

GOODLIFE GOALS

Media Toolkit



SPREADING THE WORD

On September 25 2018, the Good Life Goals will be announced at the UNDP Global Action Hour Media Zone. But we need your help to spread the word to your audiences, both on the day and throughout the rest of the week. You will find everything you need to do that in this toolkit.

The Sustainable Development Goals are the blueprint for a better future. And we need everyone to help make sure we meet the SDGs. Let's do this!

CAMPAIGN OBJECTIVE

Introduce the Good Life Goals as a communications and educational tool to engage the global public in the Sustainable Development Goals (SDGs). The goals are created for individual action and effectively influence our collective sustainable development.

SOCIAL MEDIA ASSETS

All social media assets are available on [this Google Drive](#).

Assets include:

- A short film featuring individuals taking the Good Life Goal actions
- A full animation showcasing all 17 Good Life Goals and how they link to the SDGs.
- 17 short animations, each showcasing one Good Life Goal and how it links to the SDGs
- Twitter cards
- Social media post copy

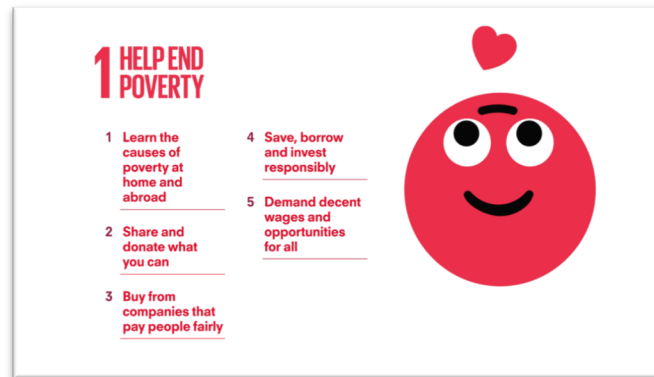
SHARE THE FILM



Post copy:

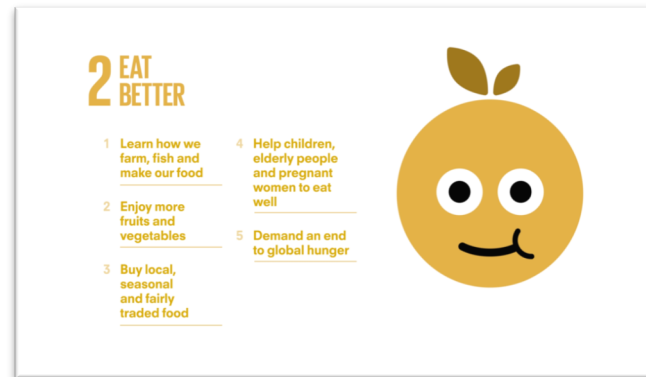
Want to change the world? Start living the #GoodLifeGoals – everyday actions to help make the #SDGs happen. #UNGA #ClimateWeekNYC #ACT4SDGs www.goodlifegoals.org

SHARE THE INDIVIDUAL GOOD LIFE GOALS



Post copy

Care about ending poverty? Start with #GoodLifeGoals 1 – everyday actions to help make us meet the #SDGs. #UNGA #ClimateWeekNYC #ACT4SDGs www.goodlifegoals.org



Post copy

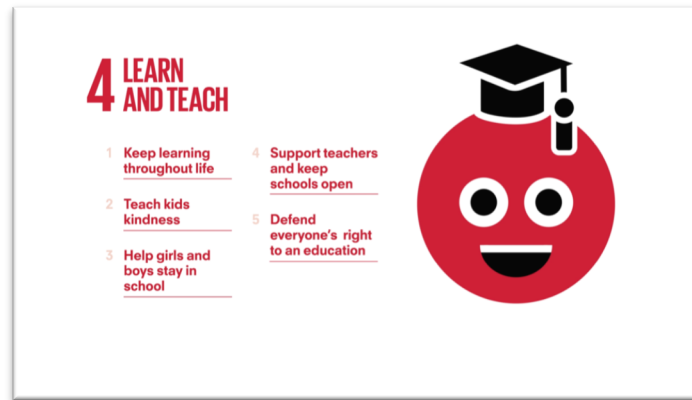
Want a world with zero hunger? Try #GoodLifeGoals 2 and Eat Better. Introducing the #GoodLifeGoals – everyday actions to help us meet the #SDGs. #UNGA #ClimateWeekNYC #ACT4SDGs www.goodlifegoals.org



Post copy

Want to make #SDG 3 happen? Stay Healthy and Be Happy, people. Start living the #GoodLifeGoals – everyday actions to change the world. #UNGA #ClimateWeekNYC #ACT4SDGs www.goodlifegoals.org

SHARE THE INDIVIDUAL GOOD LIFE GOALS



Post copy

A quality education for the world starts with all of us. Introducing Good Life Goal 4, Learn and Teach. Start living the #GoodLifeGoals – everyday actions to help us meet the #SDGs. #UNGA #ClimateWeekNYC #ACT4SDGs www.goodlifegoals.org



Post copy

Care about gender equality? Check out Good Life Goal 5 to see how you can make sure it happens. Start living the #GoodLifeGoals – everyday actions to help us meet the #SDGs. #UNGA #ClimateWeekNYC #ACT4SDGs www.goodlifegoals.org

SHARE THE TWITTER CARDS

**“People power is
as important as
powerful people”**

– Solitaire Townsend
Co-Founder of Futerra



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

– The United Nations



Post copy:

Every one of us has the power to change the world. Start living the #GoodLifeGoals – everyday actions to help make the #SDGs happen. #UNGA #ClimateWeekNYC #ACT4SDGs
www.goodlifegoals.org

SUGESTED TIMELINE FOR POSTS

Short film	Short film	Good Life Goal 6	Short film	Good Life Goal 12	Short film
Good Life Goal 1	Good Life Goal 3	Good Life Goal 7	Good Life Goal 9	Good Life Goal 13	Good Life Goal 15
Good Life Goal 2	Good Life Goal 4	Good Life Goal 8	Good Life Goal 10	Good Life Goal 14	Good Life Goal 16
All 17 emojis	Good Life Goal 5	Twitter Card 1	Good Life Goal 11	Twitter Card 2	Good Life Goal 17
25 th	26 th	27 th	28 th	29 th	30 th

KEY MESSAGES

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 behavioural/lifestyle asks for individuals that are carefully aligned with the SDG's 169 targets and indicators.

Why were the Good Life Goals created?

The SDGs 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 SDGs and the sustainable lifestyles movement. Their aim is help policy-makers, businesses, civil society groups, educators and creative professionals inspire enthusiasm, connection and action from the public for 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 will 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 SDG's in their everyday lives.

PRESS RELEASE HIGHLIGHTS

The Good Life Goals: Making Sustainable Development More Personal

Futerra and the United Nations 10YFP today launch a set of tangible positive actions linking our individual lifestyles with the UN Sustainable Development Goals.

Today, the global change agency Futerra and the UN 10YFP Sustainable Lifestyles and Education (SLE) Programme launch the Good Life Goals – a set of actions for individuals around the world to help support the Sustainable Development Goals (SDGs).

These new Good Life Goals highlight 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 have been shaped through a multi-stakeholder collaboration between Futerra, the 10YFP SLE Programme, co-led by the governments of Sweden and Japan represented by the Stockholm Environment Institute (SEI) and the Institute for Global Environmental Strategies (IGES), as well as UNESCO, UN Environment and WBCSD.

KEY QUOTE-1

“I believe that individuals are just as important as institutions when it comes to changing the world. As citizens, parents, neighbors and consumers, our decisions matter. By sharing a set of clear Good Life Goals and meaningful actions for each Sustainable Development Goal, we can build confidence that everyone is important, needed, and can contribute to achieving the SDGs. Changing the world has never just been about policies or products, it always comes down to people.”

- Solitaire Townsend, Co-founder of Futerra

KEY QUOTE - 2

“The Good Life Goals provide an exciting new perspective and opportunity for business. More and more companies are aligning their strategies to the SDGs but there hasn’t always been a clear way to engage employees and customers in the conversation, or the steps being taken to make businesses more sustainable. The Good Life Goals can help companies understand how their products and services are associated with the SDGs, using that as a way to connect with, engage and even inspire their communities into action in support of the goals.”

- Julian Hill-Landolt, Director of Sustainable Lifestyles at WBCSD

KEY QUOTE - 3

“These Good Life Goals offer an ‘on-ramp’ to a wider discussion around sustainable lifestyles and development. Their value comes from reaching those that the SDGs have not yet reached. Sustainability won’t be solved by institutions without individuals. The Good Life Goals are an invitation for each of us to take part, backed up by clear and concise actions relevant to lifestyles worldwide and in different cultural contexts.”

- Peter Repinski, Senior Expert and Co-lead Representative of the
UN 10YFP Sustainable Lifestyles and Education (SLE) Programme
at Stockholm Environment Institute

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Thank you

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