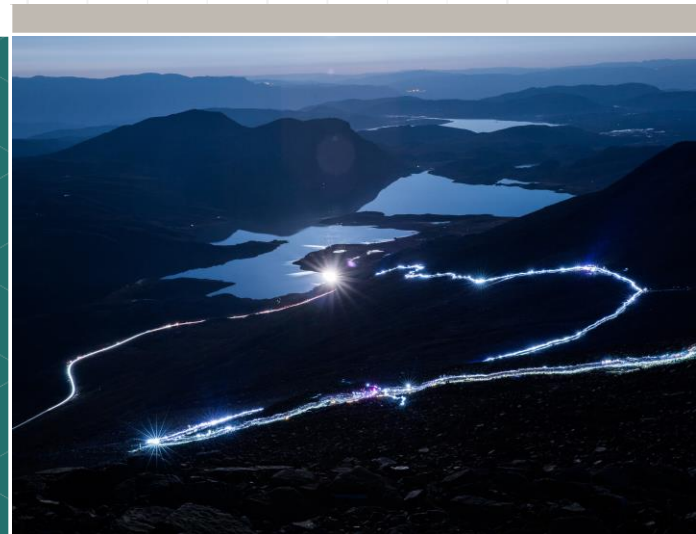




# Making the impossible possible SDG information campaign

Eva Bratholm, director  
Department for Communication





# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	 <b>SUSTAINABLE DEVELOPMENT GOALS</b>

# Sustainable Development Goals

- SDGs for 2030 govern Norwegian development policy for the next 14 years
- We wanted to enlighten the Norwegian people about the goals

# The Enlightenment Trail – The World's Most Beautiful Night Trek

- 4,4 kilometer long illuminated trail to the top of Gaustatoppen (1883 meters)
- Cooperation with Tinn Municipality, The Norwegian Trekking Association and the local Red Cross
- 17 unique light installations – one per goal
- Invitation mainly by social medias
- Concert on the top
- 5000 people from all over Norway climbed to the top



**GAUSTATOPPEN**  
September 17th 2016

## Some results

- Norads Facebook channel: 2 million views of the video within a week
- Broad media coverage, both before and after the event
- 17 % of the Norwegian people noticed the campaign
- Knowledge of the SDGs increased by eight percentage points

