THE GLOBAL GOALS
For Sustainable Development

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE AND JUSTICE STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS
Pope Francis to Release Pop-Rock Album 'Wake Up!'
Remember:
many people expected
the negotiations
would end
badly.
Let's be clear about this.
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 ...
#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 …
Each goal is important in itself …

And they are all connected
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

1. End Poverty
2. End Hunger
3. Healthy Lives
4. Quality Education
5. Gender Equality
6. Water and Sanitation
7. Energy for All
8. Inclusive Growth & Jobs
9. Industry & Innovation
10. Reduce Inequality
11. Sustainable Cities
12. Consumption & Production
13. Climate Change
14. Oceans & Seas
15. Ecosystems & Biodiversity
16. Justice & Peace
17. Global Partnership
“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

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 ...
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
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
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. 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