

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 NATIONALLY 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 ACCOUNTABILITY, WITH CLEARLY DEFINED TIMELINES FOR DELIVERY.

BUSINESS LEADERS

TO IDENTIFY THE SPECIFIC SUSTAINABLE DEVELOPMENT GOALS TO WHICH BUSINESS WILL CONTRIBUTE 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 PARTNERSHIPS 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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