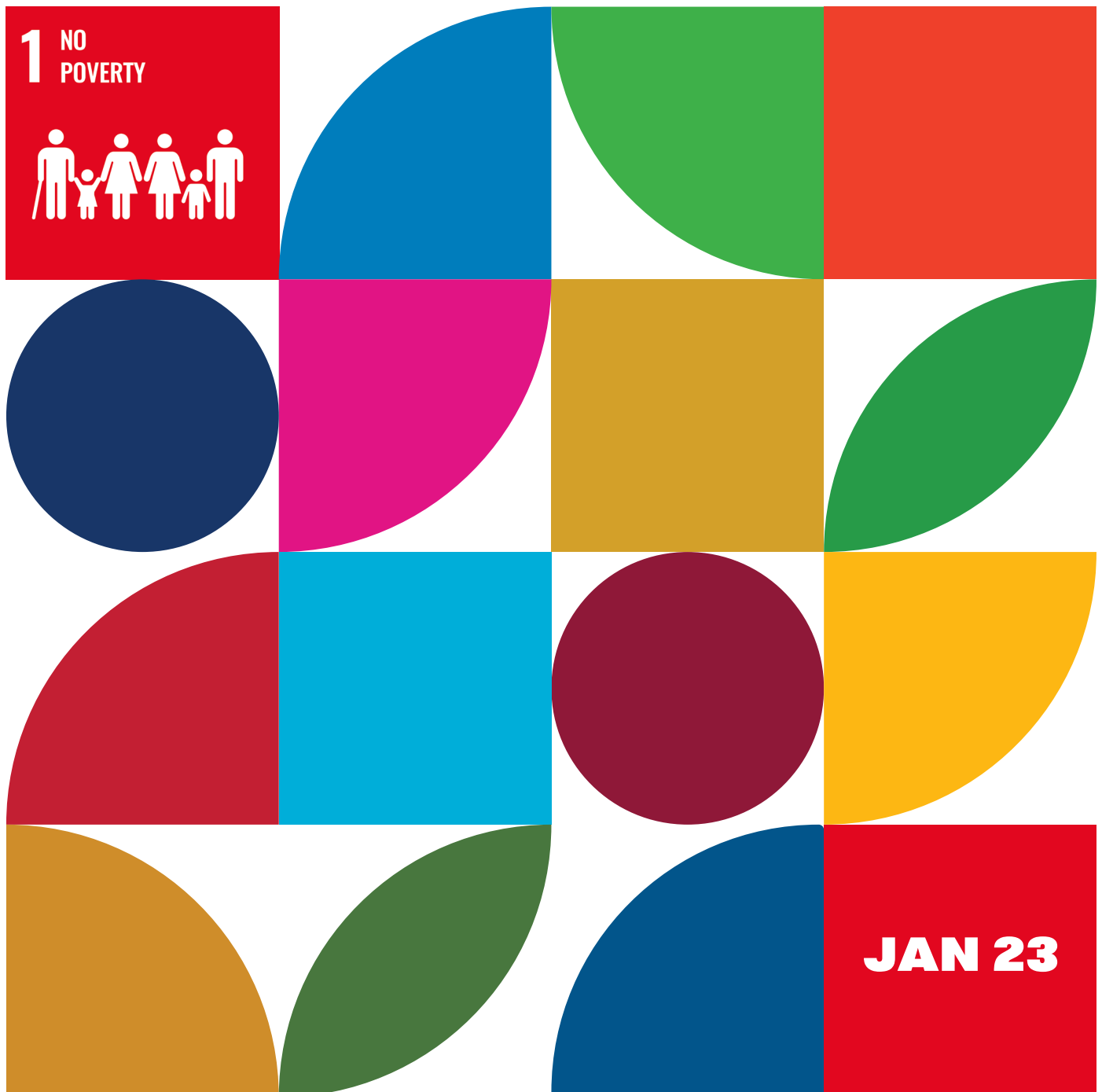


GOALS.

Feel-good UN SDG news





INTRO.

Welcome to the 4th 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 #1: No Poverty.

Eradicating extreme poverty for all people on Earth is one of the core goals for the 2030 Agenda for Sustainable Development. Until the COVID-19 pandemic, we were making progress (albeit slow progress), with the global poverty rate falling from 10.1% in 2015 to 8.6% in 2018*.

The pandemic reversed this progress of poverty reduction by about three years, with the global poverty rate increasing from 8.3% in 2019 to 9.2% in 2020*. Rising inflation and the war in Ukraine is only widening the gap, so we need to do all we can to ensure progress gets back on track.

At Creature & Co., we believe the SDGs are a powerful aspiration for improving our world and setting us on a pathway to achieve a better future. No Poverty is a goal that means a lot to us – and we contribute to this goal by paying the Real Living Wage to all employees, freelancers, contractors and interns, giving preference to working with suppliers who also do the same. Christmas 2022 just gone, we scrapped our annual Secret Santa in favour of a [Reverse Advent Calendar](#), with which we collected the 12 items Euston Food Bank (part of The Trussell Trust) were most in need of. This got an [incredible response](#) from all our team!

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

Thanks for reading,

Peter Johnson,
Managing Director, Creature & Co.



(*Stats taken from [The Sustainable Development Goals Report 2022](#))





SPARE CASH? MAKE A SPLASH!



Image Credit:
Michele Bitetto

The Trevi Fountain in Rome is one of the most beautiful fountains on Earth, attracting tourists from all over the world every day, who throw coins into the fountain. But why? Well, the 1954 movie 'Three Coins in the Fountain' said that if you throw one coin in the fountain, you will return to Rome; if you throw two coins in the fountain, you will fall in love with an attractive Italian; and if you throw three coins in the fountain, you will marry the person that you met.

For almost 70 years these myths have captured the imaginations of tourists globally, with more than €1 million in coins thrown into the fountain each year. The best part? Caritas, a charity managed by the Catholic church, receives all the coins from the fountain to fund soup kitchens, homeless shelters, free supermarkets, nursing homes, dental treatment for city residents living in poverty, and more. Isn't that great?

Find out more [here](#).





THE WORLD WIDE WEB3.



Image Credit:
Del Titus Bawuah
via Global Citizen

Ending poverty isn't just about ensuring everyone has access to basic services. It's also about ensuring that everyone on Earth has equal rights to economic resources, natural resources, appropriate new technology and more. According to the [World Bank](#), digital technologies and the availability of the internet increases jobs and reduces poverty. This is particularly important to Del Titus Bawuah, founder of Web3 Accra, who are reducing barriers to technology for young Ghanaians.

Bawuah believes Web3 (a decentralised online ecosystem based on blockchain) has the potential to lift young people out of poverty. At the recent Tech for Development symposium hosted by Web 3 Africa and Global Citizen, Bawuah said his company is developing "future forward innovation hubs across the country for the less privileged local youth to access basic technology like wifi, computers, and free tutorials from industry experts on Web3 as part of a long-term vision to equip the next generation for the digital age." Good work!

Find out more [here](#).





CAN WE GET THE BILL PLEASE?



Image Credit:
StreetSmart

The [StreetSmart](#) campaign that adds a voluntary £1 to restaurant bills across London is set to raise over £700,000 for homeless and vulnerable people across the UK during the festive months. How good is that?

Over the Christmas season, with the benefit of a table card or a reference on the menu, a voluntary £1 was added to diners' bills. Heston Blumenthal's three-Michelin star restaurant The Fat Duck, high-end eateries within Selfridges and Harvey Nichols, and the restaurant group MEATliquor were among those raising money to support homeless people this winter.

How does it work? Well, at the end of each month, the restaurant passes on all of these £1s to StreetSmart, who then use them to support reputable charities for the homeless. All StreetSmart's running and operational costs are generously paid for by their sponsors, so every penny in every £1 raised goes directly to the people who need it.

Find out more [here](#).





SOCIAL CAPITAL FOR THE WIN.



Image Credit:
Chama Zimba

Since 1947, the [World Bank](#) has funded over 12,000 development projects. One of their current projects, the \$100 million Transforming Landscapes for Resilience and Development (TRALARD) project in Zambia is proving very successful, showing how social capital is a key factor in poverty reduction.

The development objective of TRALARD is to improve natural resource management in selected districts of Zambia. World Bank say: “By working together to achieve what communities prioritized for themselves, community members have invested more in the social relations that have strengthened their sense of belonging to a common community-level agenda of environmental management and broadening the portfolio of community socioeconomic assets. The social capital outcome in TRALARD has emerged as a factor of great relevance in the reduction of poverty and sharing of socioeconomic gains embedded in trust.” Incredible stuff!

Find out more [here](#).





HOUSE FIRST TREAT SECOND.



Image Credit:
Thirdman via
pexels.com

Homelessness is a serious issue with no simple solution. At least, that's what we've always been led to believe – but what if there was a remarkably simple way to see the numbers of rough sleeper's plummet? That's where the Housing First policy comes in, and it's being trialled in the UK with [great results](#).

The [Housing First policy](#) does exactly what its name suggests: provides homes to people without any preconditions, giving them a stable home from which to rebuild their lives. Once housed, people are then offered intensive, person-centred holistic support that is open-ended.

Why this way round? Well, the policy isn't about the housing, it's about the treatment. Dr. Sam Tsemberis, Housing First's founder, says "you can't really talk about the treatment unless the person is housed; otherwise, the whole conversation is only about survival." Here's hoping Housing First is rolled out nationwide!

Find out more [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.

