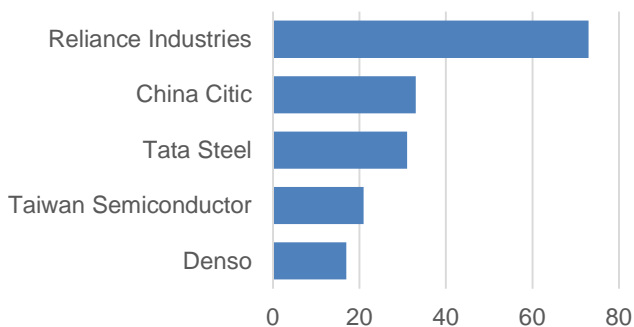
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No visibility for SDG 6 in analyzed African companies

* Annual reports filed in 2018

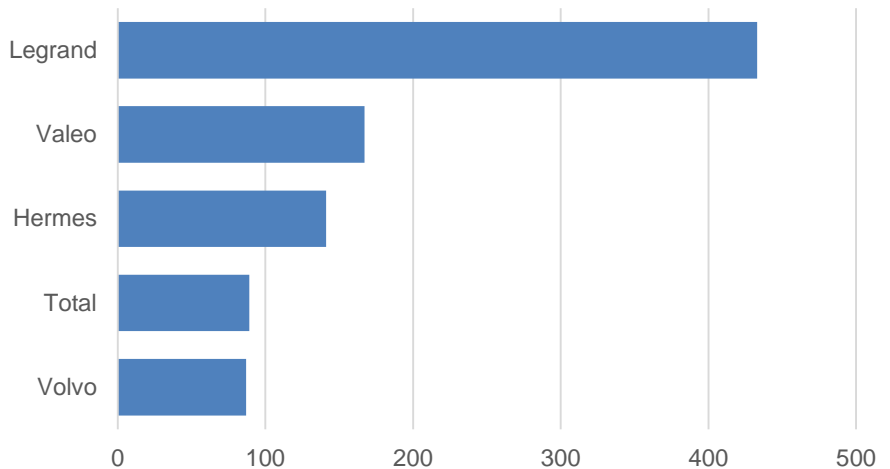
Fund concept: SDG 7 best performers – Affordable Energy



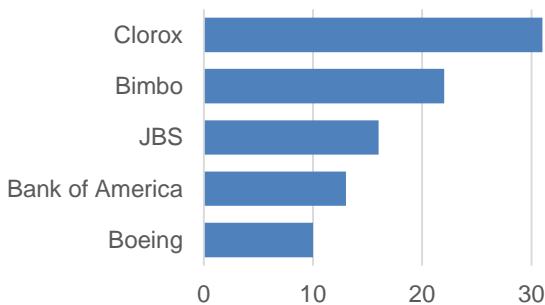
2018*



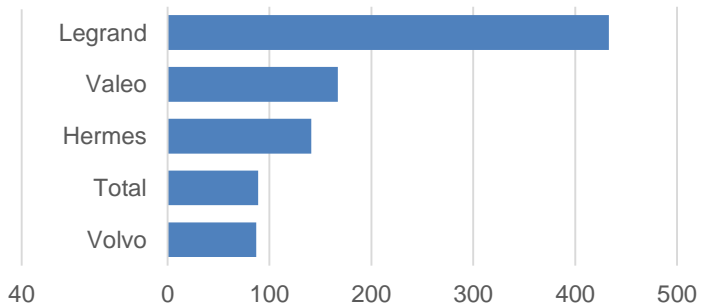
Overall



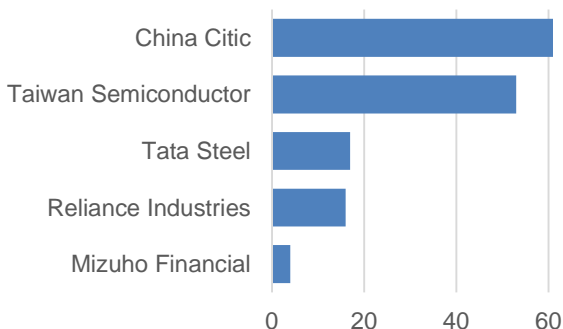
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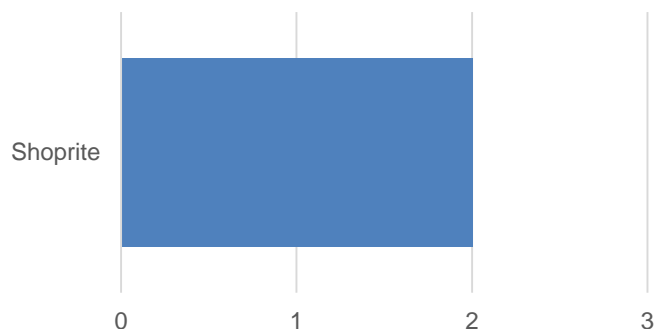
Europe



Asia Pacific



Africa

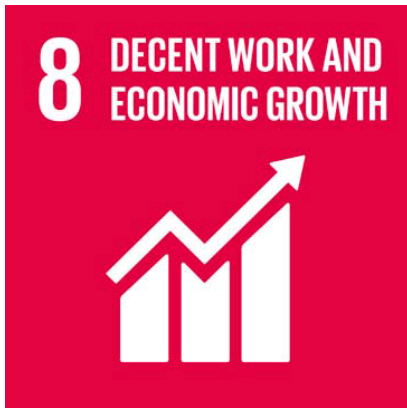


* Annual reports filed in 2018

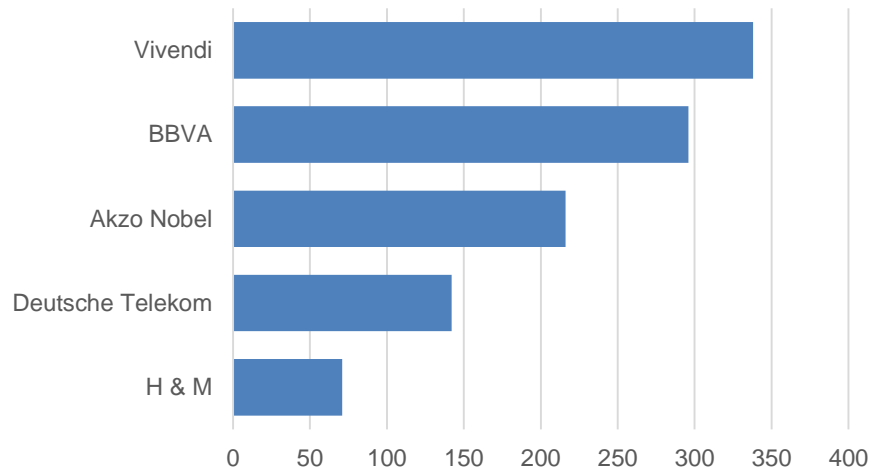
Fund concept: SDG 8 best performers – Decent Work



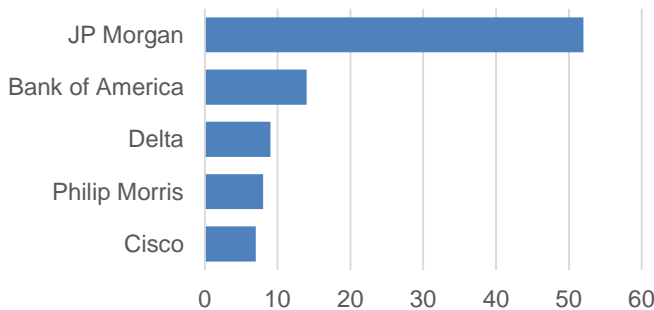
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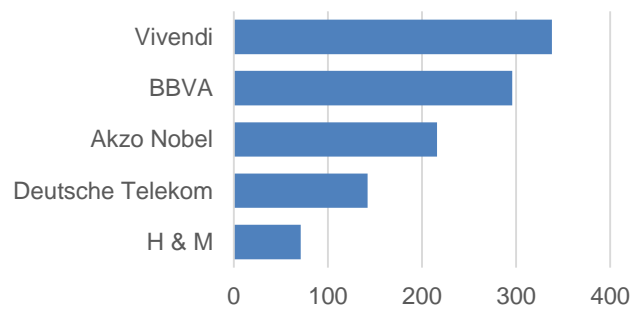
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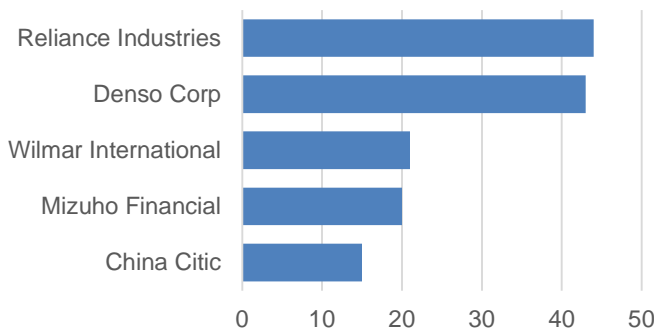
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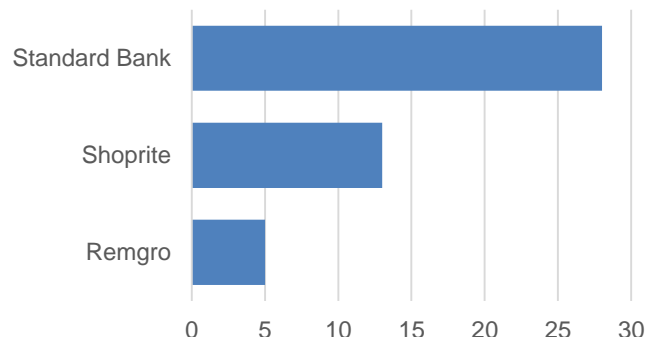
Europe



Asia Pacific



Africa



* Annual reports filed in 2018

Fund concept: SDG 9 best performers – Industry and Innovation

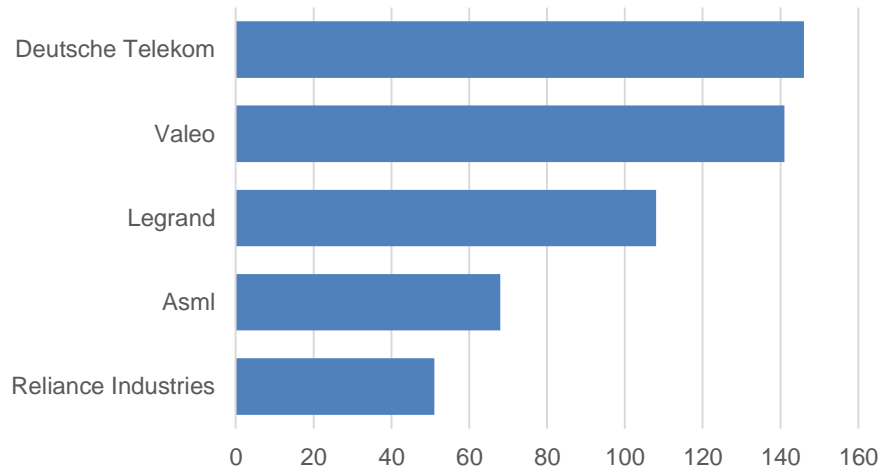


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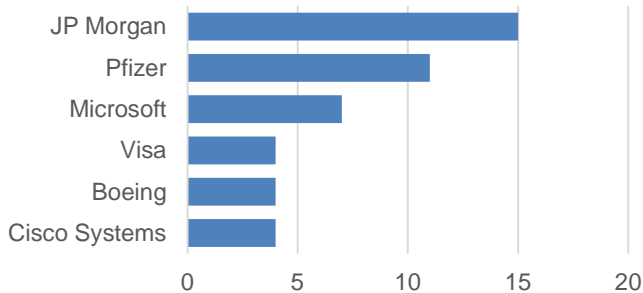
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



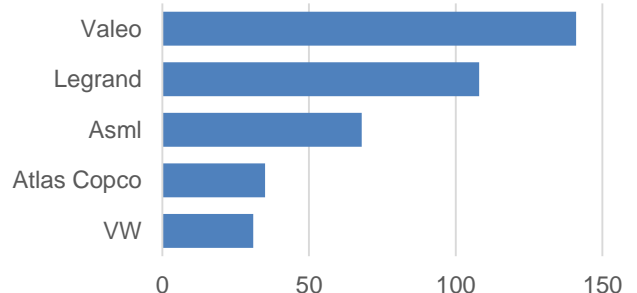
Overall



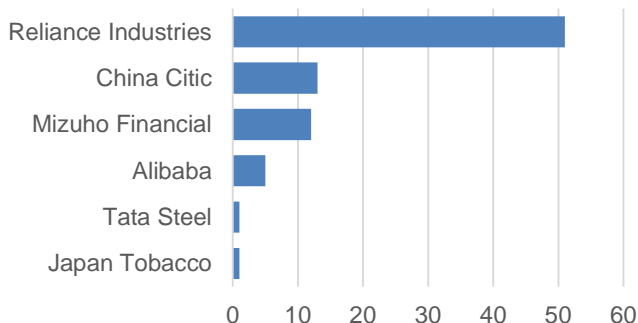
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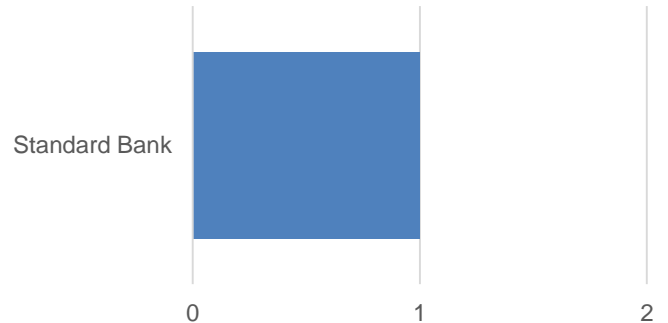
Europe



Asia Pacific



Africa



* Annual reports filed in 2018

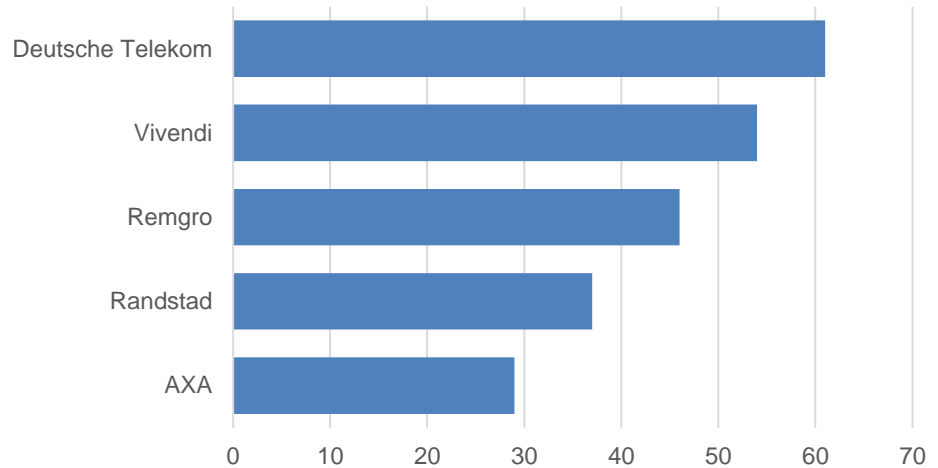
Fund concept: SDG 10 best performers – Reduced Inequalities



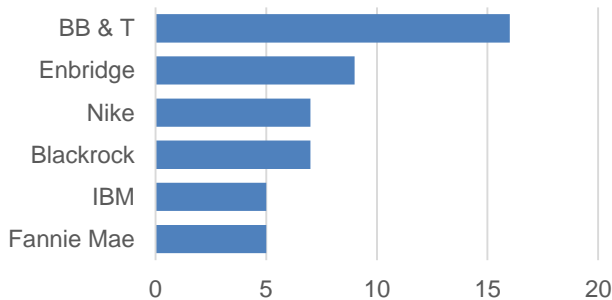
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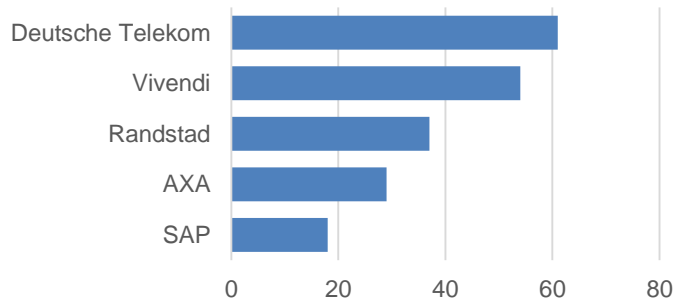
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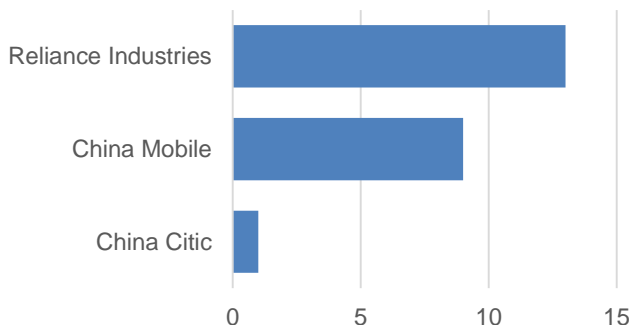
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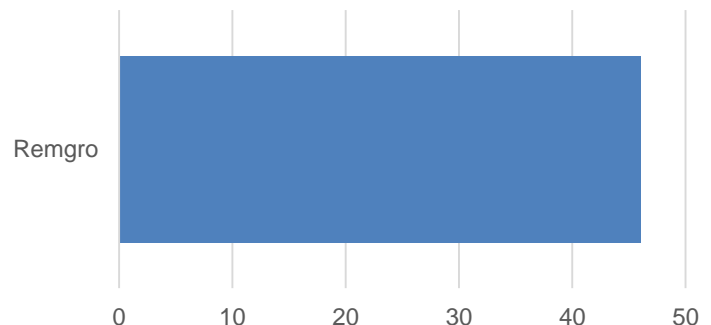
Europe



Asia Pacific



Africa

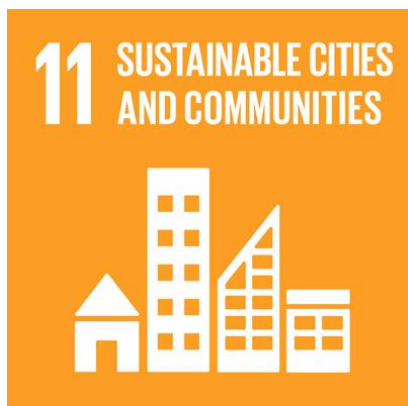


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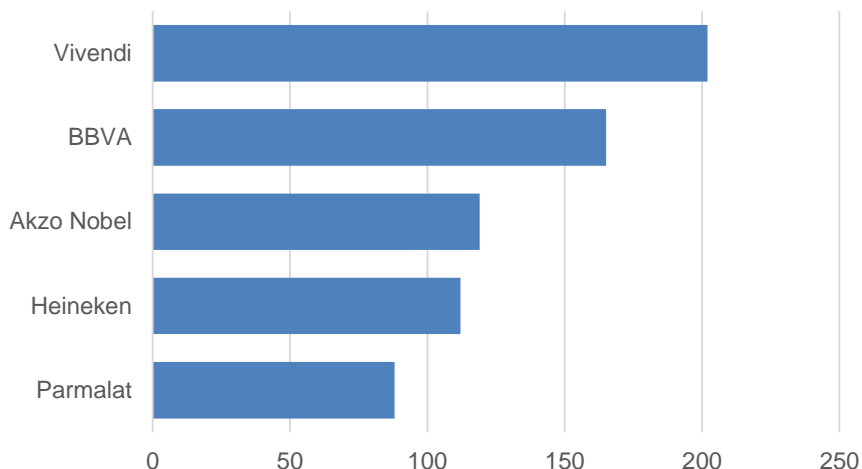
Fund concept: SDG 11 best performers – Sustainable Communities



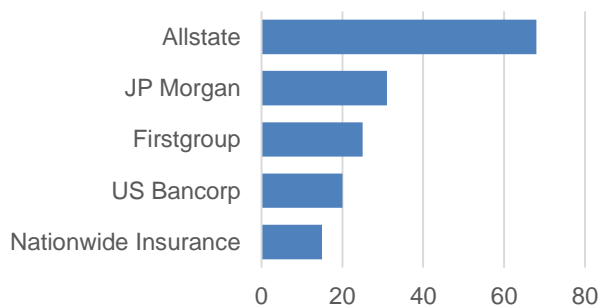
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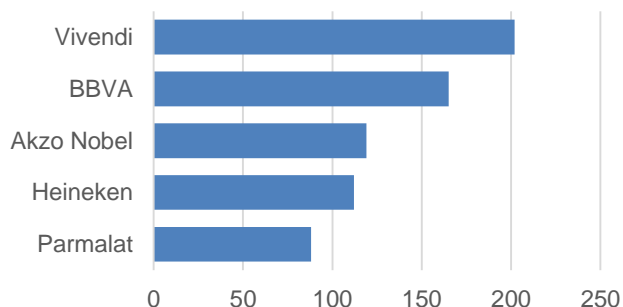
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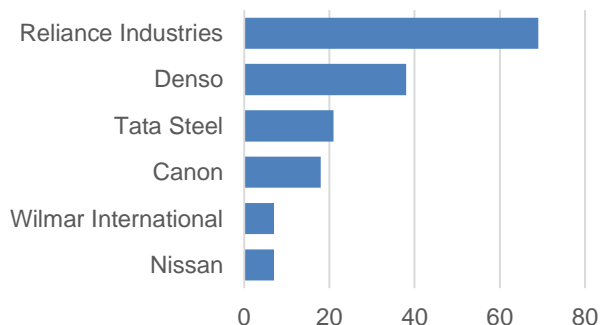
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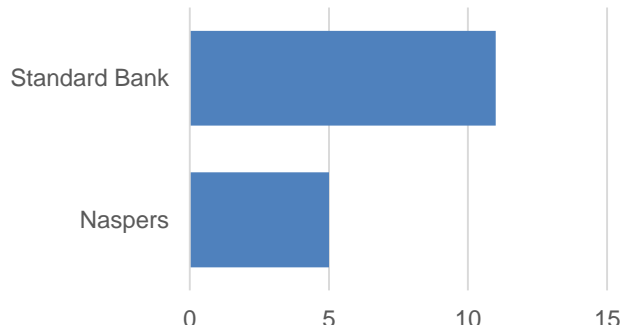
Europe



Asia Pacific



Africa

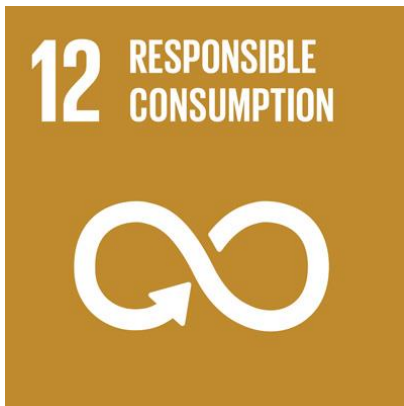


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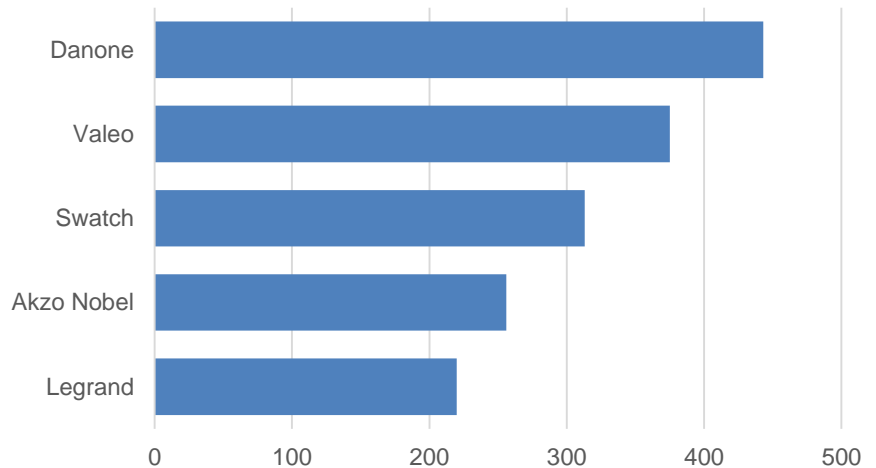
Fund concept: SDG 12 best performers – Responsible Consumption



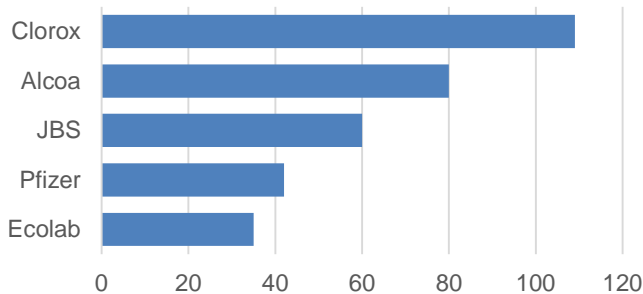
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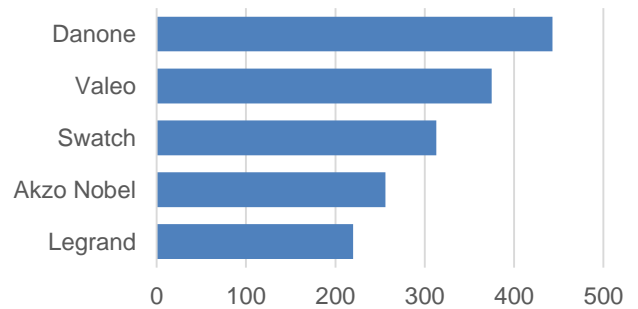
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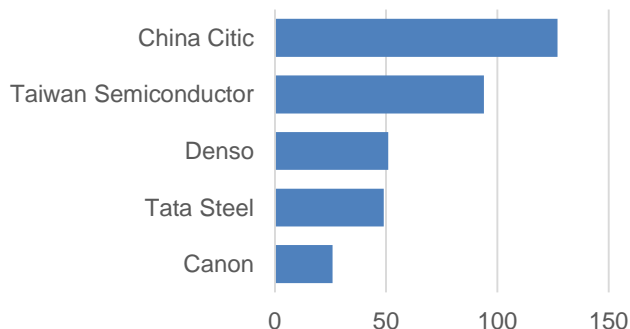
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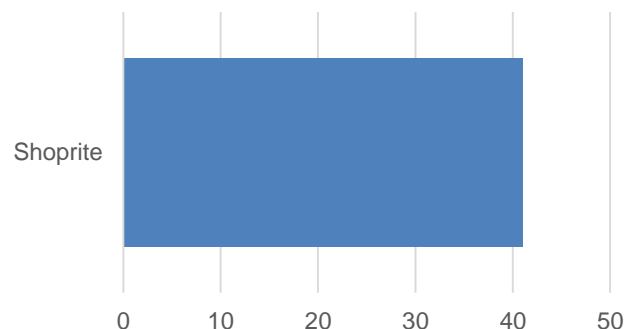
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Asia Pacific



Africa



* Annual reports filed in 2018

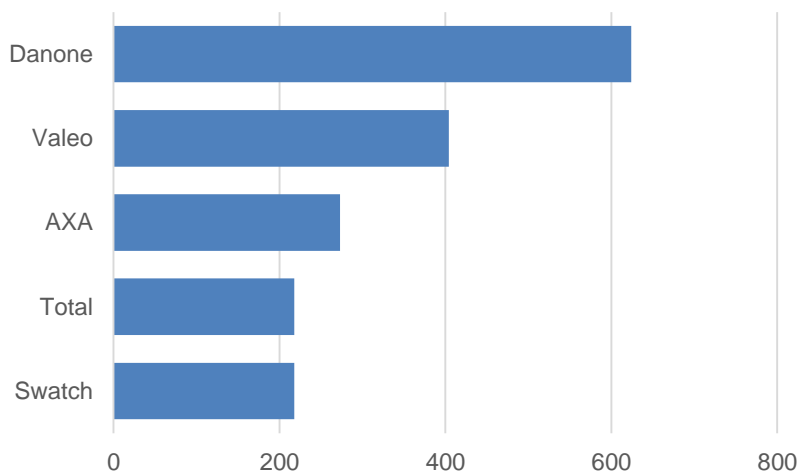
Fund concept: SDG 13 best performers – Climate Action



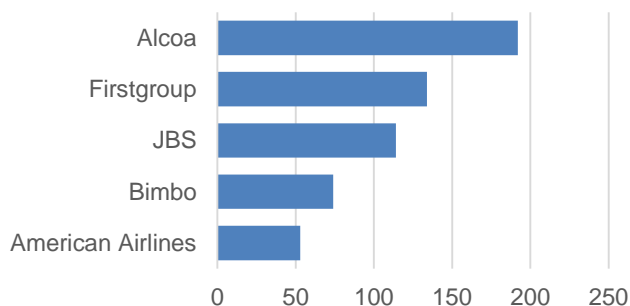
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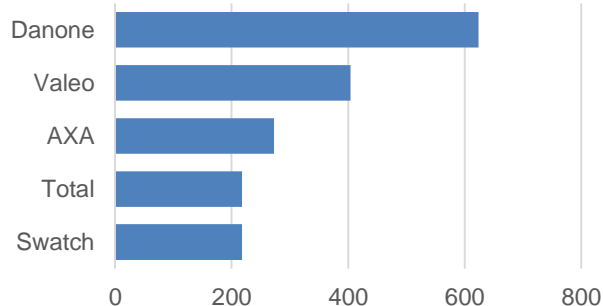
Overall



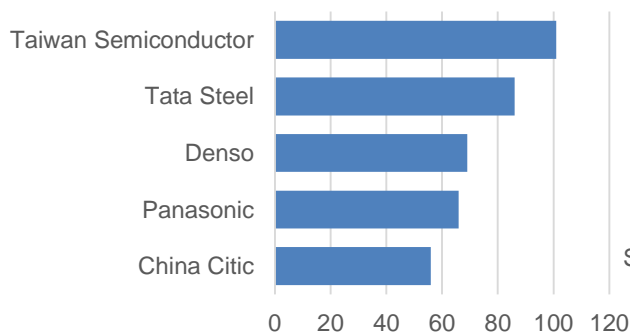
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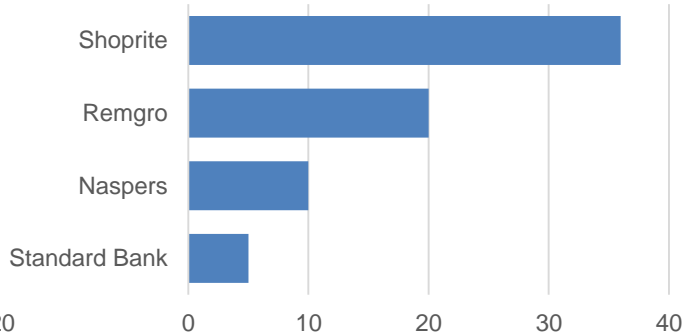
Europe



Asia Pacific



Africa



* Annual reports filed in 2018

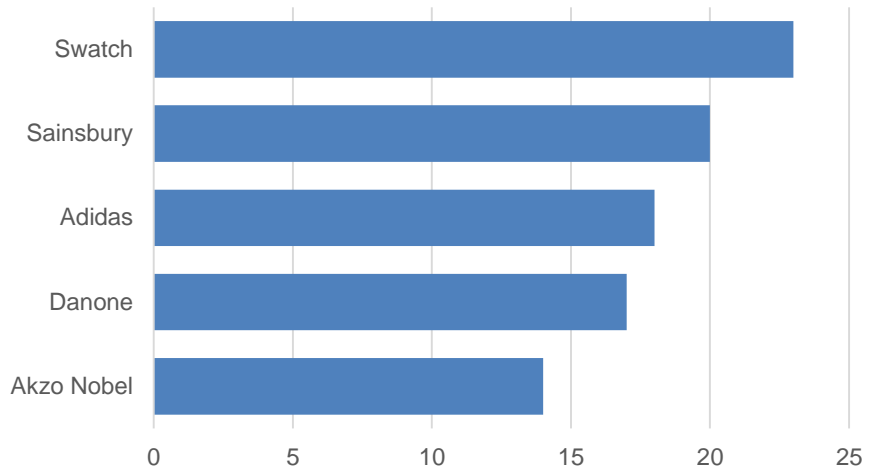
Fund concept: SDG 14 best performers – Life Below Water



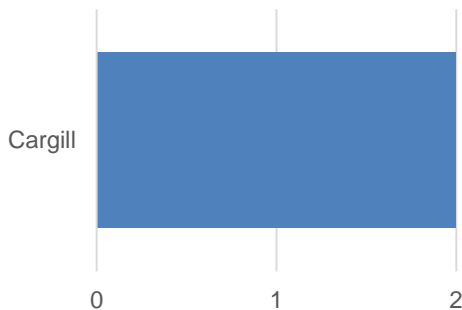
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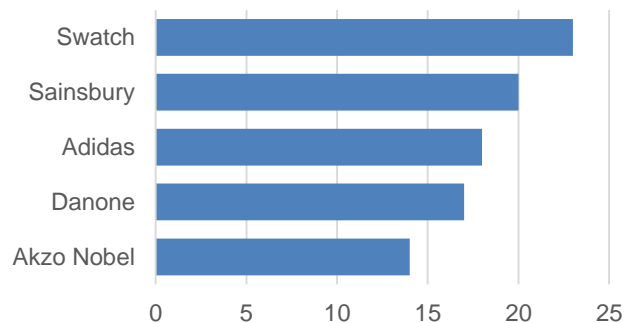
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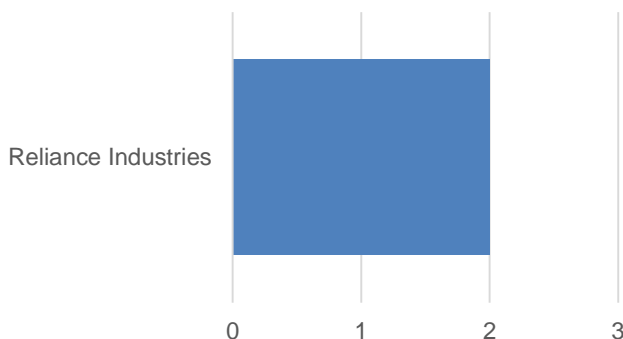
Americas



Europe



Asia Pacific



No visibility for SDG 14 in analyzed African companies

* Annual reports filed in 2018

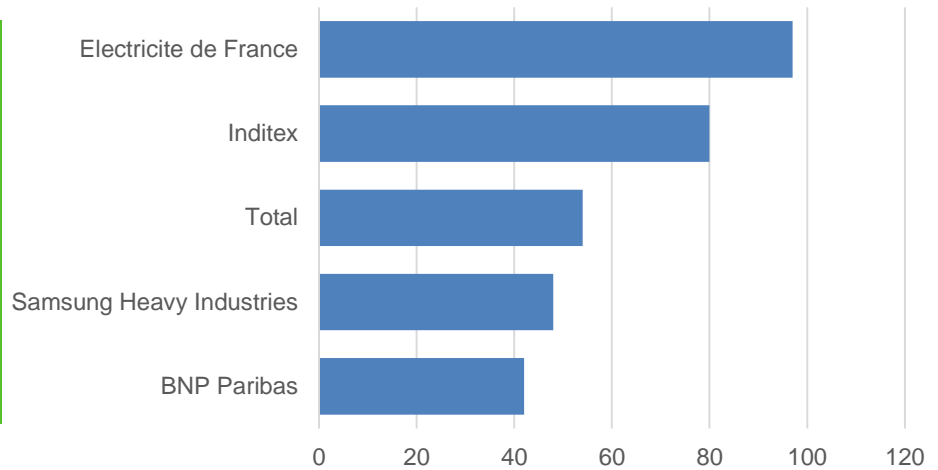
Fund concept: SDG 15 best performers – Life on Land



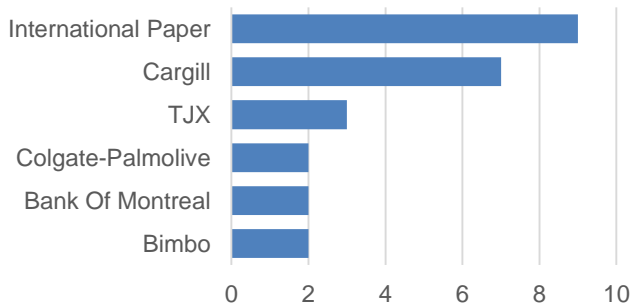
2018*



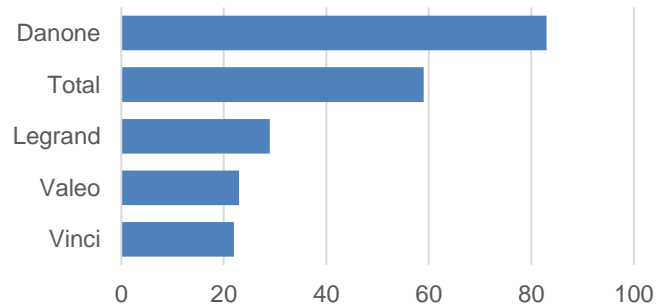
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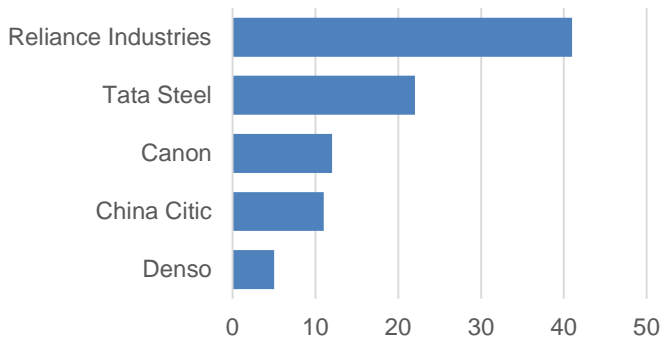
Americas



Europe



Asia Pacific



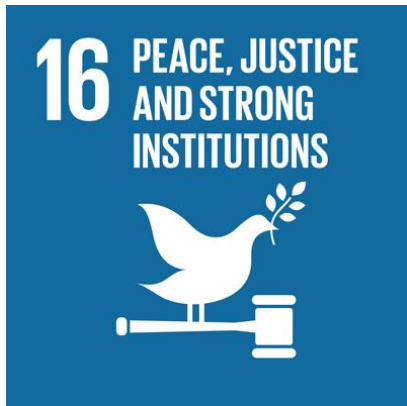
No visibility for SDG 15 in analyzed African companies

* Annual reports filed in 2018

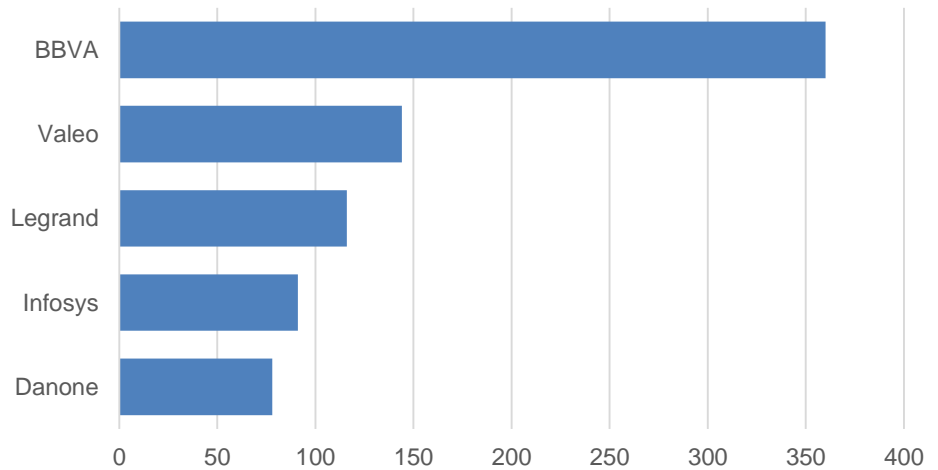
Fund concept: SDG 16 best performers – Peace and Justice



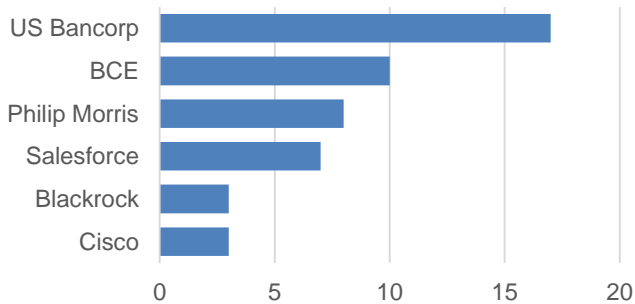
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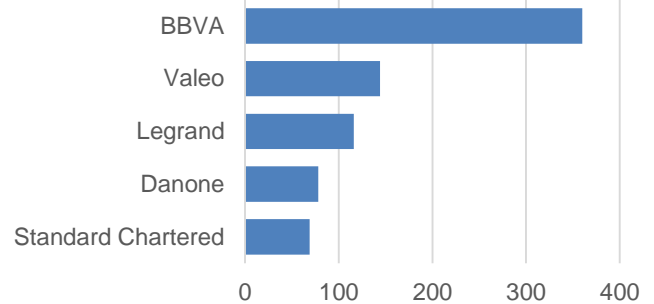
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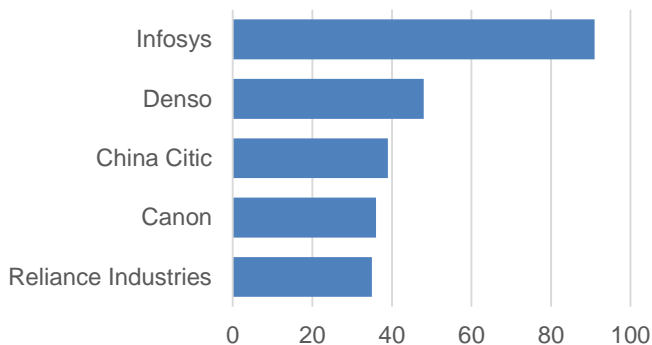
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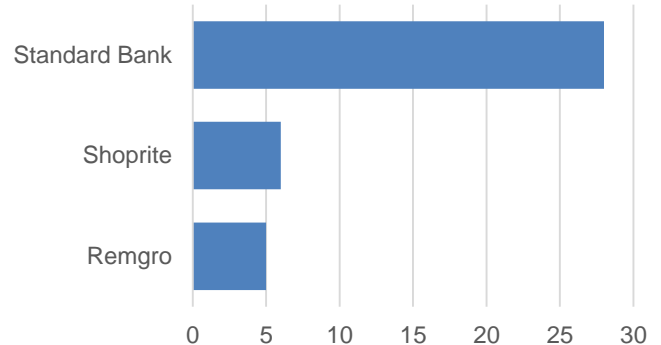
Europe



Asia Pacific



Africa



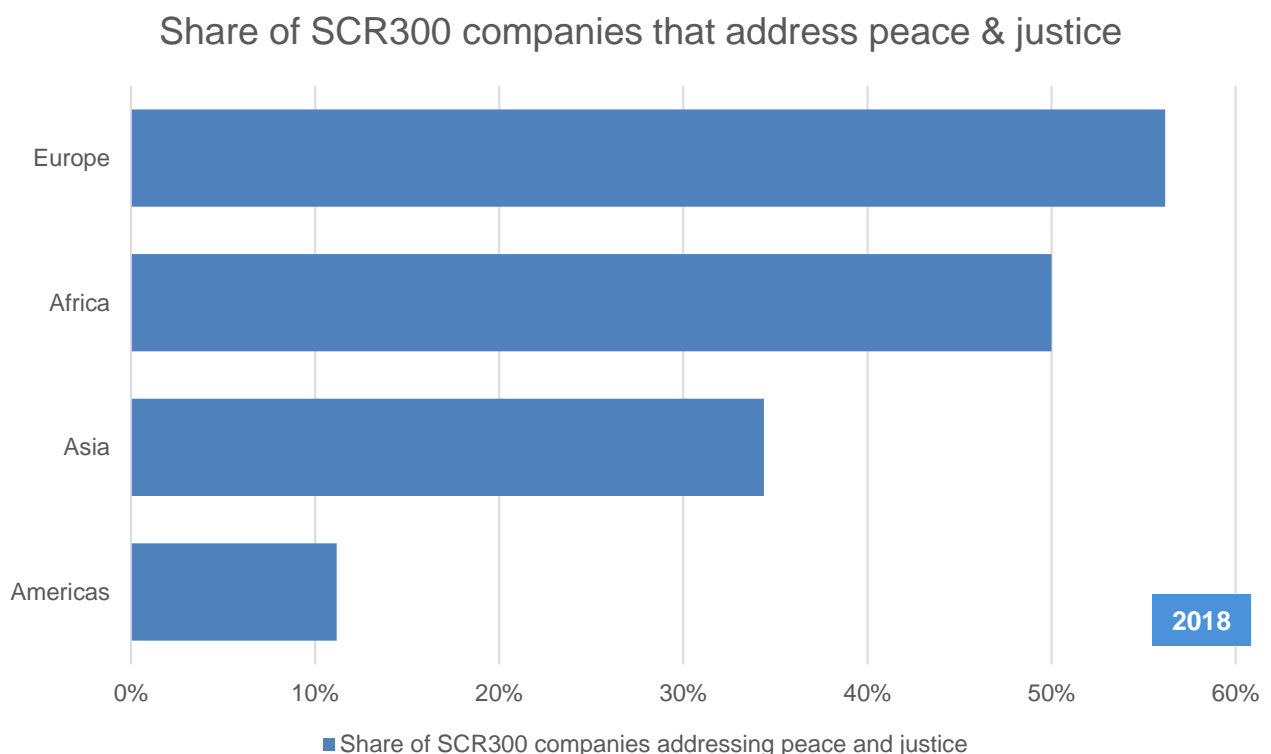
* Annual reports filed in 2018

European focus on peace & justice is almost four times that of the Americas



While concerns about peace, justice, and the rule of law are global, SCR300 companies evidence different levels of commitment on this topic in their annual report communications. While over half of the European companies in the SCR300 discuss this issue, barely more than 10% of the companies in the Americas do, suggesting very different attitudes about global crises in general and the most common global corporate crisis – corruption – in particular.

As is true throughout the SCR300, a lack of visibility for an SDG does not mean a company is not working on addressing it. However, without communications, those efforts do not benefit the company and do not encourage other companies to join in. Companies in the Americas need to look to their global peers on this issue and also be willing to take leadership in their own region. Current antiregulatory sentiment may make addressing these topics challenging.



Few companies in the industries most impacted by corruption address peace & justice (16)

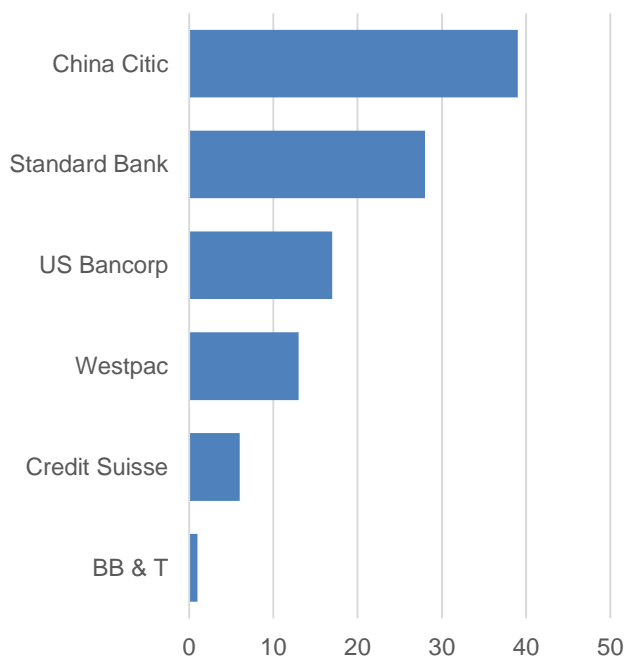


Some companies in the industries most impacted by charges of fraud and corruption were extremely active in communicating on peace & justice. Many banking companies only offered limited visibility on this SDG, if they offered any at all. US and Australian banks, in particular, were disinclined to discuss the issue, offering only a handful of statements on the subject and leaving a significant image opportunity on the table. Car companies, which have suffered

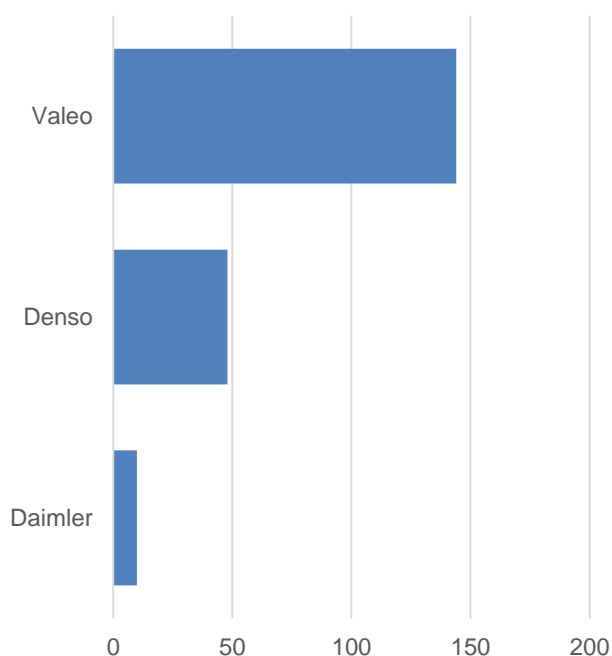
recently on emissions-related scandals, also avoided discussing justice issues. Of the car companies in the SCR300, only Daimler and two components companies addressed this SDG at all. This was not enough to counter the ongoing reports on fraud issues in the industry. Opportunities remain for car companies to address stakeholder concerns and seek leadership on these issues both within the industry and compared to other industries that also face risk.

2018

Banking statements on peace & justice



Car industry statements on peace & justice



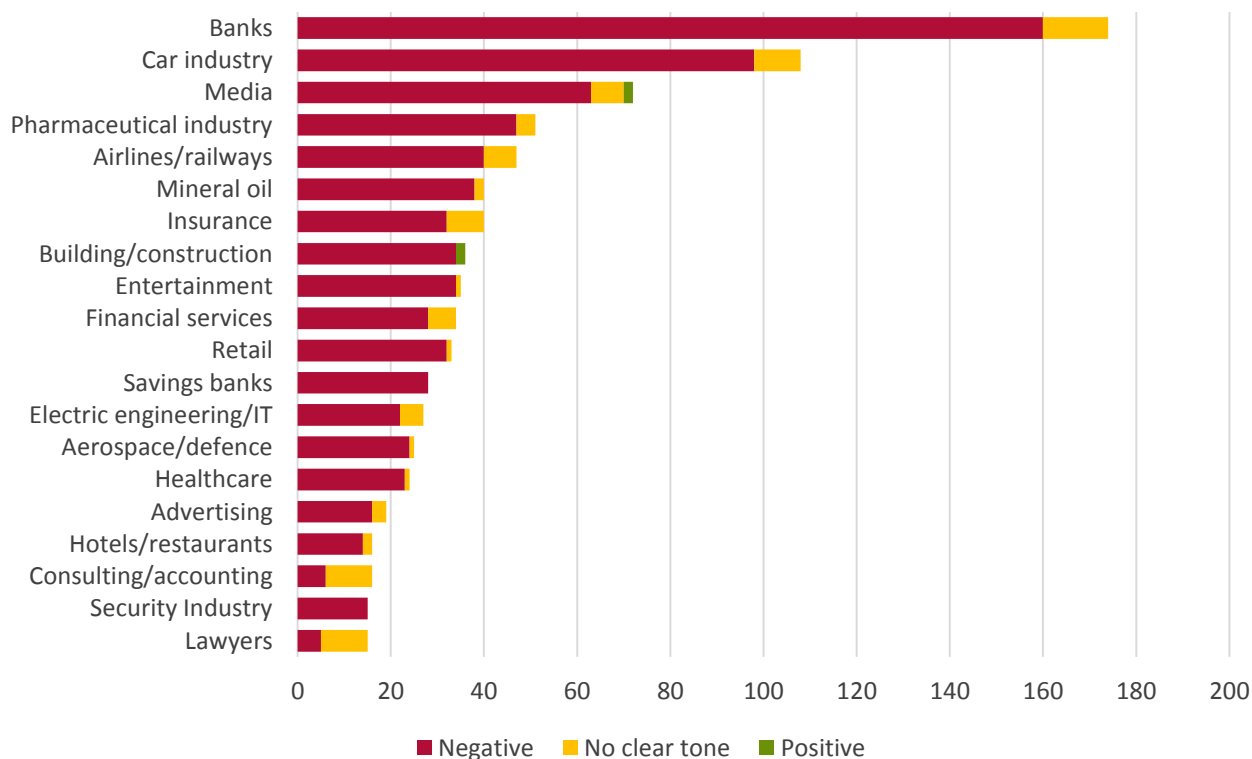
Global media coverage shows that corruption impacts all industries



Over the last five years, coverage of fraud and corruption has been strongly visible across multiple industries. The banking industry was strongly affected as the trust meltdown was ongoing and sales scandals were strongly visible in the media. The car industry also suffered amid the emissions scandal. But no industry was truly immune. Companies in the SCR300

have the opportunity to frame them-selves as responsible members of their industry. This image can help them boost their position with both investors and customers and can also help redeem the overall attitude towards their industry. For investors, the SCR300 data on SDG16 can offer a way to avoid investing in companies prone to corruption scandals and fraud.

Volume and tone of coverage fraud/corruption, 2013-2017
international TV News, Industries Top 20



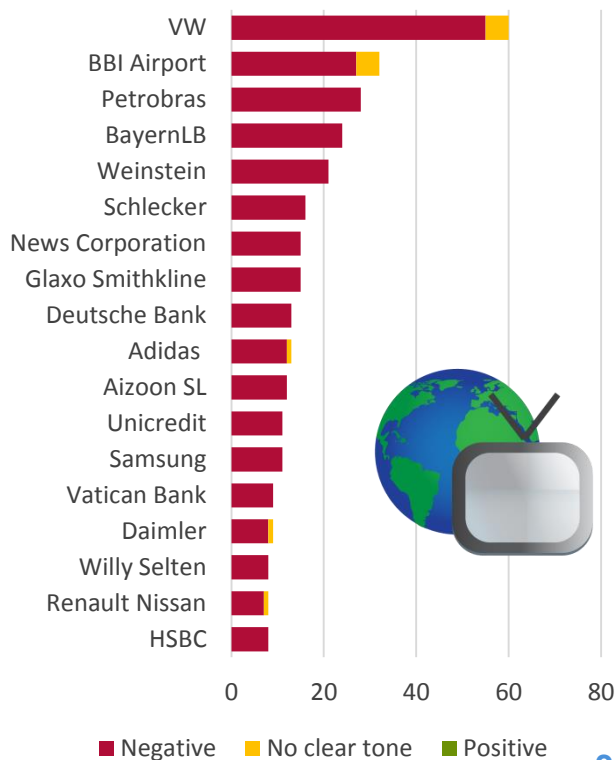
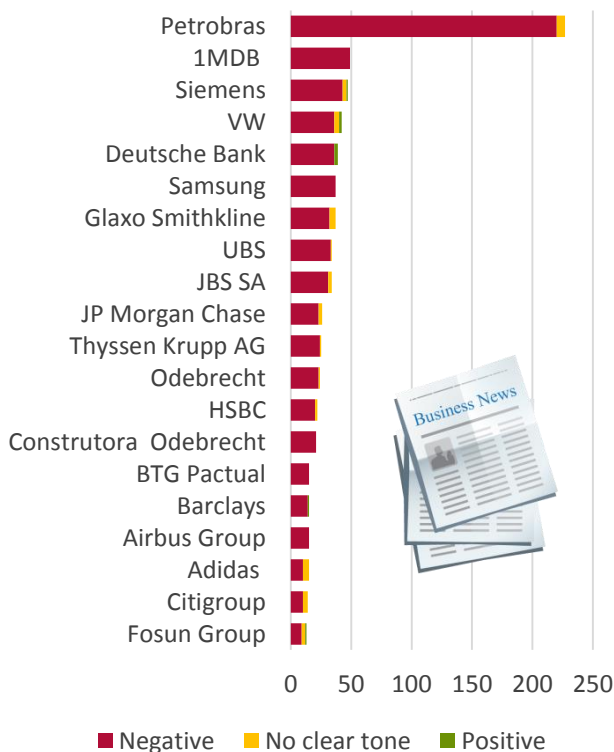
Petrobras and Volkswagen have been most exposed to negative news on fraud and corruption



The media multiplies information and structures awareness of stakeholder groups. The company most mentioned with regard to fraud and corruption in international business media has been Petrobras from Brazil. In light of the stark consequences of the corruption scandal the company writes in its 2016 20-F financial report: “Our management has

identified material weaknesses in our internal control over financial reporting, and has concluded that our internal control over financial reporting was not effective at December 31, 2016, which may have a material adverse result on our results of operation and financial condition.” Volkswagen has lacked in addressing SDG 16 in its annual reports.

Volume and tone of coverage fraud/corruption, 2013-2017
Business media / international TV News, companies Top 20



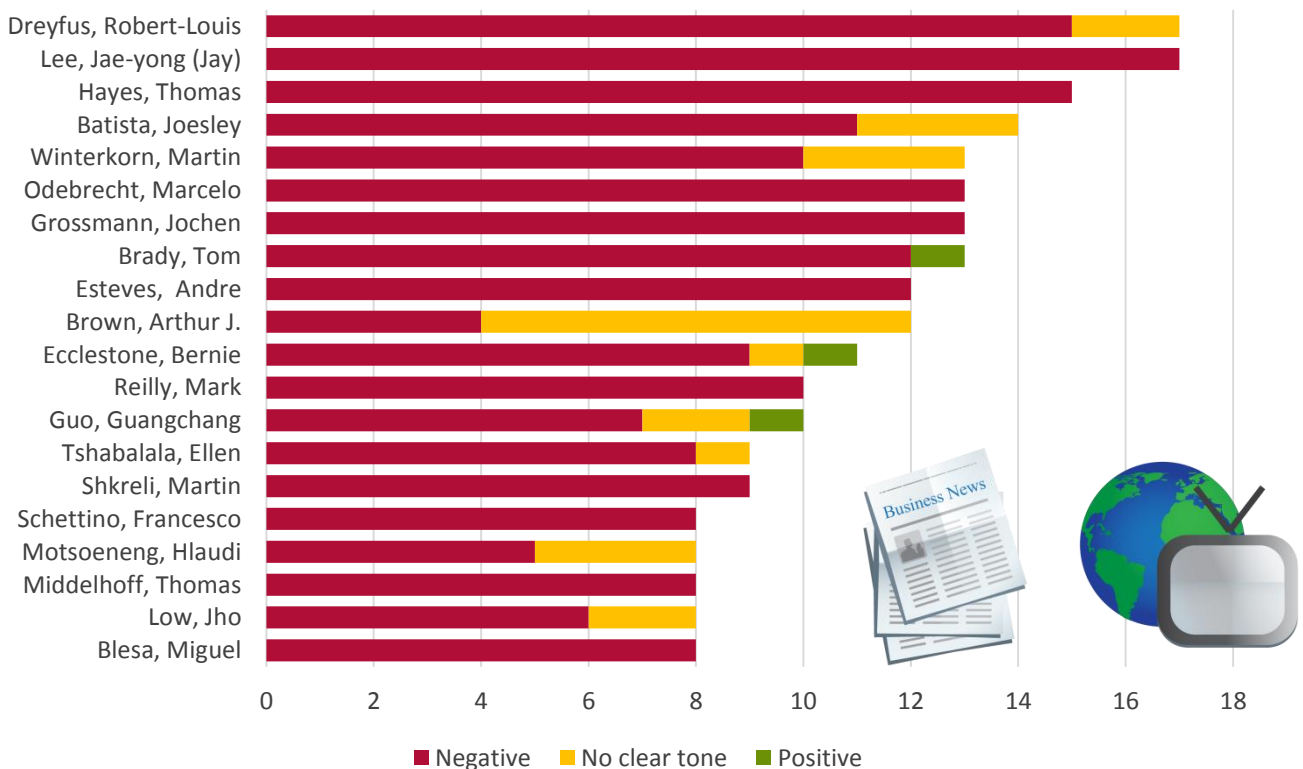
Senior management exposed to massive reputational risks on fraud / corruption claims



Sustainable institutions making peace and justice a key priority on their agendas not only safeguards the reputation of companies but also the image of senior management. The global media play a pivotal role when it comes to unveiling fraud and corruption cases. Awareness for investigative journalism linked to tax withdrawal has been on the rise

in recent years. For example the content of the “Panama Papers” and “Paradise Papers” was shared globally, exposing senior executives and owners of businesses to negative news on tax avoidance, fraud, money laundering, and other forms of misconduct. Executives are well advised to promote sustainable institutions and related ethics.

Volume and tone of coverage fraud/corruption/taxes, 2013-2017
Business media / international TV News, managers Top 20



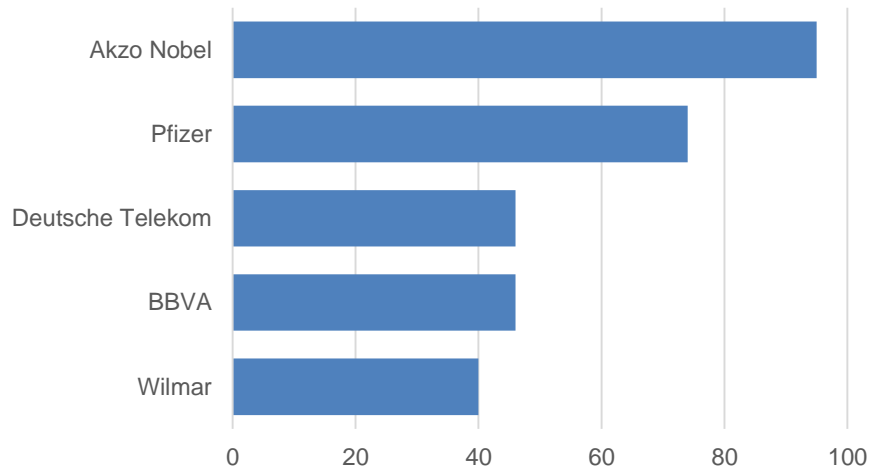
Fund concept: SDG 17 best performers – Partnerships for the Goals



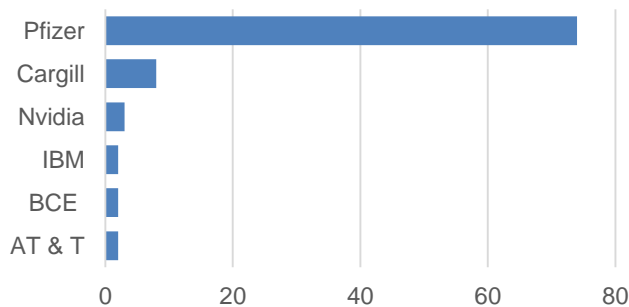
2018*



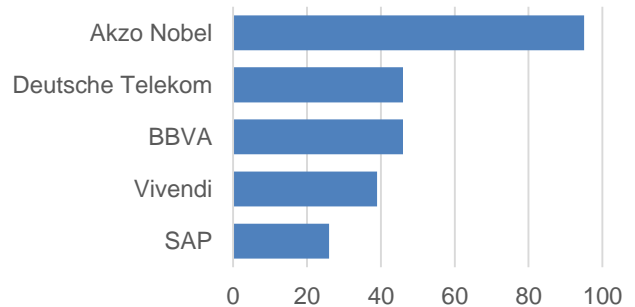
Overall



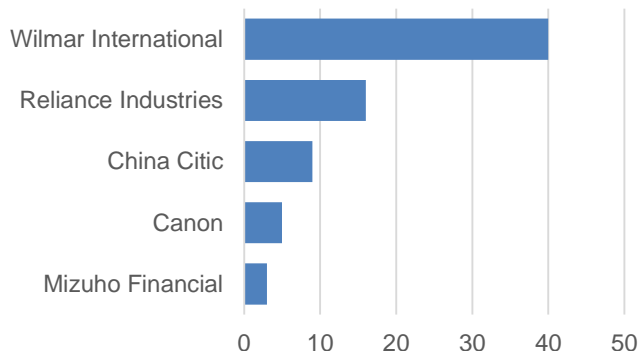
Americas



Europe



Asia Pacific



No visibility for SDG 17 in analyzed African companies

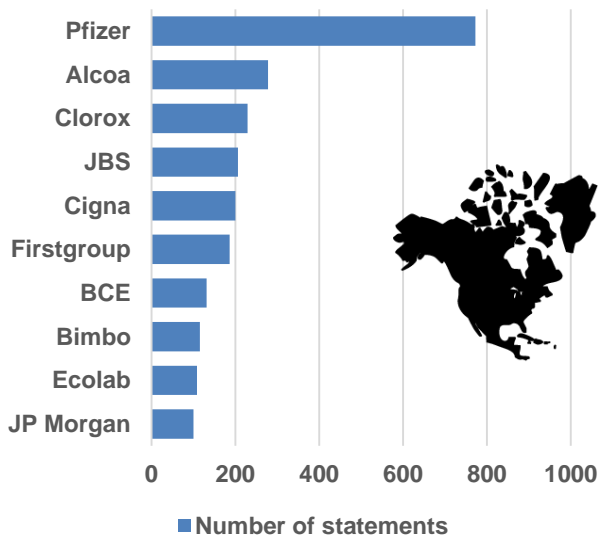
* Annual reports filed in 2018

There are companies communicating effectively on the SDGs in all regions

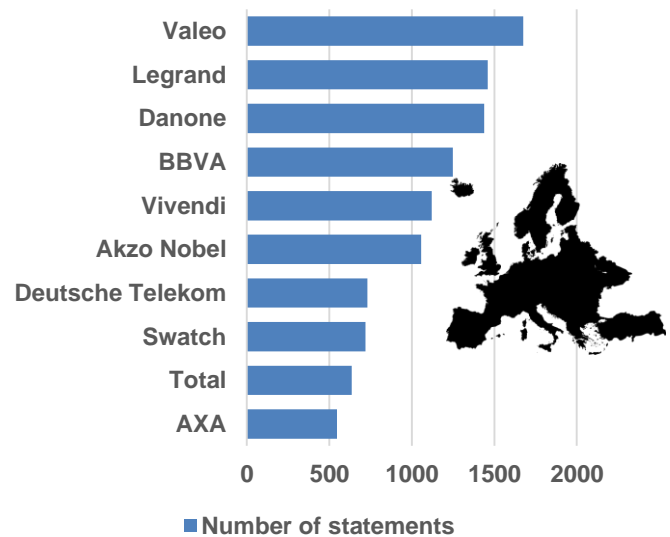


2018

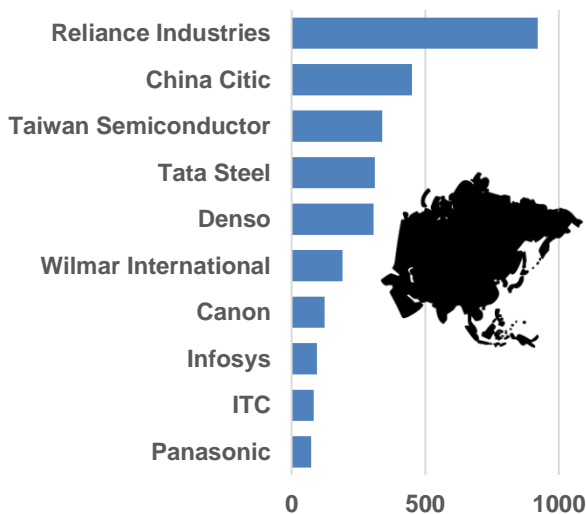
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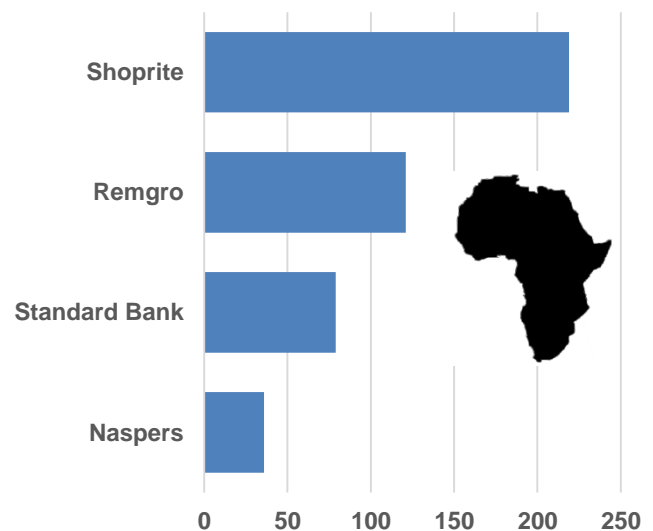
Europe



Asia Pacific



Africa

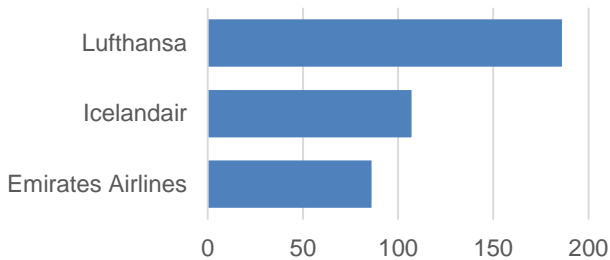


Fund concept: Industry leaders

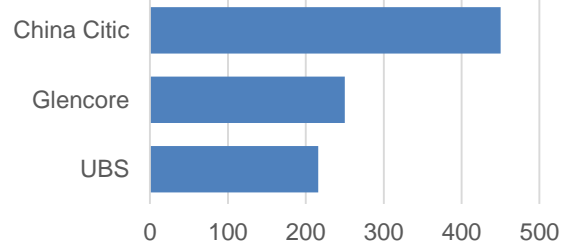


2018

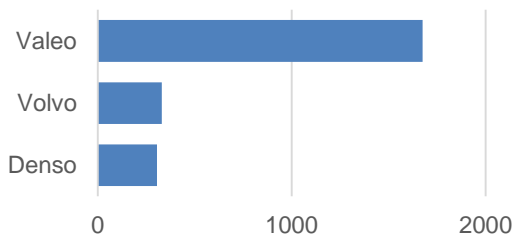
Airlines



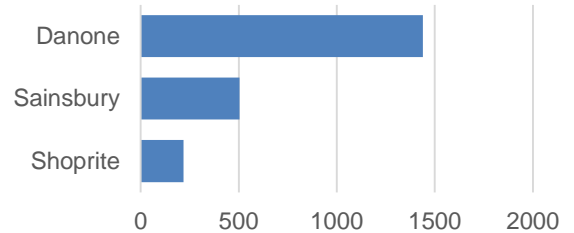
Banking



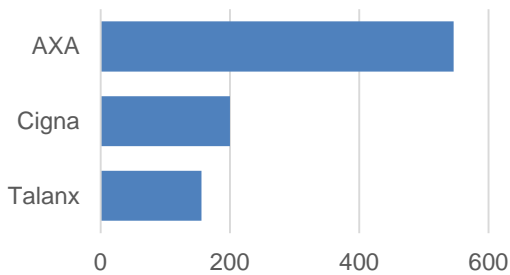
Cars



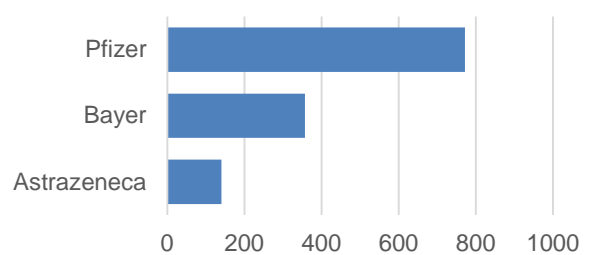
Food



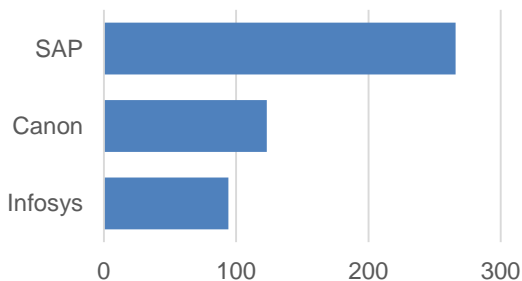
Insurance



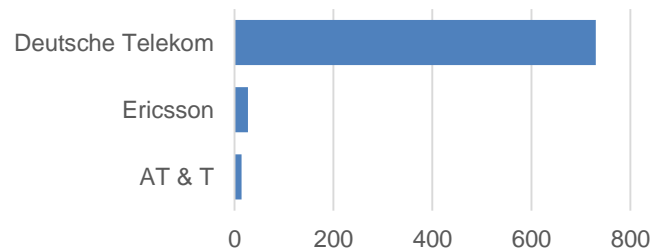
Pharmaceuticals



Tech



Telecommunications



Creating a Methodology for Investing in a Portfolio of Socially Responsible Assets

by Alfred R. Berkeley, Joseph A. Cajigal, and
Conor Platt



Overview

There are numerous philanthropic financial initiatives. Many fail or become slowly ineffective. So why is this one worth your participation?

This initiative began with the signing of the Sustainable Development Goals (SDGs) in September 2015 at the United Nations. The SDGs are ambitious successors to the Millennium Development Goals (MDGs) established in the year 2000. The Millennium Development Goals were an initial set of goals that in some part have succeeded, but in many other areas were inadequate or poorly defined. Some of the goals were greatly affected by the financial recession of 2008, but the recession is not the only reason that the MDGs were unsuccessful. The Millennium Development Goals failed because there was little to no accountability. Furthermore, there was close to no transparency into what was accomplished and what was not accomplished. Additionally, companies were able to claim compliance by purchasing the use of a United Nations logo without effectively moving toward sustainability.

The SDGs are the result of serious soul searching by senior United Nations officials, heads of states and their advisers. There was plenty of blame to go around. Specifically, this new initiative is designed to fix those roots of failure.

The SCR brings accountability and transparency to the United Nations' ambitious Sustainable Development Goals for 2030. Understanding the complexities of operating within the United Nations bureaucracy, senior United Nations officers and advisors established a non-profit foundation outside the United Nations. It is designing a Global Sustainability Index, and its charter is to bring positive attention to companies and countries that are moving toward genuinely more sustainable businesses and to create financial instruments that enable investors to support these companies. It is known as UNGSII. Here is our approach:

SUSTAINABLE DEVELOPMENT GOALS



Creating a Methodology for Investing in a Portfolio of Socially Responsible Assets

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Conor Platt



Socially Responsible Investing Analysis

We analyze a global universe of stocks looking for high quality sustainable companies across all sectors and industries. The global universe that we use covers about 2500 issuers, and is updated on a quarterly basis. We use third-party sources as well as our own proprietary analysis to make investment decisions. The assessment of social and

governance as well as the environmental performance of a company as part of the investment decision is carried out with the aid of over 100 social and environmental criteria, selected specifically for each industry. We adjust the criteria to keep up with the latest developments and findings. As a leader in this type of analysis we work hard to apply quantitative measures of what are essentially qualitative topics.



Creating a Methodology for Investing in a Portfolio of Socially Responsible Assets

by Alfred R. Berkeley, Joseph A. Cajigal, and Conor Platt



Proactive Industry Metrics

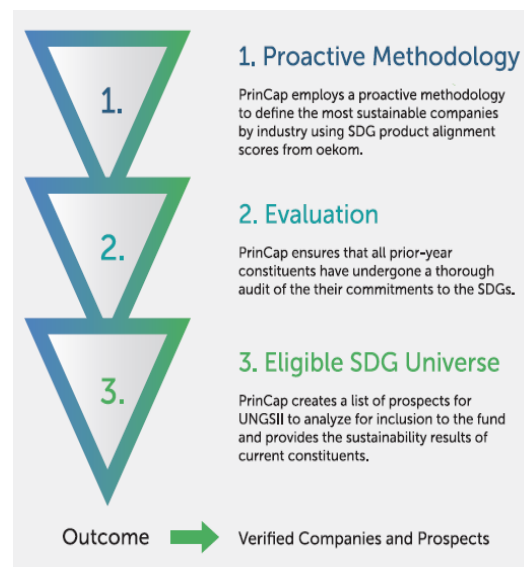
We take a “best in practice” approach to ensure that all sectors and industries are represented, with higher thresholds for high carbon and controversial industries. On an annual basis, we examine the key sustainability & governance metrics by industry. We want to ensure that a current constituent is worthy of further inclusion. For prospects, we are looking for the leaders within an industry.

We exclude any companies with severe violations against the UN Global Compact Principles or a low score regarding SDG compatibility of their product portfolio.

The resulting buying universe is a broadly diversified, global universe against which to apply our deeper SDG investment methodology.

Corporate Commitment Analysis

The corporate commitment factor is provided by UNGSII using leading media analyst Media Tenor's media sentiment data as a control system. It allows investors to see if companies are accurately representing their commitments to the SDGs. Additionally, media sentiment data can help identify companies that are committed to the SDGs but not yet able to convey this information effectively to the media. Companies that are strongly visible on the



SDGs in their annual reports tend to receive high shares of support in the media. If companies stress SDGs in their annual reports and the media sees a gap in reality, companies are likely to attract adverse publicity and subsequent negative reactions from stakeholders such as investors selling and consumers walking away.

UNGSII conducts a detailed analysis of legally binding statements by the company incorporating SDG goals into their business practices and holds them to account year over year. UNGSII analysts read and categorize the annual reports of companies and central banks according to direct and indirect references to the

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SDGs. A media Impact study is conducted analyzing the business media and how they report on these companies. Journalists and other corporate stakeholders' views are compared to the views of financial analysts and their perception of financial and non-financial value drivers. A corporate assessment ranking is made.

Financial and Investment Analysis

Financials represent the largest volume of data, combining publicly available financial forecast and historical data. We break financials down into the following Fundamental components: Growth, Earnings Revisions and Valuation. We also employ technical analysis focusing on Relative Strength, Trend and Momentum analysis.

We specifically look at the following:

- 1) Fundamental prospects for growth - (e.g., returns on invested capital, sales, and earnings)
- 2) Incremental changes in earnings - (e.g., earnings revisions)
- 3) Valuation -(e.g., measuring earnings, sales, enterprise value, book value and free cash flow)
- 4) Price momentum - (e.g., focusing on fundamentally driven price changes)
- 5) Relative Strength - (e.g., evaluating each stock relative to its peers)
- 6) Technical trend - (e.g., evaluating price, liquidity and volatility)

Portfolio Construction

Using a proprietary factor weighted approach, we rank each company against the overall universe by Environmental, Social, and by Governance strengths and by Financials.

In constructing the portfolio, we are guided by the work of Henry Markowitz's thesis "Portfolio Solution" (1952), by William Sharpe's Capital Asset Pricing Model (1964), by A.G. Becker and by Gary Brinson et. al. "Determinant of Portfolio Performance" (1986). We employ current versions of Modern Portfolio Theory which provide a framework for seeking to maximize returns at a given level of volatility.



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When constructing the portfolio, the following key Modern Portfolio Theory statistics are used:

- Diversification - considering the number of holdings, security and sector weightings and country weightings
- Standard Deviation - measuring volatility or risk
- Upside and the Downside Capture Ratios - measuring portfolio-performance relative to a market index during specific periods
- Beta - measuring an asset's risk in relation to the market
- Alpha - predicting incremental return from the portfolio when the market is stationary
- R-Squared - calculating the statistical measure representing the percentage of the portfolio's or security's movements
- Tracking Error - measuring of the standard deviation of the difference between a selected market index and a portfolio's quarterly returns
- Information Ratio - measuring of the risk adjusted return of the portfolio

Our portfolio will usually be comprised of between 100 - 150 constituents with a broad exposure to companies classified by varying style and market capitalization.



Creating a Methodology for Investing in a Portfolio of Socially Responsible Assets

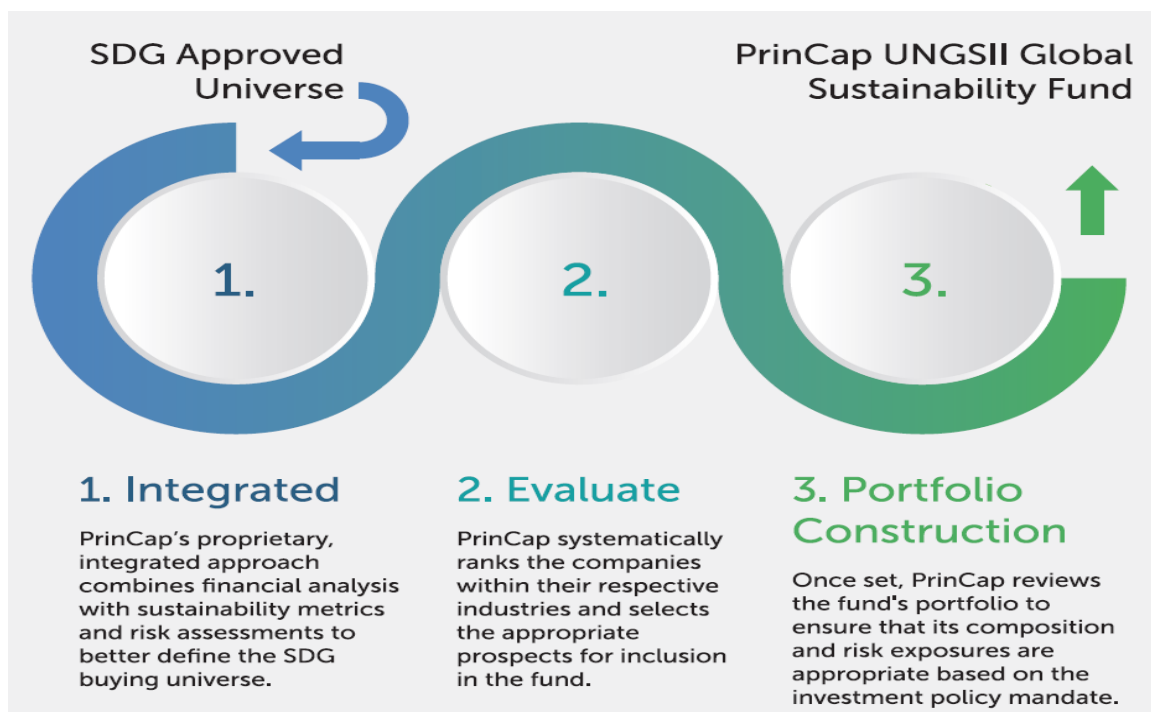
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Final Thoughts

In summary, we are seeking your participation in this new UNGSII initiative because it is designed to incentivize companies to commit to Sustainable Development while it should earn you a solid return on your investment. There are, of course no guarantees of good financial performance. Our approach is straightforward: we apply traditional investment rules to a select universe of companies that have committed to

Sustainability and implement their commitment in their business. By pooling the resources of many investors, we mean to send a clear message to companies and governments that major corporations and world leaders must commit to sustainable activities and that the institutional investment community will invest in companies that commit to doing the right thing. Sustainable development is on the cusp of taking off. We need your help in sending a clear, loud message. Join us.





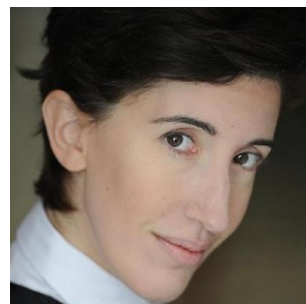
ALFRED R. BERKELEY, III

Al resumed the Chairmanship of the Firm in January 2013, a position previously held from 1996 to 2006. Al was President of NASDAQ Stock Market, Inc. from 1996 until 2000 and was Vice-Chairman until 2003. Prior to returning to Princeton Capital Management, Al was Chairman of Pipeline Financial Group, Inc. Earlier in his career, as a General Partner of Alex. Brown & Sons, Al served as a software analyst where he was designated a First Team All American analyst. He has served as a Director of a number of companies, institutions and non-profit organizations including Safeguard Scientifics, Comshare, Cognos, Webex Communications, ACI Worldwide, Realpage, Edgar Online, The Nature Conservancy, The World Economic Forum USA and Johns Hopkins University among others. Al has also served on a number of government advisory panels: The President's National Infrastructure Advisory Council, U.S. Department of Homeland Security Committee on Homeland Advisory System, Committees on Scientific Communications and National Security, Monetary Authority of Singapore's International Advisory Council, among others. He has testified before Congressional committees (Joint Economic Committee, House Homeland Security Committee, and House Permanent Select Committee on Intelligence). Al took his bachelor's degree from the University of Virginia and his MBA from the Wharton School and served as an officer in the US Air Force and the US Air Force Reserve.



JOSEPH A. CAJIGAL

Joe is the Chief Executive Officer of Princeton Capital Management' and is responsible for managing equity and balanced portfolios for clients. Previously, Joe was founder of Hudson Canyon Investment Counselors. Previously he was the Executive Officer responsible for the management of Fiduciary Trust Company International's ("Fiduciary") domestic mutual fund company, its non-U.S. mutual fund company and its registered broker dealer. During his tenure, he served as a member of Fiduciary's Management committee, Fiduciary's Executive committee, Division Executive for the Investors Services Division, President of its tax planning and compliance subsidiary and President of its New York Stock Exchange registered broker-dealer. Joe holds a BA degree in Mathematical Economics from St. Peter's College.



RACHELINE MALTESE

Racheline Maltese works as a researcher at Media Tenor International focusing on the media portrayal of economic and political issues; she has been with the company since 2002. Her academic and professional background includes a journalism degree from The George Washington University and a stint in the Computer Assisted Reporting unit of the Associated Press. In addition to her work with MTI, she is widely published on pop-culture topics, and her work has appeared in media outlets like Salon as well as in academic texts from McFarland. She is based in New York City.

CONOR PLATT



Conor is the founder and CIO of Confluence Capital Management, which runs a private all-weather investment partnership, Confluence Capital, LP. Confluence has been advising Princeton Capital on the development of their sustainable strategies and portfolio construction. Previously, Conor was the co-founding CEO and CIO of Etho Capital, a sustainable asset manager with ETF and Index solutions. Etho Capital was recognized as a FAST Company Innovative Company in 2016, and its US Focused ETF(ETHO) has been one of the top performing sustainable ETFs since inception. Previously, he worked at Brown Brothers Harriman on the Portfolio Strategy team upon earning his MBA from the Tepper School of Business at Carnegie Mellon University. He was an analyst at Morgan Stanley in New York after receiving his B.S. in Finance with honors at Carnegie Mellon University.

ROLAND SCHATZ



Roland Schatz founded InnoVatio Publishing in 1985 and its research institute Media Tenor International in 1993. For the last 30 years he has been devoted to implementing social change. In 2008 he launched, together with Prince Ghazi of Jordan, the C1 One World Dialogue foundation to improve Inter-Faith-Dialogue. The InnoVatio network of academics, entrepreneurs and media leaders initiated the Global Sustainability Index. Schatz teaches Constructive Disruption and Perception Change. He hosts masterclasses on 'Unlearning Intolerance' together with UN Academic Impact. Since 2013 he serves as Senior Advisor to the Director General at the United Nations in Geneva. He is the founder of the UNGSII foundation in 2014 to support the implementation of the SDG's by creating transparent indices and providing data and know how to leaders from all sectors of life.

MATTHIAS VOLLBRACHT



Matthias Vollbracht is the Director of Business Research at Media Tenor International in Vienna/Austria, Managing Director of Awareness Metrics, a platform for reputation risk and investment signal solutions and Chief Information Officer of UNGSII foundation. His research focuses on the impact of media on public opinion, stakeholder groups and the reputation of institutions and individuals. Furthermore, he explores the influence of media on asset prices and economic behavior, like investor and consumer confidence. Matthias Vollbracht has been working for major international clients with focus on reputation management, agenda-setting, target systems, crisis communication, management reputation, financial communication, and CSR. He has developed reputation insurance solutions based on empirical risk assessment. He holds degree in economics from the University of Mainz and has worked as a business journalist.



Moses Cui Wantian

Doctor of Economics, postdoctoral, professor, doctoral tutor, famous young scholar ;member of the National Youth Federation. China's first outstanding management researcher; The Tenth Outstanding Youth of the 13th Liaoning Province; Director of the Center for Regional Economic Research of Liaoning University; Deputy director of the China Private Enterprise Research Center of Renmin University of China; Joint director of the Center for Religion and Economic Ethics of Renmin University of China; Director of the Center for Faith and Entrepreneurship Studies at the Minzu University of China. Chairman of China Software Industry Association; Founder and Director of Bringspring Technology (300290); Independent Director of Hong yang Energy (600758); Independent Director of Shengjing Bank (02066); Independent Director of Yingkou Bank. Founder and Chairman of the Geneva Love Dreams Foundation. Co-Director of the Christian Literature Research Center of Beijing Normal University. Committed to promoting value creation value research and business, public welfare activities, China's chief executive of the SCR300 project.

Huang...

Professor of Economics, Director of the Center of Private Sector Development at Renmin University, Beijing/ China. President of the Minzu University in Beijing/ China ...

Fan Rong

From Shenyang/China. Master of Science, Chartered Certified Accountant. Assistant to the President of the Bank of East Asia, responsible for financial, capital, personal wealth management and risk management. She has 8 years of banking experience. Board member of Beijing Huachuang Ark Company, Financial Director at Liaoning Agape Foundation, COO at Love Harmony and Trust Investment Company. Responsible for investment management, financial management, operations, asset management, risk control. Member of the Board of Geneva Agape Foundation.

Karl Pilny

Senior Investment Advisor of Geneva Agape Foundation. Professor of Innovation in Berlin/Germany and PhD on international business law.. A known investment and Asia expert. Author of a number of bestseller books on Asia, latest "Asia 2030" (2018). Offers for more than twenty years investment advices about China, Japan, Korea and India. Initiator of capital market investment funds..





Christoph Stückelberger (Chinese name Setubo)

Executive Director of Geneva Agape Foundation in Geneva. Founder and President of the global network on ethics "Globethics.net Foundation", based in Geneva/Switzerland. Professor of Ethics at the University of Basel (emeritus), Visiting Professor of Ethics at Universities in Moscow Enugu/Nigeria, Minzu University in Beijing/China. He is in Boards of Ethics Funds, active in FatihInvest, Ethics Advisor for the United Nations Scaling Up Nutrition Programme (SUN). He largely published on business ethics, finance ethics, development and environment.



Xu yan

In June 2015, she obtained a master's degree in regional economics from Liaoning University/China. She is now a Ph.D. candidate in regional economics at the Department of Economics of Liaoning University. Her main research interests include private enterprises and regional economic development. Main academic achievements: "*Regional economic policy innovation for 40 years of reform and opening up*", "*Research on the development path of new urbanization in Heilongjiang Province*".



Wang yi

From 2003 to 2007, he studied finance at Liaoning University/China with a bachelor's degree in finance. After entering the Northeast University, he studied for a master's degree in quantitative economics. After graduating in 2010, he worked in the investment department of Dongfang Securities Co., Ltd., and in 2015, he taught at the Finance Department of Shenyang University School of Economics. In 2017, he was admitted to the School of Economics of Liaoning University and studied for a doctorate in regional economics.



Peter Zhou yongbin

From 2010 to 2014, he studied at Shenyang Aerospace University/China and obtained a bachelor's degree in management. After graduation, he worked in the human resources management of Liaoshen Industrial Group for 2 years. He is now a graduate student in regional economics at the Department of Economics of Liaoning University and is committed to pursuing a doctorate. His main research direction: night lighting and true regional economic growth, economic geography etc.

Companies Analyzed for the SCR300



Africa

MTN Group
Naspers
Remgro
Shoprite
Standard Bank
Steinhoff

Oceania

Air New Zealand
Billabong
Macquarie Group
Qantas Airways
Wesfarmers
Westpac
Woolworths

South America

Itau Unibanco
Petrobras
Vale

Middle East

Emirates Airlines

Asia

Air India
Alibaba
Canon
China Citic Bank
China Electronics
China General
China Mobile
China Vanke
Denso
Hindustan Petroleum
Infosys
ITC
Japan Tobacco
Jardine Matheson
Kirin
Mahindra & Mahindra
Mizuho Financial Group
Nintendo
Nissan Motor
Panasonic
Reliance Industries
Samsung
Shanxi Coking Coal
Sinopec
Sony Corporation
Taiwan Semiconductor
Tata Power
Tata Steel
Trafigura
UltraTech
WH Group
Wilmar International

Europe

ABB Limited	Deutsche Post	Peugeot
ABN Amro	Deutsche Telekom	Praxair
Accenture	E.ON	Raiffeisen Bank
Adidas	Electrolux	Randstad
Aegon	Enel	RELX
Airbus	Geberit	Renault
Akzo Nobel	Generali	RWE
Allianz	Glencore	Sainsbury
AP Moller-Maersk	H & M	Sampo
Asml	Hannover Re	SAP
Astrazeneca	Heineken	Siemens
Atlas Copco	Hermes	Standard Chartered
Audi	Icelandair	Statoil
AXA	Infineon	Stmicroelectronics
Bayer	Intesa Sanpaolo	Svenska
BBVA	KBC	Handelsbanken
Beiersdorf	Kering	Swedbank
Berkeley Holdings	L'Oreal	Swiss Re
British Airways	Legrand	Talanx
British American	Linde	Telenor
Tobacco	LM Ericsson	Tesco
Caixabank	London Stock	Swatch
Carlsberg	Exchange	Total
Christian Dior	Mars	UBS
Coloplast	Munich Re	Unilever
Credit Suisse	National Grid	Valeo
CSL Behring	Nestle	Vinci
Daimler	Nordea Bank	Vivendi
Danone	NXP	Volvo
Deutsche Bank	Semiconductors	VW
Deutsche Boerse	Parmalat	WPP
Deutsche Lufthansa	Pernod-Ricard	ZFS

Companies Analyzed for the SCR300



North America

21st Century Fox	Best Buy	Emerson Electric	Johnson & Johnson	Sands
3M	Bimbo	Enbridge	JP Morgan	Sprint Nextel
Abbvie	Biogen Idec	Energizer	Keurig	Staples
Adobe	Blackrock	Equinix	Kimberly Clark	Starbucks
Aetna Inc	Blackstone	Expedia	Kraft Foods	State Street
Agilent	Boeing	Express Scripts	Liberty Mutual	Symantec
AIG	Bristol Myers Squibb	Facebook	Live Nation	Sysco
Air Canada	Canadian National	Fannie Mae	Lockheed Martin	Tapestry
Akamai	Railroad	Fedex	Macy's	Target
Alcoa	Capital One	Firstgroup	Mattel	TD Ameritrade
Allstate	Cardinal Health	Flextronics	McKesson	Tesla
Alphabet	Cargill	Ford	Medtronic	Texas Instruments
Amazon	Carnival	Freddie Mac	Merck & Co.	TJX
America Movil	Centene	Gap	Microsoft	Tyson Foods
American Airlines	Chipotle	General Electric	Molina Healthcare	United Continental
American Express	CIBC	General Mills	Mondelez	United Health Group
Amerisource Bergen	Cigna	George Weston	Monsanto	United Technologies
Apple	Cisco	Gildan Activewear	NASDAQ	UPS
Applied Materials	Clorox	Goldman Sachs	Nationwide Insurance	US Bancorp
Arconic	Coca Cola	Herbalife	Netflix	US Foods Holding
Arrow Electronics	Cognizant	Hershey	Nike	Visa
AT & T	Colgate-Palmolive	Hewlett Packard	Northrop Grumman	VMWare
Avnet	Comcast	Home Depot	Nvidia	Wal Mart
Avon	Conagra Foods	Honeywell	Pepsico	Walgreen
Bank of America	Costco	Hormel Foods	Pfizer	Walt Disney
Bank of Montreal	CVS Caremark	IBM	Philip Morris	Wells Fargo
Bank of Nova Scotia	Danaher	Ingersoll Rand	PNC Financial	Whirlpool
Baxter	Deere & Co.	Intel	Procter & Gamble	Williams Companies
BB & T	Dell	International Paper	Publix	Yum! Brands
BCE	Delta Air Lines	Intuit	Ralph Lauren	
Becton Dickinson	Dole	JBS	Regions Financial	
Berkshire Hathaway	Ebay	Jet Blue	Restaurant Brands	
	Ecolab	JM Smucker	Salesforce	

Warnings Regarding Financial Returns

The purpose of this booklet is to solicit your commitment to and involvement in the United Nations Sustainable Development Goals. We believe that humanity must create a large community of interest dedicated to changing human behavior to live in harmony with this small planet.

One of the ways you can show your commitment is to invest in companies that are themselves operating in sustainable ways. We believe investment is a powerful tool that can send a powerful positive message to the corporations the shares of which we include in our index and a powerful negative message to the corporations the shares of which we do not include.

We have developed a unique approach that guides which shares we include in our index and which shares we do not include. It is NOT the approach that investors typically take. Specifically, we require that the company commitments in its legally binding regulatory reports to pursuing one of more of the Sustainable Development Goals. This limits the universe of available candidates. For example, in the litigious United States, some good companies, with strong commitments to the SDG's, do not discuss their commitment in their regulatory filings. They are excluded from our index.

The conventional wisdom in investing is that restricting the universe of available investments will reduce the returns available to investors. That wisdom may be true, but we believe it is not. We are making a bet, with your money, that companies that are committed to sustainable business practices will produce larger returns than companies that are not so committed.

Additionally, we have had one year of strong results in the performance of the index that we constructed during the year. Please do not assume that we will have strong results again. Our investment team is very experienced and wise from being humbled by the market again and again. Past results are no assurance of future results. This index is relatively new and unproven. It is therefore risky.

Some of this material has been prepared by Princeton Capital Management, LLC ("PrinCap"). This document is for information and illustrative purposes only and does not purport to show actual results. It is not, and should not be regarded as investment advice or as a recommendation regarding any particular security or course of action, nor any attempt to solicit investment services in any jurisdiction where such offering has not been registered.

The UNGSII strategy performance figures set forth are hypothetical or simulated. As such, such figures do not represent actual trading, are not necessarily indicative of future results, have certain limitations and may not reflect the impact that material economic and market factors might have had on UNGSII results if PrinCap were actually managing clients' money. For example, such results may have under- or over-compensated for the impact, if any, of material economic and market factors, such as lack of liquidity.

In addition, such figures are time-weighted and annualized, include realized and unrealized gains and losses and are gross and not net of management fees or commission charges.

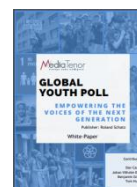
No guarantee is made that the UNGSII Strategy will be successful; no representation is made that the UNGSII Strategy will or is likely to achieve the results set forth above; and investors should be aware that past performance, and simulated performance in particular, is no guarantee of future results. An investment based upon the UNGSII is speculative and involves risk), actual performance may be lower or higher than the performance data quoted, and investors may lose capital.

5 options to work with us:

- 1) Contract the UNGSII Foundation to give access to additional data, or to have your portfolio analyzed with the same standards.
- 2) Send your asset managers to the Senior Executive Masterclass and become a certified SDG Expert.
- 3) Become a partner in the Global Youth Poll – see following pages.
- 4) Join the 25+5 SDG Cities Leadership Platform – see following pages.
- 5) Maybe you have your own concepts and ideas: let's have a conversation how we can cooperate.



FINANCIAL MARKETS



SDG CITIES LEADERSHIP PLATFORM

Global Initiative to Reach the SDGs by 2025



Contact Information

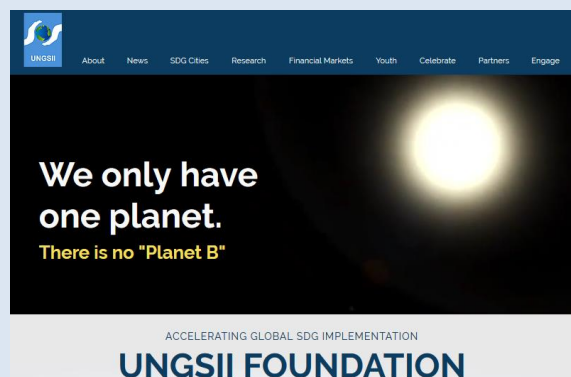
UNGSII Foundation

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Visit: <http://ungsii.org>



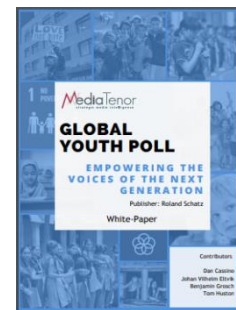
Interested in your company's individual SCR report?



If you want to see how your company stacks up, please contact Matthias.Vollbracht@ungsii.org

Taking the next generation seriously – implementing the first Global Youth Poll

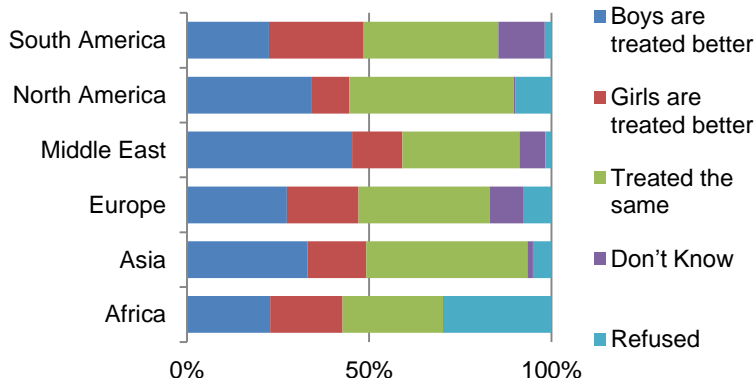
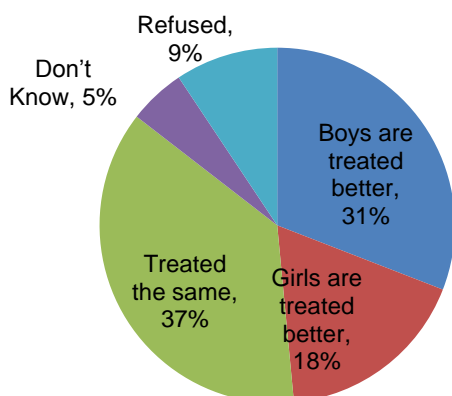
Roland Schatz



The September 2015 agreement on Sustainable Development Goals requires all states to implement the 17 SDGs by 2030. By then, the next generation will be starting to take over from today's leaders – but no one yet knows how the next generation is thinking about these “global goals.” Therefore, the General Director of the UN in Geneva, Michael Moller, has invited leaders from the largest youth organizations to meet at the Palais des Nations with the head of the International Parliamentary Union, the representatives of the United Indigenous Nations, experts from the World Association of Public Opinion Scholars and the Global Sustainability Index Institute Foundation to develop a feasible concept reaching out to the next generation on a regular basis to ensure that their opinion and experience become transparent and are heard by the current leaders of the world.

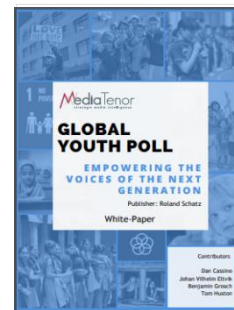
The Global Youth Poll, providing reliable data updated quarterly. In the time of the largest migration since World War II, it makes sense to understand what the next generation thinks about the quality of their lives in their countries, how satisfied they are with their education, their job prospects and the ability of their region to deal with environmental challenges. 70 years after the YMCA was awarded the Nobel Peace Prize for their global footprint among the next generation, they are partnering with their 60 million members with the Foundation for Global Community Health and their school program “Brain-Breaks” reaching 3 million Children in 72 countries daily. In support of the UN, the IPU and the United Indigenous Nations the Big 6 Youth organizations and the UNGSII are building on the experience of existing polls among young people in order to create a scientific database to understand what youth

. Global Youth Poll: Do you think boys or girls are treated better or the same?



Taking the next generation seriously – implementing the first Global Youth Poll

Roland Schatz



across the world have in common, and what differentiates them, across boundaries of religion, race and region. The survey will gauge how satisfied they are already with the implementation of the SDGs and where they see room for improvement. In order to make sure that the opinion of the next generation is taken serious, UN, IPU and UIN offer that representatives of the youth will have the opportunity to present the results together with the national experts from academia on both national and international platforms. Media Partnerships will make sure, that the world is permanently informed about the results.

The deliverables:

- A publicly available questionnaire, 15 minutes long, with a sample size of 1,000 split into 4 representative age groups: 10-14, 15-19, 20-24 and 25-29. The sample and each sub-sample of 250 young people will be selected according to academic standards ensuring a solid mix of urban-rural, diverse educational, gender, religious, and wealth backgrounds. The samples will be partially refreshed each quarter, ensuring the continued
- representativeness of the sample and allowing for over-time comparisons of the same respondents.
- The pollsters will be trained to run the interviews amongst their age-groups and equipped with tablet computers to ensure fast analysis and aid in the collection of high quality data. While the interviews will only take 15 minutes, each pollster will take another 15 minutes in order to explain the purpose of the Global Youth Poll, show previous results and educate in a 1:1 situation the value & risks of polling.
- An academic advisory board under the leadership of Professor Dan Cassino (FDU and AAPOR Board Member) will supervise all stages of the polls, including the interpretations and presentations of the results to the national parliaments and others.
- UNGSII will ensure that teaching material to empower all involved to understand the advantages and shortcomings of polling will become part of the education program
- First results presented Q1 2018
- WAPOR is accompanying the publishing and debate amongst the global experts on opinion polling.

Supporting 25 Cities and 5 Indigenous Communities already working to implement the SDGs by 2025



OiER and UNGSII partner with world leaders representing best practices in ALL 17 SDGs to create a realistic implementation by working hand-in-hand with the 25+5 City and Indigenous Community leaders to accelerate progress already by 2025.