

COMMUNICATIONS OFFICER: PRESENTATION

BACKGROUND INFORMATION

The interview for the Communications Officer will start with a seven-minute presentation, followed by interview questions from panel members. We ask you to prepare for a presentation whose topic will be: “How would you achieve the communications objectives of the SDG Legal Initiative? Outline a one-year comms plan for the Initiative, describing the challenges and opportunities and how you would deal with them”.

We request you to send the Powerpoint slides (in .ppt or .pdf format) to Chetasi Kane (chetasi.kane@a4id.org) by Tuesday 16 February at 18.00 GMT.

This document provides shortlisted candidates with background information about A4ID’s SDG Legal Initiative to prepare the presentation. Candidates can also use information available online.

A4ID’s SDG LEGAL INITIATIVE

In 2015, the UN adopted the Sustainable Development Goals (SDGs) agenda as the global framework for development. With less than 10 years left to achieve the SDG targets, and as progress has been further hindered by the COVID-19 pandemic, it is more important than ever that legal professionals around the world use their skills to advance this global agenda.

A4ID’s SDG Legal Initiative aims to reach every lawyer in the world over the next 10 years, providing them with the knowledge and the opportunities to take practical action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

OBJECTIVES

Four objectives have been established for the Initiative to focus the efforts of all stakeholders:

1. **Building awareness of the SDGs in the legal sector** to ensure that legal professionals around the world know about the SDGs and understand their nexus with the law.
2. **Increasing the motivation of lawyers to take practical action aligned to the SDGs**, through their everyday work as well as their pro bono and community involvement.
3. **Establishing pathways of action** through building relevant and mutually supportive multi-sectoral partnerships across the legal, private, public, knowledge and development sectors that will support the achievement of the SDGs.
4. **Aligning the Legal Sector to the SDGs** by supporting firms and companies to embed and mainstream the SDGs within their businesses and operations at every level.

KEY MESSAGES

A4ID has used the feedback from a series of focus groups conducted in August 2020 with key Legal Partners to develop key messages to promote the SDG Legal Initiative among the corporate legal community. The key messages provide the foundation for A4ID’s communications about the Initiative. The messaging will evolve as the Initiative itself evolves and the legal sector’s relationship with the SDGs changes.

Don't risk ignoring the SDGs

As businesses increasingly align their work and values with the Sustainable Development Goals (SDGs), the legal community risks being left behind without the knowledge to support and advise their clients on effectively integrating the SDGs.

Follow your clients' lead

75% of companies worldwide have integrated the SDGs into their annual reporting. Clients will expect law firms to take active steps to align themselves with the SDGs and provide specific case studies as proof of their commitment to the goals.

Compete in emerging areas of legal practice

New legislation and regulations relating to the SDGs are gradually being introduced around the world. Companies will need lawyers' advice on key areas related to social, environmental and corporate governance, for example. Lawyers who are well-informed about the SDGs will be better equipped to provide pragmatic advice on these emerging areas of legal practice.

Be a better lawyer

The best lawyers are expected to provide holistic advice, beyond the narrow scope of their client's request. Given that the SDGs are widely present in every aspect of business operations, lawyers have a responsibility to ensure they are informed about the different ways that the law interacts with the goals in order to effectively advise their clients from a risk management perspective and strategic point of view.

Measure the positive impact of your work

The SDG framework offers law firms the opportunity to effectively measure and demonstrate their positive impact towards globally recognised goals. By aligning their work with the SDGs, lawyers can be confident that they are taking practical steps towards a comprehensive and inclusive roadmap for sustainable development.

Strengthen your contributions to sustainable development

The breadth and diversity of the SDGs ensures that lawyers' work inevitably impacts on progress towards the goals. From employment law to environmental law, the SDGs are inherently relevant to legal practice. Consciously engaging with the SDG framework will enhance the wider benefits of lawyers' work on sustainable development.

KEY ACTIVITIES

To enable the legal community to act towards achieving the SDGs, A4ID is taking the following steps:

- A4ID is developing the **Legal Guide to the Sustainable Development Goals** as a unique resource that provides a foundational analysis of the role the law can and should play in the achievement of the SDGs. This Guide is made up of 17 chapters specific to each of the 17 goals and each chapter provides an overview of the relevant national, regional, and international legal frameworks, highlighting how the law can be applied to promote implementation of the SDGs.
- In 2021, A4ID will organise six **public events to launch the Legal Guide to the SDGs** to a wide audience. These events will be structured around six themes: (No) Poverty, People, Prosperity, Planet, Peace, and Partnerships.
- A4ID has established the **SDG Legal Initiative Steering Committee**, comprising of 13 world leading law firms and corporations to provide governance, decision making and support for the Initiative.