

# Wellness for everyone

Using the UN Sustainable Development Goals (“SDGs”) as a universal language to communicate the impact of any organisation.



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Luca Pacioli



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# Wellness



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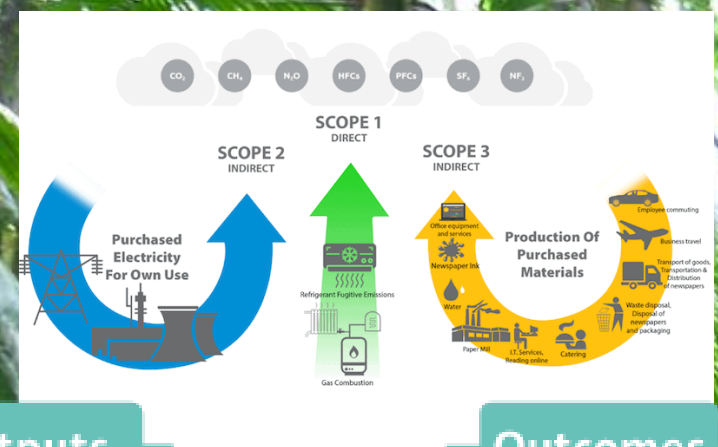
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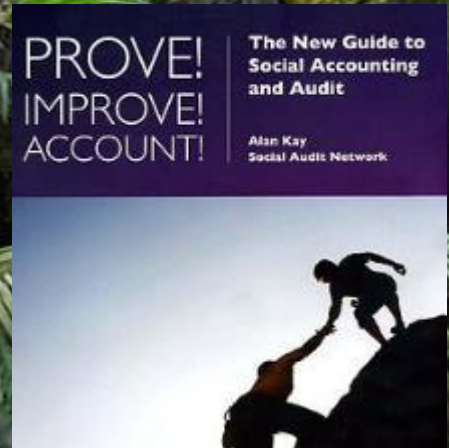
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Outputs

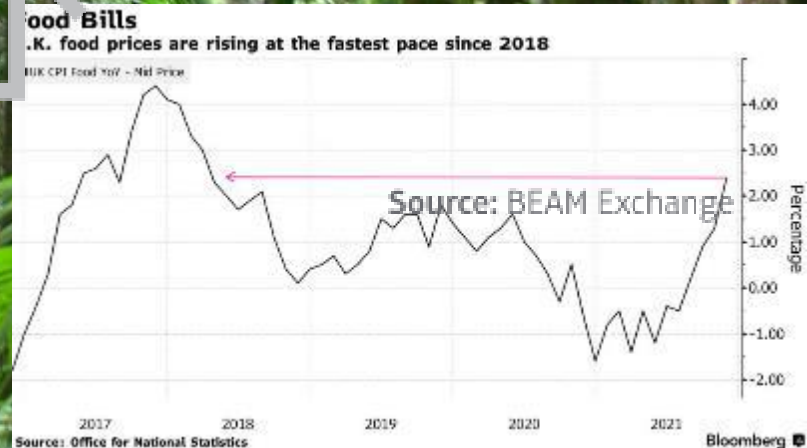
Outcomes

Impacts



**Coronavirus in the UK**

7-day total of reported deaths	Estimated people with coronavirus
960	1.5 million
Total reported deaths	Equivalent to
177,410	1 in 44 people
Three-month trend	Three-month trend
7-day total admissions to hospital*	Total 1st vaccine doses given**
5,772	53,337,395
Previous week	Latest figures
6,955	21,214 boosters
Three-month trend	Three-month trend
	6,801 1st doses
	8,001 2nd doses

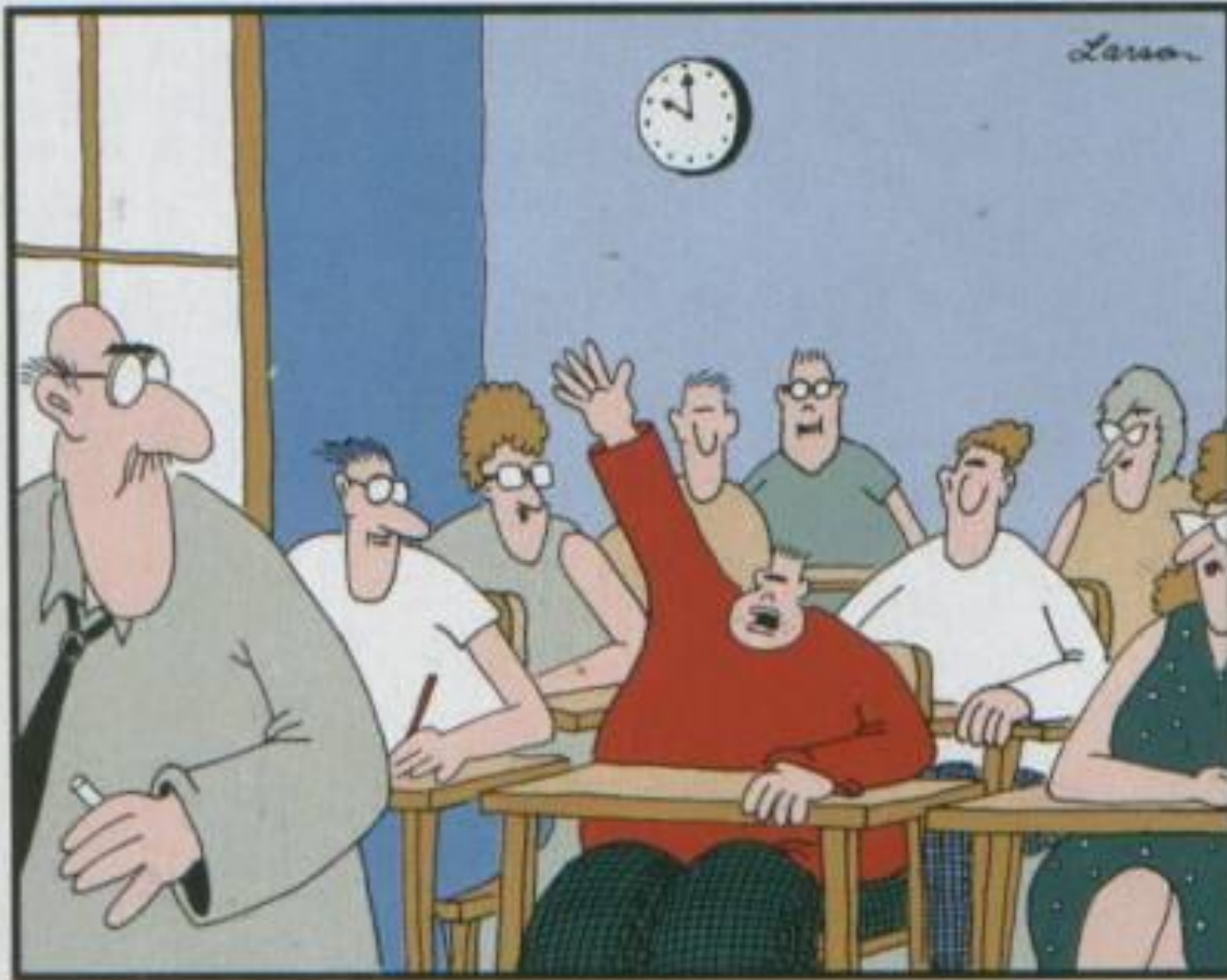


# Wellness Overwhelm



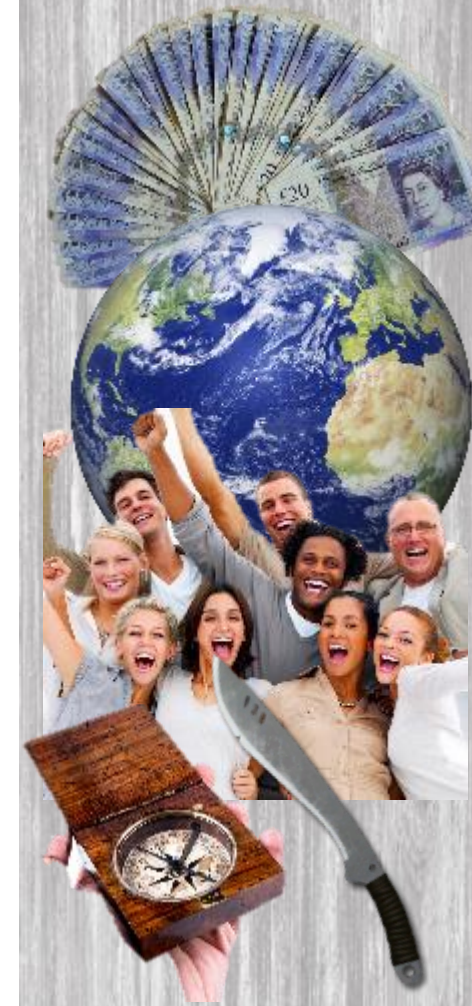
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"Mr. Osborne, may I be excused?  
My brain is full."

Gary Larson © Farworks Inc [www.thefarside.com](http://www.thefarside.com)



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**How do we protect our  
wellness and contribute to  
the agenda of global  
wellness...  
... when there are so many  
different solutions?**



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**Hej!**  
**Hur mår du**  
**idag?**  
**Kan du prata**  
**engelska?**



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**Hello!**  
**How are you**  
**today?**  
**Can you speak**  
**English?**



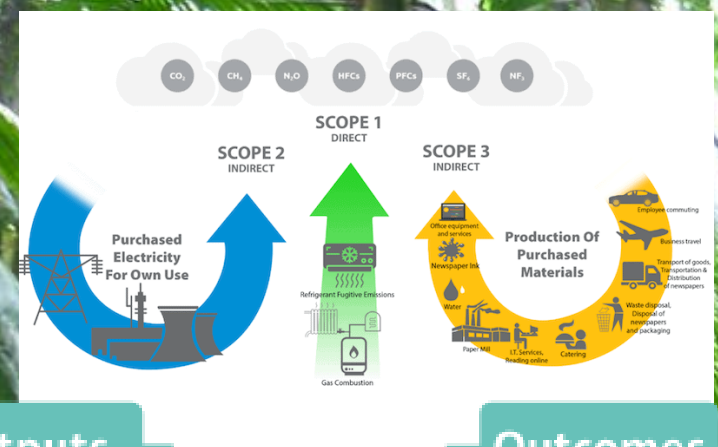
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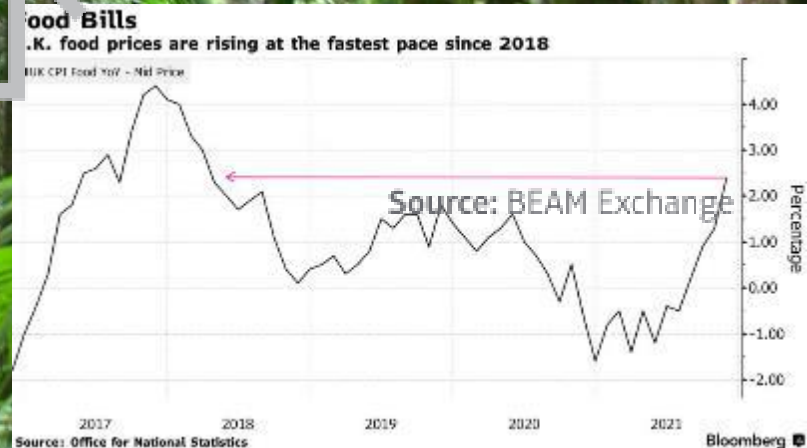
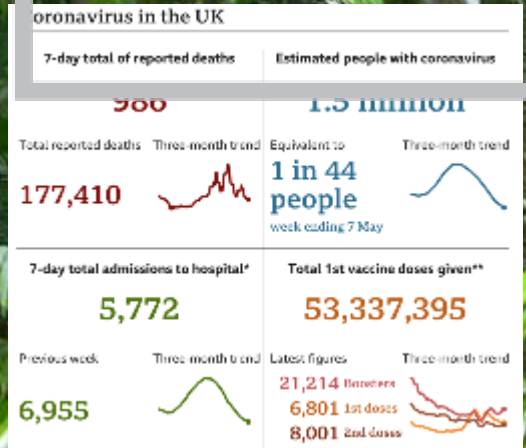
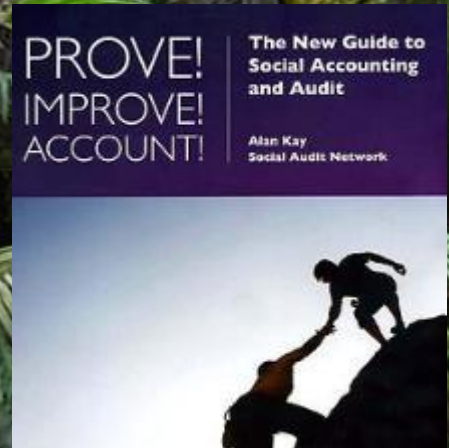
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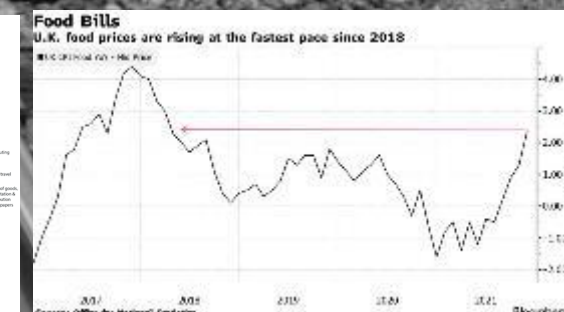
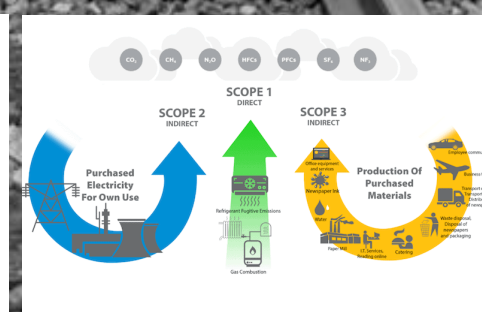
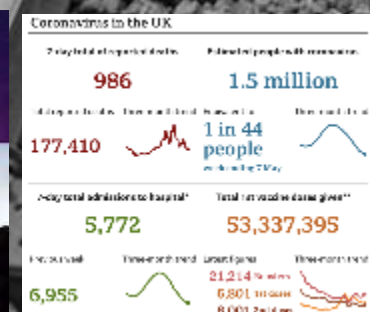
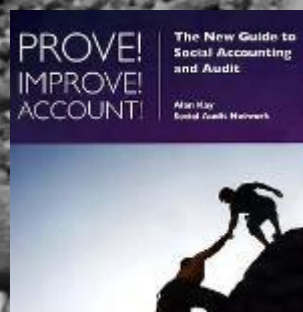
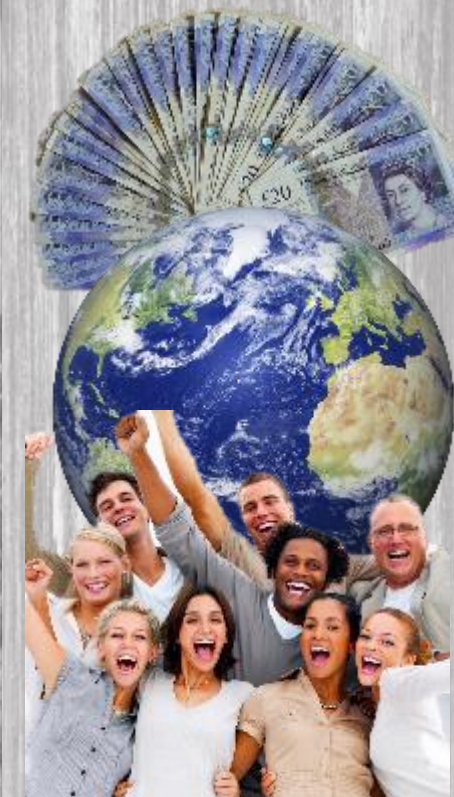


Outputs

Outcomes

Impacts





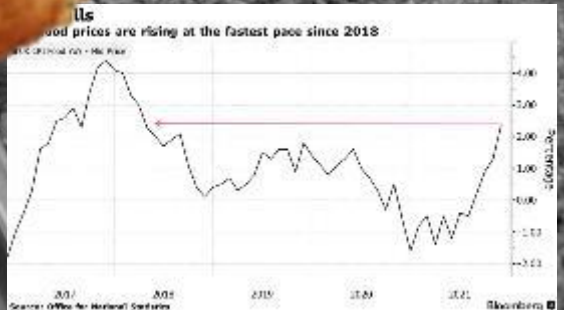
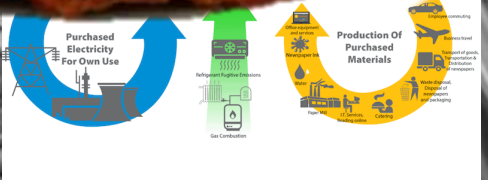
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**PROVE! IMPROVE! ACCOUNT!**

The New Guide to Social Accounting and Audit

Alan May  
Social Audit Network



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Everything we do

## Strategy

Why do we exist? What change do we want to see?



Everything we say

## Measurement

How far have we got in fulfilling our mission and purpose?



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# Now and Next sustainability strategy

We are focusing on the sustainability challenges we are facing today, as well as those that will impact future generations.

## Redefining Packaging for a Changing World

Our Purpose is our driving force and our reason for being, capturing the value we bring to the wider world. Our vision is to be the leading supplier of sustainable packaging solutions.

We achieve this through our four strategic goals:

- To lead the way in sustainability
- To realise the potential of our people

- To delight our customers
- To double our size and profitability

Now and Next is our sustainability strategy, underpinning our strategic goal to lead the way in sustainability and ensuring our activities deliver long term value to all stakeholders by placing sustainability at the heart of our business.



## NOW

## NEXT

### Now and Next Strategy

Our focus is on:



Curing the loop through better design



Protecting natural resources by making the most of every fibre



Reducing waste and pollution through circular solutions



Equipping people to lead the transition to a circular economy

We will continue to:

Drive carbon reduction  
Care for forests and their biodiversity



By 2025 we will protect forests and enhance biodiversity wherever we operate



By 2030 we will reduce our CO<sub>2</sub> emissions by 30% per tonne of production against a 2015 baseline<sup>1</sup>

Maintain that 100% of in-scope sites are ISO 50001 certified each year<sup>2</sup>

We work with customers to design circular packaging solutions that achieve more from less, delivering for rapidly changing consumer lifestyles with minimum impact on the world around us.



By 2021, we will train 100% of our designers on Circular Design Principles  
By 2023, we will manufacture 100% reusable or recyclable packaging



By 2025, we will optimise fibre use for individual supply chains in 100% of our new packaging solutions



By 2025, we will take 1 billion pieces of problem plastics off supermarket shelves, take 250,000 tonnes off the road and work with partners to find solutions for 'hard to recycle' packaging



By 2025, we will engage 100% of our people on the circular economy

We will work together with partners to develop fully circular strategies, from design to production and supply to recycling, creating positive impact packaging for our changing world.



By 2030, we aim for all of our packaging to be recycled or reused and to pilot 20 new business models for improving post-consumer waste quality and recycling rates



By 2025, we are aiming to optimise every fibre for every supply chain



By 2030 our aim is to use packaging and recycling to enable the circular economy by replacing problem plastics, reducing customer carbon and eliminating consumer packaging waste



By 2030 we will engage 5 million people on the circular economy and circular lifestyles

People are the foundation of our success and we prioritise their health, safety and wellbeing and contribute to our communities



### Managing water responsibly

- By 2021, all sites in current or future water stressed areas will have a mitigation plan in place
- By 2025, achieve zero non-conformances with consents to discharge
- By 2030, all paper mills to operate at or below internal benchmark rates for water consumption

### Sending zero waste to landfill

- By 2030, send zero waste to landfill

### Sourcing sustainably

- By 2025, ensure that 100% of our suppliers comply with our sustainability standards
- By 2025, we will measure and improve biodiversity in our own forests
- Maintain that 100% of the papers we purchase are recycled or chain of custody certified each year<sup>3</sup>

- Maintain that 100% of relevant sites are FSC certified each year<sup>4</sup>

### Contributing to our communities

- By 2025, launch 100 biodiversity projects across Europe and North America
- By 2025, all of our paper mills will run a biodiversity programme in their local community

- Maintain that 100% of our sites are engaged in community programmes each year<sup>5</sup>



Find out more online at [www.dssmith.com](http://www.dssmith.com)

### Respecting human rights

- By 2022, we will conduct a human rights risk assessment.

1. Upgraded to a Net Zero emissions commitment and science-based target - see page 33
2. Includes sites accounting for at least 90 per cent of overall Group energy consumption
3. Includes certification to controlled wood standard as a minimum
4. Includes Packaging, Paper and Paper Sourcing sites that trade or manufacture products derived from timber
5. Includes sites with greater than 50 employees

## How we contribute to the Sustainable Development Goals

The UN Sustainable Development Goals (UN SDGs) are an ambitious plan to create a better world by 2030.

Although we impact many of the goals, we have identified four that are most relevant to our business and where we can make a significant contribution:



**Responsible Consumption and Production:** We keep materials in use for longer, reduce waste and pollution and protect natural resources.



**Climate Action:** We reduce our emissions to combat climate change and its impacts



**Life on Land:** We minimise our use of sustainably sourced fibre, protecting and restoring ecosystems



**Decent Work and Economic Growth:** We commit to being a responsible employer, underpinning our ethical, labour and employment standards

### Embedding Now and Next

Since launching Now and Next last September, we have spent time developing roadmaps with clear governance and oversight, in addition to standards and policies with regular review mechanisms to achieve our new targets. In the pages that follow, we share the progress we have made towards our sustainability targets over the past year.



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## Now and Next sustainability strategy

We are focusing on the sustainability challenges we are facing today, as well as those that will impact future generations.

Redefining Packaging  
Our Purpose is our driving force  
capturing the value we bring  
to be the leading supplier of  
We achieve this through our  
• To lead the way in sustain  
• To realise the potential of



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Jubilee+

# Our Theory of Change

What we do (our Outputs)...

... brings about change (Outcomes)...

... which means there are specific Impacts...

... which together represent the overall mission for what we want to see.

What we do.

## WE INSPIRE.

We inspire churches to start or increase their engagement in social action and justice. We challenge followers of Jesus to align our attitudes and actions with God's mercy. We do this by speaking, writing and telling stories.

## WE RESOURCE.

We provide resources and training (including books, courses, and conferences) to churches to increase the effectiveness of their social action ministries.

## WE ADVOCATE.

We initiate, participate in, and promote campaigns that tackle structural poverty and injustice.

## WE NETWORK.

We create and participate in networks with other organisations who share our mission.

## WE PARTNER.

We partner with local churches to develop a national overview of the impact of UK church-based activities and to increase the effectiveness of their social action ministries.

The change we bring about.

## CHANGED CHURCHES.

Churches where changing the lives of people in poverty in their community is a fundamental part of their focus, vision and values.

Social action ministries have a clear vision and strategy.

Church leaders persuaded that poverty and injustice are a vital part of the Gospel and church life.

A growing number of congregation members involved in serving their communities.

Increased training and teaching to shape actions and attitudes to mercy and justice.

Church buildings are a welcoming space for people from all walks of life and are used by both the church and community throughout the week.

People feel included in community and are empowered to make a change in their own circumstances.

People with lived experience of poverty participate in shaping social policy.

People experience the hope and holistic transformation that comes from knowing Jesus.

People seeking support can readily access it from the church.

## CHANGED LIVES.

Where people are empowered to live a life free from all forms of poverty.

## CHANGED COMMUNITIES.

Churches known in their communities as places of help and hope for those in poverty.

Churches known in their communities as a place of hope for those in poverty.

Where everyone can participate regardless of background, no one is excluded, and poverty is being addressed.

There is a good understanding within churches of the needs of the local community, and the provision that is already available.

Churches able to network with other church-based projects to share best practice.

Impact we have.

More churches engaging in social action and justice activities that break the cycles of poverty.

More churches reflecting the demographics of their community.

More Christians actively demonstrating the mercy and justice of God in their everyday lives.

More social policy based on compassion and justice for those experiencing poverty.

More individuals empowered to break cycles of poverty.

What we want to see.

Churches that change the lives of those in poverty in their communities.



Church activity



Levels of poverty

Jubilee+

jubilee-plus.org

/jubileeplus





SCORE	MEANING
0	No correlation
1	Weak Correlation with this SDG
2	Moderate Correlation with this SDG
3	Strong correlation with this SDG
4	Directly impacts this SDG



## Jubilee+ Theory of Change

TYPE	CAT. TYPE	CATEGORY	JTOC_REF	TOC ELEMENT	TOC DETAIL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
WHAT WE DO	OUTPUT	WE INSPIRE	DO1	We inspire churches to start or increase their engagement in social action and justice. We challenge followers of Jesus to mercy. We do this by speaking, writing and telling stories	We inspire churches to start or increase their engagement in social action and justice. We challenge followers of Jesus to align our attitudes and actions with God's mercy. We do this by speaking, writing and telling stories	2	2	2	2	1	2	2														
WHAT WE DO	OUTPUT	WE INSPIRE	DO2	We provide resources and training (including books, courses, and conferences) to churches to increase the effectiveness of their social action ministries.	We provide resources and training (including books, courses, and conferences) to churches to increase the effectiveness of their social action ministries.	3	2	2	2	1	2														3	
WHAT WE DO	OUTPUT	WE INSPIRE	DO3	We initiate, participate in, and promote campaigns that tackle structural poverty and injustice	We initiate, participate in, and promote campaigns that tackle structural poverty and injustice	4	4	2	2	1	2	3	1												4	
WHAT WE DO	OUTPUT	WE INSPIRE	DO4	We create and participate in networks with other organisations who share our mission	We create and participate in networks with other organisations who share our mission	3						2													3	
WHAT WE DO	OUTPUT	WE INSPIRE	DO5	We partner with local churches to develop a national overview of the impact of UK church-based activities and to increase the effectiveness of their social action ministries	We partner with local churches to develop a national overview of the impact of UK church-based activities and to increase the effectiveness of their social action ministries	1	1																		3	
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO6	Social action ministries have a clear vision and strategy	Social action ministries have a clear vision and strategy	2																				
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO7	Church leaders persuaded that poverty and injustice are a vital part of the Gospel and church life	Church leaders persuaded that poverty and injustice are a vital part of the Gospel and church life	2																				
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO8	A growing number of congregation members involved in serving their communities	A growing number of congregation members involved in serving their communities	3																				
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO9	Increased training and teaching to shape actions and attitudes to mercy and justice.	Increased training and teaching to shape actions and attitudes to mercy and justice.	3	2																			
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO10	Church buildings are a welcoming space for people from all walks of life and are used by both the church and community throughout the week	Church buildings are a welcoming space for people from all walks of life and are used by both the church and community throughout the week	2	2																			
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO11	People feel included in community and are empowered to make a change in their own circumstances	People feel included in community and are empowered to make a change in their own circumstances																					
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO12	People with lived experience of poverty participate in shaping social policy	People with lived experience of poverty participate in shaping social policy	3																				
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO13	People experience the hope and holistic transformation that comes from knowing Jesus	People experience the hope and holistic transformation that comes from knowing Jesus																					
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO14	People seeking support can readily access it from the church.	People seeking support can readily access it from the church.	3																				
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO15	Churches known in their communities as a place of hope for those in poverty	Churches known in their communities as a place of hope for those in poverty																					
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO16	Where everyone can participate regardless of background, no one is excluded, and poverty is being addressed	Where everyone can participate regardless of background, no one is excluded, and poverty is being addressed	4																				
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO17	There is a good understanding within churches of the needs of the local community, and the provision that is already available.	There is a good understanding within churches of the needs of the local community, and the provision that is already available.	4																				
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO18	Churches able to network with other church-based projects to share best practice	Churches able to network with other church-based projects to share best practice	3																			2	
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO19	Church buildings are a welcoming space for people from all walks of life and are used by both the church and community throughout the week	Church buildings are a welcoming space for people from all walks of life and are used by both the church and community throughout the week	2																			3	
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO20	People feel included in community and are empowered to make a change in their own circumstances	People feel included in community and are empowered to make a change in their own circumstances	3			3																2	
THE CHANGE WE BRING OUTCOME	CHANGING	CHANGING	DO21	People seeking support can readily access it from the church.	People seeking support can readily access it from the church.	4	4	2																		3
IMPACT WE HAVE	IMPACT	IMPACT WE HAVE	DO22	More churches engaging in social action and justice activities that break the cycles of poverty	More churches engaging in social action and justice activities that break the cycles of poverty	4	2	1		1															1	
IMPACT WE HAVE	IMPACT	IMPACT WE HAVE	DO23	More churches reflecting the demographics of their community.	More churches reflecting the demographics of their community.				1																	
IMPACT WE HAVE	IMPACT	IMPACT WE HAVE	DO24	More Christians actively demonstrating the mercy and justice of God in their everyday lives	More Christians actively demonstrating the mercy and justice of God in their everyday lives	2	1			1	1														1	
IMPACT WE HAVE	IMPACT	IMPACT WE HAVE	DO25	More social policy based on compassion and justice for those experiencing poverty	More social policy based on compassion and justice for those experiencing poverty	4																			3	
IMPACT WE HAVE	IMPACT	IMPACT WE HAVE	DO26	More individuals empowered to break cycles of poverty	More individuals empowered to break cycles of poverty	4	3	2																		

Jubilee+

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# How our Impact targets SDGs...



The Impact we have

More social policy based on compassion and justice for those experiencing poverty

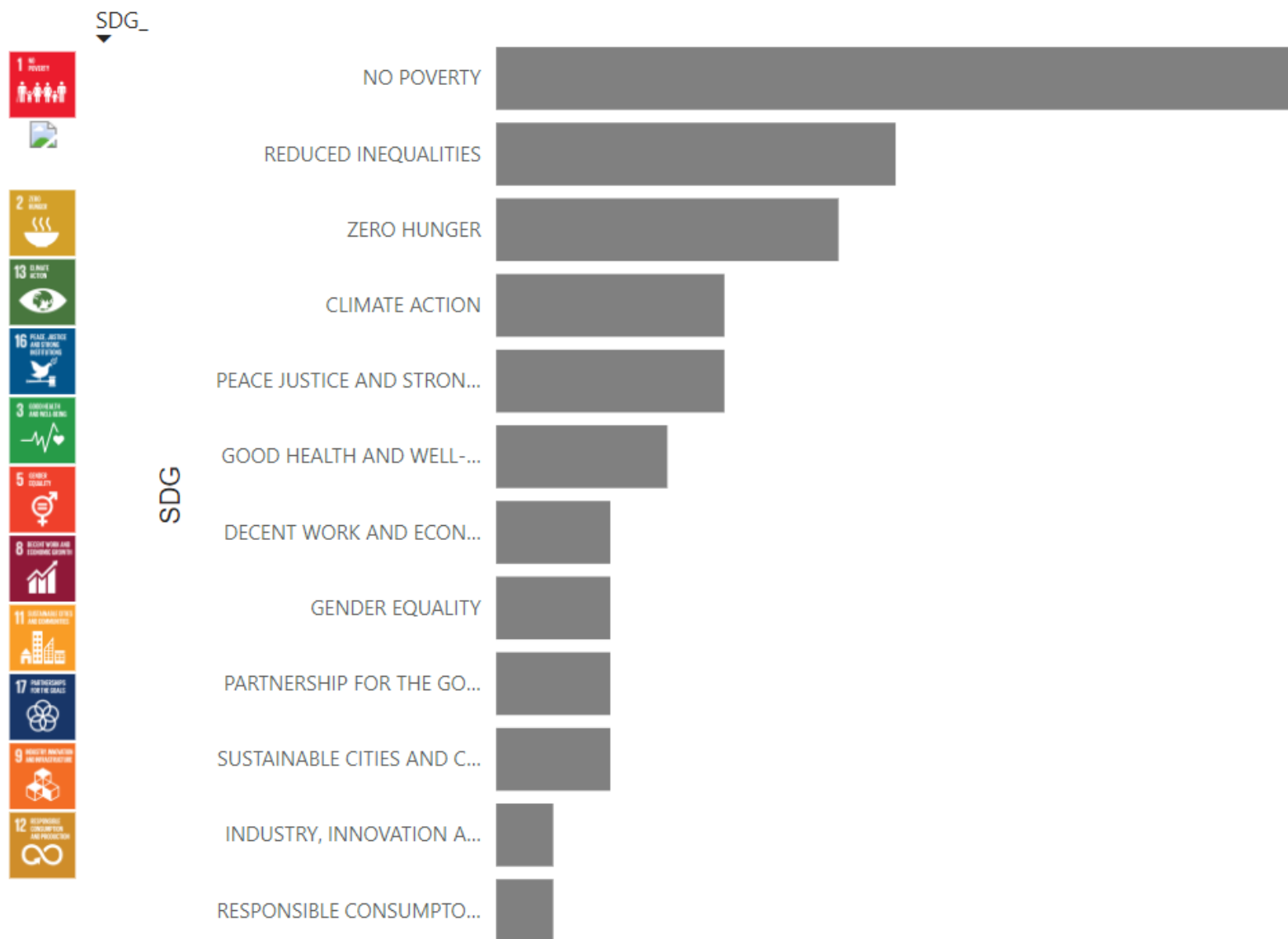
More individuals empowered to break cycles of poverty

More churches reflecting the demographics of their community.

More churches engaging in social action and justice activities that break the cycles of poverty

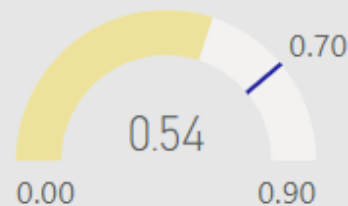
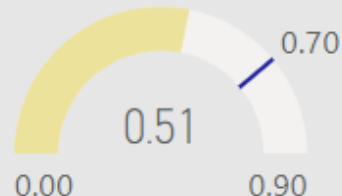
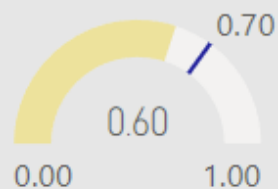
More Christians actively demonstrating the mercy and justice of God in their everyday lives

## RELATIVE IMPACT by SDG



# CLIMATE ACTION

Progress to achieving strategic Goals (1 = fully achieved)



## What we do

We initiate, participate in, and promote campaigns that tackle structural poverty and injustice

## The change we bring about

Church leaders persuaded that poverty and injustice are a vital part of the Gospel and church life

Churches able to network with other church-based projects to share best practice

Churches known in their communities as a place of hope for those in poverty

Increased training and teaching to shape actions and attitudes to mercy and justice.

## Impact we have

More Christians actively demonstrating the mercy and justice of God in their everyday lives

More social policy based on compassion and justice for those experiencing poverty

# 13 CLIMATE ACTION



## SDG

- ☐ AFFORDABLE AND CLEAN ENERGY
- ☐ CLEAN WATER AND SANITATION
- ☒ CLIMATE ACTION
- ☐ DECENT WORK AND ECONOMIC GROWTH
- ☐ GENDER EQUALITY
- ☐ GOOD HEALTH AND WELL-BEING
- ☐ INDUSTRY, INNOVATION AND INFRASTRUCTURE
- ☐ LIFE BELOW WATER
- ☐ LIFE ON LAND
- ☐ NO POVERTY
- ☐ PARTNERSHIP FOR THE GOALS
- ☐ PEACE, JUSTICE AND STRONG INSTITUTIONS
- ☐ QUALITY EDUCATION
- ☐ REDUCED INEQUALITIES
- ☐ RESPONSIBLE CONSUMPTION AND PRODUCTION
- ☐ SUSTAINABLE CITIES AND COMMUNITIES
- ☐ ZERO HUNGER

## Quarter

Qtr 1

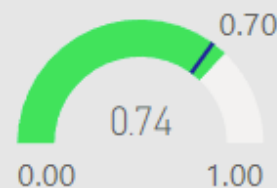
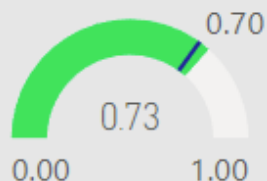
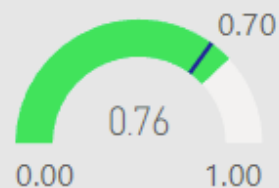
Qtr 2

Qtr 3

Qtr 4

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Church leaders persuaded that poverty and injustice are a vital part of the Gospel and church life

Churches able to network with other church-based projects to share best practice

Churches known in their communities as a place of hope for those in poverty

Increased training and teaching to shape actions and attitudes to mercy and justice.

## Impact we have

More Christians actively demonstrating the mercy and justice of God in their everyday lives

More social policy based on compassion and justice for those experiencing poverty

13 CLIMATE ACTION



### SDG

- ☐ AFFORDABLE AND CLEAN ENERGY
- ☐ CLEAN WATER AND SANITATION
- ☒ CLIMATE ACTION
- ☐ DECENT WORK AND ECONOMIC G...
- ☐ GENDER EQUALITY
- ☐ GOOD HEALTH AND WELL-BEING
- ☐ INDUSTRY, INNOVATION AND INFR...
- ☐ LIFE BELOW WATER
- ☐ LIFE ON LAND
- ☐ NO POVERTY
- ☐ PARTNERSHIP FOR THE GOALS
- ☐ PEACE JUSTICE AND STRONG INSTI...
- ☐ QUALITY EDUCATION
- ☐ REDUCED INEQUALITIES
- ☐ RESPONSIBLE CONSUMPTION AND AND...
- ☐ SUSTAINABLE CITIES AND COMMU...
- ☐ ZERO HUNGER

### Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4



## Strategy

Why do we exist? What change do we want to see?



## Measurement

How far have we got in fulfilling our mission and purpose?



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OBJECTIVE

MAPPING TO SDGs

<div>1</div> <div>NO POVERTY</div> <div></div>	<div>2</div> <div>ZERO HUNGER</div> <div></div>	<div>3</div> <div>GOOD HEALTH AND WELL-BEING</div> <div></div>	<div>4</div> <div>QUALITY EDUCATION</div> <div></div>	<div>5</div> <div>GENDER EQUALITY</div> <div></div>	<div>6</div> <div>CLEAN WATER AND SANITATION</div> <div></div>	<div>7</div> <div>AFFORDABLE AND CLEAN ENERGY</div> <div></div>	<div>8</div> <div>DECENT WORK AND ECONOMIC GROWTH</div> <div></div>	<div>9</div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div></div>

<div>10</div> <div>REDUCED INEQUALITIES</div> <div></div>	<div>11</div> <div>SUSTAINABLE CITIES AND COMMUNITIES</div> <div></div>	<div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div></div>	<div>13</div> <div>CLIMATE ACTION</div> <div></div>	<div>14</div> <div>LIFE BELOW WATER</div> <div></div>	<div>15</div> <div>LIFE ON LAND</div> <div></div>	<div>16</div> <div>PEACE, JUSTICE AND STRONG INSTITUTIONS</div> <div></div>	<div>17</div> <div>PARTNERSHIPS FOR THE GOALS</div> <div></div>	

MAPPING	
SCORE	MEANING
0	No correlation
1	Weak Correlation with this SDG
2	Moderate Correlation with this SDG
3	Strong correlation with this SDG
4	Directly impacts this SDG



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Our mission is to help create lasting solutions to the injustice of poverty.  
We are part of a global movement for change, empowering people to create a future that is  
secure, just, and free from poverty

We aim to be the Earth's most customer centric company.

Our mission is to continually raise the bar pf customer experience by using the internet and  
technology to help consumers find, discover and buy anything, and empower businesses nd  
content creators to maximise their success

MAPPING TO SDGs



MAPPING	
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## Strategy

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# Let's talk!

Looking forward to talking soon in person or on  
Teams / Zoom to discuss your thoughts.

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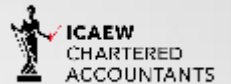
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**Andy Biggs is a values-centric business leader on a mission to equip individuals and organisations to create a world that doesn't experience "death by spreadsheet", while measuring the most important things.**

He is the former CEO / COO of £10m UK-based ethical consumer goods company/charity Traidcraft and CFO of €150m European healthcare company Attends Healthcare. He has over 30 years' experience in business and non-profit sectors.

He is a Fellow of the Institute of Chartered Accountants in England and Wales and has a Master's degree in Enterprise Management from Durham University Business School.