BUILDING CHANGE
SDG action at home and abroad

‘Adopt an SDG’

Influencing Dutch Parliament on Policy coherence and the SDG’s
Working together to strive for a coherent implementation of the SDGs
SDG implementation in the Netherlands

- Coordinated by the Minister of Foreign Trade and Development Cooperation

- Role (and interest) of the Parliament limited → biggest focus on foreign trade and Development Cooperation

- No clear SDG strategy (or ambition)
Adopt an SDG - set up

New Parliament with newly elected MPs searching for public attention and a topics of focus!
- Asked MPs to adopt one or two SDGs relevant to their work
- Handing over the adopted SDG with a video asking for their goals and how they will go about achieving them.
- Civil societies supported (and follow) their work
- Publicity: social media, interviews, events
Successes

- 25+ MPs joined, adopting one or two SDGs
  - 5 opposition parties, three coalition parties
  - Part of a wide range of standing committees ranging from Infrastructure and Water, to Economic Affairs and Climate, to Trade and Development Cooperation
- Nearly 40 civil society organisations joined in supporting the Parliamentarians

→ More SDG awareness among a wide range of Dutch MPs!
The Success Formula

1. Offer MPs a goal, an SDG, that they prefer to identify with and to commit to.

2. Give positive and constructive publicity to political actions by these MPs that bring us closer to the SDGs → social media, interviews and public events.

3. Link the MPs with knowledgeable organisations that are eager to share valuable information and concrete political advice.
Challenges

More attention to specific SDG-related topics, but the lack of broader and coherent (political) ambition remained.

1. The agenda is still seen as an agenda for Development Cooperation - both within Parliament and the central government.

2. No overarching committee or political discussion on sustainable development.

3. Positive and constructive tone of the campaign: How to tune more critical messages when MPs who committed to the SDGs fail to act accordingly?
Way forward

- Coalition agreement ➔ advocating for the inclusion of ambition on SDGs / sustainable development

- SDG awareness in Parliament: SDG Masterclasses

- Adopt an SDG 2.0