

SDGs FOR KIDS

HOW THE SUSTAINABLE DEVELOPMENT GOALS (SDGs) ARE
SHAPING THE LIVES AND FUTURE WELLBEING OF CHILDREN



In May 2018, during a UNEP/OECD event on sustainable lifestyles, Solitaire Townsend (Co- founder of the change-agency Futerra) 'hacked' the 17 Sustainable Development Goals into a set of personal actions called 'The Good Life Goals'. They are lifestyle asks for individuals that are carefully aligned with the SDGs 169 targets and indicators. The Good Life Goals were created to bridge the gap between the Sustainable Development Goals and the sustainable lifestyles movement.

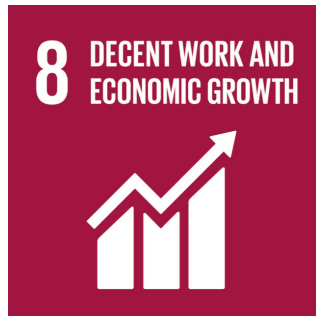
Their aim was to help policy-makers, businesses, civil society groups, educators and creative professionals inspire enthusiasm, connection and action from the public in support of the SDGs. By providing personally-relevant links to each SDG, the Good Life Goals send a message that we all, individually 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.

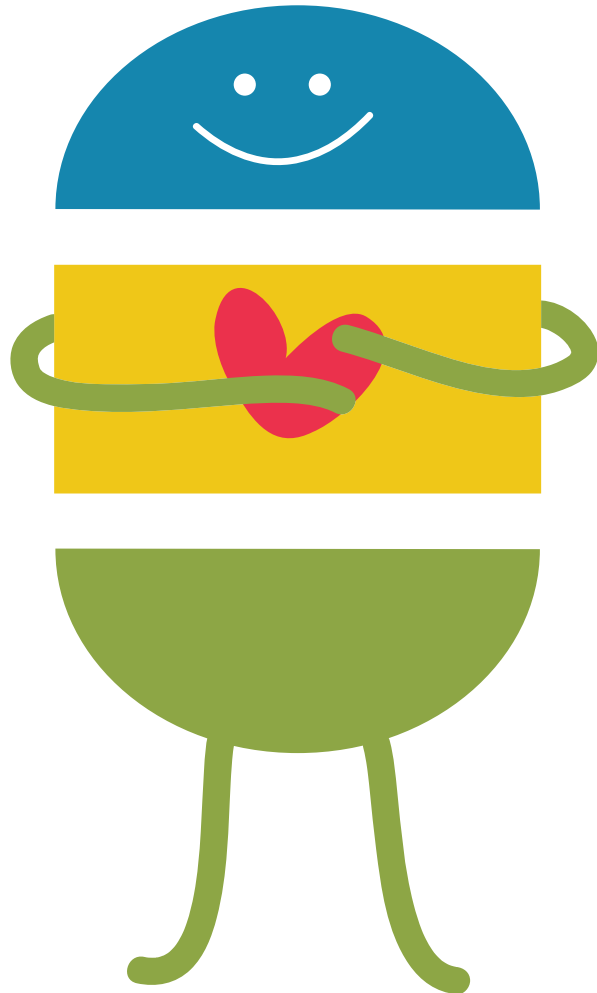
"FOR THE GOALS TO BE REACHED, EVERYONE NEEDS TO DO THEIR PART: GOVERNMENTS, THE PRIVATE SECTOR, CIVIL SOCIETY AND PEOPLE LIKE YOU."

Inspired by this, in 2019 the Flourish Project created its own version of the Goals by mapping the 17 goals against the 7 Aspects of the Flourish Values Model and, in each case, highlighting the huge importance of the goals for shaping the lives and future wellbeing of children.



SDG	SDG Name	SDG Description	FVM level
	No Poverty	End poverty in all its forms everywhere	1
	Zero Hunger	End hunger, achieve food security and improved nutrition, and promote sustainable agriculture	1
	Good Health and Well-being	Ensure healthy lives and promote well-being for all at all ages	ALL
	Quality Education	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	3,4,5
	Gender Equality	Achieve gender equality and empower all women and girls	2,3,6
	Clean Water and Sanitation	Ensure availability and sustainable management of water and sanitation for all	1
	Affordable and Clean Energy	Ensure access to affordable, reliable, sustainable and modern energy for all	1
	Decent Work and Economic Growth	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	3,4,5 6,7
	Industry, Innovation and Infrastructure	Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation	1,3,5
	Reduced Inequalities	Reduce inequality within and among countries	2,3,6
	Sustainable Cities and Communities	Make cities and human settlements inclusive, safe, resilient and sustainable	1,2,6
	Responsible Consumption and Production	Ensure sustainable consumption and production patterns	1,6
	Climate Action	Take urgent action to combat climate change and its impacts	1,4,6
	Life Below Water	Conserve and sustainably use the oceans, seas and marine resources for sustainable development	1,4,6
	Life On Land	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	1,4,6
	Peace, Justice and Strong Institutions	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	ALL
	Partnerships for the Goals	Strengthen the means of implementation and revitalize the global partnership for sustainable development	ALL

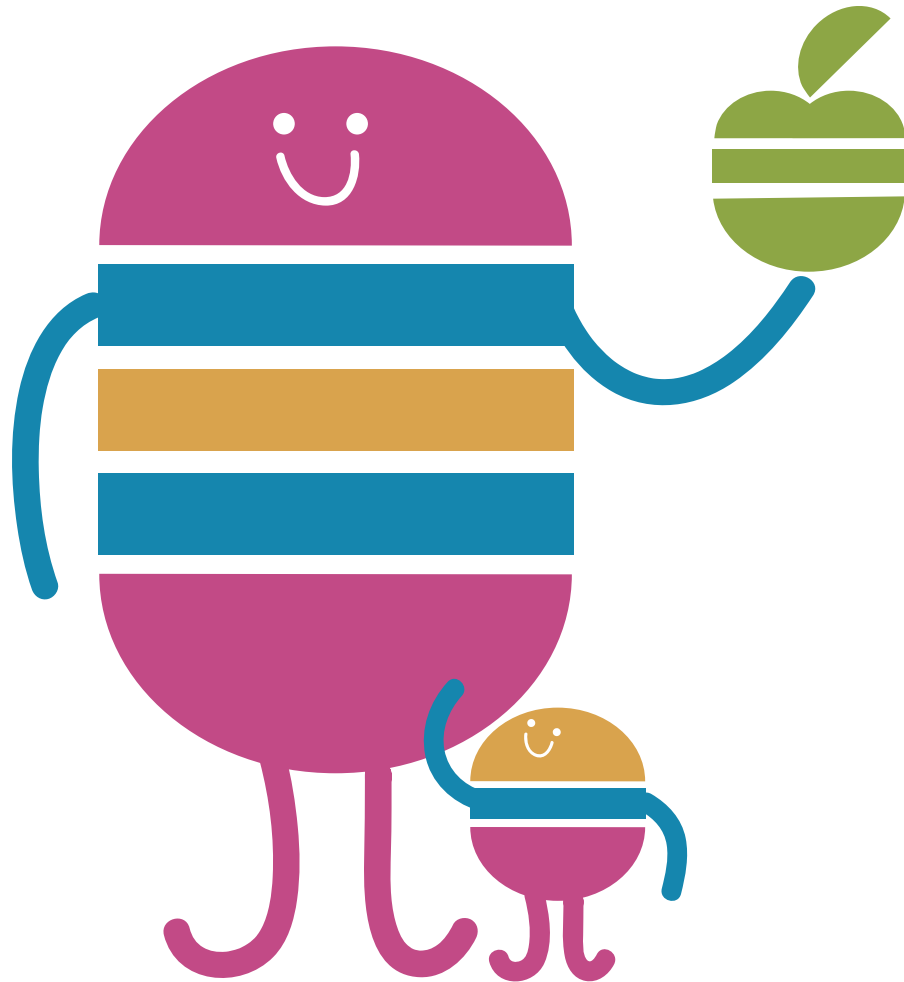




NO POVERTY

Specific asks:

- Understand how economic poverty compromises the foundations of wellbeing
- Understand how time poverty compromises early human relationships
- Understand how and why poverty is linked to ACES (Adverse Childhood Experiences)
- Demand tax systems that support the health of children and families
- Demand an economic system that serves both people and planet



ZERO HUNGER

Specific asks:

- Ensure all children have access to healthy, balanced diets
- Help children to learn how we farm, fish and make our food
- Help children to understand the importance of buying local
- Help children to understand what healthy bodies need
- Help children to understand the supply and demand of food in different countries

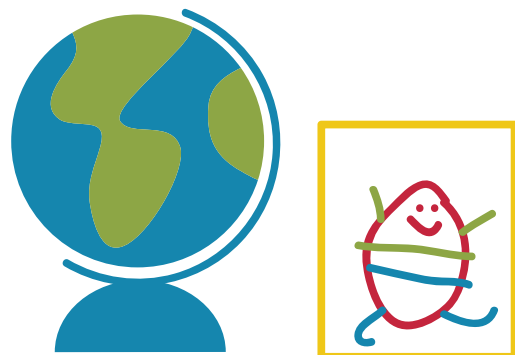


GOOD HEALTH AND WELL-BEING

Specific asks:

- Ensure all children feel safe in their local environments
- Ensure that all children have the time and space to play and have adequate exercise
- Ensure that all children can maximise their innate skills and capacities
- Ensure that all children have access to beauty and the arts
- Ensure that we focus on the wellbeing of the Whole Child (i.e. physical, mental, emotional and spiritual)





QUALITY EDUCATION

Specific asks:

- Make sure everyone understands that learning is a lifelong path
- Ensure that all children have access to quality education
- Ensure that children understand success as about who they are, as well as what they achieve
- Ensure that children understand risk and failure as an essential part of the process
- Ensure that teachers are valued and respected as hugely important people



GENDER EQUALITY

Specific asks:

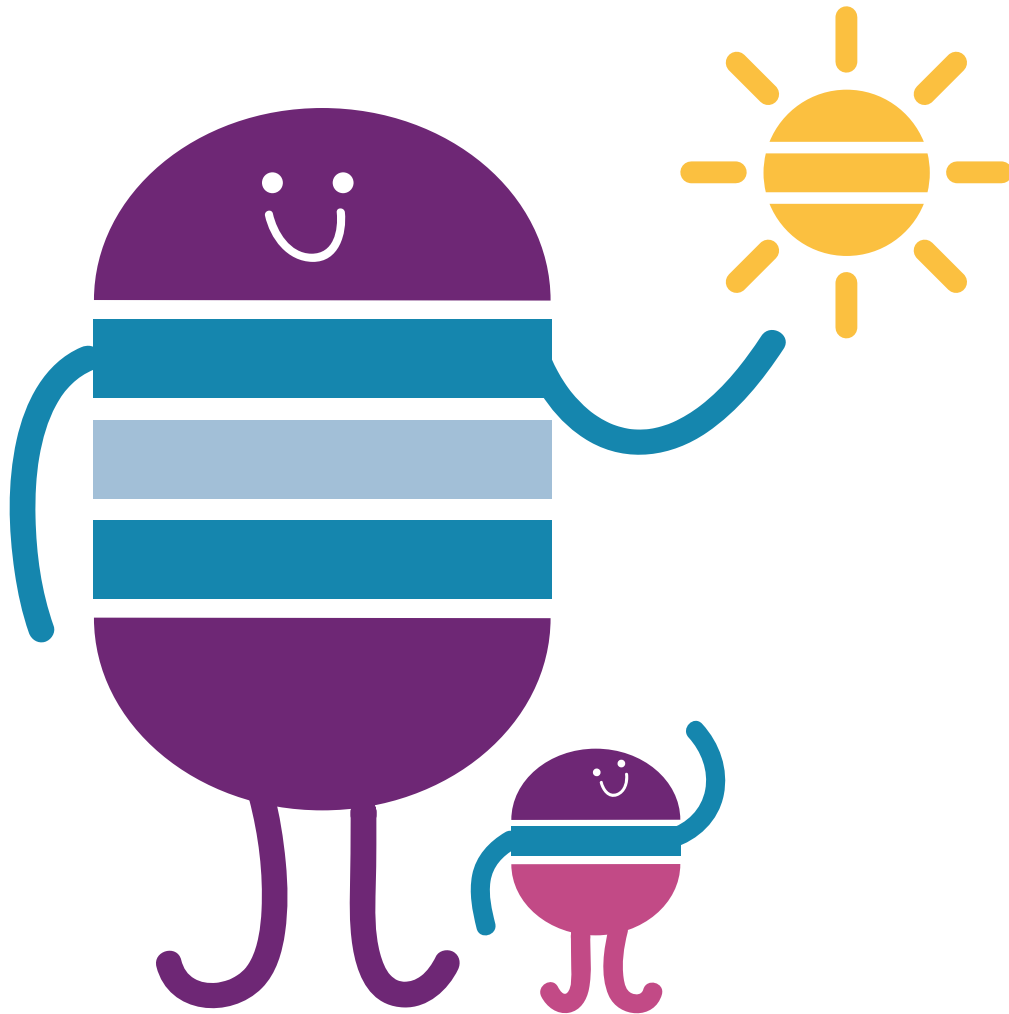
- Understand how and why children start to see other people as different
- Understand the roots of values, beliefs and behaviours
- Understand the huge importance and influence of early human development
- Defend anything that compromises the rights and freedoms of childhood
- Protect children from the negative patterns of the past



CLEAN WATER AND SANITATION

Specific asks:

- Defend children's rights to clean water and hygienic environments
- Help children learn where water comes from and why clean water matters
- Look at what families can do to save water
- Report and fix leaks – big or small
- Support local campaign to conserve and protect water supplies



AFFORDABLE AND CLEAN ENERGY

Specific asks:

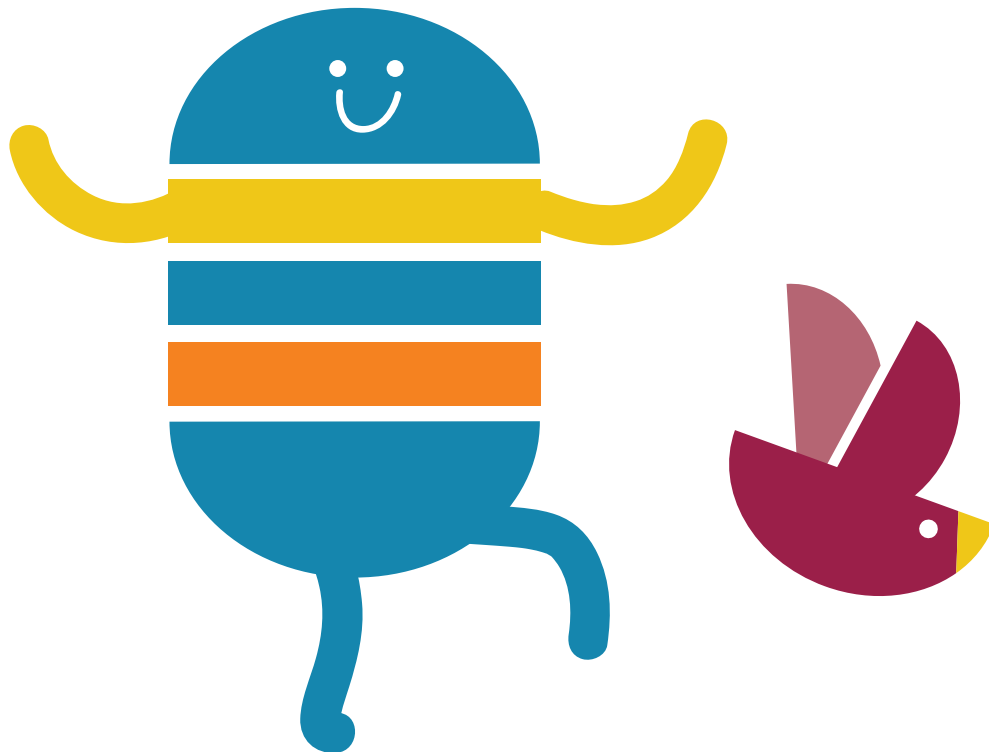
- Help children to understand where sources of energy come from
- Help children to understand how energy sources are finite
- Help children to learn how to save energy in their everyday activities
- Help children to know where renewable energy sources come from
- Demand clean and sustainable energy sources for everyone

We like Economy
for the Common Goods
re-working of this goal

8 MEANINGFUL WORK
AND ECONOMIC
WELLBEING



8 DECENT WORK AND
ECONOMIC GROWTH



MEANINGFUL WORK AND ECONOMIC WELLBEING

Specific asks:

- Help children see work as an expression of contribution and potential
- Help children to understand how work supports living conditions
- Help children to understand personal and family finances
- Help children understand the importance of fair and equitable working conditions
- Help children to understand the workings of their local economy and how they can help
- Protect children from the negative patterns of the past

Flourish Level: 3.4.5.6.7

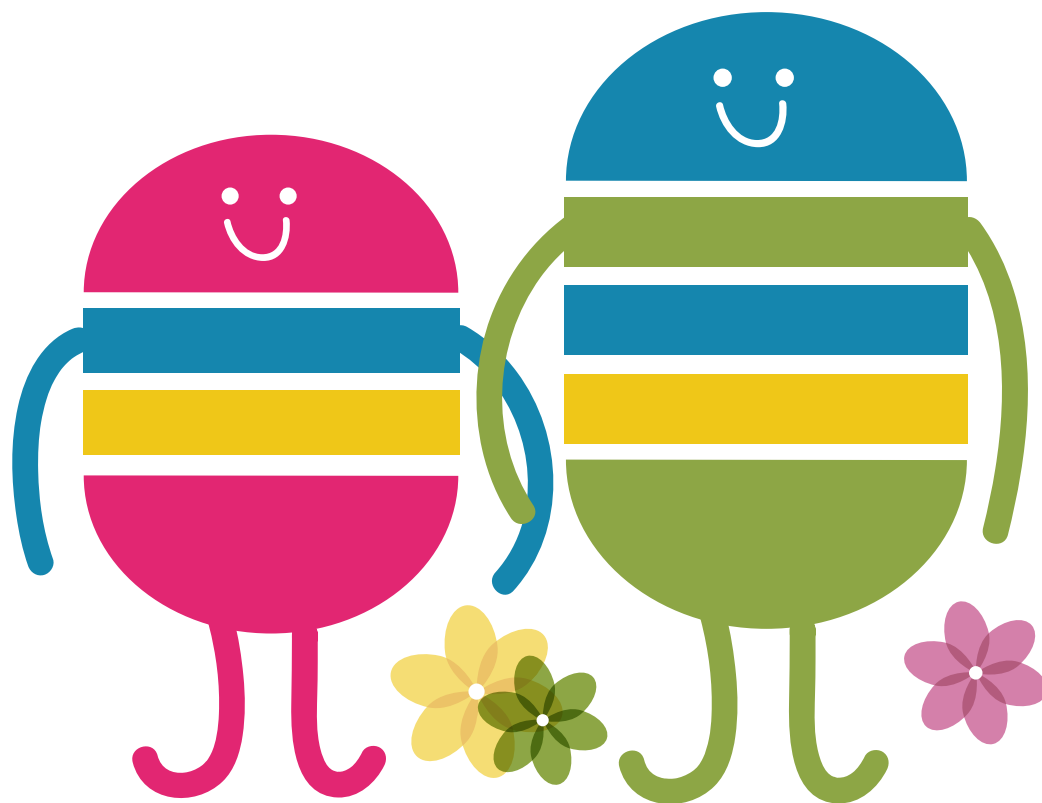
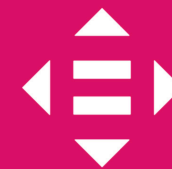
Headline Goal: Lives of meaning and purpose



INDUSTRY INNOVATION AND INFRASTRUCTURE

Specific asks:

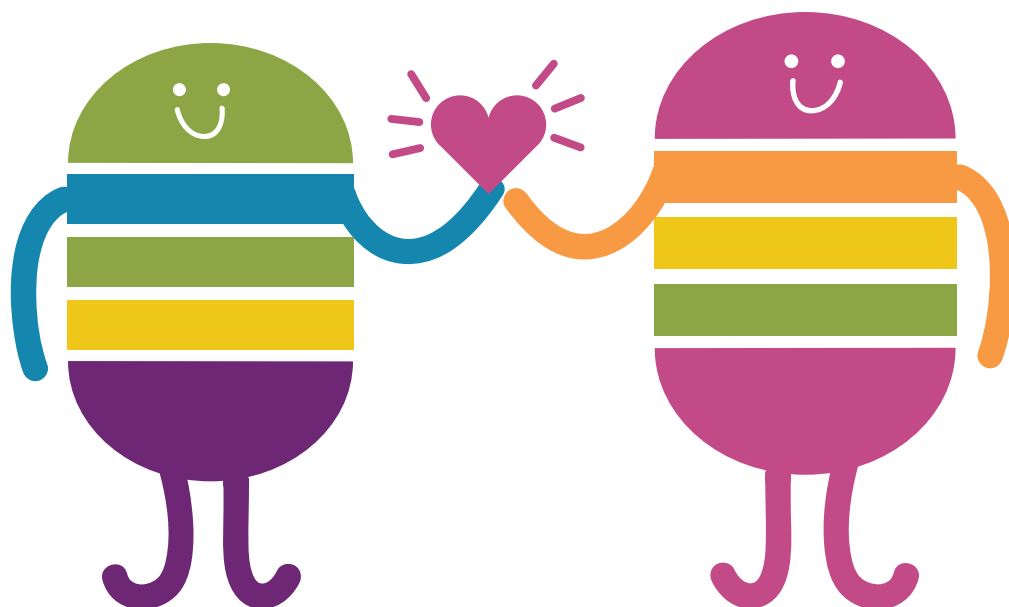
- Help children learn about global issues and progress
- Involve children in conversations about the pros and cons of digital technology
- Help children contribute to things that benefit people and planet
- Help children create and share innovations that make the world a better place
- Help children understand that a healthy planet is their birthright



REDUCED INEQUALITIES

Specific asks:

- Help children to listen and learn from others
- Help children to understand that other people are different from them (and that this is fine!)
- Help children to protect and care for anyone that is more needy and vulnerable than them
- Help children to respect and value adults and systems that treat people fairly
- Help children to stand up for their rights as young citizens



SUSTAINABLE CITIES AND COMMUNITIES

Specific asks:

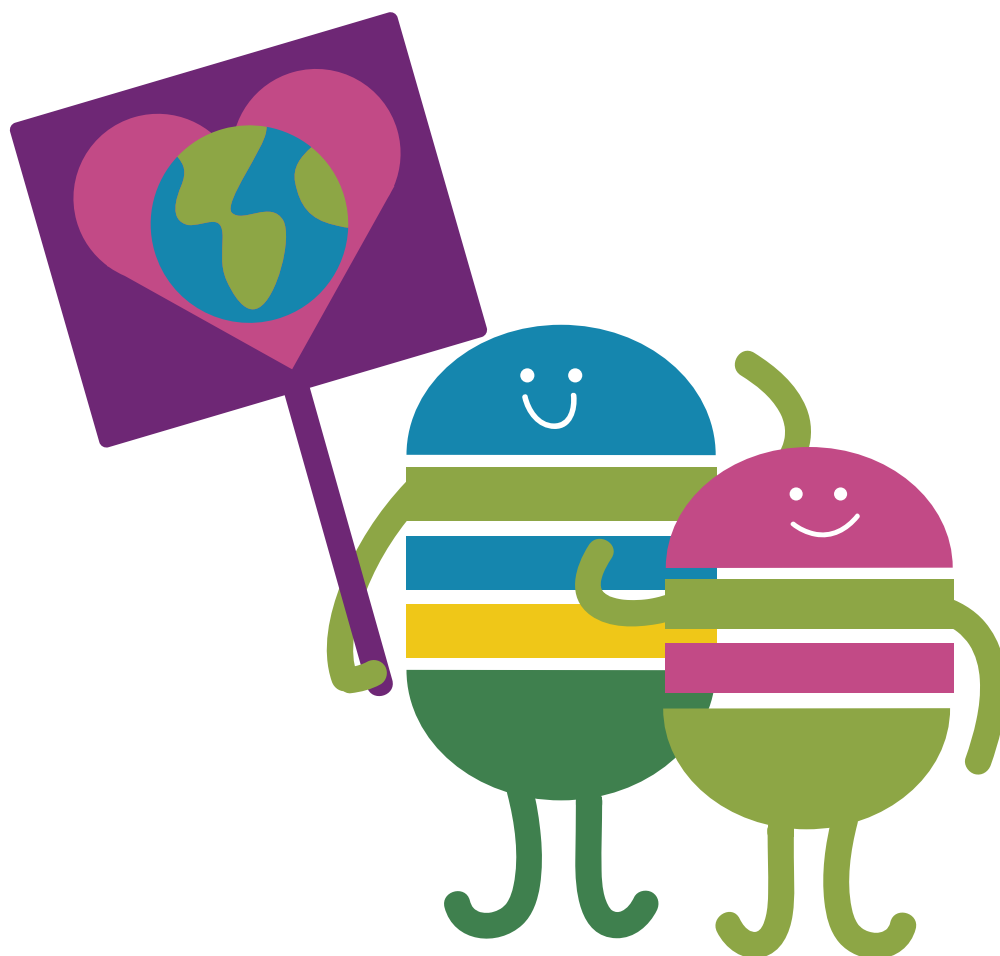
- Involve children in local decision-making
- Ask children what most matters to them
- Ensure children can get to know their neighbours and local communities
- Involve children in protecting local trees, wildlife and natural areas
- Ensure that children have access to safe and good quality public transport



RESPONSIBLE CONSUMPTION AND PRODUCTION

Specific asks:

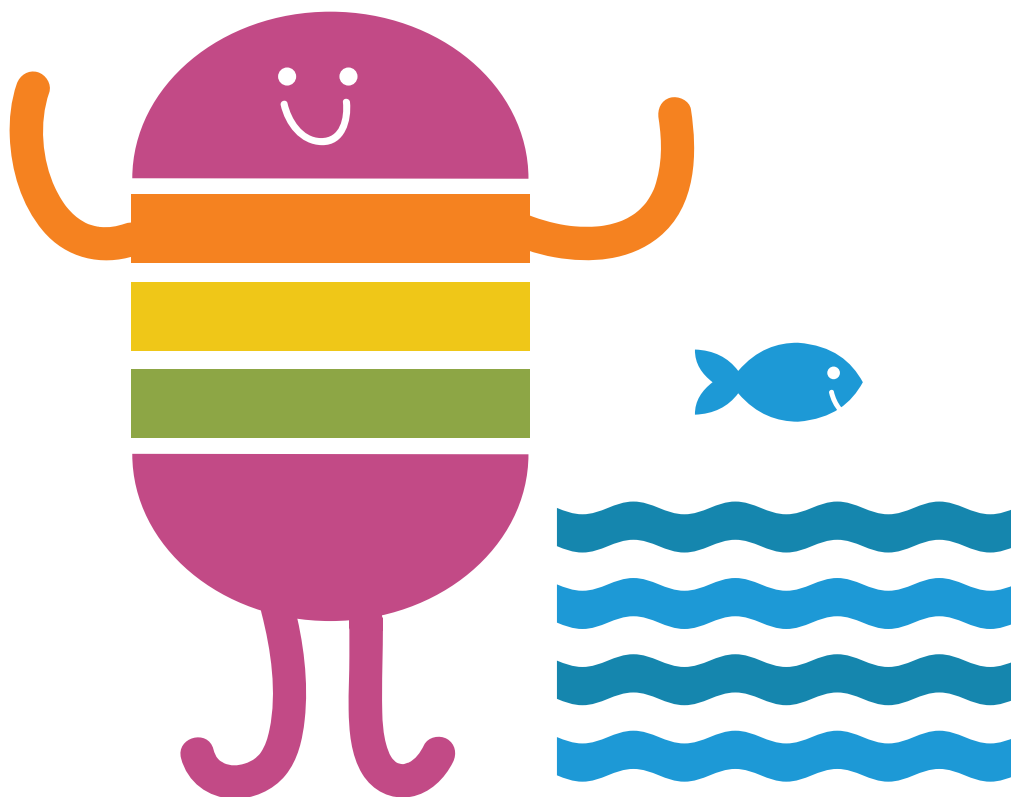
- Help children to learn about sustainable development
- Help children to think about how to re-use, repair, recycle, share and borrow
- Help children to waste less food and use leftovers
- Help children to collect friends and experiences, not just things
- Help children to demand that local businesses respect people and planet



CLIMATE ACTION

Specific asks:

- Help children to learn about climate solutions
- Help children to think about and call for more renewable energy sources
- Help children to eat more local plants, fruits and vegetables - and to cut down on meat
- Help children to be able to walk and cycle rather than being driven
- Help children to demand local leaders take bold climate action today



LIFE BELOW WATER

Specific Asks:

- Help children to learn about life in our seas and oceans
- Help children to understand recycling and that their litter often ends up in the water
- Help children to say no to unnecessary plastic
- Help children to understand why it is important to buy and eat sustainable fish and seafood
- Help children to demand leaders end ocean pollution



LIFE ON LAND

Specific asks:

- Help children to enjoy the wonders of the natural world
- Help children to recognise and understand native plants and animals
- Help children to recognise and avoid products made from endangered wildlife
- Engage children in supporting companies that protect and restore nature
- Empower children to speak up for threatened forests and natural places



PEACE AND JUSTICE STRONG INSTITUTIONS

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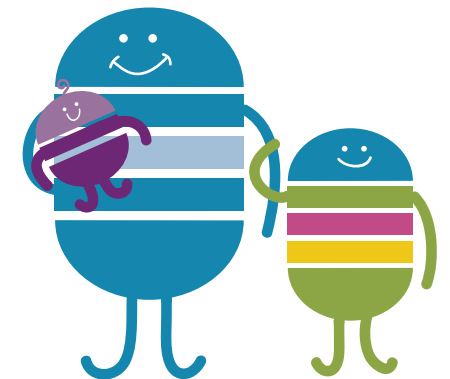
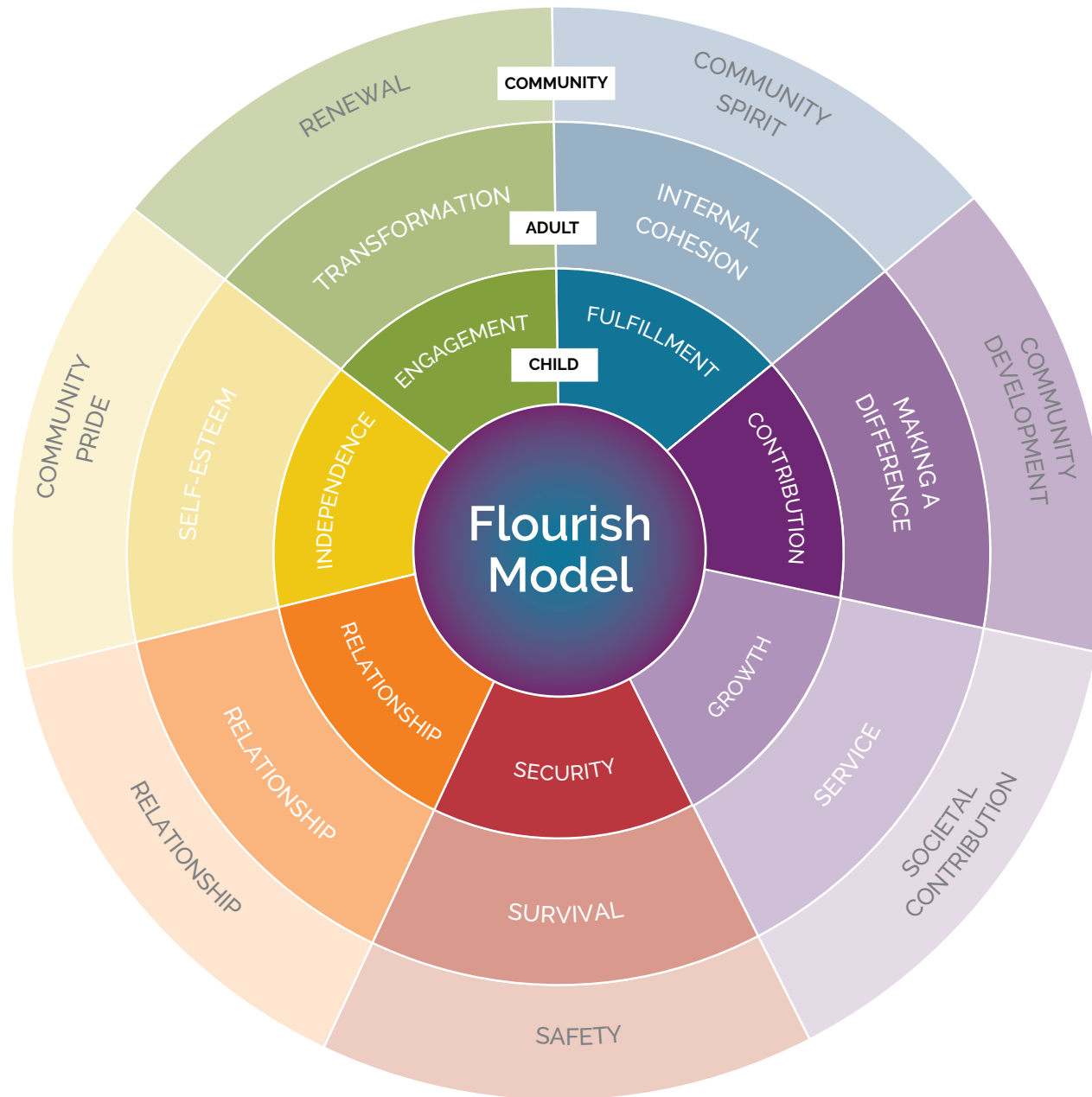
- Help children to understand their rights as young citizens
- Help children to be understand and value the differences in others
- Help children to develop positive values
- Help children to develop as caring and compassionate people
- Help children to stand up for fairness and peace

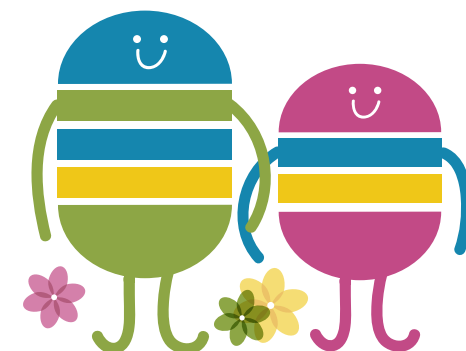


PARTNERSHIPS FOR THE GOALS

Specific asks:

- Help children to know and understand the 17 Sustainable Development Goals
- Help children to feel empowered as the adults and decision-makers of the future
- Help children to celebrate global collaboration and progress
- Empower children to get involved within their local communities
- Engage children in helping to make tomorrow better than today







The Flourish Values Model (FVM) is a new and powerful framework for understanding and mapping human values and wellbeing that promotes community engagement and whole-systems thinking www.flourishproject.net