



Sustainable Development Goals Advocates



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1. Press Release – SDG Advocates launch

Secretary-General appoints advocates to build widespread support for the Sustainable Development Goals

New York, 19 January – UN Secretary-General Ban Ki-moon announced today the appointment of a group of eminent persons to assist in the campaign to achieve the Sustainable Development Goals (SDGs) that world leaders unanimously adopted last September.

With a mandate to support the Secretary-General in his efforts to generate momentum and commitment to achieve the SDGs by 2030, the newly named SDG Advocates will add powerful voices to spur action on the visionary and transformational sustainable development agenda. The 17 SDGs aim to end poverty, fight inequalities and tackle climate change, while leaving no one behind.

“The 17 Sustainable Development Goals are our shared vision of humanity and a social contract between the world’s leaders and the people,” said UN Secretary-General Ban Ki-moon. “They are a to-do list for people and planet, and a blueprint for success.”

The SDG Advocates will have the task of promoting the universal sustainable development agenda, raising awareness of the integrated nature of the SDGs, and fostering the engagement of new stakeholders in the implementation of the SDGs.

The diverse group of Advocates will engage with partners from civil society, academia, parliaments, and the private sector to develop new and ground-breaking ideas and ways to promote SDG implementation. The group includes Heads of State and Government, business and political leaders and prominent academia, as well as artists who have shown outstanding leadership in their field.

Ghanaian President John Dramani Mahama and Norwegian Prime Minister Erna Solberg will co-chair the group of SDG Advocates.

The other Advocates include:

Her Majesty Queen Mathilde of Belgium

Her Royal Highness Crown Princess Victoria of Sweden

Mr. Richard Curtis, Screenwriter, Producer and Film Director

Ambassador Dho Young-Shim, Chairperson, United Nations World Tourism Organization’s Sustainable Tourism for Eliminating Poverty Foundation

Ms. Leymah Gbowee, Director, Gbowee Peace Foundation

Mr. Jack Ma, Founder and Executive Chairman, Alibaba Group

Mrs. Graça Machel, President, Foundation for Community Development

Mr. Leo Messi, World Renowned Footballer, UNICEF Goodwill Ambassador

Ms. Alaa Murabit, Founder, The Voice of Libyan Women



Mr. Paul Polman, Chief Executive Officer, Unilever
Professor Jeffrey Sachs, Director, Earth Institute at Columbia University
Ms. Shakira Mebarak, Artist, Advocate and Founder, Pies Descalzos Foundation,
UNICEF Goodwill Ambassador
Mr. Forest Whitaker, Founder and CEO, Whitaker Peace & Development Initiative,
UNESCO Special Envoy for Peace and Reconciliation
Professor Muhammad Yunus, Founder, Grameen Bank

For more information on the SDG Advocates, please visit:
<http://www.un.org/sustainabledevelopment/sdgadvocates/>

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For more information, please visit website: www.un.org/sustainabledevelopment or
follow us on Twitter at [@GlobalGoalsUN](https://twitter.com/GlobalGoalsUN) and on Facebook at
www.facebook.com/globalgoalsUN.



2. Key Messages

Sustainable Development Goals Advocates

- A group of eminent Sustainable Development Goals Advocates have been appointed by the UN Secretary-General to build widespread support for the Sustainable Development Goals.
- The SDG Advocates will promote the universal sustainable development agenda, raising awareness of the integrated nature of the SDGs, and fostering the engagement of new stakeholders in the implementation of the SDGs.

Sustainable Development

- Over 150 world leaders gathered at an historic summit in New York in September 2015 to adopt a universal and transformative agenda and commit to 17 Sustainable Development Goals that aim to end poverty, fight inequalities and tackle climate change.
- The 2030 Agenda for Sustainable Development will spur actions by governments, the private sector, civil society and other stakeholders to end poverty and build a more sustainable world over the next 15 years for all people.
- This is the people's agenda, a plan of action for ending poverty in all its dimensions, irreversibly, everywhere and leaving no one behind.
- The seventeen Sustainable Development Goals are our shared vision of humanity and a social contract between the world's leaders and the people.
- The Sustainable Development Goals are universal and call for action by all countries and all people.
- As the landmark Agenda officially begins in 2016, the true test of commitment will be implementation.
- Taking action to achieve the sustainable development agenda will ensure a life of dignity for all and build greater shared prosperity. It is in everybody's interest.

Background Agenda 2030 messages

- The Sustainable Development Goals are broad in scope and focus on the three elements of sustainable development: economic growth, social inclusion and environmental protection. They represent a 'to-do' list for people and planet.
- The 17 Sustainable Development Goals and 169 targets are universally applicable, taking into account different circumstances, capacities and levels of development and respecting national policies and priorities.

3. Backgrounders

The Sustainable Development Goals go live

On 1 January, 2016, the 17 Sustainable Development Goals (SDGs) of the [2030 Agenda for Sustainable Development](#)—adopted by world leaders in September 2015 at an historic UN Summit — officially came into force. Over the next fifteen years, with these new Goals that universally apply to all, countries mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

The SDGs build on the success of [the Millennium Development Goals \(MDGs\)](#) and aim to go further to end all forms of poverty. The new Goals are unique in that they call for action by all countries, poor, rich and middle-income to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and addresses a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

While the SDGs are not legally binding, governments are expected to take ownership and establish national frameworks for the achievement of the 17 Goals. Countries have the primary responsibility for follow-up and review of the progress made in implementing the Goals, which will require quality, accessible and timely data collection. Regional follow-up and review will be based on national-level analyses and contribute to follow-up and review at the global level.

At the global level, the 17 SDGs with 169 targets will be monitored using a set of global indicators that are currently being developed and will be agreed by the Statistical Commission at its 47th Session in March 2016.

Starting in July 2016, under the auspices of the Economic and Social Council, the UN High-Level Political Forum on Sustainable Development will meet to oversee the follow-up and review of the implementation of the SDGs at the global level. The Forum will carry out regular reviews of countries' progress—on a voluntary basis—while encouraging reporting, and include developed and developing countries as well as relevant United Nations entities and other stakeholders. Thematic reviews of progress on the Goals, including on cross-cutting issues, will also take place.

Background to the 2030 Agenda

In September 2015, more than 150 world leaders attended the UN Sustainable Development Summit held at UN Headquarters in New York to formally adopt an ambitious new sustainable development agenda.

Agreed by the 193 Member States of the UN, the Agenda, entitled “Transforming Our World: 2030 Agenda for Sustainable Development,” consists of a Declaration, 17



Sustainable Development Goals and 169 targets, a section on means of implementation and renewed global partnership, and a framework for review and follow-up.

The Millennium Development Goals

The Millennium Development Goals (MDGs), which produced the most successful anti-poverty movement in history, serve as a springboard for the Sustainable Development Agenda.

Only two short decades ago, nearly half of the developing world lived in extreme poverty. Since the MDGs, the number of people now living in extreme poverty has declined by more than half, falling from 1.9 billion in 1990 to 836 million in 2015. Gender parity in primary school has been achieved in the majority of countries and women have gained ground in parliamentary representation over the past 20 years in nearly 90% of the 174 countries with data.

However, progress has been uneven across regions and countries, leaving significant gaps. Millions of people are being left behind, especially the poorest and those disadvantaged because of their sex, age, disability, ethnicity or geographic location. Moreover, climate change is now affecting every country on every continent, and the poorest and most vulnerable people are being impacted the most.

Sustainable Development

Since the 1992 UN Conference on Environment and Development —the Earth Summit— in Rio de Janeiro, Brazil, the world identified a new pathway to human well-being, that of sustainable development. The concept of sustainable development, presented in Agenda 21, is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The new sustainable development agenda builds on the outcome of the 2002 World Summit on Sustainable Development, the 2010 Summit on the MDGs, the outcome of the UN Conference on Sustainable Development in 2012 (Rio+20) and the views of people around the world.

In “The future We Want,” the outcome document of Rio+20, UN member States agreed to establish an open working group to develop a set of sustainable development goals. The proposal of the open working group, finalized in July 2014, is the core of the new 2030 Agenda for sustainable development.

Sustainable Development Goals

Goal 1 End poverty in all its forms everywhere

Goal 2 End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Goal 3 Ensure healthy lives and promote well-being for all at all ages



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

- Goal 4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- Goal 5 Achieve gender equality and empower all women and girls
- Goal 6 Ensure availability and sustainable management of water and sanitation for all
- Goal 7 Ensure access to affordable, reliable, sustainable and modern energy for all
- Goal 8 Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- Goal 9 Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- Goal 10 Reduce inequality within and among countries
- Goal 11 Make cities and human settlements inclusive, safe, resilient and sustainable
- Goal 12 Ensure sustainable consumption and production patterns
- Goal 13 Take urgent action to combat climate change and its impacts
- Goal 14 Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- Goal 15 Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- Goal 16 Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- Goal 17 Strengthen the means of implementation and revitalize the global partnership for sustainable development

4. FAQs

Frequently Asked Questions

What is sustainable development?

- Sustainable development has been defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs.
- Sustainable development calls for concerted efforts towards building an inclusive, sustainable and resilient future for people and planet.
- For sustainable development to be achieved, it is crucial to harmonize three core elements: economic growth, social inclusion and environmental protection. These elements are interconnected and all are crucial for the well-being of individuals and societies.
- Eradicating poverty in all its forms and dimensions is an indispensable requirement for sustainable development. To this end, there must be promotion of sustainable, inclusive and equitable economic growth, creating greater opportunities for all, reducing inequalities, raising basic standards of living, fostering equitable social development and inclusion, and promoting integrated and sustainable management of natural resources and ecosystems.

What are the Sustainable Development Goals?

- The 193 Member States of the United Nations officially adopted a new sustainable development agenda entitled, “Transforming Our World: The 2030 Agenda for Sustainable Development” at the Sustainable Development Summit held at UN Headquarters in New York in September 2015. This agenda contains 17 Goals and 169 targets. The complete list of Goals and targets are available at: <http://www.un.org/sustainabledevelopment/>
The 2030 Agenda for Sustainable Development is available at: <https://sustainabledevelopment.un.org/post2015/transformingourworld>
- This universal, integrated and transformative agenda aims to spur actions that will end poverty and build a more sustainable world over the next 15 years. This agenda builds on the achievements of the Millennium Development Goals (MDGs), which were adopted in 2000 and guided development action for the last 15 years. The MDGs have proven that global goals can lift millions out of poverty.
- The new Goals are part of an ambitious, bold sustainable development agenda that focuses on the three interconnected elements of sustainable development: economic growth, social inclusion and environmental protection.
- The Sustainable Development Goals (SDGs) and targets are global in nature and universally applicable, taking into account different national realities, capacities and levels of development and respecting national policies and priorities. They are not independent from each other—they need to be implemented in an integrated manner.



- The SDGs are the result of a three-year-long transparent, participatory process inclusive of all stakeholders and people's voices. They represent an unprecedented agreement around sustainable development priorities among 193 Member States. They have received world-wide support from civil society, business, parliamentarians and other actors. The decision to launch a process to develop a set of SDGs was made by UN Member States at the United Nations Conference on Sustainable Development (Rio+20), held in Rio de Janeiro in June 2012.

Are the Sustainable Development Goals legally binding?

- No. The Sustainable Development Goals (SDGs) are not legally binding.
- Nevertheless, countries are expected to take ownership and establish a national framework for achieving the 17 Goals.
- Implementation and success will rely on countries' own sustainable development policies, plans and programmes.
- Countries have the primary responsibility for follow-up and review, at the national, regional and global levels, with regard to the progress made in implementing the Goals and targets over the next 15 years.
- Actions at the national level to monitor progress will require quality, accessible and timely data collection and regional follow-up and review.

What are the elements underpinning the Sustainable Development Goals?

- The Goals and targets will stimulate action over the next 15 years in areas of critical importance: people, planet, prosperity, peace and partnership.
 - **People** - to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.
 - **Planet** - to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.
 - **Prosperity** - to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.
 - **Peace** - to foster peaceful, just and inclusive societies free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.
 - **Partnership** - to mobilize the means required to implement this agenda through a revitalised global partnership for sustainable development,

based on a spirit of strengthened global solidarity, focused in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.

Civil society has participated in the process of negotiations for the new sustainable development agenda. How can we quantify its contribution to the final document?

- The negotiating process on the Sustainable Development Goals (SDGs) involved the unprecedented participation of civil society and other stakeholders, such as the private sector and mayors.
- During the negotiations, civil society and other stakeholders were able to speak directly to government representatives.
- Many young people were also involved from the beginning on social media platforms and the UN's global My World survey received more than 7 million votes from around the world, with approximately 75% of participants under 30 years of age.

How will the Sustainable Development Goals be implemented?

- [The Addis Ababa Action Agenda](#) that came out of the Third International Conference on Financing for Development provided concrete policies and actions to support the implementation of the new agenda.
- Implementation and success will rely on countries' own sustainable development policies, plans and programmes, and will be led by countries. The Sustainable Development Goals (SDGs) will be a compass for aligning countries' plans with their global commitments.
- Nationally owned and country-led sustainable development strategies will require resource mobilization and financing strategies.
- All stakeholders: governments, civil society, the private sector, and others, are expected to contribute to the realisation of the new agenda
- A revitalized global partnership at the global level is needed to support national efforts. This is recognized in the 2030 Agenda.
- Multi-stakeholder partnerships have been recognized as an important component of strategies that seek to mobilize all stakeholders around the new agenda.

How will the Sustainable Development Goals be monitored?

- At the global level, the 17 Sustainable Development Goals (SDGs) and 169 targets of the new agenda will be monitored and reviewed using a set of global indicators. The global indicator framework, to be developed by the Inter Agency and Expert Group on SDG Indicators (IAEA-SDGs), will be agreed on by the UN Statistical Commission by March 2016. The Economic and Social Council and the General Assembly will then adopt these indicators
- Governments will also develop their own national indicators to assist in monitoring progress made on the goals and targets.
- Chief statisticians from Member States are working on the identification of the targets with the aim to have 2 indicators for each target. There will be



- approximately 300 indicators for all the targets. Where the targets cover cross-cutting issues, however, the number of indicators may be reduced
- The follow-up and review process will be informed by an annual SDG Progress Report to be prepared by the Secretary-General.
 - The annual meetings of the High-level Political Forum on sustainable development will play a central role in reviewing progress towards the SDGs at the global level. The means of implementation of the SDGs will be monitored and reviewed as outlined in the Addis Ababa Action Agenda, the outcome document of the Third International Conference on Financing for Development, to ensure that financial resources are effectively mobilized to support the new sustainable development agenda.

How much will the implementation of this new sustainable development agenda cost?

- The means of implementation—including how to mobilize the financial resources to achieve the sustainable development agenda—are a core feature of the new agenda.
- In order to achieve the Sustainable Development Goals (SDGs), substantial investment will be required, in both developed and developing countries. This agenda will require the mobilization of significant resources—in the trillions of dollars.
- But these resources already exist. There are far more than enough savings in the world to finance the new agenda. How to direct investment so that it supports sustainable development will be crucial for achieving our Goals
- Resources need to be mobilized from domestic and international sources, as well as from the public and private sectors.
- Official development assistance is still necessary to help the countries most in need, including the least developed countries, to achieve sustainable development.

How does climate change relate to sustainable development?

- Climate change is already impacting public health, food and water security, migration, peace and security. Climate change, left unchecked, will roll back the development gains we have made over the last decades and will make further gains impossible.
- Investments in sustainable development will help address climate change by reducing greenhouse gas emissions and building climate resilience.
- Conversely, action on climate change will drive sustainable development.
- Tackling climate change and fostering sustainable development are two mutually reinforcing sides of the same coin; sustainable development cannot be achieved without climate action. Conversely, many of the SDGs are addressing the core drivers of climate change.



How are the Sustainable Development Goals different from the MDGs?

- The 17 Sustainable Development Goals (SDGs) with 169 targets are broader in scope and go further than the MDGs by addressing the root causes of poverty and the universal need for development that works for all people. The goals cover the three dimensions of sustainable development: economic growth, social inclusion and environmental protection.
- Building on the success and momentum of the MDGs, the new global goals cover more ground, with ambitions to address inequalities, economic growth, decent jobs, cities and human settlements, industrialization, oceans, ecosystems, energy, climate change, sustainable consumption and production, peace and justice.
- The new Goals are universal and apply to all countries, whereas the MDGs were intended for action in developing countries only.
- A core feature of the SDGs is their strong focus on means of implementation—the mobilization of financial resources—capacity-building and technology, as well as data and institutions.
- The new Goals recognize that tackling climate change is essential for sustainable development and poverty eradication. SDG 13 aims to promote urgent action to combat climate change and its impacts.

What are the remaining gaps left by the MDGs?

- About 800 million people still live in extreme poverty and 795 million still suffer from hunger.
- Between 2000 and 2015, the number of children out of school declined by almost half. However, there are still 57 million children who are denied the right to primary education.
- Gender inequality persists in spite of progress in many areas, including improved representation of women in parliaments and more girls going to school. Women continue to face discrimination in access to work, economic assets and participation in private and public decision-making.
- Economic gaps still exist between the poorest and richest households, and rural and urban areas. Children from the poorest 20% of households are more than twice as likely to be stunted as those from the wealthiest 20% and are also four times as likely to be out of school. Improved sanitation facilities are only covering half of the rural population, as opposed to 82% in urban areas.
- While the mortality rate for children under five dropped by 53 per cent between 1990 and 2015, child deaths continue to be increasingly concentrated in the poorest regions and in the first month of life.



5. Social Media Content

Accounts to follow:

@GlobalGoalsUN

Twitter: <https://twitter.com/GlobalGoalsUN>

Facebook: www.facebook.com/globalgoalsUN

Vimeo: <https://vimeo.com/globalgoalsun>

@UN

Twitter: <https://twitter.com/UN>

Facebook: <https://www.facebook.com/unitednations>

@unitednations

Instagram: <https://www.instagram.com/unitednations>

YouTube: <https://www.youtube.com/unitednations>

Main hashtag for all languages: **#GlobalGoals**

Social media content on the SDGs, including photos, videos, digital cards, quote cards and more, is available for download on our Trello board here:

<https://trello.com/b/awMsjDGI>

If you have any questions regarding the social media materials here, please email sotonino@un.org or alexovich@un.org

Sample tweets about the SDG Advocates:

Just announced! @UN Advocates for #GlobalGoals [insert name], more to be #SDG Advocates. <http://wp.me/P5Mdaw-3Lq>

Norway Prime Minister @erma_solberg & Ghana President @JDMahama to chair @UN #SDG Advisory Group. More: <http://wp.me/P5Mdaw-3Lq> #GlobalGoals

Norway's Prime Minister @erna_solberg announced as co-chair of @UN's #SDG Advocates. More info: <http://wp.me/P5Mdaw-3Lq> #GlobalGoals

Ghana President @JDMahama announced as co-chair of @UN's #SDG Advocates. More info: <http://wp.me/P5Mdaw-3Lq> #GlobalGoals

.@UN draws top influencers including [insert name] to join #SDG Advisory Group. <http://wp.me/P5Mdaw-3Lq>



6. Web Content and Resources

Sustainable Development Goals Advocates:

<http://www.un.org/sustainabledevelopment/sdgadvocates/>

Websites on sustainable development in all official languages are available at:

<http://www.un.org/sustainabledevelopment>

Link to Publication:

Transforming Our World: The 2030 Agenda for Sustainable Development

<https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>

Link to 2030 Agenda for Sustainable Development:

Arabic http://www.un.org/ga/search/view_doc.asp?symbol=A/69/L.85&Lang=A

Chinese http://www.un.org/ga/search/view_doc.asp?symbol=A/69/L.85&Lang=C

English http://www.un.org/ga/search/view_doc.asp?symbol=A/69/L.85&Lang=E

French http://www.un.org/ga/search/view_doc.asp?symbol=A/69/L.85&Lang=F

Russian http://www.un.org/ga/search/view_doc.asp?symbol=A/69/L.85&Lang=R

Spanish http://www.un.org/ga/search/view_doc.asp?symbol=A/69/L.85&Lang=S