

PLANETERRA: Communicating Impact with the SDGs

Sydney Chytka, Holden Samuels, Charlotte Bell,
Nate Bodner, Piper Rundell



A black and white photograph showing a group of women in traditional clothing gathered outside a hut with a thatched roof. Some women are wearing large, decorative hats. They appear to be engaged in a social gathering or a tourism-related event, with some holding small bowls. The scene is set in a rural or semi-rural environment with other buildings and foliage in the background.

Uplift Communities Through Tourism

Planeterra Mission



01

RESEARCH FINDINGS

02

SDG ALIGNMENT & PARTNER CHART

03

SOCIAL MEDIA

04

DONOR SURVEYS

05

NEXT STEPS & KEY INSIGHTS



Research Findings



TO
↗

RESEARCH STAGES



General SDG Research

What are the SDGs?

Why are they important?

Why do companies use them in communications?

Competitor Analysis

Do other impact tourism brands use the SDGs?

How do they measure their contribution to the SDGs?



SDG Reporting Best

How can Planeterra best communicate its commitment to the SDGs to stakeholders?

What have other companies done well with the SDGs and impact reporting?





United Nations Sustainable Development Goals

17 Goals with 169 Unique Targets

Call to Action



COMPETITOR AUDIT

	Planeterra	Treadright	Tourism Cares	Travel Foundation	Care	Plan	Charity Water
Webpage dedicated to SDGs	✓	✓	✓			✓	
SDGs incorporated across website	✓	✓	✓			✓	
SDG alignment w/ partners	✓	✓					
SDG-related language is unique to the organization	✓					✓	
Indicate specific SDG targets	✓	✓				✓	
Analytics for SDG contributions	✓	✓				✓	
Provide links to external SDG information	✓		✓			✓	
Provide links to internal information about SDG contributions	✓						

SDG BEST PRACTICES



Business Strategy Accounts for Impact

Offer Stakeholders Different Levels of Information



Prioritize Some SDGs, Not All of Them

Create SMART Goals and KPIs to Assess Contributions



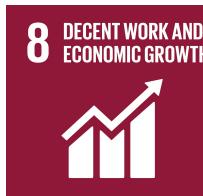
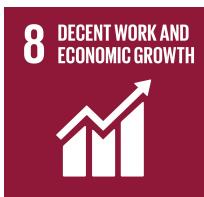
SDG Alignment & Partner Chart



02

PLANETERRA'S SDG ALIGNMENT

Results

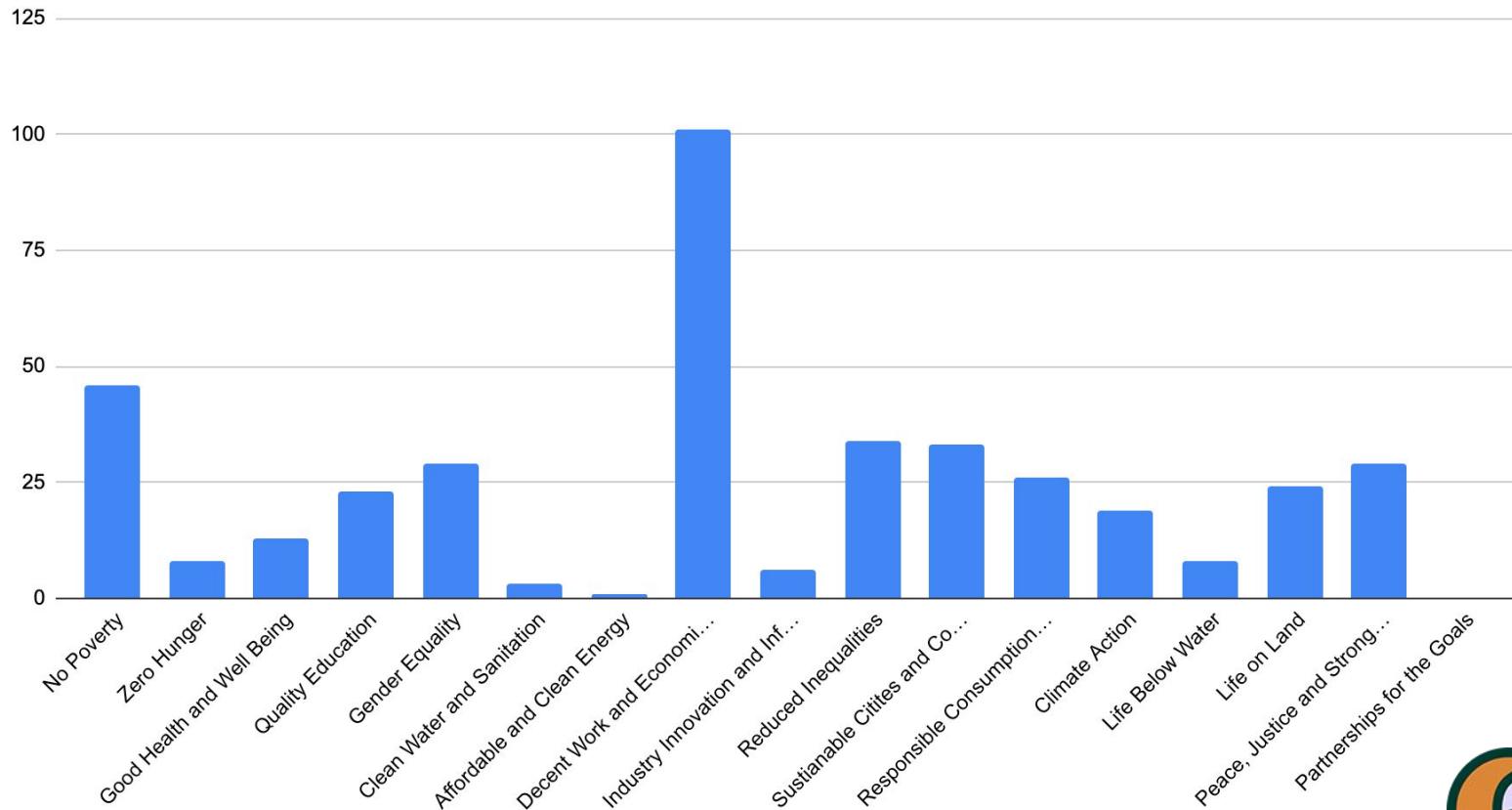


Projected



PARTNER EXCEL SHEET

Partner Alignment with SDGs



17 PARTNERSHIPS
FOR THE GOALS



Partnerships for the Goals



SDG CHART

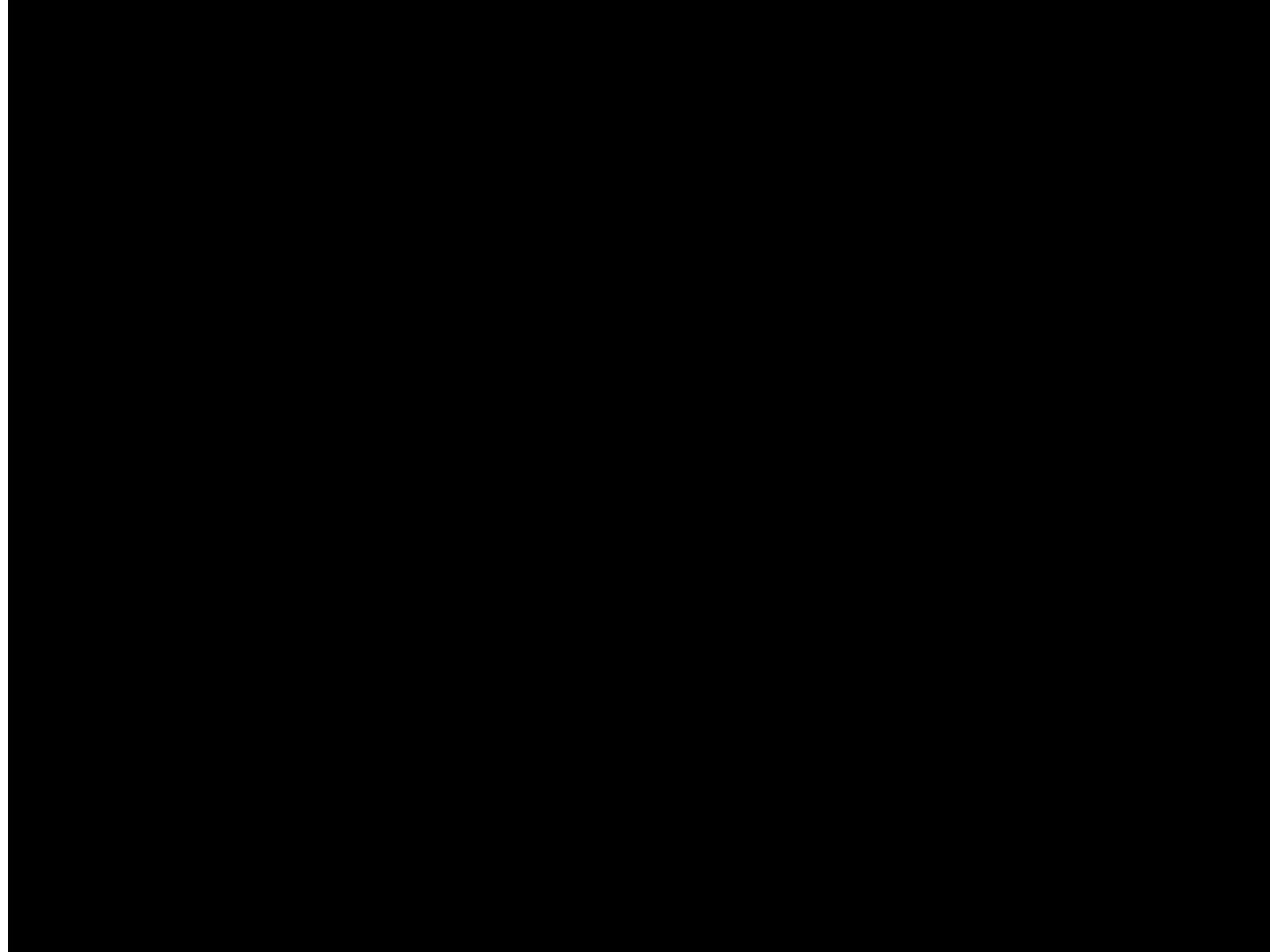
Inspired by Tifany Boyles from the consultants panel



Street Business School (SBS) works with our partners across multiple goals to leverage our proven entrepreneurship curriculum that empowers women to rise out of deep poverty and create healthier, more sustainable communities. Our partners represent a variety of missions, yet all share an understanding that poverty is exacerbating the issue they are seeking to resolve. SBS can be tailored to meet each organization and its unique needs while delivering the same, quantifiable results. A sample of our partners, and the SDGs they address, is shown below. We are proud that members of the Street Business School network are working to address 14 of the 17 SDGs.

For more information, contact: give@streetbusinessschool.org

AEST		Hope Shoes	
Agape Humanitarian Aid Foundation		Jacaranda Foundation	
Agape of Hope Female Youth Development Association		Karambi Group of People with Disability (KaGPWD)	
Akili Dada		Kasese District Union of Persons with Disabilities (KADUPEDI)	
Amaha We Uganda		Katenga Youth Group	
Appropriate Energy Saving Technologies LTD (AEST)		Kesho Kenya	
Bulogo Women's Group		Kyaninga Child Development Centre	
Buyamba Outreach Ministries		Lima Rural Development Foundation	
Community Hope Development Foundation (CHDF)		Livingstone Tanzania Trust	
Engage Now Africa		Malkia Foundation	
Faith in Action		MusicForLife	
Father Alex You Memorial School		Ndongo United	
Food for the Hungry		Nurture Africa	
Friends Women's Association		Nyabikuku Women In Development Association (NUWID)	
Generation for Change and Development - GenCad		Peerlink Initiative	
		Project House of Hope	
		RAINS	
		Runkungiri Veterans Group	
		Sinethemba Women and Youth Development Trust	
		Sparrow Mission	
		Strategy and Innovation for Development Initiative	
		Talia Women's Network	
		The Action Foundation	
		The Maa Trust	
		The Purple Ray	
		Trust for Indigenous Culture & Health	
		Twekembe Development Group	
		United for Children Burundi bw' Uno Munsi (UCBUM)	
		Village HopeCore Int'l	
		Water for People	



Social Media



40

SOCIAL MEDIA ANALYTICS

	Planeterra	Treadright	Tourism Care	Travel Foundation	Charity Water	Care	Plan
Instagram Followers	4,567	4,034	2,201	N/A	491K *	216K*	54.5K*
Average Frequency of Posts (Days)	1.3	2.97	10.03	N/A	1.93		
Mention of SDGs on Instagram				N/A			
Twitter Followers	6,697	2,134	3,114	9,377	1.2M *	1.2M *	183.2K *
Mention of SDGs on Twitter							

* = Verified Account

 = Mention of SDGs

 = Minimal Mention of SDGs

 = No Mention of SDGs

Findings

Being Verified drives a larger following

Resonating with individuals on social media is the best way





WEBSITE COMPETITOR AUDIT

	Planeterra	Treadright	Tourism Cares	Travel Foundation	Care	Plan	Charity Water
Webpage dedicated to SDGs		✓	✓			✓	
SDGs incorporated across website		✓				✓	
SDG alignment w/ partners		✓					
SDG-related language is unique to the organization						✓	
Indicate specific SDG targets		✓				✓	
Analytics for SDG contributions						✓	
Provide links to external SDG information			✓			✓	
Provide links to internal information about SDG contributions						✓	

Findings

Any mention of the SDGs are surface level

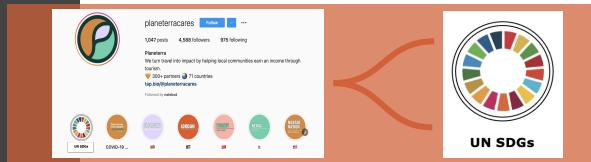
Need for increased transparency

SOCIAL MEDIA POST ANALYSIS

Integration of SDG into Posts



Instagram Highlights



Get Verified

INCREASE ENGAGEMENT

Donor Surveys



50



SURVEY QUESTIONS

Understand Weight of SDGs

Are you familiar with the SDGs?

Are organizations that identify with SDGs more trustworthy than those that don't?

Find Most Important Goals

Are some SDGs more important than others?

Choose 3 of the 17 SDGs and rank them in order of importance.

Corporate vs. Individual Donors

How do corporate donors interact with Planeterra vs how individual donors interact with Planeterra?





INCREASING ENGAGEMENT

Survey Panels

UTILIZING RESULTS TO SHAPE COMMUNICATION

Communicate on Platforms Donors Engage with the Most

Find Which SDG's to Use In Communications



Next Steps & Key Insights



50

Potential Projects



KEY INSIGHTS



“YOU ARE WHAT YOU MEASURE”

It's easy for Orgs to claim commitment to SDGs. It's far harder to prove it with specific data

COMMUNICATION WITH PARTNERS & DONORS

Improved channels and frequency would allow for more targeted support, better understand & engage with stakeholders



Thank You!
Any questions?

