

# 15 EXEMPLARY SDG CAMPAIGNS

## #ACT4SDGS

On the occasion of the second anniversary of the SDGs on 25th September 2017, we are calling for actions across the world to tell people about the Sustainable Development Goals (SDGs).

The launch of the SDGs on 25th September 2015 was a ground-breaking plan signed by 193 world leaders at the United Nations. Seventeen Goals to build a better world for everyone by 2030. Two years the people raise their voices and tell the world how we are doing.

"We The People Taking Action for the SDGs – #Act4SDGs" is a joint campaign convened by The UN SDG Action Campaign, the World We Want 2030, the Global Call to Action Against Poverty (GCAP) and Action for Sustainable Development. It calls for organizations and citizens to act on the SDGs on 25th September – a Global Day of Action.

Events in marginalised communities and with politicians in capitals are combined with photo stunts, making their demands and voices heard regarding inequality, poverty and other concerns of the people.

#Act4SDGs Voices is a video series of youth, women, older people, indigenous people, people with disabilities, Dalits and others. It aims to provide an insight into different perspectives and a window into the situation of communities.

As part of the Global Day of Action, the #Act4SDGs social media campaign amplified through Thunderclap encourages citizens to

take action for the SDGs, and to tell leaders how we are doing through the global MY World 2030 survey.

The MY World 2030 survey answers will help feed into the UN's and governments' monitoring of progress on these Goals, raising awareness of important issues and giving a 'people's perspective' from the ground, in real-time. More information about MY World 2030 is available here: [about.myworld2030.org](http://about.myworld2030.org)

We believe every action counts to turn promises into reality and to advance the Sustainable Development Agenda, for the benefit of all.

Find out below how you can take action for Sustainable Development and make a difference.

## PEOPLE'S BUDGET

The People's Budget campaign is the only overarching European campaign initiative on the EU budget, which reflects on all aspects of sustainability (social, environmental, economic and governance) and pushes for holistic approaches and key policy messages that mutually reinforce each other.

The campaign is set up by members of the SDG Watch Europe alliance and led by organisations representing different sectors. The campaign is working together with various coalitions, networks and stakeholders to build on their broad range of expertise and also to support their sector specific asks with its holistic approach.

## MAKE EUROPE SUSTAINABLE FOR ALL

The European Environmental Bureau is coordinating a consortium of 25 NGO partners from across Europe on the Make Europe Sustainable for All project. The overall aim of the project is to make the EU and European governments accountable for ambitious implementation of Agenda 2030. Through strengthening the European network SDG Watch Europe and supporting national multi-sectoral civil society coalitions, we want to substantially increase awareness amongst EU citizens and policymakers about their responsibilities in working for a sustainable future, the transition to more sustainable lifestyles and developing and promoting coherent policies. By encouraging the participation and cooperation of all civil society sectors, we want to ensure that sustainability is at the centre of decision making, guaranteeing that no one is left behind and the planetary boundaries are respected. The project will put particular emphasis on achieving all 17 goals and its inter-linkages. There will be three thematic campaigns on Human Development and

Inequalities, Sustainable Food and Agriculture, Sustainable Consumption and Production. The three campaigns will integrate cross-cutting issues on gender, migration and climate change.

## TRADE FAIR LIVE FAIR

The Fair Trade and Ethical Fashion movements across Europe have joined forces under the project Trade Fair Live Fair in order to foster more resilient livelihoods for the producers and workers behind many of the products that European citizens consume. At the heart of this is the analysis that only through citizens' better understanding of how supply chains work can they foster the change necessary to achieve the Sustainable Development Goals (SDGs): change in their own behaviour, and the behaviour of both government and corporations. Together leading organisations in the Fair Trade and Ethical Fashion movements are committed to awareness-raising, campaigning and advocacy efforts throughout 25 countries in Europe during the 3 years of the Action, and expect to reach 49 million European citizens.

## RESOURCES

[#Act4SDGs](#)

[People's Budget](#)

[Make Europe Sustainable for All](#)

[Trade Fair Live Fair](#)

