THE GOOD LIFE GOALS

FOR WORLD-CHANGING BUSINESSES

A guide to making the Sustainable Development Goals relevant to your employees and customers

FUTERRA
Futerra is the change agency, joining the magic of creative and the logic of strategy to make sustainability happen. Since 2001, we have pursued the mission of ‘making sustainable development so desirable it becomes normal’. That mission fills our team, and our work with purpose, pride and passion. Today, we’re a fiercely independent and global company: majority owned and led by women, and a founding B-Corp. Our team are based in London, Stockholm, New York and Mexico City and serve clients including Mars, Google, REI, Sierra Club and the United Nations.

www.wearefuterra.com

WBCSD

The World Business Council for Sustainable Development (WBCSD) is a global, CEO-led organisation of 200 leading businesses, working together to accelerate the transition to a sustainable world. Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD $8.5 trillion and employing more than 19 million people around the world. In collaboration with our Global Network of over 60 national business councils, WBCSD is uniquely positioned to work with its member companies along and across value chains to deliver high-impact business solutions to the most challenging sustainability issues.

www.wbcsd.org

GOOD LIFE GOAL RESOURCES AND CREATIVE ASSETS

www.sdghub.com/GoodLifeGoals

Please contact WBCSD and Futerra for more information.

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THE GOOD LIFE GOALS

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
If you’re reading this, then the chances are that your business has well-established CSR and sustainability initiatives. But if your customers and employees don’t understand these and don’t think you’re helping them to live sustainably, then you’re missing out on a huge opportunity.

Around the world, more and more people want to live in a healthier, smarter, cleaner way. That means there’s a new conversation happening about what it means to live a good life and how business can help make better lifestyles possible.

In fact, in a 2018 Futerra survey of US and UK consumers, 88% of respondents said they want brands to help them make a difference. But 43% said companies were making it harder for them. So, if you’re not clearly helping your customers to improve their environmental and social footprint, then you’re in danger of disappointing of them.

Today, bold, brave and compelling campaigns abound across platforms, proving how aligned companies are with environmental and pro-social values. But just talking about corporate values isn’t enough. Customers want business to help them live better and employees need to know that their actions are making a positive impact on the world.

DOES YOUR BUSINESS HELP PEOPLE CHANGE THE WORLD FOR THE BETTER?
HOW CAN THE GOOD LIFE GOALS HELP?

The Sustainable Development Goals (SDGs) are a wonderfully comprehensive map of global sustainable development objectives, but they’re not in themselves an action agenda for policymakers or for business, let alone for individuals.

Enter our 17 adorable emojis. The Good Life Goals are the personal actions that everyone, all around the world, can take to support the SDGs. They provide personally relevant links to each SDG, showing how we all, individually and collectively, can play an important role in how the future unfolds.

For business, the Good Life Goals provide a completely new way of thinking about the SDGs and sustainability. They make your sustainability actions relevant to customers’ lives and allow your customers to take action themselves. They also help employees make sense of the work you’re doing and give them a role to play in making it happen.

HOW CAN YOU USE THE GOOD LIFE GOALS?

Use the Good Life Goals as an engagement tool: with your employees, suppliers, and customers. They are designed for a general public audience, which means that anyone can understand them. And they’re available in seven languages.

Use them to improve your day-to-day operations, design behaviour change into your products, and create new services for your customers. And use them to communicate messages that inspire your employees and customers to act and contribute to the SDGs.

As a business, you have huge potential to unleash positive impact. You have global reach. You can influence behaviours, aspirations and even the definition of success and happiness. That creative power is potent. Let’s use it to inspire and enable people to support our collective sustainable development.

That’s why Futerra and WBCSD developed this guide. To help you explore all of the engagement possibilities that the Good Life Goals offer and the awesome actions that can stem from them.
The Good Life Goals are the personal actions that everyone around the world can take to help support the Sustainable Development Goals. They are an effort to help global audiences recognise the vital role of individual action in achieving the SDGs. Each of the 17 Good Life Goals has five actions, and all the actions relate directly to the SDG targets.
The Good Life Goals can help business more effectively engage with people, both customers and employees, around the sustainable behaviours that are connected to their products, services and corporate culture. Leveraging their reach, business can help drive positive action in support of the SDGs.

WHY WERE THEY CREATED?

The SDGs have been crucial for governments and business to align on what needs to be achieved by 2030. But they leave out a role for the individual to get involved and also are not accessible to the general public. The Good Life Goals link people’s actions, activities and lifestyles to the SDG targets.

HOW ARE THEY RELEVANT TO BUSINESS?

The Good Life Goals can help business more effectively engage with people, both customers and employees, around the sustainable behaviours that are connected to their products, services and corporate culture. Leveraging their reach, business can help drive positive action in support of the SDGs.
HOW TO USE THE GOOD LIFE GOALS

ENGAGE CUSTOMERS
Use them to understand how your customers’ lifestyles connect to the SDGs. This understanding can help you to more effectively engage customers around the behaviours that are linked to your products and services to drive positive SDG impact.

ENGAGE EMPLOYEES
Use them as a simple tool to engage employees across a wide range of internal activities, promoting enhanced awareness of the SDGs and a culture of behaviour that is more in line with your sustainability ambitions.

INNOVATE PRODUCTS AND SERVICES
Use them to develop new products and services that support more sustainable lifestyles. The Good Life Goals can help you identify innovation opportunities that will help people to live better.
HOW THE GOOD LIFE GOALS ARE ALREADY INSPIRING BUSINESS

HERE ARE TWO CASE STUDIES THAT SHOW HOW BUSINESSES ARE USING THEM TO ENGAGE CUSTOMERS AND EMPLOYEES
Danone

The Danone Nations Cup invites 2 million boys and girls aged 10-12 from 30 countries to come together in the world’s biggest football tournament for children. Now running for its 20th year, Danone welcomes children to play football and change the game. It’s a lifetime experience turning players into world citizens.

To take this a step further, in October 2019, the Danone Nations Cup will incorporate the Good Life Goals into the tournament. Seven hundred children will be able to enjoy playing football while learning more about sustainable development in a fun and accessible way. As part of this, Danone will ask children to vote for their favourite Good Life Goal. And to show children that their voices matter, Danone will set a commitment to one of the top-scoring Good Life Goal actions.
HOW CAN YOU CONNECT EMPLOYEES TO YOUR SUSTAINABILITY GOALS?

Genentech

Genentech is using the United Nations’ 17 Sustainable Development Goals as a framework for its next set of public sustainability goals. While the SDGs provide an aspirational framework for governments and business, these large-scale goals and targets can leave individuals feeling like they don’t know how to contribute.

So, to connect their employees to this work, Genentech employed the Good Life Goals.

During Earth Month in 2019, Genentech dedicated a day to each Good Life Goal with an activity, resource or presentation to educate the entire Genentech community. Some employees took part in a beach clean up for one of the days. Employees could also submit ideas during Earth Month for ways in which they could contribute to each Good Life Goal.
GOOD LIFE GOALS
INSPIRATION

HERE ARE SEVERAL WAYS YOU COULD INCORPORATE THE
GOOD LIFE GOALS IN COMMUNICATIONS TO CUSTOMERS
AND EMPLOYEES

IN ACTION

Whether it’s a city-wide sustainability campaign or
an internal event to engage staff, use the Good Life Goals to make
taking action on the SDGs more eye-catching and fun.

AT STAKEHOLDER EVENTS

Use the Good Life Goals in corporate packs and collateral
for participants to bring the SDGs into your events (through
the joy of emojis).
ON PRODUCT
Use the Good Life Goals on products or packaging to show your customers how you are helping them to live more sustainably.

WITH CHARITY PARTNERS
Work with your charity partners to align your philanthropic and volunteering efforts with the Good Life Goals.

IN SUSTAINABILITY REPORTS
Use the Good Life Goals as a framework to disclose your sustainability activities and progress.

ON SOCIAL MEDIA
Use the Good Life Goals to engage your audiences and connect them with more sustainable lifestyles.
EVENTS AND SPONSORSHIP

The Good Life Goals can be especially useful at events. They are bold, eye-catching and inspiring and can help bring a mass public audience to the sustainable development conversation.
Your agenda should cover these four components:

1. Get everyone inspired by the potential of the Good Life Goals as an effective behaviour change tool.

   Questions to answer:
   • Why are the Good Life Goals relevant to our business?
   • What work are we already doing related to the SDGs?
   • What are our business priority areas where the Good Life Goals could be helpful?

   e.g. You might discuss the SDGs you’re already working on or why your customers may be particularly interested in sustainable living.

2. Review the Good Life Goal actions and identify which are most relevant to your business.

   Questions to answer:
   • What behaviours do our products or services facilitate in our customers’ lives?
   • What Good Life Goal actions relate to our business operations and sustainability strategy?
   • What actions are most relevant to the day-to-day lives of our employees?

   e.g. If you have a cafeteria, you could create a campaign with the Good Life Goal actions to promote more sustainable choices.
How can you leverage the Good Life Goals to bring value to your business? Start by inviting key decision makers for a 2-3 hour working session. The objective of this session is to help you identify which Good Life Goal actions you should help your customers or employees take.

Following a Good Life Goals hack, you will have a team of people ready to drive sustainable behaviour change and a clear plan of how you can activate your priority audiences.

3 Generate ideas for amplifying or activating these actions for your customers, employees, or partners.

Questions to answer:

• Are there any easy wins, such as employee offers (e.g. a cycle scheme) or a certification we can apply for to make it easier for people to know the actions we have taken?
• What Good Life Goal actions do we already facilitate for our customers or employees that could easily be amplified?
• Do we have a unique capability to make the Good Life Goal actions easier, more accessible or more impactful for people?

  e.g. You may find that your biggest impact would be helping customers reduce the amount of water they need to use when using your product. So, you could brainstorm ideas for new products or for updating an existing one that means your customers use less water.

4 Create an action plan to map out next steps, resources required and key stakeholder buy-in.

Questions to answer:

• Who do we need help from to make this happen? Do we need external support?
• Which ones are easy to do and which are priorities?
• What is our timeline?
  e.g. Draft a project plan for the most impactful ideas.
HELPING PEOPLE LIVE A GOOD LIFE

LEADING BUSINESSES ARE ALREADY HELPING THEIR CUSTOMERS AND EMPLOYEES TO LIVE MORE SUSTAINABLY.

To give you inspiration for how you could do the same, we have mapped examples of their actions against the Good Life Goals.
Innovate products and services

**PAY FARMERS AN EXTRA PREMIUM**

Tony’s Chocolonely

Tony’s Chocolonely pay a ‘Tony’s Premium’ on top of that already paid by Fairtrade to provide farmers with a livable income.

1 **HELP END POVERTY**

**GLG Action**

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
DEVELOPING NEW TECHNOLOGIES TO FIGHT MALNUTRITION

Vodafone x Sanku-Project Healthy Children

In collaboration with Vodafone, Sanku-PHC created a first-of-its-kind technology that enables small African flour mills in rural areas to add key nutrients to their flour in a bid to help solve malnutrition across Africa.

2 EAT BETTER

1 Learn how we farm, fish and make our food
2 Enjoy more fruits and 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
Lloyds Bank

Lloyds Bank Plc. teamed up with Mental Health UK to encourage more people to be open about their well-being.

3 STAY WELL

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
Engage employees

P.A.C.E EMPOWERING EMPLOYEES

Gap Inc.

The Personal Advancement & Career Enhancement (P.A.C.E) by Gap Inc. is an education programme for female garment workers in 16 countries to help them advance into management positions.

Gap Inc.

Help end poverty

GLG Action

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
Barbie

As part of International Women’s Day celebrations, Barbie created ‘Shero dolls’ - a collection of nine Barbies that honour inspiring female role models across different fields and countries.

5 TREAT EVERYONE EQUALLY
GLG Action

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
Engage customers

**DON’T WASH YOUR JEANS**

**Levi’s**

In the Philippines, Levi’s asked people to stop washing their jeans after a water crisis that left millions around Manila without water.

**SAVE WATER**

GLG Action

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<td>1</td>
<td>Learn why clean water matters</td>
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<td>2</td>
<td>Don’t flush any trash or toxic chemicals</td>
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<td>3</td>
<td>Report and fix leaks – big or small</td>
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<td>4</td>
<td>Save water when brushing your teeth, washing and cleaning</td>
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<tr>
<td>5</td>
<td>Defend people’s right to clean water and a toilet</td>
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**SOLVE THE WATER CRISIS. DON’T WASH YOUR JEANS.**
IKEA

IKEA has joined RE100, an initiative that brings together businesses committed to 100% renewable energy.

7 SAVE ENERGY

GLG Action

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
MOTORCYCLE RIDE HAILING

CanGo Africa

Recognising the financial and practical efficiency of motorbike transportation as well its dangers, CanGo is transforming the motorcycle taxi industry in Rwanda to make it safer and more reliable.

8 DO GOOD WORK

GLG Action

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
Rimmel
Rimmel partnered with anti-cyberbullying nonprofit Cybersmile Foundation to create an online space for young people to share personal experiences and find solutions.

9 MAKE SMART CHOICES
GLG Action

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
Innovate products and services

ADAPTIVE APPAREL

Tommy Hilfiger

In a unprecedented move for a major fashion label, Tommy Hilfiger launched an adaptive clothing line for women, men and children with physical disabilities.

10 BE FAIR
GLG Action

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
Airbnb

On World Refugee Day, Airbnb and the NGO Migraflix launched Raízes na Cidade, a selection of cultural experiences curated by 20 refugees and immigrants living in São Paulo and donated 100% of the profits to refugees.

11 LOVE WHERE YOU LIVE
GLG Action

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
Innovate products and services

The North Face

The North Face released Renewed, a collection of refurbished clothing that was either previously worn, returned, damaged or defective.

12 LIVE BETTER

GLG Action

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
Interface launched The Climate Take Back, a bold new commitment for how business can create a climate fit for life.

**13 ACT ON CLIMATE**
GLG Action

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
Adidas and Parley for the Oceans teamed up to create a collection of sportswear and sneakers made from ocean plastic.

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
REI
REI launched the Path Ahead to map the future of life outdoors, highlighting the beautiful possibilities of reconnecting with nature.

15 LOVE NATURE
GLG Action

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
Innovate products and services

PEACE PIONEERS

Lush

Through sourcing Fairtrade cocoa beans from San José de Apartadó peace community in Colombia, Lush provide a living to ‘peace pioneers’ working alongside the NGO Peace Brigades.

16 MAKE PEACE
GLG Action

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
Kao

To promote the SDGs to the public, Kao sponsored a year-long Sustainable Development Goal train wrap in Osaka.

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<thead>
<tr>
<th>17 COME TOGETHER</th>
<th>1</th>
<th>Discover and share the Sustainable Development Goals</th>
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<td>2</td>
<td>Support those who bring us together</td>
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<td>3</td>
<td>Celebrate the progress we’ve already made</td>
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<td>4</td>
<td>Get involved and volunteer in your community</td>
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<td>5</td>
<td>Help make tomorrow better than today</td>
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THE GOALS

1. **No Poverty**
   - MANGER MIEUX
   - USA ENERGÍAS LIMPIAS

2. **Zero Hunger**
   - EAT BETTER
   - DO GOOD WORK

3. **Good Health and Well-Being**
   - STAY WELL
   - MACHE GUTE ARBEIT

4. **Quality Education**
   - LEARN AND TEACH
   - MAKE SMART CHOICES

5. **Gender Equality**
   - TREAT EVERYONE EQUALLY
   - BE FAIR

6. **Clean Water and Sanitation**
   - SAVE WATER
   - LOVE WHERE YOU LIVE

7. **Affordable and Clean Energy**
   - USA ENERGÍAS LIMPIAS
   - LIVE BETTER

8. **Decent Work and Economic Growth**
   - COMA MELHOR
   - MACHE GUTE ARBEIT

9. **Industry, Innovation and Infrastructure**
   - APRENDA ENSINE
   - FACÁ ESCOLHAS INTELIGENTES

10. **Reduced Inequalities**
    - MAKE SMART CHOICES
    - LIEBE WO DULEBST

11. **Sustainable Cities and Communities**
    - LOVE WHERE YOU LIVE
    - VIVE MEJO

12. **Responsible Consumption and Production**
    - AHORRA AGUA
    - LIVE BETTER
“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

The Sustainable Development Goals are the blueprint for a better future. And together we can reach them.

By following the Good Life Goals we can all help make tomorrow better than today. Let’s do this!

#GoodLifeGoals

www.sdghub.com/goodlifegoals