

# THE GOOD LIFE GOALS



## FOR WORLD-CHANGING BUSINESSES



A guide to making the Sustainable Development Goals relevant to your employees and customers

# FUTERRA

Futerra is the change agency, joining the magic of creative and the logic of strategy to make sustainability happen. Since 2001, we have pursued the mission of 'making sustainable development so desirable it becomes normal'. That mission fills our team, and our work with purpose, pride and passion. Today, we're a fiercely independent and global company: majority owned and led by women, and a founding B-Corp. Our team are based in London, Stockholm, New York and Mexico City and serve clients including Mars, Google, REI, Sierra Club and the United Nations.

[www.wearefuterra.com](http://www.wearefuterra.com)

# WBCSD

The World Business Council for Sustainable Development (WBCSD) is a global, CEO-led organization of 200 leading businesses, working together to accelerate the transition to a sustainable world. Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and employing more than 19 million people around the world. In collaboration with our Global Network of over 60 national business councils, WBCSD is uniquely positioned to work with its member companies along and across value chains to deliver high-impact business solutions to the most challenging sustainability issues.

[www.wbcsd.org](http://www.wbcsd.org)

# GOOD LIFE GOAL RESOURCES AND CREATIVE ASSETS

[www.sdghub.com/GoodLifeGoals](http://www.sdghub.com/GoodLifeGoals)

Please contact WBCSD and Futerra for more information.

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# THE GOOD LIFE GOALS

1 HELP END POVERTY



2 EAT BETTER



3 STAY WELL



4 LEARN AND TEACH



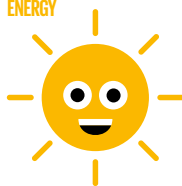
5 TREAT EVERYONE EQUALLY



6 SAVE WATER



7 USE CLEAN ENERGY



8 DO GOOD WORK



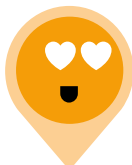
9 MAKE SMART CHOICES



10 BE FAIR



11 LOVE WHERE YOU LIVE



12 LIVE BETTER



13 ACT ON CLIMATE



14 CLEAN OUR SEAS



15 LOVE NATURE



16 MAKE PEACE



17 COME TOGETHER



# DOES YOUR BUSINESS HELP PEOPLE CHANGE THE WORLD FOR THE BETTER?

**If you're reading this, then the chances are that your business has well-established CSR and sustainability initiatives. But if your customers and employees don't understand these and don't think you're helping them to live sustainably, then you're missing out on a huge opportunity.**

Around the world, more and more people want to live in a healthier, smarter, cleaner way. That means there's a new conversation happening about what it means to live a good life and how business can help make better lifestyles possible.

In fact, in a 2018 Futerra survey of US and UK consumers, 88% of respondents said they want brands to help them make a difference. But 43% said companies were making it harder for them. So, if you're not clearly helping your customers to improve their environmental and social footprint, then you're in danger of disappointing of them.

Today, bold, brave and compelling campaigns abound across platforms, proving how aligned companies are with environmental and pro-social values. But just talking about corporate values isn't enough. Customers want business to help them live better and employees need to know that their actions are making a positive impact on the world.

## HOW CAN THE GOOD LIFE GOALS HELP?

The Sustainable Development Goals (SDGs) are a wonderfully comprehensive map of global sustainable development objectives, but they're not in themselves an action agenda for policymakers or for business, let alone for individuals.

Enter our 17 adorable emojis. The Good Life Goals are the personal actions that everyone, all around the world, can take to support the SDGs. They provide personally relevant links to each SDG, showing how we all, individually and collectively, can play an important role in how the future unfolds.

For business, the Good Life Goals provide a completely new way of thinking about the SDGs and sustainability. They make your sustainability actions relevant to customers' lives and allow your customers to take action themselves. They also help employees make sense of the work you're doing and give them a role to play in making it happen.

## HOW CAN YOU USE THE GOOD LIFE GOALS?

Use the Good Life Goals as an engagement tool: with your employees, suppliers, and customers. They are designed for a general public audience, which means that anyone can understand them. And they're available in seven languages.

Use them to improve your day-to-day operations, design behaviour change into your products, and create new services for your customers. And use them to communicate messages that inspire your employees and customers to act and contribute to the SDGs.

As a business, you have huge potential to unleash positive impact. You have global reach. You can influence behaviours, aspirations and even the definition of success and happiness. That creative power is potent. Let's use it to inspire and enable people to support our collective sustainable development.

**That's why Futerra and WBCSD developed this guide. To help you explore all of the engagement possibilities that the Good Life Goals offer and the awesome actions that can stem from them.**

# THE GOOD LIFE GOALS

## WHAT ARE THEY?

The Good Life Goals are the personal actions that everyone around the world can take to help support the Sustainable Development Goals. They are an effort to help global audiences recognise the vital role of individual action in achieving the SDGs. Each of the 17 Good Life Goals has five actions, and all the actions relate directly to the SDG targets.

# WHY WERE THEY CREATED?

The SDGs have been crucial for governments and business to align on what needs to be achieved by 2030. But they leave out a role for the individual to get involved and also are not accessible to the general public. The Good Life Goals link people's actions, activities and lifestyles to the SDG targets.

# HOW ARE THEY RELEVANT TO BUSINESS?

The Good Life Goals can help business more effectively engage with people, both customers and employees, around the sustainable behaviours that are connected to their products, services and corporate culture. Leveraging their reach, business can help drive positive action in support of the SDGs.

# HOW TO USE THE GOOD LIFE GOALS

## ENGAGE CUSTOMERS

Use them to understand how your customers' lifestyles connect to the SDGs. This understanding can help you to more effectively engage customers around the behaviours that are linked to your products and services to drive positive SDG impact.

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## ENGAGE EMPLOYEES

Use them as a simple tool to engage employees across a wide range of internal activities, promoting enhanced awareness of the SDGs and a culture of behaviour that is more in line with your sustainability ambitions.

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## INNOVATE PRODUCTS AND SERVICES

Use them to develop new products and services that support more sustainable lifestyles. The Good Life Goals can help you identify innovation opportunities that will help people to live better.



# **HOW THE GOOD LIFE GOALS ARE ALREADY INSPIRING BUSINESS**

**HERE ARE TWO CASE STUDIES THAT SHOW  
HOW BUSINESSES ARE USING THEM TO ENGAGE  
CUSTOMERS AND EMPLOYEES**

## HOW CAN YOU INSPIRE THE NEXT GENERATION?

### Danone

The Danone Nations Cup invites 2 million boys and girls aged 10-12 from 30 countries to come together in the world's biggest football tournament for children. Now running for its 20th year, Danone welcomes children to play football and change the game. It's a lifetime experience turning players into world citizens.

To take this a step further, in October 2019, the Danone Nations Cup will incorporate the Good Life Goals into the tournament. Seven hundred children will be able to enjoy playing football while learning more about sustainable development in a fun and accessible way. As part of this, Danone will ask children to vote for their favourite Good Life Goal. And to show children that their voices matter, Danone will set a commitment to one of the top-scoring Good Life Goal actions.



## CASE STUDY 2

# HOW CAN YOU CONNECT EMPLOYEES TO YOUR SUSTAINABILITY GOALS?

### Genentech

Genentech is using the United Nations' 17 Sustainable Development Goals as a framework for its next set of public sustainability goals. While the SDGs provide an aspirational framework for governments and business, these large-scale goals and targets can leave individuals feeling like they don't know how to contribute.

So, to connect their employees to this work, Genentech employed the Good Life Goals.

During Earth Month in 2019, Genentech dedicated a day to each Good Life Goal with an activity, resource or presentation to educate the entire Genentech community. Some employees took part in a beach clean up for one of the days. Employees could also submit ideas during Earth Month for ways in which they could contribute to each Good Life Goal.



# GOOD LIFE GOALS INSPIRATION

HERE ARE SEVERAL WAYS YOU COULD INCORPORATE THE GOOD LIFE GOALS IN COMMUNICATIONS TO CUSTOMERS AND EMPLOYEES

## IN ACTION

Whether it's a city-wide sustainability campaign or an internal event to engage staff, use the Good Life Goals to make taking action on the SDGs more eye-catching and fun.



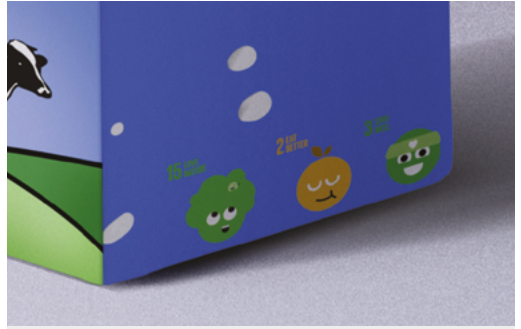
## AT STAKEHOLDER EVENTS

Use the Good Life Goals in corporate packs and collateral for participants to bring the SDGs into your events (through the joy of emojis).



## ON PRODUCT

Use the Good Life Goals on products or packaging to show your customers how you are helping them to live more sustainably.



## WITH CHARITY PARTNERS

Work with your charity partners to align your philanthropic and volunteering efforts with the Good Life Goals.



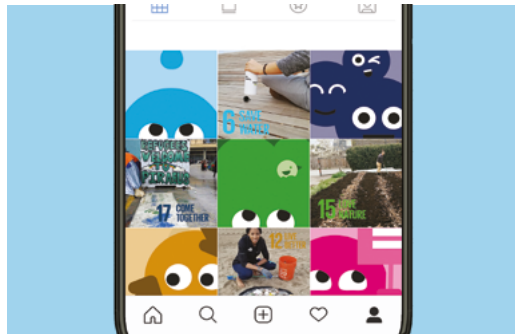
## IN SUSTAINABILITY REPORTS

Use the Good Life Goals as a framework to disclose your sustainability activities and progress.



## ON SOCIAL MEDIA

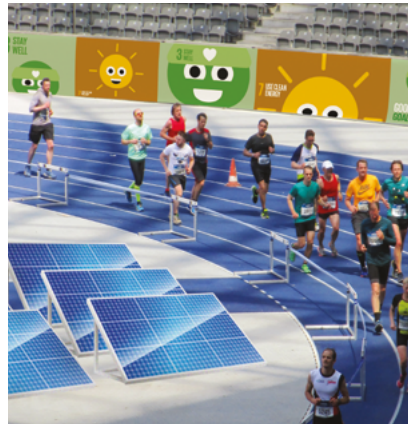
Use the Good Life Goals to engage your audiences and connect them with more sustainable lifestyles.



# EVENTS AND SPONSORSHIP

The Good Life Goals can be especially useful at events. They are bold, eye-catching and inspiring and can help bring a mass public audience to the sustainable development conversation.





# THE SIMPLEST WAY TO START

## A GOOD LIFE GOALS HACK

**Your agenda should cover these four components:**

- 1** Get everyone inspired by the potential of the Good Life Goals as an effective behaviour change tool.

Questions to answer:

- Why are the Good Life Goals relevant to our business?
- What work are we already doing related to the SDGs?
- What are our business priority areas where the Good Life Goals could be helpful?

e.g. You might discuss the SDGs you're already working on or why your customers may be particularly interested in sustainable living.

- 2** Review the Good Life Goal actions and identify which are most relevant to your business.

Questions to answer:

- What behaviours do our products or services facilitate in our customers' lives?
- What Good Life Goal actions relate to our business operations and sustainability strategy?
- What actions are most relevant to the day-to-day lives of our employees?

e.g. If you have a cafeteria, you could create a campaign with the Good Life Goal actions to promote more sustainable choices.



**How can you leverage the Good Life Goals to bring value to your business? Start by inviting key decision makers for a 2-3 hour working session. The objective of this session is to help you identify which Good Life Goal actions you should help your customers or employees take.**

**Following a Good Life Goals hack, you will have a team of people ready to drive sustainable behaviour change and a clear plan of how you can activate your priority audiences.**

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**3**

Generate ideas for amplifying or activating these actions for your customers, employees, or partners.

Questions to answer:

- Are there any easy wins, such as employee offers (e.g. a cycle scheme) or a certification we can apply for to make it easier for people to know the actions we have taken?
- What Good Life Goal actions do we already facilitate for our customers or employees that could easily be amplified?
- Do we have a unique capability to make the Good Life Goal actions easier, more accessible or more impactful for people?

e.g. You may find that your biggest impact would be helping customers reduce the amount of water they need to use when using your product. So, you could brainstorm ideas for new products or for updating an existing one that means your customers use less water.

**4**

Create an action plan to map out next steps, resources required and key stakeholder buy-in.

Questions to answer:

- Who do we need help from to make this happen? Do we need external support?
- Which ones are easy to do and which are priorities?
- What is our timeline?

e.g. Draft a project plan for the most impactful ideas.

**BE  
INSPIRED**

# HELPING PEOPLE LIVE A GOOD LIFE

**LEADING BUSINESSES ARE ALREADY HELPING  
THEIR CUSTOMERS AND EMPLOYEES TO LIVE  
MORE SUSTAINABLY.**

To give you inspiration for how you could do the same, we have mapped examples of their actions against the Good Life Goals.

Innovate products and services

# PAY FARMERS AN EXTRA PREMIUM



## Tony's Chocolonely

Tony's Chocolonely pay a 'Tony's Premium' on top of that already paid by Fairtrade to provide farmers with a livable income.

### **1** HELP END POVERTY GLG Action

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**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

Innovate products and services

# DEVELOPING NEW TECHNOLOGIES TO FIGHT MALNUTRITION



## Vodafone x Sanku-Project Healthy Children

In collaboration with Vodafone, Sanku-PHC created a first-of-its-kind technology that enables small African flour mills in rural areas to add key nutrients to their flour in a bid to help solve malnutrition across Africa.

## 2 EAT BETTER

GLG Action

- 
- |   |  |   |  |
|---|--|---|--|
| 1 | Learn how we farm, fish and make our food  | 4 | Help children, elderly people and pregnant women to eat well |
| 2 | Enjoy more fruits and vegetables           | 5 | Demand an end to global hunger                               |
| 3 | Buy local, seasonal and fairly traded food |   |  |

Engage customers

# MENTAL HEALTH CAMPAIGN



## Lloyds Bank

Lloyds Bank Plc. teamed up with Mental Health UK to encourage more people to be open about their well-being.

## 3 STAY WELL

GLG Action

- 
- |  |  |
|--|--|
| <b>1</b><br>Learn about, and share, ways to stay healthy | <b>4</b><br>Value mental health and well-being           |
| <b>2</b><br>Wash your hands and exercise regularly       | <b>5</b><br>Demand medical care and vaccinations for all |
| <b>3</b><br>Stay safe on or near roads                   |  |

BE  
INSPIRED

Engage employees

# P.A.C.E EMPOWERING EMPLOYEES

## Gap Inc.

The Personal Advancement & Career Enhancement (P.A.C.E) by Gap Inc. is an education programme for female garment workers in 16 countries to help them advance into management positions.



## 4 HELP END POVERTY

GLG Action

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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**

Innovate products  
and services

# SHERO DOLLS



## Barbie

As part of International Women’s Day celebrations, Barbie created ‘Shero dolls’ - a collection of nine Barbies that honour inspiring female role models across different fields and countries.

## 5 TREAT EVERYONE EQUALLY

GLG Action

1  
Learn and share  
ways to end sexism

2  
Raise kids to  
expect equality

3  
Respect the men  
and women who  
care for families

4  
Defend women’s  
reproductive rights

5  
Oppose violence  
against women  
and girls

Engage customers

# DON'T WASH YOUR JEANS

## Levi's

In the Philippines, Levi's asked people to stop washing their jeans after a water crisis that left millions around Manila without water.

## 6 SAVE WATER

GLG Action

- 
- 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





Innovate products  
and services

# RE100



## IKEA

IKEA has joined RE100, an initiative that brings together businesses committed to 100% renewable energy.

## 7 SAVE ENERGY

GLG Action

- 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

Innovate products and services

# MOTORCYCLE RIDE HAILING

## CanGo Africa

Recognising the financial and practical efficiency of motorbike transportation as well its dangers, CanGo is transforming the motorcycle taxi industry in Rwanda to make it safer and more reliable.

## 8 DO GOOD WORK

GLG Action

- 
- |  |  |
|--|--|
| 1<br>Learn family finance skills                     | 4<br>Support local businesses at home and abroad |
| 2<br>Demand safe working conditions                  | 5<br>Stand up for everyone's rights at work      |
| 3<br>Check no-one was exploited to make what you buy |  |



Engage customers

# #IWILLNOTBEDELETED



## Rimmel

Rimmel partnered with anti-cyberbullying nonprofit Cybersmile Foundation to create an online space for young people to share personal experiences and find solutions.

## 9 MAKE SMART CHOICES

GLG Action

- 
- 1 Learn about plans for progress in your country
  - 2 Stay smart and kind online
  - 3 Support construction that benefits people and protects the planet
  - 4 Welcome innovations that make the world a better place
  - 5 Demand the benefits from progress are shared

Innovate products and services

# ADAPTIVE APPAREL

## Tommy Hilfiger

In an unprecedented move for a major fashion label, Tommy Hilfiger launched an adaptive clothing line for women, men and children with physical disabilities.

## 10 BE FAIR GLG Action

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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



Innovate products  
and services



# RAÍZES NA CIDADE ROOTS IN THE CITY

## Airbnb

On World Refugee Day, Airbnb and the NGO Migraflix launched Raízes na Cidade, a selection of cultural experiences curated by 20 refugees and immigrants living in São Paulo and donated 100% of the profits to refugees.

## 11 LOVE WHERE YOU LIVE GLG Action

- 
- |   |  |
|---|--|
| 1<br>Learn about,<br>and take part in,<br>local decisions     | 4<br>Protect local trees,<br>wildlife and natural<br>areas |
| 2<br>Prepare for<br>emergencies                               | 5<br>Demand safe and<br>good quality public<br>transport   |
| 3<br>Get to know<br>your neighbours and<br>welcome new people |  |

Innovate products and services

# RENEWED

## The North Face

The North Face released Renewed, a collection of refurbished clothing that was either previously worn, returned, damaged or defective.

## 12 LIVE BETTER GLG Action

---

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



Improve products  
and services

# CLIMATE TAKE BACK

## THE CLIMATE TAKE BACK

### LIVE ZERO

Aim for zero  
negative impact on  
the environment

### LOVE CARBON

Stop seeing carbon as  
the enemy, and start  
using it as a resource

### LEAD THE INDUSTRIAL RE-REVOLUTION

Transform industry  
into a force for the  
future we want

### LET NATURE COOL

Support our  
biosphere's ability to  
regulate the climate

## Interface

Interface launched The Climate Take Back, a bold new commitment for how business can create a climate fit for life.

## 13 ACT ON CLIMATE GLG Action

**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

BE  
INSPIRED

Innovate products and services

# PARLEY FOR THE OCEANS

## Adidas

Adidas and Parley for the Oceans teamed up to create a collection of sportswear and sneakers made from ocean plastic.

## 14 CLEAN THE SEAS GLG Action

---

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





Engage customers

# THE PATH AHEAD



## REI

REI launched the Path Ahead to map the future of life outdoors, highlighting the beautiful possibilities of reconnecting with nature.

## 15 LOVE NATURE GLG Action

- 
- 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**

Innovate products and services

# PEACE PIONEERS

## Lush

Through sourcing Fairtrade cocoa beans from San José de Apartadó peace community in Columbia, Lush provide a living to 'peace pioneers' working alongside the NGO Peace Brigades.

## 16 MAKE PEACE GLG Action

---

- 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



Engage customers



# SDG TRAIN WRAP

## Kao

To promote the SDGs to the public, Kao sponsored a year-long Sustainable Development Goal train wrap in Osaka.

## 17 COME TOGETHER

GLG Action

**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

# THE GOALS



1 NO POVERTY

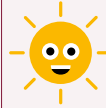


HELP END  
POVERTY

MANGER  
MIEUX



7 AFFORDABLE AND  
CLEAN ENERGY



USE CLEAN  
ENERGY

USA  
ENERGIAS  
LIMPIAS



2 ZERO HUNGER



EAT  
BETTER

COMA  
MELHOR



8 DECENT WORK AND  
ECONOMIC GROWTH



DO GOOD  
WORK

MACHE  
GUTE  
ARBEIT



3 GOOD HEALTH  
AND WELL-BEING



STAY  
WELL

健康快乐



9 INDUSTRY INNOVATION  
AND INFRASTRUCTURE



MAKE  
SMART  
CHOICES

FAÇA  
ESCOLHAS  
INTELIGENTES



4 QUALITY  
EDUCATION



LEARN AND  
TEACH

APRENDA E  
ENSINE



10 REDUCED  
INEQUALITIES



BE  
FAIR

公平公正



5 GENDER  
EQUALITY



TREAT  
EVERYONE  
EQUALLY

すべての人を  
平等に扱おう



11 SUSTAINABLE CITIES  
AND COMMUNITIES



LOVE  
WHERE  
YOU LIVE

LIEBE WO  
DULEBST



6 CLEAN WATER  
AND SANITATION



SAVE  
WATER

AHORRA  
AGUA



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



LIVE  
BETTER

VIVE  
MEJO



ACT ON CLIMATE

气候行动



CLEAN OUR SEAS

AMEA NATUREZA



LOVE NATURE

自然を大切にしよう



MAKE PEACE

FAIRE LA PAIX



COME TOGETHER

KOMMT ZUSAMMEN

“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

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