[URL] https://www.unglobalcompact.org/sdgs/sustainablefinance

[Header]

**[Page Headline] Sustainable Finance**

[Page subheadline] Corporate finance and investments as a catalyst for growth and social impact

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The UN has estimated that the world will need to spend between $3 trillion and $5 trillion annually to meet the Sustainable Development Goals (SDGs) by 2030, and the ongoing Covid-19 pandemic has increased that estimate by an additional $2 trillion annually. CFOs have a critical role to play in reshaping the future of corporate finance and investment into a catalyst for growth, value creation, and social impact.

There is enormous potential to align corporate investments and finance with the SDGs, both to finance business contributions towards the SDGs and to build on existing sustainable finance solutions and framework to support the transition to sustainable development. New and adapted business models and markets represent critical and value-generating investment opportunities for both profit and impact.

The UN Global Compact has worked on sustainable finance for the last decade bringing companies, investors, and UN agencies together. The Financial Innovation Action Platform evolved into the CFO Taskforce in 2019 to establish the groundwork for a broad coalition of CFOs working to harness the full potential of corporate finance to empower the sustainable transition. The initiative has now launched the CFO Coalition for the SDGs.

**[First Headline] CFO Coalition for the SDGs [incorporate new logo]**  
[Subheader] The first UN initiative to target Chief Financial Officers worldwide

[Description] The CFO Coalition for the SDGs is a platform where global CFOs and other corporate officers can collaborate with peers, investors, financial institutions and UN agencies to develop principles, frameworks and recommendations to integrate the Sustainable Development Goals (SDGs) in corporate finance and create a market for mainstream SDG investments.

[Button] Learn more *(link to https://www.cfocoalition.org/)***[Second Headline] CFO Principles on Integrated SDG Investments and Finance**[Subheader] Four principles to integrate Sustainable Development in Corporate Investments and Finance  
  
[Description] Participating companies of the UN Global Compact are invited to join the CFO Coalition for the SDGs by becoming a signatory committing to the CFO Principles on Integrated SDG Investments and Finance. The four principles support companies in the transition to sustainable development and to leverage corporate finance and investments toward the realization of the Sustainable Development Goals (SDGs).   
  
[Button] Learn more *(link to https://www.cfocoalition.org/sustainable-finance-principles)*[Button] Sign the principles *(link to Word doc)*

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**[Headline] Resources**   
  
[Description] As corporate sustainability initiatives increasingly become part of core business strategy, leaders are rethinking the future of corporate finance and corporate investments to advance social good. The United Nations Global Compact provides the guidance and resources finance executives need to transform their business models and incorporate the Sustainable Development Goals (SDGs) into their business models — a move that can open US$12 trillion in market opportunities.

*Followed by the 3x reports already listed on the page. Below those reports, list this new section:*

**Blueprint for implementation of the CFO Principles**

As CFOs in the Coalition, we have committed to work together with partner organizations and other key actors to develop, test, and refine guidance and recommendations to implement the CFO Principles. This Blueprint represents our collective experience in implementing the principles and understanding of underlying concepts. It is a dynamic, online platform that will evolve as our community continues to grow and progress towards integrating the SDGs in corporate finance.

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| --- | --- | --- | --- |
| [Principle 1: SDG impact thesis & measurement](https://www.cfocoalition.org/blueprints/p1-sdg-impact-thesis-and-measurement) | [Principle 2: Integrated SDG strategy and investments](https://www.cfocoalition.org/blueprints/p2-integrated-sdg-strategy-and-investments) | [Principle 3: Integrated SDG corporate finance](https://www.cfocoalition.org/blueprints/p3-integrated-corporate-sdg-finance) | [Principle 4: Integrated SDG communications & reporting](https://www.cfocoalition.org/blueprints/p4-integrated-sdg-communications-and-reporting) |
| Read the blueprint >> | Read the blueprint >> | Read the blueprint >> | Read the blueprint >> |

*Remove “Engage” segment. Replace with “Upcoming Events” segment below.*

**[Headline] Upcoming Events**

**18 May 2022**[**UN Global Compact Academy Session**](https://academy.unglobalcompact.org/learn/signin)“A Primer on the CFO Principles for SDG Investments”

**1 June 2022**  
[**UN Global Compact Leaders Summit 2022**](https://www.unglobalcompact.org/take-action/events/1974-un-global-compact-leaders-summit-2022)  
The UN Global Compact’s premier business event in June 2022

*Can you remove the “Sustainable Finance” headline below the events section?*