

GOALS.

Feel-good UN SDG news





INTRO.

Welcome to the 2nd issue of Goals., Creature & Co.'s monthly E-Book that aims to bring you a snapshot of positive news relating to the UN's Sustainable Development Goal of the Month. This issue is all about Goal #13: Climate Action.

It's no secret that our planet is facing a frightening climate crisis. Climate change threatens clean air, safe drinking water, nutritious food supply, safe shelter and much more – the essential ingredients of good health are being taken away in front of our very eyes.

I am incredibly passionate about our natural world, yet I spend more time in a state of climate anxiety wondering how to fix the devastating impact climate change is having on our planet, than appreciating and learning from it. Quite frankly, I'm pissed off that we are constantly battling with reactive measures vs proactive systems change. We're all in this together, so we must work together to make a difference and take preventative action.

The stories featured in this month's issue highlight the positive ways people and organisations are doing just that – making a difference. It's inspiring to see positive change being made, but we've still got a long way to go to create lasting, positive change.

Thanks for reading,

Peter Johnson,
Managing Director, Creature & Co.





PACK IT UP, PACK IT IN.



Every year, the UK throws away around 96 billion pieces of plastic packaging. That's an astonishing amount of unnecessary plastic waste. Fed up with this, British start-up Shellworks has created a vegan material that can be turned into compost.

Image Credit:
theshellworks.com
Released by
Shellworks

Shellworks' material 'Vivomer' is created from microbes found in the soil and marine environments and can be shaped into solid jars or containers, as well as more flexible products. This entirely compostable material can be used to package goods and doesn't require any special environment to degrade.

The company's most significant order to date was recreating the packaging for beauty brand Haeckels' skincare products. In total, more than 300,000 Vivomer items were produced, holding everything from face creams and serums to oils and exfoliating powders. More of this please!

Find out more [here](#).





PRINCE WILL'S PRIZE THRILLS.



The Earthshot Prize 2022 finalists have been revealed!

Image Credit:
Reuters/Yui Mok
Released by
Earthshot Prize

Founded by Prince William and The Royal Foundation in 2020, The Earthshot Prize is a global environmental prize to discover, accelerate and scale ground-breaking solutions to repair and regenerate the planet. Each winner of the five categories inspired by the SDGS; 'the restoration and protection of nature', 'air cleanliness', 'ocean revival', 'waste-free living', and 'climate action', receives a grant of £1 million to continue their environmental work.

This year's finalists include a bubble pump designed to catch plastics before they reach the ocean, packaging made from seaweed and plants as an alternative to single-use plastic, cleaner burning stoves to reduce unhealthy indoor pollution and a safer way to cook, a leather made of floral waste and many more. The Earthshot Prize Awards 2022 will be held in Boston, USA on December 2022. Who will win?

Find out more [here](#).





GEN Z: LOUD AND PROUD.



Good news; young activists are making their voices heard at COP27! As well as a big increase in young attendees at the event, some sessions also included young people directly calling for change.

Image Credit:
flickr.com
Released by
UNFCCC

One panel, 'Elevating Youth Voices' – hosted by the National Geographic Society and the Nature Conservancy – featured two young activists highlighting the need for a global loss and damage fund in addition to adequate funding for conservation and sustainability initiatives.

Jennifer Morris, CEO of the Nature Conservancy says, “We often hear the term ‘the youth are our future,’ but we know the youth are our now. Nine out of 10 Gen Zers are actually making an effort to correct the environment, I can tell you that was not true in my generation. So, the fact that we have this upswelling of effort by Gen Z is absolutely incredible.”

Find out more [here](#).





THE PLANET PLEDGE.



Following a student-led campaign, Fossil Free, one hundred universities in the UK have pledged to divest from fossil fuels. This means 65% of the UK's higher education sector have refused to make at least some investments in fossil fuel companies; equating to endowments worth more than £17.6bn now out of reach for the corporations.

Image Credit:
peopleandplanet.org
Released by
People and Planet

Fossil Free was launched by the People & Planet network in 2013 and urges universities to take meaningful action in the name of climate and social justice. In 2014, the University of Glasgow became the first university in the UK to go Fossil Free, paving the way for the 99 others that have followed in their footsteps.

Now, Fossil Free are focusing on encouraging the remaining 53 UK universities to divest and stop supporting an industry that is so incredibly detrimental to our planet.

Find out more [here](#).





NO METHANE NO PROBLEMS.



Methane emissions in the UK could be reduced by more than 40% by 2030 if a range of cheap measures were implemented, according to environmental think tank, Green Alliance.

Image Credit:
theguardian.com
Photograph by
David Goldman/AP

In their report, Green Alliance have identified a number of low-cost steps that could reduce methane emissions from 2020 levels by a staggering 43%!

Included in the reductions are innovative changes to the waste industry. In fast-tracking the UK's ban on landfilling biodegradable waste to 2025 and mandating landfill operators to increase biogas capture, the UK's methane emissions could be reduced by 19% by 2030. The extra 9% of methane savings could come from regulating the gas industry to end methane leaks, as urged by the IEA (International Energy Agency).

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.