



# Launch Hack:

## THE GLOBAL GOALS For Sustainable Development

In September 2015, the United Nations (UN) created and committed to solving 17 Global Goals for Sustainable Development (also known as the Sustainable Development Goals, or SDG's) which could mean an end to extreme poverty, inequalities and climate change by 2030.



### Why do the Sustainable Development Goals Matter?

Our world is more innovative and connected and growing faster than ever before. We can only solve global challenges like poverty, inequality and climate change by working together – the SDGs provide the framework for that to happen.

### The Business of Changing the World

Entrepreneurs and executives are working hard to make the world a better place...with their businesses as their platform. From social enterprises like Tom's Shoes to the community outreach done by big corporations like Nike, businesses understand that there is more than one "bottom line" and that we all benefit from a more equitable and sustainable world.

### Why are the Youth Essential to Achieve the Global Goals?

With half the world's population now under age 25, young people will lead the way. UN Secretary General Ban Ki-moon points out, "This is the largest generation of young people in history – and with this agenda, they can shape history. Young people can mobilize the world. They can lead us to a better future."



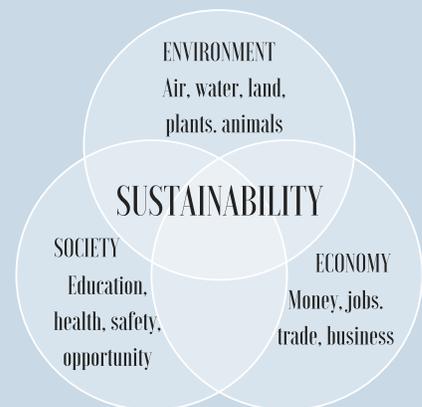
## What is the United Nations?

Almost 7 billion people live on the planet, in 195 countries, speaking thousands of different languages. You and your siblings may speak the same language, live in the same house and have the same parents, and yet you don't always get along. So maybe it's not surprising that the world, too, is full of conflict.

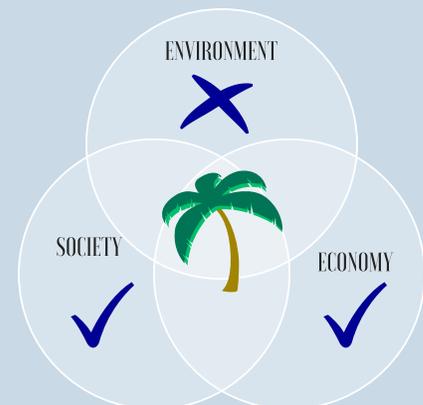
That's where the United Nations comes in. Founded in 1945 after the end of World War II, the UN currently consists of 193 member countries. Their goal is to secure international peace, eliminate poverty and protect human rights.

## What is Sustainable Development?

Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs as well. Sustainable Development requires simultaneous and balanced progress in three dimensions that are totally interdependent.



For example, we harvest palm oil to use for cooking and other supplies, but the industry is linked to major issues such as deforestation, habitat degradation, climate change, animal cruelty and human rights abuses in the countries where it is produced. Harvesting the palm oil provides jobs for people which supports the economy and society, but harms the environment significantly. Therefore, this would NOT be considered sustainable development.



# *Facilitators Guide: The Business of Changing the World*

## **The Goal:**

Participant(s) will learn about the UN Goals for Sustainable Development and begin to consider how businesses can help reach some of these goals.

## **The Logistics:**

Watch the following videos as a group:

- <https://vimeo.com/144354623>
- <https://www.youtube.com/watch?v=RpqVmvMCmp0>
- <https://vimeo.com/178464378>

Lead a discussion: Who has heard of the global goals before? Do you think these goals are worthwhile? Are they attainable? Can anyone give an example of a business that is helping to solve one of these goals?

This activity works best for partners or small groups. If you are working with more than 3 - 4 people, split everyone into groups. If you are working with an individual, partner up with them. Say that each group should choose one of the 17 Global Goals that everyone in the group is interested in. Given that goal, tell them to brainstorm a list of business ideas that would help address that goal. Even if there are businesses doing similar work, have them improve upon the idea. The businesses should be for-profit, and cannot rely on donations to operate. Give the groups 20-25 minutes. Have them choose their favorite business idea or two and share with the full group (if applicable).

## **Debrief:**

Ask: Was it difficult to decide on one goal to focus on? How did you overcome differences of opinion? Did you have an abundance of business ideas or was it difficult to come up with ideas for businesses that could solve an important issue AND make money?

## **The Items:**

- Launch Hack (one per participant)
- internet and computer to watch the videos; projector if working with large group
- Paper and pens for brainstorming
- Optional - Large paper and markers to showcase business ideas

## **The Wrap Up:**

The Global Goals were identified as the most pressing issues of our time and they affect us all in one way or another. It is up to each and every one of us to help reach these goals to protect our planet and ease suffering of all life on it.