The Sustainable Development Goals and UNDP

9th EFDN Conference in Oslo

7-8 November, 2017
Who and what is UNDP?

- UNDP mission – to help countries achieve the eradication of poverty, and the reduction of inequalities and exclusion
- 50 years + of development experience, active in 170 + countries around the world
- UNDP invests in sustainable human development, good governance and in measures to prevent and respond to crises
- Operational arm of the United Nations at the country level to help countries achieve the 2030 development agenda
..and no stranger to the world of football!

Didier Drogba  Iker Casillas  Ronaldo and Zinedine Zidane
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Football legends and UNDP Goodwill Ambassadors Zinédine Zidane and Ronaldo helped kick-off 11 international Matches Against Poverty since 2003 that raised over 4 million US dollars to help boot out poverty worldwide.
The 17 Sustainable Development Goals

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, JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS
Precursor – Millennium Development Goals

Millennium Development Goals (MDGs)
In September 2000, UN member states have committed to halving global poverty by 2015. The deadline is fast approaching, but global poverty is still a grim reality.

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. A global partnership for development

17 Goals
What are the SDGs?

- A set of 17 goals for the world’s future, through 2030
- Backed up by a set of 169 detailed targets
- Negotiated over a two-year period at the United Nations
- Agreed to by nearly all the world’s nations, on 25 Sept 2015
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 some fundamental changes. 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
Why are the SDGs of **relevance** to you?

- The SDGs are **national priorities** – governments and increasingly more businesses are pursuing them

- Governments are using the SDGs to **define policy and regulation** – resilient business models take this into account

- Contributing can enhance one’s own **goals and aspirations** as an organization

- **Expect a demand** for the SDGs – the Millennials make up a significant portion of business target audiences, and they are SDG savvy
Thank you!