Television Campaigns to Raise Awareness for the SDGs in Iceland

Berlin, November 2018

Áslaug Karen Jóhannsdóttir, specialist at the Ministry for Foreign Affairs, Iceland
1. Government Actions
2. Good News from the Future
3. Measuring Awareness
4. Elíza Gígja goes to Uganda
1. Government Actions:

Inter-ministerial working group: All Ministries, Statistics Iceland and the Association of Local Authorities

Status Report – Priority Targets

Budget

Youth Council

HLPF 2019

Communications
2. Good News from the Future
2. Good News from the Future
3. Measuring Awareness

DO YOU KNOW OR HAVE YOU HEARD OF THE SDGS?

<table>
<thead>
<tr>
<th>January 2018</th>
<th>May 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I know the SDGs</td>
<td>53.3%</td>
</tr>
<tr>
<td>Yes, I have heard of the SDGs</td>
<td>35.9%</td>
</tr>
<tr>
<td>No, I have not heard of the SDGs</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>57%</td>
</tr>
</tbody>
</table>

DO YOU KNOW OR HAVE YOU HEARD OF THE SDGS - JAN 2018

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>47%</td>
</tr>
</tbody>
</table>
3. Measuring Awareness

HAVE YOU OFTEN, OCCASIONALLY, RARELY OR NEVER SEEN THE CAMPAIGN „GOOD NEWS FROM THE FUTURE“?

<table>
<thead>
<tr>
<th></th>
<th>Yes, I know the SDGs</th>
<th>Yes, I have heard of the SDGs</th>
<th>No, I have not heard of the SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>OFTEN</td>
<td>5</td>
<td>42</td>
<td>53</td>
</tr>
<tr>
<td>OCCASIONALLY</td>
<td>18</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>RARELY</td>
<td>18</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>NEVER</td>
<td>8</td>
<td>41</td>
<td>5</td>
</tr>
</tbody>
</table>
3. Measuring Awareness

HOW WELL OR BADLY DO YOU KNOW THE SDGS?

- Very well
- Rather well
- Neither well nor badly
- Rather badly
- Very badly

**January 2018**
- Very well: 45
- Rather well: 35.1
- Neither well nor badly: 8.4

**May 2018**
- Very well: 34.8
- Rather well: 41
- Neither well nor badly: 15.4

**How well or badly do you know the SDGs - May 2018**
- Well: 56%
- Badly: 9%
- Neither: 35%

**How well or badly do you know the SDGs - Jan 2018**
- Well: 43%
- Badly: 12%
- Neither: 45%
4. Elíza Gígja goes to Uganda
Thank you

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