

**GOODLIFE**  
**GOALS**



“For the goals to be reached, everyone needs to do their part: governments, the private sector, civil society and **people like you.**”

–The United Nations

**The Sustainable Development Goals are the blueprint for a better future. And together we can reach them.**

**By following the Good Life Goals we can all help make tomorrow better than today. Let’s do this!**

**#GoodLifeGoals**

**GOODLIFE  
GOALS  
PARTNERS**

**F U T E R R A**®



# 1 HELP END POVERTY

GOODLIFE GOALS



# HELP END POVERTY

## Actions

# 1

1  
**Learn the causes of poverty at home and abroad**

2  
**Share and donate what you can**

3  
**Buy from companies that pay people fairly**

4  
**Save, borrow and invest responsibly**

5  
**Demand decent wages and opportunities for all**



End poverty in all its forms everywhere.

SUSTAINABLE DEVELOPMENT GOALS

# 2 EAT BETTER

GOODLIFE GOALS



# EAT BETTER Actions

# 2

1  
**Learn how we farm, fish and make our food**

2  
**Enjoy more fruits and vegetables**

3  
**Buy local, seasonal and fairly traded food**

4  
**Help children, elderly people and pregnant women to eat well**

5  
**Demand an end to global hunger**

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

SUSTAINABLE DEVELOPMENT GOALS

# 3 STAY WELL

GOOD LIFE GOALS



## STAY WELL Actions

# 3

1  
**Learn about, and share, ways to stay healthy**

4  
**Value mental health and well-being**

2  
**Wash your hands and exercise regularly**

5  
**Demand medical care and vaccinations for all**

3  
**Stay safe on or near roads**

3 GOOD HEALTH AND WELL-BEING



Ensure healthy lives and promote well-being for all at all ages.

SUSTAINABLE DEVELOPMENT GOALS

# 4 LEARN AND TEACH

GOODLIFE GOALS



# LEARN AND TEACH

Actions

# 4

1  
Keep learning throughout life

2  
Teach kids kindness

3  
Help girls and boys stay in school

4  
Support teachers and keep schools open

5  
Defend everyone's right to an education

4 QUALITY EDUCATION



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

SUSTAINABLE DEVELOPMENT GOALS

# 5 TREAT EVERYONE EQUALLY

GOOD LIFE GOALS



# TREAT EVERYONE EQUALLY

Actions

# 5

1  
**Learn and share ways to end sexism**

4  
**Defend women's reproductive rights**

2  
**Raise kids to expect equality**

5  
**Oppose violence against women and girls**

3  
**Respect the men and women who care for families**

5 GENDER EQUALITY



Achieve gender equality and empower all women and girls.

SUSTAINABLE DEVELOPMENT GOALS

# 6 SAVE WATER

GOODLIFE GOALS



## SAVE WATER Actions

# 6

1

**Learn why clean water matters**

2

**Don't flush any trash or toxic chemicals**

3

**Report and fix leaks – big or small**

4

**Save water when brushing your teeth, washing and cleaning**

5

**Defend people's right to clean water and a toilet**

6 CLEAN WATER AND SANITATION



Ensure availability and sustainable management of water and sanitation for all.

SUSTAINABLE  
DEVELOPMENT  
GOALS



# 7 USE CLEAN ENERGY

GOODLIFE GOALS



# USE CLEAN ENERGY

## Actions

# 7

**1**  
Find out where your energy comes from

**2**  
Save energy wherever you can

**3**  
Use renewable energy for heat, light and power

**4**  
Buy from companies powered by renewable energy

**5**  
Demand clean, affordable energy for everyone

**7** AFFORDABLE AND CLEAN ENERGY



Ensure access to affordable, reliable, sustainable and modern energy for all.

SUSTAINABLE DEVELOPMENT GOALS

# 8 DO GOOD WORK

GOODLIFE GOALS



## DO GOOD WORK Actions

8

1  
**Learn family  
finance skills**

2  
**Demand  
safe working  
conditions**

3  
**Check no-one  
was exploited  
to make what  
you buy**

4  
**Support local  
businesses at  
home and  
abroad**

5  
**Stand up  
for everyone's  
rights at work**

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

SUSTAINABLE  
DEVELOPMENT  
GOALS

# 9 MAKE SMART CHOICES

GOODLIFE GOALS



# MAKE SMART CHOICES

## Actions

# 9

**1**  
Learn about plans for progress in your country

**4**  
Welcome innovations that make the world a better place

**2**  
Stay smart and kind online

**5**  
Demand the benefits from progress are shared

**3**  
Support construction that benefits people and protects the planet

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

SUSTAINABLE DEVELOPMENT GOALS

# 10 BE FAIR

GOODLIFE GOALS



## BE FAIR Actions

# 10

1 Stay open-minded, listen and learn from others

2 Support leaders who reduce inequality

3 Protect and welcome the vulnerable

4 Buy from companies that pay tax and treat people fairly

5 Stand up for your rights, and the rights of others

10 REDUCED INEQUALITIES



Reduce inequality within and among countries.

SUSTAINABLE DEVELOPMENT GOALS

# 11 LOVE WHERE YOU LIVE

GOOD LIFE GOALS



# LOVE WHERE YOU LIVE

## Actions

11

1  
Learn about, and take part in, local decisions

2  
Prepare for emergencies

3  
Get to know your neighbours and welcome new people

4  
Protect local trees, wildlife and natural areas

5  
Demand safe and good quality public transport



11 SUSTAINABLE CITIES AND COMMUNITIES  
Make cities and human settlements inclusive, safe, resilient and sustainable.



# 12 LIVE BETTER

GOODLIFE GOALS



## LIVE BETTER Actions

# 12

**1**  
Learn about sustainable development

**2**  
Reuse, repair, recycle, share and borrow

**3**  
Waste less food and use leftovers

**4**  
Collect friends and experiences, not just things

**5**  
Demand that businesses respect people and planet

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns.

SUSTAINABLE DEVELOPMENT GOALS

# 13 ACT ON CLIMATE

GOODLIFE GOALS



## ACT ON CLIMATE Actions

# 13

**1**  
Learn about  
climate solutions

**4**  
Walk and cycle  
rather than drive

**2**  
Call for more  
renewable  
energy in  
your country

**5**  
Demand leaders  
take bold climate  
action today

**3**  
Eat more  
plants and cut  
down on meat

13 CLIMATE ACTION



Take urgent action to  
combat climate change  
and its impacts.

SUSTAINABLE  
DEVELOPMENT  
GOALS

# 14 CLEAN THE SEAS

GOODLIFE GOALS



## CLEAN THE SEAS Actions

# 14

1  
Learn about life in our seas and oceans

2  
Remember that litter ends up in the water

3  
Say no to unnecessary plastic

4  
Buy sustainable fish and seafood

5  
Demand leaders end ocean pollution



Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

SUSTAINABLE DEVELOPMENT GOALS



# 15 LOVE NATURE

GOODLIFE GOALS



## LOVE NATURE Actions

# 15

**1**  
Discover the wonders of the natural world

**2**  
Protect native plants and animals

**3**  
Never buy products made from endangered wildlife

**4**  
Support companies that protect and restore nature

**5**  
Speak up for threatened forests and natural places

15 LIFE ON LAND



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

SUSTAINABLE DEVELOPMENT GOALS

# 16 MAKE PEACE

GOODLIFE  
GOALS



## MAKE PEACE Actions

# 16

**1**  
Learn about and  
use your rights

**2**  
Be kind and  
tolerant

**3**  
Resist  
corruption and  
abuse of power

**4**  
Support the  
institutions that  
support people

**5**  
Stand up for  
fairness and  
peace

**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS

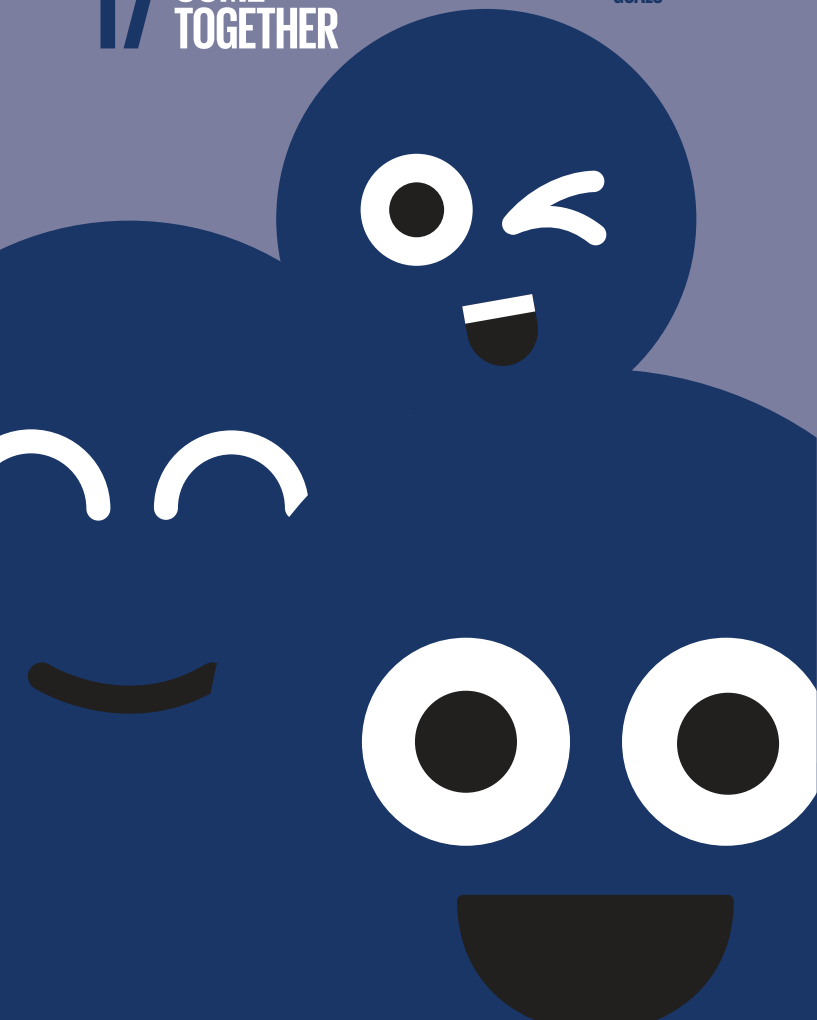


Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

SUSTAINABLE  
DEVELOPMENT  
GOALS

# 17 COME TOGETHER

GOODLIFE GOALS



# COME TOGETHER

Actions

# 17

1 Discover and share the Sustainable Development Goals

2 Support those who bring us together

3 Celebrate the progress we've already made

4 Get involved and volunteer in your community

5 Help make tomorrow better than today

17 PARTNERSHIPS FOR THE GOALS



Strengthen the means of implementation and revitalize the global partnership for sustainable development.

SUSTAINABLE DEVELOPMENT GOALS

**BE THE  
CHANGE**

