

ONE YEAR AGO, THE WORLD ADOPTED **THE SUSTAINABLE DEVELOPMENT GOALS.**

17 GOALS THAT HAVE THE POTENTIAL

TO MAKE US THE FIRST GENERATION TO PUT AN END TO **EXTREME POVERTY**, THE MOST DETERMINED GENERATION TO FIGHT **INEQUALITY** AND THE LAST GENERATION TO BE THREATENED BY THE EFFECTS OF **CLIMATE CHANGE.**

IN A WORLD WHERE **3 BILLION** PEOPLE STILL LIVE IN POVERTY, MORE THAN **65 MILLION** PEOPLE ARE FORCED TO LEAVE THEIR HOME COUNTRIES, AND WHERE **71 MILLION** YOUNG PEOPLE ARE UNEMPLOYED —

THESE GOALS ARE OUR CHANCE TO FIX A BROKEN SYSTEM.

WE, THE UN SDG ADVOCATES, ARE TASKED WITH WORKING WITH THE UNITED NATIONS TO SEE THESE GOALS ACHIEVED **BY 2030**

WE ASK YOU TO CO-OWN THIS RESPONSIBILITY AND TAKE THE SUBSTANTIAL AND SPECIFIC ACTIONS REQUIRED TO CREATE A BETTER WORLD FOR ALL.

WORLD LEADERS

TO TRANSLATE POLITICAL WILL BY USING THE SUSTAINABLE DEVELOPMENT GOALS TO NATIONAL-
LY IMPLEMENT A ROADMAP
TOWARDS A WORLD WITH
ZERO POVERTY, ZERO
HUNGER AND ZERO NET
EMISSIONS.

GOVERNMENT OFFICIALS

TO MAKE DELIVERY OF THE SUSTAINABLE DEVELOPMENT GOALS AN EXPLICIT
PART OF MINISTERIAL
BRIEFS AND ACCOUNTABIL-
ITY, WITH CLEARLY DEFINED
TIMELINES FOR DELIVERY.

BUSINESS LEADERS

TO IDENTIFY THE SPECIFIC SUSTAINABLE DEVELOPMENT GOALS TO WHICH
BUSINESS WILL CONTRIB-
UTE AND COMMUNICATE
AND REPORT CONTRIBUTIONS

INVESTORS

TO ALIGN THEIR PORTFOLIO TO INVEST IN SUSTAINABLE
BUSINESS AND MAKE IT
A PRIORITY FOR ANY
INVESTMENT DECISION.

CIVIL SOCIETY

TO EMBRACE PARTNER-
SHIPS WITH COUNTRIES,
BUSINESS AND OTHER
STAKEHOLDERS TO
ACCELERATE NATIONAL
IMPLEMENTATION AND
HOLD PARTNERS
ACCOUNTABLE TO THEIR
COMMITMENTS.

CITIZENS

TO LEARN MORE ABOUT THE SUSTAINABLE
DEVELOPMENT GOALS AND
HOW YOU CAN CONTRIBUTE
THROUGH SIMPLE ACTIONS
IN DAILY LIFE TO HELP
MAKE THE WORLD BETTER.

WE URGE YOU TO MAKE THESE GOALS AND ACTIONS FRONT AND CENTRE.

TOGETHER, WE CAN ACHIEVE A BREAKTHROUGH IN SUSTAINABLE DEVELOPMENT **AND LEAVE NO ONE BEHIND.**

YOURS SINCERELY,

MR. RICHARD CURTIS
MR. PAUL POLMAN
MS. LEYMAH GBOWEE
PROFESSOR JEFFREY SACHS
PRIME MINISTER ERNA SOLBERG

AMBASSADOR DHO YOUNG-SHIM
MR. FOREST WHITAKER
MS. SHAKIRA MEBARAK
MR. MUHAMMAD YUNUS
MR. JACK MA



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