



FOREWORD

8 Our common goals

By António Guterres, Secretary-General, United Nations

INTRODUCTIONS

10 Now is the time to act

By Natalie Samarasinghe, Executive Director, UNA-UK

12 Keeping the 2030 Agenda alive

By Richard Jolly, Robin Luckham, Philip Mader and Gabriele Köhler

I PEOPLE & SOCIETIES

16 The poverty trap in an era of inequality

What can be done to address poverty that is intentional and not accidental? By **Jonathan Glennie**

19 Hope for a new generation

The SDGs offer hope of growing up in a world in where malnutrition becomes a thing of the past. What will this take to achieve? By **Corinne Woods**

22 Secure, sustainable food supply

Coordinated action to end hunger will require fundamental changes on the part of producers, consumers and governments. By **Glenda Humiston**

26 Global response to epidemics: will Ebola be our game changer?

What must we learn from our collective response to the devastating Ebola epidemic in West Africa if we are to have any hope of ensuring 'healthy lives for all' by 2030? By **Joanne Liu**

30 Health literacy and the SDGs

Critical to improving people's health will be empowering them so they are better able to access, understand and use information to lead healthy lives. By **Nata Menabde**

32 Improving child survival

Achieving the global commitment to slash child mortality by 2030 requires a step change in how we facilitate healthy living for the most vulnerable. By **Stefan Peterson**

36 Obstacles to WASH

How can we ensure that everyone has access to the basic necessities of water, sanitation and hygiene? By **Beatrice Mosello** and **Mariana Matoso**

CLIMATE & ENVIRONMENT

40 Integrating development with environmental protection

The development and environment sectors have mostly operated independently of each other. What are the practical challenges of coordinating effective action? By Maria Ivanova and Natalia Escobar-Pemberthy

46 Helping those most at risk

Climate change threatens to hamper development for some of the world's most vulnerable nations. What can the international community do to ensure these countries adapt successfully? By **Peter Thomson**

48 Protecting unique environments

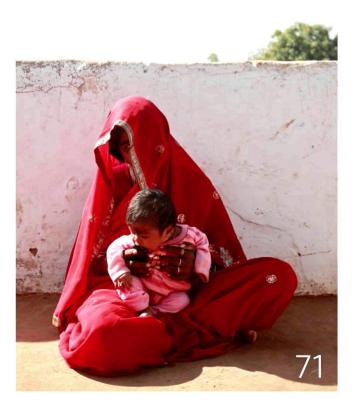
How can we safeguard specific geographic areas that are vital to supporting life on Earth? By **Inger Andersen**

50 Ocean science and sustainable development

The ocean is vital to our planet's functioning, but human activity has put its health in jeopardy. How can we help the ocean to recover and sustain our future? By **Vladimir Ryabinin**

52 Healthy oceans, healthy planet

Could a new UN ocean treaty bring oceans back from the brink? By **Sofia Tsenikli**



54 Case study: protecting marine life

Over a decade of diplomacy has culminated in the creation of the Ross Sea region marine protected area. By **Andrew Wright**

56 Restoring lost land

Maintaining or increasing the amount of useable land on the planet can help to achieve many of the Sustainable Development Goals. By **Monique Barbut**

59 Recognising the value in land

Championing the wider economic benefits will be key to driving more sustainable use of land. By **Hannes Etter**, **Tobias Gerhartsreiter** and **Mark Schauer**

62 The capitals approach

How can the concept of 'capitals' – from natural to intellectual – help the business sector focus its contribution to the SDGs? By Mark Gough and Richard Spencer

I EQUALITY & UNIVERSALITY

66 Tackling inequality

What can governments do to generate growth that benefits everyone equally? By Mahmoud Mohieldin

69 Fighting inequalities with human rights

Unless pervasive discrimination and gross inequalities within and among countries are addressed, development will not be sustainable. By **Zeid Ra'ad Al Hussein**

71 A more assertive approach to gender rights?

With progress on achieving equal gender rights frustratingly slow, women and girls worldwide are mobilising to pressure governments to do more. By **Phumzile Mlambo-Ngcuka**

74 Without gender equality, we cannot achieve the SDGs

If we are to achieve a sustainable future where no one is left behind, much work to close the gender gap remains. By **Geraldine Fraser-Moleketi**

78 New ways to measure the goals

Innovative use of 'big data' will be critical to understanding and analysing progress towards achieving the goals by 2030. By **Martine Durand**

80 Urbanisation without slums

How can we ensure that towns and cities support evergrowing urban populations where no one is forced to live in slum conditions? By **Elliott Sclar**

83 Universal SDGs - implementing the goals in rich countries

Achieving a sustainable future for all will require fundamental changes in the way developed countries operate. By **Derek Osborn** and **Farooq Ullah**

ECONOMY & PROSPERITY

86 A recipe for decent work

The key to solving the global problem of income inequality will be to improve employment opportunities and ensure fairer rates of pay. How can this be achieved? By **Sharan Burrow** and **John Evans**

90 Rebuilding trust between business and society

A sustainable future requires fundamental changes to the way companies operate. Yet, for responsible businesses, the SDGs also offer vast new opportunities. By **Lise Kingo**

92 Generating private finance for social impact

Achieving the SDGs requires greater investment than governments alone can provide. How can we ensure private investors see the value in supporting them? By **Giovanna Melandri**

94 Tax for financing development

As developing economies grow, tax receipts should become the primary source of development finance. Why do tax receipts in Africa remain so low in relation to GDP? By **Logan Wort**

96 Making trade work for everyone

Trade offers economic opportunities to consumers and producers, but also threatens to exacerbate deep inequalities. How can we ensure that trade generates wealth for all? By **Pooja Mall**

100 Economy without waste

What are the challenges – and opportunities – of moving towards a circular economy? By **Walter Stahel**

104 Sustainable infrastructure for Asia and the Pacific: the new normal

Asia requires a paradigm shift in infrastructure planning if it is to pursue a path of sustainable development. By **Bambang Susantono**

107 Monitoring supply chains in the SDG era

How can we ensure that businesses embed the SDG principles throughout their entire operation? By **Ruth Mhlanga**



PEACE & POLITICS

112 Why is peacebuilding so difficult to achieve?

What are the key ingredients that trigger a return to war, and how can we try to ensure that peacebuilding succeeds and lasts? By Sara Pantuliano

116 Can BRICS lead the way to sustainable development?

Will rising powers provide a new impetus to help realise the vision of sustainable development? By **Mihaela Papa**

118 Soft power for peace and development

Winning over hearts and minds to the importance of leaving no one behind will be critical to achieving the 2030 Agenda. By **Irina Bokova**

120 Tackling internal displacement through the SDGs

How can the 2030 Agenda help to solve the complex problem of internal displacement? By Nadine Walicki

124 Fragile states

What do the SDGs mean in a country that is falling apart? Whose responsibility do they become if a state is unwilling or unable to live up to that responsibility? By **Fred Carver**

126 Renewed hope in Lebanon

With peace and stability a prerequisite for sustainable development, nowhere will the SDGs have the potential for greater impact than in countries ravaged by conflict. By **Luca Renda**

127 Engaging Generation 2030

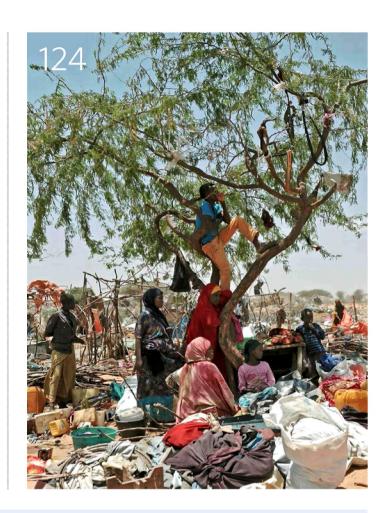
Young people will be critical to the success of the SDGs. But is the international community doing enough to enable them to genuinely influence post-2015 development? By **Alex Kent**

CONCLUSION

129 From principles to action

A year on from the birth of the SDGs, governments have reaffirmed their commitment to them. But achieving the goals will require a fundamental shift in all our behaviours, if we are to truly create a world where no one is left behind. By **David Nabarro**

131 About us



SPONSORED FEATURES

- 23 SDG-based market incentives for farmers GLOBALG.A.P.
- 25 Leave us off the menu GoVegan
- **34 Vision for The Gambia** OneSight
- **44 The value of nature-based solutions**The Nature Conservancy
- 65 Business growth and sustainability, hand in hand Sofidel
- 77 Mobilising the world's teachers
 Education International

- **The business case for change**The Consumer Goods Forum
- 99 Smart partnerships enable growth for African farmers
 AMSCO
- 103 Waste management in an era of economic crisis
 Fise Assoambiente
- 110 Child labour in the cocoa sector
 The International Cocoa Initiative