

COMMUNICATION ON ENGAGEMENT

The YKCenter - Accelerating the SDGs

The following communication on Engagement covers the highlights of YKCenters activities in the past two years with respect and dialogue with the UNGC's 10 principles.

Period covered by this COE: 2 years

From May 6th 2016

To May 1st 2018.

Part I.

Statement of Continued Support by the President and Co-founder of YKCenter, Tal Ronen

To our stakeholders, the UNGC and all our partners,

I am extremely humbled and honored to be a part of the UNGC. Since the day we joined the GC, and before, we have been hard at work to make the world a better place through business. Myself and our Founder, the distinguished Prof. Yehuda Kahane, made a pledge "To act to the best of our ability to help make the Earth a secure and hospitable home for present and future generations". Our work through and for the UNGC is just that.

In this Communication of Engagement we will lay out the work we have been doing on behalf of past and future generations to make our planet indeed a more hospitable place. We at YKCenter work tirelessly to use the tools at our disposal to make the difference in our Economy, Society, Environment and Consciousness.

We hope to continue to serve all the relevant stakeholders of the planet through our innovation and game changing ideas.

Forward and Onward,
Tal Ronen
President and Co-Founder
YKCenter

Part II.

Description of Actions

In the past two years since our involvement with the UNGC we have been focusing on the model of "Business makes it happen". This is in respect to one of our most critical and main goals - Bridging the Funding Gap for the SDGs.

We wholeheartedly believe in the ability of humanity to bring about innovative solutions for the SDGs, but more so, our ability to fund these solutions. We have been working tirelessly to find financial solutions to catalyze investing in SDGs thereby accelerating their deployment and success - we are in the business of Accelerating the SDGs.

To do this, our work was divided into different spheres of action, in each of which we progressed over these past two years:

- Moving Israel from being a "Start-up Nation" into an SDG Nation - whereby we plan on scaling up and utilizing Israeli innovation to better the world and finding SDG Solutions in this local market.

- Moving the needle from Billions to Trillions (B2T) in funding needed for SDGs.
- Creating a network of Global Entrepreneurs that have SDG oriented solutions
- Creating a network of philanthropists and impact investors. Enlisting those that see it as their duty to help fund the solutions that will save our planet.
- Creating a transparent, reliable and secure platform to enable the connection between the solutions and the funding.
- Catalyzing “TransformNation” - meaning, creating the fundamental groundwork needed to have nations and countries prepare themselves for the future in terms of education, society, consciousness and readiness.

As one can tell from reading the above mentioned actions, all of them answer directly or indirectly the 10 Principles of the UNGC and the UN’s SDGs of course. We make a point of enlisting others as our partners and encouraging their cooperation and commitment to the values of the UNGC and the SDGs. We will now lay out some of our more practical actions and their descriptions:

- 5/19/16 YKCenter sponsors the Sustainable Brands conference on Activating purpose. This was a continuation of our ongoing effort to make ourselves known and enlist strategic partners for our vision.
- 5/22/16 YKCenter is present for the UNGC Leadership Team Gathering. This meeting was the beginning of our ongoing partnership and conversation with Sir Mark Moody Stuart.
- June 2016 - YKC partnered with the iLearn Collaborative begin work on creating our TranfromNation through education. This was the beginning of a collaboration that culminated in the creation of a POC in Colorado, transferable to anywhere in the world. The project takes educators and teaches them SDGs and sustainable global thinking - creating them into ambassadors for the project and passing on the information. It is a quick, easily deployable method to disperse information around the world with little effort and great results.
- December 2016 YKCenter runs the “3rd Global Game Changers Lab” in collaboration with the Milken Institute for Policy Research. This Lab is meant to take great minds and create Game Changing ideas.
- December 2016 YKCenter hosts a panel during the prominent Globes Conference. The panel was around Impact Investing and its capability to change the world.
- January 2017 YKC take part in SDG Center for Africa’s Conference in Rwanda.
- YKC signs the Conscious Business Declaration alongside other partners: Humanity’s Team, Goi Peace, The Club of Budapest, Case Western Reserve University.
- March 2017 YKC take part in the IDO Impact Conference with the UNDP and INSEAD.
- 3/21-23/17 YKC take part in Armenia’s Impact Investment Conference. A number of prominent diplomats and national figures learn of The TransformNation Method.
- 4/29/17 YKC Produce and Run the Meaningful Influencers Gathering - A gathering of philanthropists interested in Impact Investing and making a difference. In this gathering we brought together over 40 of the wealthiest people in America to create consciousness around Impact Investing and its prospects. This was a collaborative effort with Lifestyle Magazine.
- June 2017 YKC joins collaboration and partnership with SOCAP through the Good Capital Project.
- September 2017 YKC takes part in the European SPES in Tel Aviv University
- 9/21/17 YKC meet with the UNGC Leadership Team in New York beginning the ongoing conversation with Gavin Power and YKC.
- October 2017 YKC participates in SOCAP creating strong bonds with industry and enlisting partnership from strategic partners.
- 17/11/17 YKC moves forward with creating an online platform meant to connect SDG funding with SDG solution providers, the SDGMarket is born.
- Novemeber 2017 YKC create the TransformNation Project in Colorado with the iLearn Collaborative.

- December 2017 Creation of the SDGMarket website begins
- January 2018 YKC launches the SDGIIsrael initiative, aimed at convening all the relevant stake holders and entrepreneurs around SDGs in Israel.
- February 2018 YKC creates a movement in Israel around SDGs and gains partners across the US and Israel
- March 2018 SDGMarket Platform is finished and ready to launch - Throughout this month and onwards YKC has been working on creating a platform that is suited to the needs of the UNGC, UNDP, UN and all relevant stakeholders. To this day we are polishing and tailoring the product to be a useful tool for all.

Part III.

Measurement of Outcomes

Currently we are still in the height of progress with all of our endeavors. We are very close to the day where we will begin seeing the actual outcomes of our investment of time and money into our vision.

We will measure the outcomes of the aforementioned mission of YKC in the following way:

- Moving the needle from Billions to Trillions (B2T) in funding needed for SDGs.

Creating a platform that will induce the flow of capital to a market that is currently underserved in the grand vision. Our success will be the flow of trillions in capital towards SDG oriented solutions

- Creating a network of global entrepreneurs that have SDG oriented solutions.

We aim to be the main home for all SDG entrepreneurs. This however does not mean that we intend on doing this alone. Our already existing partnership with hundreds of entrepreneurs is not nearly enough to create enough impact by 2030. A measure of our success will not only be to have an expansive network but also that others will follow suit and create tools to better flow capital towards sustainable solutions.

- Creating a network of philanthropists and impact investors. Enlisting those that see it as their duty to help fund the solutions that will save our planet.

Although YKCenter has a wide array of investors and philanthropists in our network, we aim to create a network that will be far reaching and ever replenishing. It is not enough to have the philanthropists of this generation involved but also their successors and future generations of investors and philanthropists.

- Creating a transparent, reliable and secure platform to enable the connection between the solutions and the funding.

Our platform is ready, however the measure of success will be if we can increase the flow of capital towards SDGs through it and create a platform that can act as a truly reliable place to invest through.

- Catalyzing “TransformNation” - meaning, creating the fundamental groundwork needed to have nations and countries prepare themselves for the future in terms of education, society, consciousness and readiness.

Many efforts are already underway in this respect and we are creating programs and methods to put into place. The measure of our outcome will be if by 2030 the majority of nations on the planet have internalized the ideas around SDGs and will begin implementing them.