**Learnings from working with inclusive businesses on impact measurement in Asia, Africa and Latin America**

**Ongoing challenges**
- Data reported at output level but not at outcomes level
- SDG-washing versus meaningful contribution
- Many toolkits available for investors and enterprises
- Impact management is ad-hoc

**Emerging Solutions**
- SDGs have been a momentum builder
- Global networks such as IMP bringing standardization
- Leverage technology to make IMM affordable

**Key take-aways:**

1. More and more businesses see value in voluntarily reporting on their SDG contributions

2. Businesses need support to evolve from sustainability reporting to impact management

3. Impact measurement has to be integrated as a management practice within the business

4. Where outcome level data is hard to collect, companies can use existing evidence, science-based targets as proxy for future impact
Integrating IMM as a management practice helps companies drive business value.

Assess Market Opportunities & Risks
Improve Customer Engagement
Enhance & Scale Your Impact
Build Reputation & Brand
Develop Customer Insights
Design Effective Products & Services

50+ companies managing their SDG impact using this approach.

L'Occitane En Provence
Medtronic
GE Healthcare
Mahindra Home Finance
The Private Sector and its Contribution to the SDGs
Country examples from Colombia and Bangladesh

A Journey to Data Gathering Through Corporate Sustainability Reporting in Colombia

Enabling factors

• Mature corporate context in Colombia
• Common reporting framework
• Private sector willingness
• Effective partnership

Lessons learned

• Personalized approach
• Increase reporting times and analysis timeframe
• Standardized data registration mechanisms
• Improve data interpretation and enable report writing with a technical approach
• Strengthen the description of the requested information on each of the indicators

Private Sector Data complements existing data
Private Sector Data highlights investment trends
Private Sector Data reveals obstacles to scale up

MATERIALITY
‘Relevant topics ... considered important for ... influencing the decisions of stakeholders’

REPORTING PROCESS

Performance of sustainable companies is 4.8% higher