

# CATALYZING IMPACT

Social impact efforts  
2020 BCG Denmark

## About Social Impact in BCG

BCG Social Impact practice is the lever with which BCG makes the world a better place working with organizations in both the social, public, and private sectors to find solutions to global needs

If you wish to read more about BCG in Denmark's social impact efforts, please visit [www.catalyzingimpact.dk](http://www.catalyzingimpact.dk)

# Content

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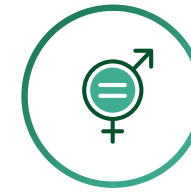
## SUSTAINABILITY

- 1 BCG's Pledge to Achieve Net-Zero Climate Impact
- 2 Supporting a Green Constitution
- 3 Catalyzing Climate Partnerships
- 4 Bringing Sustainable Solutions to life



## HEALTH

- 5 Fighting Child Cancer
- 6 Combating Antibiotic Resistance
- 7 Proving SMILfonden's Important Impact



## DIVERSITY

- 8 Bringing Industry Leaders to Grow Gender Diversity

# BCG's Pledge to Achieve Net-Zero Climate Impact

BCG has pledged to achieve Net-Zero Climate Impact by 2030 globally

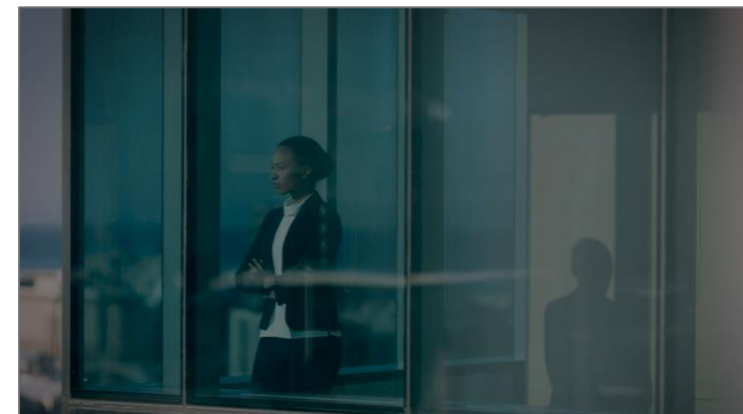
BCG in Denmark and the Nordics are fully committed to this pledge and working to achieve this across all offices with focus from our executive leadership

**\$400M**

Commitment over the next decade to enable BCG teams to drive climate and environmental impact across industries and countries

**350 | 250**

We believe that creating a sustainable future requires collective action, and BCG is already delivering more than 350 environmental projects with more than 250 organizations each year



Watch the launch video for BCG's Net-Zero Pledge



Click here



# Supporting a Green Constitution



We continued our efforts to add the **protection of climate** and **environment** to the Danish constitution

This year **20+ organizations** joined project Green Constitution

Read more

About [Grøn Grundlov](#) Personal story from the case [here](#)



## Catalyzing Climate Partnerships

As part of the ambitious 70% CO2 emissions reduction target by 2030 set by the Danish Government, BCG supported Dansk Industri in [defining clear-cut climate action plans](#)

The climate partnerships led to development of CO2 decarbonization models, initiatives and recommendations, while unlocking exciting insights:

**The 70% target**  
is achievable by 2030

**1.2 bDKK**  
were committed by  
Denmark over a 3-year period

Denmark contributes w. technologies that  
[reduce 10 times the national emissions](#)

Among the initiatives, [a taskforce on green export](#) was introduced



Watch the video to learn more  
about the partnerships  
*(in Danish)*

**Read more**

About the  
case [here](#)

About the  
report [here](#)

## Bringing sustainable solutions to life



### The Index Project

## WHAT

The Index Project is a nonprofit organization focusing on **enabling the creation of sustainable solutions** to global challenges. As part of this, they host a biennial award show with the largest design prize given by any organization worldwide.

Throughout the year, BCG supported The Index Project on two fronts:

- Offering our services to the start-up award winners
- Designing and conducting a strategy workshop with the Board of Directors

## IMPACT

**BCG supported 4 start-ups** (2 in the US, 1 in Finland and 1 in Spain) in shaping their future trajectory. As an example, BCG's efforts included creating a view on the environmental impact along the fashion value chain and supporting with preparation of material for investor discussions.

**The strategy workshop** with the board has resulted in fundamental changes for The Index Project on why and how the organization operate including the pursuit of new revenue streams

## Fighting Child Cancer

BCG helped Børnecancerfonden strengthen their funding strategy, thus helping them on their commercialization journey. This was done in two tracks:

**Theoretical:** BCG defined a funding strategy with identified focus segments among three key donor groups (Foundations, Corporate, and Private) and recommended a channel approach for each segment

**Practical:** BCG helped them launch concrete initiatives, to help their funding both short- and long-term such as partnering with a digital marketing agency



The findings supported Børnecancerfonden in better prioritizing their resources and **establishing strategic priorities** for 2020 as well as the coming years

In the more near term, BCG's work helped Børnecancerfonden ensure **strong result for 2020 in terms of donations** despite the negative impact of Covid-19



Watch this video to get a better understanding of the project

Click here

Read more about the case [here](#)



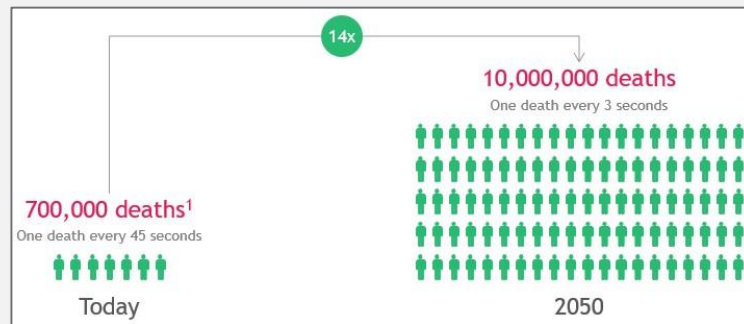
# Combating Antibiotic Resistance

## THE CHALLENGE

Every year antibiotic-resistant infections kill **at least 700,000 people globally**. An immense health crisis, that could rise to 10 million by 2050

Given the nature of resistance, we will always need new antibiotics. There **are too few antibiotics in development** to meet current and anticipated needs

Healthcare systems do not recognize the value of new antibiotics, therefore **investments have declined**, and biotech companies have gone bankrupt



## IMPACT

BCG supported more than 20 of the world's biggest pharmaceutical companies in launching a **\$1 billion fund** - the AMR Action Fund - to tackle antibiotic resistance

The Fund aims to invest into the development of novel antibiotics and work with governments on reforms to ensure there is a **sustainable innovation ecosystem for new antibiotics**

Read more

About [the fund](#) and [BCG's work](#)

# Proving SMILfonden's Important Impact



## WHAT

SMILfonden is a non-profit organization, **supporting children with severe and chronic diseases** and their families

Throughout the year, BCG supported SMILfonden in **quantifying their impact and their value proposition** to their target group i.e., families with serious or chronic ill kids

BCG conducted analyses based on a survey to healthcare professionals and the families engaged in SMILfonden's activities to understand and quantify the value proposition

## IMPACT

The findings from the survey were incorporated into SMILfonden's fundraising- and communications material

The analysis showed that **SMILfonden has a significant positive impact on the families' wellbeing**

Moreover, SMILfonden eases the work performed by the healthcare professionals

# Bringing Industry Leaders to Grow Gender Diversity



## WHAT

BCG and UN Women Nordic Office bring together 19 Danish leaders in the Gender Diversity Roundtable (GDR), an initiative to **share experiences and best practices on how to advance gender diversity in Denmark**

It is a **beacon for gender diversity in Denmark** and provides perspectives to influence policymakers to create the optimal environment for gender diversity in Denmark

## IMPACT

Since GDR establishment in 2017, members have made **significant strides in bettering diversity** in their respective organizations and companies

We have made ~30 press releases and media segments along multiple research reports on diversity in Denmark **ensure continuous relevance and focus**

This year, we also **published a report** on why companies and organizations need to **consider bias and ethics in AI**



Read more

Q&A on the case [here](#)

The report [here](#)



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To find the latest information on social impact efforts of BCG in Denmark, please visit [catalyzingimpact.dk](http://catalyzingimpact.dk)

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