



*exesios* bdd

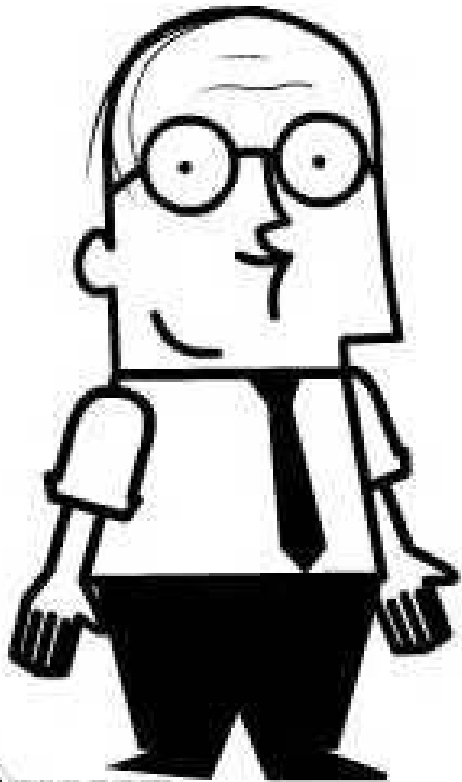
**dba** Association  
Member

# SUSTAINABLE SUSTAINABILITY

**PLANNED OR REACTIVE  
GLOBAL & CLOSER TO HOME EXAMPLES FOR BOTH LIVING & TOURISM**



SUSTAINABLE SUSTAINABILITY  
**WHAT IS IT?**



**Sustainability**

# PLANNED POLICY

## PLANNED POLICY

# FRAMEWORK OF POLICY INTENTIONS...

is basically a system of planning, which involves;

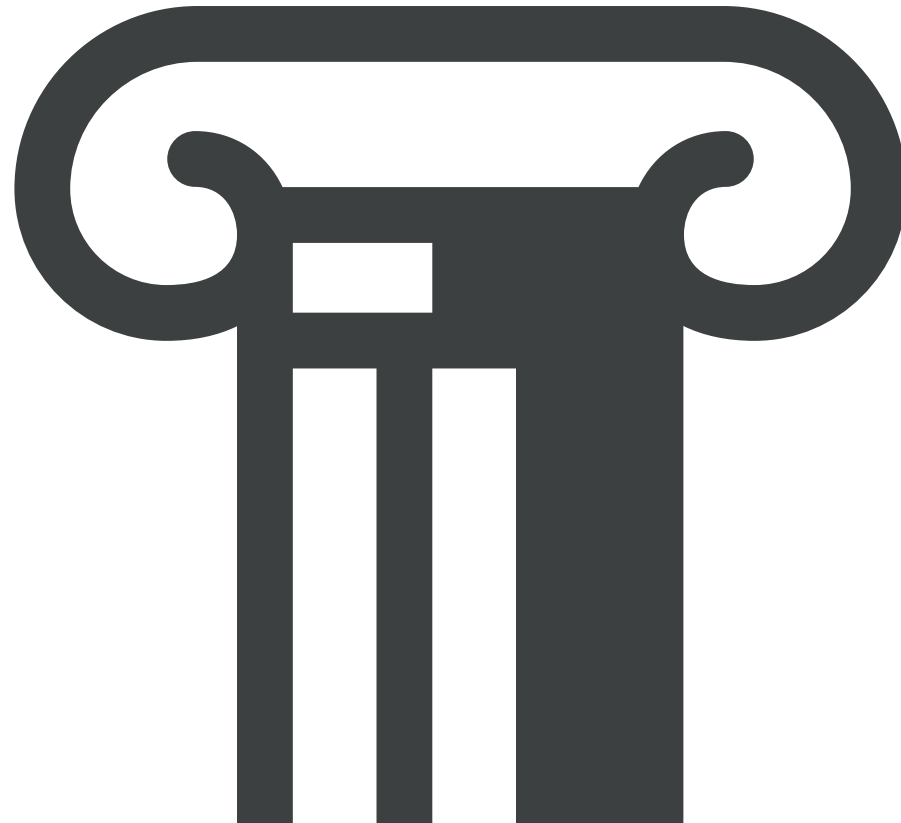
- Research
- Recommendations
- Implementation
- Outcomes... measurements...

PLANNED POLICY

# CONCENTRATING ON THREE PILLARS OF SUSTAINABILITY...

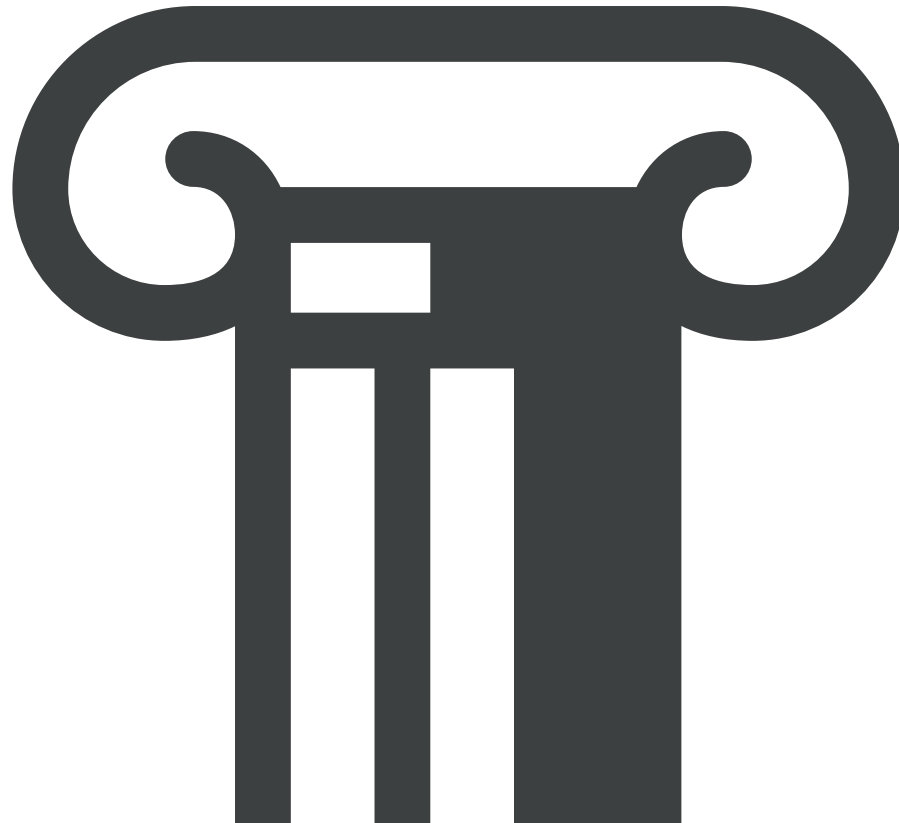
PLANNED POLICY

# ECONOMIC



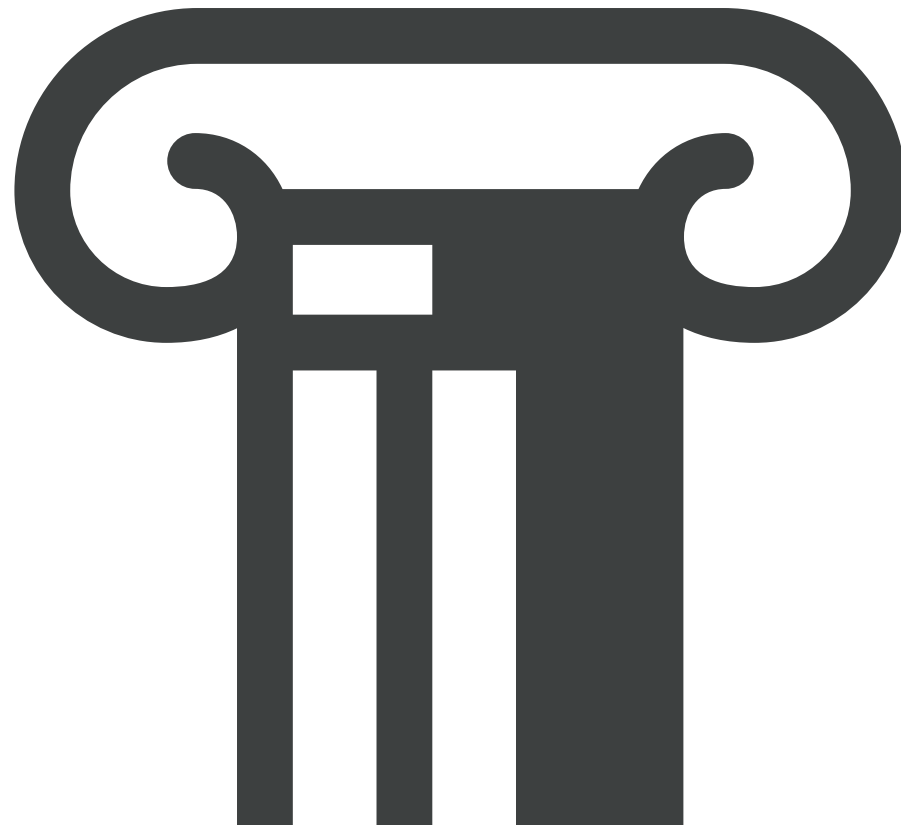
PLANNED POLICY

**SOCIAL**



PLANNED POLICY

# ENVIRONMENTAL



## PLANNED POLICY

# 3 PILLARS OF SUSTAINABILITY

These were decided by global leaders at the UN Conference on Sustainable Development (Rio+20) that “well-designed and well-managed tourism” can contribute to the three dimensions of sustainable development, to job creation and to trade.



# EXAMPLES

# MARCO STEINBERG

Marco Stienberg lecture  
on Helsinki at the London  
DBA talk in 2012.

lo 2 no - competition for  
sustainable living,  
organised by SITRA,  
Helsinki.



PLANNED POLICY

**SITRA, HELSINKI**

**SITRA**

“The Finnish Innovation Fund Sitra is a future-oriented organisation that promotes Finland’s competitiveness and the well-being of the Finnish people. We anticipate societal change, try out new operating models and accelerate business activities aimed at creating sustainable well-being.”

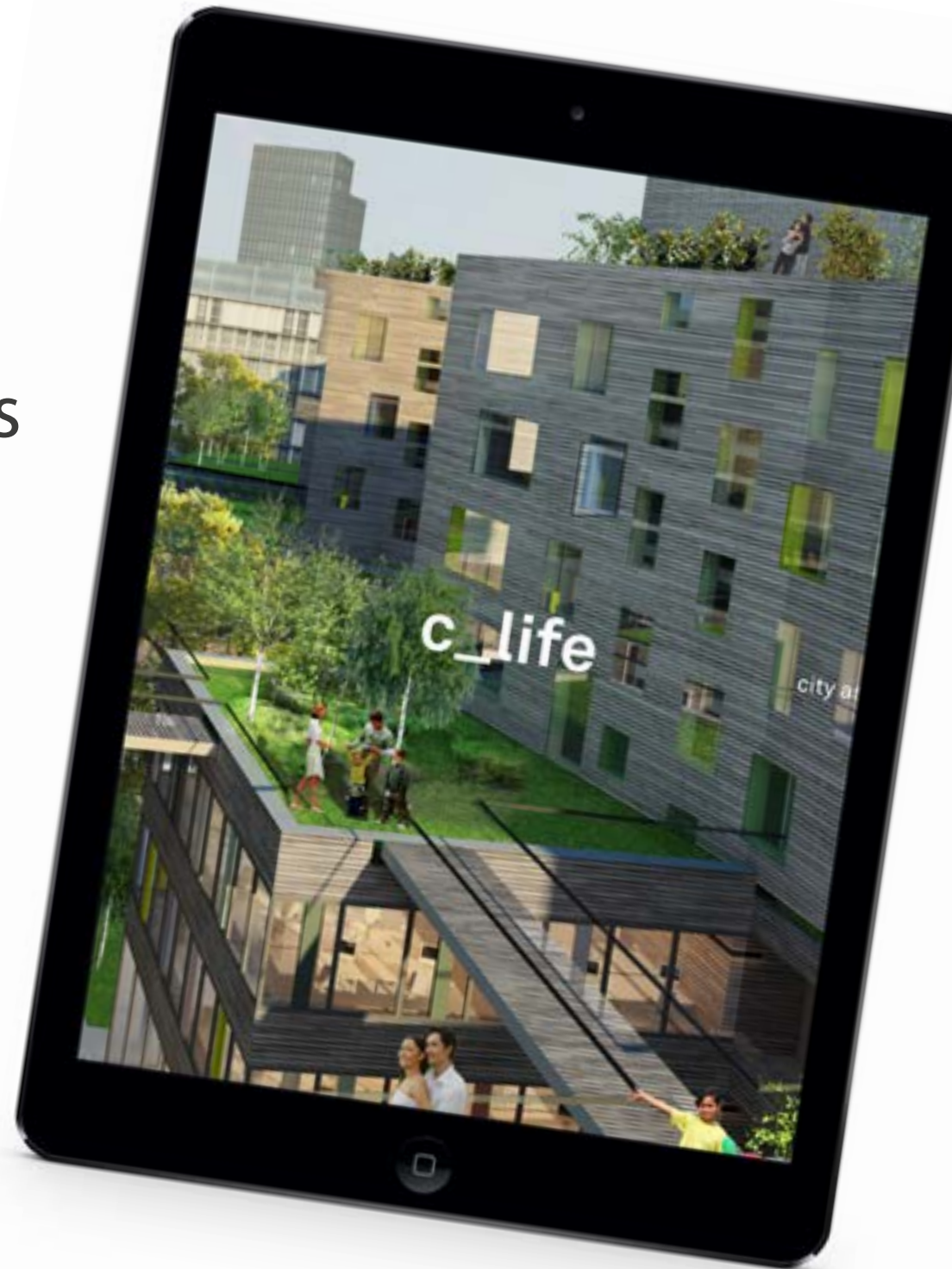
PLANNED POLICY

# C\_LIFE

Arup consulting Studios

WINNING ENTRY

City as living factory  
of ecology for the  
Jätkäsaari district  
of Helsinki



PLANNED POLICY

**THIS IS ESSENTIALLY  
A FRAMEWORK**

PLANNED POLICY

# BUILDING/ ARCHITECTURE



PLANNED POLICY

# FINANCE



PLANNED POLICY

# TRANSPORT POLICY





PLANNED POLICY

# EDUCATION





c\_life

city as living factory of ecology



# 40%

reduction of energy demand from buildings

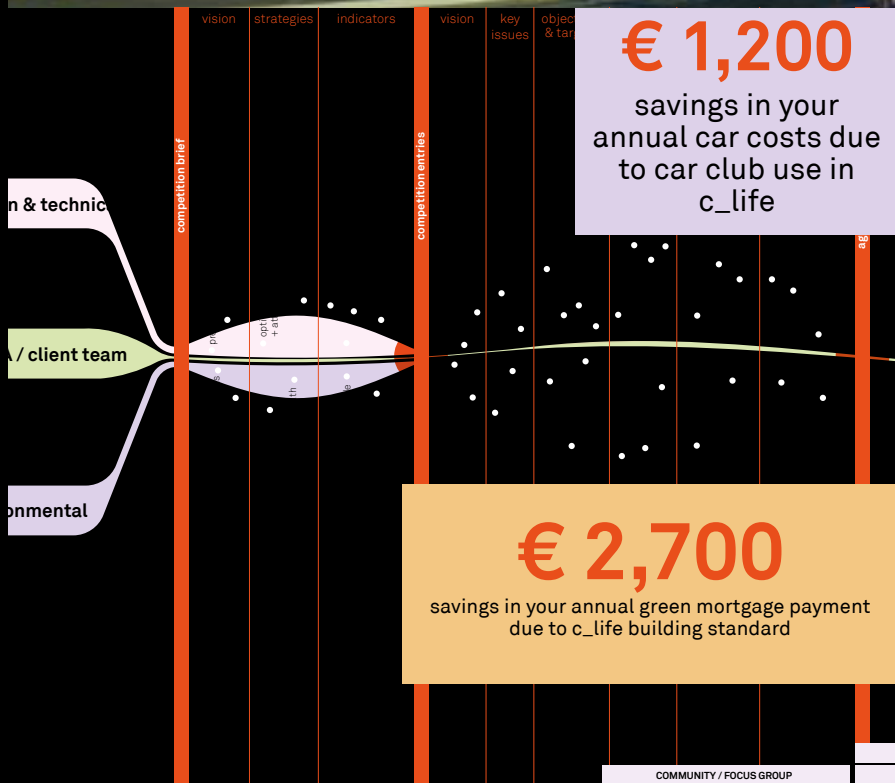


## 2021

is the year in which c\_life becomes carbon negative on a yearly basis

### by 2021

your full personal carbon footprint will be negative due to the combined effect of building design, lifestyle and wind farm offset



## € 1,200

savings in your annual car costs due to car club use in c\_life

## € 2,700

savings in your annual green mortgage payment due to c\_life building standard

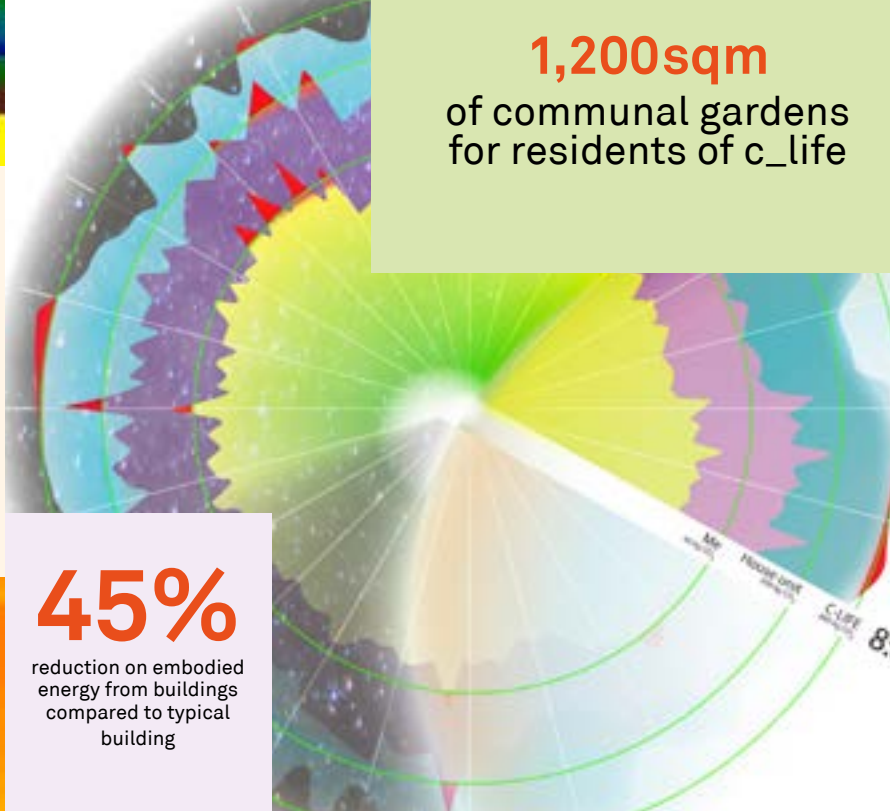
## € 76

is the capital cost to abate 1 metric ton of CO<sub>2</sub> in the Climate Neutral District





**2037**  
is the year in which c\_life will offset 50% of its cumulative carbon emissions



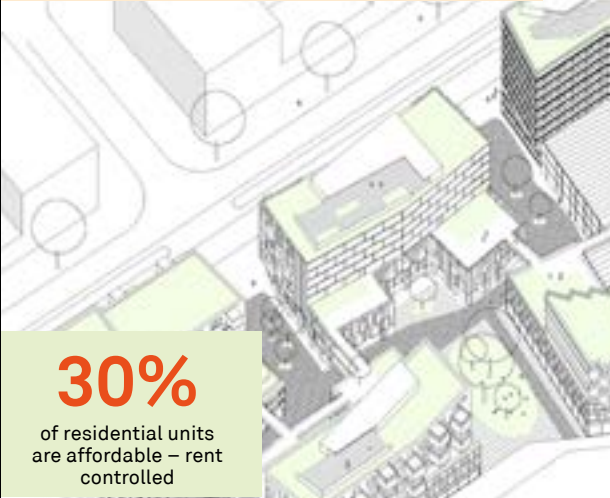
**1,200sqm**  
of communal gardens for residents of c\_life

**45%**  
reduction on embodied energy from buildings compared to typical building

**14 days**  
a year saved due to shorter commuting times



**9.14%**  
internal Rate of Return for the Wind Farm investment by Climate Neutral District



**30%**  
of residential units are affordable – rent controlled

**33%**  
reduction on embodied energy from buildings compared to typical building



**5.4 million**  
metric tons of CO<sub>2</sub> saved if the population growth of Finland where to live in buildings with c\_life standards in the next 25 years

PLANNED POLICY

**THE 7 KEY ELEMENTS  
OF THEIR VISION ARE**

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01

C\_LIFE:

CITY AS LIVING

FACTORY OF ECOLOGY

PLANNED POLICY

02

THE MIX OF C\_LIFE:  
LIVING + LEISURE  
+ INNOVATION &  
ENTREPRENEURSHIP



PLANNED POLICY

03

EVOLVING THE CARBON STRATEGY:  
FROM LOW2NO TO  
CARBON SINK



PLANNED POLICY

**04**

**BUILDING REPLICABILITY:  
DESIGN, DEMONSTRATE,  
DELIGHT AND DIFFUSE**

PLANNED POLICY

**05**

**DEFINING THE TOOLS FOR CHANGE:  
ACCESSIBLE AND  
TRANSPARENT DECISION  
MAKING**

PLANNED POLICY

06

ENABLING BEHAVIOURAL CHANGE:  
BUILT ON PEOPLE

PLANNED POLICY

07

DELIVERING A CREDIBLE FRAMEWORK:  
THE ECONOMICS OF  
C\_LIFE

PLANNED POLICY

# PRINCIPLES FOR SUSTAINABLE CITY MAKING IN C\_LIFE

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# MAKE IT ATTRACTIVE

Good design makes objects, ideas, strategies, lifestyles, buildings and cities attractive and appealing.

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# MONITOR & REPORT

To achieve long term sustainability of projects in the built environment is necessary to measure performance of key issues – such as energy consumption, carbon emissions, water, transport – and assess how they are faring against agreed targets originally established in the design and planning stage.

## PLANNED POLICY

# CARBON CLOCK

A digital display will be placed in the public realm within c\_life showing real time consumption of energy, the fuel mix composition of the energy supplied to c\_life and its associated carbon emissions.



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# CARBON CLOCK





## Oranges

Organic production

Avg. €3.18/kg

Mexico

Helsinki

Spain

New Zealand

Est. total eco-footprint



# Eco&Price Comparison | Raspberries

Top 5 sources in order of price or footprint size.



Origin Price / kg Production Est. footprint

Espoo, Finland

€7.59



Turku, Finland

€8.27



Estonia

€9.05



New Zealand

€10.62



Germany

€11.23



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# BUILDING MATERIALS

The embodied carbon in materials and structure from construction is reduced 45% from a typical building by using lightweight faced, punched windows, cement replacement timber in residences.



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# ENERGY EFFICIENT OFFICE EQUIPMENT

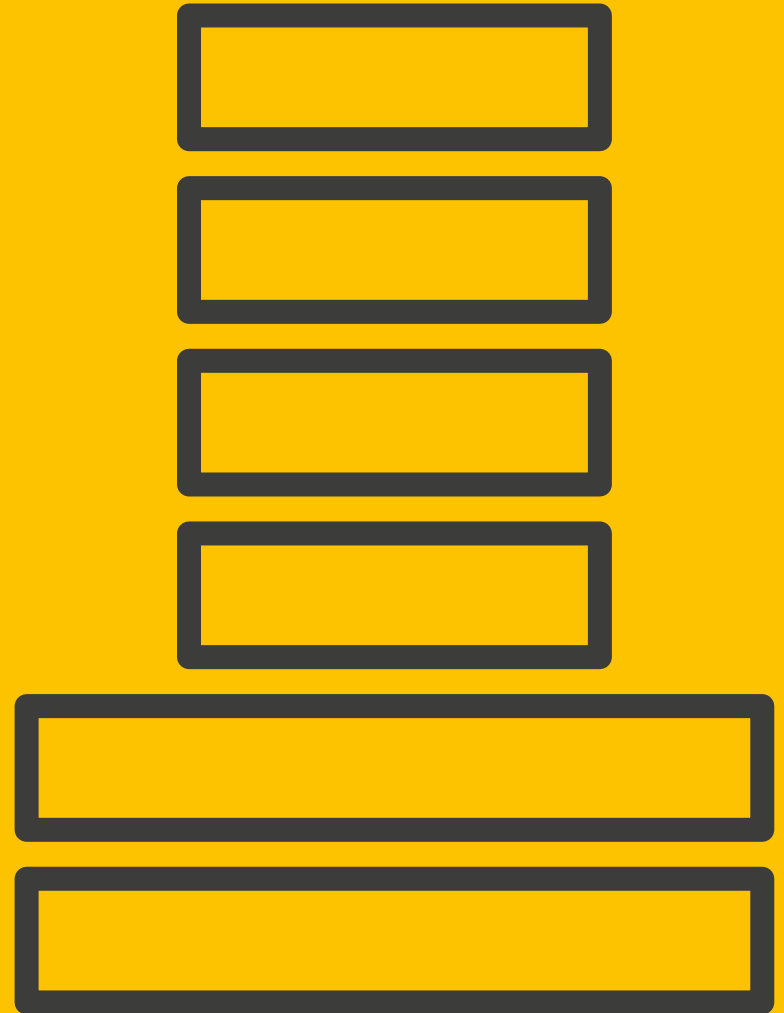
Replacing office equipment with more energy efficient versions over time contributes to reducing building energy use.



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# NARROW BUILDING

The narrow floorplates enable natural ventilation, enhance daylight and are key for future flexibility and interchange ability of building uses.



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# FLEXIBILITY & INTERCHANGEABILITY

The routing strategy for services and use of common heating and cooling principles provide flexibility for future interchangeability of uses, reducing the need for retrofitting in the future.



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# LIVING LABORATORY

Demonstration and pilot testing of innovative technologies at SITRA helps spur a marketplace for promising technologies to reduce carbon emissions.





PLANNED POLICY

# SMART METERS AND CONTROLS

Real time display of energy use can influence behavioural dimensions of energy use, while smart controls can improve demand side management. Both approaches contribute to building energy use reduction.



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# FOOD GROWING

Pocket winter gardens for growing fruits and vegetables provide 10% of the typical vegetable intake and contribute to the reduction in emissions from food of 35% over baseline. Associated water demand is reduced 60% if fed by harvested rain water.



PLANNED POLICY

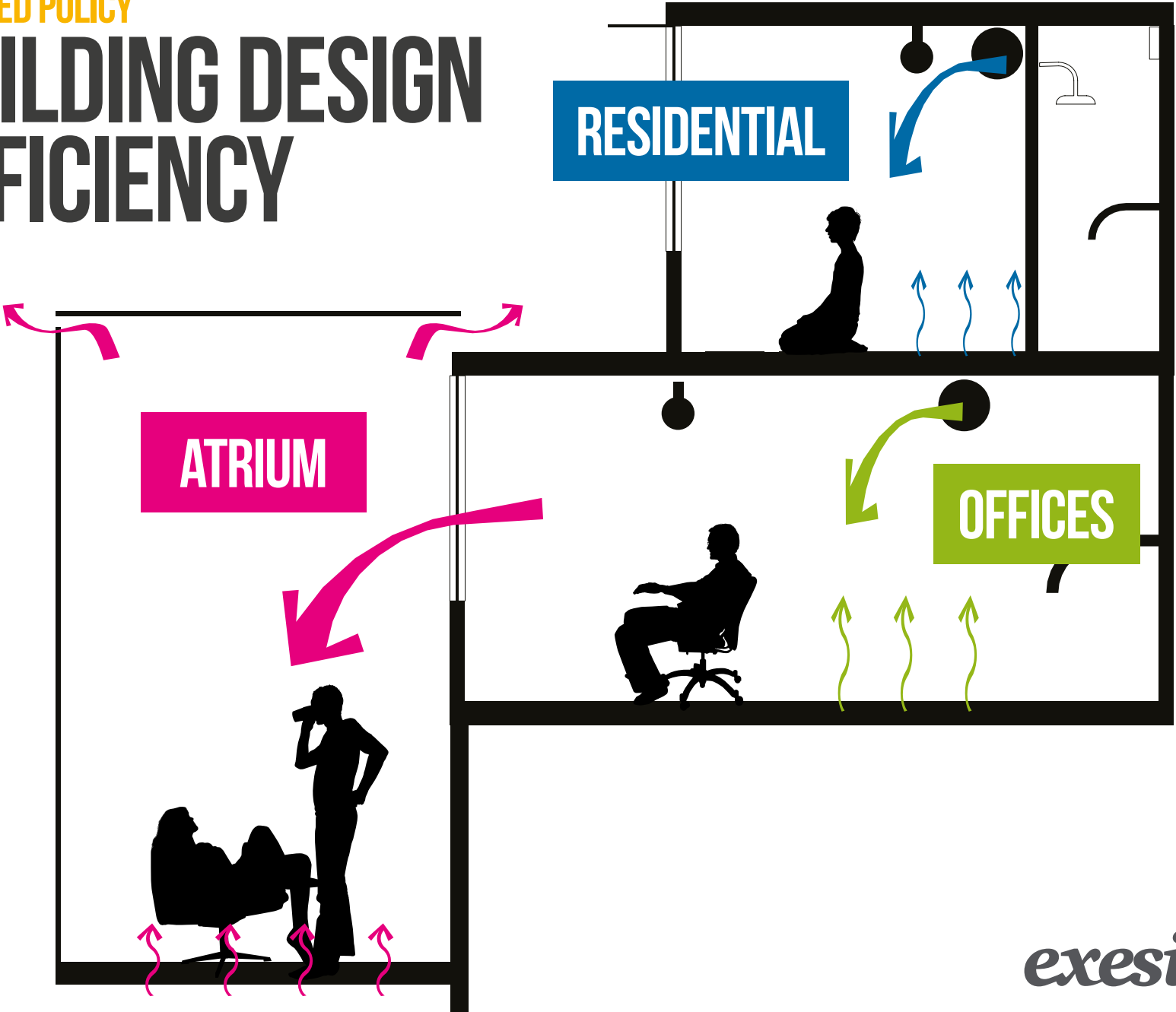
# LIVE/WORK LIFESTYLE

All residences in c\_life will be occupied by residents who also work on Jätkäsaari, thereby reducing transport emissions.



PLANNED POLICY

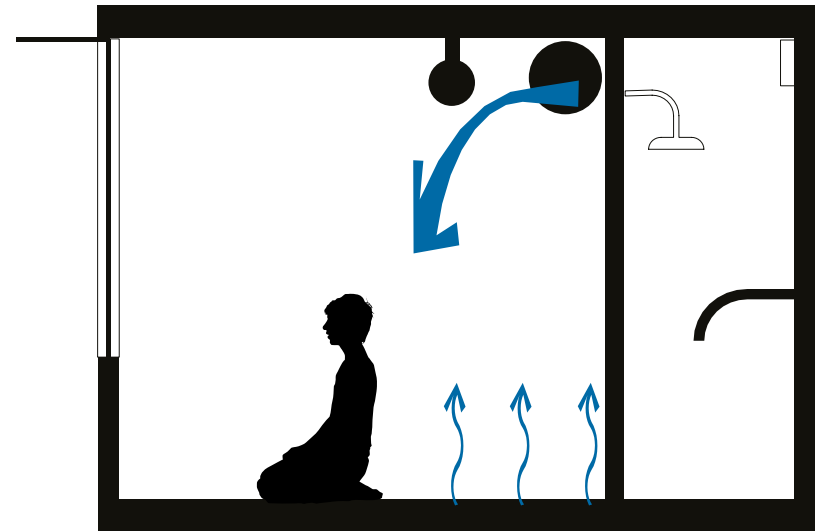
# BUILDING DESIGN EFFICIENCY



## PLANNED POLICY

# RESIDENTIAL ENERGY USE REDUCTION

- 10% energy efficient lighting
- 6% high performance ventilation heat recovery
- 4% low energy fans
- 6% high performance building fabric high levels of insulation & good air-tightness
- 2% water efficient fittings result in low water demand



## PLANNED POLICY

# OFFICE ENERGY USE REDUCTION

- 6% high performance ventilation heat recovery
- 10% energy efficient lighting
- 4% low energy fans
- 2% water efficient fittings result in low water demand

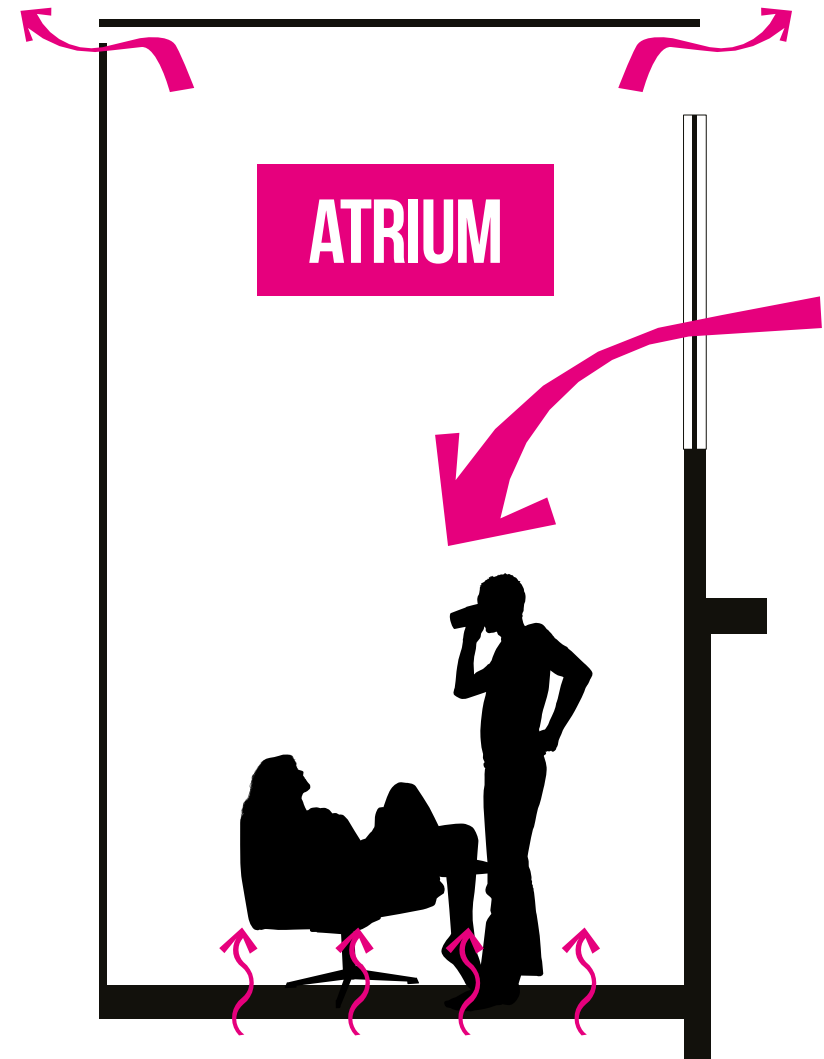


ON SITE

PLANNED POLICY

# ATRIUM ENERGY USE REDUCTION

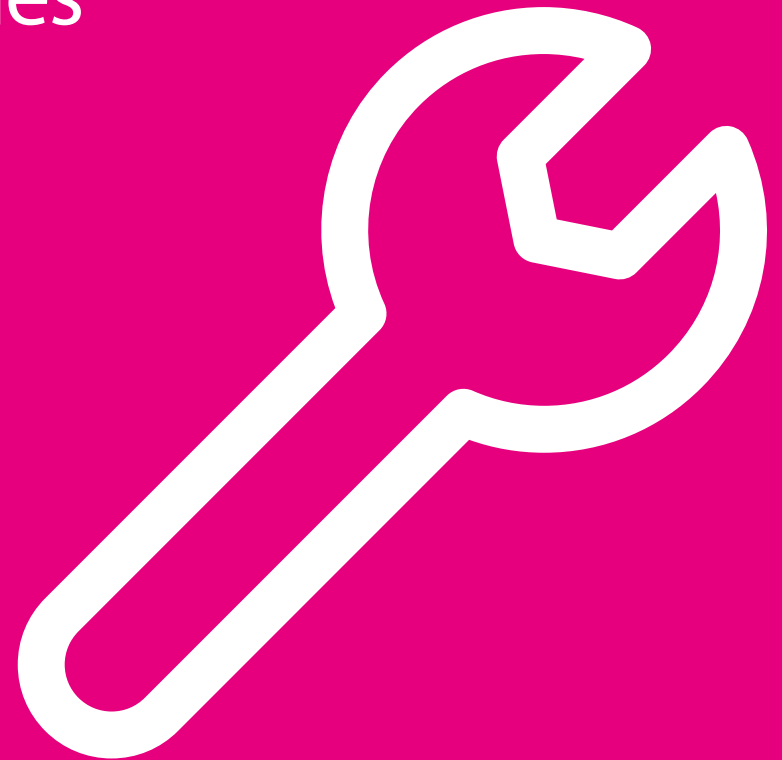
- utilising excess heat from building
- heat regulated by vents
- highly efficient underfloor heating



PLANNED POLICY

# PRODUCT SERVICE COMPANIES

Examples of service companies include car-share and equipment-swap clubs. They contribute to reducing goods and services carbon emissions.

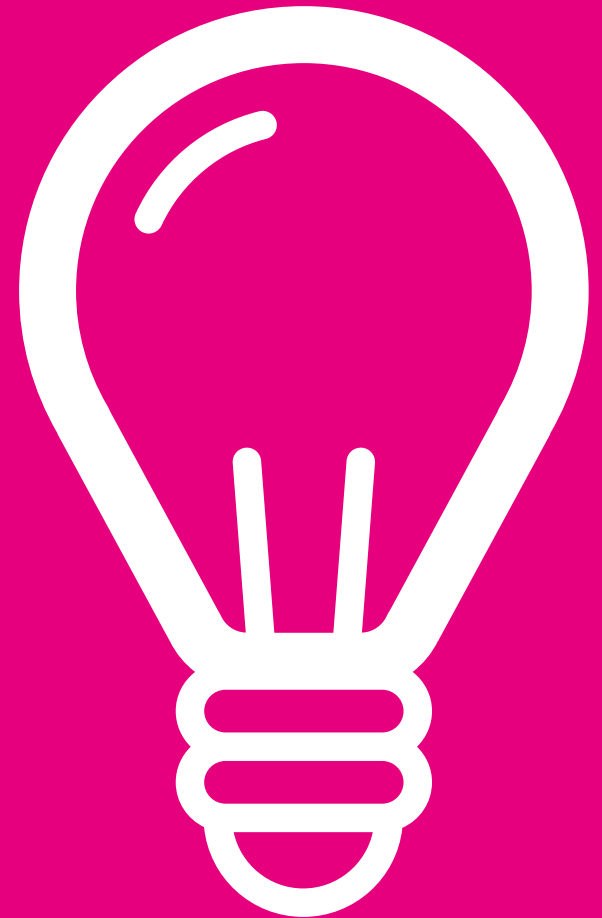




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# IDEAS TO REDUCE CARBON

Strategies to raise awareness, influence behaviour and encourage more sustainable lifestyles can significantly reduce carbon emissions. Everyday lifestyle decisions can reduce emissions by 20%.



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# CO-OPERATIVES

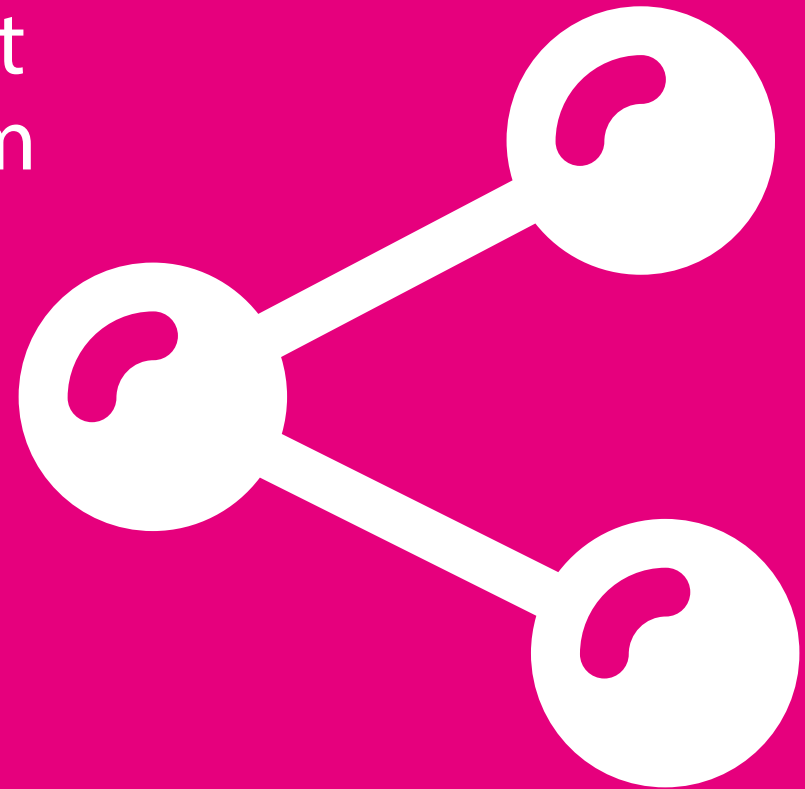
Shopping at co-ops providing locally produced food, goods and services, can contribute to reduction in food and drinks and goods and services emissions.



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# CLIMATE NEUTRAL DISTRICT

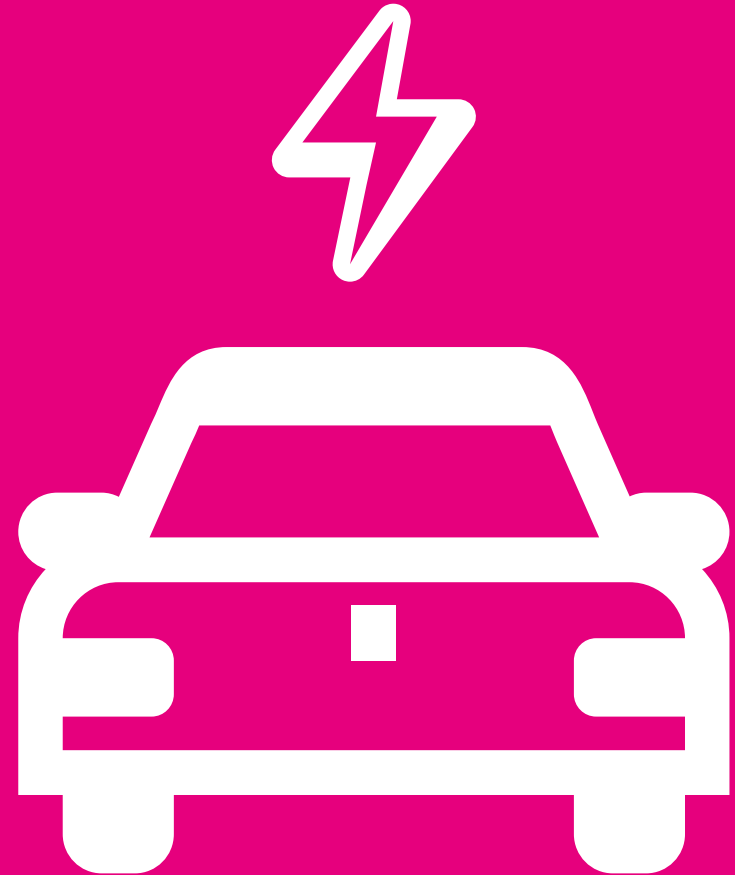
The Climate Neutral District is an innovative mechanism to finance and promote carbon neutrality.



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# LOW EMISSIONS TRANSPORT

The low emissions transport strategy and on-site electric vehicles contribute to reducing transport emissions by 31% over baseline.



OFFSITE

PLANNED POLICY

# RENEWABLE ENERGY OFFSET

A revolving fund pooled across Jätkäsaari invests in renewable energy off-site to offset 100% of annual net carbon emissions.



OFFSITE

PLANNED POLICY

# ELECTRICITY GRID/ CHP ENERGY SUPPLY

The site uses the local electricity grid and Helsinki's existing CHP infrastructure.

35% reduction in grid/heat carbon intensity within 25 years.



OFFSITE

PLANNED POLICY

# WATER/WASTEWATER

Rain water harvested will provide 60% of irrigation.

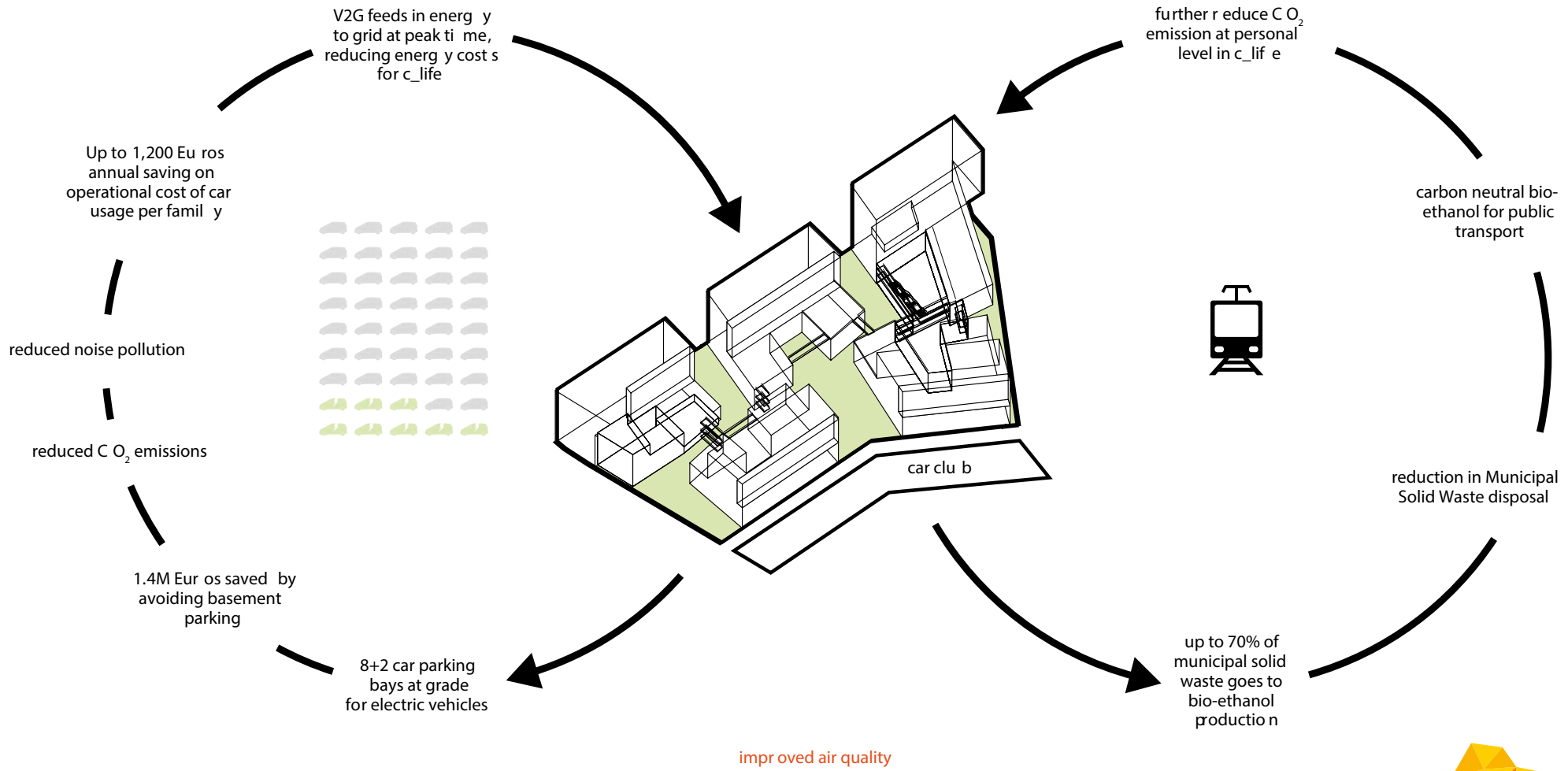






# zero carbon private mobility

# low carbon public transport



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# JÄTKÄSAARI DISTRICT OF HELSINKI



CURRENT PROGRESS

**PLANNED POLICY**

# **JÄTKÄSAARI IN A NUTSHELL**

**Land area 100 HA DISUSED CONTAINER SITE**

**Parks 19,8 HA**

**Travel time to Helsinki centre 5-10 MINUTES**

**Total floor area**

**Residential buildings 600,000 M<sup>2</sup>**

**Business and services 300,000 M<sup>2</sup>**

**Residents 17,000**

**Jobs 6,000**

**Construction period 2009-2025**

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# CHANGING IDEAS

The whole idea that you can question traditional frameworks of governance and create alternatives is why I have included this example.



EXAMPLE

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# THE URB ACT CITY LOGO PROJECT

<http://urbact.eu/citylogo>

Similar to the IBRAVE project in it's ambition but for cities.



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# LEAD PARTNER

Utrecht - Netherlands

Coimbra - Portugal

Zaragoza - Spain

Genoa - Italy

Alba Iulia - Romania

Warsaw - Poland

Vilnius - Lithuania

Aarhus - Denmark

Oslo - Norway

Dundee - UK

## PLANNED POLICY

**AARHUS...****AS PART OF THEIR BRANDING OF AARHUS 2015-2018  
LOCAL ACTION PLAN**

Aarhus good example

They have a totally different set of issues than our partner regions but their main points can be applied to our processes.

Essentially the sustainability frameworks explored.

Building this into the overall “story” has naturally led to the overall brand image...

not the visual graphic version but the one implanted in people’s ‘hearts and minds’.

# Internationalise with Aarhus

Branding of Aarhus 2015 - 2018  
Local Action Plan Aarhus, March 2015





EXAMPLE

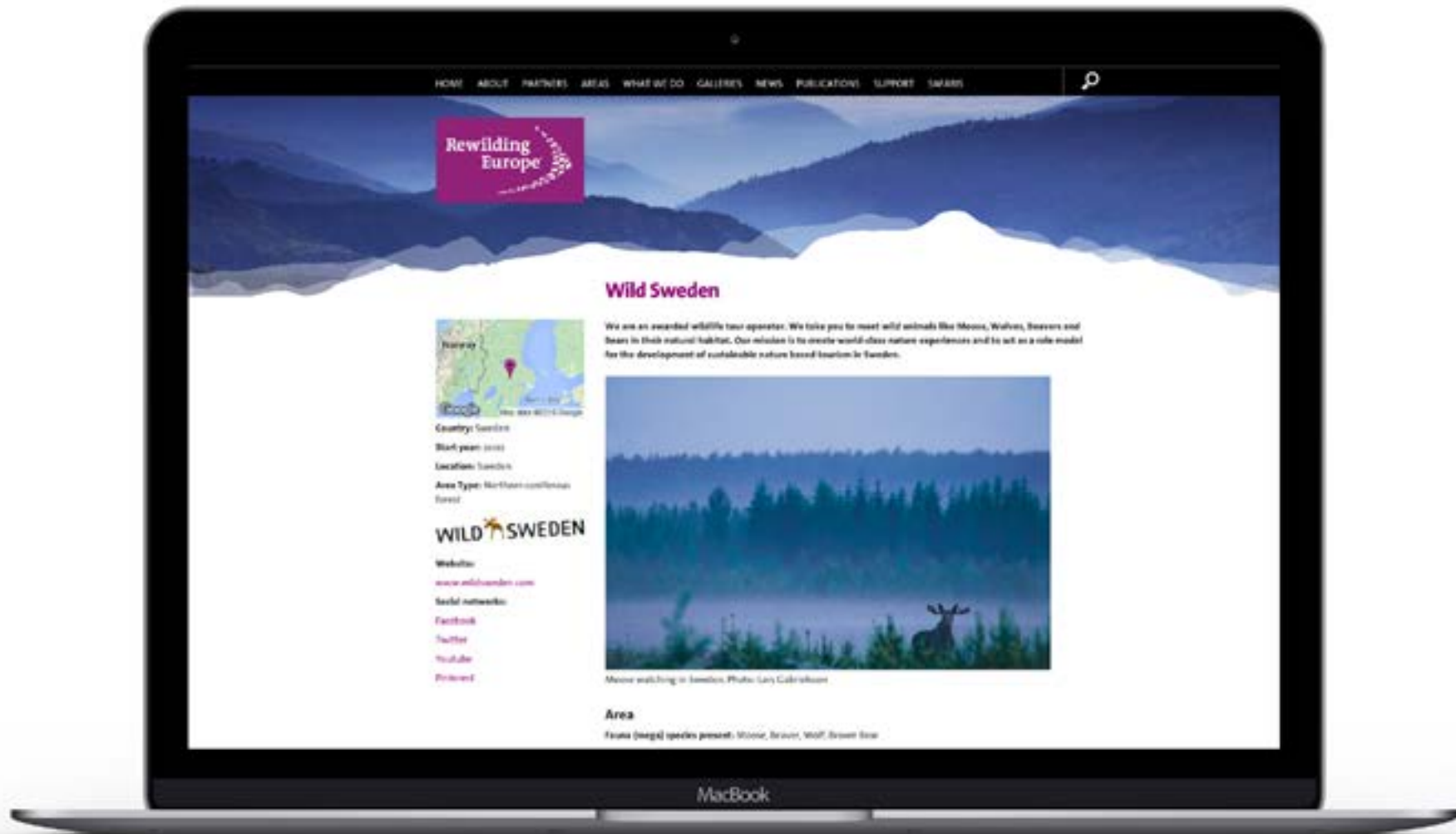
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# GOTHENBURG



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# THE REWILDING OF REGIONS??



PLANNED POLICY

# THE REWILDING OF REGIONS??

Some whole areas are pinning their badge to the “Rewilding” concept of sustainable regions going back to nature and developing a complementary tourist sector as part of the framework or development system.

# RESPONSIVE SUSTAINABILITY

RESPONSIVE

# COMMUNITY TOURISM

- Year 2000 coffee crisis
- Closure of whole villages and communities becoming destitute.
- Funds from various organisations and travel companies helped create community tourism initiatives.

RESPONSIVE

# COMMUNITY TOURISM

- Tourists could 'live' the life of a coffee worker
- Self sufficient and sustainable
- Excellent educational project
- tourists benefit
- A brighter future for the younger generation of 'guides'
- Experiential brand development - a natural way to improve the lives of all concerned.













**A BRIGHTER FUTURE**

**RESPONSIVE**

**FINALLY THIS IS WHERE THE TALK  
FINISHES AND THE SUSTAINABLE  
DEVELOPMENT STARTS!!**

EDUCATION AS PART OF THE FRAMEWORK



# THE GLOBAL GOALS

For Sustainable Development

EDUCATION AS PART OF THE FRAMEWORK

# THE 17 GOALS ARE...

EDUCATION AS PART OF THE FRAMEWORK

# 01 NO POVERTY



EDUCATION AS PART OF THE FRAMEWORK

# 02 NO HUNGER



EDUCATION AS PART OF THE FRAMEWORK

# 03 GOOD HEALTH



EDUCATION AS PART OF THE FRAMEWORK

# 04 QUALITY EDUCATION





EDUCATION AS PART OF THE FRAMEWORK

# 05 GENDER EQUALITY



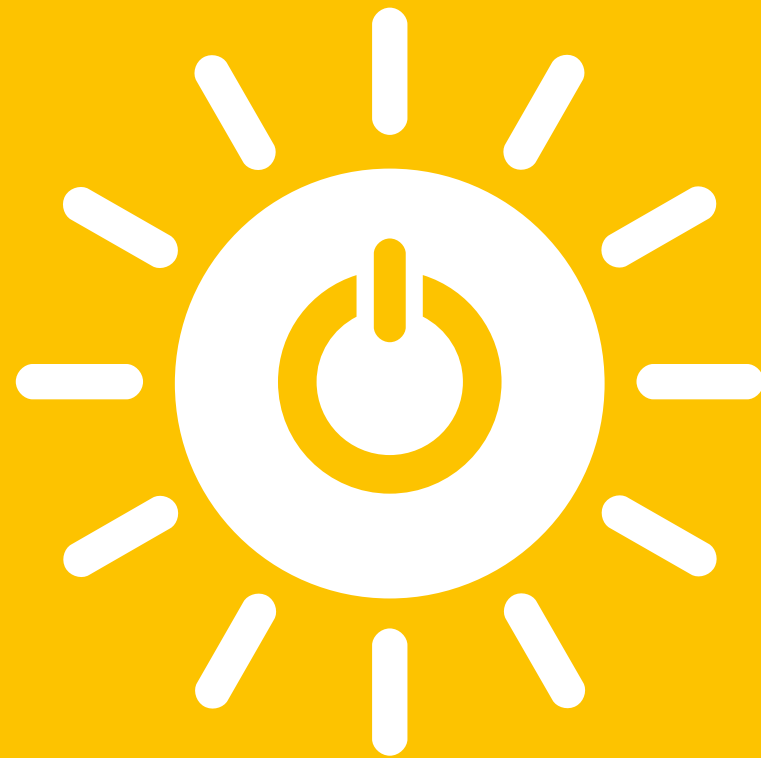
EDUCATION AS PART OF THE FRAMEWORK

# 06 CLEAN WATER & SANITATION



EDUCATION AS PART OF THE FRAMEWORK

# 07 RENEWABLE ENERGY



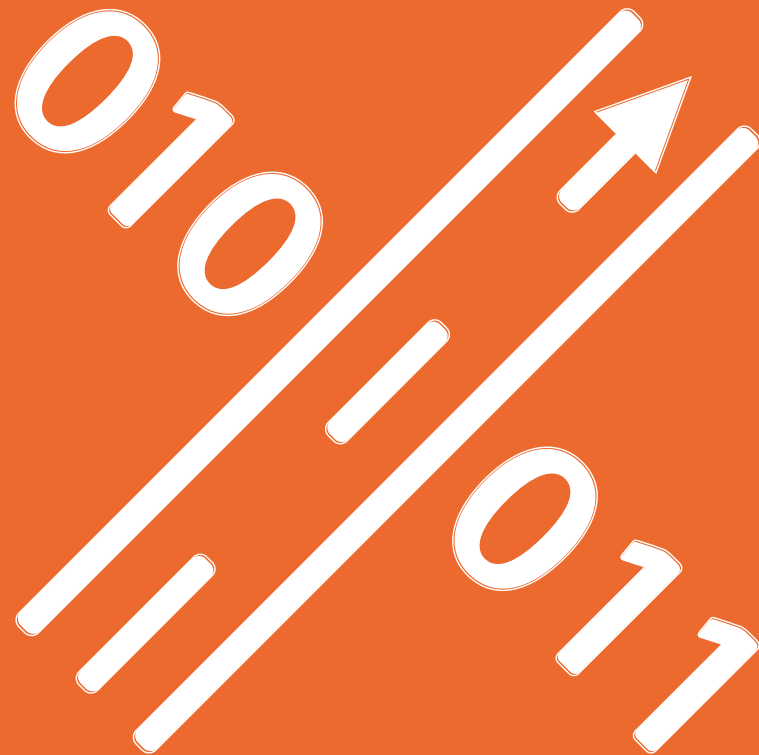
EDUCATION AS PART OF THE FRAMEWORK

# 08 GOOD JOBS & ECONOMIC GROWTH



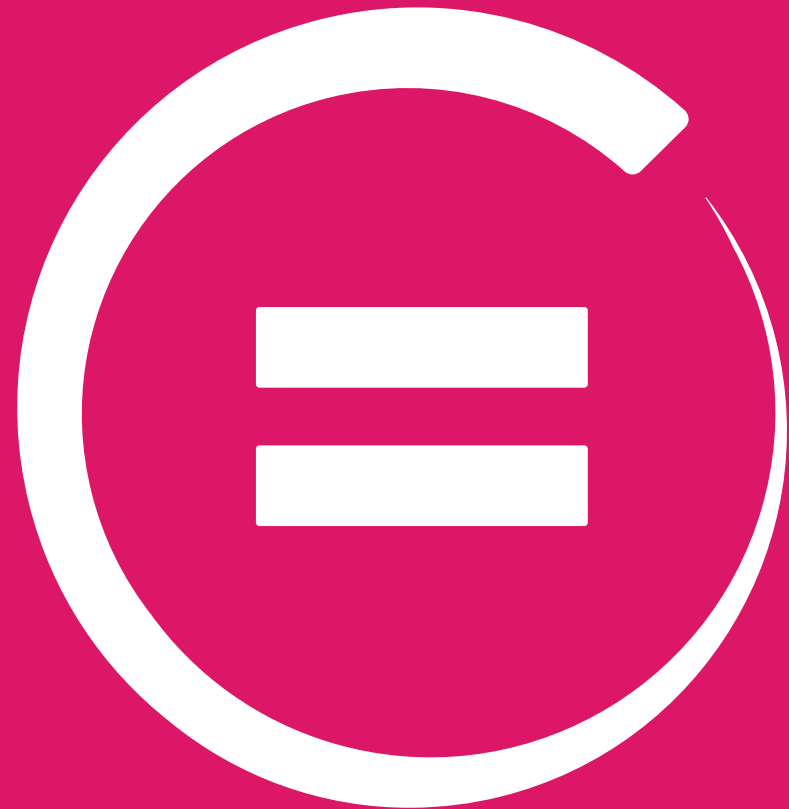
EDUCATION AS PART OF THE FRAMEWORK

# 09 INNOVATION & INFRASTRUCTURE



EDUCATION AS PART OF THE FRAMEWORK

# 10 REDUCED INEQUALITIES



EDUCATION AS PART OF THE FRAMEWORK

# 1 1 SUSTAINABLE CITIES & COMMUNITIES



EDUCATION AS PART OF THE FRAMEWORK

# 12 RESPONSIBLE CONSUMPTION





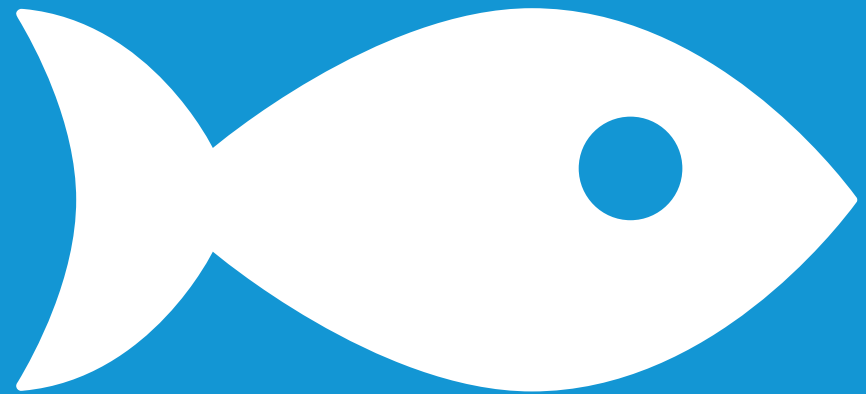
EDUCATION AS PART OF THE FRAMEWORK

# 13 CLIMATE ACTION



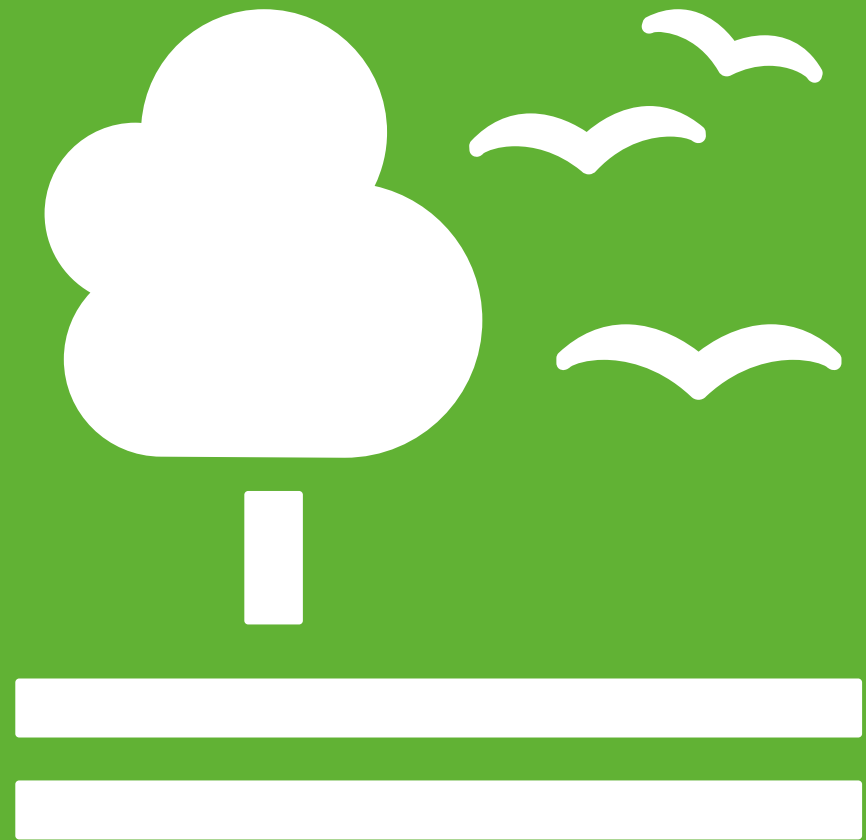
EDUCATION AS PART OF THE FRAMEWORK

# 14 LIFE BELOW WATER



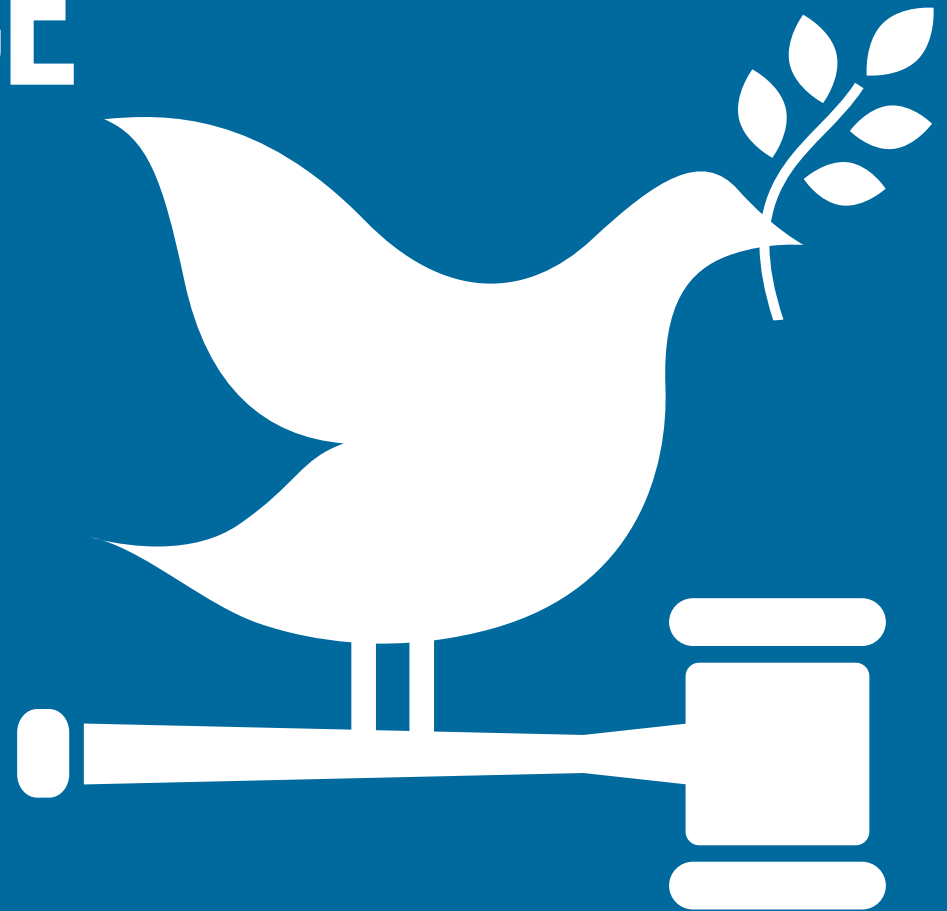
EDUCATION AS PART OF THE FRAMEWORK

# 15 LIFE ON LAND



EDUCATION AS PART OF THE FRAMEWORK

# 16 PEACE & JUSTICE



EDUCATION AS PART OF THE FRAMEWORK

# 17 PARTNERSHIPS FOR THE GOALS



EDUCATION AS PART OF THE FRAMEWORK

# SUSTAINABILITY REPORTS

There is actually a site for companies committed to making the world a better place.



www.sustainability-reports.com

EDUCATION AS PART OF THE FRAMEWORK

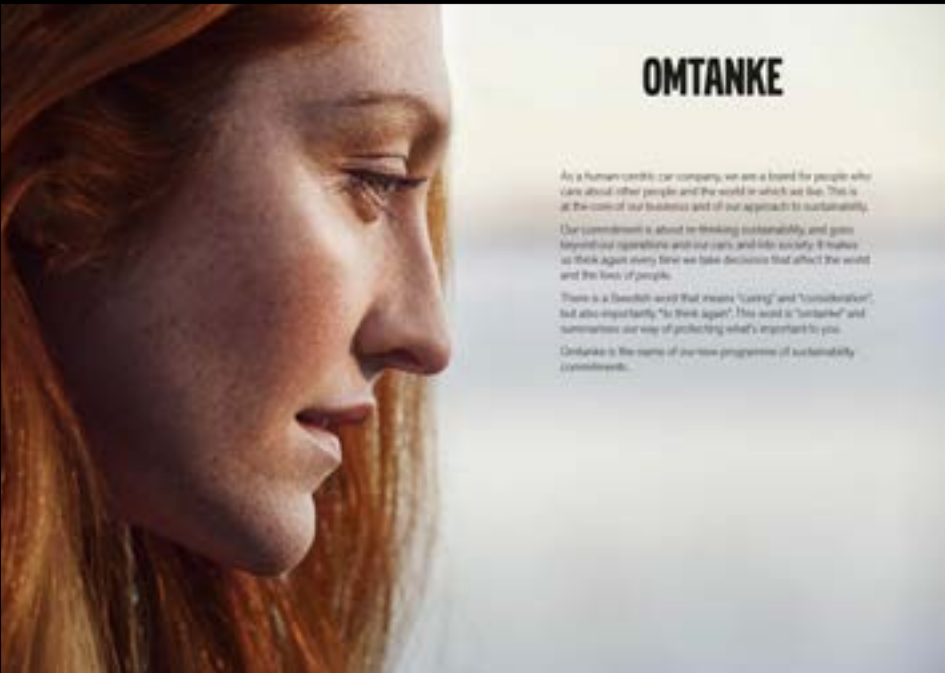
# SUSTAINABILITY REPORTS

The first commercial company to use these goals in its sustainability report is here in Sweden...

and it is...







# OMTANKE

As a human-centric car company, we are a brand for people who care about other people and the world in which we live. This is at the core of our business and of our approach to sustainability.

Our commitment is about re-thinking sustainability and going beyond our operations and our cars, and into society. It makes us think again every time we take decisions that affect the world and the lives of people.

There is a Swedish word that means "caring" and "consideration", but also importantly "to think again". This word is "omtanke" and summarizes our way of protecting what's important to you.

Omtanke is the name of our new programme of sustainability commitments.



## PROTECTING WHAT'S IMPORTANT TO YOU

At Volvo, we care about the people who use our products and the world in which we live. This is at the core of our business and of our approach to sustainability.

The Volvo Group is committed to sustainability. Our focus is on the people who use our products and the world in which we live. This is at the core of our business and of our approach to sustainability.

Our commitment is about re-thinking sustainability and going beyond our operations and our cars, and into society. It makes us think again every time we take decisions that affect the world and the lives of people.

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The Swedish Government has set a target for the Volvo Group to be carbon neutral by 2030. This target is ambitious and we are committed to achieving it.



## OUR COMPANY IMPACTS

Omtanke is about working to minimize the negative impacts of our business and even bringing about positive change. Through our activities, it means reducing the environmental impacts from our own operations, as well as promoting the health of people working at Volvo, and ensuring a diverse and inclusive working culture.



### RESOURCE EFFICIENT BUSINESS

By using our resources efficiently we reduce the environmental impact of our operations. We set targets for water, energy, waste and air emissions (CO<sub>2</sub>e) and other emissions in our own operations, but also plan to encourage and make available to our business partners.

OUR 2025 TARGET

#### CLIMATE NEUTRAL OPERATIONS BY 2025

Our own operations, as well as our suppliers and our own manufacturing operations (OEM). This includes our manufacturing plants and our own operations in our own manufacturing plants.



#### Protecting diversity against climate change and resilience

The Volvo Group is committed to climate change and resilience. We are working to reduce our own carbon footprint and to encourage our suppliers and our own manufacturing operations to do the same. We are also working to ensure that our own operations and our own manufacturing operations are resilient to climate change.



### SUSTAINABLE WORK LIFE

Our Volvo Group companies are committed to safe, meaningful and ethical work where people are given space and opportunities for their own growth. Sustainable work life is about offering the best balance between work and life, and safety for everyone working at Volvo. It means that we are committed to our work and our people, and to a healthy and sustainable life.

OUR 2025 TARGET

#### NO FATALITIES OR SERIOUS INJURIES AT VOLVO CARS

Our own manufacturing operations, as well as our own manufacturing operations (OEM). This includes our manufacturing plants and our own operations in our own manufacturing plants.



#### Safety tools & software getting tested

The Volvo Group is committed to safety. We are working to ensure that our own operations and our own manufacturing operations are safe. We are also working to ensure that our own operations and our own manufacturing operations are resilient to safety risks.



### DIVERSE & INCLUSIVE CULTURE

We have a diverse and inclusive culture where people are given space and opportunities for their own growth. Diverse and inclusive culture is about offering the best balance between work and life, and safety for everyone working at Volvo. It means that we are committed to our work and our people, and to a healthy and sustainable life.

OUR 2025 TARGET

#### 50% INTERNATIONALLY DIVERSE LEADERS & 50% FEMALE LEADERS BY 2025

Our own manufacturing operations, as well as our own manufacturing operations (OEM). This includes our manufacturing plants and our own operations in our own manufacturing plants.



#### Providing sustainable, gender equality and

The Volvo Group is committed to gender equality and sustainable work. We are working to ensure that our own operations and our own manufacturing operations are sustainable. We are also working to ensure that our own operations and our own manufacturing operations are resilient to sustainability risks.



## THE IMPACTS OF OUR PRODUCTS

Centuries is about protecting you and your world, which we do by managing the impacts of our products. We are developing vehicles with improved life-cycle performance and low emissions to ensure they have less impact on the planet. We are also continuing to develop industry-leading solutions that further promote safety, well-being and sustainable experiences for the customer.



### LIFE-CYCLE PERFORMANCE

The goal is about reducing the impact on products from cradle to grave and providing greater life-cycle performance. This can be done with your products in the spirit of the Volvo Group's environmental ambitions and also about helping companies that produce vehicles to reduce their own environmental impact.

#### 1 MILLION ELECTRIC VEHICLES SOLD BY 2025

Our ambition is to have sold one million electric vehicles by 2025. This is a significant milestone for the Volvo Group and the industry. It shows our commitment to sustainable mobility and our goal to reduce our environmental impact.



#### Reducing carbon dioxide emissions

The Volvo Group is committed to reducing carbon dioxide emissions from our products. We are doing this by developing more efficient engines and drivetrains, and by using lighter materials. We are also working to reduce the energy consumption of our vehicles during their life cycle.

We are also working to reduce the carbon footprint of our products. This is done by using renewable energy to power our manufacturing processes and by using sustainable materials. We are also working to reduce the energy consumption of our vehicles during their life cycle.



### REAL-LIFE SAFETY

The industry leading approach to real life safety is a unique method of handling vehicle safety. Real life safety is about reducing the risk of injury in real life situations. This is done by using real life test scenarios and by using real life test equipment.

#### OUR VISION IS THAT NO ONE SHOULD BE KILLED OR SERIOUSLY INJURED IN A NEW VOLVO CAR BY 2020

Our vision is that no one should be killed or seriously injured in a new Volvo car by 2020. This is a significant milestone for the Volvo Group and the industry. It shows our commitment to real life safety and our goal to reduce the risk of injury in real life situations.



#### Reducing safety through innovation

We are working to reduce safety through innovation. This is done by developing new safety technologies and by using real life test scenarios. We are also working to reduce the risk of injury in real life situations.

We are also working to reduce the risk of injury in real life situations. This is done by using real life test scenarios and by using real life test equipment. We are also working to reduce the risk of injury in real life situations.



### CUSTOMER EXPERIENCE

We are customer centric as a company with a culture that is generally oriented to understanding and addressing the needs, wants and fears of our customers. This is done by using real life test scenarios and by using real life test equipment.

#### CLEANZONE LEADERSHIP

Our CleanZone leadership is about providing a clean and healthy environment for our customers. This is done by using real life test scenarios and by using real life test equipment.



#### Ensuring customer well-being

We are working to ensure customer well-being. This is done by using real life test scenarios and by using real life test equipment. We are also working to ensure customer well-being.

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## OUR ROLE IN SOCIETY

Centuries is about contributing towards a better society and protecting people and our climate by creating partnerships for sustainable development and promoting traffic safety in the car industry together with local and international organizations. It also guides us in our work to encourage responsible business practices throughout our value chain by promoting ethical leadership and human rights.



### PARTNER IN SUSTAINABLE DEVELOPMENT

We work together with our partners to create a better society. This is done by using real life test scenarios and by using real life test equipment. We are also working to create a better society.

#### ENGAGE IN CORPORATE PARTNERSHIPS

We are working to engage in corporate partnerships. This is done by using real life test scenarios and by using real life test equipment. We are also working to engage in corporate partnerships.



#### Reducing our environmental impact

We are working to reduce our environmental impact. This is done by using real life test scenarios and by using real life test equipment. We are also working to reduce our environmental impact.

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### SAFER BY SHARING

We work with our partners to create a safer society. This is done by using real life test scenarios and by using real life test equipment. We are also working to create a safer society.

#### KNOWLEDGE SHARING TO IMPROVE TRAFFIC SAFETY

We are working to share knowledge to improve traffic safety. This is done by using real life test scenarios and by using real life test equipment. We are also working to share knowledge to improve traffic safety.



#### Reducing our carbon footprint

We are working to reduce our carbon footprint. This is done by using real life test scenarios and by using real life test equipment. We are also working to reduce our carbon footprint.

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### EMBODYING ETHICS & HUMAN RIGHTS

We work with our partners to create a better society. This is done by using real life test scenarios and by using real life test equipment. We are also working to create a better society.

#### ETHICAL LEADERSHIP FOR RESPONSIBLE BUSINESS

We are working to provide ethical leadership for responsible business. This is done by using real life test scenarios and by using real life test equipment. We are also working to provide ethical leadership for responsible business.



#### Reducing our carbon footprint

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# EDUCATION AS PART OF THE FRAMEWORK





The Global Goals



SELECT LANGUAGE

TEACHERS GUIDE THE GOALS MORE RESOURCES PARTNERS NEWS JOIN US

In September 2015 World Leaders committed to the **Global Goals for Sustainable Development**. 17 goals to achieve 3 extraordinary things in the next 15 years. **End extreme poverty. Fight inequality and injustice. Fix climate change.** If every school in the world teaches children about these goals, we will help them become the generation that changed the world.

EVERYTHING YOU NEED TO TEACH A LESSON IS RIGHT HERE

Lesson Plans

View All

**A Global Goals Assembly**  
Time: 30 mins  
Age Range: 8-14

[View Lesson Plan](#)

**Working Together to Achieve the Global Goals**

Time: 50 mins  
Age Range: 8-11

[View Lesson Plan](#)

**Understanding Sustainable Living**

Time: 50 mins  
Age Range: 11-14

[View Lesson Plan](#)

**Mission: Gender Equality**

Time: 50 mins  
Age Range: 11-14

[View Lesson Plan](#)

WATCH THE GLOBAL GOALS ANIMATION FILM



EXPLORE THE GLOBAL GOALS WRITTEN FOR CHILDREN AND YOUNG PEOPLE

READ THE GLOBAL GOALS COMIC BOOK



SUPPORT CHILDREN AND YOUNG PEOPLE TO TAKE ACTION

**IN 2000**