

THE GLOBAL GOALS

For Sustainable Development



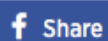




Pope Francis to Release Pop-Rock Album 'Wake Up!'

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.



Instead, they ended like this!



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

This is how UN diplomats usually express strong emotion



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



17 GOALS

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

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



Let's take a tour ...

A photograph of two young children, likely of African descent, smiling and embracing each other outdoors. The child on the left is wearing a green beaded necklace with a silver coin pendant. The background is a blurred natural setting with trees and foliage.

**#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**



A person wearing a white lab coat and white gloves is shown from the waist down, leaning over a glowing hexagonal grid. The grid is composed of white lines on a dark background, and the person's hands are positioned as if they are about to interact with it. The overall lighting is warm and yellow, creating a futuristic and scientific atmosphere. A dark brown rectangular box is overlaid on the upper left portion of the image, containing white text.

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

A high-angle photograph of a floating market. In the center, a woman in a light blue shirt is cooking in a large pot on a gas stove inside a wooden boat. The boat is filled with various food items, including bowls of prepared dishes, baskets of noodles, and a bunch of bananas. To the left, another boat is visible, carrying several people and large potted plants. In the foreground, the back of a person's head and shoulders are visible, looking towards the food vendor. The water is calm, and the scene is set in a narrow waterway.

#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***



A vibrant underwater scene featuring a massive school of blue fish, possibly sardines, swimming in a synchronized pattern across the upper two-thirds of the frame. Below them, a diverse coral reef is visible, with various types of coral in shades of brown, tan, and green. Small, colorful fish, including some with bright orange or red heads, are scattered throughout the water column and near the reef. Sunlight filters down from the surface, creating a shimmering effect in the water.

**#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**



A large crowd of people, mostly seen from the back, looking towards a bright light source. The image is heavily blue-toned and has a soft, out-of-focus quality. The text is overlaid in the lower center.

**#16: Promote just, peaceful
and inclusive
societies**



**#17: Revitalize
the global
partnership for
sustainable
development**

Each goal
is
important
in itself ...



THE 2030 AGENDA FOR SUSTAINABLE
DEVELOPMENT: AN OVERVIEW

#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

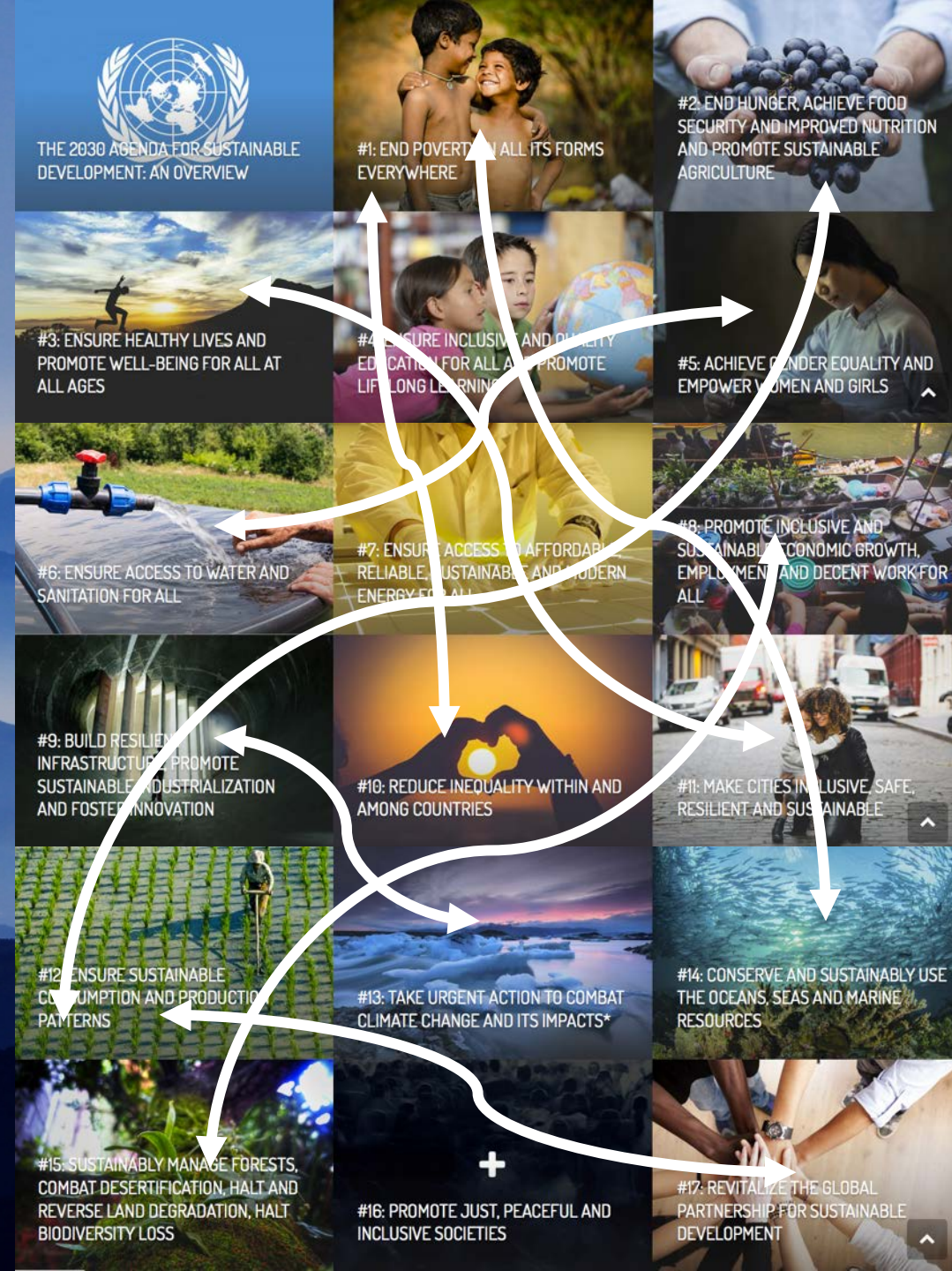
#15: SUSTAINABLY MANAGE FORESTS,
COMBAT DESERTIFICATION, HALT AND
REVERSE LAND DEGRADATION, HALT
BIODIVERSITY LOSS

#16: PROMOTE JUST, PEACEFUL AND
INCLUSIVE SOCIETIES

#17: REVITALIZE THE GLOBAL
PARTNERSHIP FOR SUSTAINABLE
DEVELOPMENT

17
GOALS

Each goal
is
important
in itself ...



And they
are all
connected

17
GOALS

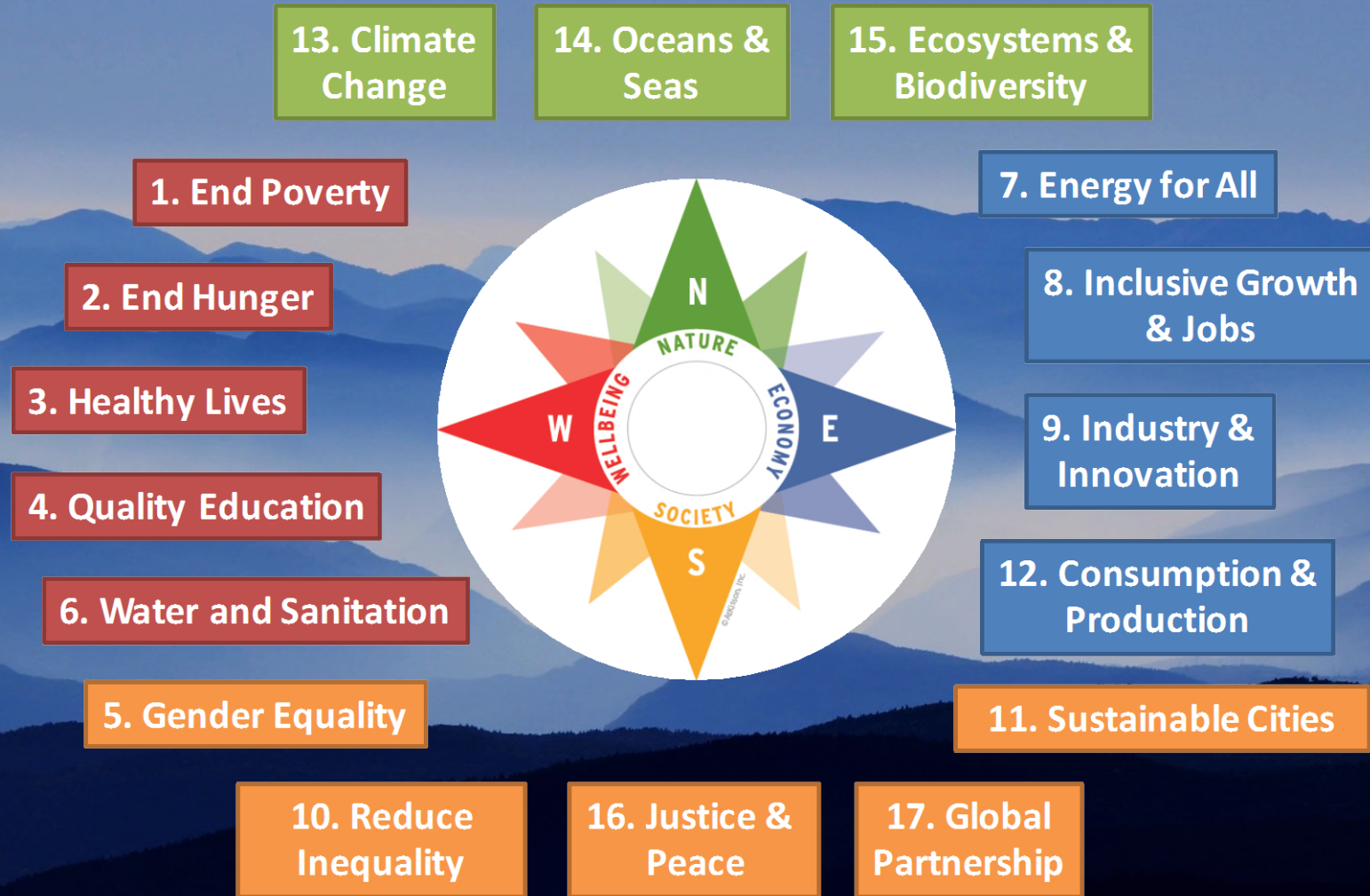
The four “Compass Points” of sustainable development

- **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



The Sustainability Compass and the 17 SDGs



“We Love the SDGs” *Words & Music by Alan AtKisson*

We love the SDGs - We love the SDGs

Ending poverty and hunger living healthy lives
education and equality go side by side

**Even
music**

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 ...

17
GOALS

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-added to every sector.

Tell this new SD story as powerfully as you can

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

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

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



17 GOALS

17Goals.org