



how to: TELL YOUR SDG STORY

THE SDGS AND YOU

The Sustainable Development Goals (SDGs) are a set of 17 goals on environmental, social, and economic, development agreed to by all United Nations member states in 2015.

If you do work on gender equality and development, your work is undoubtedly related to the SDGs. Gender equality, inclusion, and women's rights are present throughout the 17 SDGs. Work towards gender equality also has impacts on pretty much every other area, like peace and justice, environmental protection, and good health.

Take a look at the 17 goals to see where your work fits, then look deeper into the 169 targets to see exactly which outcomes your work contributes to. Finally, think about the larger national-, regional-, and global-impacts of your work.

Once you complete this exercise, you'll be able to better see how your work relates to the SDGs.

Which goals does my work contribute to?

Which targets are most relevant to my work?

What are the national, regional, and global impacts of my work?

YOUR SDG STORY

The text of the Sustainable Development Goals and the discussions surrounding their implementation focus on some key topics: accountability, sustainability, the data revolution and partnerships.

This language may be new, but it doesn't have to be confusing or exclusive.

By learning to talk like an SDG expert, you can:

- **Partner and collaborate with others:** When we speak a common language, we can work together for greater impact.
- **Show your value:** Demonstrate to decision-makers how you contribute to sustainable development.
- **Reach new donors:** Donors are eager to fund work to achieve the SDGs.
- **Connect into a global development framework:** Show that your work has far-reaching impacts.

Demonstrate your relevance, timeliness, and impact to donors, decision-makers, and others by speaking about your work through the lens of the SDGs.

Use this sample text to help develop your SDG story:

"[My organization/foundation/group] works to achieve [relevant SDG] in [my community/country/region].

We work with stakeholders to [carry out a strategy to achieve a goal/outcome].

Through this we [forward progress on relevant SDG targets] and ultimately [have national/global impact]."

Your SDG5 toolbox contains everything you need to understand the Sustainable Development Goals and play your part to achieve gender equality by 2030. Find more tools at womenthrive.org

