

Communication On Progress (COP)
YKCenter

This Communication on Progress (COP) covers a period from January 2020 to January 2021

To our stakeholders, the UNGC and all our partners, it is our privilege to continue to be a part of the UNGC. YKCenter was founded in April 2012 by three visionaries. Professor Yehuda Kahane, Tal Ronen and Yoram Lavie. Since its inception we've been guided by three main principles:

Creating global impact, form global links of collaboration (SDG #17) and work through global labs.

We made a pledge in Rio "To act to the best of our ability to help make the Earth a secure and hospitable home for present and future generations". This is the "Why?" behind YKCenter, and it has been the focus of our work through and for the UNGC.

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We are proud to reaffirm our support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption. In this Communication on Progress we will lay out our focus of the past two years. YKCenter has made a commitment to accelerating the SDGs in two main ways:

- 1) Creating financial avenues of investment in SDGs
- 2) Transforming the country of Israel into an SDG Impact Nation.

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

Onward and forward,
Tal Ronen
President and Cofounder
YKCenter

2. DESCRIPTION OF ACTIONS

YKCenter is a decentralized organization. We work separately and hold meetings on a weekly basis, therefore we have no physical facilities. Our team is small, and we work with service providers on a needs-basis. Our work progresses through the launching of initiatives.

At YKCenter, our engagement with the Ten Principles comes to light through our actions around SDGs. The following is a description of our main project throughout the past 2 years, SDGIsrael:

SDGIsrael

The SDG Israel community was established in early 2019 as an impact initiative by [YKCenter](#). The stated goal was to promote and implement the SDGs in the State of Israel. The community aims to bring together the various stakeholders of the SDGs in Israel.

The community makes accessible information, tools and content in Hebrew, creates spaces for networking and collaboration, raises awareness through activities, maps the implementation of the goals in Israel, and holds events and workshops for learning and practical implementation.

The community is an opportunity to use the wealth of knowledge and abilities Israel has around innovation and to create and support solutions for the world's most pressing problems.

SDG Israel manages a [website](#) that serves as a central portal for the SDGs in Israel. Organizations, companies and initiatives can, for example, open profiles at no cost. On the site, anyone can create or view profiles of other organizations. The initiatives on the site are sorted according to their goals for easier matching, cooperation building and sharing of ideas.

Throughout the year we run seminars, conferences, meetings and events that spark, deepen and increase awareness and activity in Israel around the SDGs. Representatives of government, academia, business and social organizations participate in these events.

This past year, due to the COVID-19 Pandemic, our operations were scaled back and moved online. This created a new avenue for us to reach out and connect with stakeholders, professionals and entrepreneurs. This past year, our activities reached new audiences and goals. The following is some of our impact as we've shared with our community:

- Over 400 participants in webinars
- Over 60 entrepreneurs participated in our SDG implementation workshops.
- Over 70 participants in an online course about SDGs and shared value
- Over 100 connections and partnerships for the goals.
- Over 1000 visitors a month to our Facebook community
- Over 80,000 visitors to our website, that makes the SDGs accessible in Hebrew and shows SDG aligned initiatives.

Organizational Structure

YKCenter is a company that was founded in 2012 by Prof. Yehuda Kahane, Yoram Lavie and Tal Ronen. The company has been mainly engaged in campaigning for financial reform in investments and financing tools for sustainable development – most of this work was done outside of Israel. When representatives of the organization were asked why there was no significant action in Israel around the SDGs, the leadership decided to ignite their activity in Israel. The SDG Israel community today is defined as an impact project and is completely funded by YKCenter.

The activities are currently still led by Or Katzman, SDG Israel Project Manager, and Keren Or Rosner, Director of the SDG Israel Community and Operations.

Our mission:

We want to change the way businesses / organizations / the State of Israel relate to the sustainable development goals. To do this, we work to spread knowledge, tools and awareness to motivate organizations to take action. Our focus is ultimately on the transformation of decision makers in Israel. We believe that the best way to do this is through a community of committed people who demand change and offer solutions.

Who's in the community?

The community has many different faces. We see everyone who comes into contact with the community through our different medias and events, as part of it. However, we will outline the various points of contact with the community below.

Today, our **Facebook community** has about 1,200 active members - the Facebook community is a lively community where there are conversations, surveys, activity posting, mutual help, connections and links. We try to filter out people who join in unwillingly, so not everyone is accepted into the Facebook community.

The **Facebook page**, which is different from the community, has about 1,300 followers. On this page, we mainly post events and updates from the community to the Facebook audience.

The community **mailing list** appeals to those who want to be in contact in a less intensive manner and want to be updated periodically.

On the **SDGI website** we make accessible information, tools and content, and most importantly, we map the active organizations working in alignment with the SDGs. Today, we have close to 70 organizations that declare and report on their activity, the impact they make and how they measure said impact.

Who is the target audience?

The audience we are addressing is diverse. Firstly, we are interested in **anyone who considers himself / herself to be an SDGs stakeholder, specifically targeting entrepreneurs**. Our emphasis in activities is to generate interest and knowledge among young people, activists and entrepreneurs. All this is in order to influence government and businesses.

That is to say, our grassroots movement is made up of motivated young people, and our impact is aimed at decision makers in organizations and government.

Our activity:

In order to stimulate change in Israel, we create activities that are open to everyone. Our activities come in to play on social media, on our site and on the field in the following areas:

- **Relevant knowledge in Hebrew** - writing articles, creating and presenting tools, proposing programs, listing government bids, advertising grants in Israel and abroad, and more.
- **Community Connections** - Meetings at events, promoting content that creates connections between different goals and worlds of content, and multi-sectorial collaboration.
- **Mapping** – Mapping of the “players” in Israel, networking between those players, posting of measurement and independent assessments of impact.

Who are our partners?

SDG Israel is an inclusive body, which means we are a **platform** for creating impact. We work according to the capabilities available to us and therefore, we are stronger by collaborating. Collaborations can be around things like sharing / creating content, consulting, distributing, creating events, and more.

However, it is important to note that we carefully choose our partners. We are looking for collaborations primarily with government, academic and business entities. Each sector has different contributions that we look for:

Government bodies - Sharing of government bids and grants, financial support and a backing of our work.

Academic bodies - Creating and disseminating content, platforms for research and academic activity, supporting students who are promoting the goals.

Business entities - Mapping and networking around SDGs, connections to sources of information, empowering businesses that are already aligned with the SDGs and calling for more organizations to join.

3. MEASUREMENT OF OUTCOMES

SDGIsrael is focused on creating as much impact and action in Israel as possible – effectively bringing Israel to the SDGs and the SDGs to Israel. We currently measure our impact by quantifying our actions and people involved. In the future we will begin measuring the implementation of SDGs within organizations.

Currently we have **over 1200 people engaged** in our online communities on Facebook. On our website, launched just over a year ago we **have over 70 organizations** that declared SDG alignment and impact measurement.

We have organized ourselves over **18 events** and webinars since launching – some topics we covered were:

- SDG #5, international Women's day
- SDG #14 and life under water in Israel
- PRI – an introduction to ESG metrics
- The day after COVID, future pandemics, bio-diversity loss and climate

- SDG #13 and 15 – Forests and their role

And many more events covering a range of topics.

Other measurements:

Due to use of public transport and bikes, minimizing car use, not having an office and minimizing meat consumption, our carbon footprint this year is estimated at 6.6 metric tons per person on average.

This year we hired our first female employee – she is the 4th employee of the company not including management.

This year we've also contributed to the Israeli Climate Conference for the first time and have offset our carbon costs when travelling to UN events.