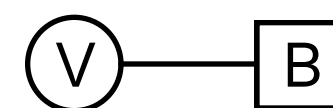


# VENTURE BETTER

SDG Alignment in Canadian Venture



A **Possibilian** Intervention



# In Collaboration With



... and the support of the SDG Unit at the Government of Canada.

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## Special thanks to...



Juanita Lee Garcia  
Training Development



Geraldine Cahill  
Project Leadership



Normative Design  
Platform Development

# Canadian Venture is strongly aligned with the SDGs.

- ◆ We trained 59 people to screen 500 Canadian ventures for SDG alignment, based on publicly available information.
- ◆ Reflecting the universality of the SDGs: **89% of Canadian ventures are aligned with the SDGs in some way.**
- ◆ Reflecting the role of the innovation and venture in achieving the SDGs, some form of alignment was discovered with:
  - ◆ **all 17 Goals,**
  - ◆ **98% of Targets** (158), and
  - ◆ **50% of Indicators** (115).

# **The impact potential of Canadian Venture is clear as are risks to inequality if not addressed.**

- ◆ **Ventures are most likely to be positively aligned (88%).**
  - ◆ SDGs 8 (Decent Work and Economic Growth) and 9 (Industry, Innovation and Infrastructure) are most evident followed by SDGs 3 (Good Health and Well Being) and 12 (Responsible Consumption and Production).
- ◆ **Based on publicly available information **only 15% of ventures were seen to have some form of negative alignment.****
  - ◆ Increasing inequality (SDG 5, 8, and 10), and increased resource consumption (SDG 12) were the areas where ventures were most at risk of having negative impacts.
  - ◆ Almost all ventures with negative alignment also had positive alignment.

# **Canadian Venture has a significant opportunity to increase their contributions to the SDGs.**

- ◆ **Ventures are most likely to be positively aligned (88%), with clear opportunities to improve their awareness, intentionality, and measurable contributions to the SDGs.**
- ◆ 44% publicly showed signs of intentional impact,
- ◆ 28% showed signs of actual impact, and
- ◆ 10% showed signs of sustained leadership outside their organization.

# 13 Canadian venture portfolios were selected to provide cross Canada representation.

Portfolio	Grand Total	YK	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	Outside Canada
Grand Total	583	1	50	27	2	5	256	129	7	12	1	10	83
Anges Québec	62						3	56		1			2
BDC	88		27	2	1	1	33	19		1		1	3
Build Ventures	10						1		4	4		1	
CAPE Fund	5		1		1	2						1	
Creative Destruction Lab	195	1	5	17			95	22	3	5	1	3	43
Good & Well	13						10	1					2
Impact Hub Ottawa	8					1	6						1
MaRS IAF	104			1			100	1					2
McGill Dobson Centre for Entrepreneurship	2		1					1					
Pelorus Venture	4											4	
Real Ventures	92		7			1	30	37					17
Yaletown Partners	28		15	5			3	1					4
inovia	36		3	2			13	7		1			10

# How we assessed alignment.

Alignment reflects a direct and meaningful impact that the venture or its products and services have on the identified indicator. Alignment is then categorized in the following ways:

- ◆ **Net Negative:** Evidence of net-negative impact.
- ◆ **At Risk:** Plausible potential for negative impact perceived.
- ◆ **Potential:** Plausible potential for positive impact perceived.
- ◆ **Intentional:** Evidence of intention for positive impact.
- ◆ **Net Positive:** Evidence of net-positive impact.
- ◆ **Leadership:** Evidence of sustained leadership on the outcome outside of the venture.

You can learn more about how perform assessments [here](#).

# In our screens we identified...

**100%**

Of 17 Goals

**93%**

Of 169 Targets

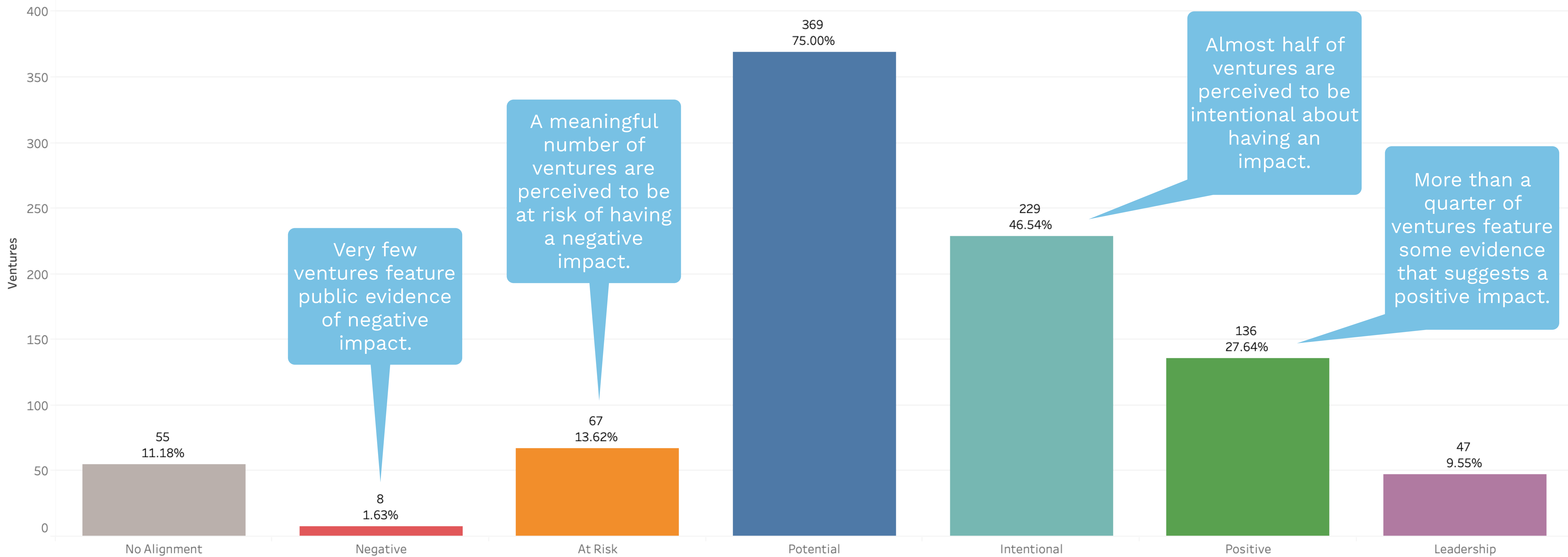
**50%**

Of 232 Indicators

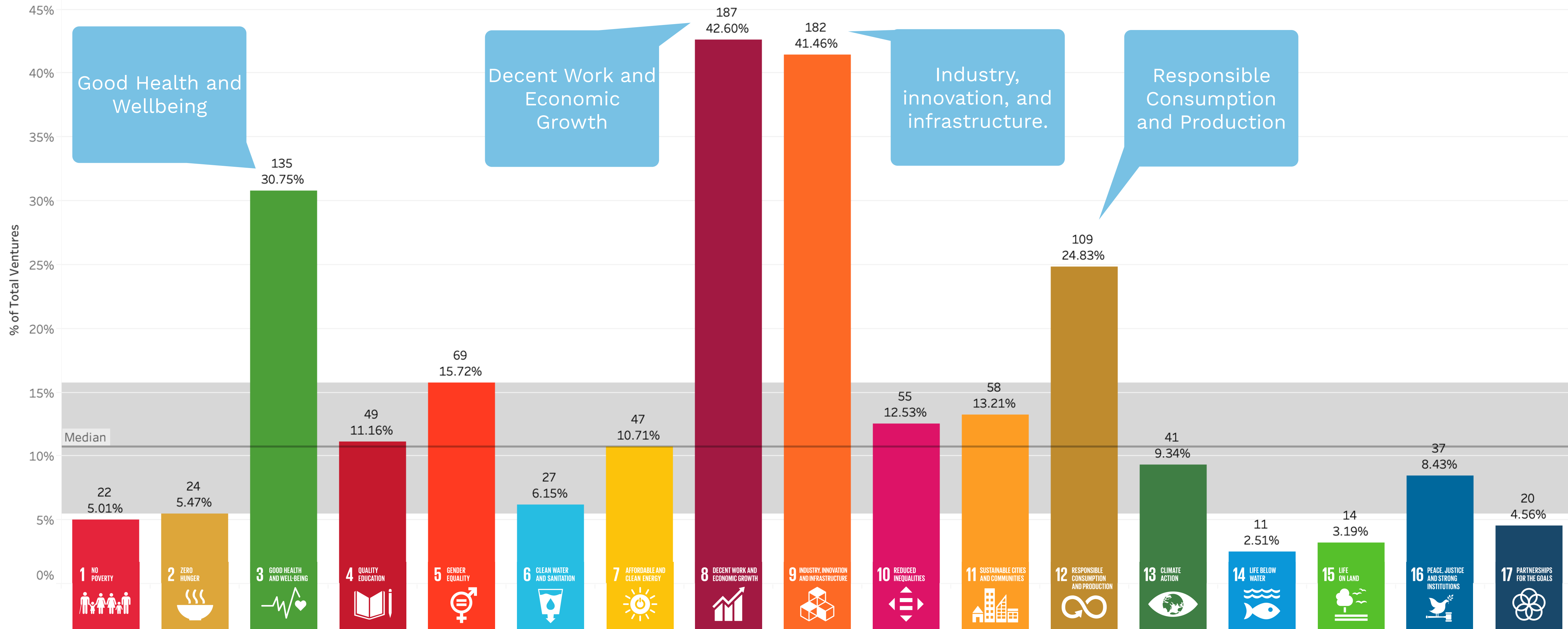


# 75% of ventures show 'potential' for positive contributions beyond what's currently evident.

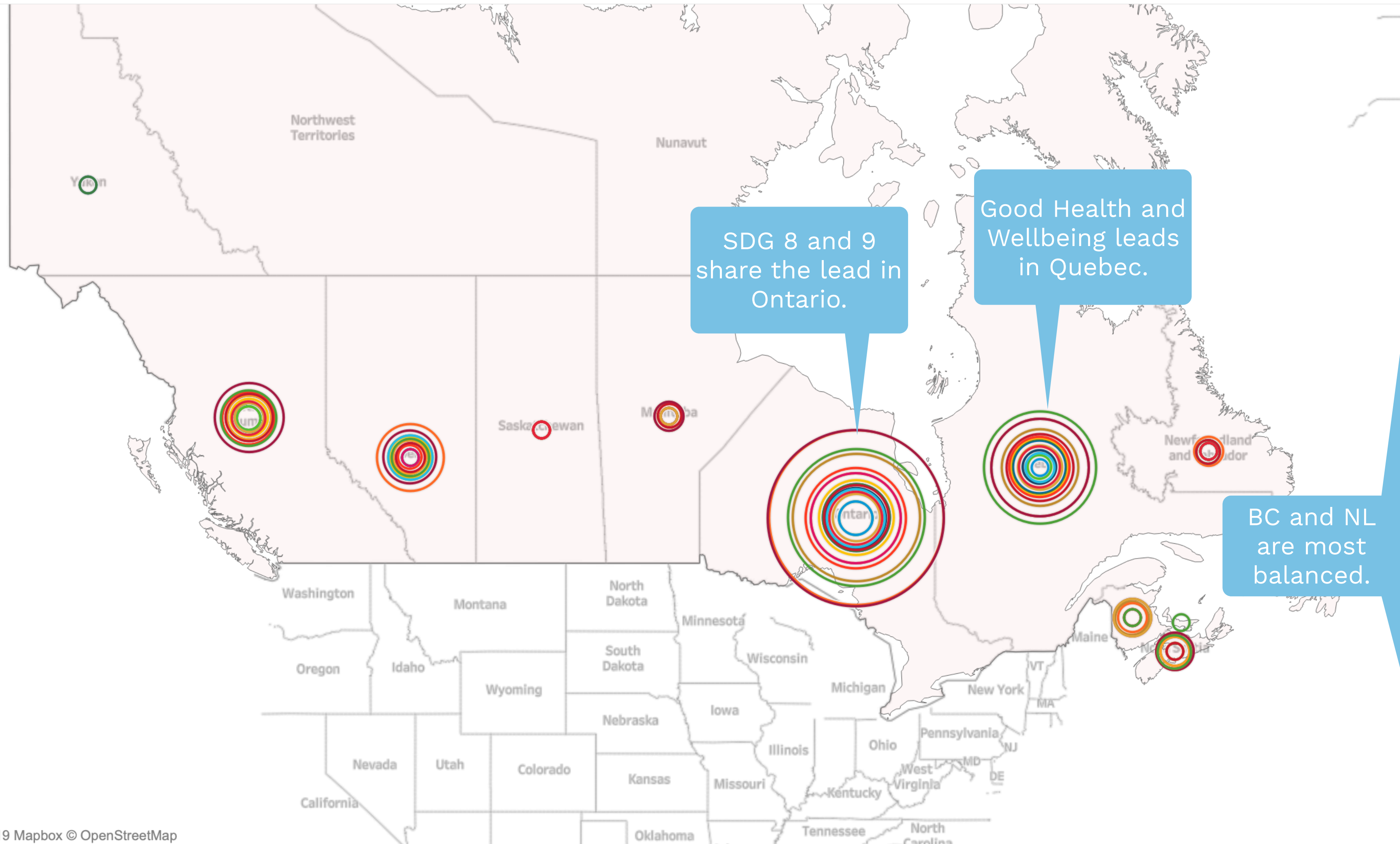
Categorical Alignment



# The two most common goals, SDG 8 & 9, show up in over 40% of aligned ventures.

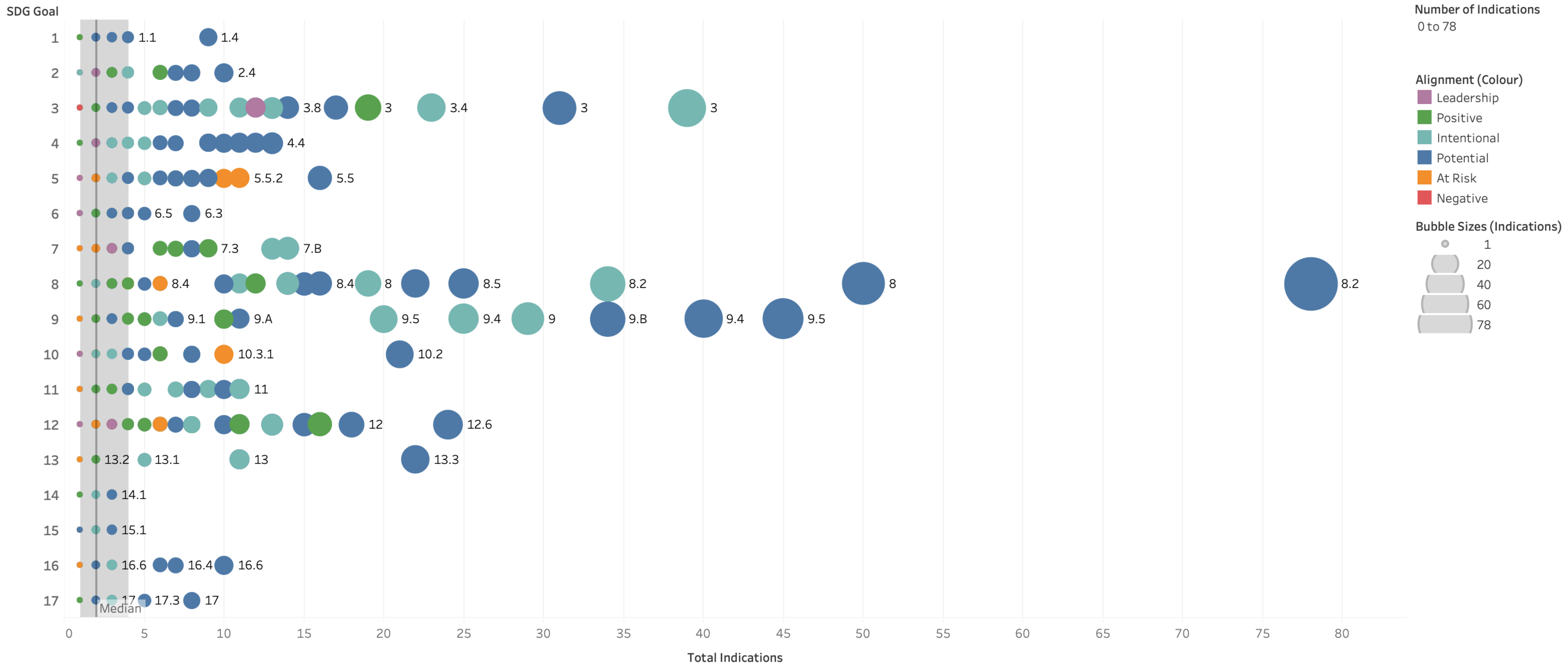


# SDG alignment across Canada.



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# SDG Codes by Goal and Alignment



# VENTURE BETTER

## SDG Alignment in Canadian Venture

**Have questions about this data? Want this for your community?**

Get in touch: [data@venturebetter.org](mailto:data@venturebetter.org) or tap the logo below.

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