PAPER 3

UN Sustainable Development Goals

By Naina Mehta

ACHIEVING A SUSTAINABLE FUTURE: UN SUSTAINABLE DEVELOPMENT GOALS

WHY WERE THE UN SDGS DEVELOPED?

The UN adopted the sustainable development goals or global goals in 2015 as a call to end poverty, reduce inequalities, protect the planet and ensure peace and prosperity by the end of 2030. They represent a global blueprint for a better and sustainable future.

All the global goals are interconnected and integrated into one another. Their outcomes and reactions all depend on one another. Hence it is important to balance the development of social, economic and environmental sustainability.

They act as a framework for countries and organisations to integrate them into their plan, work collaboratively to address and solve this wide range of pressing global problems and work towards a better, more environmentally sustainable future. There are 17 universal goals in the UN SDG.

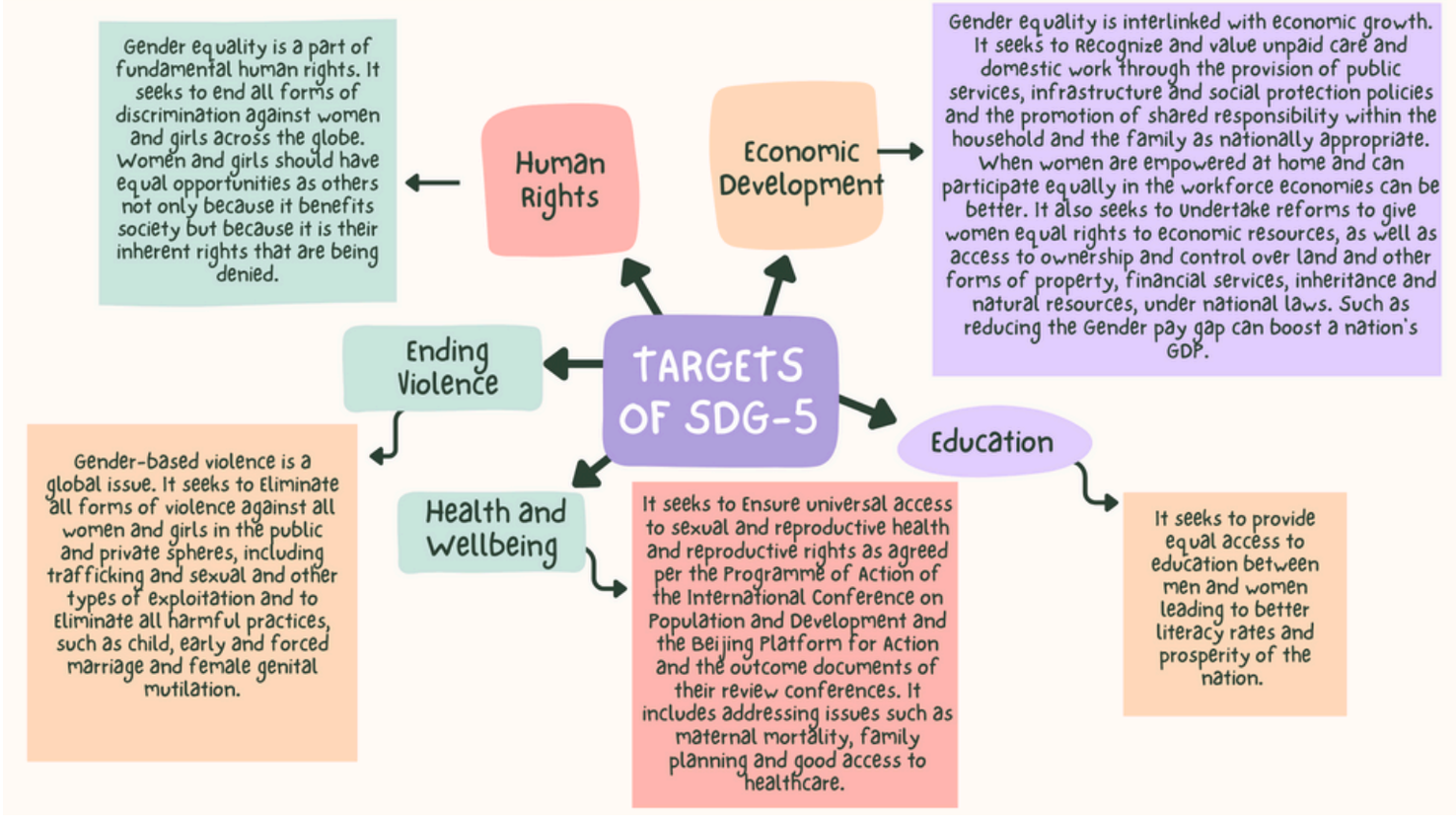
GENDER EQUALITY- GOAL 5

WHY GENDER EQUALITY?

Gender equality is a cornerstone of development, it is not only a fundamental human right but is also a necessary foundation for a peaceful, prosperous and sustainable world.
It represents one of the most persisting types of inequality.

Women deserve the power of decision-making
They deserve equal pay
They deserve equal opportunities
The need to End domestic violence
To improve the quality of life and make it better in general
To promote better living standards for all including people from LGBTQ+, those who are disabled etc.
Advancing gender equality is critical to all areas of a healthy society.

WHAT ARE THE TARGETS OF SDG 5?



GENERATION EQUALITY

Convened by UN Women, Generation Equality was launched in 2021 at the Generation Equality forum held in Mexico and Paris.
The forum launched a 5-year plan in the Global Acceleration plan for gender equality. It is the world's leading initiative to accelerate investment and implementation of gender equality. It brings together organizations from every part of society to catalyze progress, advocate for change and take bold actions together.

UN Women will monitor progress towards Action Coalition targets, and together diverse stakeholders will measure the collective impact of the Action Coalition on the lives of women and girls. This is there to ensure equality.
The " Act for Equal is a part of this Campaign" encourages individuals, organizations and governments to take concrete actions to advance gender equality and women's rights. It's a call to create a more equitable and suitable world for all generations.

This not only focuses on women's rights but rights for all genders, including the LGBTIQ community as well as equal opportunities and quality of life for people who are disabled etc.

BUSINESS FOR 2030- FORGING A PATH FOR THE UN

This campaign focuses on the targets of gender equality
Companies such as Philip Morris International (PMI) and The GAP focus on building policies that help in providing opportunity and ending all forms of discrimination against women and girls.

Companies such as CITI, Novozymes, GAP and Walmart have included policies such as the 5by20 (2010) initiative taken by the Coca-Cola company which has enabled more than 550'000 women in 44 countries in the world by enabling their economic empowerment.

PROCTER AND GAMBLE has provided puberty education to over 12 million through its Protecting Futures Program which provides girls aged 12-14 with education on good personal hygiene, puberty, menstruation and personal care. Started in 2006, the program is aimed at helping girls attend classes during their periods and thus stay in school.

Incorporating gender equality will not only align businesses with global values but also lead to a more equitable, innovative and socially responsible corporate landscape in 2030.

REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES - GOAL 10

Inequality threatens long-term social and economic development, harms poverty reduction and destroys people's sense of fulfilment and self-worth. The UN SDG 10 is a pivotal commitment aimed at reducing inequality within and among countries. It sets out to promote economic, social and political inclusion for all.
The pandemic has been a catalyst for increasing intercountry inequality more than the past few decades.
A more equal world is not only morally imperative but also critical for sustainable development and ensuring a peaceful and prosperous future for all.

WHY IS THERE A NEED TO REDUCE INEQUALITIES?

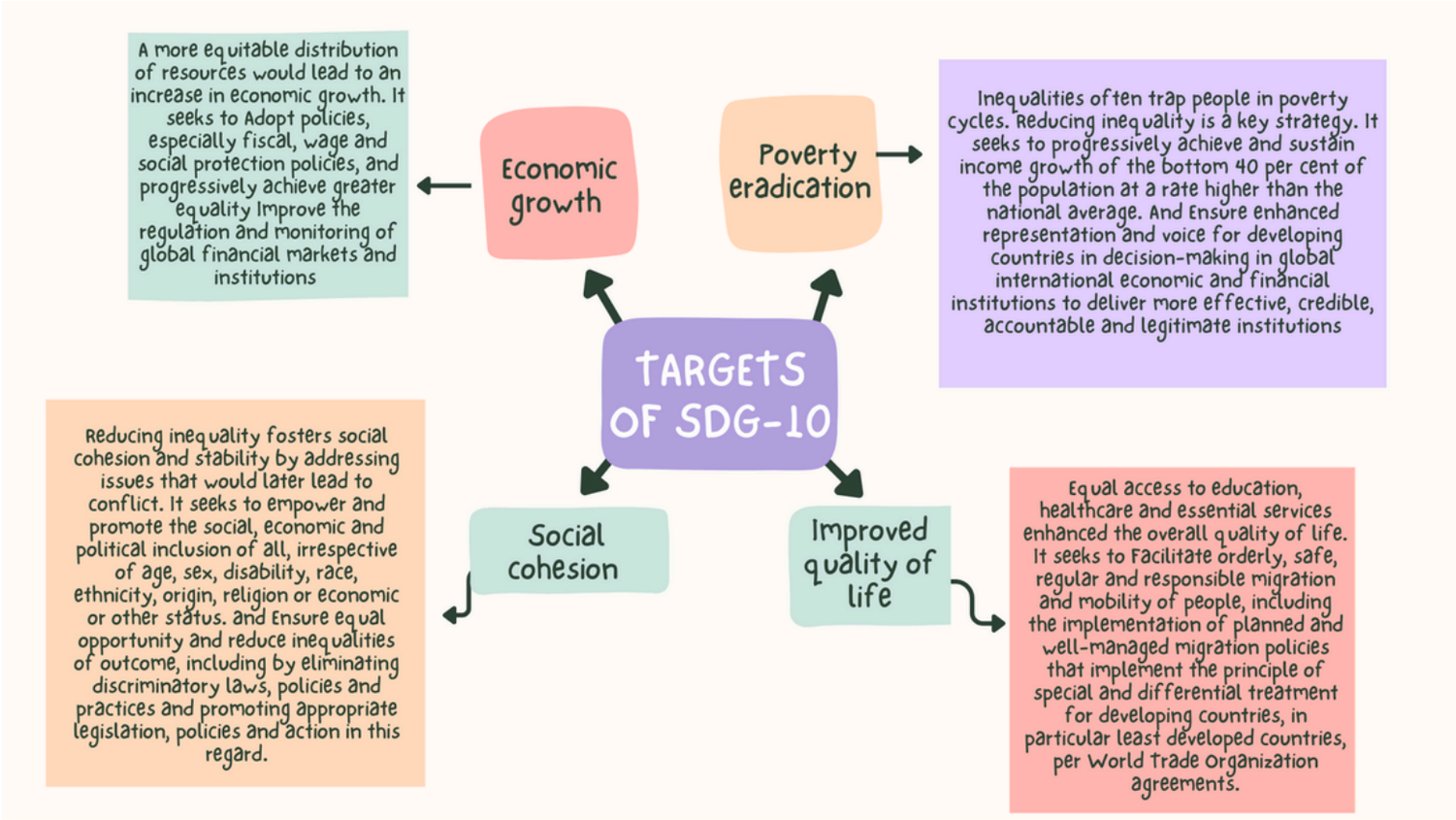
Inequalities come in many forms, they are based on income, sex, age, disability, sexual orientation, race, class, ethnicity, religion and opportunity and continue to persist across the world.

Inequality threatens long-term social and economic development, harms poverty reduction and destroys people's sense of fulfilment and self-worth. This, in turn, can breed crime, disease and environmental degradation.
We cannot achieve sustainable development and make the planet better for all if people are excluded from the chance for a better life.
It is imperative that as we work towards the target of SDG 10, we prioritize inclusive policies, equitable resource allocation and international collaboration to ultimately create a world where no one is left behind and we prosper.

WHAT TYPE OF INEQUALITIES DO PEOPLE FACE?

People face inequalities due to their race, gender, caste, sexual orientation, money, migration and disabilities.
Difficult issues like poverty, climate change, migration or economic crisis exceed national and regional boundaries.
Even the most well-to-do nations have poverty, democracies still battle with issues like racism, transphobia, sexism and religious intolerance. This affects us all, regardless of where we are from. We all play a part in it. It's your choice if you want it to change for the better or remain the same.
Reduced inequalities are a fundamental commitment in the global effort to create a fairer and more just world. Addressing issues like income disparities, social discrimination, and other forms of disparities is important for overall economic development.

WHAT ARE THE TARGETS OF SDG 10?



THE GLOBAL FACES OF INEQUALITY

This is a compelling campaign that aims to end inequalities in many different forms such as income, gender, sexual orientation, political, ethnic and other forms.
Through personal stories, testimonials and visual representation, this campaign seeks to illustrate the real-life impact of social, political and economic disparities on people.
It gives these people a face and a platform to share their struggles and stories.

By highlighting these stories, it raises awareness about these issues, that are still very prevalent. It advocates change on local, national and global levels.
This campaign seeks to get social protection for all, Gender equality and inclusion of socially excluded groups, climate justice and tax justice and decent work.
It’s a powerful campaign that Inspires empathy and drives action to create a more equitable and inclusive world.

STONEWALL CHARITY

Founded in 1989, this is named after the historic Stonewall Inn riots in New York and is dedicated to promoting and advocating the rights of the LGBTQ+ community.

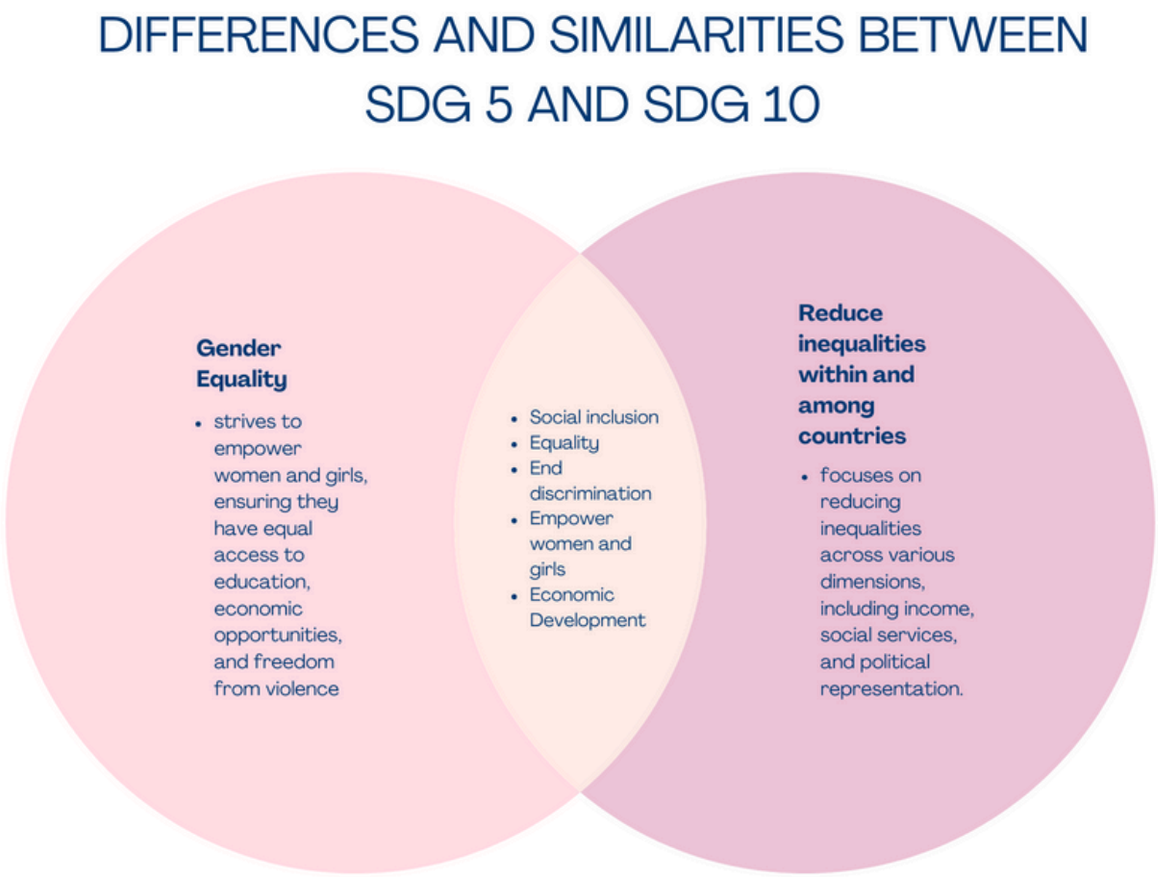
"The 'leave no one behind' principle is especially relevant for LGBT people, who have been repeatedly left behind by national and international development initiatives. Discriminatory laws, projects that don't acknowledge their specific needs and negative social attitudes have all combined to hold LGBT people back."

They work to combat discrimination, advance equal rights and create inclusive environments for the LBTQ community both socially and in the workplace.

It plays a significant role in fostering positive change and empowerment within the LGBTQ community.

GENDER EQUALITY AND REDUCING INEQUALITIES WITHIN AND BETWEEN COUNTRIES.

Here is a comparison of the 2



CONCLUSION

The United Nations SDG goals are a comprehensive and interconnected framework for addressing the world's most pressing challenges. They represent a collective commitment to creating a more equitable, prosperous and environmentally responsible world.

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Medium: Digital
(photoshop and procreate)
Presentation: In print

Gender Equality which is the 5th goal in the UN SDG

Its goals include

END DISCRIMINATION AGAINST WOMEN AND GIRLS
END ALL VIOLENCE AGAINST AND EXPLOITATION OF WOMEN AND GIRLS
ELIMINATE FORCED MARRIAGES AND GENITAL MUTILATION
UNIVERSAL ACCESS TO REPRODUCTIVE HEALTH AND RIGHTS
EQUAL RIGHTS TO ECONOMIC RESOURCES, PROPERTY OWNERSHIP AND FINANCIAL SERVICES
PROMOTE EMPOWERMENT OF WOMEN THROUGH TECHNOLOGY
EQUAL RIGHTS TO ECONOMIC RESOURCES, PROPERTY OWNERSHIP AND FINANCIAL SERVICES
ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING.

The two iterations that I have come up with have a common goal of spreading awareness about these topics by using shared experiences that have happened in many women's lives, whether those be good or bad. I'm using technology to promote the empowerment of women. It will not only connect to women all across the globe, but it will also be educational for people to understand what women go through in their day-to-day lives. It's an experience of using empathy to put yourself in somebody else shoes.

Medium: Digital
(photoshop and procreate)
Presentation: In print

Medium: Digital
(photoshop and procreate)
Presentation: In print

Reduced Inequalities which is the 10th goal in the UN SDG

Its goals include

REDUCE INCOME INEQUALITIES
PROMOTE UNIVERSAL SOCIAL, ECONOMIC AND POLITICAL INCLUSION
ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION
ADOPT FISCAL AND SOCIAL POLICIES THAT PROMOTE EQUALITY
SPECIAL AND DIFFERENTIAL TREATMENT FOR DEVELOPING COUNTRIES

The two iterations focus on ending discrimination and providing equal opportunity and equity to everyone. By giving them access, a platform to share their struggles and ideas as well as representations of all different types of people. Inclusivity comes in many forms, love gender, disabilities, neurodiversity and many other forms. It is a human right to accept all for who they are spread awareness and try to bring change through social platforms.
Both my iterations will be done digitally.

BE INCLUSIVE

ITERATION

THIS ITERATION FOCUSES ON THE INCLUSIVITY OF LOVE AND GENDER. SOMETIMES WE AREN'T WILLING TO ACCEPT CHANGE OF CONCEPTS BECAUSE OF OUR INABILITY TO UNDERSTAND THEM. I WANTED TO ILLUSTRATE SAPPHO'S POEMS AND MAKE THEM COME TO LIFE. TO DEPICT HOW IT IS FROM A LOVER'S PERSPECTIVE. TO NORMALISE QUEER RELATIONSHIPS AND TO UNDERSTAND THEM BETTER.

CONCEPT NOTE

YOU ARE ALL WELCOME HERE

LOVE IS A CONCEPT THAT HAS BEEN AROUND FOR A LONG TIME. IN HINDU MYTHOLOGY MANY PROMINENT FIGURES HAVE BEEN AROUND THAT REPRESENT QUEER CULTURE SUCH AS ARDHANARISVARA (THE ANDROGYNOUS FORM OF SHIVA AND HIS CONSORT PARVATI), ARAVAN (A HERO WHOM THE GOD KRISHNA MARRIED AFTER BECOMING A WOMAN) AND HARIHARA. SIMILARLY IN GREEK MYTHOLOGY, THERE ARE MANY QUEER ICONS LIKE APOLLO. IN EARLY GREEK LITERATURE, THE POET SAPHHO WHO LIVED IN THE ISLAND LESBOS WAS KNOWN FOR HER QUEER POETRY AND VIVID IMAGERY WHICH ALL REPRESENTED LOVE BETWEEN WOMEN. IT'S ABOUT TIME TO ACCEPT PEOPLE REGARDLESS OF WHO THEY LOVE OR WHAT GENDER THEY ARE. LOVE AND IDENTITY IS A BEAUTIFUL THING, AND IT MUST NOT BE HIDDEN.

Medium: Digital
(photoshop and procreate)
Presentation: In print

BE INCLUSIVE

ITERATION

THIS ITERATION FOCUSES ON THE DIFFERENT EXPERIENCES THAT PEOPLE WITH DISABILITIES HAVE FACED. WHETHER THOSE BE PHYSICAL, MENTAL OR SOCIAL DISABILITIES WITH THIS WEBSITE, PEOPLE WITH DISABILITIES FROM DIFFERENT SPECTRUMS AND PLACES CAN VOICE THEIR TROUBLES AND ISSUES THROUGH VIDEO, AUDIO OR TEXT. THIS WILL THEN BE CONNECTED TO MANY PROMINENT DESIGNERS, ENGINEERS AS WELL AS GOVERNMENT OFFICIALS WHO WILL BE TAKING A STEP IN THE RIGHT DIRECTION TO SOLVE SAID PROBLEMS. ITS A SAFE SPACE FOR ALL.

CONCEPT NOTE

YOU ARE ALL WELCOME HERE

ARE CITIES TRULY ACCESSIBLE? AND IF NOT, WHAT CAN WE DO TO MAKE IT MORE ACCESSIBLE? "FOR THE PHYSICALLY DISABLED, BARRIERS CAN RANGE FROM BLOCKED WHEELCHAIR RAMPS TO BUILDINGS WITHOUT LIFTS, TO INACCESSIBLE TOILETS, TO SHOPS WITHOUT STEP-FREE ACCESS. MEANWHILE, FOR LEARNING-DISABLED PEOPLE OR THOSE ON THE AUTISTIC SPECTRUM, THE CLUTTERED AND HECTIC METROPOLITAN ENVIRONMENT CAN BE A SENSORY MINEFIELD." SAYS THE GUARDIAN. AS PEOPLE, IT IS OUR RIGHT TO HAVE THE SAME QUALITY OF LIFE AS EVERYONE ELSE

INITIAL CONCEPT

The initial topic included in my iterations was a Bingo Game which I would highlight the commonalities of the female experience it talks about how Womanhood is a universal experience. We have all gone through certain emotions and instances that make us all connected, whether those be upsetting comments that are deeply rooted in patriarchy or the feelings of solidarity when you feel safe with another woman.
The purpose of the game was to see the world through a woman's gaze as well as to make us feel united and take comfort in these common experiences.
However, while thinking about it I realised that the game in itself is a little insensitive. The goal was to make a game for women, by women using satire and comedy and common instances to encourage conversations about social, economic and political topics.
The game of Bingo failed to give that representation to the game and did not do it justice.
I did go ahead with the concept however I wanted to execute a different idea that would work better.

HOW THE GAME WORKS?

- There are 25 bingo cards with numbers on them which highlight common experiences that all women have had whether those be good or bad. This data was gathered by using my experience as well as the reposed to a form which recorded 14 other women's experiences as well.
- There will be a Bingo board given to each person and through the game of bingo people will be able to relate to past experiences and find people who have gone through the same things as them, it would help to build community and strength.

1

Told by a catcaller to smile more

2

Got mansplained

3

Imagined what would happen if Beyonce was president

4

Thought about why many movies do not pass the Bechdel test

17

Called derogatory slurs for being assertive

18

Suffered due to pink tax

19

Were ever mortified by your pants stained with period blood at school

20

wanted to execute the perfect Halloween costume

5

imagined if we were witches who had powers to hex the patriarchy

6

Were ever victim blamed

7

Imagined how life would be like in a utopian society for women

8

Wanted to be a part of the all-female Ghostbusters

21

Thought of escape plans and prevention measures before going anywhere

22

Carried pepper spray wherever you went

23

Looked for male approval because you felt like you needed it

24

Felt inadequate as your body did not look that of societal standards

9

Wanted Oprah to have her own national holiday

10

Told by an uncle to pull your shorts down

11

Felt scared walking in a secured area at night

12

Thought about how much social norms for women will hopefully change in the future

25

Wanted to rage and scream at the top of your lungs but couldn't

13

Wanted to be in a barbie movie

14

Felt safe in the company of unknown women

15

Wanted to be on a podcast with Rihanna

16

Loved being a girls girl

BINGO

1	7	10
17	20	11
12	4	15

FINAL CONCEPT NOTE - FEMMEFABLES

This is a card game that encompasses all aspects of womanhood. It highlights the common experiences and instances we go through, it represents the good and the bad of the spectrum. Through using satire and comedy these cards help us talk about socio-economic and political problems that women face in the world. This game is not only a fun girls' night game but also helps raise awareness about women's struggles in day-to-day life and helps talk about issues that have remained untalked about for a long time. Taking inspiration from Alphonse Mucha's Art Nouveau style these cards were constructed. Art Nouveau is popularly known for its use of a long, sinuous, organic line and was employed most often in architecture, interior design, jewellery and glass design, posters, and illustration. This is personally one of my favourite styles and is used to depict many powerful and beautiful women.

I wanted to put different women on the back of the cards like Ruth Bader Ginsburg, Padme Amidala, Beyonce, Oprah, Michelle Obama, Sylvia Rivera and many more who have been popular icons in pop culture, feminism and Trans rights.

I, however, was only able to do one of these women and decided to use that as the card design, Padme Amidala, She has been one of my role models since I first watched Stars Wars. At a young age she ruled the kingdom of Naboo and was just as strong as she was feminine, she encompassed femininity in power and power in femininity.

I required not only mine but many other women's experiences to do justice to the card game so I posted a form which helped me gather data about the commonalities of the female experience and what it means when you say girlhood is a spectrum, then all I had to do was make it into a card game.

HOW THE GAME WORKS?

- This is a game for 5-6 players, there will be 2 decks provided to you. (the statement cards and the Action cards)
- The statement cards consist of 27 fill-in-the-blanks about feminism, pop culture and gender equality in general. The action cards contain surprise cards that will take the game forward
- Shuffle the deck well and then place a few random statement cards on the top.
- When one reads out a statement card all people answer and whoever decidedly has the best answer gets to keep that card.
- However, if you get an Action card you'll be in for a surprise.
- Whoever has the most cards at the end wins!

A catcaller tells you to "smile more baby" and you tell them

When someone mansplains to you, you want to tell them to.

It's so easy to pass the Bechdel test, all you have to do is make women take about

_____

instead of men!

Finally, Beyonce is president, the first thing that she does is

Rihanna just started a new podcast, and your favourite episode is

When a man is assertive he's a boss, but when I am assertive I am seen as

You are in a bathroom in a club and a bunch of girls walk in , you talk about.

First, it's the Pink tax, what's next

We are all witches and can curse the patriarchy by

When you hear the phrase" You're asking for it" It makes you want to

It's the 1800s and we are all witches in a coven, your favourite hex is

Toxic Masculinity is so

You see a teenager with a period stain on her pants, you would

How to dress to attract a man?! more like how to dress when

You're planning the ultimate Halloween costume, taking inspiration from lady gaga you see her dressed as

They say girlhood is a spectrum, well to me girlhood is

All female Ghostbusters? The feminists are taking over! What next a

In a utopian society, you will be able to

Someone tells you to "pull your shorts down" so to tell them to

Amazing! It's 2030 and women can finally

You see a teenager with a period stain on her pants, you would

Female rage is so

Ruth Bader Ginsburgs debut album would be named as

When someone tells you that you dress up for attention you tell them to

Oprah has her own national Holiday, it will be called

A new Barbie movie coming out! But instead of Barbie its gonna be about

The bookstore in the corner of the street sells tarot cards , crystals, and

When a man is assertive he's a boss, but when I am assertive I am seen as

Why use keys as a weapon when you can use

ATTACK OF THE MEN'S RIGHTS ACTIVIST!

LOSE A CARD

ATTACK OF THE PATRIARCHY!

LOSE A CARD

ATTACK OF THE MALE GAZE!

LOSE A CARD

ATTACK OF THE INTERNET TROLL!

LOSE A CARD

THE LACK OF WOMEN IN THE GOVERNMENT IS NOT FAIR AND NEITHER IS THIS CARD, TAKE A STATEMENT CARD FROM THE PLAYER NEXT TO YOU

ATTACK OF THE MANSPLAINER!

LOSE A CARD

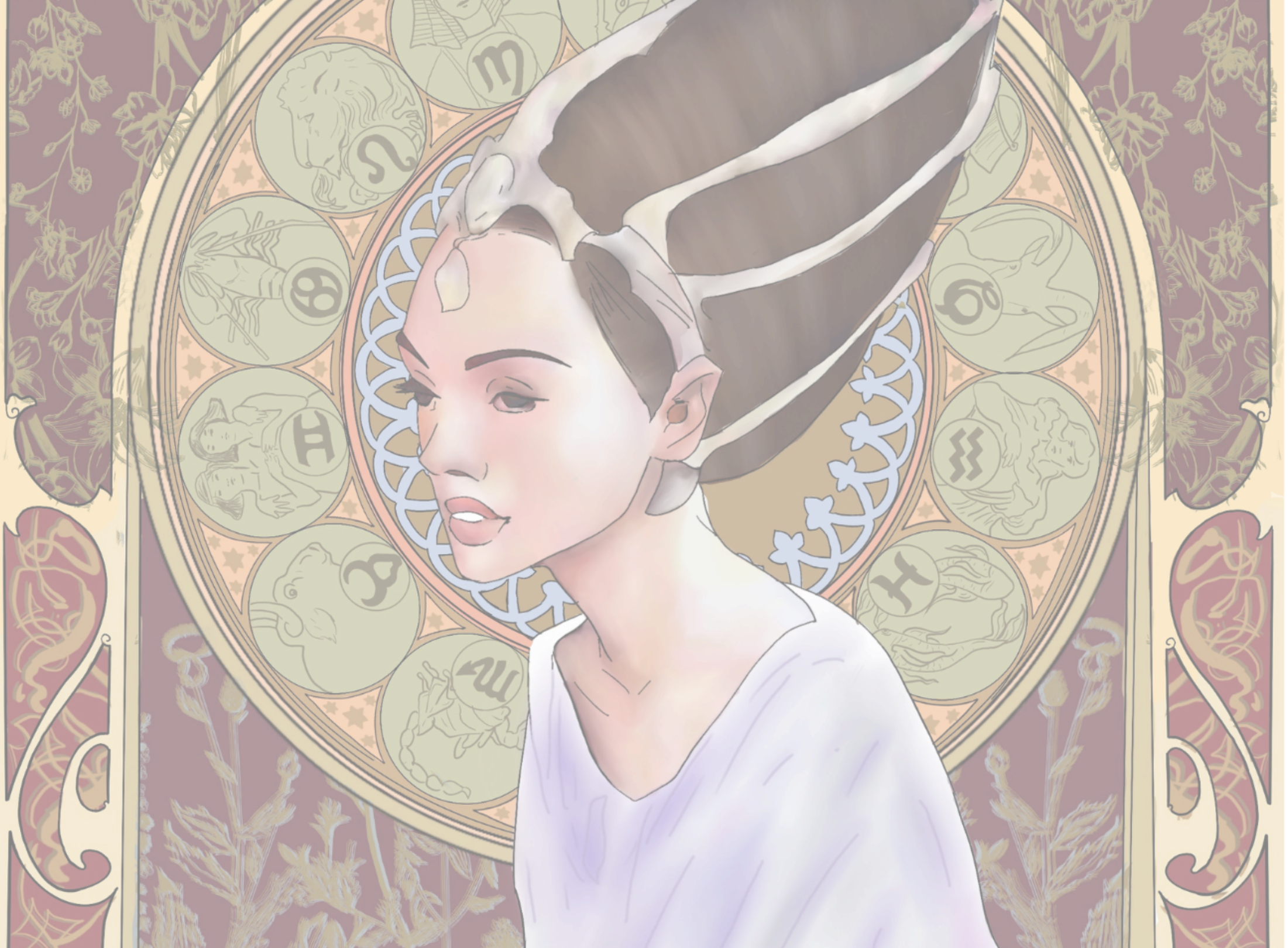
ATTACK OF THE INTERNET TROLL!

LOSE A CARD

THE LACK OF FEMALE REPRESENTATION IS NOT FAIR AND NEITHER IS THIS CARD, TAKE TWO STATEMENT CARDS FROM THE PLAYER NEXT TO YOU

THE GENDER PAY PARITY BETWEEN MEN AND WOMEN IS NOT FAIR AND NEITHER IS THIS CARD, TAKE TWO STATEMENT CARDS FROM THE PLAYER NEXT TO YOU

IN INDIA WOMEN HAVE NO RIGHT TO MARITAL PROPERTY, THIS IS NOT FAIR AND NEITHER IS THIS CARD, TAKE A STATEMENT CARD FROM THE PLAYER NEXT TO YOU

REFLECTION

Equality is a vital pursuit that transcends boundaries, It reflects the essence of justice and equal opportunities regardless of the person. The brief that I had chosen was UN SDG Goals and in that, Gender Equality and Reducing inequality in and amongst countries. These topics are very near to my heart, for a very long we have fought for the equality of rights of women, queer folk and minorities while making significant process, the status is not yet ideal. That is why we have to continue to fight and spread awareness wherever we can. For me, it is easy to get stuck into that endless loop of research and information as there is so much to take in and so many aspects to consider, however, I got that talking to someone about it usually helps in getting a clearer perspective of things. The ideations that I had were focused on spreading awareness, expanding community outreach and using personal anecdotes and instances to help others relate and understand these topics. They had a running theme of the Commonality of experiences between women and reducing inequalities. I wanted to do something fun with my design hence I decided to go with Bingo. Design is an iterative process, there is always something you can do better, tweak it in a different or get a better outcome, but when you are working under a deadline you need to know when to stop and how much to do. I ended up not liking the Bingo idea as I felt like it was insensitive to the topic and conversation at hand. In design Adaptability is a very important topic, adapting to your environment, your problems, your target audience etc. So I changed the game into something that would be able to convey my message more effectively. I wanted to design a game for women, by women that uses satire and humour to build up conversations about womanhood, pop culture and current social-political and economic issues. I used personal anecdotes as well as data I gathered from a Google form to construct the statement cards. The action cards are my favourite part of the game, they also fulfil the purpose of spreading more awareness about inequities that women have to face. FemmeFables is a game designed for women by women to make you feel safe, and speak your innermost thoughts freely and with no reservations. It helps in building a strong sense of community and bonding.