

GOALS.

Feel-good UN SDG news





INTRO.

Welcome to the 7th 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 #17: Partnerships for the Goals, which aims to strengthen global partnerships to support and achieve the ambitious targets of the 2030 Agenda, bringing together governments, civil society, the private sector, and other stakeholders to share knowledge, expertise, technology, and financial resources.

Partnerships for the Goals is crucial because we need to work together to achieve sustainable development. It's not possible to solve all the challenges we face alone; we need to collaborate! By pooling resources and knowledge, we can make real progress towards a more sustainable and equitable world.

The very reason we started producing this E-Book was to showcase work from communities around the world in support of each goal, which we hope will inspire readers to get out there, collaborate and make a difference.

What will you do to support the SDGs this month? If you're looking for inspiration, then look no further than the stories featured in this month's issue. As always, we're highlighting the positive ways people and organisations are doing their bit to progress the Goal of the Month's objectives.

Thanks for reading,

Peter Johnson,
Managing Director, Creature & Co.





REVAMP FOR THE SKATER GOOD.



Image Credit:
The Hayling Skatepark Project

Goal 17 is all about the importance of partnerships and people coming together, and The Hayling Skatepark Project is a great example of this! This community project was formed with the aim of replacing the old, unsafe skatepark with a state-of-the-art concrete skatepark that would be safer, quieter, and more fun for everyone. Through collaboration and community spirit, they managed to raise over £215k with support from their council, private donors, local businesses, grant schemes and fundraising events.

Starting with a public survey to make sure everyone had a chance to give broad feedback on what sort of park and features they wanted, they then asked the community who would like to join a design steering group to work with the park builder, ensuring they had a mix of ages, abilities, gender and type of park user. The steering group worked with the park builder on a few designs and finally they asked the public to vote on their favourite – and the park was built. Great work!

Find out more [here](#).





SCORING FOR PEOPLE & PLANET.



Image Credit:
Dominika Roseclay
via Pexels

Get ready to celebrate the International Day of Sport for Development and Peace (IDSDP) on the 6th of April! This day is all about recognising how sport and physical activity positively impact people and communities around the world. Not only does sport have the power to change the world, but it's also a fundamental right that promotes social ties, sustainable development, and peace.

This year's theme is "Scoring for People and the Planet," which means we're celebrating the incredible potential that sports have to help us achieve Sustainable Development Goals while also promoting peace and human rights.

A series of discussions on the power of sport will be held at UN Headquarters in New York on 6 April, focusing on sustainability, gender equality, and fighting against racism and hate speech. What will you be doing to celebrate the day?

Find out more [here](#).





FIESTAA: INDIA'S SDG FESTIVAL



Image Credit:
KPRIET

In Feb, India's Engineering and Technology college KPR Institutions hosted FIESTAA '23, a festival that aimed to raise awareness of the UN SDGs and encourage community involvement in promoting them. The two-day event, which attracted around 8000 participants, featured various technical and non-technical events, including workshops, project expos, hackathons, foreign university stalls, kite and lantern shows, bike stunts, carnival games and much more.

The event was registered with the UN and aimed to encourage participants to take the KPR SDG Action Pledge at the festival's distinct SDG pavilion. Volunteers explained the goals and India's SDG targets, and a model depicting the implementation of the SDGs at the KPRIET campus was displayed. The event showcased KPR Institution's dedication to building a sustainable future and demonstrated that individual and collective efforts are necessary to achieve sustainable development. What a great way to raise SDG awareness!

Find out more [here](#).



IT'S TIME FOR THE BIG ONE...



Image Credit:
Extinction Rebellion

The Big One is Extinction Rebellion's four-day event from April 21 to 24, 2023, where people from all groups and movements will come together throughout Westminster and at the Houses of Parliament to call for Government to act on climate issues.

Over 70 organisations, including Greenpeace, support the family-friendly event, which includes People's Pickets outside government departments and a diverse program of speakers, performers, workshops, art, music, and activities for kids.

On the importance of The Big One, Extinction Rebellion say; "Every single person makes us collectively more powerful, and makes our voices harder for the Government to ignore. Just imagine what thousands of us working together could do. We can make this the biggest climate protest ever held in the UK – something that is talked about for generations. We can bring about change. We can turn the tide. But first, we need to show up." Will you be there?

Find out more [here](#).





CAN YOU LEND A HAND... OR TWO?

To mark King Charles III's coronation on May 8th, communities across the UK are getting together to do something special with The Big Help Out. The idea? Use some of your bank holiday, whether it's an hour of it or the whole day, to volunteer and make a real difference in your local area. From checking in on someone who needs some company and a helping hand, or volunteering for a charity – the more of us who join in, the bigger help we will be.

Volunteering has become more challenging due to the cost-of-living crisis, making it harder for people to afford travel costs or take time off work. So, The Big Help Out has come at a key time; the campaign aims to showcase how volunteering can benefit both communities and individuals and get more people volunteering, especially those who haven't considered getting involved before. Download the handy app to find out what's being organised near you or to register your own event!

Find out more [here](#).



Image Credit:
Rodnae Productions
via Pexels





The SDGs 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.

