

## Reasons for introducing the WIA and the SDGs as a key topic in my organisation

or

## How do I motivate the head of my organisation?

### The point of entry

- ✓ Find the core point of interest of your boss.
- ✓ Use the same language/mind set e.g. If profit is crucial than use more economic terms and arguments.

### Mission Orientation

- ✓ Which topic is currently popular or necessary in your organisation? What challenges is your organisation facing? Are those connected to the SDG?

### Communication

- ✓ Do you see potential for that your internal or external communication structures can help to motivate the leaders of your organization?
- ✓ Do you need some consultation on how to efficiently communicate your interests?
- ✓ Who could support you?

### Finance

- ✓ Point out which additional funding for Education for Sustainable Development (ESD) is available in the municipality, federal state or from project sponsors.
- ✓ What other resources could you use for the implementation of a WIA (experts, facility, support, documents, knowledge, network etc.)
- ✓ Funding can be used strategically to combine different objectives/approaches/projects. Emphasise the synergies and added value of additional funding.

### Human Resources

- ✓ Opportunity to work more cooperative, e.g. to include administrative or facilitate staff, so everybody feels to be part of the organization and process. This leads to more motivation and a good teamwork of the staff.
- ✓ Point out the benefits from networking with other partner organizations/stakeholders/target groups/communities etc.