

# **Communicating Sustainable Development and SDGs: Experiences of a NGO**

16th ESDN Workshop - Communication of  
Sustainable Development and the SDGs:  
Strategies and Good Practices  
20<sup>th</sup> of November 2018

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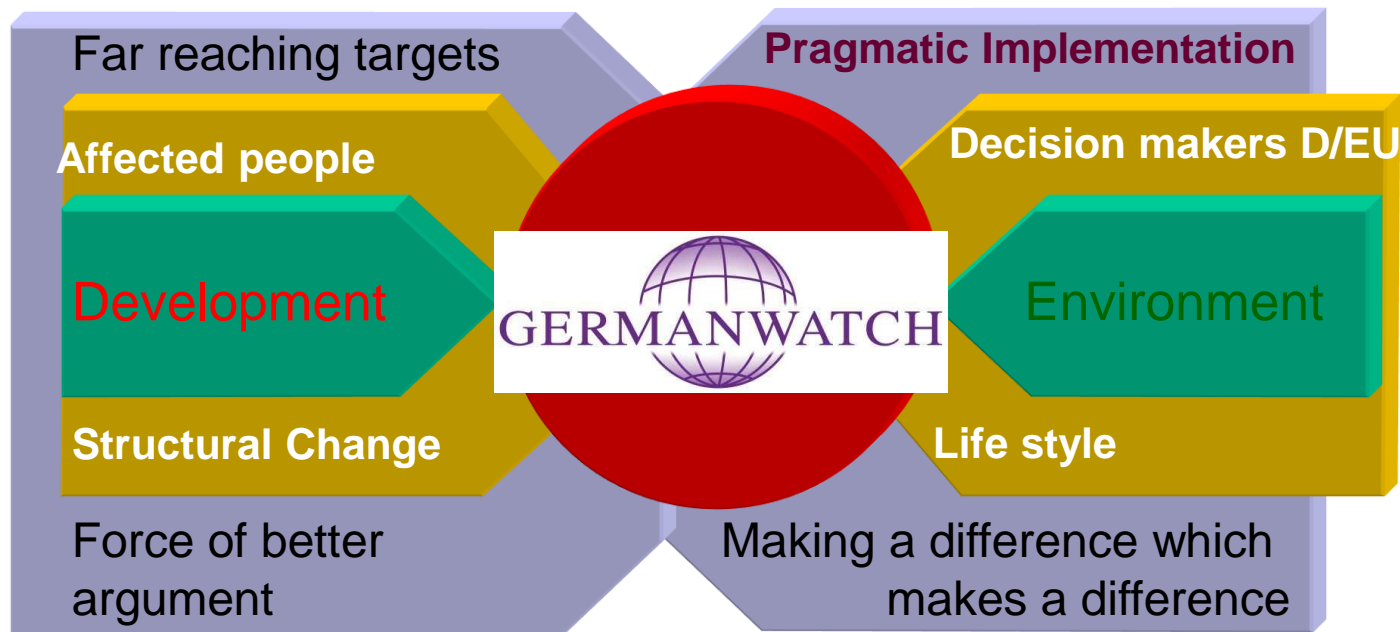
- founded in 1991
- about 700 members
- Around 50 staffers in Bonn and Berlin



## *Observing, Analysing, Acting*

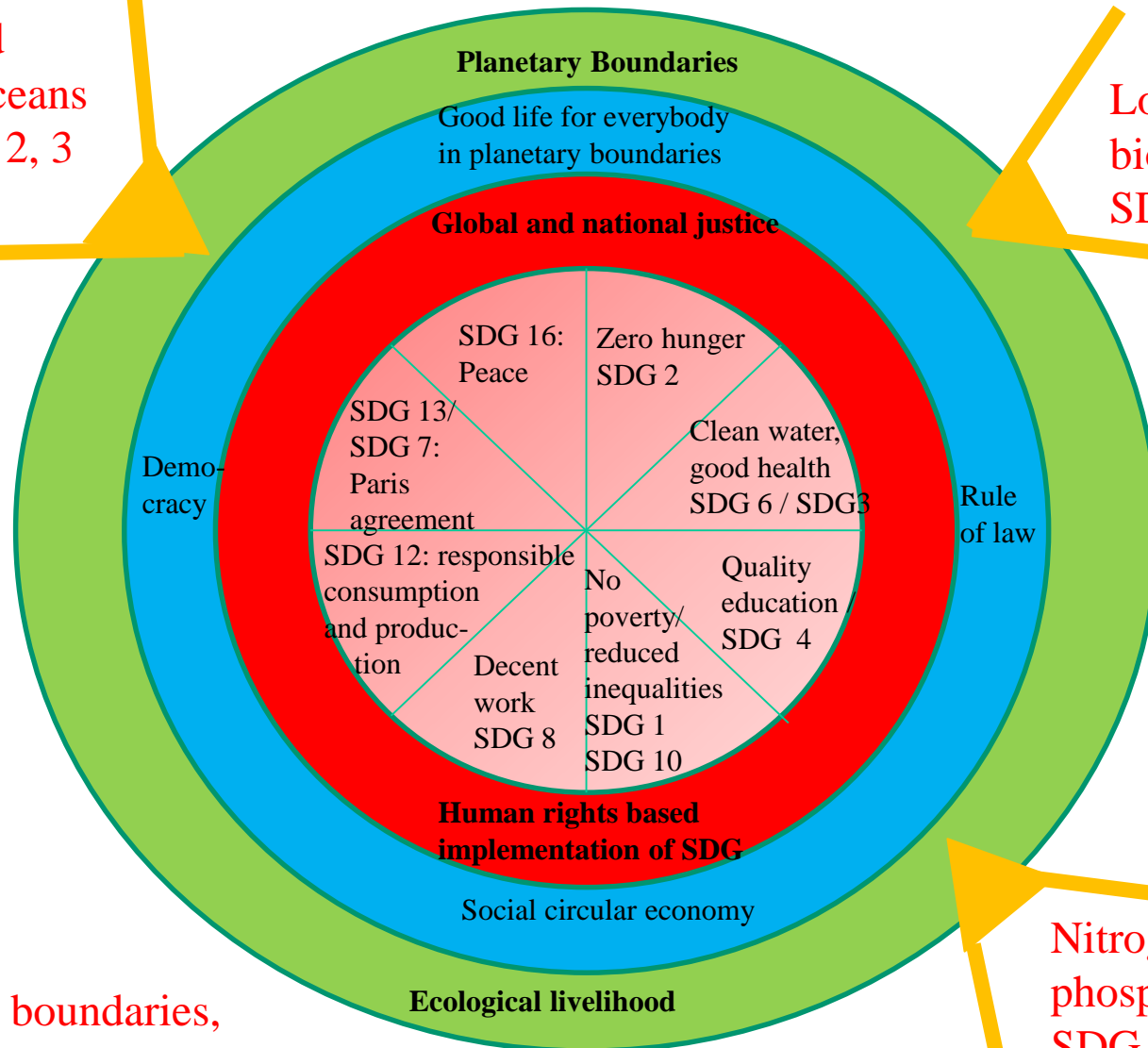
- We actively promote North-South equity and the preservation of livelihoods. We observe, analyse and act.
- In doing so, we focus on the politics and economics of the North with their worldwide consequences.
- Our topics are World Trade and Food Security, Climate Protection and Adaptation, Corporate Accountability and Human Rights, the Financial Sector and Sustainability as well as the Financing of Development Cooperation.
- All of these are in one way or the other targeted by SDGs.

# Tension Creates Dynamic: Germanwatch



Climate crisis and  
acidification of oceans  
SDG 13, 7, 6, 14, 2, 3

Loss of  
biodiversity  
SDG 14, 15



[in red: planetary boundaries,  
which are already broken ]

Nitrogen and  
phosphor cycle  
SDG 2, 6

# Rights based Implementation of SDG's

- Our various projects in different fields aim for and communicate a human rights based implementation of the SDGs.
- Most explicitly we communicate / aim to raise awareness for the SDGs in Germanwatch's educational projects:
- Transformative Education for Sustainable Development (ESD). Target groups are mainly (not only) young people, pupils and students.
- SDGs should be correlated to relevant human rights: Countries like China try to replace human rights with SDGs

# Empower

Empower learners to transform themselves and the society they live in

➡ **Transform unsustainable structures**

## Transformative Education for Sustainable Development

# Action

Use the political sphere as learning field

➡ **From knowledge to real life political action**

Face the new situation after Agenda 2030 and Paris Agreement for global cooperation and transformative action

# Change

ESD as a tool for life long learning for all learners

➡ **address decision makers**



GERMANWATCH

# How to measure success?

- It is not mainly about peer reviewed articles but about people to behave more sustainable.
- So we would ask: does our target group reduce their ecological and social **footprint**? And even more important: Do they increase their **handprint** of active participation in society and/ or politics?





# Future needs

- People must understand how and why SDGs are related to their life. So far most of them understand them as a nice UN-thing, not really relevant for them.
- For people it's more concrete to see that they have also rights and the state has to deliver. (But even the relevance of human rights has to be shown)
- Take it seriously: *Leave no one behind!* - Reduce the social gaps in between societies
- Renewing our social contract with next generations.



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Many thanks for your attention!

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