campaign for
Australian Aid

Connect
Celebrate
Communicate

Sustainable Economy Supporter Journey
Sustainable Economy Supporter Journey.

Passionate about sustainable energy, good jobs, innovation and reducing inequalities, but not sure where to start? Then This Supporter Journey is for you!

This kit will help you Connect with local organisations who work on these issues; to Celebrate key action days by listing some great actions/events over the coming year you can get involved with; and provide tips on how you can Communicate the SDG message to your friends, family and community.

Connect with organisations working in the areas you are passionate about

Celebrate significant UN action days, successes in development, and those who work to make the world a better place

Communicate the importance of the SDGs with your friends, family and community

Contents

00. What is Australian Aid
00. Introduction to the Sustainable Development Goals (Global Goals)
00. Amazing achievements from the Millennium Development Goals
00. Introduction to the Human Development SDGs

CONNECT
00. Organisations working in these areas
00. Impact Story: Timore Leste

CELEBRATE
00. Action Day Calendar
00. Events/Action you can take part in

COMMUNICATE
00. Ways to share the SDG messages with your networks

How to use this kit

This kit has been created by Make Poverty History and the Campaign For Australian Aid. It is designed to help take Human Development supporters on a journey to engage with the Sustainable Development Goals. You may choose to use as much or as little of this kit as possible.

We hope you enjoy taking action for these important issues!
What makes Australian Aid worth celebrating?

Over the past 25 years, Australian Aid has made enormous contributions to global development. The Campaign For Australian Aid Booklet and Infographics Poster highlight many of the amazing outcomes that come as a direct result of Australian Aid.

Since the year 2000 the United Nations has called on the world to halve global poverty by focusing aid and attention on projects which support the Millennium Development Goals:

1. **Eradicate extreme poverty and hunger**
2. **Achieve universal primary education**
3. **Promote gender equality and empower women**
4. **Reduce child mortality**
5. **Improve maternal health**
6. **Combat HIV/AIDS, malaria and other diseases**
7. **Ensure environmental sustainability**
8. **A global partnership for development**

When Australian Aid works together with aid from around the world amazing gains are made. Now it’s up to us to shout out about these gains and demonstrate why Australian Aid needs to play its part in subsequent global development agendas.
Where do we focus our attention next?

The Millennium Development Goals ran between 2000 and 2015 and were the most successful poverty reduction scheme in history. Now focus turns to the 17 Sustainable Development Goals (also known as Global Goals or SDG’s) which aim to help countries at all stages of development to: embark on paths to end poverty; promote prosperity and justice for all; and protect the environment to sustain our planet.
Since 1990 our world has made incredible progress fighting poverty and tackling inequality. By 2030, with the Global Goals, we have the chance to do even more.

<table>
<thead>
<tr>
<th>Global Goal</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td><strong>1. No Poverty</strong></td>
<td>We helped lift more than 1 billion people out of extreme poverty. <strong>Now lets End Poverty by 2030.</strong></td>
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<tr>
<td><strong>2. Zero Hunger</strong></td>
<td>The number of underweight kids has dropped from 1 in 4 to 1 in 7. <strong>Now lets End Hunger by 2030.</strong></td>
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<tr>
<td><strong>3. Good Health</strong></td>
<td>New HIV infections have declined almost 40% since 2000. <strong>Now lets ensure Good Health for all by 2030.</strong></td>
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<td><strong>4. Quality Education</strong></td>
<td>The number of kids missing out on primary school has almost halved. <strong>Now lets give every child a Quality Education by 2030.</strong></td>
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<tr>
<td><strong>5. Gender Equality</strong></td>
<td>The average proportion of women in parliament has almost doubled in the past 20 years. <strong>We can achieve Gender Equality by 2030.</strong></td>
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<tr>
<td><strong>6. Clean Water and Sanitation</strong></td>
<td>2.1 billion people have gained access to improved sanitation. <strong>Everyone deserves Clean Water and Sanitation by 2030.</strong></td>
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<tr>
<td><strong>7. Affordable and Clean Energy</strong></td>
<td>Energy efficiency has increased by more than 30% since 1980. <strong>We can reach the universal access to Renewable Energy by 2030.</strong></td>
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<td><strong>8. Decent Work and Economic Growth</strong></td>
<td>The number of workers living in extreme poverty has dropped by 2/3. <strong>We can secure Good Jobs and Economic Growth for all by 2030.</strong></td>
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<td><strong>9. Industry, Innovation and Infrastructure</strong></td>
<td>95% of the world’s population is covered by a mobile-cellular signal. <strong>Resilient Innovation and Infrastructure will pave the way to 2030.</strong></td>
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<td><strong>10. Reduced Inequalities</strong></td>
<td>The proportion of people living in urban slums fell from 40% to 30% since 2000. <strong>We will Reduce Inequalities within and among countries by 2030.</strong></td>
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<tr>
<td><strong>11. Sustainable Cities and Communities</strong></td>
<td>In 2008 the sustainability sector created more than 2.3 million jobs. <strong>We will live in Sustainable Cities and Communities by 2030.</strong></td>
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<td><strong>12. Responsible Consumption and Production</strong></td>
<td>We’ve cut deforestation from 8.3 million hectares in 1990 to 5.2 million hectares in 2010. <strong>We must foster Responsible Consumption globally by 2030.</strong></td>
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<tr>
<td><strong>13. Climate Action</strong></td>
<td>98% of ozone depleting substances have been eliminated since 1990. <strong>By 2030 we will see the impact of positive Climate Action.</strong></td>
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<tr>
<td><strong>14. Life Below Water</strong></td>
<td>Since 1990, marine protection has more than doubled. <strong>By 2030 we will reduce all pollution for life Life Below Water.</strong></td>
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<tr>
<td><strong>15. Life on Land</strong></td>
<td>Protected reserves have more than quadrupled in Western Asia alone. <strong>By 2030 we will restore and protect Life on Land.</strong></td>
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<tr>
<td><strong>16. Peace and Justice</strong></td>
<td>54 countries enacted anti human trafficking legislation from 2004 - 2009. <strong>By 2030 we will seek Peace and Justice for all.</strong></td>
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<tr>
<td><strong>17. Partnerships for the Goals</strong></td>
<td>In 2014, Denmark, Luxembourg, Norway, Sweden and the United Kingdom continued to exceed the United Nations official development assistance target of 0.7 per cent of gross national income. <strong>By 2030 we will prove again the significance of Global Partnerships.</strong></td>
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Through Australian Aid we can join the rest of the world in building an even brighter future. **I’m for Australian Aid.**
Energy is central to nearly every major challenge and opportunity the world faces today. Be it for jobs, security, climate change, food production or increasing incomes, access to energy for all is essential.

Sustainable energy is opportunity – it transforms lives, economies and the planet.

UN Secretary-General Ban Ki-moon is leading a Sustainable Energy for All initiative to ensure universal access to modern energy services, improve efficiency and increase use of renewable sources.

Roughly half the world’s population still lives on the equivalent of about US$2 a day. And in too many places, having a job doesn’t guarantee the ability to escape from poverty. This slow and uneven progress requires us to rethink and retool our economic and social policies aimed at eradicating poverty.

The creation of quality jobs will remain a major challenge for almost all economies well beyond 2015.

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs that stimulate the economy while not harming the environment. Job opportunities and decent working conditions are also required for the whole working age population.
Investments in infrastructure – transport, irrigation, energy and information and communication technology – are crucial to achieving sustainable development and empowering communities in many countries. It has long been recognized that growth in productivity and incomes, and improvements in health and education outcomes require investment in infrastructure.

Inclusive and sustainable industrial development is the primary source of income generation, allows for rapid and sustained increases in living standards for all people, and provides the technological solutions to environmentally sound industrialization.

Technological progress is the foundation of efforts to achieve environmental objectives, such as increased resource and energy-efficiency. Without technology and innovation, industrialization will not happen, and without industrialization, development will not happen.

The international community has made significant strides towards lifting people out of poverty. The most vulnerable nations – the least developed countries, the landlocked developing countries and the small island developing states – continue to make inroads into poverty reduction. However, inequality still persists and large disparities remain in access to health and education services and other assets.

Additionally, while income inequality between countries may have been reduced, inequality within countries has risen. There is growing consensus that economic growth is not sufficient to reduce poverty if it is not inclusive and if it does not involve the three dimensions of sustainable development – economic, social and environmental.

To reduce inequality, policies should be universal in principle paying attention to the needs of disadvantaged and marginalized populations.
Connect

With organisations working in the areas you are passionate about

There are many amazing organisations working around the world to help improve human development and achieve the SDGs. The Campaign For Australia Aid is a coalition of over 60 Australian organisations working in this space. To learn more about its members visit their website.
Timor-Leste hasn’t reached all of the goals and targets set under the MDGs. But there have been some great strides forward.

It’s been globally acknowledged that recovery and stable development can take 20 to 40 years for a nation coming out of a conflict such as Timor-Leste has experienced. National development, particularly in the stable period from 2009–2015, indicates that Timor-Leste is ahead of this trend. The partnership with Australia, while not always smooth, has played a strong role in achieving these positive outcomes.

By examining Timor-Leste’s progress against the MDGs, two things become clear: firstly, there is much that still needs to be done in each of the MDG areas; and secondly, in 2015 there are new and clearer global challenges that the MDGs simply didn’t cover. The new Sustainable Development Goals offer a chance to keep making progress where it is needed and to tackle poverty in new ways.

The SDGs offer other opportunities to catalyse change in Timor-Leste. Even though Timor-Leste has been experiencing strong growth, a high proportion of its people are still living in extreme poverty, so the new focus on inclusive growth in the SDGs is positive. The goal on reducing inequality in the SDGs gives Timor-Leste the opportunity to focus on this issue, tracking the benefits that flow to the poorest 40% of the population in their growing economy. Similarly, the SDGs encourage positive action by the private sector to tackle poverty — something that was missing in the MDGs. By developing an effective, responsible private sector that respects human rights, pays fair levels of tax to add to government revenues and stimulates inclusive growth, Timor-Leste can make even further inroads into tackling poverty and inequality.

Walking with Timor Leste on the long road to peace and prosperity: How global goals and a partnership with Australia are making a difference, Oxfam Australia, September 2015

Oxfam - SDG Success Story from Timor Leste

The Sustainable Development Goals: A promising new framework to challenge poverty.
Celebrate

Significant UN Action Days, successes in development, and those who work to make the world a better place.

Action Days

March 1st
World Zero Discrimination Day

April 28th
World Day for Safety and Health at Work

May 17th
World Telecommunications and Information Society Day

June 12th
World Day Against Child Labour

August 9th
International Day fo the World’s Indigenous Peoples

September 15th
International Day of Democracy

October 13th
International Day for Disaster Reduction

October 31st
World Cities Day

November 10th
World Science Day for Peace and Development

December 9th
International Anti-Corruption Day

Suggestions on how to take action

• Visit the website to learn more about this UN Action Day and how it is being celebrated
• Look for local events you can attend
• Take part in the event online through Twitter Chats, Google Hangouts etc
• Make a personal pledge to change your everyday actions/thoughts in relation to this Action Day, ie: “For the next year I will ……… ”
• Take part in one of the great events/actions listed here:
Events/Action to take part in

More events will be added to this resource throughout the year- so stay tuned for great update of 2016 actions and events!

ACTION
CAMPAIGN FOR AUSTRALIAN AID
When: Ongoing, with a focus on Global Goals actions:

• Join the Campaign for Australian Aid and become part of a movement of Australians supporting the life-changing work of aid.
• Sign the Global Goals pledge and support a fairer world. Host a Global Goals Dinner Party (Packs available via the website).
• Take our Global Goals quiz and find out which goal most speaks to you.
• Celebrate the success of the MDGs by sharing our MDG mems and animated video.
• Learn more about how Australia can support the new global goals. Download our booklet A Brighter Future For All.
• Come to a Global Goals event
• Learn more. Download our school resources on Australian aid or other poverty-related topics.

More info: www.worldvision.com.au

ACTION
ETHICAL CHRISTMAS SHOPPING
Organisation: World Vision
When: Christmas Period
Look for action suggests from World Vision which will include asking businesses to stock more ethically certified products by giving businesses a card when you shop and buying more ethically certified products. You can find ethical products by looking for the Fairtrade, WTO Rainforest Alliance and UTZ Certified logos when shopping.

More info: www.worldvision.com.au

ACTION
#ENDCHILDLABOUR CAMPAIGN
Organisation: World Vision
When: Ongoing, major focus on first year of the Global Goals
This campaign is specifically designed for youth to assist them in influencing their local communities (including schools, unis, clubs and local councils) to switch to more ethical purchasing.
Help build ethical communities as part of the #EndChildLabour campaign. Watch the video and download the toolkit to get you started on the World Vision website.

More info: www.worldvision.com.au

ACTION
SHOP ETHICALLY
Organisation: World Vision
When: Year round
Year round resources to help make ethical purchasing decisions.

• Write a letter to your favourite business asking them to do more to end trafficking and exploitation in their supply chain.
• Download the Shop Ethical! app at www.ethical.org.au

More info: www.worldvision.com.au

ACTION
END EXPLOITATION
Organisation: World Vision
When: Sunday 22nd November (or when suits your church)
An event for churches that want to end exploitation. Register you Church at www.worldvision.com.au/end-exploitation
Communicate

The importance of the SDGs with your friends, family and community

The SDGs are for everyone, of every age, from every country in the world! Spread the message to all your contacts to help raise awareness of the important goals to achieve by 2030.

Global Citizen have created these key messages for supporters to share:

THE SENTENCE
By coming together around the global goals, we can be the first generation to end extreme poverty, the most determined generation to fight inequality, and the last generation to address climate change.

4 MEGA MESSAGES
• This is the opportunity of a generation.
• Goals work – we’ve made incredible progress in the past 15 years.
• The new global goals are achievable.
• Everyone has a role to play.

WHY WE NEED THE GLOBAL GOALS
People around the world want the same things: to provide for their families; to live in peace; to have control over their own lives; and to leave their kids a better world. The global goals are about making sure everyone has that chance.

The global goals matter to me. I want to live in a world free of poverty, pollution, and discrimination. And I want my children, my neighbours, and the people I care about to live in a world where dignity and opportunity is everyone’s right.

THE OPPORTUNITY OF A GENERATION
World leaders are making major decisions on poverty, inequality, and climate change, which means we have the chance to come together around ambitious goals for a better future.

THE GLOBAL GOALS ARE ACHIEVABLE
The goals are about more than words. They are about concrete action to improve billions of lives now and in the decades to come.

• Young people will get educated
• Stronger economies will provide jobs
• People will have access to water
• Families will have food
• Girls and women will have equal opportunities

We have the resources, technologies, knowledge, and solutions to create a better world; the global goals will mobilize commitment and action.
References

Introduction to SDG's blurbs adapted from: http://www.un.org/sustainabledevelopment/globalpartnerships/


Communicate messaging from Global Citizen Global Goals Mega Messages Partner Deck

Many thanks for input from: Plan International Australia, Oxfam Australia, World Vision Australia, Oaktree, WaterAid Australia and The Campaign For Australian Aid.

This Supporter Journey kit was created by Erin Wicking for Make Poverty History Australia and the Campaign For Australian Aid, 2015.