The SDGs & Trans Engagement

A Toolkit

The trans and gender diverse community & SDGs 1 & 3

Contents

Acronyms

CEDAW - Convention on the Elimination of All Forms of Discrimination against Women Convention on the Elimination of All Forms of Discrimination against Women
CSE – Comprehensive Sexuality Education
CSO – Civil Society Organizations
CSW –- Commission on the Status of Women
DOCO – Development Operations Coordinating Office
DSD – Division of Sustainable Development
ECOSOC –- Economic and Social Council
GDP – Gross Domestic Product
HDI – Human Development Index
HLPF – High Level Political Forum
LGBTI – Lesbian, Gay, Bisexual, Transgender, and Intersex
LGR – Legal Gender Recognition
MDGs – Millennium Development Goals
MGoS – Major Groups and other Stakeholders
MSM – Men who have sex with men
NGO – Non-governmental organization
NHRI – National Human Rights Institution
ODA – Overseas Development Assistance
OECD – Organization for Economic Cooperation and Development
SDGs – Sustainable Development Goals
SOGIESC – Sexual orientation, gender identity and expression, and sex characteristics
SRHR – Sexual and Reproductive Health and Rights
UN – United Nations
UNCTAD – United Nations Conference on Trade and Development
UNDESA – UN Department of Economic and Social Affairs
UNDG – United Nations Development Group
UNDP – United Nations Development Programme
UNESCO – United Nations Educational, Scientific, and Cultural Organization
UNGA – United Nations General Assembly
UPR –- Universal Periodic Reviews
USAID – US Agency for International Development WHO World Health Organization
VNR – Voluntary National Review
WHO – World Health Organization

Preface

What is the purpose of this tool?

The majority of trans and gender diverse activists and organizations devote an extensive amount of time and efforts in their daily schedules and work tasks to the thematic areas captured in the Sustainable Development Goals (SDGs). However, they are not framing their work as such. There are multiple connection points and linkages to be made that can directly and indirectly connect organizational work to better ensure that no one is left behind.

This toolkit will provide a broad introduction to the SDGs, while focusing particularly on SDG 1 (No Poverty) and SDG 3 (Good Health and Well-being) and its linkages to trans and gender diverse populations and advocacy.

For whom is it intended?

Depending on the organization's focus and the staff positions, various persons within the organization might find the toolkit helpful. In smaller organizations it might be the director, the founder, the president, or the leader who is responsible for advocacy. It can also be used by the advocacy team or different program managers.

This tool can benefit individual activists as well as organizations engaged with trans and gender diverse advocacy. Share this toolkit with:
The organization's staff responsible for advocacy and who attend advocacy meetings, nationally and regionally
Board members before the next annual plan, or strategic planning
Regional meetings, specifically those with advocacy on the agenda.

Use this toolkit as one of the components when planning an important campaign. This toolkit should go hand in hand with national campaigns, such as, but not limited to, legal advocacy, national, regional or international advocacy.

Introduction

History[1]

"The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries – developed and developing – in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

The SDGs build on decades of work by countries and the UN, including the UN Department of Economic and Social Affairs:

- In June 1992, at the Earth Summit in Rio de Janeiro, Brazil, more than 178 countries adopted Agenda 21, a comprehensive plan of action to build a global partnership for sustainable development to improve human lives and protect the environment.
- Member States unanimously adopted the Millennium Declaration at the Millennium Summit in September 2000 at UN Headquarters in New York. The Summit led to the elaboration of eight Millennium Development Goals (MDGs) to reduce extreme poverty by 2015.
- The Johannesburg Declaration on Sustainable Development and the Plan of Implementation, adopted at the World Summit on Sustainable Development in South Africa in 2002, reaffirmed the global community's commitments to poverty eradication and the environment, and built on Agenda 21 and the Millennium Declaration by including more emphasis on multilateral partnerships.
- At the United Nations Conference on Sustainable Development (Rio+20) in Rio de Janeiro, Brazil, in June 2012, Member States adopted the outcome document "The Future We Want" in which they decided, inter alia, to launch a process to develop a set of SDGs to build upon the MDGs and to establish the UN High-level Political Forum on Sustainable Development. The Rio +20 outcome also contained other measures for implementing sustainable development, including mandates for future programmes of work in development financing, small island developing states and more.
- In 2013, the General Assembly set up a 30-member Open Working Group to develop a proposal on the SDGs.
- In January 2015, the General Assembly began the negotiation process on the post-2015 development agenda. The process culminated in the subsequent adoption of the UN Sustainable Development Summit in New York in September 2015.
- 2015 was a landmark year for multilateralism and international policy shaping, with the adoption of several major agreements:
  - Sendai Framework for Disaster Risk Reduction (March 2015)
  - Addis Ababa Action Agenda on Financing for Development (July 2015)
  - Transforming our world: The 2030 Agenda for Sustainable Development with its 17 SDGs was adopted at the UN Sustainable Development Summit in New York in September 2015.
  - Paris Agreement on Climate Change (December 2015)
  - Now, the annual High-level Political Forum on Sustainable Development serves as the central UN platform for the follow-up and review of the SDGs."

[1.] Direct copy from United Nations. (n.d.) The 17 Goals.

Leave no one behind

"Leave no one behind" is the overarching theme of the SDGs, but some people are left so far behind that those in decision-making and planning positions do not even consider them. Often trans and gender diverse people find themselves in this position – their challenges are multiple, and they are not only facing one issue at a time. The leave no one behind principle is indeed vital for trans and gender diverse individuals and communities, who have been constantly left behind by policy makers and program design, nationally and internationally. Discriminatory laws, such as Sodomy laws, Penal Codes or Buggery Laws, and other types of laws and regulations that restrict the right to freedom of expression in relation to sexual orientation issues which are upheld by 34 of the UN Member States[2] impact LGBTIQ people in those relevant countries. For trans and gender diverse people stigma and discrimination increase drastically. Trans and gender diverse people, especially trans women, are disproportionately targeted by institutions of authority in almost every country in the world, and one method of such targeting is the use of laws, arrest, and detention.[3] The prevention of changing gender markers in legal documentation is a challenge that is only experienced by trans and gender diverse people. This one legal regulation on its own is responsible for leaving countless amounts of trans and gender diverse individuals behind. Without legally accepted documentation a person's life is on hold, ranging from economic exclusion to the inability to access health care – every part of a person's life depends on the ability to show identity documentation to administrators or officials. Trans and gender diverse people are routinely and structurally left behind despite the "leave no one behind" principle, which is a crucial commitment to uphold, to reach the Agenda 2030 promise.

With enough knowledge about the SDGs and how this Human Rights instrument works – the principle **"Leave no on behind"** can become one of the largest advocacy tools trans and gender diverse organizations can apply!

Voluntary National Reviews

As part of its follow-up and review mechanisms, the 2030 Agenda encourages member states to "conduct regular and inclusive reviews of progress at the national and sub-national levels, which is country-led and country-driven". The voluntary national reviews (VNRs) aim to facilitate the sharing of experiences, including successes, challenges and lessons learned, with a view to accelerating the implementation of the 2030 Agenda. The VNRs also seek to strengthen policies and institutions of governments and to mobilize multi-stakeholder support and partnerships for the implementation of the Sustainable Development Goals.[4]

The following Tool gives guidance in approaches and which angles to use in the 2021 VNR. The short 2-minute video clips starting at page 32 is very helpful. There is also more supplementary information here.

_____

[2.] https://ilga.org/downloads/ILGA_World_State_Sponsored_Homophobia_report_global_legislation_overview_update_December_2019.pdf
[3.] https://ilga.org/trans-legal-mapping-report
[4.] https://sustainabledevelopment.un.org/vnrs/

17 Goals and Human Rights

Let us have a look at what the Goals are:

SDG 1 – No Poverty
SDG 2 – Zero Hunger
SDG 3 – Good Health and Well-being
SDG 4 – Quality Education
SDG 5 – Gender Equality and Empowerment of All Women and Girls
SDG 6 – Clear Water and Sanitation
SDG 7 – Affordable, Reliable, Sustainable and Modern Energy for All
SDG 8 – Decent Work and Economic Growth
SDG 9 – Industry, Innovation, and Infrastructure
SDG 10 – Reduced Inequalities
SDG 11 – Sustainable Cities and Communities
SDG 12 – Responsible Consumption and Production
SDG 13 – Climate Action
SDG 14 – Life below Water
SDG 15 – Life on Land
SDG 16 – Peace, Justice, and Strong Institutions
SDG 17 – Partnerships for the Goals

In the next sections this Toolkit will focus on SDG 1 – No Poverty and SDG 3 – Good Health and Well-being. However, all the SDGs have a direct or indirect impact on trans and gender diverse communities and depending on each organization's own mission and vision, there might be a broader range of SDGs to link your organizational strategic plan's goals and targets to. For example, SDG 4 – Quality Education, SDG 5 – Gender Equality and Empowerment, SDG 8 – Decent Work and Economic Growth, and SDG 10 – Reduced Inequalities, are all very relevant to trans and gender diverse organizing. The following link provides information on all 17 SDGs, which connects each of the SDGs with relevant Human Rights Instruments.[5]

Below is a summary of SDG 1 and 3:

SDG 1: End poverty in all its forms everywhere.
Targets include eradicating extreme poverty; implementing social protection measures; and ensuring equal access of men and women to economic resources. Related human rights:
- Right to an adequate standard of living [UDHR art. 25; ICESCR art. 11; CRC art. 27]
- Right to social security [UDHR art. 22; ICESCR art. 9; CRPD art. 28; CRC art. 26]
- Equal rights of women in economic life [CEDAW arts. 11, 13, 14(2)(g), 15(2), 16(1)]

SDG 3: Ensure healthy lives and promote well-being for all at all ages
Targets include reducing maternal mortality; ending preventable child deaths; ending or reducing AIDS other diseases; universal health coverage, affordable essential medicines, sexual and reproductive health care; vaccine research, and access to medicines. Related human rights:
- Right to life [UDHR art. 3; ICCPR art. 6], particularly of women [CEDAW art. 12] and children [CRC art. 6]
- Right to health [UDHR art. 25; ICESCR art. 12], particularly of women [CEDAW art. 12]; and children [CRC art.24].
- Special protection for mothers and children [ICESCR art.10].
- Right to enjoy the benefits of scientific progress and its application [UDHR art. 27; ICESCR art. 15(1)(b)]

*This summary is intended for illustrative purposes only. The listing of relevant rights is not exhaustive.

SDG 1 – No Poverty

Introduction

The first SDG focuses on no poverty: End poverty in all its forms everywhere.[6] Stigmatization, rejection and discrimination forms part of the poverty cycle which is for most persons a downward spiral that is impossible to exit. Poor people, homeless persons and all other structurally challenged people are discriminated against.[7][8] Likewise, so are people who are not able to secure employment, who do not have identity documents and who literally fall on the outside all social systems – a description that is all too familiar to many trans and gender diverse people. Targets and Indicators

Below is the list of targets and indicators regarding no poverty. We have highlighted those relevant to the trans and gender diverse population. Being familiar with these points provides the language which governments speak in relation to the SDGs. Knowing this language is important in engaging the government.

Targets

1.1. By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than $1.25 a day

1.2. By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

1.3. Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

1.4. By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

1.5. By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters

1.A. Ensure significant mobilization of resources from a variety of sources, including through enhanced development
cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions

1.B. Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions

_____

[6] United Nations. (n.d.) https://www.un.org/sustainabledevelopment/poverty/
[7] GATE. (Forthcoming). Poverty is a Trans Issue.
[8] Raičević, V. (2020). ERA – LGBTI Equal Rights Association for the Western Balkans and Turkey

Indicators

1.1.1. Proportion of population below the international poverty line, by sex, age, employment status and geographical location (urban/rural)

1.2.1. Proportion of population living below the national poverty line, by sex and age

1.2.2. Proportion of men, women and children of all ages living in poverty in all its dimensions according to national

definitions

1.3.1. Proportion of population covered by social protection floors/systems, by sex, distinguishing children, unemployed persons, older persons, persons with disabilities, pregnant women, new-borns, work-injury victims and the poor and the vulnerable

1.4.1. Proportion of population living in households with access to basic services

1.4.2. Proportion of total adult population with secure tenure rights to land, with legally recognized documentation and who perceive their rights to land as secure, by sex and by type of tenure

1.5.1. Number of deaths, missing persons and persons affected by disaster per 100,000 people

1.5.2. Direct disaster economic loss in relation to global gross domestic product (GDP)a

1.5.3. Number of countries with national and local disaster risk reduction strategies

1.A.1. Proportion of resources allocated by the government directly to poverty reduction programmes

1.A.2. Proportion of total government spending on essential services (education, health and social protection)

1.B.1. Proportion of government recurrent and capital spending to sectors that disproportionately benefit women, the poor and vulnerable group.

Entry points to address

There are a substantial number of targets and subsequently indicators listed by SDG 1 for the effort to eradicate poverty by 2030. The recommendations that we provide here are mostly focused on Target 1.4 and Indicator 1.4.2 while considering SDG 4 – Education, SDG 8 – Employment, and the right to housing among others, utilizing a trans lens. (The below list is not extensive, and organizations are encouraged to explore more options).

Activists could submit information[9]:

- To the Committee on Social, Economic and Cultural Rights on the disproportionately high rates of poverty and socio-economic marginalization of trans and gender diverse people within the LGBT community.
- To the Working Group of Experts on People of African Descent and the Special Rapporteur on contemporary forms of racism, racial discrimination, xenophobia and related intolerance, for instance on the disproportionate rates of poverty among black trans people and trans people of color;
- To the Special Rapporteur on the rights of persons with disabilities, for instance on the high rates of poverty among trans people with disabilities.
- To the Special Rapporteur on extreme poverty on the particular vulnerability of trans people to poverty.
- As part of their country's UPR review.
- In a spotlight report on the implementation of SDG 1 on Ending poverty and other related SDGs.

_____

[9.] GATE. (Forthcoming). Poverty is a Trans Issue.

SDG 3 – Good Health and Well-Being

Introduction

The third SDG focuses on good health and well-being: Ensure Healthy Lives and Promote Well-Being for All at All Ages.[10] With the emphasis on "leave no one behind", SDG 3 looks at the intersectionality of poverty, discrimination, health issues and key populations. Trans and gender diverse people face multiple health challenges on a daily basis and therefore SDG 3 has an increased importance, ranging from access to hormones, negligence of SRHR health care, transition-related and general health care that is denied due to ID documentation that not aligned, and stigma in the medical profession across service providers, unprofessional and uninformed health care providers and mistreatment at mental health care facilities, to mention a few.

Targets and Indicators

Below is the list of targets and indicators regarding health and well-being. We have highlighted those relevant to the trans and gender diverse population. Being familiar with these points provides the language which the government speaks in relation to the SDGs. Knowing this language is important in engaging the government.

Targets

3.1. By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births

3.2.By 2030, end preventable deaths of new-borns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births

3.3. By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases

3.4. By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

3.5. Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol

3.6. By 2020, halve the number of global deaths and injuries from road traffic accidents

3.7. By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes

3.8. Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

3.9. By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination

3.A. Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate

3.B. Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in

accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms

---

10. United Nations. (n.d.) https://www.un.org/sustainabledevelopment/health/

the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all

3.C. Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States

3.D. Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks

3.1.1 Maternal mortality ratio
3.1.2 Proportion of births attended by skilled health personnel
3.2.1 Under-five mortality rate
3.2.2 Neonatal mortality rate
3.3.1 Number of new HIV infections per 1,000 uninfected population, by sex, age and key populations
3.3.2 Tuberculosis incidence per 1,000 population
3.3.3 Malaria incidence per 1,000 population
3.3.4 Hepatitis B incidence per 100,000 population
3.3.5 Number of people requiring interventions against neglected tropical diseases
3.4.1 Mortality rate attributed to cardiovascular disease, cancer, diabetes or chronic respiratory disease
3.4.2 Suicide mortality rate
3.5.1 Coverage of treatment interventions (pharmacological, psychosocial and rehabilitation and aftercare services) for substance use disorders
3.5.2 Harmful use of alcohol, defined according to the national context as alcohol per capita consumption (aged 15 years and older) within a calendar year in litres of pure alcohol
3.6.1 Death rate due to road traffic injuries
3.7.1 Proportion of women of reproductive age (aged 15-49 years) who have their need for family planning satisfied with modern methods
3.7.2 Adolescent birth rate (aged 10-14 years; aged 15-19 years) per 1,000 women in that age group
3.8.1 Coverage of essential health services (defined as the average coverage of essential services based on tracer interventions that include reproductive, maternal, newborn and child health, infectious diseases, non-communicable diseases and service capacity and access, among the general and the most disadvantaged population)
3.8.2 Proportion of population with large household expenditures on health as a share of total household expenditure or income
3.9.1 Mortality rate attributed to household and ambient air pollution (ERA. 2020. A Regional Guideline to Sustainable Development Goals.

Entry points to address

As we have seen above, the main threats to the health and well-being of trans and gender diverse populations are stigma and discrimination, a lack of data on trans and gender diverse people, and institutionalized stigma and discrimination in the form of lack of access to basic and gender-affirming health care. (The list below is not extensive, and organizations are encouraged to explore more options).

Activists could submit information[11]:

- To the Committee on the Rights of Persons with Disabilities (CRPD), for instance on the lack of access of trans people with disabilities to gender affirming healthcare, and its consequences.
- To the Special Rapporteur on Health, for instance on the prohibitively high costs of trans healthcare and the toll of mandatory medical requirements for legal gender recognition.
- As part of their country's UPR review.
- In a spotlight report on the implementation of SDG 3 on Health and well-being and other related SDGs.

Recommendations

Organizational level

- Advocacy with a focus on gender markers on a country level is important and can alleviate multiple challenges to address better economic outcome (including access to health services, education, employment, social grants among others).[12]
- Expand organizational knowledge through research and direct engagement with communities to continue to address the needs of the most marginalized.[13] [14]
- Ensure that organizations pay particular attention to the impact of intersectional oppression on the socio-economic well-being of trans and gender diverse people of color, trans and gender diverse migrants, sex workers, trans and gender diverse people with disabilities, and others.
- Develop and raise funds for projects that support community members who want to set up their own business, or self-sustainable projects. Including community programs which provide financial literacy and financial planning.
- Familiarize yourself with Agenda 2030, and in particular Goals that overlap with your current initiatives and work.
- Raise awareness in the organization, with staff, volunteers, constituency, trans and gender diverse community and board members – to start demonstrating the links between the work the organizational already does, that falls in line with some of the SDGs. Cultivate an organizational awareness, use examples of such links between organizational mission, vision, programs in reporting, fundraising and projects.
- Include regular discussion points on organizational level through platforms such as AGMs, organizational newsletters, website, strategic plan, etc. to connect the links between organizational mission, vision and projects with the SDGs that are relevant to the organization.

Country or regional level

- Identify which organizations in your country are already addressing the SDGs, even if they are not your typical colleagues and allies. Start working within these existing networks to bring HIV organizations and issues to the table.[15]

[11.] GATE. (Forthcoming). Poverty is a Trans Issue.
[12.] RFSL, Andrew Park and Lucas Ramon Mendos. (2018). For All – The Sustainable Development Goals and LGBTI People
[13.] GATE. (Forthcoming). Poverty is a Trans Issue.
[14.] https://www.stonewall.org.uk/resources/lgbt-inclusion-and-sustainable-development-goals
[15.] MPact Global. (2018). Getting on Track in Agenda 2030: HIV in Voluntary National Reviews of Sustainable Development Implementation

- Communicate with government ministries, HIV and AIDS bureaus (National AIDS Council/NAC), and other common partners in the government about the opportunities detailed with regard to Agenda 2030 and HIV.
- Form alliances with other trans and gender diverse organizations in your country and region, join regional networks.
- Communicate with UNAIDS and its UN agency co-sponsors working on HIV about the necessity to participate actively in the SDGs and collect robust data on HIV.
- Get informed about national (and regional) scheduled dates on UN processes – such as VNRs, UPRs, Shadow Reports and join other trans organizations to collectively draft submissions.

International – at UN

- Lobby for greater SOGIE inclusion in international development frameworks, using SDG commitments as a primary justification. In doing so, emphasize that gender identity and expression rights are not 'special rights': all human beings are entitled to be treated equally without discrimination.
- Submit reports to international Human Rights platforms and processes, for example those mentioned at the sections "Entry Points" as well as the examples at the section listing the 17 Goals linked to Human Rights Instruments.
- Collaboratively with other trans and gender diverse organizations, or organizations that are strong allies – ensure in times of travel to always have a delegate attending these meetings to create a greater trans and gender diverse representation.

Knowledge sharing for trans and gender diverse activists and organizations

The following websites have SOGIE/LGBTIQ specific Toolkits, resources and information on UN documents, such as UPR and other reports to submit.
- ARC-International
The following Guides are designed to assist activists working on issues of sexual orientation and gender identity to access the UN Human Rights Council, the Universal Periodic Review and the UN Special Procedures.
- TGEU
Also remember that OutRight Action International hosts a Summit each December to give information, capacity and connect activists with Embassies and the UN.

Keep an eye on the RFSL website, to see when they will resume their Rainbow Advocacy Program.
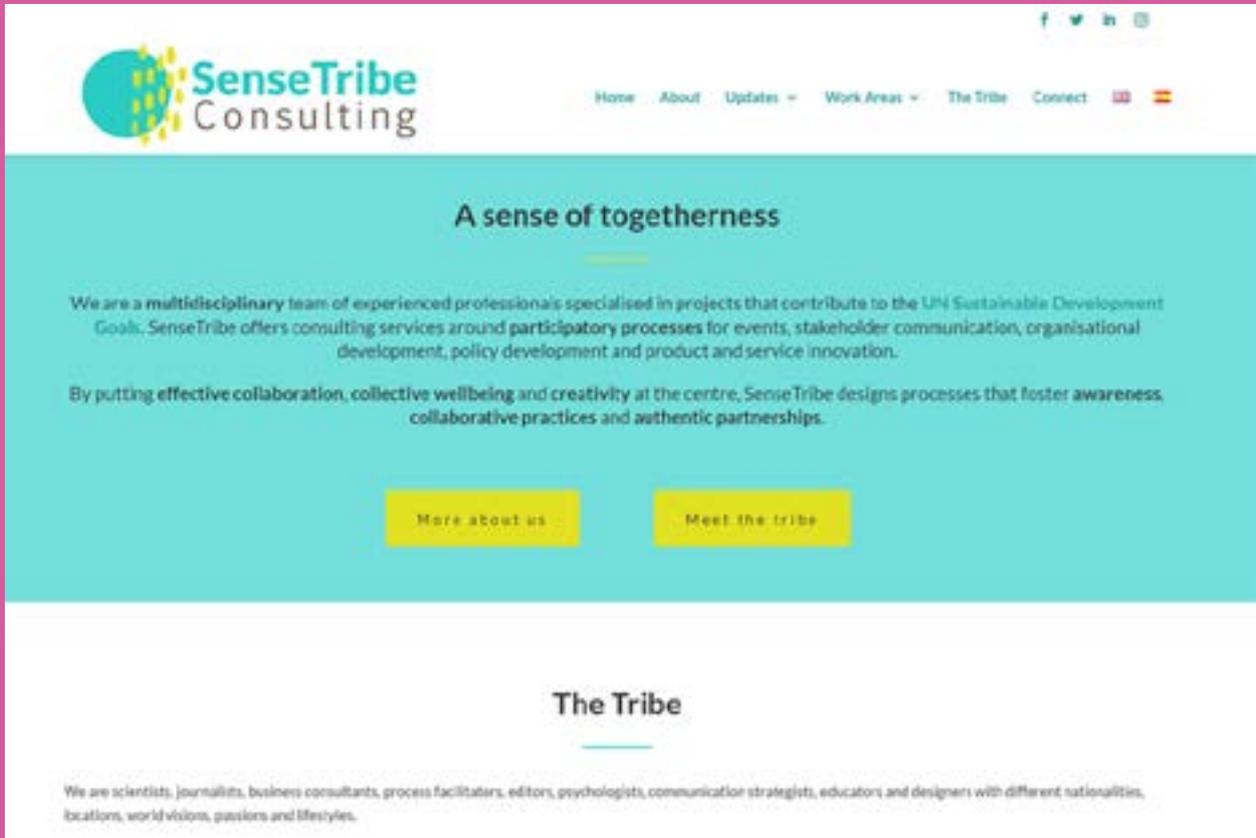Rainbow Advocacy Program (RAP), implemented with kind support of ILGA World and Sida, is a 13-month-long training and mentoring opportunity for LGBTIQ+ activists from Global South and East to affect change at home through **UN advocacy**. The program is visionary as well as unique in its approach to combining both the human rights and the development frameworks, **especially the Agenda 2030**. Participants will gain hands-on advocacy experience by engaging with UN processes, learning from experts and peers, and by implementing an advocacy project in their constituencies".

The call for the International Service for Human Rights (ISHR) 2021 training for human rights defenders is now open and closes 3 January 2021. The course equips human rights defenders with the knowledge and skills to integrate the UN human rights system into their existing work at the national level in a strategic manner, and provides an opportunity for participants to prepare for and engage in lobbying and advocacy activities at the UN with the aim to effect change back home.
Training events are also provided by ILGA World and COC Nederlands.

Example case:

This case is an example of a consultant consortium, Sense Tribe, that decided, regardless of the clients, collaborators and projects to ensure that they contribute to the global dialogue and awareness raising for Agenda 2030 and the Sustainable Development Goals. They populated a banner at the landing page of their website followed by a full-length essay: "Communicating about the SDGs: How best to do it, and which impact to aim for".

Communicating about the SDGs: How best to do it, and which impact to aim for
by Raffaella Toticchi | 28/07/2020 | All Updates

In the past years, we've heard a lot about the SDGs. Some companies, NGOs and public institutions are using this acronym in their projects and communications, but what are the SDGs?

The Sustainable Development Goals, developed by the United Nations, are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. There are 17 Goals, all interconnected, and the intention is to achieve them all by 2030. The goals address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice.

At SenseTribe we believe the SDGs are a useful framework to guide companies, governments and civil organizations towards the creation of a more sustainable, inclusive and healthy society.

The SDGs will only be achieved if we work together, and at SenseTribe, we have experience to share. That is why our communications team invites anyone who is willing to embark on this journey with us in each and every work area.

There are many different ways to engage people in a conversation about the SDGs. That will depend on which segment each institution works on. Here are some tips about how to run a powerful communication campaign on the SDGs and some reflections on the impact that making this UN commitment more visible can have at both a local and a global scale.

Why is it important to communicate about SDG-related actions?

Nowadays, the sensible choice is to create or adapt products and services that will minimize negative environmental and social impact. Instead of this, the goal should be to develop a process that can generate positive impact.

A strategic communication approach on the SDGs is key to strengthening the reputation of an organisation because it connects your audience with your will to transform the way products and services have been designed for decades. It creates engagement in international discussions and will increase the reach of the information you're sending out.

Several great initiatives have been changing their strategies regarding the achievement of the sustainable development goals and communicating about this has many benefits:
- **An open-minded approach** can lead your communications planning to address issues on a political level, increasing dialogue with stakeholders and a wider audience.
- **Having communications partners focused on the SDGs** can help your team during the implementation of changes in your company and can help involve the main stakeholders in the transformation process.
- **Communicating openly about internal changes** will help your audience identify with your brand. It makes easier for your customers to understand some of the impacts of the services or products generated during the transformation process.
- **Co-creating a strategic communications plan** with an external communications team will allow your initiative to explore different points that can help your team to reorient not only their communications but their actions more strategically toward achieving the SDGs.
- It is the role of **institutions to help the wider audience to understand what the SDGs are** and why it is important to act on them. If your initiative communicates about SDG-related actions, your brand is engaging with people at the same time as they are supporting the business community in raising awareness of the topic, which will lead consumers/clients to make better choices in the near future.

At SenseTribe we believe communication has a key role to play in improving the way we do business: it can help drive, guide or simply inspire new perspectives. Our collaborative approach allows our team, together with our clients and partners, to create strategies that add value to their initiatives, stakeholders and customers.
If you want to know more, please contact info@sensetribe.com with the subject 'Meaningful Communications'. Our team will be glad to talk to you and help with your communication strategy.

References

GATE. (Forthcoming). Poverty is a Trans Issue.

ILGA World: Zhan Chiam, Sandra Duffy, Matilda González Gil, Lara Goodwin, and Nigel Timothy Mpemba Patel, Trans Legal Mapping Report 2019: Recognition before the law (Geneva: ILGA World, 2020). https://ilga.org/trans-legal-mapping-report

ILGA World. (2019). State-Sponsored Homophobia: Global Legislation Overview Update. https://ilga.org/downloads/ILGA_World_State_Sponsored_Homophobia_report_global_legislation_overview_update_December_2019.pdf

ILGA World. (n.d.) Trans Legal Mapping Report. https://ilga.org/trans-legal-mapping-report

MPact Global. (2018). Getting on Track in Agenda 2030: HIV in Voluntary National Reviews of Sustainable Development Implementation

OHCHR. (n.d.) Sustainable Development Goals. https://www.ohchr.org/Documents/Issues/MDGs/Post2015/SDG_HR_Table.pdf

Raičević, V. (2020). ERA – LGBTI Equal Rights Association for the Western Balkans and Turkey.

Sense Tribe Consulting. (n.d.) Communicating about the SDGs: How best to do it and which impact to aim for. https://sensetribe.com/2020/07/28/communicating-about-the-sdgs/

Stonewall. (n.d.) LGBT Inclusion and the Sustainable Development Goals. https://www.stonewall.org.uk/resources/lgbt-inclusion-and-sustainable-development-goals

Toticchi, R. (2020, July 28). Communicating about the SDGs: How best to do it, and which impact to aim for. Sense Tribe. https://sensetribe.com/author/raffaella/

United Nations. (n.d.) The 17 Goals. https://sdgs.un.org/goals.

United Nations. (n.d.) Voluntary National Reviews. https://sustainabledevelopment.un.org/vnrs/

United Nations.(n.d.) Goal 1: End poverty in all its forms everywhere. https://www.un.org/sustainabledevelopment/poverty/

United Nations. (n.d.) Goal 3: Ensure healthy lives and promote well-being at all ages. https://www.un.org/sustainabledevelopment/health/

United Nations. (2020). 2020 Knowledge Exchange on Approaches and Tools for the 2021 Voluntary National Reviews: Summary of Approaches and Tools. https://sustainabledevelopment.un.org/content/documents/27069Knowledge_Exchange_Booklet_2021_VNR.pdf