



Federal Ministry
for Economic Cooperation
and Development



G20 GERMANY 2017
HAMBURG

SDG Communication - Campaign #17Ziele (17goals) *and others*

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Dr. Julia Lehmann, Head of Public Relations, Digital Communication
and Visitors' Service



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Planned high-level/political SDG Campaign

Unsere Weltzukunftsziele – Our World Future Goals

- * Overarching idea: 17 Good Will Ambassadors , one for each goal (despite the overarching Agenda 2030), from a wide spectrum of sports, arts&culture, social media etc. – from topmodels via football players, musicians, actors, activists to TV anchor persons and orchestra conductors
- * We will shoot short videos with them, produce social media posts and billboard posters for each goal
- * But essentially, the campaign works through a snow ball effect through the ambassadors' work/social engagement: they spread the word of the SDGs via their concerts, interviews and their own social media



The „citizen-level“ campaign #17Ziele (17goals)

Two principles:

- Taking the SDGs to where the citizens are (through our implementing partner Engagement Global)
- Finding partners for different target groups on a decentralized level

Resulting in very diverse actions, activities, events:

- Cooperation with the UN SDG Action Campaign (Global Festival of Ideas etc.)
- Cooperation with the German Railway Company (Deutsche Bahn) in various forms (Train to Bonn/COP23, ICE online tool, 17 railway stations, childrens' booklet etc.)
- Cooperation with various universities/colleges (partly through competitions): short film productions, media design, product design



- cooperation with associations such as scouts, alpine association etc.
- slam poetry competitions
- converted trailer for SDG information at various events, e.g. camps and music festivals
- Journey to Zambia with 5 bloggers (from news-blogger to make-up tutor)





Lessons learned

- it's not easy, but it's possible to communicate the SDGs as a whole
- you need strong partners that already constitute or address certain target groups
- The level of abstraction and the number of goals remain a challenge in communication, focussing on what the citizens can do might help
- It is worth singling out certain SDGs for separate campaigns which can be more topical, examples from recent campaigns: fair production in the textile industry www.vero-selvie.de or on climate change www.iamaniland.de
- Last but not least: try and link all information on development operations to certain SDGs (put the icons on every topical brochure, leaflet etc.)