

# GOALS.

Feel-good UN SDG news





# INTRO.

Welcome to the 3rd issue of Goals., Creature & Co.'s monthly E-Book that brings you a snapshot of positive news relating to the UN's Sustainable Development Goal of the Month. This issue is all about Goal #10: Reduced Inequalities.

Inequality has long been a major problem facing our planet. It's completely unacceptable. We need to empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Humanity has always focused on growth from an exploitive perspective – owners, shareholders and the financial system have sold us growth as a way of reducing inequalities as if economies thriving means people will have a better standard of living. But this model created out of the days of the empire has enabled vast inequalities on a global scale as the rich/poor divide has never been greater, and we've ravaged our natural world to the point where it's harmful to our own survival.

At Creature & Co., we believe in doing business differently and that's why we are becoming a B-Corp where sustainable growth is practiced with all stakeholders given equal say. Check out our [2021 Impact & Purpose Report](#) which acts as a celebration of our positive impact, as well as a public statement to hold us to account in the areas we need to improve on.

The stories featured in this month's issue highlight the positive ways people and organisations are doing their bit to reduce inequalities once and for all.

Thanks for reading,

**Peter Johnson,**  
Managing Director, Creature & Co.





# ONE GIANT LEAP FOR MANKIND.



Image Credit:  
Sebastiaan ter Burg

In an incredible world first, John McFall, a disabled British man has been chosen for astronaut training by the European Space Agency (ESA).

41-year-old McFall's right leg was amputated after a motorcycle crash when he was 19. He later became a professional athlete and represented Team GB at the Paralympics, winning a bronze medal in 2008 in the T42 100 metres. After his astronaut training, there's great potential he could go to space which would be an amazing feat as no major western space agency has sent a 'para-astronaut' into space, according to the ESA.

McFall will be part of a feasibility programme, aiming to establish new ways of working for the crew and whether the space vehicles would need to be adapted. His two-year training programme will start in April 2023. Best of luck, John!

Find out more [here](#).





# TRANS SANTA IS COMIN' TO TOWN



Image Credit:  
DBenitostock  
via Getty Images

During the festive season, there are countless initiatives that allow you to donate to people in need, whether it's by 'adopting' a family, donating toys to children, or donating food to homeless people. While these are incredible ways to give back, there are countless people from different communities who might not get access to these initiatives and who could use some extra support. Take transgender youth, for example, and that's why Trans Santa was set up.

Trans Santa is a mutual aid social media campaign that supports trans and non-binary youth who are houseless, in foster care, or otherwise without vital support by giving them the gifts they want and the affirmation they need from anonymous and safe donors all over the world.

They want to show young trans people that they are loved, supported, and have a family of people around the world who care about them and want them to succeed.

Find out more [here](#).





# IT'S LIKE YOU'RE ACTUALLY THERE.



Image Credit:  
Untamed Borders

The Great Mosque of Herat is arguably Central Asia's most significant Islamic building. It is a place that must be seen to be believed, but as it stands the British government advises against all travel to Afghanistan.

Enter 23-year-old Fatima Haidari, Afghanistan's only female tour guide. However, the tour is virtual, as Haidari had to flee Afghanistan in 2021. She now lives in Italy and continues to conduct tours of her hometown online using 360° videos, personal photography and her own local knowledge.

Since the Taliban came into power once again, only boys can receive a formal education. However, Untamed Borders, who run these virtual tours, split the profits between Haidari and an underground school in Afghanistan that secretly educates girls. The money goes towards buying books and stationery for pupils and paying the teachers. Thanks to this secret school, 30 girls can attend classes for two hours per day, six days a week.

Find out more [here](#).





# PLAY THAT FUNKY MUSIC, EVERYONE.



Image Credit:  
Shawn Peters for  
Ottawa Symphony

Musical education has never been a fair and equal playing field. Quality instruments are expensive and learning to play music with a badly built instrument can lead to bad technique; particularly with a violin which can cost a small fortune. Thankfully, The Acoustical Society of America have started 3D-printing violins to make the instrument more affordable and accessible. How nice is that?

The society's AVIVA Young Artists Program is working with a specially engineered plastic polymer substance that replicates the tonal qualities of a traditionally built violin. The neck and fingerboard are also printed in plastic to ensure that musicians can get a comfortable grip while playing.

AVIVA's 3D-printed violin will reportedly set makers back approximately US\$34 – made up of \$7 in printing costs, and about \$27 to fully assemble the violin. This is incredible news for budding musicians, as good-quality models are typically priced in the hundreds to thousands of dollars.

Find out more [here](#).





# SOCIAL JUSTICE STARTS AT HOME.



Image Credit:  
Kent Nishimura for  
Los Angeles Times

In the United States, displaced Indigenous migrant communities have often been undercounted in the Census due to many being classified under Hispanic/Latino. This creates major barriers when it comes to accessing basic human rights like interpretations in institutions.

Mother and daughter duo Odilia Romero and Janet Martinez founded CIELO in 2016 to combat this racism towards Indigenous people by bringing visibility and resources to the Indigenous migrant communities, working on language revitalisation.

During the pandemic, Indigenous migrant communities were extremely vulnerable, largely due to the lack of information distributed in Indigenous languages. Thankfully, CIELO distributed educational videos that discussed the pandemic, COVID-19 symptoms, and preventive measures, in over 30 Indigenous languages.

Read the report [here](#).





The SDGs (above) are a blueprint for a better world, looking at people and planet in an integrated way. They offer measurable objectives which can be used by countries, companies and communities to achieve their vision of sustainable development by 2030.

When once organisations were reluctant to integrate social goals into their business model, we are now seeing more brands taking important steps to align their purpose with the UN SDGs to help make a real difference. Change is being made in a number of ways; from embedding the SDGs into the way organisations operate, to promoting them via creative campaigns and much more. To quote that big shop at the end of your street, every little helps.

At Creature & Co., we are committed to helping our partners understand how to approach the UN's 17 Sustainable Development Goals. If you think you could be doing more to care for the planet and address the SDGs, we'd love to hear from you!

**CREATURE  
&CO.**

We help brands drive positive change for the benefit of all people and our planet.

