

The team at 5th Element Group helps brands and investors connect KPI-driven performance with SDG-aligned impact through innovative public-private partnerships, helping social heroes like refugee aid innovator Pari Ibrahim, founder of the Free Yezidi Foundation.



17 PARTNERSHIPS FOR THE GOALS



New and innovative types of collaboration between different market sectors will be required if we aspire to achieve the Global Goals.

The team at 5th Element Group is innovating “omniwin” partnerships that demonstrate how increased organizational commitments to achieving the Sustainable Development Goals can translate into metrics of improved performance.

“If leaders see they can perform better by putting more of their production, marketing, and investment resources into alignment with the Global Goals, I assure you most will do it,” said 5th Element president Jim Van Eerden.

As a global impact accelerator, 5th Element creates “traffic on the bridge” between KPI-driven performance and SDG-aligned impact. The omniwin agreements they design for an elite clientele of brands, investors, and donors include a variety of activation models, such as public-private partnerships, “Good Exchange” marketing programs, and social contests like The People’s Prize.

They have also created measurement models like the Brand Warmth Index to help establish proof case for executives who need to win over skeptical colleagues who believe helping hurts, and help place “Leaders Who

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Care” into executive roles – with a portion of corresponding recruiting fees used to help support causes promoting Sustainable Development Goal #5 (the promotion of gender equality).

5th Element is a member of the UN Global Compact and a convener of signature events and initiatives coordinated in partnership with the UN, like the first-ever Family Office Impact Summit held at UN Headquarters this September. The company has emerged as a flagship brand – called “a Maestro of the Omniwin” – for corporations, investors, donors and SDG solution-makers who want to collaborate to get things done – with leverage, speed and scale. ■

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