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→ 170  
daily actions



IF

Get everyone involved. Have a classroom do regular outreach day trips to areas in need.

1



At birthday parties offer the option to donate money to your chosen charity in replacement of a birthday gift.

2

Buy fair-trade products to support the sustainable trade system, meaning employees are rewarded fairly for their work.

3

Teach a skill or short course at a community centre (computer skills, building a resume, preparing for job interviews).

4

1 NO POVERTY



Buy clothing or other products from stores that donate a portion of their money to charities.

5

Sponsor a child so they can have access to food, education, and health.

6

Clean out your pantry. Fill a box with non-perishable foods and donate it to a food bank.

7

Generate discussion around poverty. Write a blog, or write an article in a local newspaper.

8



If possible, give to every beggar on the street. An apple, a bottle of water, small change or even just a smile are better than not giving at all.

10

Volunteer in homeless shelters. Your time can be more valuable than money.

9



YOU

Spread the word.  
The more ideas are  
spread to combat  
hunger, the more  
people act.

1

Donate  
non-perishable  
foods to charities.

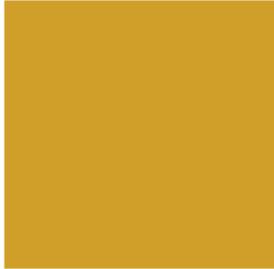
2

Provide food  
for schools in  
developing  
countries. When  
there is lunch  
available,  
attendance  
increases, which  
also means more  
girls marry later  
and have smaller  
families.

4

Support food  
assistance programs.  
They provide over  
20 times more food  
than food banks,  
food pantries and  
soup kitchens.

3



2 ZERO  
HUNGER



Many emergency  
food providers  
need specialized  
skills such as  
accounting, social  
media or writing  
skills. Volunteer  
your expertise once  
a week.

6

If you employ  
workers on minimum  
wage, help support  
their other needs  
like education for  
their children, or  
housing supplies.

5

Many hungry  
people hesitate  
to ask for help  
because of the  
stigma and  
shame of it.

Speak up about  
misconceptions  
and educate others  
about the realities  
of hungry persons.

8

Keep a bag  
of apples or tinned  
foods in the car for  
street beggars.

7

Read a book on  
hunger. A greater  
understanding of its  
causes will better  
prepare you to  
make a difference.

9

Support local  
farmers by buying  
your food at  
farmer's markets.

10

CARE

Don't smoke.

1

Be more active.  
Go for walks at  
lunchtime or cycle  
to work.

2

Heart disease  
remains the  
number 1 killer.  
Educate yourself  
on the causes and  
symptoms of heart  
disease as well  
as other Non-  
Communicable  
Diseases.

5

Eat a healthy diet  
and drink a lot  
of water.

3

Be part of increasing  
awareness of, and  
support for, mental  
health ailments  
such as depression,  
substance abuse or  
Alzheimer's.

4

Never stop  
learning.  
Engaging in work  
or educational  
activities helps  
lift older people  
out of depression.  
So, learn a new  
language,  
read a lot,  
set up a book club.

7

HIV/AIDS  
is not over.  
Protect yourself.  
Test yourself.

6

**3 GOOD HEALTH  
AND WELL-BEING**



Breastfeed.  
It is natural and  
the best source  
of nourishment  
for babies.  
Breastfeeding  
protects infants  
from illnesses, has  
long-term benefits  
for children and it  
benefits mothers.

8

Get enough sleep.

9

Make time  
for yourself and  
your friends.

10

ABOUT

## 4 QUALITY EDUCATION



Teach your native language to migrants in a youth centre or elsewhere.

1

Provide food at schools to increase attendance.

2

Educate your kids about the power of education, as many don't see the tangible benefits.

3

Show films or TV shows that are educational as well as entertaining for children.

4

Take education outside the school and keep it fun. Travel. Take kids on day trips to the planetarium or museums.

5

Support charities that are working in education in the poorest parts of the world.

6

Donate books to public libraries or public schools in need.

7

Share success stories, including stories that didn't make the headlines.

8

In many countries, girls are pulled out of school early in order to get married.

Start conversations that allow for problems to be openly discussed and solutions to be found.

10

Share your skills with the ones who need them.

9

THE

Increase gender representation in areas of leadership in the workplace.

1

Communicate to media outlets (advertising companies, movie production houses and so on) about the harmful impact of portraying women as inferior, less intelligent and incompetent compared to their male counterparts.

4

Practice and demonstrate to children equal decision-making processes at home.

2

Encourage schools to provide scholarships for girls.

3

Use mentoring and coaching to help women build their confidence and develop their careers.

5

If you are a woman, know your rights and stand up for them.

6

Make gender equality part of training and education. Young people should be supported in choosing jobs that advance their future, regardless of their gender.

8

Make flexibility and work-life balance a part of the company's culture.

7

5 GENDER EQUALITY



Gender equality starts at home.

9

Sponsor a girl child who needs a role model.

10

FUTURE,

Read a book on water. It will increase your understanding of the impact water has in societies, economies and our planet. 1



Conserve, conserve, conserve. When ice-cubes are left over from a drink, don't throw them away. Put them into plants. 2

Support organisations that give water to areas in need. 3

## 6 CLEAN WATER AND SANITATION



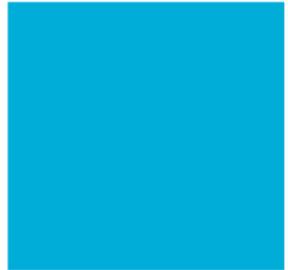
Donate to projects that require funds for digging boreholes, installing pipes and pumps, maintenance training to communities etc. 4

Never flush toxic chemicals such as paints, chemicals or medication down the toilet. It pollutes lakes and rivers and causes health problems in marine life and humans. 7

Fix leaks at home. A leaky faucet can waste more than 11'000 litres per year. 5

Hold fundraising days in schools on World Water Day and Toilet Day and donate the money to your chosen project. 6

Wash your car at commercial car washers who recycle water. 8



Turn off the tap when brushing your teeth and while soaping in the shower. 9

Hire a "Green Plumber" to reduce your water, energy and chemical use. 10



BE

Cover the pan with a lid. It reduces the amount of energy required to boil water by 75%.

1

Turn off electronic equipment such as TVs and computers when going on holiday.

2

Turn lights off in rooms that aren't being used. When you switch your lights off, even for a few seconds, it saves more energy than it takes for the light to start up, regardless of the bulb type.

3

Efficient home designs also combine energy efficient constructions, appliances and lighting, such as solar water heating and solar electricity.

4

Use energy-efficient lightbulbs and set your household appliances on low-energy settings.

5

Turn down the thermostat and fill the house with carpets to keep the warmth inside.

6

## 7 AFFORDABLE AND CLEAN ENERGY



Support solar power projects for schools, homes and offices.

7

Only fill the kettle to the amount of water needed.

8

Installing air-conditioning? Ask for solar air conditioning.

9

Seek advice and guidance on energy efficiency in historic buildings.

10

THE

Encourage Bring-your-child-to-work Day for youth to see what a healthy work environment looks like.

1

Support international campaigns to end modern day slavery, forced labour, human trafficking and forced marriages.

3

Become a micro-lender and empower young people to become entrepreneurs.

2

Provide stability. Empower young professionals to grow into their positions.

4

Provide food for low-earning workers.

5

## 8 DECENT WORK AND ECONOMIC GROWTH



Provide incentives for hard work. People respond to a reward system.

6

Provide reduced rates on quality health systems and facilities for employees.

7

Ensure safe working conditions.

8

Encourage more job opportunities for youth.

9

Financially assist training and development programs for an enhanced skillset.

10

**CHANGE.**

Fund projects that provide infrastructure for basic needs.

1

Immerse yourself. Organise groups to visit regions where basic needs are missing. This will broaden understanding and motivate people to act on it.

4

Invest in domestic technology development research and innovation in developing countries.

7

Employ more scientific researchers and development workers in the industrial sector.

8

Host a small event for people to donate their unused, working phones, and in turn raise the awareness about the lack of infrastructure for communication services that 1-1.5 billion people still do not have.

2

Encourage sustainable infrastructure with efficient resources and environmentally friendly technologies.

5

Make cities healthy. Turn empty roof space on buildings into green roofs. They improve air quality, insulation by up to 25%, they absorb sound, promote social integration and more.

9

## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Hospitals, schools and clinics can host fundraising events for projects developing health care infrastructure.

3

Keep up to date with the latest technologies and innovation.

6

Don't throw away, give away. Upgrading our electronic gadgets is inevitable, but often our gadgets are still in good working condition. Pass on your old working devices or recycle as certain parts can be recovered.

10

HELP

Encourage children to make friends with kids from different cultures.

1

Once a month have a coffee with a person who is different from you, whether in race, beliefs, culture or age.

2

Take your kids to the park and other communal spaces and look for opportunities to talk to different people. Learn about them. Understand them.

4

Learn to respect all kinds of people who may do things differently than you.

3



Travel the world to learn about different cultures.

5

**10** REDUCED INEQUALITIES



Sponsor a child to attend school.

6

Read storybooks to children that describe all cultures.

7

Say Yes to increasing the minimum wage of the lowest earning people.

8

Build schools, homes and offices to be more accommodating to older persons and people with disabilities.

9



Stop stereotypes. Write a blog of short stories that breaks that way of thinking.

10

TO END  
POVERTY

Start a car-pooling system online, internally in the office, or in areas that don't have access to reliable public transport. 1

Advocate and support the development of sport and recreational spaces. They help build stronger, healthier, happier and safer communities.

Generate awareness about your city's carbon footprint and ways to improve it. 2

## 11 SUSTAINABLE CITIES AND COMMUNITIES



3

Reach out to underprivileged areas. Integrate people of different class and ethnicity and include them in decision-making processes that involve them, including their living conditions, pollution and so on.

Use public transport, city bikes and other modes of environmentally friendly transport.

Research, encourage and raise awareness for greater information transparency within your community. 5

4

Educate yourself on the cultural and natural heritage of your area. Visit heritage sites and post about these in a positive light. 8

Gather in small community groups to brainstorm ways to ensure safe and accessible public spaces especially for women, children, elderly people and people with disabilities.

Provide reduced fees on public transport in cities that face the challenge of congestion. 7

7

As a company, offer reduced fees on city bicycle hire.

9

10

TO REDUCE  
INEQUALITIES

Arrange school groups to spend 1 hour a week on the beach, along lakes or in parks to pick up the litter and to raise awareness on water pollution.

2

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Don't keep clothes or other items you are not using. Donate them.

1

Buy fruit that is in funny shapes and overripe, and make smoothies out of them.

3

Partner with hotels and restaurants to fast track leftover foods to charities that would otherwise be thrown away.

4

Recycle!

5

Eat local. And support fair trade associations that support and promote businesses committed to the principles of fair trade.

8

Keep showers short. Don't fill the bath to the top. Excessive use of water contributes to global water stress.

6

Buy sustainable products including electronics, toys, shampoo or seafood and organic groceries.

7

Do a cold wash. Warm water uses more energy.

9

Drink tap water when it is safe.

10

AND TO  
TACKLE  
CLIMATE  
CHANGE.

Compost food scraps.

1

Drive less.  
Walk, cycle, take  
public transport  
or car pool.

2

Take re-useable  
bags to the store.

3

Air dry. Let your  
hair and clothes dry  
naturally.

4

Avoid driving in  
peak-hour traffic.

5

Maintain your car.  
A well-maintained  
car emits fewer  
toxic fumes.

6

Organise for your  
school or company  
to plant new trees  
every year. Trees  
give oxygen and  
take in carbon  
dioxide.

7

Unplug TVs,  
computers and  
other electronics  
when not in use.

8

Spread awareness  
about ways to stop  
global warming.

9

Only buy what you  
need. 20-50% of  
the food we buy  
ends up in landfill.

10

**13** CLIMATE  
ACTION



TOGETHER

Start regularly volunteering in community groups to clean up a portion of the beach from litter if living nearby. 1

Don't buy jewellery and other items made from coral, tortoise shells or other marine life. 2



Eat local sustainable food. 3

Support organisations that protect the oceans. 4

Use fewer plastic products, which often ends up in oceans causing the death of marine animals. 5



Respect laws related to over-fishing. 6

Inform yourself on ocean activities by watching educational DVDs and documentaries. 7

Avoid buying wild-caught, salt-water fish for your home aquarium. 8



Only use the dishwasher and laundry machine when full. 9

Practice responsible recreational activities like boating, fishing, snorkelling and kayaking. 10

**WE CAN**

Avoid using pesticides that end up in rivers and lakes, as they are harmful to wildlife.

1

Eat seasonal produce. It tastes better, it is cheaper and it is environmentally friendly.

2

15 LIFE ON LAND



Help fund projects to rehabilitate lands.

3

Never buy products made from threatened or endangered species.

4

When you go into stores, or when you participate in market places, make environmentally-friendly choices that are in favour of our planet.

6

Recycle used paper and go paperless where possible.

5

Eat less meat. The production and distribution of meat has a huge impact on greenhouse gas emissions.

7

Make your own compost. It supports biodiversity, enriches the soil, and reduces the need for chemical fertilizers.

8

Participate in local urban farming.

9

Buy recycled products.

10

TRANSFORM

Make your voice heard and vote in your country's elections

1

Participate in your country's decision-making processes in an informed manner.

2



**16 PEACE, JUSTICE AND STRONG INSTITUTIONS**



Stop violence against women. If you see it happening, report it.

3

Find value in different demographics, thoughts and beliefs for an inclusive society.

4

Demonstrate a peaceful environment at home.

5



Be passionate about your country's decisions, and remain peaceful when standing up for what you believe in.

6



Read, write or make a video to stand up for peace.

7

Host or participate in local community events to get to know one another in safe environments. This can be at sports events, barbeques, festivals and so on.

10

Spend some time each week quietly reflecting on how you would like to relate to others.

8

Volunteer at local anti-violence organisations and outreach programmes.

9

THE  
WORLD.

Look for synergies and build stronger multi-stakeholder partnerships. Share knowledge, expertise, technology and financial resources.

2

Encourage schools to embrace teamwork outside the classrooms in local communities and businesses.

1

Teach kids about partnerships through sport.

3

Encourage corporate social responsibility towards projects related to sustainable development in developing countries.

5

Collaborate with organisations that need funding in an area you feel strongly about.

4

Collaborate with organisations in different countries who share the same goals that you have.

6

**17 PARTNERSHIPS FOR THE GOALS**



Show the power of partnerships through documentaries on success stories.

7

Be clear, specific and creative about your social goals.

8

Techno-experts: partner with projects that need technological skills in developing countries.

9

Practice teamwork at home. Share activities among all family members and outside the family.

10





## About the Sustainable Development Goals

Our planet is a beautiful place. We can easily forget how much it has to offer because we are constantly being reminded of the challenges we face daily, from inequalities to poverty to climate change. If nothing changes to stop, prevent or reverse these challenges, it will only get worse. That is why the United Nations exists.

Everything we stand for is to create a brighter future for every individual, where everyone can thrive and reach their potential. We want to preserve the good that exists in people, places and the planet and put an end to issues that takes hope away from us. That is why world leaders came together in 2015 and mobilised the 2030 Agenda: a set of 17 goals for sustainable development.

This matters to each of us because we are all responsible for being a part of the change. Our actions today affect our children tomorrow. Everyone deserves a fair and equal chance in life. Through the goals, we can reach far and wide because the goals are universal, they leave no one behind. It's also important to understand that these goals are interconnected. We cannot separate poverty from hunger, or education from women's empowerment and so on. If we can grasp that, we are closer to understanding the needs that must be met, and in turn we are closer to achieving the 17 goals. It's time to give back to the planet what the planet has given to us. It's simple and there is no cost.

Discover some of the simple actions you can take to stay on the road to a prosperous planet.



Produced by the Perception Change Project

The Sustainable Development Goals are humanity's to-do list for a sustainable planet, a clear roadmap for a better future.



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**Genève**  
**internationale**

Peace, Rights and Well-Being