
SDG Idea

The Underdogs

GROUP MEMBERS:

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Sustainable Development – What Is It?

Sustainable development is the idea that human societies must live and meet their needs without compromising the ability of future generations to meet their own needs.

Sustainable development is a way of organizing society so that it can exist in the long term. This means taking into account both the imperatives present and those of the future, such as the preservation of the environment and natural resources or social and economic equity.

Timeline of Events- The idea of Sustainable Development

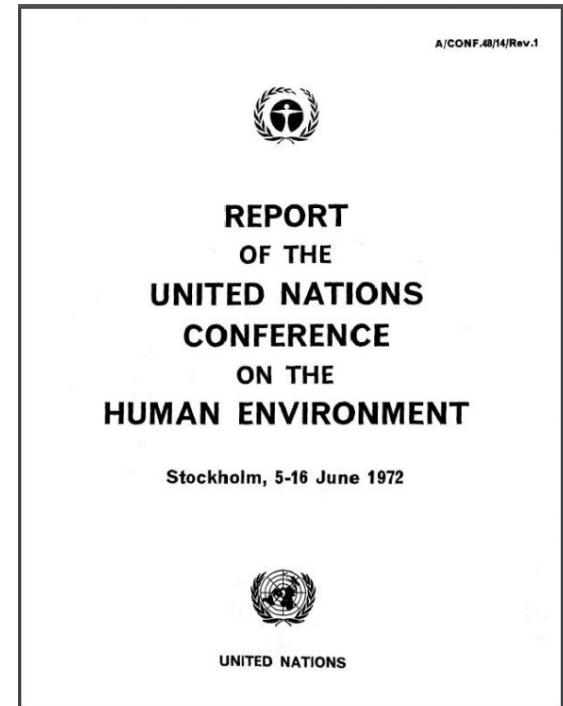
- In 1968, the ecologist and philosopher Garrett Hardin wrote an essay entitled “The Tragedy of the Commons”. Arguing that, the population problem has no technical solution; it requires a fundamental extension in morality.
- In 1972, the first computer simulation regarding the impacts of limited resources on the planet was run in Rome.



Garrett Hardin

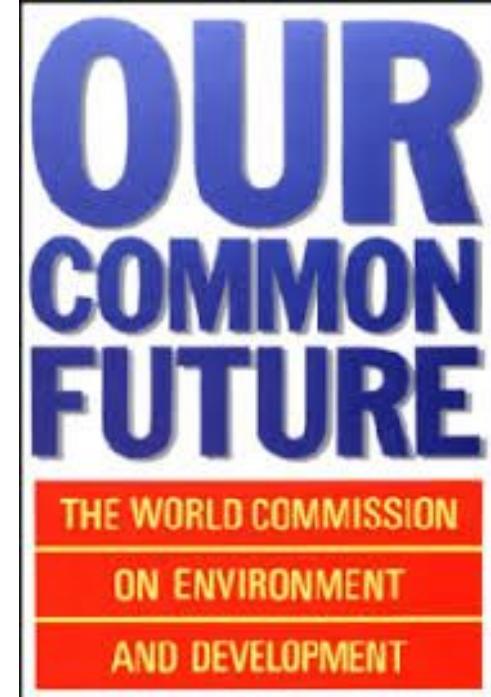
Source:
<https://worldslargestlesson.globalgoals.org/>

- 1st UN Conference On The Environment And Sustainable Development **[1972]**
- **[1980]** The Human Development Index (HDI) came into existence. It happened once the idea that our planet had limits that needed to be respected grew, along with the idea that progress isn't only about economic growth, and integrated solutions are necessary
- The HDI is nowadays a statistical tool that measures countries' economic and social achievements.



Source:
<http://www.un-documents.net/aconf48-14r1.pdf>

- [1987]. The Brundtland report, also known as <Our Common Future>, gave the most recognized and widely accepted definition of the term <sustainable development> **“The human ability to ensure that the current development meets the needs of the present without compromising the ability of future generations to meet their own needs”**
- In 1990, the Millennium Development Goals were adopted by the UN, with the aim to eradicate the 8 identified, widespread problems in the developing world



- The Millennium Ecosystem Assessment was a 4 years-long investigation that started in **2001** and was requested by the UN. Over 1200 researchers gathered to assess the consequences that ecosystems' changes had on human well-being.
- On 1 January **2016**, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit — officially came into force.



Objectives of the United Nations Development Programme

About the Organization

UNDP works in about 170 countries and territories, helping to eradicate poverty, reduce inequalities and exclusion, and build resilience so countries can sustain progress. As the UN's development agency, UNDP plays a critical role in helping countries achieve the Sustainable Development Goals.



Millennium Development Goals



Major Landmarks

- Poverty rate declined from 47% to 14%. The number of undernourished people was also halved.
- Primary school enrollments and literacy rates reached 91%
- Female representation in education, jobs, and parliamentary positions increased in 90% of 174 countries
- Infant mortality rate dropped nearly in half.
- The proportion of vaccinated children reached more than 80%

Source: The Millennium Development Goals Report (2015)

<https://drive.google.com/file/d/1XVK0dsZocK6MFQNYHFC57UuHdzUgGy9X/view?usp=sharing>

Major Landmarks contd.

- Maternal mortality dropped nearly by half. Contraceptives were available to more women aged 15 - 49 yrs.
- HIV, Malaria, and tuberculosis diagnosis and treatment were made available to millions of people.
- Clean drinking water and better sanitation were received by millions.
- Monetary assistance provided by developed countries reached an all time high.
- Internet was made available to more than 3.2 billion people.

Source: The Millennium Development Goals Report (2015)

<https://drive.google.com/file/d/1XVK0dsZocK6MFQNYHFC57UuHdzUgGy9X/view?usp=sharing>

Shortcomings of MDG

- Women still more likely to live in poverty than men.
- Women represent only a fraction of the labour force compared to men.
- Skilled medical personnel still scarce in rural areas.
- Rural areas 4 times as likely to not have clean drinking water compared to urban areas.
- Global CO₂ emission increased by 50%
- Global conflicts left more than 60 million people homeless.

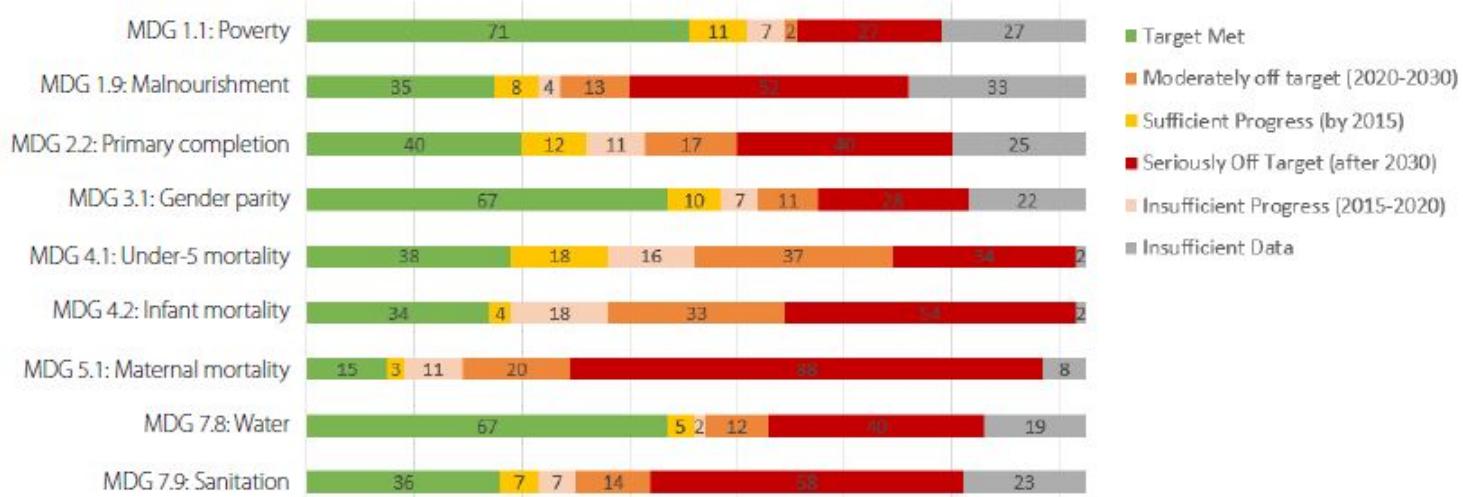
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Sustainable Development Goals



FIGURE 1: MDG PROGRESS BY NUMBER OF COUNTRIES (2015)



Source: World Bank, 2015. Global Monitoring Report 2015/2016: Development Goals in an Era of Demographic Change.

Source: Transitioning from the MDGs to the SDGs (2015)

<https://drive.google.com/file/d/1yEW2gsDp5VtcQ3vRMuv49HOcMyASQwee/view?usp=sharing>

Goals for 2030 Agenda

Support cross-institutional collaboration between the UN and the World Bank

- Recognizing that the SDGs require more integrated responses.
- Make sure that there is a mechanism in place that identifies recurrent common bottlenecks which can prevent the achievement of the SDGs.
- Define incentive mechanisms to foster cross-cutting collaboration.
- Establish joint and pooled funding mechanisms, to instill a culture of collaboration across the UN system.

Source: Transitioning from the MDGs to the SDGs (2015)

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Advance a better understanding of cross-sectoral work and the interrelatedness of goals and targets

- A dashboard to monitor the attainment of the SDGs could automatically identify and report on the interrelatedness of goals and their targets.
- Discourage UN organizations from reorganizing along individual SDGs, so that a more holistic approach is applied to SDG implementation.
- Support platforms for effective engagement at country level to assist governments and other stakeholders in better understanding the interrelatedness of goals and targets.

Source: Transitioning from the MDGs to the SDGs (2015)

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Promote global and high-level advocacy

- Advocate for the sequencing of development issues that require action today to accrue results in the medium and long term critical to meeting the SDGs.
- Collectively advocate that UN Member States address recurrent common bottlenecks that could prevent the achievement of the SDGs, such as fragility and conflict.
- Advocate interrelated SDG issues rather than single goals.
- Mobilize political support among UN Member States for increased national budget allocations on social services.

Source: Transitioning from the MDGs to the SDGs (2015)

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Awareness amongst
people about the
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Awareness and Knowledge of the SDGs in a University in southwestern Nigeria

- The study was carried out at Osun State University in Osun State, Southwestern Nigeria.
- The study population was made up of students and staff (academic and non-academic) of the university. About 450 people completed questionnaires.
- Most of the questions focused on the start date and/or period of the duration of the SDGs, the dimensions of the SDGs and the chronology of the SDGs with regard to the MDGs as well as comparison of their contents.

Source: US National Library of Medicine National Institutes of Health

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- More people in the middle-age group (84.4%) were aware of the SDGs compared to **young adults (58.8%)** and **youths (29.7%)**.
- More academic staff (87.3%) were aware than non-academic staff (61.5%) and students (27.2%)
- Of the 192 , 30(15.6%) stated that they did not want to know more about the SDGs,

Conclusion

- Over a year into the implementation of the SDGs, a little over two-fifths of the study respondents were aware of the SDGs. This can be considered to be low as the SDGs has as its motto “no one must be left behind”.
- One of the problems associated with the MDGs was the low level of awareness in both developed and developing countries . The level of awareness has been described as the backbone of achievement, and it is generally believed that without adequate awareness there can be no attainment as the public will not be able to hold pertinent stakeholders accountable.
- Low level of knowledge and awareness in colleges show low level of learning and research for SDGs.

Global survey by the World Economic Forum.

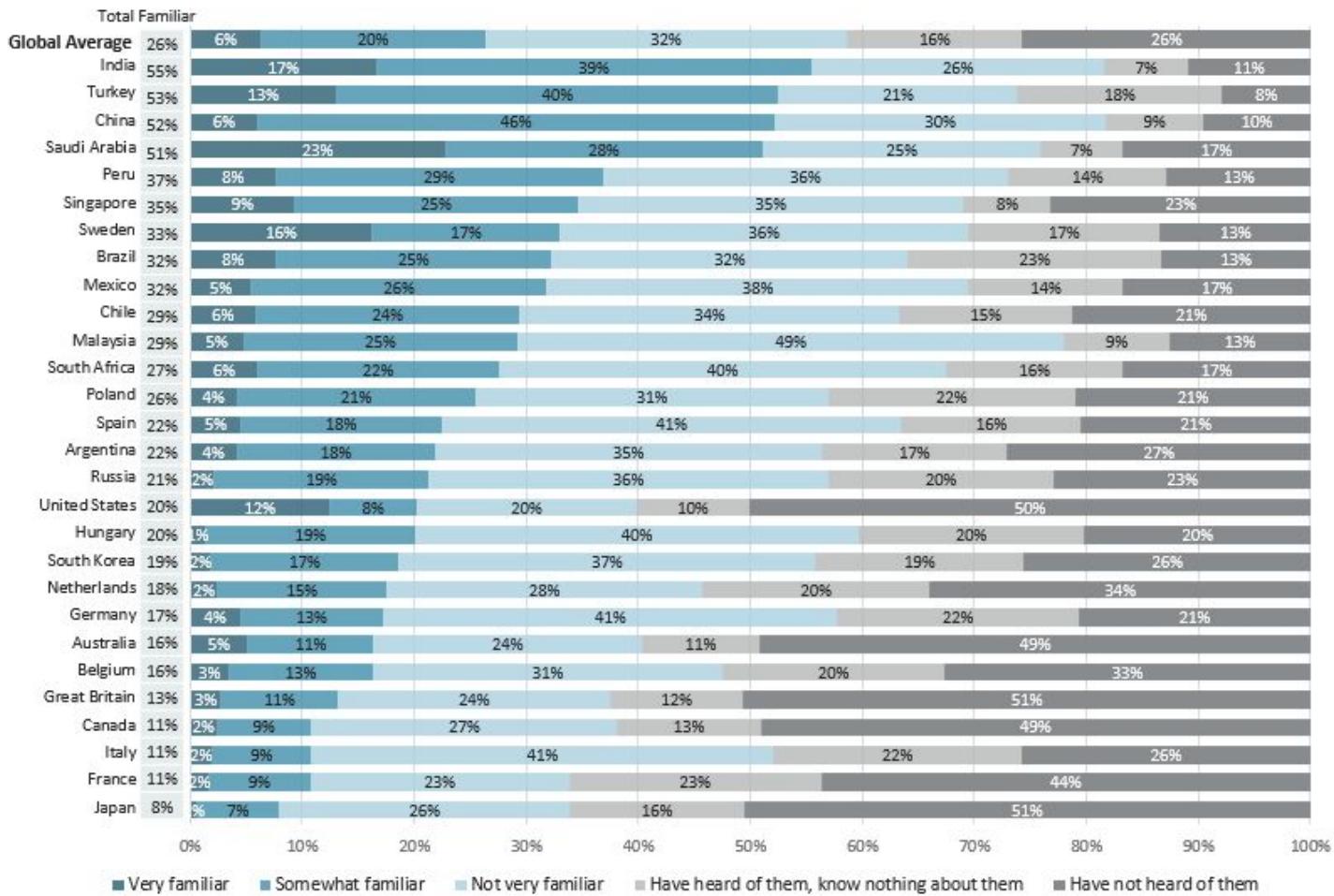
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- In terms of familiarity , 92% respondents in Turkey and 90% in China knew about the SDGs.
- By contrast, Great Britain and Japan ranked as the two countries that are least familiar, with 51% of respondents having never heard of them.
- The survey found respondents under the age of 35 were the most aware of the SDGs, with 9.6% reporting that they were “very familiar” with them, compared to 6.3% of those aged 35 to 49 and 2% of those aged 50 to 74.
- 74% of adults globally are aware of the United Nations Sustainable Development Goals (SDGs)

Sources:

<https://www.weforum.org/press/2019/09/global-survey-shows-74-are-aware-of-the-sustainable-development-goals/>

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- Among the respondents of the survey the middle-aged were the most aware and confident about the SDGs.
- Great Britain and Japan although considered to be developed , have the least percentage of people knowing about SDGs.
- There is no simple relation between the level of development of a country at the level of knowledge its people have regarding the SDGs.

Our Common Goal

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Source:

<https://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-12-responsible-consumption-and-production.html>

Goal 12: Responsible consumption and production

Achieving economic growth and sustainable development requires that we urgently reduce our ecological footprint by changing the way we produce and consume goods and resources. Agriculture is the biggest user of water worldwide, and irrigation now claims close to 70 percent of all freshwater for human use.

The efficient management of our shared natural resources, and the way we dispose of toxic waste and pollutants, are important targets to achieve this goal. Encouraging industries, businesses and consumers to recycle and reduce waste is equally important, as is supporting developing countries to move towards more sustainable patterns of consumption by 2030.

A large share of the world population is still consuming far too little to meet even their basic needs. Halving the per capita of global food waste at the retailer and consumer levels is also important for creating more efficient production and supply chains. This can help with food security, and shift us towards a more resource efficient economy.

Facts and figures

1.3 billion

1.3 billion tonnes of food is wasted every year, while almost 2 billion people go hungry or undernourished.

22%

The food sector accounts for around 22 percent of total greenhouse gas emissions, largely from the conversion of forests into farmland.

2 billion

Globally, 2 billion people are overweight or obese.

3%

Only 3 percent of the world's water is fresh (drinkable), and humans are using it faster than nature can replenish it.

US\$120 billion

If people everywhere switched to energy efficient lightbulbs, the world would save US\$120 billion annually.

20%

One-fifth of the world's final energy consumption in 2013 was from renewable sources.

Source:

<https://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-12-responsible-consumption-and-production.html>

Global Targets

- Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries
- By 2030, achieve the sustainable management and efficient use of natural resources
- By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Goal Targets contd.

- By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment
- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

Goal Targets contd.

- Promote public procurement practices that are sustainable, in accordance with national policies and priorities
- **By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.**
- Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production
- Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

Goal Targets contd.

- Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities

Group Ideology

Sustainable Development

Sustainable development is the organizing principle for meeting human development goals while simultaneously sustaining the ability of natural systems to provide the natural resources and ecosystem services on which the economy and society depend.

Lifestyles in harmony with nature

Nature provides means by which things come to life, protect themselves, grow to maturity, reproduce, and die to be recycled to support a future generation of life.

Human activity is altering the dynamics and functioning of the Earth system to a degree never before seen. We have exceeded the limits of our system. We have broken harmony with nature. We are living through a series of rising crises that could cause the collapse of the system. It is essential to restore, affirm and guarantee the existence, integrity, interrelation, interaction and regeneration of the Earth system as a whole and of all of its components.

What is a Sustainable Lifestyle ?

A “sustainable lifestyle” is a cluster of habits and patterns of behaviour embedded in a society and facilitated by institutions, norms and infrastructures that frame individual choice, in order to minimize the use of natural resources and generation of wastes, while supporting fairness and prosperity for all.

At the macro level, it is about transforming societies to better meet people's needs in balance with the natural environment.

As individuals, at home and at work, the choices we make on food, housing, mobility, consumer goods (including clothes and appliances, etc.) and at leisure (including travel and other expenses).

Our Ideology

We as a group believe, that despite our differences we all have to coexist on this beautiful planet to survive and prosper for generations to come. But that cannot be achieved until we urgently reduce our ecological footprint by changing the way we consume goods and resources.

We have chosen a sub-goal under the UNDP SDG goal 12 :

“Responsible Consumption and Production”

By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

The Problem

Background

Humans make a lot of decisions in their lifetime. Everyone has a lifestyle, and yet lifestyles remain challenging to understand systemically and have a lot to contribute in the context of social transformation. Sustainable lifestyles are essential to our pursuit of happiness and at the heart of sustainable development.

Today, there is a need that these lifestyles should be influenced and in such a way that they change for the betterment of everyone. Our consumption habits are putting our resource levels at great risk. Also, the people are ignorant towards sustainable development and do not find sustainable lifestyles important. We need to transform people's opinion to better meet the human needs while maintaining balance with the natural environment.

Problem Statement

Lack of awareness towards the SDGs and peoples' unwillingness to adopt sustainable consumption practices have serious negative impacts in the availability and renewability of our natural resources.

Lack of enthusiasm has impeded progress to achieve sustainability.

Hence, there is a strong need to promote awareness about sustainable lifestyles which will help the cause of sustainable development and ensure that we live in harmony with the nature.

Project Goals

- Promote the 3 R's of Reduce, Reuse and Recycle through our platform.
- To create a community of like minded individuals aspiring for a sustainable lifestyle for the future of our planet.
- Provide people with the ability to share and learn about responsible consumption practices.
- Promoting the spread of awareness on the sustainable practises and their processes like the REDuse framework.
- Recognising and rewarding the attitude of people and their resource usage practices that enable sustainable lifestyles.
- Encourage community planning in a participatory and inclusive way.

Other Projects in the field



Earth Hour

- **Observed by:** World Wide Fund For Nature (WWF)
- Started in Sydney, Australia in 2007 as a lights-off event.
- Earth Hour's objective is to call attention to environmentally sustainable action through the collective impact made when individuals, businesses, governments and communities voluntarily combine electricity conservation efforts
- Earth Hour engages millions of people in more than 180 countries and territories, by switching off their lights to show support for our planet.
- It is held every year on the last Saturday of March.



Earth Hour

- These events reduced electricity consumption an average of 4%, with a range of +2% (New Zealand) to -28% (Canada).
- While the goal of Earth Hour is not to achieve electricity savings, the collective events illustrate how purposeful behavior can quantitatively affect regional electricity demand.
- Similar actions may be a useful demand-control strategy during temporary electricity shortfalls or other crises.

Sources:

https://en.wikipedia.org/wiki/Earth_Hour
<https://www.earthhour.org/>



WORLD'S LARGEST LESSON

World's Largest Lesson

- The World's Largest Lesson is a mission to ensure that every child in the world grows up knowing and caring about the Sustainable Development Goals and is inspired to take action to help achieve them.
- They produce creative tools for educators and action focussed learning experiences for children and young people that build skills and motivation to take action for the SDGs.
- Each year they create campaigns and challenges to keep the learning of students engaging and relevant.

World's Largest Lesson

- Through these workshops, people teach youth about the Sustainable Development Goals of the United Nations and how we can make a contribution to these goals in our daily lives.
- This will make the students think about what changes they can make in their own lives to change the world for the better, such as taking shorter showers, eating less meat, participating in a Women's March and making monthly donations to charity.

Source:

<https://worldslargestlesson.globalgoals.org/>

Some campaigns

EXPLORE OUR CAMPAIGNS



TEACHING THE GOALS FOR THE FIRST TIME

For anyone that's new to the World's Largest Lesson, welcome! Here are some great starter activities.

[FIND OUT MORE +](#)



NEW FOR 2020:
CLIMATE EDUCATION FOR EVERYONE

Science-based lessons and activities to get climate action started.

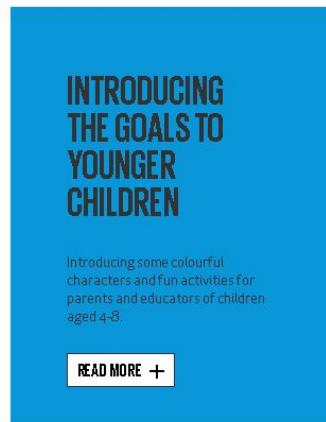
[READ MORE +](#)



DISTANCE LEARNING

Find our specially adapted distance learning resources here. Perfect for parents!

[READ MORE +](#)



INTRODUCING THE GOALS TO YOUNGER CHILDREN

Introducing some colourful characters and fun activities for parents and educators of children aged 4-8.

[READ MORE +](#)



INTRODUCING THE GOALS TO AFRICA

Taking the Global Goals to children across Nigeria through action-based SDGs after-school clubs and activations!

[READ MORE +](#)

Source:

<https://worldslargestlesson.globalgoals.org/>

COMICS UNITING NATIONS



Comics Uniting Nations

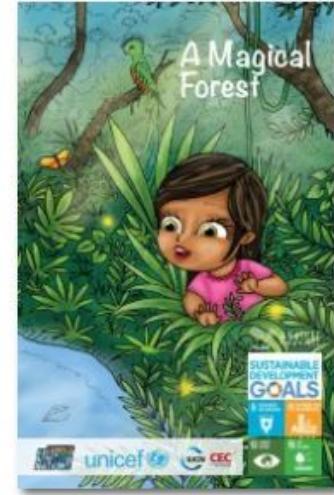
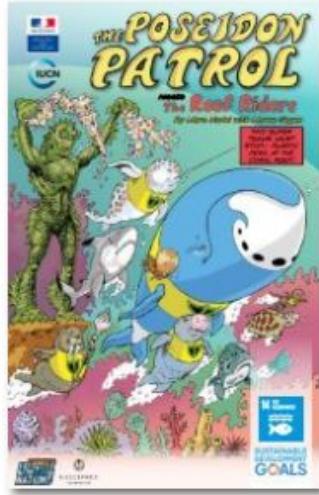
- This aims to create a better world for everyone and our planet and make progress on SDGs, which include ending extreme poverty, making sure that every child receives a quality education and changing patterns of consumption and production.
- Children are key to reaching these goals, and successfully reaching children also means capturing their interest and imagination through comics in a way that feels relevant to their lives.

Comics Uniting Nations

- Comics Uniting Nations have now published 19 comic books and more are in production.
- They have been distributed in more than 160 countries worldwide and are available in digital form for download.
- As a result, they have become one of the most widely-distributed comic book series on Earth and have informed millions of young people about the UN's Sustainable Development Goals.

Source:

<https://shortyawards.com/3rd-socialgood/comics-uniting-nations>



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Source:
<http://www.comicsunitingnations.org/>



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<http://www.comicsunitingnations.org/>



Provost School Footprint Challenge

- It is a competition between all secondary schools in South Ayrshire – to encourage young people to look after the environment and empower them to reduce carbon emissions related to their schools' activities and buildings.
- It was created by South Ayrshire Council.
- With all nine South Ayrshire Council secondary schools taking part, the challenge has a proven track record of generating financial savings for the Council.
- The challenge has three required action points:
 - Measure schools ecological footprint
 - Undertake holiday switch off campaign
 - Participate in one of South Ayrshire Council's environmental campaigns.

Source:

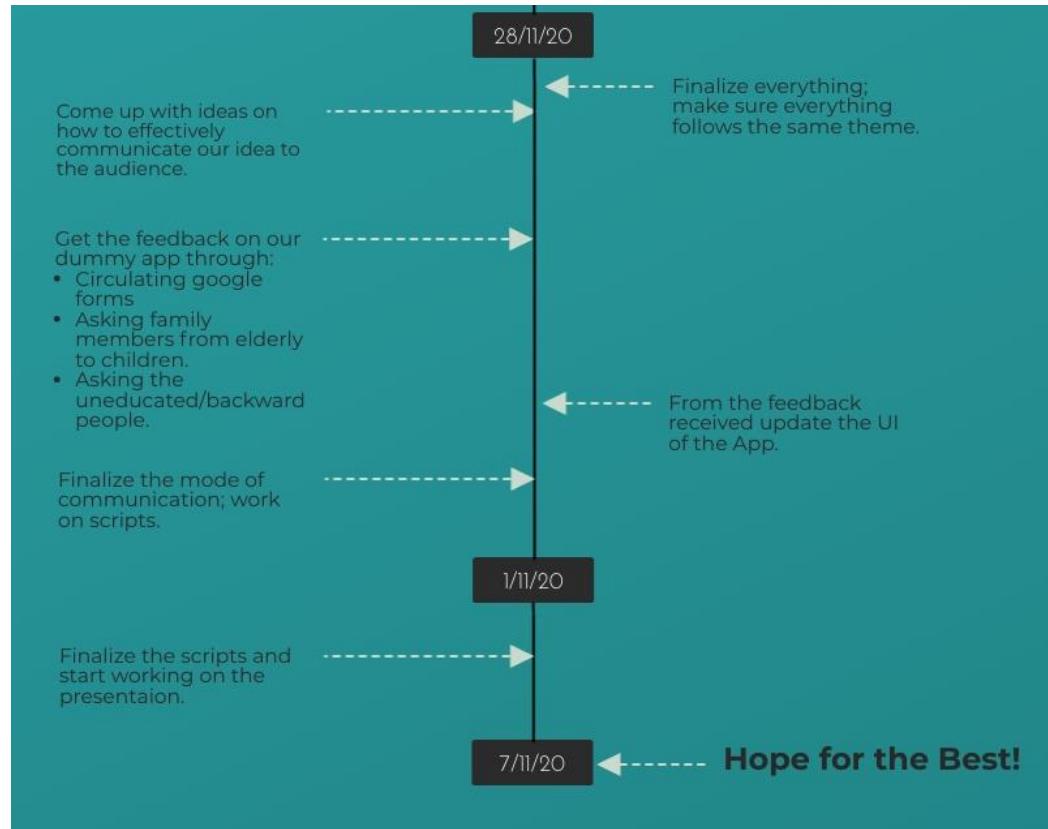
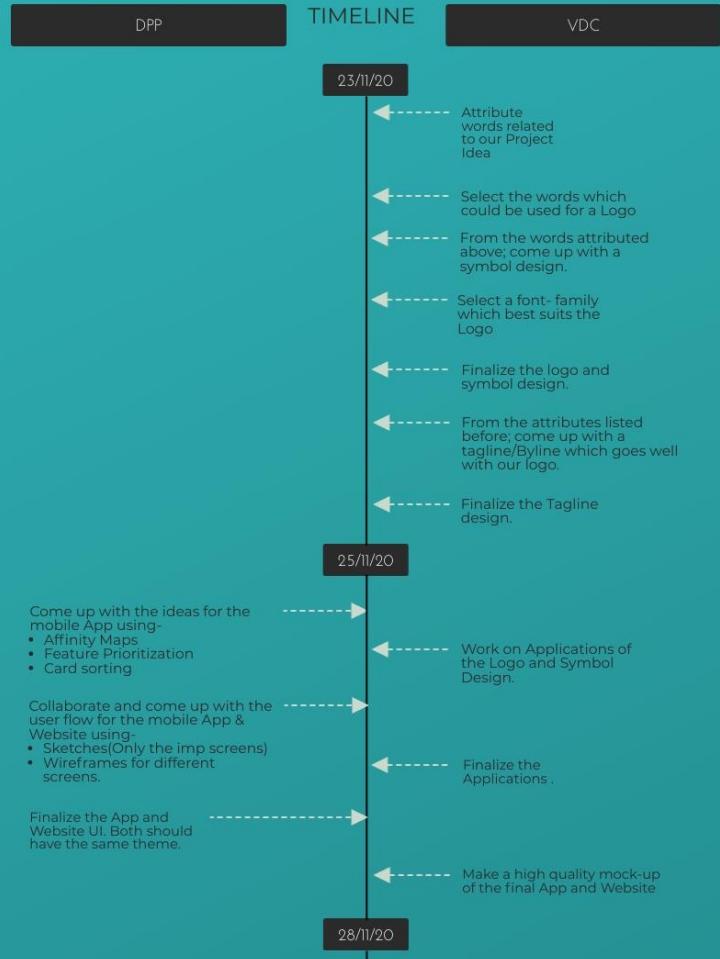
<https://www.facebook.com/SACfootprintchallenge/>

Our Solution

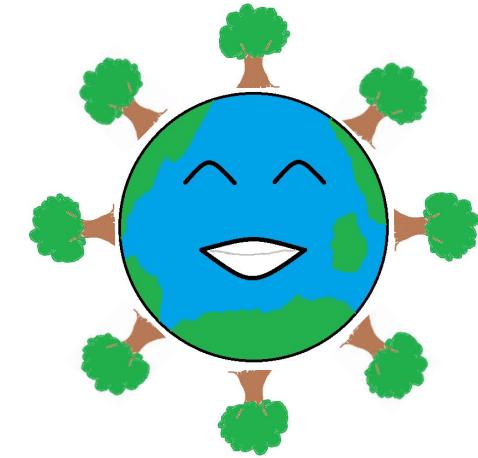
An interactive application for awareness regarding sustainable lifestyles and how to achieve them

- Creating a app (A Social media platform) unlike the other social media platforms which will address the major issues, steps taken towards awareness and the changes that need to be done to maintain a sustainable lifestyle.
- Main features include Inter-community groups, chat functionality and stories to motivate the people to be a part of this sustainability driven community.
- Rewards and other hierarchy factors for people to be well-known for the deeds they are doing to protect the environment.

Final Project Timeline



Symbol and logo ideas



The Pitch

— The Underdogs —

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



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<https://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-12-responsible-consumption-and-production.html>

Goal Target Chosen

By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

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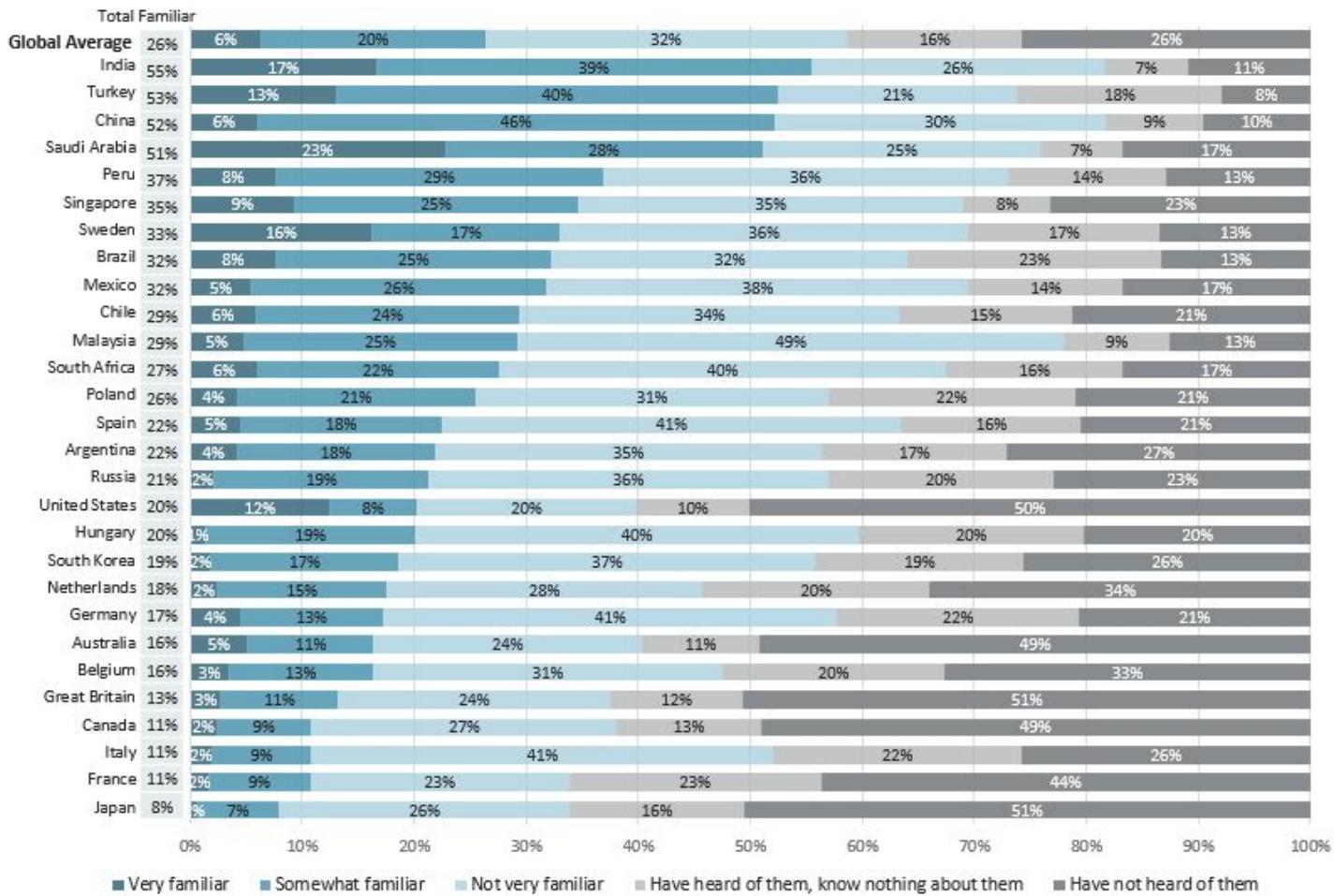
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Other Projects in the field

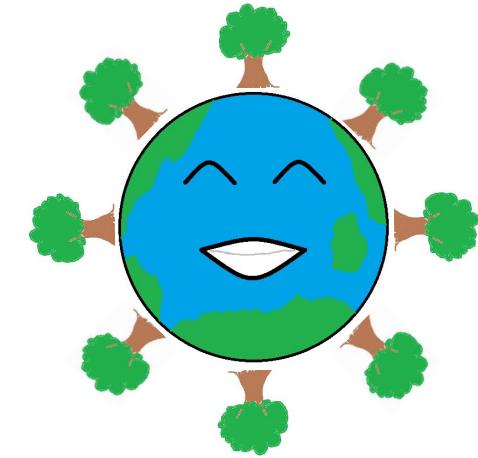


COMICS UNITING NATIONS



Design Process

Symbol and logo ideas



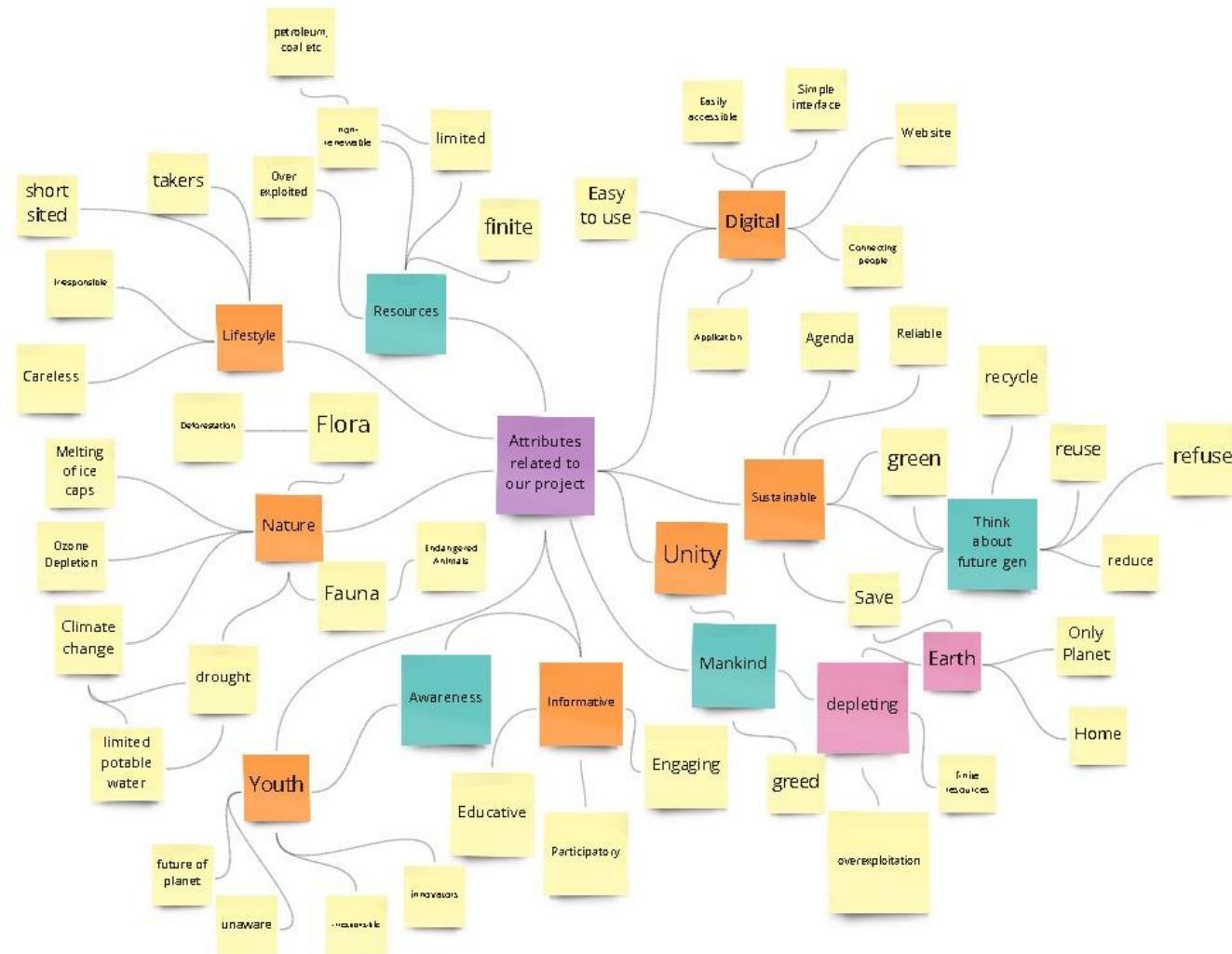


Ecognise
Live Life the Sustainable way

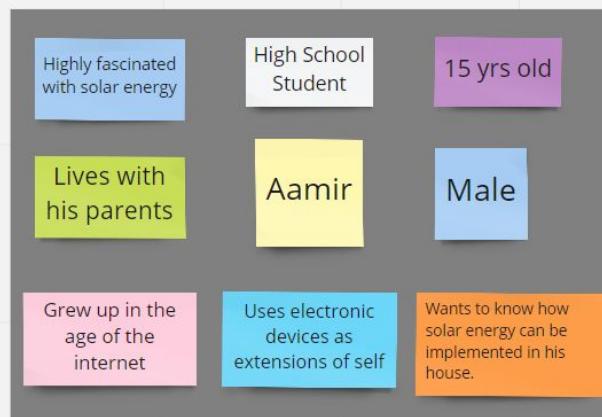
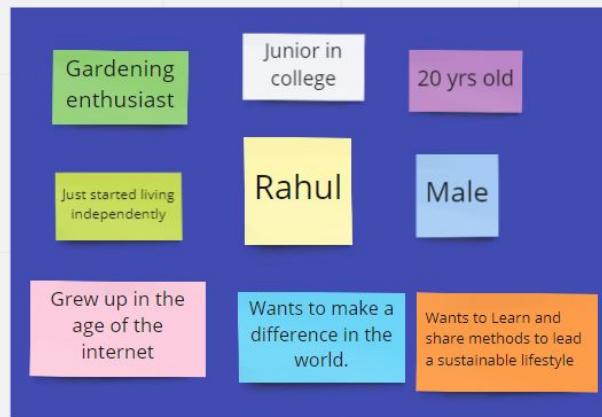


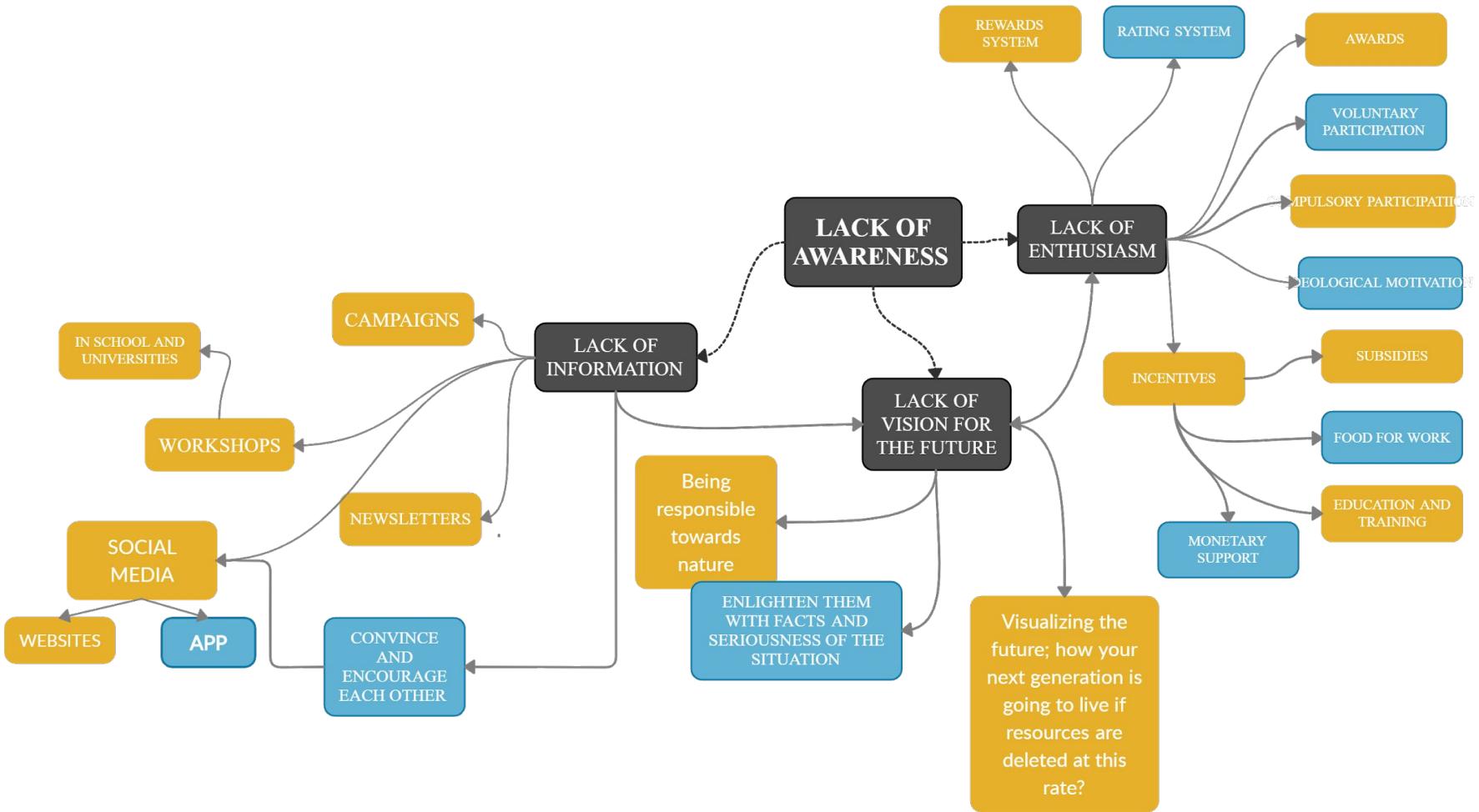
Go Sustain

Get aware, Make aware



Persona Mapping





Card Sorting



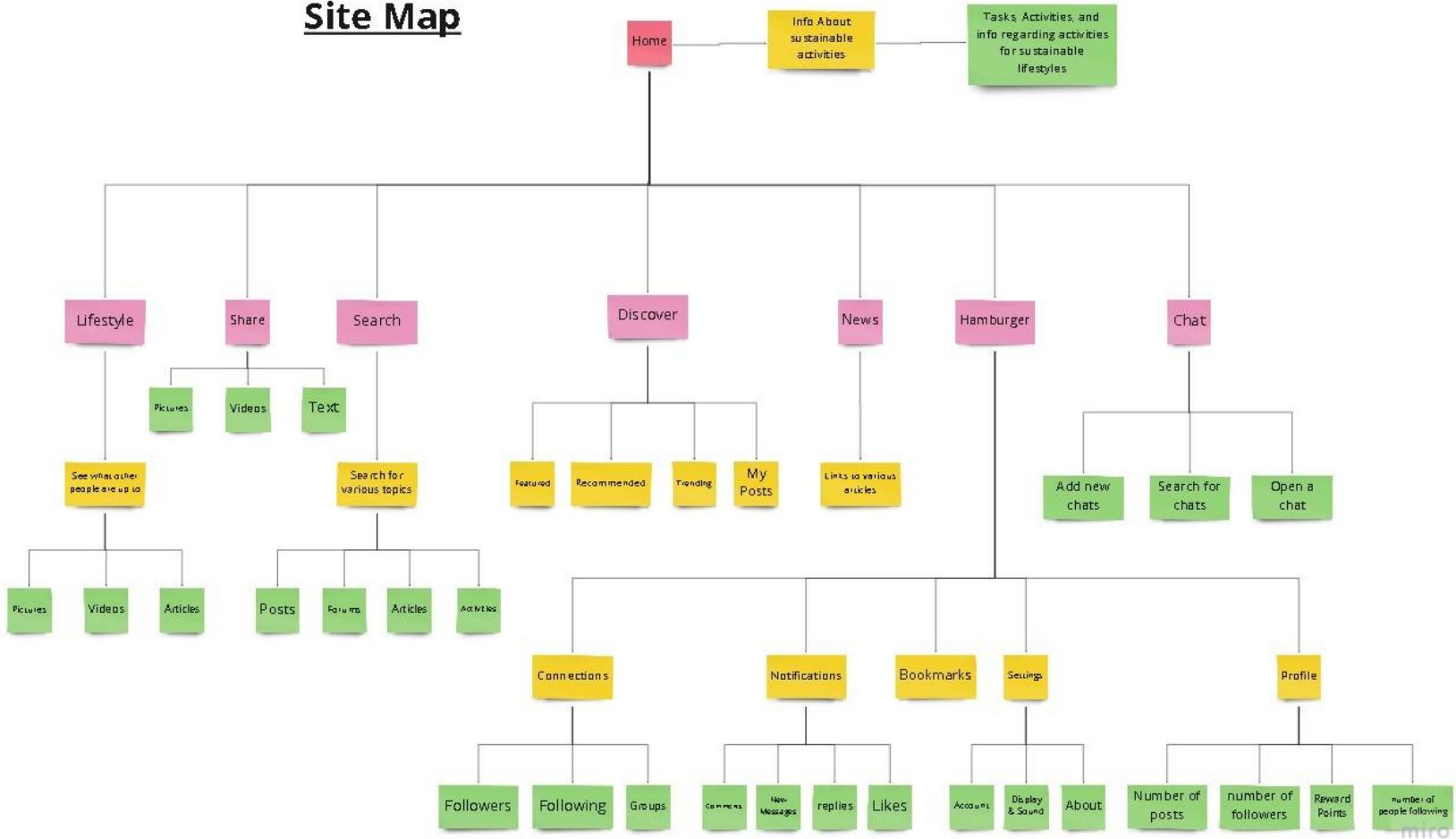
Feature Prioritization

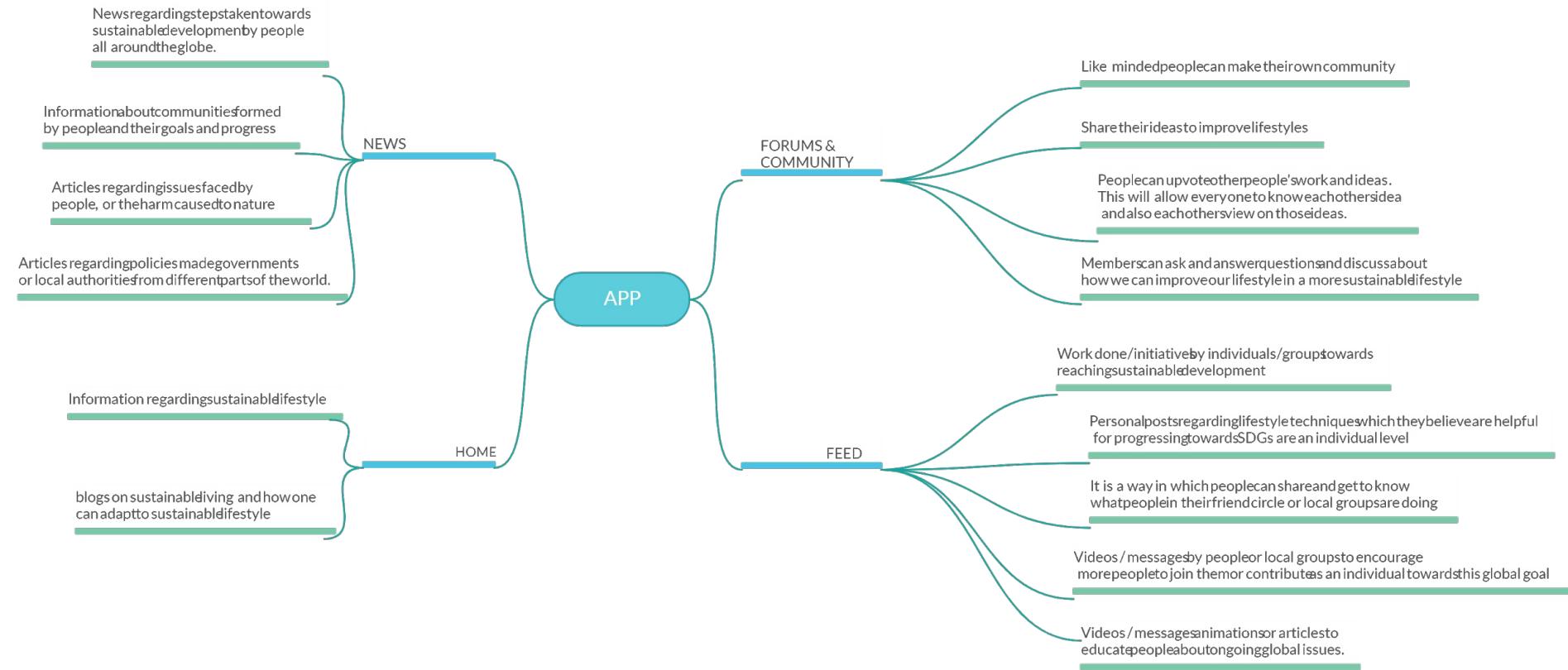


Competitive Analysis

Features	Go Sustain	JouleBug	Oroeco
Share your sustainable activities on your feed	✓	✗	✗
Share your ideas in the form of videos, pictures, or text	✓	✗	✗
Info regarding all sustainable activities	✓	✓	✓
Connect to like minded individuals and communities	✓	✓	✗
Chat with community to solve/address issues	✓	✗	✗
Discover forums to get quick answers	✓	✗	✗
Notifications and alerts from forums you are connected to	✓	✗	✗
Reward points system	✓	✗	✗
News and blogs from around the world regarding sustainable lifestyles	✓	✗	✗
Carbon Footprint Calculator	✗	✗	✓

Site Map





FINAL SOLUTION

HOME

Information regarding sustainable lifestyle

Blogs on how to adapt to sustainable living

NEWS

News regarding steps taken towards sustainable development by people all around the globe.

Information about communities formed by people and their goals and progress

Articles regarding issues faced by people , or the harm caused to nature

Articles regarding policies made governments or local authorities from different parts of the world.

FORUMS AND COMMUNITY

Like minded people can make thier own community

Share their ideas to improve lifestyles

People can upvote other people's work and ideas . This will allow every one to know each others idea

Members can ask and answer questions and discuss about how we can improve our lifestyle in a more sustainable lifestyle

FEED

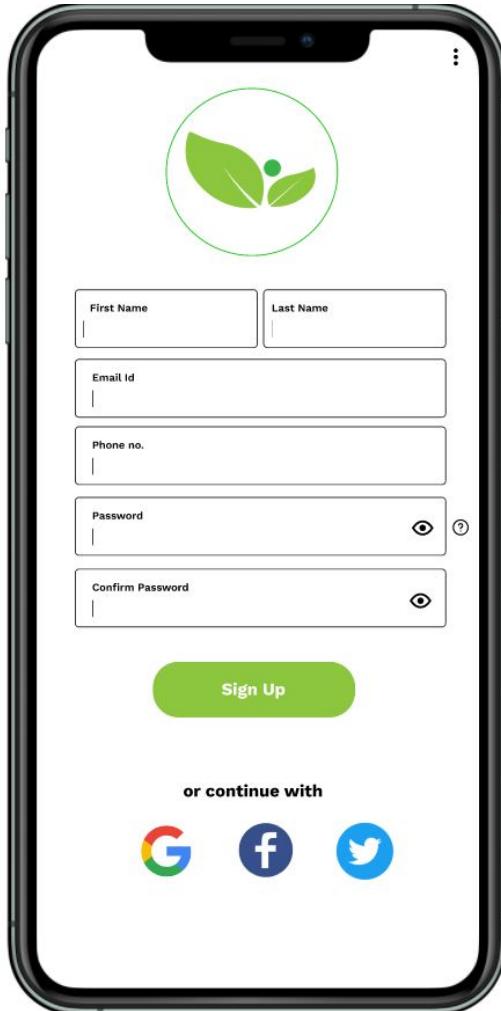
Work done/initiatives by individuals/groups towards reaching sustainable development

Personal posts regarding lifestyle techniques which they believe are helpful for progressing towards SDGs are an individual level

It is a way in which people can share and get to know what people in their friend circle or local groups are doing

Videos / messages by people or local groups to encourage more people to join them or contribute as an individual towards this global goal

Videos / messages animations or articles to educate people about ongoing global issues.



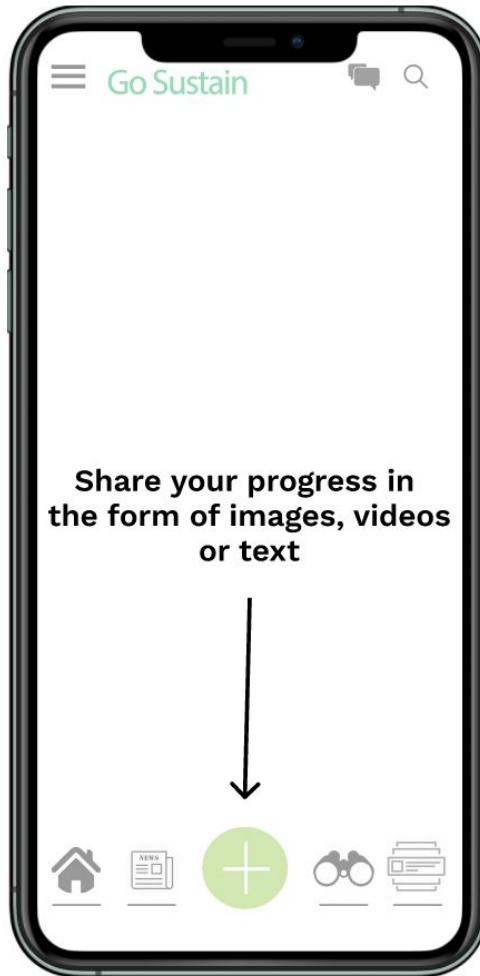


Have the knowledge of
what's going on
across the world



Chat & Discuss over
forums for quick answers
and issue resolutions





Choose any 3 sustainable
fields to begin

Outdoors

Water

Food & Drink

Waste

Energy

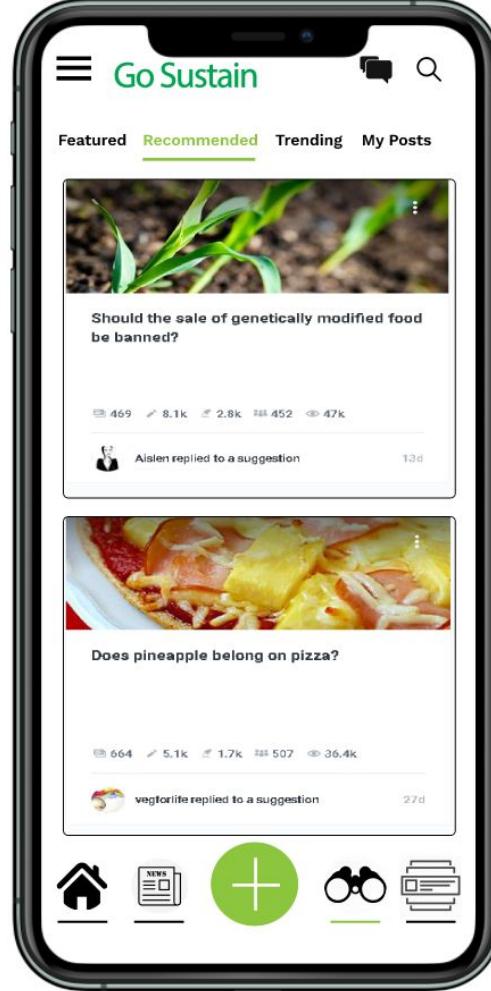
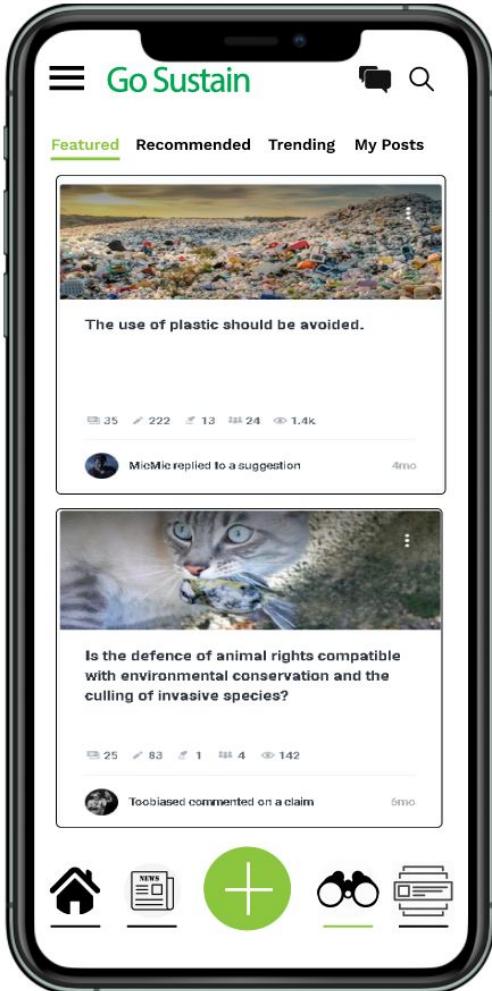
Transportation

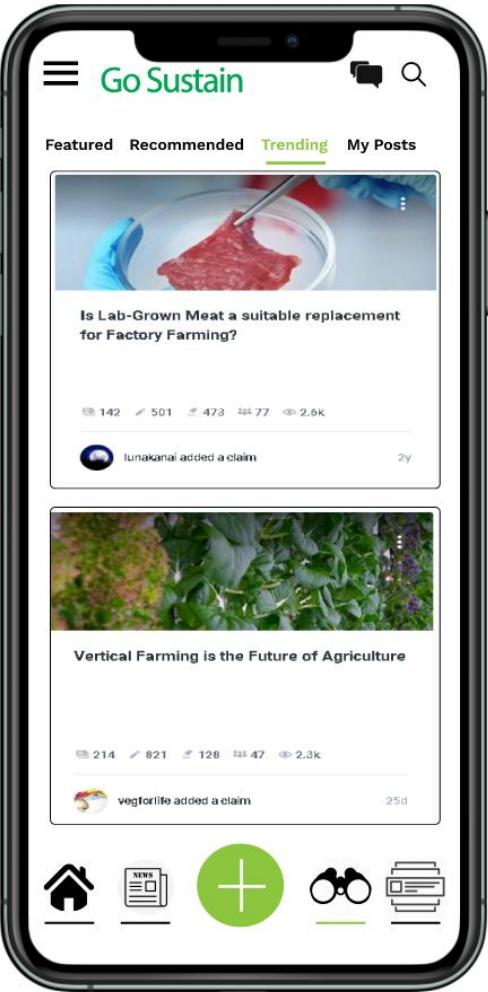
Shopping

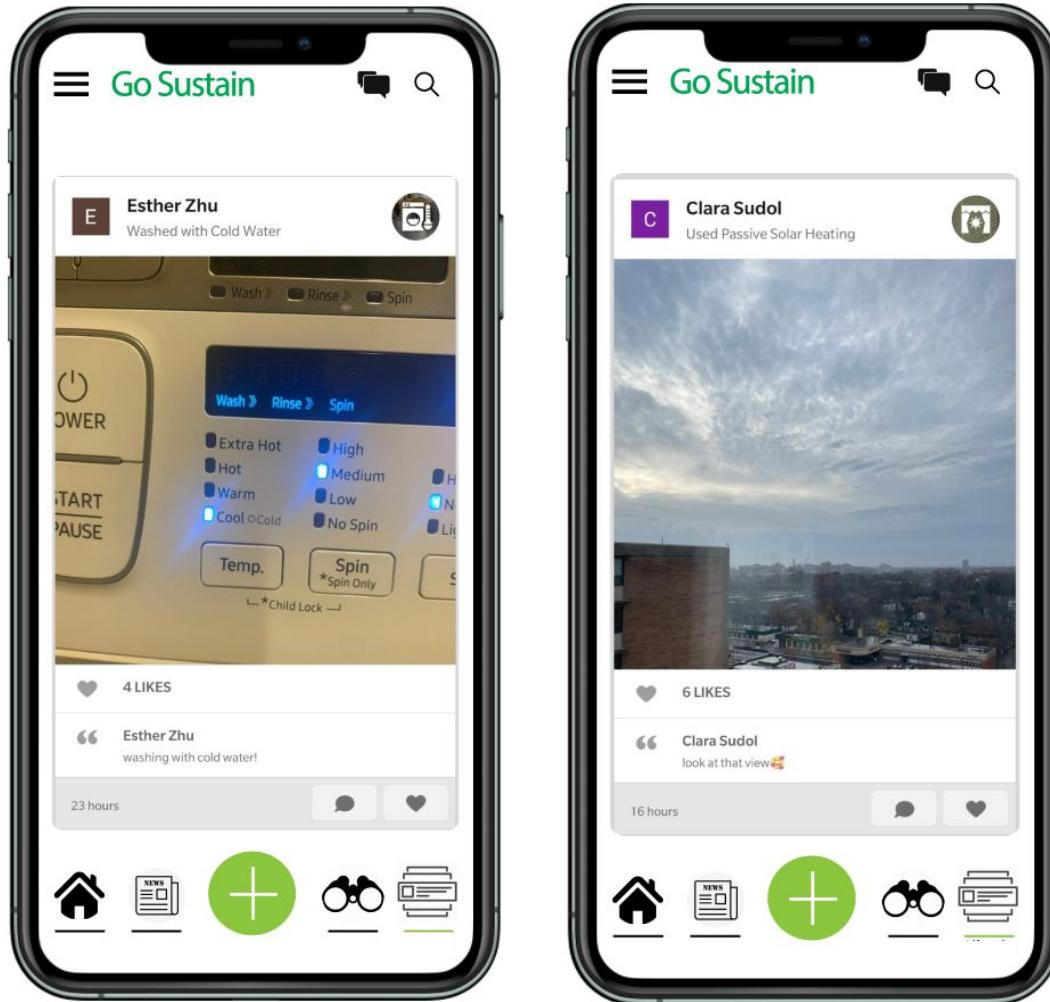
Office

Continue →

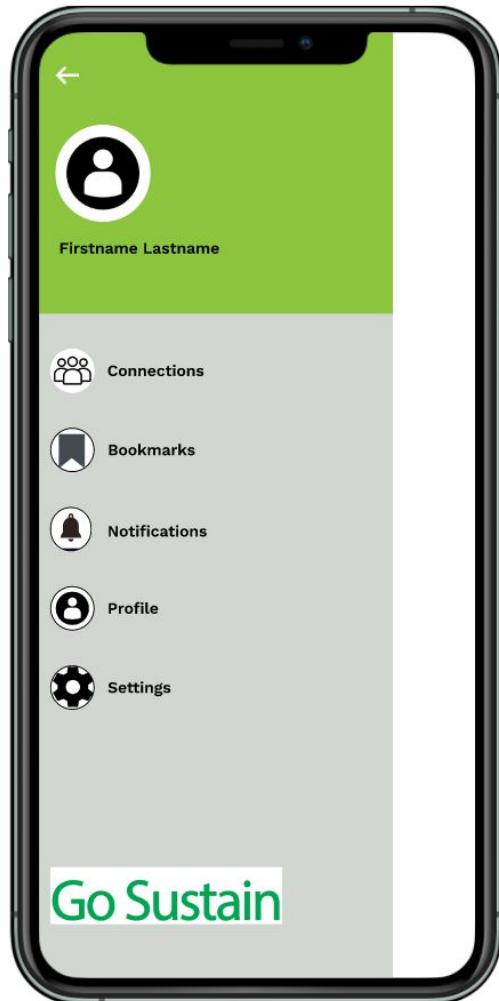


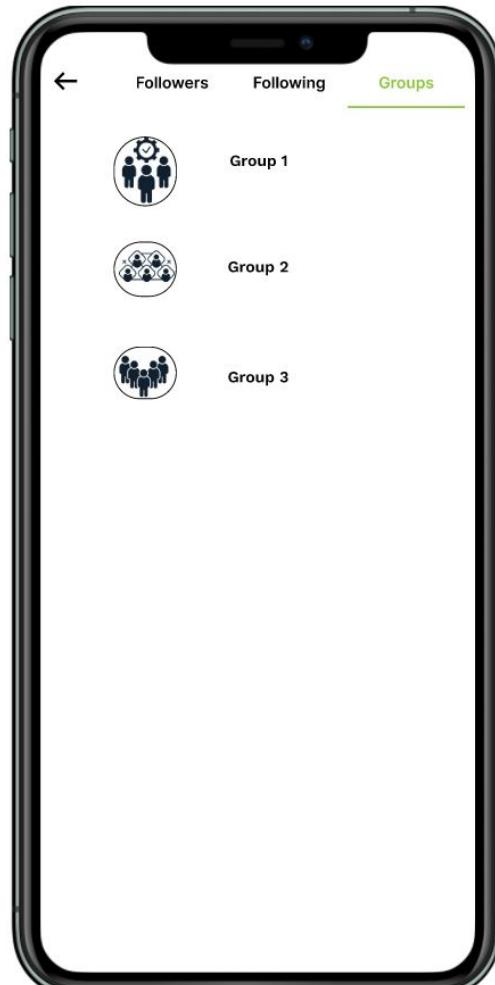
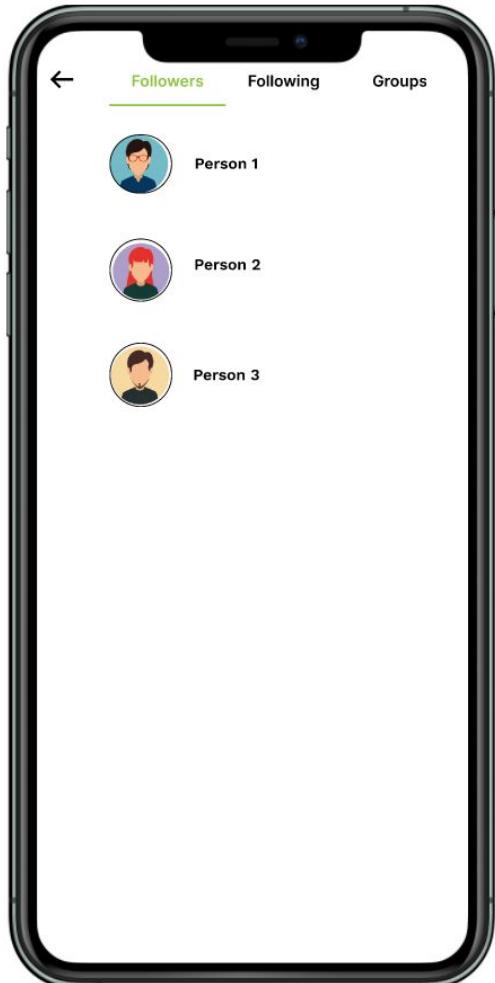


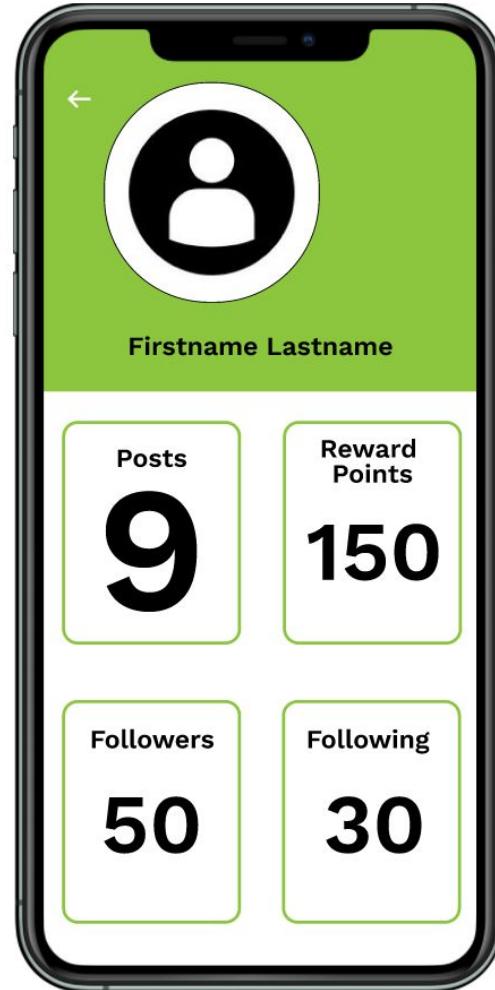














App:

<https://www.figma.com/file/aHIUsblbTWRPevLOYwFjWR/Go-Sustain?node-id=10%3A0>

Website:

<https://vasu19343.wixsite.com/gosustain>