THE GLOBAL GOALS
For Sustainable Development

17 GOALS

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Pope Francis to Release Pop-Rock Album 'Wake Up!'

Hear uplifting, prog rock-inspired track, "Wake Up! Go! Go! Forward!"

BY DANIEL KREPS | September 25, 2015

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Remember:
many people expected
the negotiations
would end
badly.
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Instead, they ended like this!

Macharia Kamau (Kenya), one of the Co-Facilitators, celebrating success

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This is how UN diplomats usually express strong emotion

Macharia Kamau (Kenya) with Da**vid Donoghue** (Ireland) when the SDGs were agreed, 2 Aug 2015 (photo: IISD)

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But … what is new and different about the 17 SDGs?

First, and most important, these Goals apply to *every* nation … and every sector. Cities, businesses, schools, organizations, *all* are challenged to act. This is called

Universality

Second, it is recognized that the Goals are all inter-connected, in a system. We cannot aim to achieve just one Goal. We must achieve them all. This is called

Integration

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And finally, it is widely recognized that achieving these Goals involves making very big, fundamental changes in how we live on Earth. This is called
Transformation
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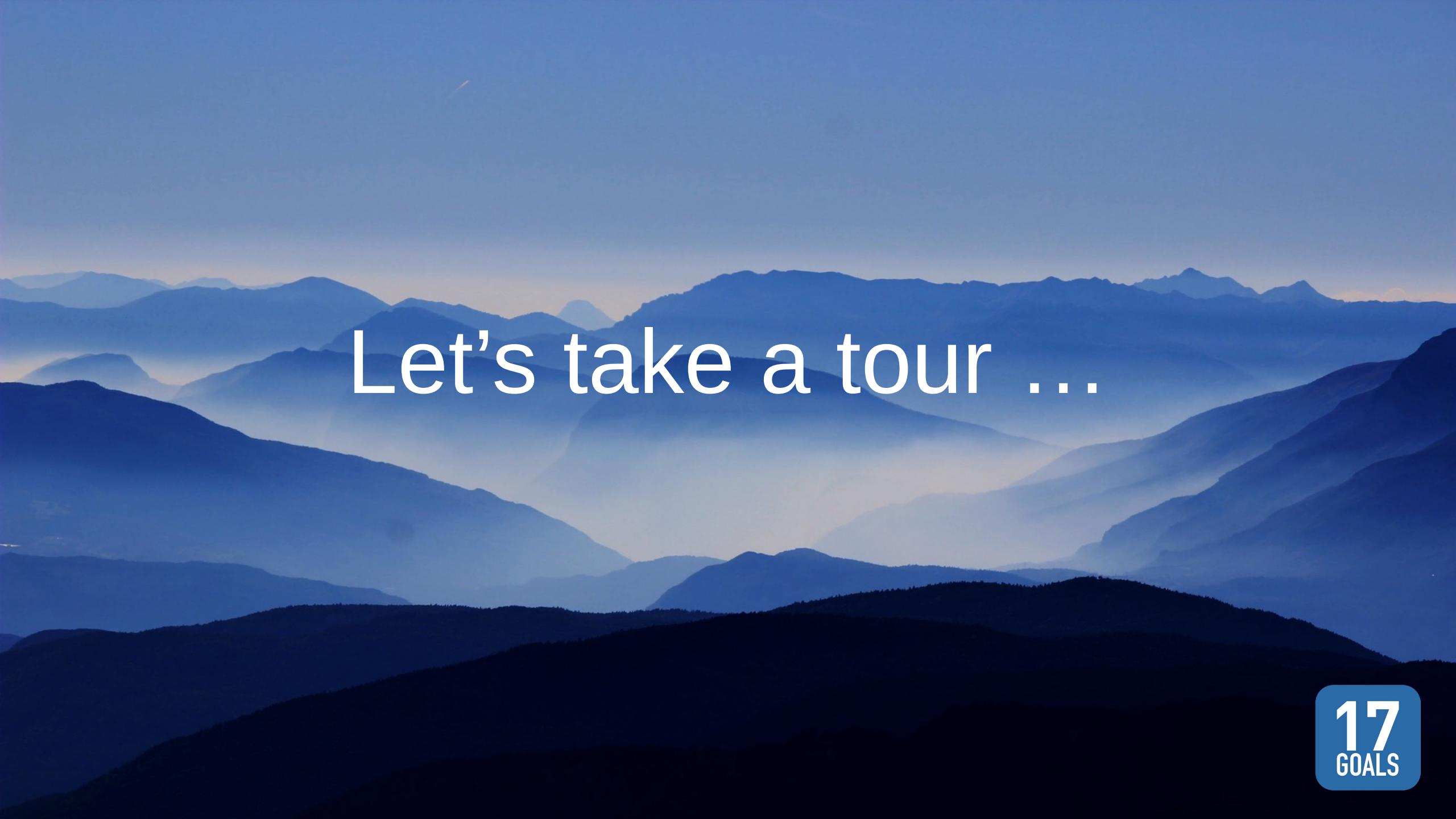
Let’s take a tour …
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GOALS

#1: End poverty in all its forms everywhere

#2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

#3: Ensure healthy lives and promote well-being for all at all ages

#4: Ensure inclusive and quality education for all and promote lifelong learning

#5: Achieve gender equality and empower women and girls

#6: Ensure access to water and sanitation for all

#7: Ensure access to affordable, reliable, sustainable and modern energy for all

#8: Promote inclusive and sustainable economic growth, employment and decent work for all

#9: Build resilient infrastructure, promote sustainable industrialization and foster innovation

#10: Reduce inequality within and among countries

#11: Make cities inclusive, safe, resilient and sustainable

#12: Ensure sustainable consumption and production patterns

#13: Take urgent action to combat climate change and its impacts*

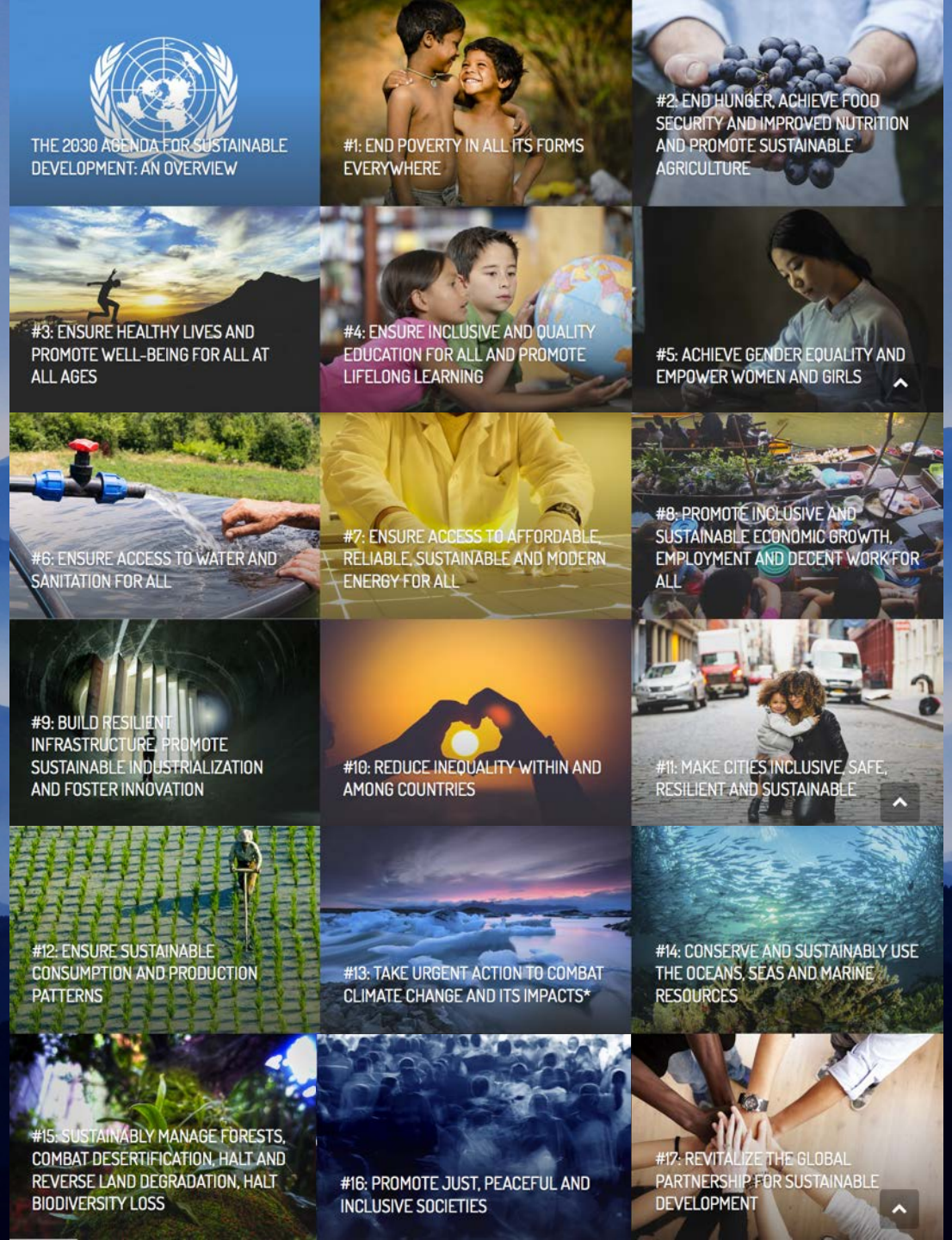
#14: Conserve and sustainably use the oceans, seas and marine resources

#15: Sustainably manage
forests, combat desertification,
halt and reverse land
degradation,
halt biodiversity loss

#16: Promote just, peaceful and inclusive societies

#17: Revitalize the global partnership for sustainable development

Each goal is important in itself ...



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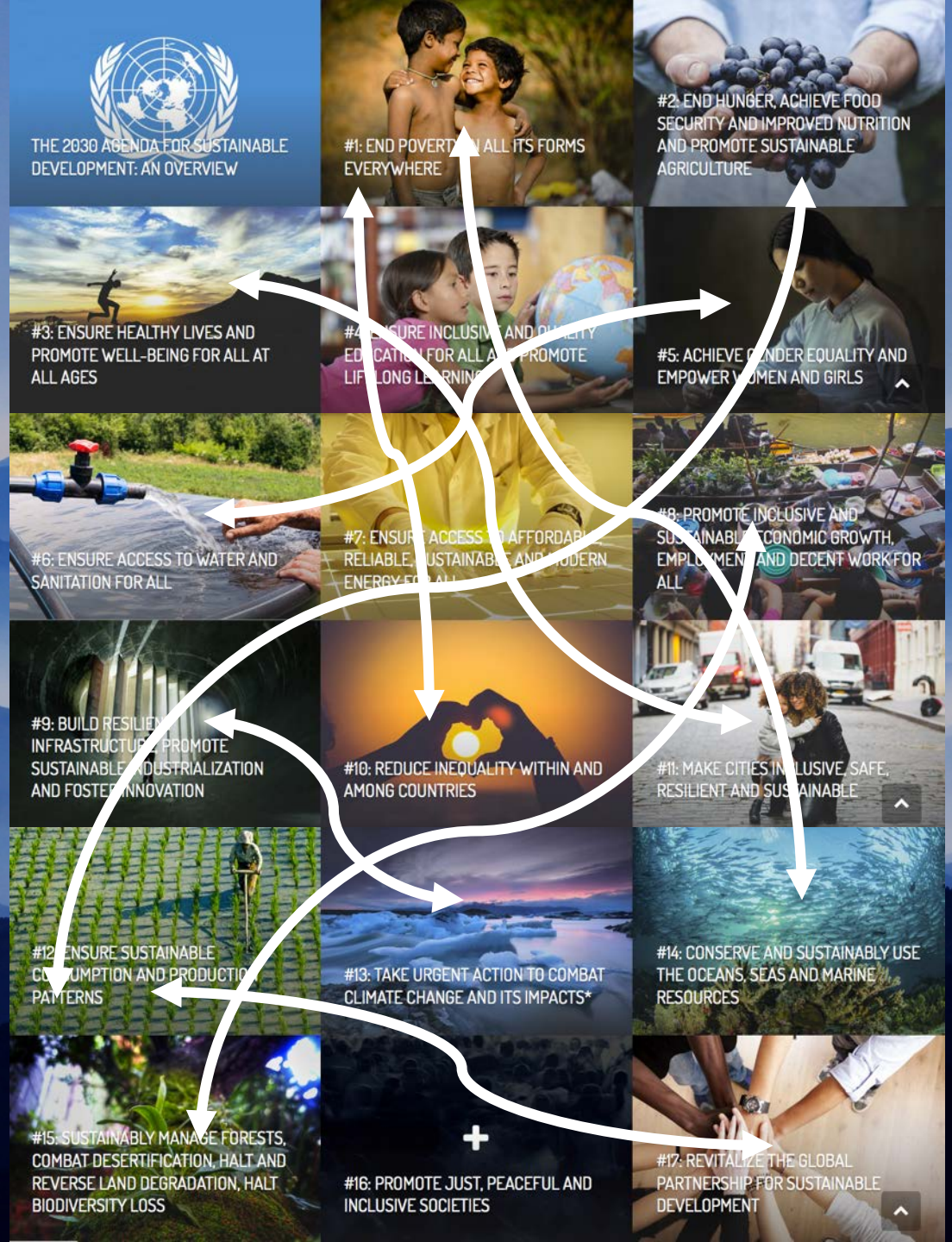

And they are all connected

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The four “Compass Points” of sustainable development

- ***N = Nature***
  Environment, resources, ecosystems, biodiversity, climate change
- ***E = Economy***
  Industrial production, consumption, jobs, investment, money
- ***S = Society***
  Government, culture, institutions, large social trends and issues
- ***W = Wellbeing***
  Individual health, families, learning, self-development, quality of life

They can be translated into many formats

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The Sustainability Compass and the 17 SDGs

13. Climate Change

14. Oceans & Seas

15. Ecosystems & Biodiversity

1. End Poverty

2. End Hunger

3. Healthy Lives

4. Quality Education

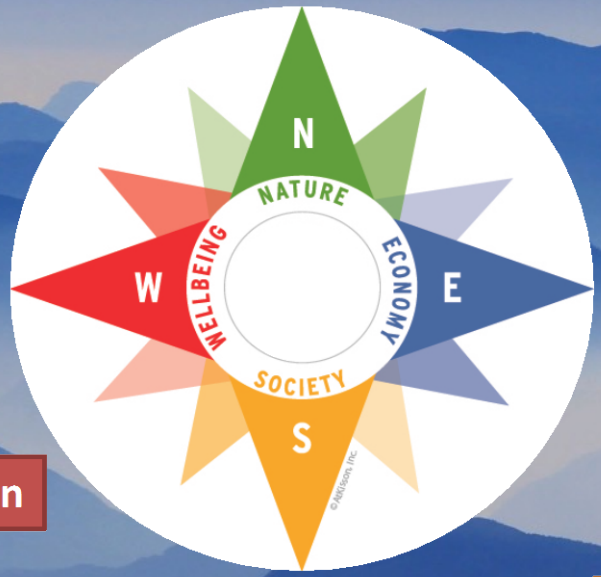
6. Water and Sanitation

5. Gender Equality

10. Reduce Inequality

16. Justice & Peace

17. Global Partnership



7. Energy for All

8. Inclusive Growth & Jobs

9. Industry & Innovation

12. Consumption & Production

11. Sustainable Cities

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“We Love the SDGs”

Words & Music by Alan AtKisson

Even music

We love the SDGs - We love the SDGs
Ending poverty and hunger living healthy lives
education and equality go side by side

We love the SDGs - We love the SDGs
Taking care of all the life in the ocean and land
Clean energy and water - they go hand in hand

We love the SDGs - We love the SDGs
An economy that gives us what we all really need
Green cities, green products, and a lot less greed

We love the SDGs - We love the SDGs
Now we have to come together - live in justice and peace
Turn dream into reality for you and me ...

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4 Key Messages

1. Rewrite the song

- Sustainable Development is no longer green, marginal, an add-on, etc.

- SD is essential, integrative, action-oriented, motivational, transformational, providing clear value-addeds to every sector.

Tell this new SD story as powerfully as you can

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4 Key Messages

2. Beat the drum

- Set up new routines and procedures that *embody* the "big three": Universality, Integration, Transformation

- When governmental openness is limited, the establishment of regular, multi-stakeholder processes is *more* important, not less.

Tell the story over and over

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4 Key Messages

3. Form a new band

- Raise the level of integration, e.g. hierarchical position and coordination function, in the constellations of people, processes, and institutional arrangements for implementing SD

- Get new personalities mobilized to multiply and amplify the messaging

Make sure the right people are telling the story

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4 Key Messages

4. Take the show on the road

- Go to where the actors are, especially those who are *not* currently or usually involved in SD processes (e.g. finance, social dimension, lagging economic sectors, etc.)

- Create or use the venues, events, processes etc. where those audiences

Tell the story to new audiences

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