# Youth Workers 4 Global Goals

## CAPACITY BUILDING IN THE FIELD OF YOUTH

**Module 2: Why we should care about the Sustainable Development Goals – as governments, businesses, individuals**

## INTRODUCTION

Everyone can contribute to making sure the Global Goals are met and it is crucial that everyone is aware of and have knowledge of them. The SDGs call for worldwide action among governments, business and civil society because all of them have a role to play. The SDGs have been agreed by all governments, yet their success relies heavily on action and collaboration by all actors. Moreover, the SDGs present an opportunity for business-led solutions and technologies to be developed and implemented to address the world's biggest sustainable development challenges.

In the following module, youth workers will learn why we should care about the Sustainable Development Goals as governments, businesses and individuals, while having a look at different examples and good practice.

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## I.    The importance of the Sustainable Development Goals

The 2030 Agenda for Sustainable Development adopted by UN General Assembly in September 2015 for transforming our world consist of the 17 Sustainable Goals (SDGs) along with 169 targets that are understandably built and expanded further on the results of Millennium Development Goals (MDGs) that ended the same year of SDGs' adoption.

The 2030 Agenda for Sustainable Development is very comprehensive call and all inclusive – the people, planet, prosperity, peace and partnership. These are meant for the prosperity and peace of people and the planet which is believed to be materialized through collective actions of partnership. Moreover, the Sustainable Development Agenda requires a partnership between governments, the private sector and civil society, because only in this way the different sectors and actors can work together in an integrated manner by pooling financial resources, knowledge and expertise. According the UN General Assembly, the cross sectorial and innovative multi-stakeholder partnerships will play a crucial role for getting us to where we need by the year 2030.



Partnerships for sustainable development are multi-stakeholder initiatives voluntarily undertaken by Governments, intergovernmental organizations, major groups and others stakeholders, which efforts are contributing to the implementation of inter-governmentally agreed development goals and commitments, as included in Agenda 21, the Johannesburg Plan of Implementation, the Millennium Declaration, the outcome document of the United Nations Conference on Sustainable Development (Rio+20) entitled "The Future We Want", the Third International Conference on Small island Developing States, and the 2030 Agenda for Sustainable Development[1].

Sustainable Development Goal 17, which reads "Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development", recognizes multi-stakeholder partnerships as important vehicles for mobilizing and sharing knowledge, expertise, technologies and financial resources to support the achievement of the sustainable development goals in all countries, particularly developing countries. Moreover, Goal 17 further seek to encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Following this, let's see the impact that governments, businesses and individuals can have on the achievement of the SDGs.

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[1] https://sustainabledevelopment.un.org/sdinaction

### a. Governments

Everyone can contribute to making sure the Global Goals are met and it is crucial that everyone is aware of and have knowledge of them. According to SDG 16 and the 2030 agenda for Sustainable Development, governments have the primary responsibility for implementing the SDGs and ensuring follow-up and review over the coming 15 years, at the national, regional and global levels. One of the first steps governments take to implement the Agenda is often to shape the institutional arrangements for steering the implementation of the SDGs and reviewing progress.
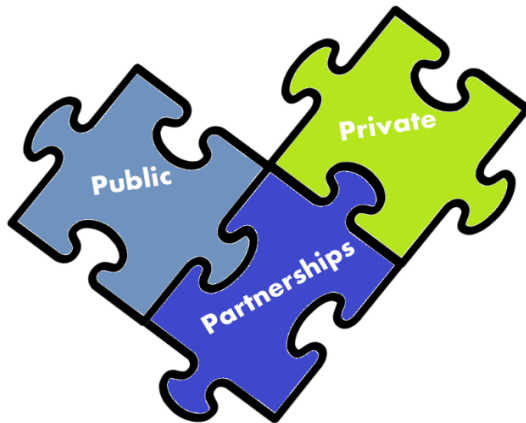
Governments around the world have the power to engage with business and establish mechanism that can encourage companies to be resource efficient and transparent. For example, governments can create legislation or voluntary agreements per sector to promote product transparency and disclosure on water footprint. From the other hand, they can also engage with their citizens raising their awareness of the water footprint of their consumption and ways to reduce it.

Moreover, outside their borders governments can focus foreign aid on improving the sustainable management of water resources in locations where the external water footprint lies, work with trade partners to ensure sustainable production of goods that are imported and exported and ultimately, can work towards the promotion of international agreements on maximum sustainable water footprint limits and equitable sharing of the water footprint of consumption.

### Governments and digitalization

The Digital Revolution is the shift from mechanical and analogue electronic technology to digital electronics which began anywhere from the late 1950s to the late 1970s with the adoption and proliferation of digital computers and digital record keeping that continues to the present day. However, technological advancement has tendency to alter human relations and social ethos, posing new challenges to the existing laws in the context of society.

When it comes to governments, the ICT revolution has altered the modus operandi of Governmental functions and open them a new effective way to reach the masses and receive feedback from them. If managed well, digitalization can open up new pathways for regional integration, economic development and prosperity.

A recent research shows that, while expanding internet penetration has boosted productivity by 11% in middle-income countries, the impact in low-income countries is

just 3%[2]. Consequently, there is an urgent need for governments in low and middle-income countries to weigh up the opportunities and challenges presented by the digital economy and develop appropriate policies to maximize the benefits from digitalization, complementing both national and regional priorities for achieving the SDGs. The opportunities presented by the digital revolution are enormous but, if not managed properly, they could be outweighed by the risk that they will exacerbate existing inequalities and/or create new ones, slowing progress towards the SDGs.

## How do government can help to do this?

Digital infrastructure needs are constantly increasing, in line with the explosion in digital innovation and the lack of access to digital infrastructure is a key challenge for many governments. Nowadays, it is impossible to imagine the country, sector, industry or area of endeavor that cannot benefit from digital services. The services enabled by digital technology are economic growth drivers, job creators, talent magnets and big sources of exports. The internet has created entirely new fields of commerce (the term "app developer" did not exist a few years ago), and its impact extends deeply into traditional industries, enabling new capabilities, products and services.
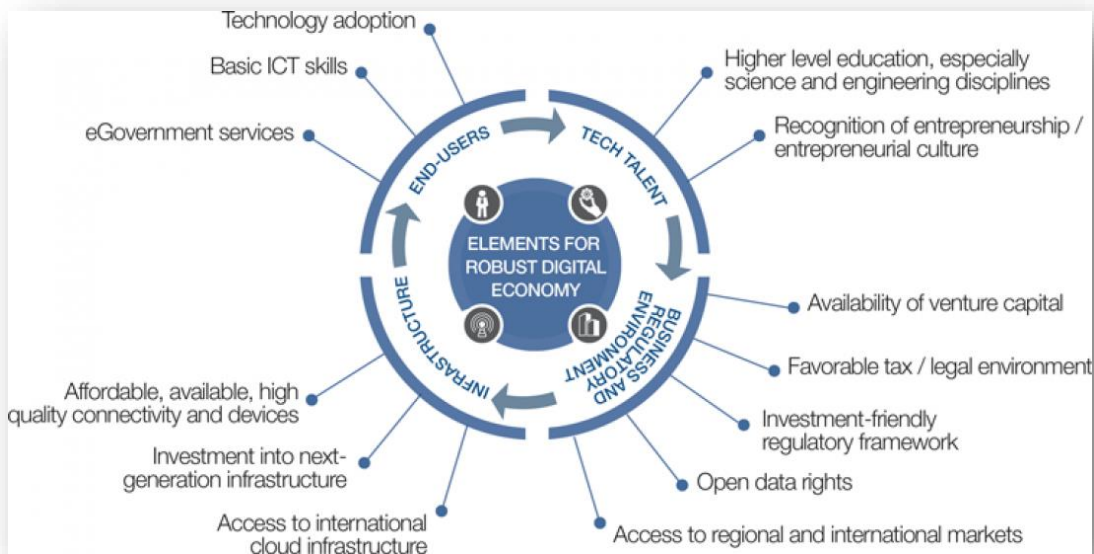


In some countries, governments have played a key role in getting the digital ball rolling with strategies, policy initiatives, investment incentives and even funding, as well as they can create environments that facilitate digital exchange. The UN as well as a number of countries have declared internet access to be a fundamental right of all citizens, and Finland and Spain have mandated connection speeds of at least 1 megabit per second

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[2] https://www.odi.org/publications/11073-digitalisation-and-future-manufacturing-africa

for everyone[3]. Fiber-optic broadband projects have led to higher than average penetration in such countries as Slovakia and Estonia, where fiber as a percentage of total broadband exceeds 30%, compared with an OECD average of less than 14%.

Three areas in which governments can lead by example and promote digital services demand are education and training, healthcare, and bringing public services online. Today's challenge is not whether to use the internet in education; it is how to do so effectively. Emerging countries such as Chile, Colombia and Peru have established programmes to connect schools and build digital literacy. Schools and school districts need to reorganize their instructional models, using digital technology to raise the productivity of teaching staff and improve educational outcomes through high-quality, individualized instruction at a more affordable cost. Digital innovation has the potential to unlock similar value in healthcare. It can expand access to health services and improve their quality; it can equip patients with the tools to manage their own health and wellness; and it can lend new energy to public health initiatives.



More often we start listening that the technology and automation will displace jobs in some sectors, but the reality is that the digitalization will also create new employment opportunities by lowering the costs of trade, reducing barriers to market entry, expanding market access and boosting productivity. Moreover, all these new jobs will require investment in digital and soft skills through education and training, and policies for fostering competitive and innovative economies. Governments need to set new digital strategies, where priorities and objectives for digitalization policies are set coherently across policy areas and budgetary appropriations are allocated accordingly. Thanks to new programs and initiatives, governments can support the development of business and individuals, contributing for the achievement of several SDGs.

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[3] http://reports.weforum.org/delivering-digital-infrastructure/growth-driver-developing-digital-services/?doing_wp_cron=1584689788.8090701103210449218750

**Governments and Sustainable development policies**

As part of its follow-up and review mechanisms, the 2030 Agenda for Sustainable Development encourages member states to "conduct regular and inclusive reviews of progress at the national and sub-national levels, which are country-led and country-driven". The voluntary national reviews (VNRs) aim to facilitate the sharing of experiences, including successes, challenges and lessons learned, with a view to accelerating the implementation of the 2030 Agenda. The VNRs also seek to strengthen policies and institutions of governments and to mobilize multi-stakeholder support and partnerships for the implementation of the Sustainable Development Goals. In 2018, 46 countries agreed to conduct voluntary national reviews at the high-level political forum.

So, let's see examples of what's measures some counties have taken.



**Spain**

Since the agenda was adopted in Spain, different social sectors, disciplines and levels of the administration have been incorporated. Moreover, all national, regional and local administrations, citizens, social stakeholders, companies, universities, research centers, and civil society organizations, focused on a shared vision, where the Spanish Government has a crucial role for the implementation of the 2030 Agenda.

The efforts made in recent years have been greatly reinforced by the arrival of the new Government in June 2018; the 2030 Agenda now forms part of the very essence of Spain's new Government and of its national blueprint. In fact, a number of decisions have already been made in the few weeks that the new Government has been in power, setting Spain on the path to focusing its public policies and political priorities on achieving the SDGs. The Government itself has a majority of women ministers—11 out of 17. The new Government has created the figure of a High Commissioner for the 2030 Agenda, who shall report directly to the President of the Government, as well as a High Commissioner for Child Poverty. It has also created a Ministry of Ecological Transition, responsible for energy, the environment, and climate change.

The Ministry of Science, Innovation and Universities has been created. Moreover, universal health coverage is now being extended to one and all, including irregular migrants. The new Government of Spain has also declared its intention to reorient employment policy through social dialogue, so that economic growth does not compound inequality. Spain has shown its solidarity, as well as its commitment to

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human rights and to a just, sustainable, and inclusive world order, by welcoming the rescue ship Aquarius into their territory: an action that unequivocally demonstrated Spain's renewed commitment to global solidarity. It also showed that the 2030 Agenda is clearly stamped on Spain's international calling card, and their commitment to the SDGs, both within their territory and with respect to all the world's citizens, has become a core feature of the role that Spain wishes to play in the world.

SUSTAINABILITY COMMITMENTS 2030

While preparing the Voluntary National Review and their action plan, Spanish government started promoting new policies, measures, and approached to governance and working methods, as well as adopting of a 2020-2030 Sustainable Development Strategy that represents a national blueprint with broad support and a vision shares across the political spectrum. The Plan assigns responsibilities for each of the SDGs and their targets to the different ministries, which thus become focal points. The policies and laws aimed at advancing towards each SDG are described in detail, establishing the corresponding baselines and indicators. The Plan identifies priority areas of action in which to implement accelerator policies: preventing and combating poverty and social exclusion, promoting the circular economy and the social economy; equal opportunities, scientific and technical research, open government, and Spanish Cooperation; Spain's Urban Agenda; and the Climate Change and Energy Transition Act.

If you are curious about the current status of the SDGs in Spain, you can read more **here.**


**Colombia**

In 2016, Colombia presented its first voluntary national report. A year after the adoption of the 2030 Agenda, Colombia had several advances to share with the other countries, particularly in the enlistment stage. The early incorporation of the SDGs in the National Development Plan 2010-2014 of the National Government and the Territorial Development Plans 2016-2019 of the subnational governments, the creation of an intersectoral institutional framework aimed at leading the implementation of the SDGs in the country, and the alignment between the peace negotiations and the 2030 Agenda were the main milestones presented in the first report.

With the signing of the Peace Agreement, a new era begins where the construction of a stable and lasting peace will allow Colombian society to focus on achieving true sustainable development. To advance in this regard, a national policy was designed: Document CONPES 3918 "Strategy for the Implementation of the Sustainable Development Goals in Colombia". This document presents the country's vision for 2030,

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and includes a monitoring scheme with national indicators, quantifiable goals, institutional responsibilities, and a prioritization and regionalization exercise through a set of "tracer goals" with the ability to drive progress on the other goals. of each SDG.



A web page (www.ods.gov.co) was launched where citizens can access the updated information offered by national indicators on the country's progress with respect to the goals set and exercise social control. Exercises have been carried out to track the resources of the different domestic public sources and their destination to each SDG, as a starting point for the construction of a Financing Strategy. Additionally, a joint initiative is being developed with the Private Sector for companies to provide information that makes their efforts and contributions to the SDGs in the country visible, complementing the official information.

If you want to know more about the Nacional Voluntary Report of Colombia, it's available in Spanish language in the following **link.**

In addition, **here** you can find more information about the 46 countries that are conducting voluntary national reviews. Each of these countries also provide main messages summarizing their key findings.

## b. Businesses

In the world's least developed economies, the private sector accounts for 60 percent of economic activity, 90 percent of jobs, and 80 percent of capital inflows.

Therefore, the Global goals cannot be achieved without businesses because every company and every employee has a role to play in creating a more peaceful and prosperous future for our planet. Businesses through their core operations, financial commitments, employee networks, consumer facing platforms and high-level influence, can make a vital contribution to accelerating progress towards the Goals.

In the last years, we can notice a growing number of organizations that are integrating sustainability into their business strategy. Sustainability in business generally addresses two main categories: the effect business has on the environment and the effect business has on society. The goal of a sustainable business strategy is to make a positive impact on either one of those areas. When companies fail to assume responsibility, the opposite

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can happen, leading to issues like environmental degradation, inequality, and social injustice.

Businesses that make smarter use of resources such as water and energy will gain efficiency and save money, while those that treat workers equally and well will enhance their reputations and effectively tap the broadest possible markets and talent pools. Therefore, sustainability is a business approach for creating long-term value by taking into consideration how a given organization operates in the ecological, social and economic development.

Let's see some example of companies that are integrating sustainability into their business strategies.

### Nike

One of the Nike's priority is zero waste, so the company has focused on reducing waste and minimizing its footprint. Their vision is a circular future in which the very concept of waste doesn't even exist. They are eliminating waste wherever they can, beginning by designing waste out of their products and optimizing their manufacturing processes.



Waste is generated across their value chain—from agricultural waste associated with harvesting raw materials to the manufacturing waste created in the process of putting the finishing touches on the products to the waste created when we're done with their products and throw them away. For Nike, the best way to reduce waste is to design the products from the beginning, in a way that they can be reused and nothing is waste. Consequently, they have created a set of tools that help their product creation teams make better decisions to eliminate waste as well as new materials and manufacturing processes that generate less waste were created.

In 2017, Nike launched a new "super material," called Flyleather, made with at least 50% recycled leather fiber. Flyleather is both sustainable and high-performing, with the potential to be as game-changing as Nike Flyknit. During the typical leather manufacturing process, up to 15% of leather hide falls to the tannery floor and often ends up in a landfill. So they gather the discarded leather scraps from the tannery floor and turn them into fibers that are combined and fused into one material[4].

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[4] https://purpose.nike.com/minimizing-environmental-footprint

Another very interesting initiative launched by Ocean Conservancy in the end of October, 2019 where Nike is also partner, was the Arctic Shipping Corporate Pledge[5], inviting businesses and industry to join in a commitment against shipping through the Arctic Ocean. As climate change causes Arctic sea ice to diminish, cargo traffic through previously unnavigable ocean routes becomes increasingly feasible. Though these routes can offer decreased transit times, the possibility of increased vessel traffic across the Arctic poses great risk and potentially devastating environmental impacts for one of the world's most fragile regions.

**Nestlé**

Also Nestlé is working hard for the achievements of the Global Goals. With respect to the SDG 3, good health and well-being, Nestlé has launched *Nestlé for Healthier Kid*s that brings together all their efforts to support parents and caregivers on their journey to raise healthier kids. They are launching more nutritious foods and beverages worldwide to answer children's nutritional needs, while providing nutrition education through school programs, as well as everyday tips and healthy recipes for parents. Their objective is to help 50 million children lead healthier lives by 2030[6].

Moreover, in 2013, Nestlé launched the Nestlé needs YOUth initiative, which was expanded in 2017 to encompass their entire value chain – from operations and supply, to agriculture and innovation. By doing so, they are supporting their ambition to help 10 million young people worldwide access economic opportunities by 2030 and contributed to the SDG 8, decent work and economic growth. Through their global youth initiative, Nestlé provide youth with skills and education, offering help to young entrepreneurs and making agriculture a more prosperous sector for young people[7].
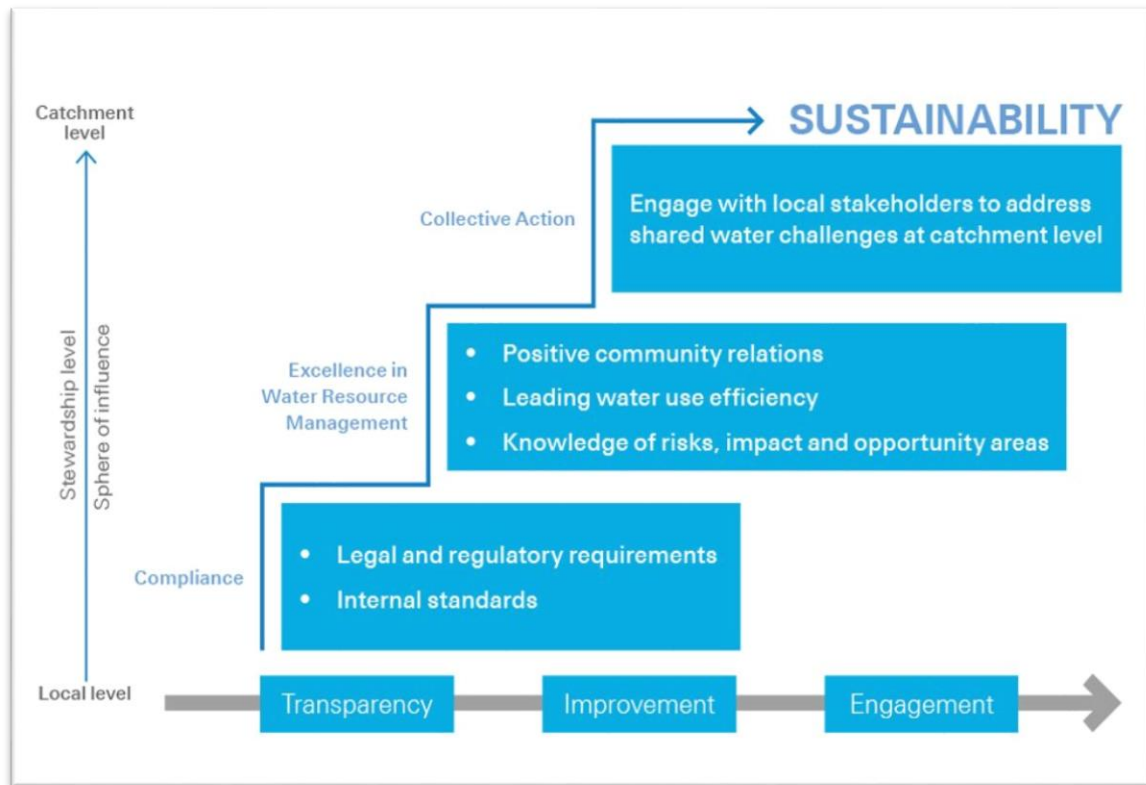
Nestlé has developed also the global initiative, *Caring for Water*, an integrated approach to promoting good water stewardship across their business. Their global efforts aim to improve their environmental performance involving stewarding water resources for future generations. Nestlé focus on reducing withdrawals, reusing water and working with others to protect water at a catchment or community level. This way, they aim to increase access to safe water and sanitation[8].

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[5] https://oceanconservancy.org/protecting-the-arctic/issue-fact-sheets/
[6] https://www.nestle.com/csv/global-initiatives/healthier-kids/home
[7] https://www.nestle.com/csv/global-initiatives/global-youth-initiative/home
[8] https://www.nestle.com/csv/global-initiatives/zero-environmental-impact/caring-for-water

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Nestlé is working in four key areas where it matters:

- In their factories, continuously improving water use efficiency;
- In watersheds, working with partners to protect shared water resources;
- Across their agricultural supply chain, where water challenges are putting the sourcing of their raw materials at risk; and
- In the communities where they are present, to widen access to clean water and sanitation;

## BMW Group

The BMW Group is also addressing the SDGs where they believe they can have the greatest impact though their sustainability strategy and with a focus on their value chain. On a global level, the BMW Group has identified some SDGs where they can work to drive the greatest global change. These Goals include SDG 11, SDG 12, SDG 13, SDG 2 and SDG 6.

With respect to SDG 11, Sustainable Cities and Communities, BMW Group include their car-sharing services DriveNow and ReachNow, which increasingly offer electric vehicles, as well as the electric scooter specially designed for commuter traffic in cities. With the Urban Mobility competence center created in 2015, the BMW Group supports the paradigm shift from cities suitable for cars to cities suitable for people. What's more, the BMW Group also invests in start-ups with promising mobility concepts through its investment fund BMW i Ventures with registered offices in Silicon Valley. With

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competitions and internal start-up programs, they promote the development of further innovation in the context of SDG 11 in a targeted manner. An intrapreneurship competition was held for this purpose in summer 2017. All departments were called upon to submit ideas for products and services on the topic of "Sustainable Cities and Communities."



BMW Group continuously reduce CO2 emissions and resource usage per vehicle produced. In their locations worldwide, they are increasingly focusing on renewable energy and are also working with their supplier network towards improving resource efficiency. The joint venture "Digital Energy Solutions," founded in 2015, also offers digital-based services to small and medium-sized companies, with a view to better harnessing the potential of renewable energy. The recycling of vehicle parts is also promoted with the joint venture Encory, founded in September 2016. These initiatives support the SDG 12, Responsible Consumption and Production.

Moreover, they are consistently increasing the proportion of electrified drive systems in their model range and therefore not only make a contribution towards the reduction of greenhouse gas emissions, but also towards improved air quality in urban areas. Worldwide, the BMW Group plans to sell at least 140,000 electric cars and plug-in hybrids as early as this year and is currently on course to achieve that target, so they can contribute to the SDG 13, Climate Action.

Additionally, BMW Financial Services is focused on tackling SDG 6 – Clean Water and Sanitation through its Care4Water project, which provides access to clean water for people in need. Also, thanks of their campaign Mini Takes the States in U.S, they created a network of over 200 food banks that provide food to over 46 million people in need. The proceeds raised from MINI Takes the States 2018 supported one million meals—contributing to SDG 2 – Zero Hunger.

There are some things that all businesses can do for achieving some of the Global Goals. Moreover, private sector has a critical role for the achievements of the SDGs. First, the private sector is an engine of economic growth and employment. The private sector is well positioned to improve lives in the poorest areas of society worldwide. In developing countries, businesses are responsible for 84% of GDP and 90% of employment opportunities. This gives them the scope to deliver on the promise of sustainable and socially inclusive economic development globally. Also, business is a driver of technology and innovation, and without innovation across a variety of field such as energy,

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construction, food and mobility, will be very difficult for the SDGs to become reality. Much of this development and innovation will stem from the ongoing creative processes and research and development conducted by companies. Business has an opportunity to do investments that meet the current needs and also to address negative impacts throughout the value chain. Moreover, the private sector has a clear and vested interest in working to develop and scale up sustainable business solutions, using the SDGs as a lens to address challenges, build a strong growth strategy and access new markets along the way.



There are a number of compelling reasons for businesses to pursue social impact and engage with the SDGs. Beyond the need to heed society's call for greater transparency and accountability, blending purpose with profit can generate a unique competitive advantage well-suited to discerning consumers and investors.

Below you can see  the five distinct drivers of financial value compel companies to make both social impact and SDG alignment part of their core business in order to[9]:

- Generate new revenue by creating new opportunities for market differentiation and growth;
- Recruit and retain talent by optimising your work- force;
- Increase supply chain resilience by enhancing supply chain sustainability and operational efficiency;

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[9] https://www.3blmedia.com/News/Business-and-Sustainable-Development-Goals-Why-It-Matters

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- Spawn investor interest by increasing attractiveness to a wider range of investors; and
- Assure license to operate by addressing regulatory compliance and managing risks.



However, all these new strategies should be measure because it's important for business to access their impact and identify the risks and opportunities. Moreover, making all or some of the company's goals public can be an effective communication tool because they express in simple and practical terms the company's aspirations on sustainable development. Doing so may inspire and engage employees and business partners and can provide a good basis for constructive dialogue with external stakeholders. The benefits of publicly announcing goals and targets should be weighed against the potential risk of criticism if the company does not meet its targets in time. To manage this risk, the company would benefit from communicating regularly and transparently about the efforts made, progress achieved, and the challenges faced.

If you are interested to know more about what business can do to achieve the SDGs, you can check the SDG Compass – **The guide for business action on the SDGs**.

### c. Individuals

Every person can bring solutions and contribute personally with many things that can make an impact on the SDGs. Therefore, UN created a very interesting and useful material called "The Lazy Person's Guide to Saving the World" that gives us simple examples on how everyone while sitting in his or her home, at his work or outside the house can contribute to the SDGs.

The Guide is divided in 4 Levels. Below we will give some examples of the actions everyone can do at each level, but we recommend you to take a look at the additional advices **here.**



### Level 1 - THINGS YOU CAN DO FROM YOUR COUCH

- Save electricity by plugging appliances into a power strip and turning them off completely when not in use, including your computer.
- Share, don't just like. If you see an interesting social media post about women's rights or climate change, share it so folks in your network see it too.
- Report online bullies. If you notice harassment on a message board or in a chat room, flag that person.
- Offset your remaining carbon emissions! You can calculate your carbon footprint and purchase climate credits from Climate Neutral Now. In this way, you help reduce global emissions faster!

## Level 2 - THINGS YOU CAN DO AT HOME

- Air dry. Let your hair and clothes dry naturally instead of running a machine. If you do wash your clothes, make sure the load is full.
- Take short showers. Bathtubs require gallons more water than a 5-10-minute shower.
- Recycling paper, plastic, glass & aluminium keeps landfills from growing.
- Buy minimally packaged goods.
- Freeze fresh produce and leftovers if you don't have the chance to eat them before they go bad. You can also do this with take-away or delivered food, if you know you will not feel like eating it the next day. You will save food and money.

## Level 3 – THINGS YOU CAN DO OUTSIDE YOUR HOUSE

- Shop local. Supporting neighbourhood businesses keeps people employed and helps prevent trucks from driving far distances.
- Shop Smart—plan meals, use shopping lists and avoid impulse buys. Don't succumb to marketing tricks that lead you to buy more food than you need, particularly for perishable items. Though these may be less expensive per ounce, they can be more expensive overall if much of that food is discarded.
- Bike, walk or take public transport. Save the car trips for when you've got a big group.
- Bring your own bag when you shop. Pass on the plastic bag and start carrying your own reusable totes.
- Take advantage of your right to elect the leaders in your country and local community.

## Level 4 - THINGS YOU CAN DO AT WORK

- If you have a fruit or snack that you don't want, don't throw it out. Give it away to someone who needs and is asking for help.
- Make sure your company uses energy efficient heating and cooling technology, and adjust the thermostat, lower in winter, higher in summer.
- Stay informed. Read about workers in other countries and business practices. Talk to your colleagues about these issues.
- Raise your voice against any type of discrimination in your office. Everyone is equal regardless of their gender, race, sexual orientation, social background and physical abilities.
- Examine and change everyday decisions. Can you recycle at your workplace? Is your company buying from merchants engaging in harmful ecological practices?
- Corporate social responsibility counts! Encourage your company to work with civil society and find ways to help local communities achieve the goals.

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Everyone can help to reach the Sustainable Development Goals thought the personal, professional, political and philanthropic aspects of its life. The actions we take, the things we buy, the way we think, how we interact with our friends and family, everything make an impact on the world for better or for worse.

Something important that everyone can do, is to get informed on what the SDGs are. There are a lot of people that have heard about them but they do not have a clear understanding of what they are. Consequently, for achieving the SDGs, firstly we need to understand them and realize why each one matters to us and the world in general. Once we have learned more about them, it is important to inform others so all together we can actively start thinking and working on the Global Goals and make real progress. Nowadays, it is easier to raise awareness not just via word of mount but also through social media channels. Everyone is online and has a social media platform where can share what he or she is doing for achieving some of the SDG or just share another good example of people who are working to make an impact.



In the picture above, you can see a photo of the SDGs in Action app that has been developed to highlight the Sustainable Development Goals - the world's to-do list to end poverty, reduce inequalities and tackle climate change. It is brought to us by the GSMA, which represents the interests of nearly 800 mobile operators worldwide, and Project Everyone, a non-profit global campaign to spread the messaging of the SDGs.

Between the Action app features we have:

- Detailed information about each of the 17 goals, including targets, explanatory videos, key facts and figures, and suggestions on how each of us can help achieve them taking action.

- The latest sustainable development news from around the world. There we can see how innovation is helping to achieve the goals, interact with global citizens around the world and see the latest news.

- The ability to choose what goals are important to each of us and receive notifications about that goal.

- Access to the World's Largest Lesson explaining each of the Sustainable Development Goals.

- Find actions and events near us that we can join to support the goals.

- There is the opportunity for creating an Actions that you're planning in your area as well as you can invite others to join.



To conclude**, here** you can find Stories of impact under the slogan "Goal of the Month". From a celebrity who wants to end plastic pollution, to scientists who unexpectedly discover climate action on their trek through the American heartland, to a young woman who listens to coral reefs – these are the stories of how eight diverse individuals are raising climate awareness in unique and exciting ways.

**Get inspired and take action!**