

GOODLIFE GOALS

THE MANUAL



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INTRODUCTION TO THE GOOD LIFE GOALS

THE BIG IDEA

People power matters as much as powerful people.

With our voice, our actions and how we treat each other and nature, we all can help the world meet the Sustainable Development Goals.

But we need to know **what to do**: the simple, collective and impactful actions people can take everywhere around the world.

The Good Life Goals will give everyone a role in making tomorrow better than today.

OVERVIEW

In Brief, the Good Life Goals are:

- **85 individual actions - 5 asks for each of the 17 SDGs**
- **Led by UN 10YFP & Futerra, supported by Governments of Japan and Sweden, IGES, SEI, UNESCO, UNEP and WBCSD**
- **An entry point for any government, NGO, or company in any sector, into the individual behaviours linked to activities, products and services, sustainable lifestyles, and the SDGs themselves.**
- **A highly engaging way of personalizing and humanizing the SDGs**
- **Primarily designed to be used by policy-makers, business, civil society, creatives and educators who want to communicate about the SDGs.**

**GOODLIFE
GOALS**



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

GOODLIFE GOALS



GOOD LIFE GOALS



In May 2018, during a UNEP/OECD event on sustainable lifestyles, Solitaire Townsend (Co-founder of the change-agency Futerra) 'hacked' the Sustainable Development Goals into personal actions. She wrote them as an experiment, and they were...

- Very fun, clear and engaging
- Unexpectedly and hugely popular on social media – liked, commented on and shared widely

But they were also ...

- Incomplete, and in some cases, inaccurate

The hack proved the demand for clear ways for the public to contribute to the SDGs and convinced the 10YFP and Futerra to make this happen...for real.

WHAT ARE THE GOOD LIFE GOALS?

The Good Life Goals are a set of personal actions that people around the world can take to help support the Sustainable Development Goals (SDGs). They are lifestyle asks for individuals that are carefully aligned with the SDGs' 169 targets and indicators.

WHY WERE THE GOOD LIFE GOALS CREATED?

The Sustainable Development Goals have been transformational for policy-makers and business leaders in setting macro strategies towards urgent sustainability milestones that must be achieved by 2030. In parallel, a global movement for sustainable lifestyles is underway: a drive for a redefined “Good Life” involving individuals, brands, community groups, and educators.

The Good Life Goals were created to bridge the gap between the Sustainable Development Goals and the sustainable lifestyles movement. Their aim is to help policy-makers, businesses, civil society groups, educators and creative professionals inspire enthusiasm, connection and action from the public in support of the SDGs. By providing personally-relevant links to each SDG, the Good Life Goals send a message that we all, individually and collectively, can play an important role in the future.

We all have the right, responsibility, and the opportunity to change the world for the better.

HOW DO THE GOOD LIFE GOALS RELATE TO THE SUSTAINABLE DEVELOPMENT GOALS?

The Good Life Goals can help the global public to recognize the vital role of individual action in achieving the ambitions of the SDGs. They were created to be relevant, easily understood and accessible to individuals all around the world. Simple, positive, and engaging by design, the Good Life Goals detail the things that people can do to have tangible impact on the SDGs.

The Good Life Goals were created to serve the Sustainable Development Goals – to inspire individuals to participate in the conversation and act on the SDGs in their everyday lives.

WHO ARE THE GOOD LIFE GOALS DESIGNED FOR?

Although ultimately written to be accessible by anyone, the most frequent users will be those who seek to engage with the public – policy makers, business, educators, creatives and community leaders.

IMPACT

The initial objectives of the Good Life Goals were straightforward and ambitious:

- 1 Increase recognition by decision-makers about how vital individual action can be in reaching the SDGs**
- 2 Provide a clear link between the SDGs and sustainable lifestyles**
- 3 Offer a tool for those seeking to engage the general public in making tomorrow better than today**

THE GOOD LIFE GOALS PARTNERS

FUTERRA®



One planet
live with care

The One Planet Network is the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production.



GOODLIFE
GOALS

THE GOOD LIFE GOALS

WHAT WERE THE CRITERIA TO CREATE THE GOOD LIFE GOALS?

For each SDG, multiple sources for potential actions were reviewed, and the 10 YFP partners each nominated asks.

The core group then reviewed this 'long list' against three strict criteria:

- 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?

The balance between these three criteria was challenging.

As the ultimate guide and deciding factor, the partners returned to the 169 specific and time-bound targets under each SDG. There were many actions that were considered relevant as part of a wider sustainable lifestyle, but couldn't be justified as contributing to a SDG target.

WHAT IS THE STRUCTURE OF THE GOOD LIFE GOALS?

Each Good Life Goal follows a similar structure.

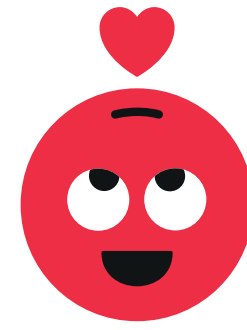
There is a very simple headline (and associated emoji), followed by 5 actions:

- The first action is a 'learning' ask. This is the most accessible action and relevant even for children or those with limited control over their own lifestyles.
- The next 3 actions are of increasing behaviour challenge, in terms of lifestyle changes/cost/habit barriers.
- At least one action seeks to be positive/happy/upbeat/fun (where possible).
- The penultimate action is the most relevant to middle-class/over-consumers - it's the hardest ask.
- The final action is to demand change from leaders (including political, business and community leaders)

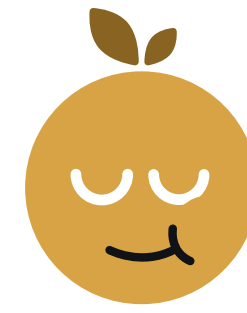
This structure was designed to create consistency and allow for the greatest scope of possible audiences.

THE EMOJIS

1 HELP END
POVERTY



2 EAT
BETTER



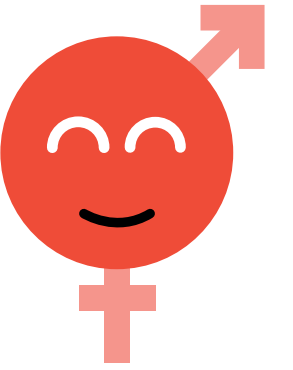
3 STAY
WELL



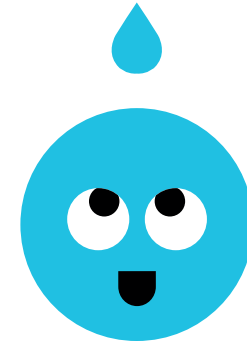
4 LEARN AND
TEACH



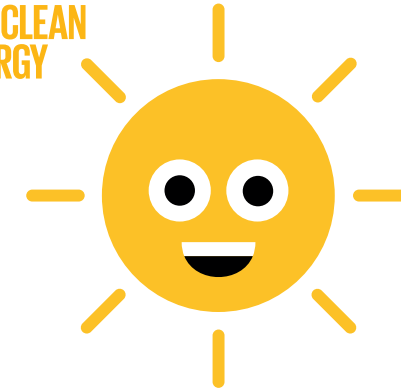
5 TREAT EVERYONE
EQUALLY



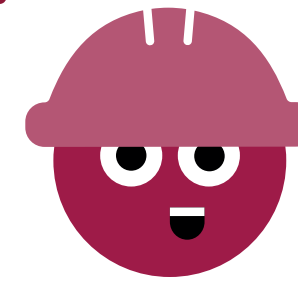
6 SAVE
WATER



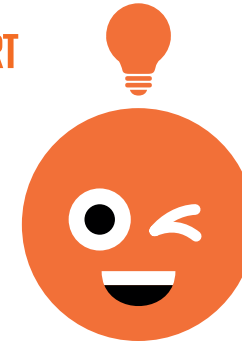
7 USE CLEAN
ENERGY



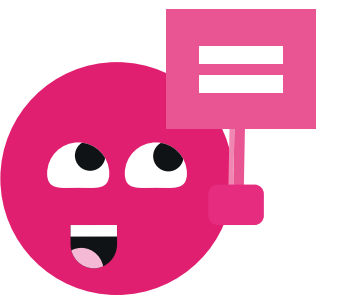
8 DO GOOD
WORK



9 MAKE SMART
CHOICES



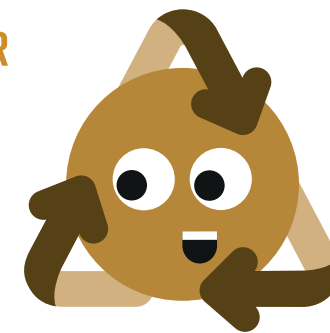
10 BE
FAIR



11 LOVE WHERE
YOU LIVE



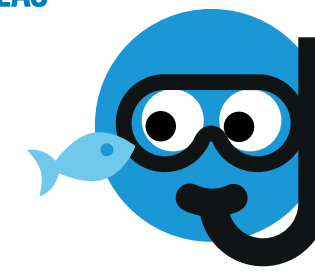
12 LIVE
BETTER



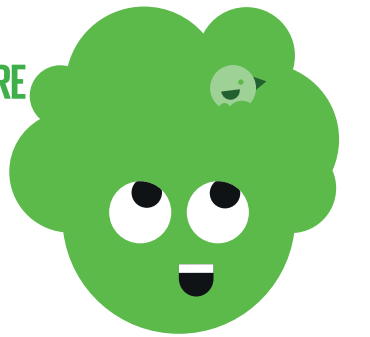
13 ACT ON
CLIMATE



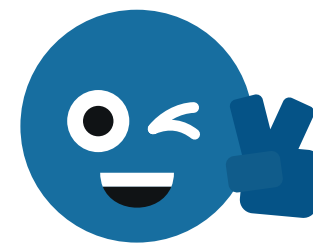
14 CLEAN
OUR SEAS



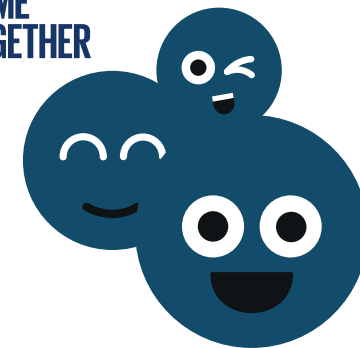
15 LOVE
NATURE

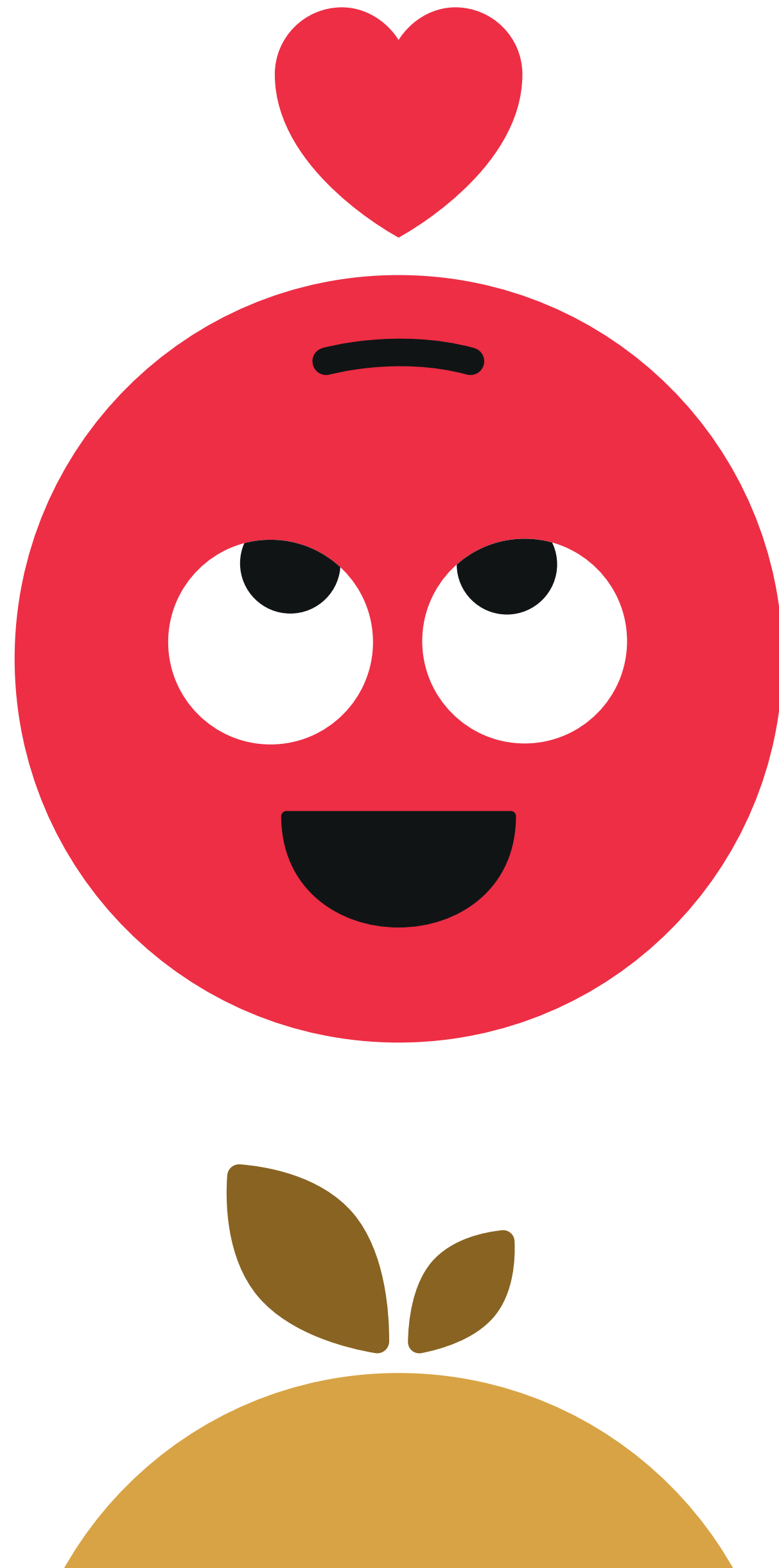


16 MAKE
PEACE



17 COME
TOGETHER





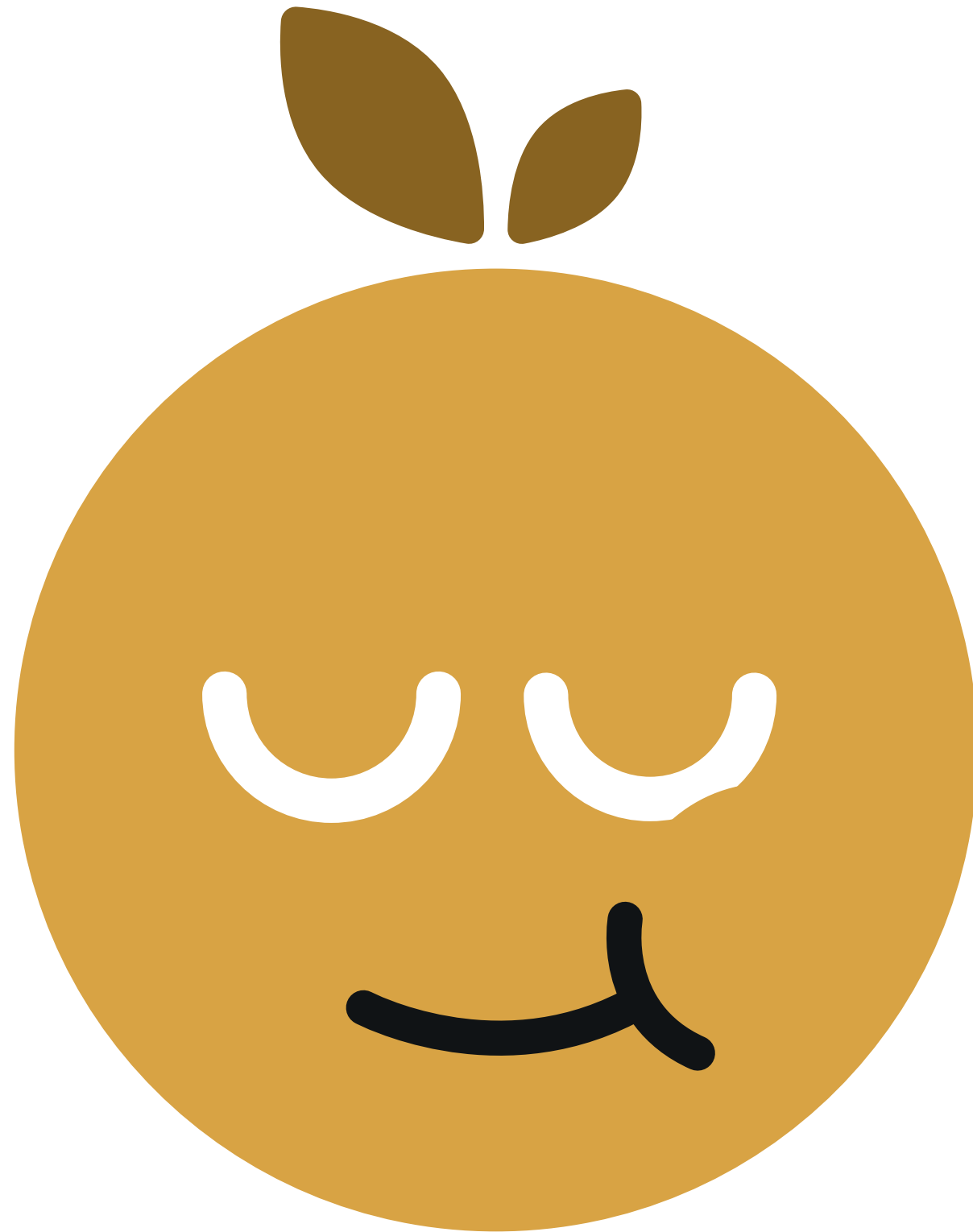
Headline Goal:

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

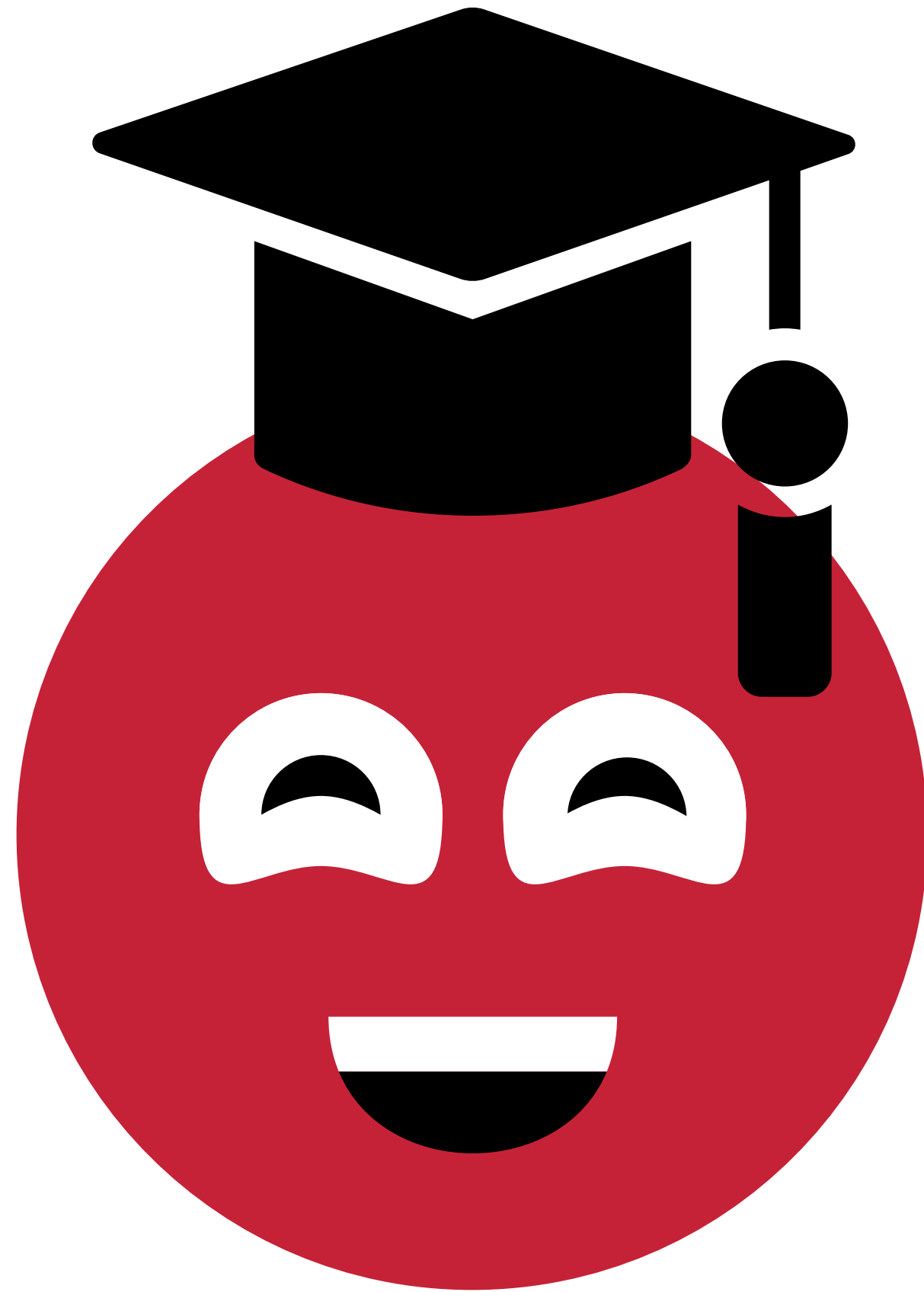


Headline Goal:

STAY WELL

Specific Asks:

1. Learn about, and share, ways to stay healthy
2. Wash your hands and exercise regularly
3. Stay safe on or near roads
4. Value mental health and well-being
5. Demand medical care and vaccinations for all

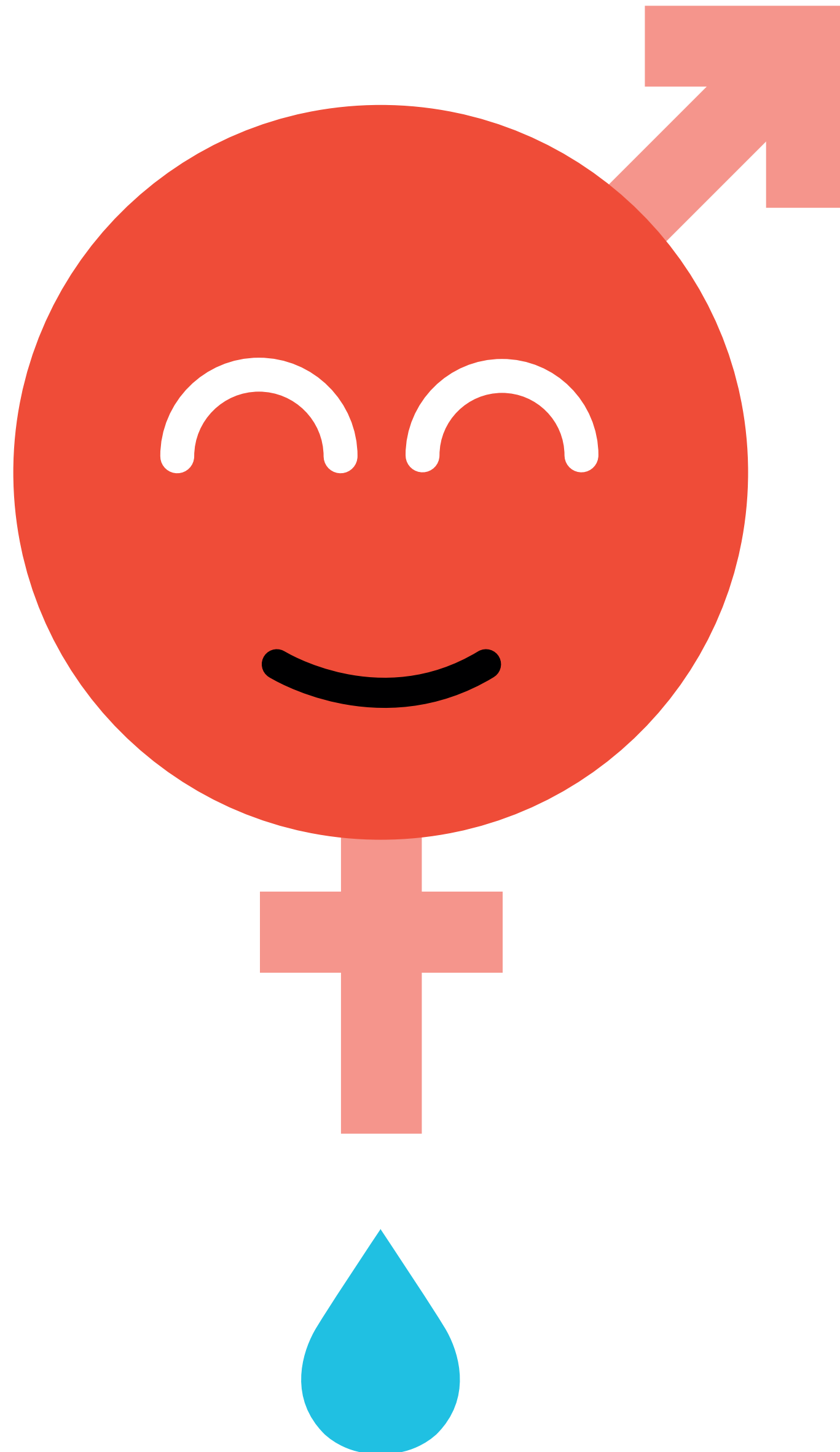


Headline Goal:

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**

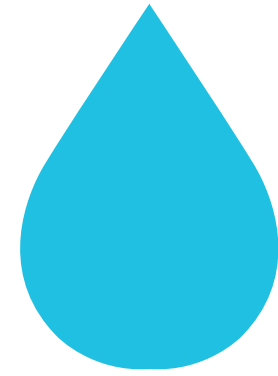
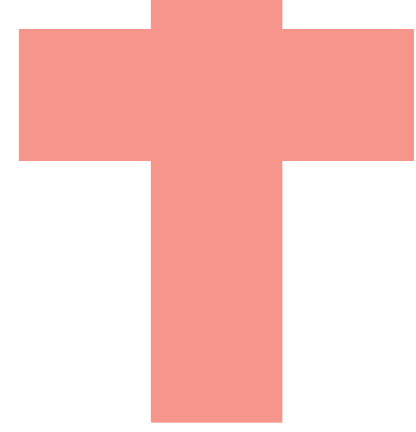


Headline Goal:

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

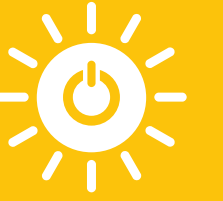
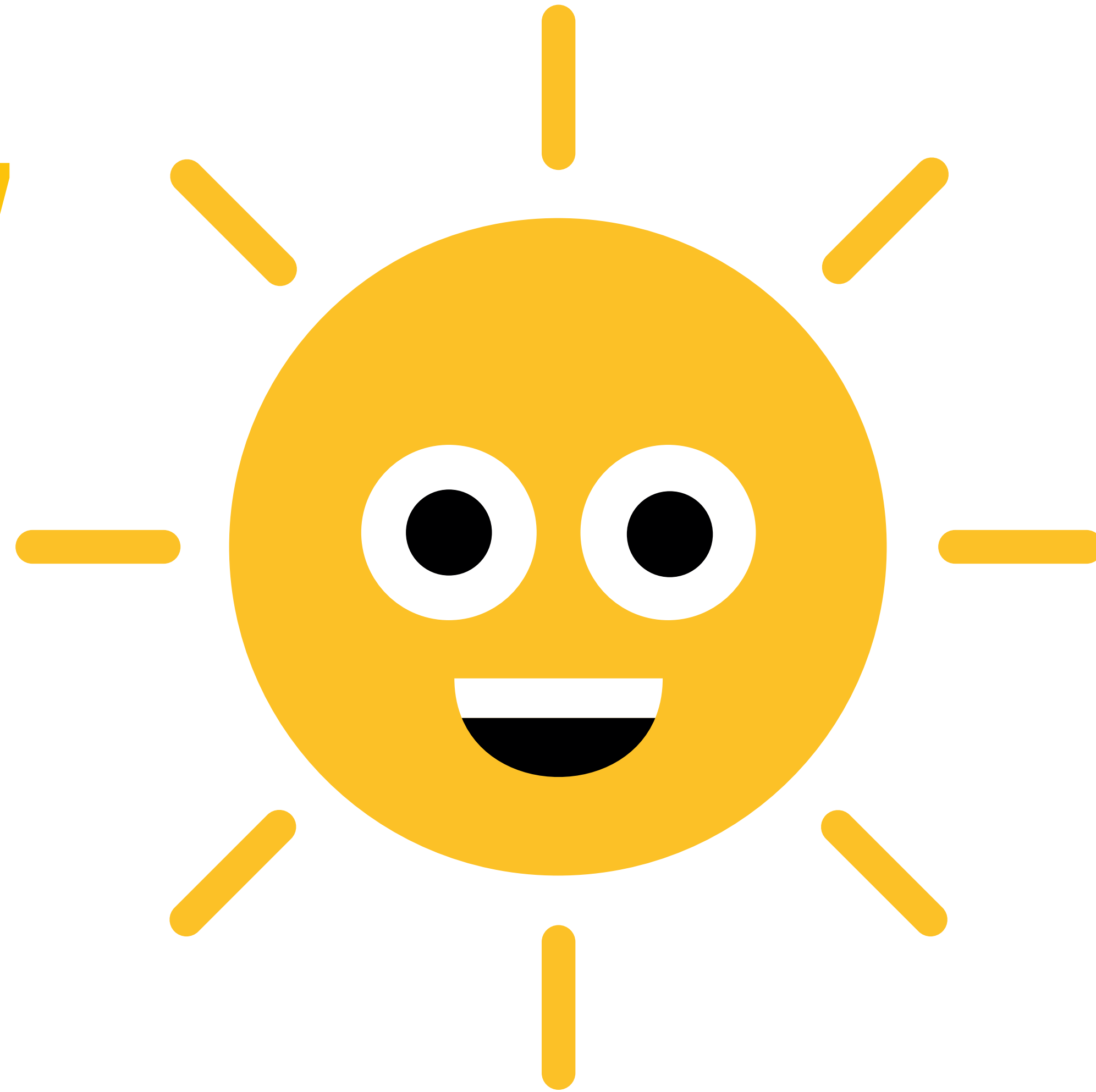


Headline Goal:

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**

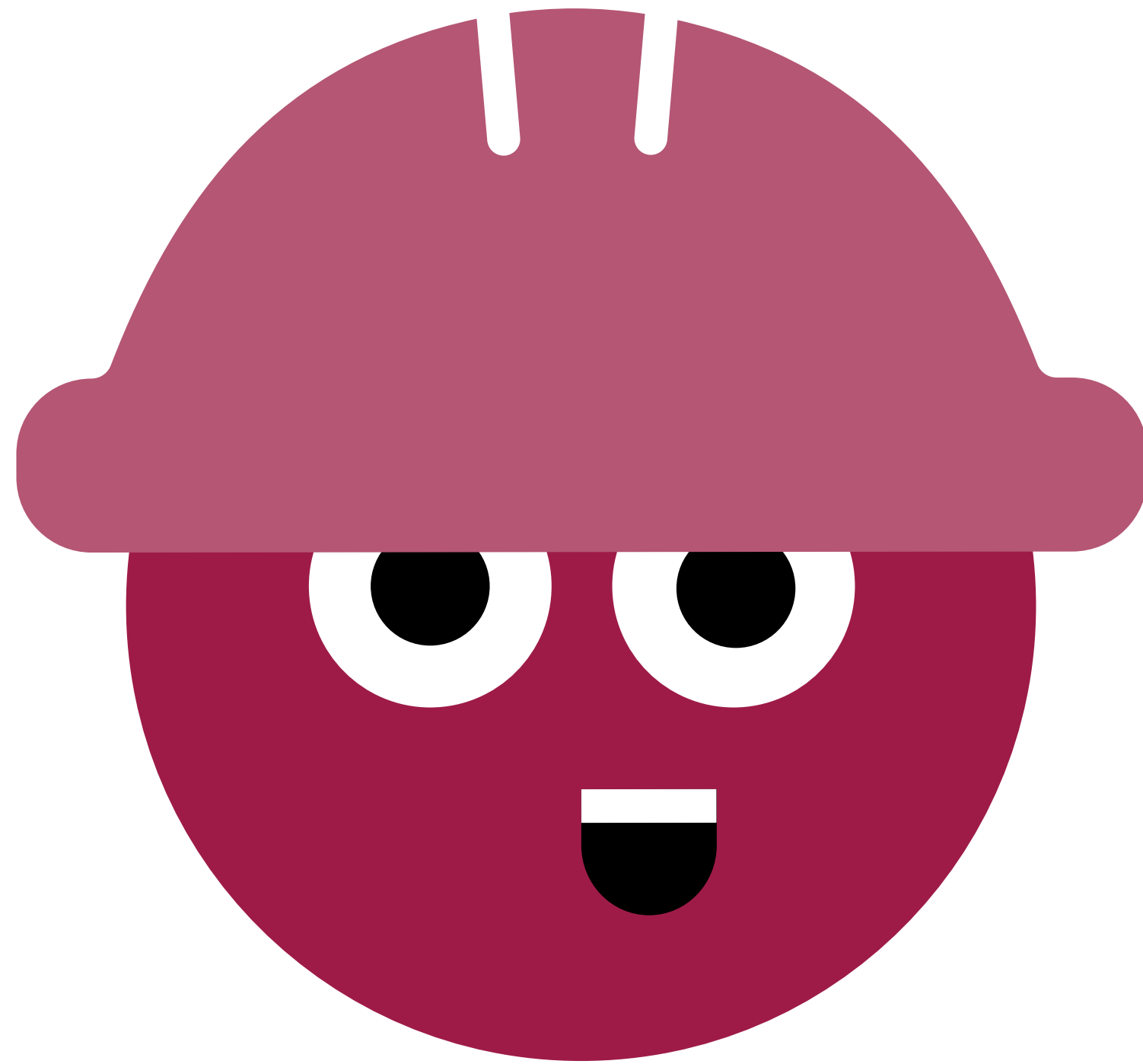


Headline Goal:

USE CLEAN ENERGY

Specific Asks:

1. Find out where your energy comes from
2. Save energy wherever you can
3. Use renewable energy for heat, light and power
4. Buy from companies powered by renewable energy
5. Demand clean, affordable energy for everyone



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



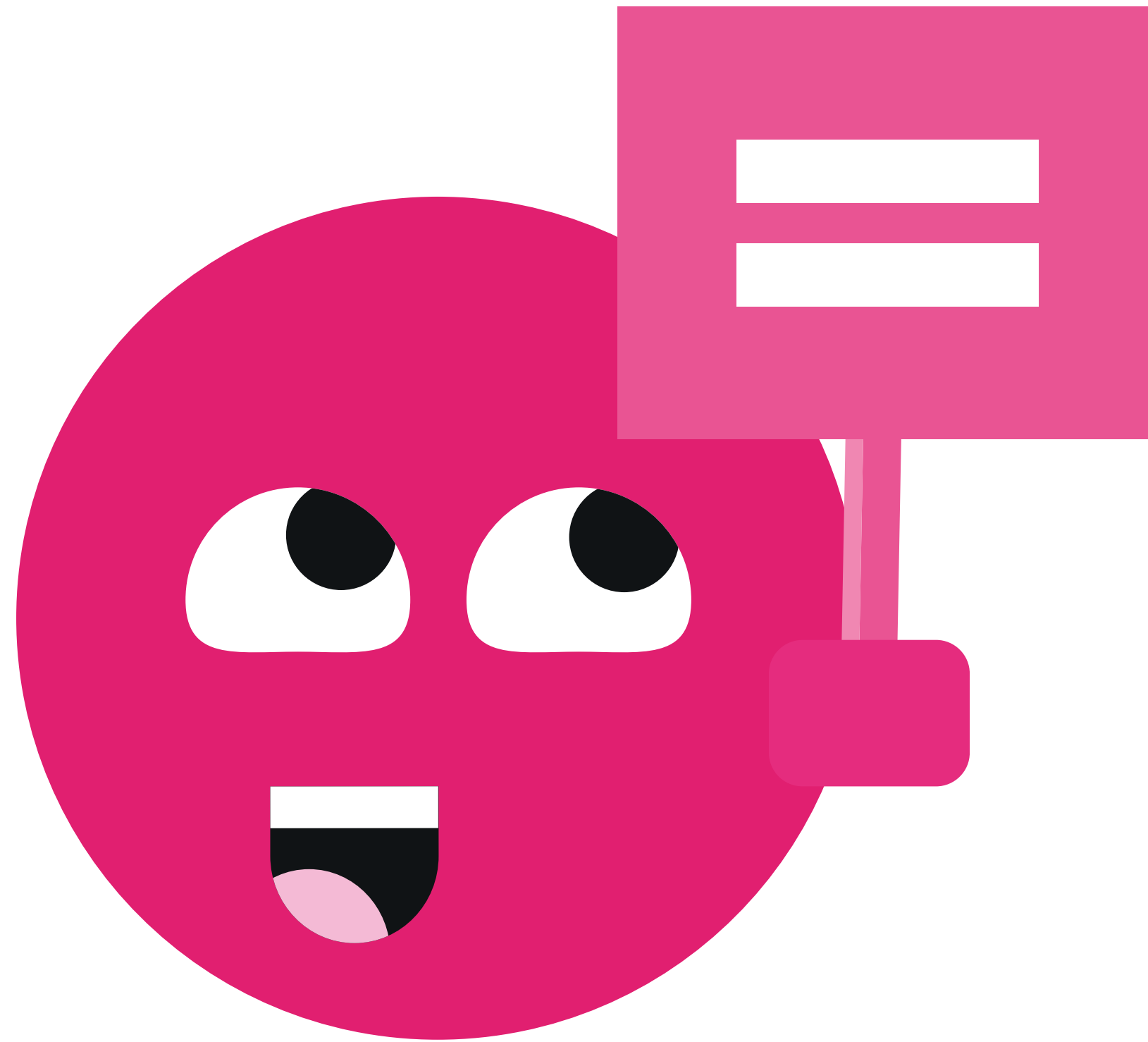
Headline Goal:

MAKE SMART CHOICES

Specific Asks:

1. Learn about plans for progress in your country
2. Stay smart and kind online
3. Support construction that benefits people and protects the planet
4. Welcome innovations that make the world a better place
5. Demand the benefits from progress are shared

GOODLIFE
GOALS **10**

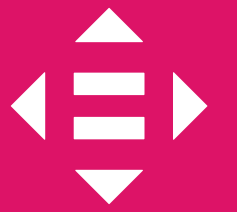


Headline Goal:

BE FAIR

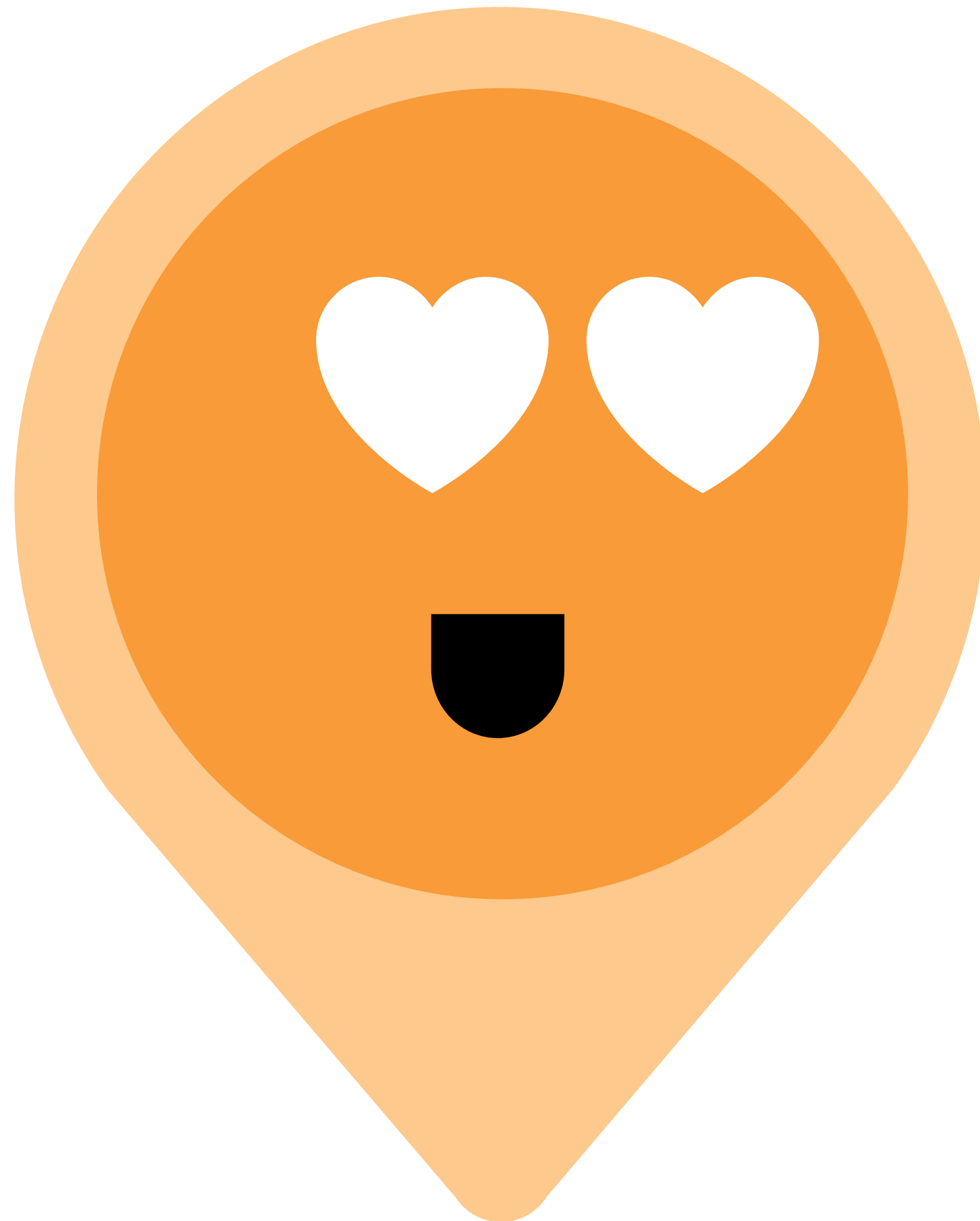
Specific Asks:

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





GOODLIFE GOALS 11



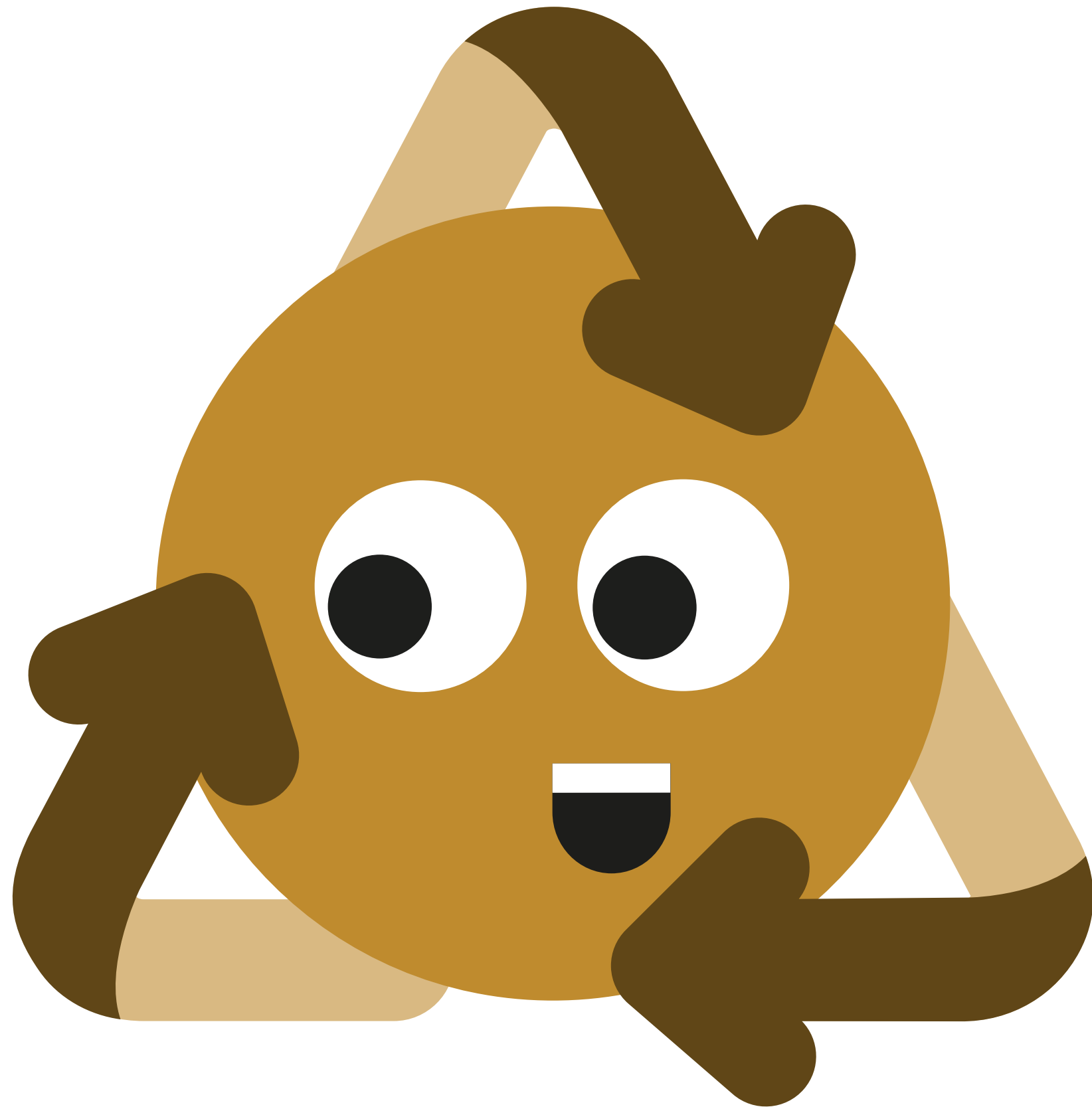
Headline Goal:

LOVE WHERE YOU LIVE

Specific Asks:

1. Learn about, and take part in, local decisions
2. Prepare for emergencies
3. Get to know your neighbours and welcome new people
4. Protect local trees, wildlife and natural areas
5. Demand safe and good quality public transport

GOODLIFE
GOALS 12



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

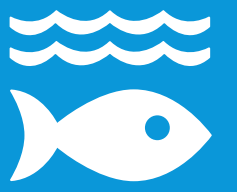
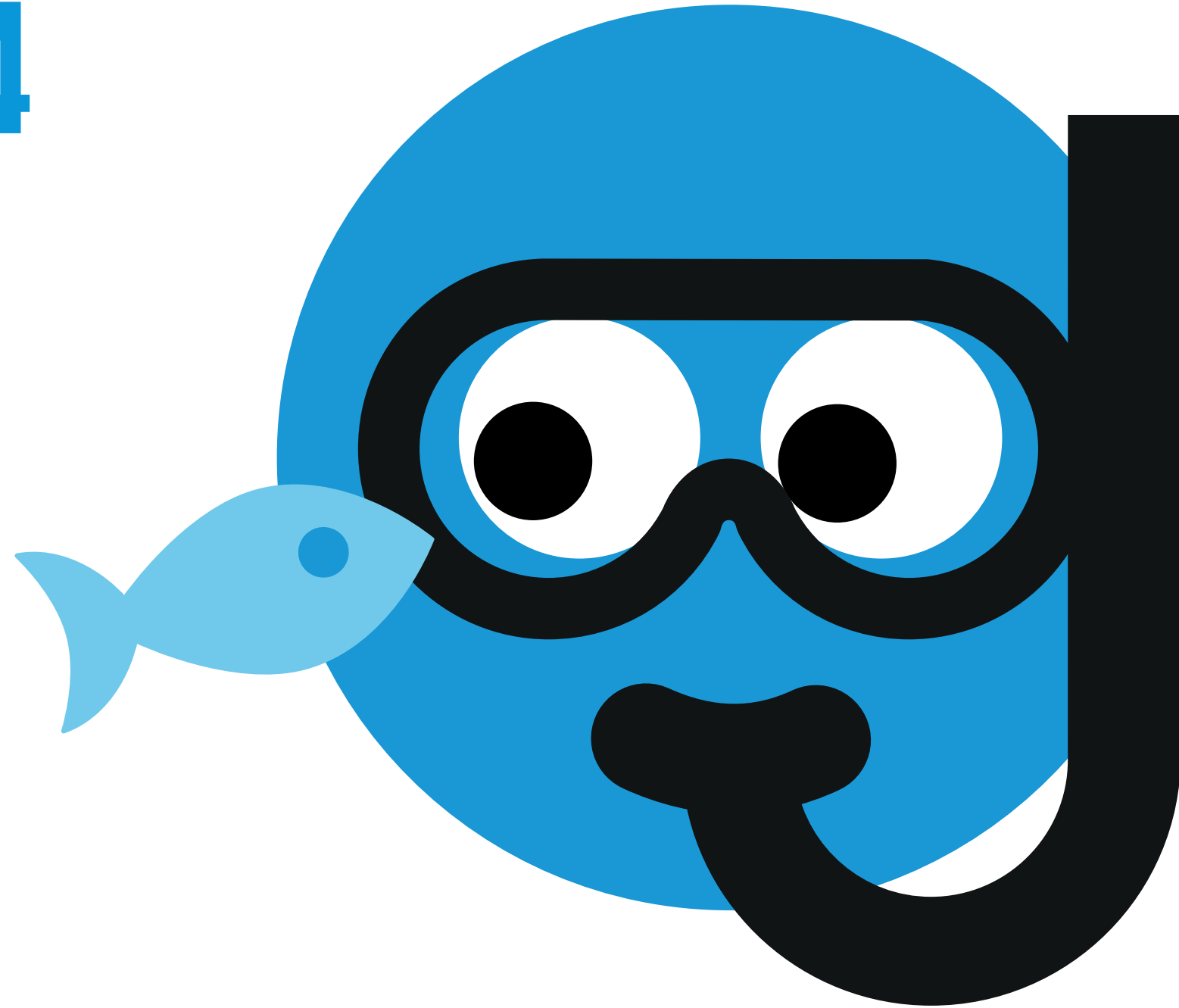


Headline Goal:

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



Headline Goal:

CLEAN OUR SEAS

Specific Asks:

1. Learn about life in our seas and oceans
2. Remember that litter ends up in the water
3. Say no to unnecessary plastic
4. Buy sustainable fish and seafood
5. Demand leaders end ocean pollution

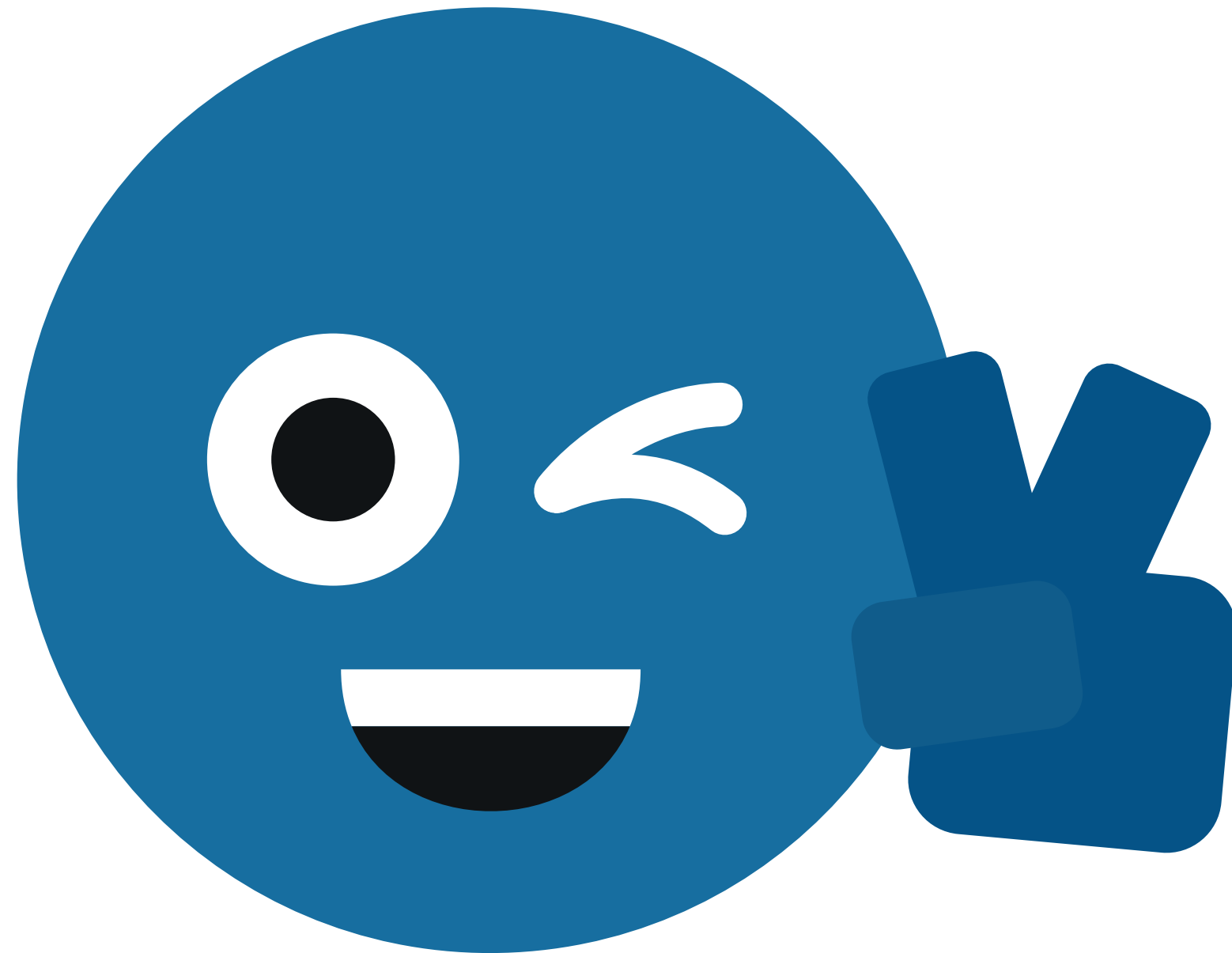


Headline Goal:

LOVE NATURE

Specific Asks:

1. Discover the wonders of the natural world
2. Protect native plants and animals
3. Never buy products made from endangered wildlife
4. Support companies that protect and restore nature
5. Speak up for threatened forests and natural places

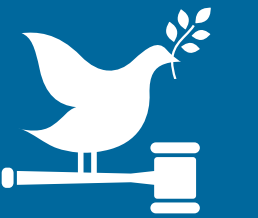


Headline Goal:

MAKE PEACE

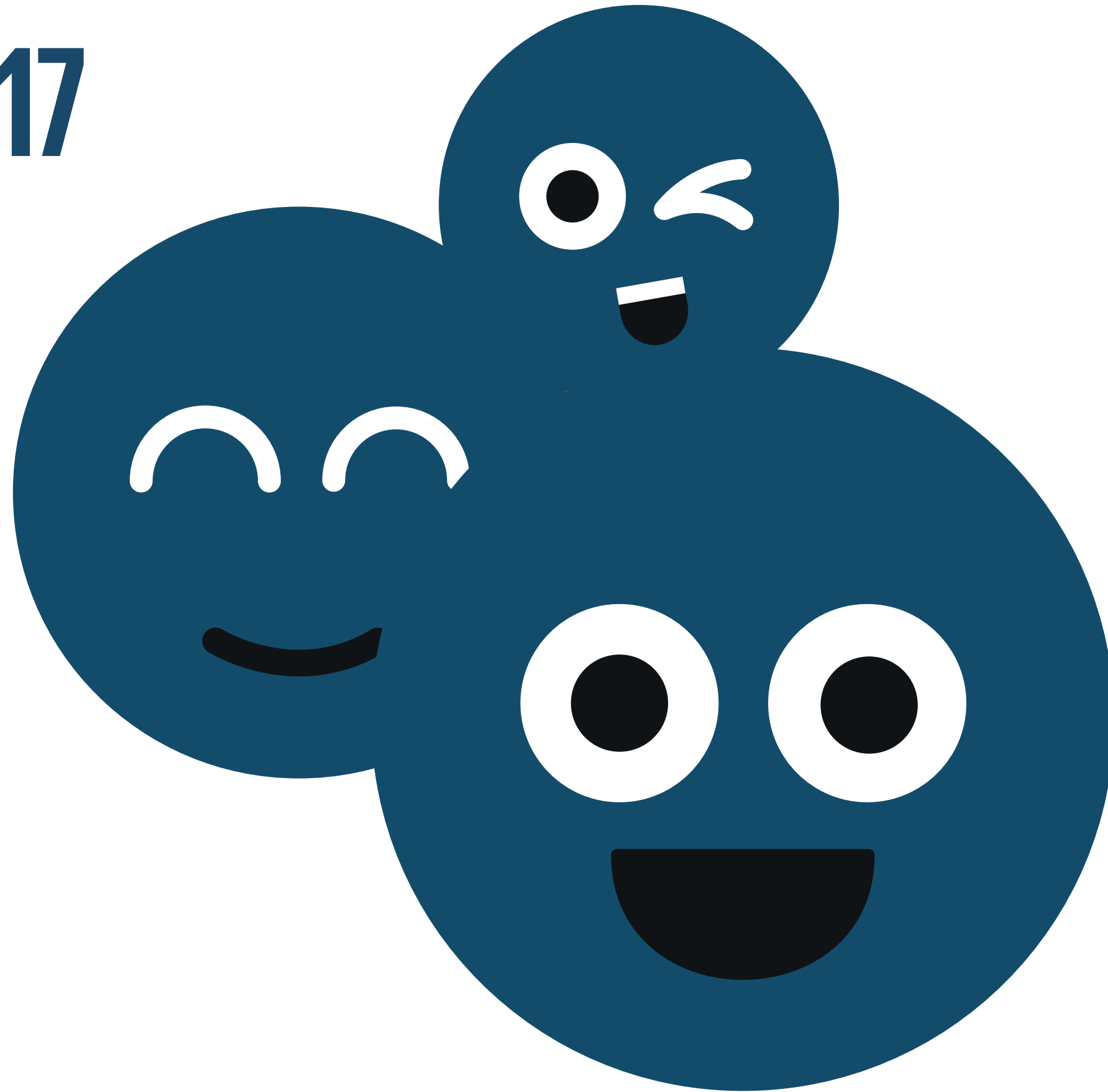
Specific Asks:

1. Learn about and use your rights
2. Be kind and tolerant
3. Resist corruption and abuse of power
4. Support the institutions that support people
5. Stand up for fairness and peace





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

MATERIALS AVAILABLE

1. **This Good Life Goals MANUAL, containing an overview of the work, all 17 Good Life Goals with 5 actions for each, and key points for a selection of stakeholder groups, including policy-makers (UNEP), business (WBCSD), educators (UNESCO), and creatives (Futerra).**
2. **A short video featuring individuals taking Good Life Goals actions**
3. **An animation showcasing the 17 Good Life Goals emojis.**
4. **Media toolkit and social media assets**
5. **Single postcards displaying all 17 Good Life Goals emojis.**
6. **Good Life Goals “card decks” containing an 17 Good Life Goals and their associated actions.**
7. **A press release**
8. **The [SDGHub.com/GoodLifeGoals](https://sdghub.com/GoodLifeGoals), which contains all the downloadable assets.**

HOW THE GOOD LIFE GOALS ARE RELEVANT TO STAKEHOLDERS

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

GOODLIFE GOALS

The Good Life Goals create a bridge for policy-makers between the SDGs and people’s everyday lives. They do not shift the burden for action solely on individuals, nor do they simply promote new ways to consume. The Good Life Goals highlight the important role that individuals and their choices can play. And they identify ways to meet all our needs within planetary boundaries.

Making the SDGs accessible to individuals

The Good Life Goals are a tool for governments to use to help people understand the relevance of specific SDGs to their daily lives and how our personal actions interact with the world around us.

Increasing awareness of sustainable lifestyle choices

Governments can use the Good Life Goals to raise public awareness of more sustainable choices that are available. The positive choices in the Good Life Goals can be incorporated into messaging on policies and practices to engage citizens in supporting the SDGs. Such efforts can also nudge public institutions and organizations to lead by example and inspire their employees.

Translating the SDGs into actions

Governments can use the Good Life Goals to identify more sustainable options that people need, designing policies and incentives that encourage business to create, and people to choose, these sustainable options. Furthermore, the Good Life Goals can help policy-makers to think beyond legislation and economic incentives, to also consider physical infrastructure, as well as the partnerships and dialogues that together can harness the power of individual decision-making and drive more sustainable lifestyles.

HOW ARE THE GOOD LIFE GOALS RELEVANT TO BUSINESS?



GOODLIFE GOALS

The Good Life Goals provide business with a completely new way of thinking about the SDGs and sustainability. They offer a link between what a company makes, the actions being taken to improve the sustainability of products, services and operations, and the way in which their brand exists within their customers' lives.

Engaging with Customers

The Good Life Goals help business to understand how the actions and lifestyles of their customers link to the SDGs. This understanding can then help brands to more effectively engage with customers around the behaviors that are linked to their products and services in order to drive positive SDG impact.

Engaging with Staff

The Good Life Goals also provide companies with a simple tool that they can use to engage staff across a wide range of internal activities, promoting enhanced awareness of the SDGs and a culture of behaviour that is more in line with their ambitions.

Product and Service Innovation

The Good Life Goals can be leveraged to channel new product development to support more sustainable lifestyles. They help companies to understand how their products are involved in the impacts of people's lifestyles, and identify the potential for innovation opportunities. Companies can use the Good Life Goals to identify how they can offer people "better".

HOW ARE THE GOOD LIFE GOALS RELEVANT TO EDUCATORS?

GOODLIFE GOALS

The Good Life Goals can help educators understand the relevance of specific SDGs and the crucial role education has in supporting all 17 SDGs. Innovative, learner-centred teaching and learning methods help empower learners with the knowledge, skills and values they need to address the social, environmental and economic challenges of the 21st century.

Making the SDGs accessible to Educators

The Good Life Goals provide educators with an easy tool to integrate critical issues, such as climate change, biodiversity, disaster risk reduction, and sustainable consumption and production (SCP), into their educational activities, and to motivate people to adopt more responsible lifestyles.

Making the SDGs accessible to Learners

The Good Life Goals offer different ways for learners to become empowered and take action to build a more just, peaceful, tolerant, inclusive, secure and sustainable world.

Advancing the global education 2030 agenda

The global community is now asking not only if students are in school, but what they are learning, and whether that will contribute to making the world a better place for all. The Good Life Goals offer ideas for educators to develop cross-cutting sustainability competencies in learners, as spelled out in the UNESCO publication “Education for Sustainable Development Goals: Learning Objectives”.

HOW ARE THE GOOD LIFE GOALS RELEVANT TO CREATIVES?

GOODLIFE GOALS

The Good Life Goals are an inspirational resource for creatives. They are a chance to communicate the SDGs to the world in a completely fresh way. The simple actions highlight the important role individuals can play in making the SDGs a reality, and so provide creatives with the foundation for effective communications that help people change the world for the better.

Making the SDGs accessible

The Good Life Goals are a tool for creatives to help people understand the relevance of the SDGs to their daily lives and the simple actions they can take to make help make tomorrow better than today.

Making sustainable behaviours desirable

The Good Life Goals are simple actions that will lead to better lives and, ultimately a better world. Creatives can raise awareness of the actions and show how these will create a more desirable future for people and planet.

Creating world-changing work

Creatives are experts in changing people's minds and behaviours through their work. So whether it's inspiring audiences with the solutions available or nudging people to more sustainable behaviours, creatives can use the Good Life Goals to embed and normalise positive behaviours.

THE GOOD LIFE GOALS CREATION PROCESS

FOUR STEP PROCESS FOR EACH GOOD LIFE GOAL



EXAMPLE PROCESS – SDG 4

STEP 1: START WITH THE SDG

The foundation for every Good Life Goal is a close analysis of the SDG targets. Each is closely analyzed for the potential lifestyle contribution. For some the public's role will be demanding change from leaders, for others changing personal behaviours.



SDG: Quality education
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

- By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes
- By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education
- By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university
- By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship
- By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations
- By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy
- By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development
- Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, nonviolent, inclusive and effective learning environments for all
- By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries
- By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing states

STEP 2: GATHER INSIGHT FROM PARTNERS

The expert partners within the 10YFP then separately suggest evidence based actions that the public could take. The Stockholm Environment Institute acted as ‘clearing house’ for these nominated actions – identifying themes and prioritising then possible actions.

All nominated actions where judged against strict criteria:



The Criteria:

1. Will this action generate the greatest tangible impact on achievement of the associated SDG?
2. Will this action be accessible/relevant/affordable to the greatest number of people (in both developed and developing countries)?
3. Is the action comprehensible, clear and in everyday language?

STEP 3: CLARIFY LANGUAGE

Futerra took the role of lead editor of the goals. Each one followed a standard format and the copywriting was rigorous in criteria 3 – comprehension. The final list was then collectively edited by the partners to ensure impact, accessibility and comprehension.



NEW Lifestyle Ask:

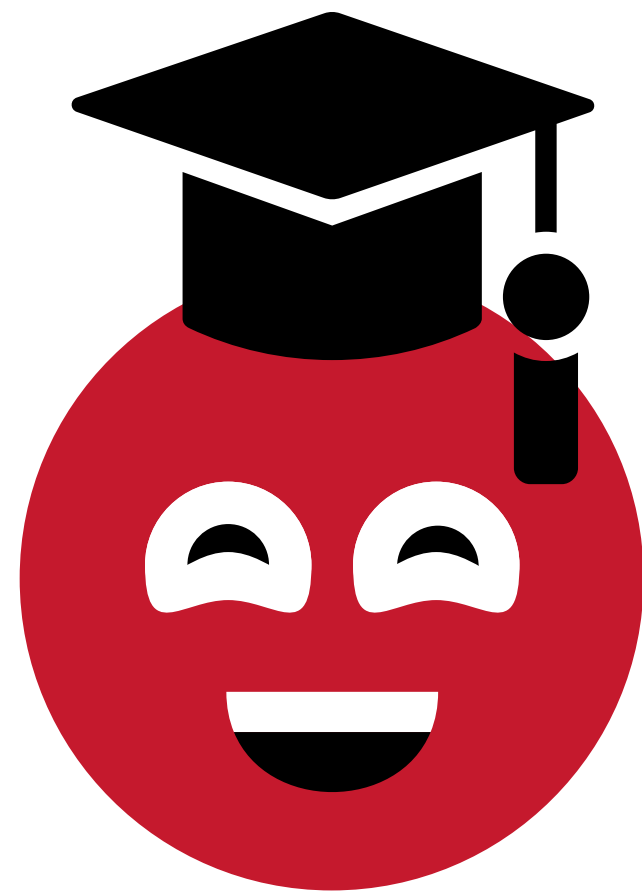
LEARN AND TEACH

Specific Asks:

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

STEP 4: GET CREATIVE

Futerra has also created a unique 'emoji' for each Good Life Goal. This provides a distinction between the Good Life Goals and the SDGs and frames the Good Life Goals as focused on individuals rather than institutions.



4 LEARN AND TEACH

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**

TERMS OF USE

LICENCE CONDITIONS

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