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# **SDG FORUM: BELGIUM**

## **Good Life Goals**

22 October 2018

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FUTERRA



**We are an independent,  
mission-driven, change agency.**

**We help businesses unlock  
the value of sustainability.**

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Our mission is to make sustainability\*  
so desirable it becomes normal

\*...by sustainability, we mean brand purpose, social and environmental responsibility, citizenship, meaningful brands and any and all efforts to change the world for the better

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This is how we work





**GOODLIFE  
GOALS**

# THE GOOD LIFE GOALS

# GOOD LIFE GOALS

GOODLIFE  
GOALS



GOODLIFE  
GOALS

# THE GOOD LIFE GOALS PARTNERS

FUTERRA®

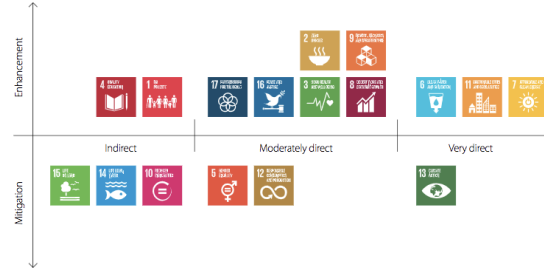




# GOODLIFE GOALS



## Sustainable Development goals



## ECONOMY



## SOCIETY



## BIOSPHERE



This figure illustrates the interrelated nature of social, ecological systems, and, by extension, the SDGs that are designed to affect progress within these systems. Actions on the SDGs are best informed by a systemic view and thus better delivered in partnerships that

bring a broader perspective to joint solutions. As Fiala, et al (2016) argue, "The focus is shifting from the environment as external to the biosphere as a precondition for social justice, economic development, and sustainability."

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## WHAT WE DEPEND ON

- PURPOSEFUL PEOPLE
- NATURAL RESOURCES
- FINANCIAL RESOURCES
- INTANGIBLE ASSETS
- TANGIBLE ASSETS
- STAKEHOLDERS & PARTNERS
- SUSTAINABLE DEVELOPMENT GOAL

## OUR VALUE CHAIN

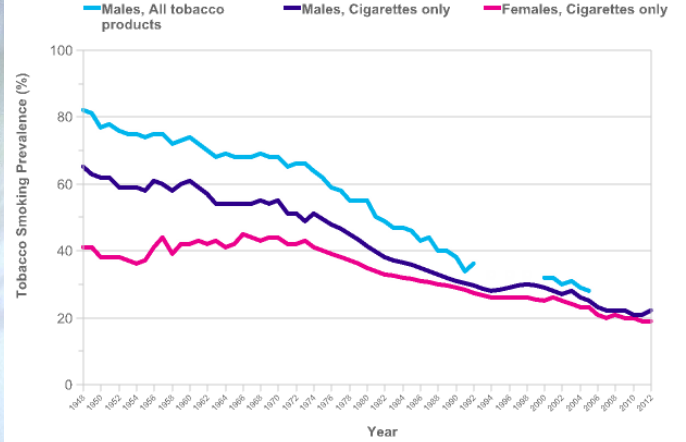
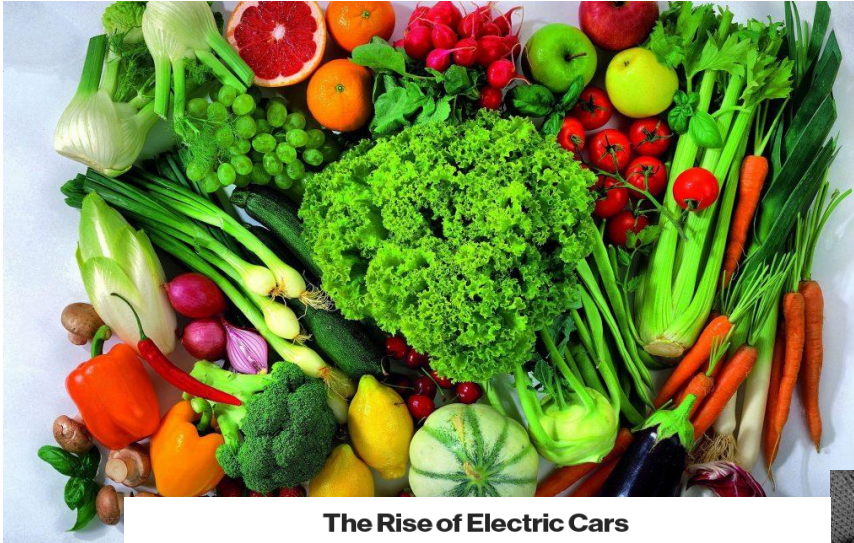


## VALUE WE CREATE

- CONSUMER BENEFITS
- TOP & BOTTOM LINE GROWTH
- IMPROVED HEALTH & WELL-BEING
- REDUCED ENVIRONMENTAL IMPACT
- ENHANCED LIVELIHOODS

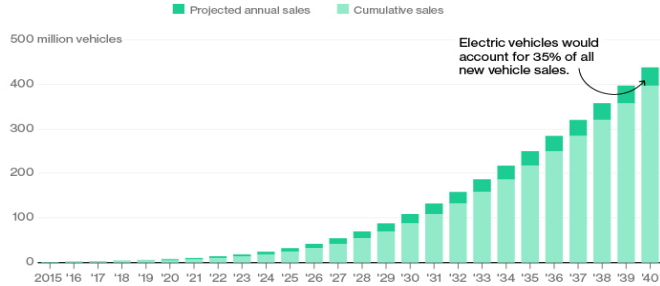
	Leading the Blueprint	Delivering Breakthrough Innovations	Advancing a Circular Economy	Valuing Nature	Increasing Confidence in Chemical Technology	Engaging Employees for Impact	World-Leading Operations Performance
1	●						
2					●		
3					●		
4				●			
5						●	
6							●
7							●
8						●	
9			●				
10		●				●	
11					●		
12					●		
13				●			●
14							●
15			●				
16	●						
17	●					●	

GOODLIFE  
GOALS



### The Rise of Electric Cars

By 2022 electric vehicles will cost the same as their internal-combustion counterparts. That's the point of liftoff for sales.



Sources: Data compiled by Bloomberg New Energy Finance, Marklines

Bloomberg



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## McDonalds to ban plastic straws in all of its restaurants in UK and Ireland

Both the UK government and the EU are considering restrictions on single-use plastic products



## Theresa May vows to eliminate UK's plastic waste by 2042

Environmental groups say the target lacks urgency and does not match the scale of the crisis

Joe Watts Political Editor | @JoeWatts\_ | Wednesday 10 January 2018 23:30 | 101 comments



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“For the goals to be reached,  
everyone needs to do their part:  
governments, the private sector,  
civil society and people like you.”

Source: United Nations

# WHAT WAS THE CRITERIA TO CREATE THE GOOD LIFE GOALS?

1. Will this action generate the greatest tangible impact on achievement of the Goal – if the public take it up at scale?

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## **WHAT WAS THE CRITERIA TO CREATE THE GOOD LIFE GOALS?**

- 1. Will this action generate the greatest tangible impact on achievement of the Goal – if the public take it up at scale?**
- 2. Will this action be accessible/relevant/affordable to the greatest number of people – for both over and under-consumers?**
- 3. Is the action comprehensible to the public - at a secondary education reading level?**

## FOUR STEP PROCESS FOR EACH GOOD LIFE GOAL

1

Start with the SDG

2

Gather insights

3

Clarify language

4

Get creative



# THE EMOJIS





Headline Goal:

# HELP END POVERTY

Specific Asks:

1. Learn the causes of poverty at home and abroad
2. Share and donate what you can
3. Buy from companies that pay people fairly
4. Save, borrow and invest responsibly
5. Demand decent wages and opportunities for all



Headline Goal:

## EAT BETTER

Specific Asks:

1. Learn how we farm, fish and make our food
2. Enjoy more fruits & vegetables
3. Buy local, seasonal and fairly traded food
4. Help children, elderly people and pregnant women to eat well
5. Demand an end to global hunger



Headline Goal:

## LEARN AND TEACH

Specific Asks:

1. Keep learning throughout life
2. Teach kids kindness
3. Help girls and boys stay in school
4. Support teachers and keep schools open
5. Defend everyone's right to an education



Headline Goal:

## DO GOOD WORK

Specific Asks:

1. Learn family finance skills
2. Demand safe working conditions
3. Check no-one was exploited to make what you buy
4. Support local businesses at home and abroad
5. Stand up for everyone's rights at work

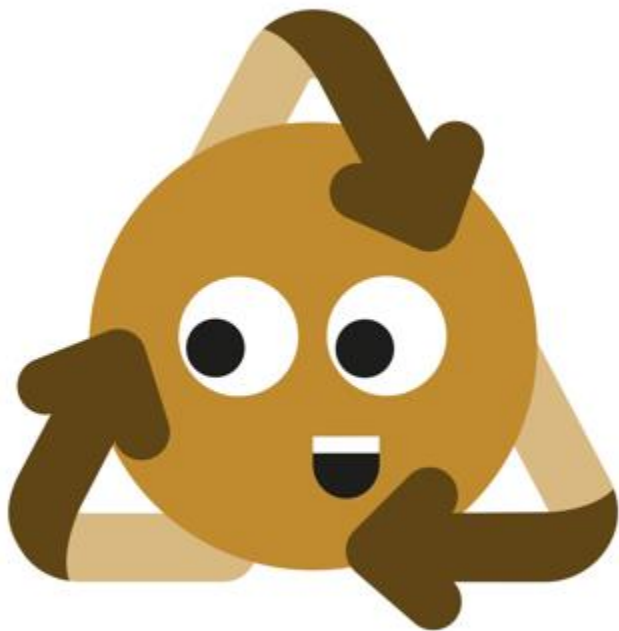


Headline Goal:

# SAVE WATER

Specific Asks:

1. Learn why clean water matters
2. Don't flush any trash or toxic chemicals
3. Report and fix leaks – big or small
4. Save water when brushing your teeth, washing and cleaning
5. Defend people's right to clean water and a toilet

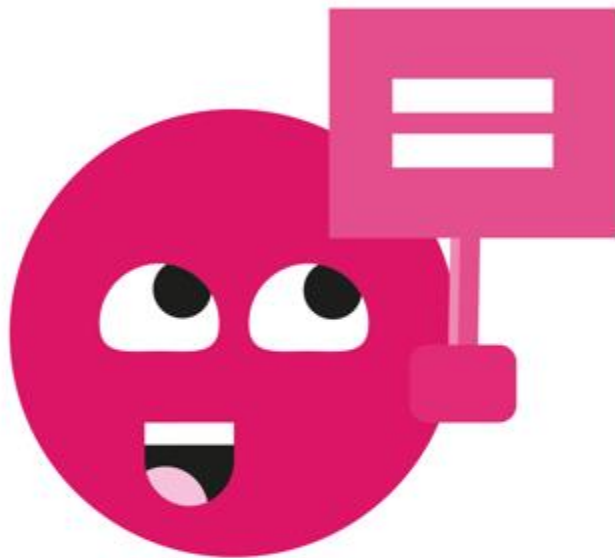


Headline Goal:

## LIVE BETTER

Specific Asks:

1. Learn about sustainable development
2. Reuse, repair, recycle, share and borrow
3. Waste less food and use leftovers
4. Collect friends and experiences, not just things
5. Demand that businesses respect people and planet



Headline Goal:

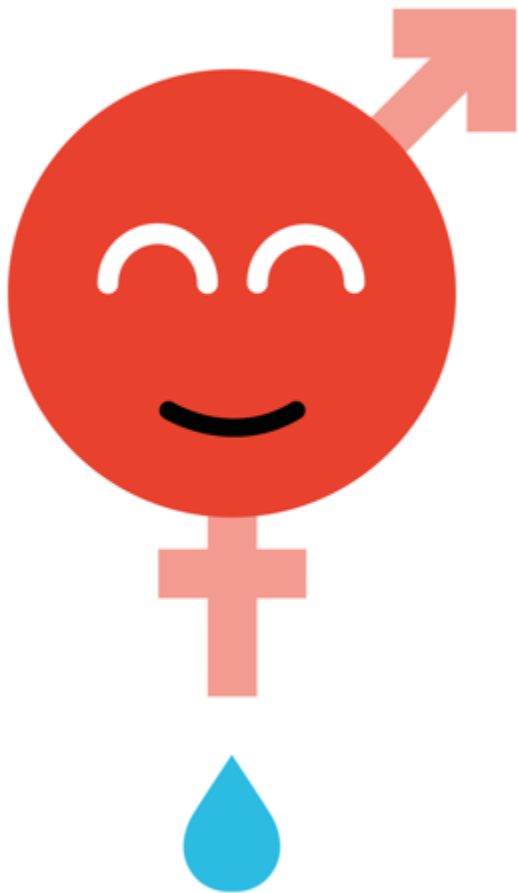
## BE FAIR

Specific Asks:

1. Stay open-minded, listen and learn from others
2. Support leaders who reduce inequality
3. Protect and welcome the vulnerable
4. Buy from companies that pay tax and treat people fairly
5. Stand up for your rights, and the rights of others







Headline Goal:

# TREAT EVERYONE EQUALLY

Specific Asks:

1. Learn and share ways to end sexism
2. Raise kids to expect equality
3. Respect the men and women who care for families
4. Defend women's reproductive rights
5. Oppose violence against women and girls



Headline Goal:

## ACT ON CLIMATE

Specific Asks:

1. Learn about climate solutions
2. Call for more renewable energy in your country
3. Eat more plants and cut down on meat
4. Walk and cycle rather than drive
5. Demand leaders take bold climate action today

GOODLIFE  
GOALS 17

Headline Goal:

# COME TOGETHER

Specific Asks:

1. Discover and share the Sustainable Development Goals
2. Support those who bring us together
3. Celebrate the progress we've already made
4. Get involved and volunteer in your community
5. Help make tomorrow better than today

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GOALS**

# **HOW CAN I HELP ACTIVATE THE GOOD LIFE GOALS?**

# HOW ARE THE GOOD LIFE GOALS RELEVANT TO POLICY-MAKERS?

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# HOW ARE THE GOOD LIFE GOALS RELEVANT TO EDUCATORS?

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**Making the SDGs  
accessible to  
Educators**

**Making the SDGs  
accessible to  
Learners**

**Advancing the  
global education  
2030 agenda**

# HOW ARE THE GOOD LIFE GOALS RELEVANT TO BUSINESS?



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Engaging with  
Customers

Engaging with  
Staff

Product and  
Service Innovation

# HOW ARE THE GOOD LIFE GOALS RELEVANT TO CREATIVES?

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**Making the  
SDGs accessible**

**Making  
sustainable  
behaviours  
desirable**

**Creating world-  
changing work**



# The Good Life Goals: Resources

The following materials are available to help a variety of stakeholders explore and communicate around the Good Life Goals



## The Manual

Materials detailing the project in full, including instructions for users



## Flash Cards

Flash cards detailing the Good Life Goals and actions for each of the 17 SDGs



## Animated Emojis

The Good Life Goals brought to life by our emojis



## Emoji Postcard

Post card displaying all of our Good Life Goal emojis



## Media toolkit

Social media assets & guidance

<https://sdghub.com/goodlifegoals/>

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A glowing blue Earth is centered in the frame, set against a dark, star-filled space background. The Earth's surface shows continents and clouds, with a bright blue glow around its perimeter. The text "IMAGINE BETTER" is overlaid in the center of the Earth in a bold, white, sans-serif font.

**IMAGINE  
BETTER**

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Thank you

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