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ICYMI: A Global Battle Plan: Social Entrepreneurs Needed to Accomplish UN's Sustainable Development Goals

September 19, 2016 – In conjunction with the one year anniversary of the release of the United Nation's Sustainable Development Goals, Ben Powell, founder and CEO of Agora Partnerships, published a call to action on [Forbes](#).

Powell is currently attending the [Social Good Summit](#) in New York and is available for comment in person or remotely. Please contact Robert Haynie at [678-939-2872](tel:678-939-2872) or rhaynie@agorapartnerships.org to schedule.

Powell's piece, "A Global Battle Plan: Social Entrepreneurs Needed to Accomplish UN's Sustainable Development Goals," is excerpted below and available online [here](#).

Almost a year ago, the world's governments came together and made a commitment that will profoundly shape the future of our planet. It was an unprecedented collaborative process, a historic moment of global consensus that could go down as one of the greatest single acts of collective action in history. And chances are you have never heard of it.

It's called the Sustainable Development Goals (SDGs), and it is a battle plan for planet earth.

[...]

Most observers agree that the previous approach of embracing the UN's goals – convincing governments to pony up the requested funds – is no longer sufficient. Governments across the globe are financially stressed, and calls for new global taxing regimes have been political non-starters. Even if leaders could come up with the funds, we are not going to win this war by spending money the old fashioned way through top-down plans. Instead, we must create the conditions that unleash human ingenuity and empower changemaking.

The Power of Social Entrepreneurs

I believe that entrepreneurs are the key to unlocking this potential and in particular, social entrepreneurs who are intentional about applying the toolkit of entrepreneurship to solving problems. The ultimate struggle for a better world will be won based on our ability to build new operating systems that can better allocate social, financial and human capital resources to focus on the goals.

One of these new operating systems must be focused on increasing the agency of social entrepreneurs working to solve the goals.

These entrepreneurs, whether they work in small start-ups or NGOs, or as intrapreneurs in government institutions, foundations and large corporations, will be key to creating the innovations and partnerships that will enable us to reach these goals in a resource-constrained world.

To unlock our entrepreneurial potential, we must build and strengthen ecosystems that allow information, resources and trust to flow among the diverse groups that are mobilizing to address the goals. If we do this, we can better align incentives to form durable and strategic partnerships that address the goals with less waste in time and money. Many organizations born in the 21st century already see themselves as vibrant networks that institutionalize co-creation, and that can channel passion and resources into action.

Currently, we devote significant resources to building public markets to support private interests. The same support needs to be given to public markets that support the public interest of the SDGs. Global leadership for the next 15 years will be about meeting the SDGs. We must embrace them as the clearest articulation of our common humanity and common destiny.

Governments that can collaborate with the private sector and civil society groups to support investors and entrepreneurs working on these goals will earn the respect of the world and improve the lives of their own citizens. This is what leadership means today – advancing relentlessly in our global battle plan to achieve the 17 SDGs by 2030.

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Agora Partnerships strives to accelerate the shift to a more sustainable, equitable, and abundant world that supports entrepreneurs intentionally working to create social impact. To learn more visit: AgoraPartnerships.org