

GOALS.

Feel-good UN SDG news





INTRO.

Welcome to the 5th 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 #5: Gender Equality, which calls for an end to all discrimination and violence against women and girls, which includes lesbophobia, biphobia and transphobia.

Gender equality isn't just a human right, it's an obvious, completely necessary step to a better world. There's no doubt that providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will create a more prosperous and sustainable future for all.

We, as organisations and individuals, need to be doing whatever we can to achieve gender equality globally as soon as possible. I can't believe that this is still a conversation we're having – gender inequality is damaging, more than outdated and completely unnecessary.

At Creature & Co., we believe the UN SDGs are a powerful aspiration for improving our world and setting us on a pathway to achieve a better future. Doing our part to push for gender equality worldwide is particularly important to us and in March 2022, 76% of all Creature & Co. employees were female. We also have a breastfeeding policy, offer flexible working, and have introduced an enhanced maternity and paternity policy.

The stories featured in this month's issue highlight the positive ways people and organisations are doing their bit to make gender inequality a thing of the past.

Thanks for reading,

Peter Johnson,
Managing Director, Creature & Co.





INDIA'S WILD HIP-HOP QUEENS.



Image Credit:
Wild Wild Women

Wild Wild Women, believed to be India's first female rap group, are rightfully sticking it to the man by using their powerful lyrics to raise awareness of the way women are treated in their socially conservative country.

In India, music often isn't tolerated as a suitable career for women. It's seen as acceptable as a hobby but looked down on as a career as 'it won't pay the bills or provide a suitable husband'. Despite family disapproval and industry knockbacks, Wild Wild Women are three singles in and have performed in Mumbai, New Delhi, Pune and Bengaluru. Impressive!

"Our audiences range from college students to clubs, to an all-age Christmas party, and they are not solely women," says Wild Wild Women member Pratika Prabhune. "The audiences have been incredible, they always come up and say they love seeing so many women on stage. It feels like a little victory for all of us." Great work, gals!

Listen to Wild Wild Women [here](#).





MAJOR WIN FOR TRANS RIGHTS.



Image Credit:
Angela Weiss/AFP
via Getty Images

In Finland, current legislation means an individual must provide proof of infertility before they can be granted legal gender recognition. These extremely invasive medical and psychiatric procedures are abhorrent and are in breach of the European Convention on Human Rights.

Thankfully, a new law – which removes the requirement for trans people to be sterilized and obtain a psychiatric diagnosis to obtain legal gender recognition – has been passed. This is a major victory for equality, removing a harmful barrier to those wishing to have their gender recognised legally. Under this new law, gender recognition will be available upon written application after a mandatory 30-day ‘period of reflection’. A much more humane way to go about it!

Despite this good news, the new act only introduces a legal recognition system for adults, so there’s still improvements to be made to advance the rights of children too.

Find out more [here](#).





AMPLIFY MUSIC. AMPLIFY HER.



Image Credit:
United Nations

Looking for an empowering new podcast? Look no further than amplifyHER, a new 10-part podcast, filled with music and passion, from the United Nations, supported by SoundCloud.

A compelling mix of music, interviews and natural sound, each episode of amplifyHER features inspiring women from diverse cultural backgrounds, talking about their challenges as women in a male-dominated industry, overcoming barriers, and what drives them to continue creating music. It's a powerful listen, particularly for women whose dreams and aspirations are unfulfilled, due to discrimination and oppression. Check it out!

“The empowerment of women and girls, and the achievement of gender equality, are central to the mission of the United Nations” says Melissa Fleming, the head of Global Communications at the UN. “We hope that amplifyHER will help us to reach a new audience of young people, especially girls, and encourage them to find out more about the ways the UN is working to improve people’s lives”.

Listen [here](#).





EQUALITY? IT'S NOT ROCKET SCIENCE.



Image Credit:
UNICEF/Simon Nazer

Did you know that women only represent 33% of all scientific researchers? Not only this, but women are typically given smaller research grants than their male colleagues, and in cutting edge fields such as AI, only one in five professionals (22%) is a woman. How ridiculous is that?

On Feb 11th it's the International Day of Women and Girls in Science (IDWGIS); an incredible day that recognises women's contributions in research and innovation, aiming to smash stereotypes and defeat discrimination in science based jobs or roles.

This year, the theme is Innovate. Demonstrate. Elevate. Advance. Sustain. (I.D.E.A.S.) and the day will focus on the role of women and girls in science as relates to the SDGs; showcasing best practices, strategies, and applied solutions in addressing SDGs challenges and opportunities.

Find out more [here](#).





WHOLE NEW BALL GAME.



Image Credit:
PA Wire

Great news! The Football Association of Wales has announced that it has reached an agreement with the Cymru Men's and Women's National Teams to achieve equal pay. Back of the net!

The new agreement covers the period up to and including the 2026 FIFA World Cup and the 2027 FIFA Women's World Cup, sending an important message to future players; anyone who represents Cymru in the senior squads are representing the same team equally. Great job, Cymru!

"Together Stronger has been the mantra across the Cymru National Teams for us all, both on and off the pitch as we look to put Wales on the world stage," a joint statement reads. "We hope that this will allow future generations of boys and girls to see that there is equality across Welsh International football, which is important for society as a whole."

All together now:

"Mae hen wlad fy nhadau (a mamau) yn annwyl i miiii..."

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.