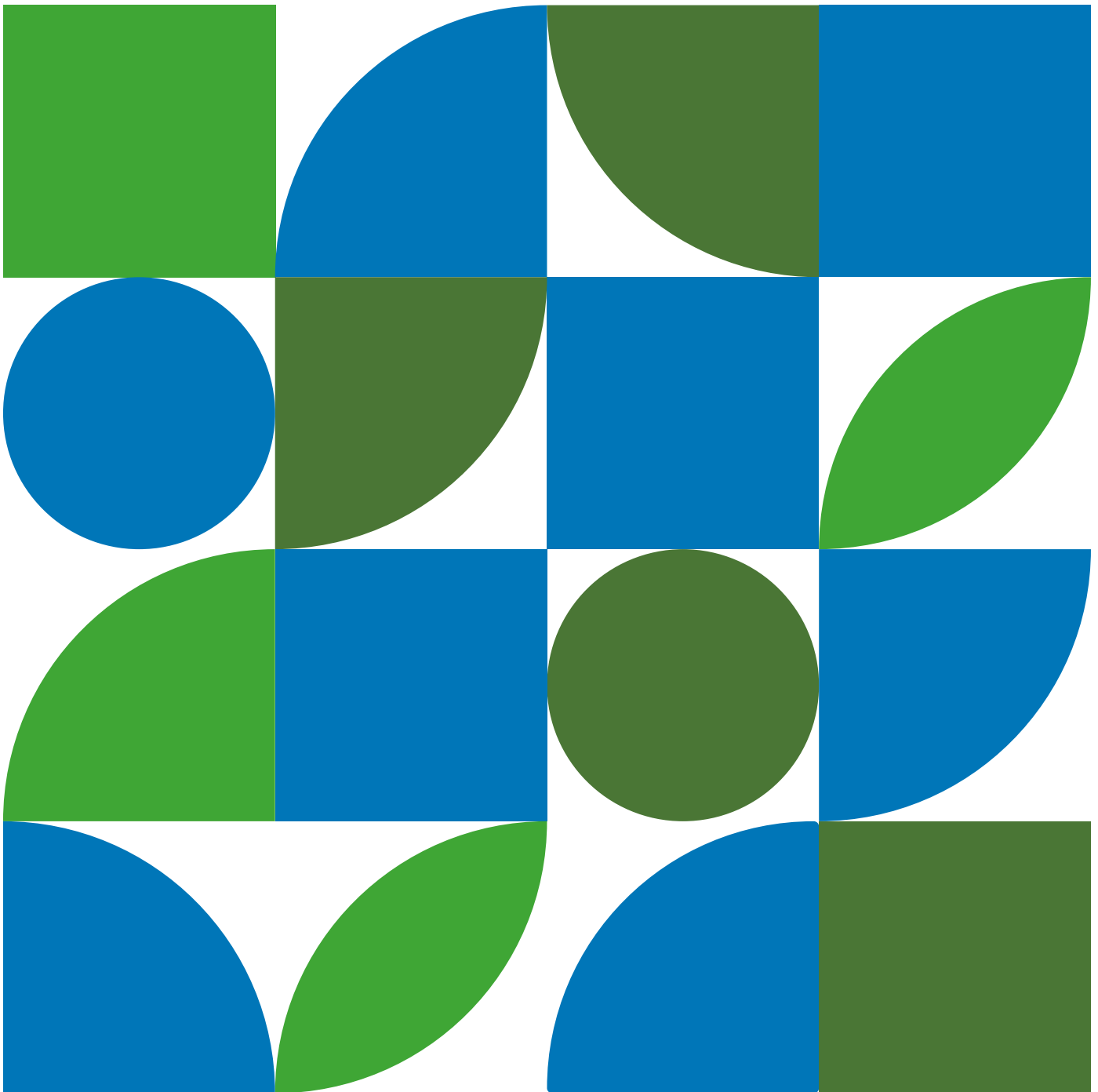


# GOALS.

Feel-good UN SDG news





# INTRO.

Welcome to the 9th 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 a little different, as the Goal of the Month is 'Special Edition: Environment Outlook' focusing on three goals: Goal #13: Climate Action, Goal #14: Life Below Water, and Goal #15: Life on Land.

These three goals are incredibly important to us, and they're the goals that resonate most strongly with the public due to their tangible impact and the actionable steps people can take to contribute. By aligning your individual and business actions with Goal #13, Goal #14, and Goal #15, you can play a significant role in promoting climate action, preserving marine ecosystems, and conserving biodiversity. Together, these collective efforts can lead to a more sustainable and resilient planet for current and future generations. Check out our [Nature Crisis white paper](#) to find out more about how brands can empower people to care about nature!

At Creature & Co., we are continuously taking action on these goals. Recently, we joined Business Declares and set a net-zero goal by 2030 for our scope 1, 2 and 3 emissions, and we also give discounted advertising in Nat Geo Kids magazine to charities who reflect the aims of these goals, such as the RSPCA, Surfers Against Sewage, and the Whale and Dolphin Conservation Trust.

As always, we're highlighting the positive ways people and organisations are doing their bit to progress the Goal of the Month's objectives. Or in this case, the three Goals of the Month.

Thanks for reading,

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





# YEP... WE'VE GOT WIND.



Image Credit:  
Daniel Leal/AFP

Great news! Wind turbines have surpassed gas in electricity generation for the first time in the UK. Imperial College London research reveals that one-third of the country's electricity came from wind farms in the first three months of this year, with April witnessing a record-breaking period of solar energy generation, as confirmed by National Grid.

"There are still many hurdles to reaching a completely fossil fuel-free grid, but wind out-supplying gas for the first time is a genuine milestone event," said Iain Staffell, energy researcher at Imperial College and lead author of the report, which was funded by Drax energy company.

Switching to renewable power is crucial to mitigate climate change impacts. The UK, quite rightly, aims to achieve net zero emissions for all electricity by 2035. Despite challenges, this milestone event signifies real, tangible progress. Fingers crossed for more good news like this over the year!

Find out more [here](#).





# WE LIKE OUR APPLES GREEN.

Apple has unveiled its commitment to rapidly expand the use of recycled materials in its products. By 2025, the tech giant aims to achieve a notable feat: utilise 100% recycled cobalt in all Apple-designed batteries. As well as this, Apple plans to incorporate entirely recycled rare earth elements into device magnets, and employ 100% recycled tin soldering and gold plating on its printed circuit boards!

“Every day, Apple is innovating to make technology that enriches people’s lives, while protecting the planet we all share,” said Tim Cook, Apple’s CEO. “From the recycled materials in our products, to the clean energy that powers our operations, our environmental work is integral to everything we make and to who we are. So we’ll keep pressing forward in the belief that great technology should be great for our users, and for the environment.”

Find out more [here](#).



Image Credit:  
Apple





# THE 100K MARINE SPECIES SEARCH.



Image Credit:  
Ocean Census

The Oxford University Museum of Natural History will take a prominent role in the Ocean Census, the largest initiative ever to explore marine life. With an ambitious goal of discovering over 100,000 new species within a decade, the project aims to address the inadequate understanding of our oceans, where more than 90% of species remain unknown. By leveraging technologies like digital imaging, sequencing, and machine learning, the Ocean Census seeks to revolutionise the slow process of species discovery and taxonomy. Sounds cool, right?

Collaborating globally, the project intends to advance ocean conservation efforts and expand knowledge across various scientific disciplines, including climate change impacts, sustainable food production, and medical discoveries. Expeditions equipped with advanced subsea technologies and diverse research networks will uncover new species and establish biodiversity centres worldwide, sharing open-sourced data for scientists, decision-makers, and the public.

Find out more [here](#).





# THRIVING FROM ESSEX TO ECUADOR.



Image Credit:  
U. Bristol/Woods Hole/  
Oceanographic Institution

Hooray! Scientists from Essex University operating a submersible in the Galápagos marine reserve have discovered previously unexplored deep-sea coral reefs in excellent condition. The findings demonstrate the effectiveness of conservation efforts, and the remarkable biodiversity witnessed, including octopus, lobster, fish, sharks, and rays, brings hope for the survival of corals amidst rising sea temperatures and ocean acidification.

The discovery suggests that sheltered deep-water coral communities in the Galápagos marine reserve have persisted for centuries, supporting diverse marine ecosystems of potential global significance. Scientists are viewing these reefs as valuable sites to monitor the effects of the climate crisis on pristine habitats and to understand the carbon cycle and fisheries within marine protected areas.

Find out more [here](#).





# AS FRESH AS A DAISY.



Image Credit:  
Andrew Shaw/The Rare  
British Plants Nursery

York groundsel, a unique yellow wildflower extinct since 1991, has been successfully brought back to life in the first “de-extinction event” in Britain. A handful of seeds, shed from potted specimens at the University of York, were stored at the Millennium Seed Bank.

With the seeds nearing the end of their lifespan, botanists at Natural England organised a resurrection effort. A plastic greenhouse was set up at the Rare British Plants Nursery in Wales, where 98 out of 100 seeds germinated. Thousands of offspring now carry the genes of the three surviving plants.

“It’s a smiley, happy-looking yellow daisy and it’s a species that we’ve got international responsibility for,” said Alex Prendergast, a vascular plant senior specialist for Natural England. “It’s also got an important value as a pollinator and nectar plant in the area because it flowers almost every month of the year.”

Find out more [here](#).





# GUESS WHO'S BACK?



Image Credit:  
David O'Brien

Pine martens in Northern Ireland have nearly doubled in number over the past five years, marking a “phenomenal resurgence,” according to a survey by Ulster Wildlife.

These cat-sized carnivores are now present in all six counties of Northern Ireland, expanding beyond their traditional habitat in County Fermanagh. The survey, conducted across 218 woodlands using camera traps and feeders, indicates a remarkable turnaround. Pine martens’ return to areas unseen for years is great news, as they also help control the presence of grey squirrels, which have negatively impacted red squirrels.

“It’s fantastic to see pine martens spreading and returning to areas where they haven’t been seen for many years,” said priority species officer Ross McIlwrath. If you’re based in Northern Ireland, keep an eye out for these amazing creatures!

Find out more [here](#).







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. We recently created [Go for Goals](#), a card game in which you collect and secure UN SDGs to contribute towards ending world problems for the good of humanity. If you'd like a copy, or 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.

