SDGs: so what?

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Were the MDGs a media ‘success’?

- Yes
- Aspirational
- Simple structure
- Political buy in
- Clear solutions
- Time bound
Can the SDGs replicate that media ‘success’?

- Post financial crisis...

- People want..
  - Stable and decent jobs
  - Steady income
  - Strong vibrant safe communities
  - Cheap, reliable energy, food, transport
  - Good education and healthcare

- Environmental issues are too big, too remote, too messy.

- Tired of UN meetings. Change happens at home.....
“It’s the economy stupid”

So how do you many sustainable development anything relevant???
Because this is an economic story

• E.g. environmental degradation is COSTING us GDP

• E.g. it is why food and energy prices are so volatile

• E.g. It is hitting the poorest the hardest

• E.g. it is why the job market is more volatile

• Labour and trade unions; Poor groups; Environmental NGOs; Business – ALL seeing the same things.
What’s the story?

• **Malawi:** The Nation headline “Malawi losing K36billion a year”

• **Puma.** Environmental profit and loss account – $145 million lost

• Community groups are lobbying here in Northern India for ‘green GDP’ to show connections between environment and poverty
Come with me to 2030

• SDGs have helped us to measure what actually matters
• Citizens track targets and goals themselves using SMS, apps and internet
• That data revolution is changing the way we can hold our governments to account
• We can all track our progress against global ‘planetary boundaries’ and our goals for societal wellbeing
• Finance reports are accompanied by reports on wellbeing and environment
Final thoughts

• The SDGs are a global dashboard that can help connect the economics with the ‘green’ with people.

• SDGs are about how to maintain prosperity – economic resilience – better lives.

• You can tell those stories. You can help show those links.