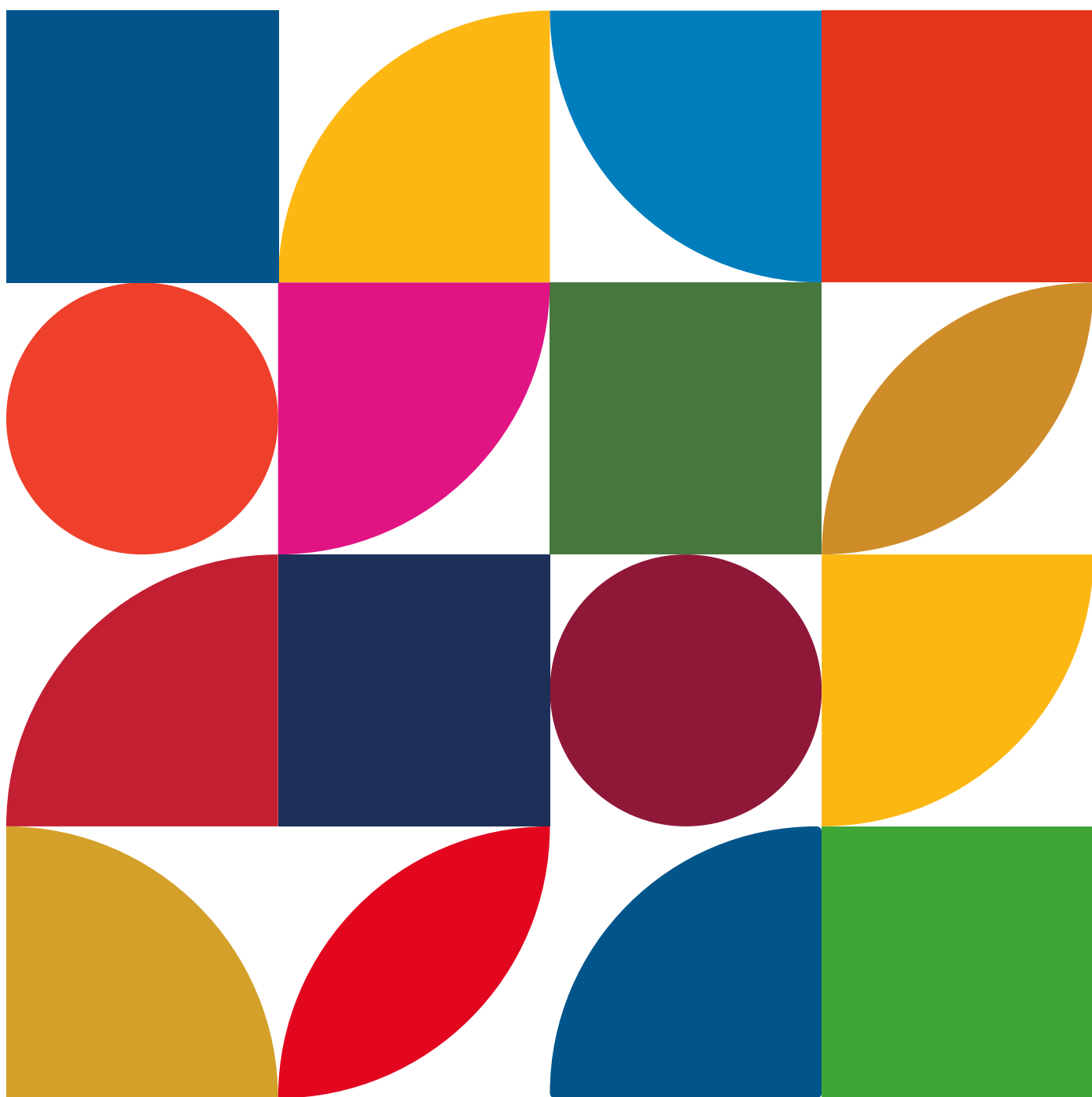


# GOALS.

Feel-good UN SDG news





# INTRO.

Welcome to the 10th 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.

July's Goal of the Month is a little different. It's a Special Edition about our socio-economic outlook, so we'll be taking a look at some of the purposeful days and events over the past month that relate to this, such as [World Population Day](#) and [World Youth Skills Day](#), highlighting the positive ways people, organisations and countries have addressed them.

At Creature & Co., we are making a positive impact on the socio-economic outlook in a variety of ways. We are committed to our social and environmental responsibility, employee wellbeing, diversity and inclusion, education, community engagement and much more.

By focusing on better supporting women in the workplace, improving mental and physical wellbeing, and fostering a diverse and inclusive workforce, we have created a more positive work environment at [Creature & Co.](#) We also aimed to improve stability and career development for employees, introducing an Independent Wealth Advisor to assist with financial queries, as well as increasing pension contributions, and allocating an annual training budget for employees.

We all need to do our part. By actively contributing to the well-being of employees, communities, and the environment, our positive contributions can have a ripple effect, leading to a more favourable socio-economic outlook in the long run.

Thanks for reading,

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





# MEET THE CHANGE CHAMPS.





Image Credit:  
POPULATION MATTERS

11th July was World Population Day – a day to focus attention on the importance of population issues. To mark the day this year, charity [Population Matters](#) announced the winners of their Change Champions awards, honouring individuals and organisations globally for their progressive work promoting reproductive rights, environmental protection, and raising awareness about challenges and solutions.

This year's notable awardees include the Lifetime Award for Sir David Attenborough and the Women's Champion for Malala Yousafzai for her advocacy for girls' education and acknowledgment of education's role in mitigating climate change. Other awardees include Nafitatu Nouhou Osseini for her work in environmental protection and gender equality, Dr. Gladys Kalema-Zikusoka for promoting integrated approaches to population and environment, and Cindy Forde for her book "Bright New World" offering a positive vision for the future, amongst others. Great work all!

Find out more [here](#).





# SKILLS TO PAY THE BILLS.



Image Credit:  
DOMINIC CHAVEZ/IFC

On World Youth Skills Day, July 15th – a day about the strategic importance of equipping young people with skills for employment, decent work and entrepreneurship, IBM proudly announced its involvement in UNESCO’s [Global Skills Academy](#), a programme that provides youth with opportunities to gain digital skills and other competencies through free access to online skills development programs.

“Together, we can create access to careers for youth and, while the challenges that lay ahead of us are daunting, the future appears promising as we continue our efforts in addressing these issues,” says IBM’s Chief Impact Officer, Justina Nixon-Saintil.

As a key partner, IBM aims to empower youth worldwide with digital and employability skills through its no-cost educational program, [IBM SkillsBuild](#). With a focus on preparing young individuals for the evolving job market, this initiative addresses the challenges posed by the pandemic’s recession.

Find out more [here](#).






# TALK ABOUT A GLOW UP.



Image Credit:  
AFP / JAM STA. ROSA

President of the Philippines, Ferdinand R. Marcos Jr.'s second [State of the Nation Address](#) on July 17th celebrated a successful first year in office, focusing on socioeconomic transformation and propelling the nation towards a sustainable future – a “Bagong Pilipinas” (New Philippines). Notably, the President’s swift enactment of the 5.268 trillion National Budget for FY 2023 set a historical record, fuelling remarkable growth and propelling the economy forward. Nice!

During the President’s first year, the Philippines experienced a significant economic upturn, boasting a 7.6% GDP expansion, surpassing government targets. In June 2023, headline inflation decreased to 5.4%, marking the fifth consecutive month of deceleration from an 8.7% peak in January 2023. Not only this, but the unemployment rate dropped to 4.3% in May 2023, the second lowest since April 2005, as the number of employed Filipinos increased to 95.7%, with 48.26 million employed persons. Seems like “Bagong Pilipinas” isn’t far off...



Find out more [here](#).





# THE CRAIC? HARD WORK.



Image Credit:  
GDTOGRAPHY  
VIA PEXELS

Great news! At July's [UN High-level Political Forum](#) on Sustainable Development (HLPF), Ireland presented its second [Voluntary National Review \(VNR\)](#) to the UN, highlighting significant progress having fully achieved over 80% of the 169 targets linked to the SDGs, with notable strides in education, hunger reduction, and wellbeing. Highlights include:

- 97% of eligible kids benefit from the [ECCE Programme](#), offering state-funded preschool education for two years.
- Ireland surpassed its 2.5 million job target, reaching 2.574 million by the end of 2021.

While targets related to clean water, sustainable cities, and climate action are yet to be met, Ireland remains committed to a sustainable future. The report emphasises the importance of leaving no one behind, with civil society stakeholders contributing to the review. *\*Looks up flights to Ireland...\**

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.