

Annex: Raising awareness and promoting global citizenship to realize the 2030 Agenda in Canada

Country	VNR Year	Description of good practice	Rationale
Andorra	2018	An open SDG public consultation was launched to raise SDG awareness, announce the Andorran government’s willingness to present a VNR at the HLPF, and to allow interaction between the government and the general public regarding sustainable development. The consultation included a survey that collected the public’s opinion on SDG prioritization.	Consultation which allows interaction and feedback between the public government helps keep society informed in an inclusive and participatory manner.
		A major dissemination campaign was conducted on the radio and newspapers to encourage participation in the consultation.	Reaches a broad audience, increasing possibilities for more inclusive public participation.
		The “ Green School ” project, organized by the <i>Andorra Sostenible Center</i> (Andorra Sustainable Center) and the education teams of the Ministry of the Environment, Agriculture, and Sustainable Development, promotes education on sustainable development. It has been integrated into formal education and implemented in 19 of the country’s 29 schools, involving 66% (7,237) of the total number of students.	Moves beyond business as usual, thoroughly integrating sustainable development understanding within education.
Australia	2018	Many companies and businesses in Australia promote volunteerism among their staff, contributing to the SDGs. Volunteers contribute domestically and internationally. According to Australia’s VNR report, all departing volunteers receive a briefing on the SDGs.	This promotion of volunteerism builds global citizenship and having all volunteers receive SDG training raises overall awareness on the 2030 Agenda
Bangladesh	2017	Efforts by the Citizen’s Platform for SDGs, Bangladesh , a civil society platform, has included knowledge generation on the	This process is inclusive and participatory having CSO groups raising awareness. They have taken control of raising awareness in

Annex: Raising awareness and promoting global citizenship to realize the 2030 Agenda in Canada

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		2030 Agenda as a means to raise awareness of the SDGs among civil society organizations.	this way.
Belgium	2017	<p>The SDG Voices campaign, comprised of eight organizations including local authorities, private sector, and civil society organizations, promotes the SDGs as role models through various activities.</p> <p>Civil society organizations are also taking ownership of the 2030 Agenda and the SDGs. A series of national thematic campaigns have been launched on food, climate justice, social protection, health and decent work. Seminars and workshops on SDG related issues such as empowerment of women have also been held, along with SDG integration into actions undertaken with partner organizations in the global South.</p>	<p>Is an innovative mechanism that moves beyond business as usual to build trust and general uptake of national SDG activities.</p> <p>Moves beyond business as usual, with high-level participation of civil society. The inclusion of non-governmental stakeholders strengthens awareness raising, as such groups have potential to reach a greater diversity of individuals in a more context-responsive manner.</p>
Brazil	2017	<p>Awareness campaigns and educational programs have been launched, aimed at bringing the SDGs to the local population.</p> <p>Civil society organizations have been identified as key actors in raising public awareness of Agenda 2030 and the SDGs. Cooperation with subnational and local governments in promoting public engagement with the SDGs has also been an area of focus.</p>	<p>Targeted local level campaigns and programs move beyond business and usual, bringing the SDGs to the grassroots level.</p> <p>Moves beyond business as usual, directly including a key actor, civil society, in public engagement. This inclusion strengthens awareness raising, as such groups have the potential to reach a greater diversity of individuals in a more context-responsive manner.</p>

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Denmark	2017	Ten municipalities are involved in the Green Generation project , which involves public awareness initiatives, the development of green curricula, and increased cooperation between different municipal departments, primarily the departments of environment and education.	Moves beyond business as usual in an innovative manner, as municipal stakeholders have the opportunity to take high level action on the goals. These developments are long term, and hence, interactive, building local-level ownership and impact on the goals.
		Denmark’s Civil Society in Development —a civil society platform that represents small and medium-sized organizations working in international development—manages a fund for civil society organizations that includes funding for public engagement, providing members with resources to raise awareness on the 2030 Agenda.	The provision of finance to support civil society awareness raising and public engagement is good practice.
Egypt	2018	Egypt created a mobile application called “Sharek” which means participate. It allows citizens, particularly youth, to raise awareness of sustainable development and participate in the review of its Strategy for Sustainable Development.	The use of a mobile app and technology to engage a demographic that is usually left out of decision making and review is innovative and inclusive.
Finland	2016	A set of strategic guidelines for sustainable development has also been prepared by the Finnish society. The Society’s Commitment to Sustainable Development is an innovative approach to generating engagement and ownership, and is a key tool for embedding sustainable development in all policy sectors and within the core activities of various societal actors. As of June 2016, over 220 actors, including enterprises, schools, cities, administration, non-governmental and other organizations, communities, political parties and even private individuals from all sectors of society, had signed more than 300 operational commitments.	Moves beyond business as usual in an innovative fashion by using a new approach to generate engagement and ownership of the goals in various sectors.

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		<p>The approach engages organizations according to their own priorities and capacities.</p> <p>The Finnish Youth Cooperation - Alliansi aims to enhance awareness and the realization of SDGs among young people through various events.</p> <p>The Prime Minister’s Office and the Ministry for Foreign Affairs are jointly coordinating a regional tour of Finnish cities to raise awareness and discuss Agenda 2030 implementation in Finland and abroad. Local actors are also involved in the implementation process.</p>	<p>Moves beyond business as usual to include and allow the participation of a demographic that is usually left out of decision making.</p> <p>Moves beyond business as usual to include municipal stakeholders in discussion and actual implementation of the goals, indicating not mere consultation, but iterative continued engagement.</p>
Germany	2016	<p>Germany promotes sustainable consumption through expanding credible labelling schemes based on environmental and social standards. List of sustainability labels including government sponsored eco-labels, “blue angel”, can be found online.</p>	<p>The approach is an innovative, iterative action, as in every interaction with a labelled product, consumers are brought into awareness of sustainability and given a concrete mechanism to participate in the realization of the goals.</p>
Greece	2018	<p>Institute of Training of the National School of Public Administration and Local Government, in partnership with OCIEA, provides a 3-day recurring seminar for the SDGs. The seminar is an inclusive platform where multiple stakeholders such as employees from ministries, local and regional administrations, universities, research centers and independent authorities enhance awareness of the core vision, priorities, objectives and multiple dimensions of the 2030 Agenda. Stakeholders are also provided with an opportunity to obtain credits to their CV and personal career from taking part in the seminar.</p>	<p>Innovative, continual and hence iterative process where multiple stakeholders gain awareness of the 2030 agenda in an inclusive and participatory manner.</p>

Annex: Raising awareness and promoting global citizenship to realize the 2030 Agenda in Canada

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Ireland	2018	<p>The National Strategy on Education for Sustainable Development 2014-2020, which is currently undergoing a mid-term review, aims to ensure that education contributes to sustainable development by equipping learners with the relevant knowledge, skills and values [the ‘why’] that will motivate and empower them throughout their lives to become informed active citizens who take action for a more sustainable future. The Development Education Strategy 2017-2023, a lifelong educational process, was put into practice to increase public awareness and enhance understanding of the rapidly changing world.</p>	<p>Moves beyond business as usual, deeply engaging learners, in an iterative process that strengthens ownership of the goals and builds global citizenship. Includes a non-traditional demographic of learners.</p>
		<p>Following the establishment of the National Stakeholder Forum, Ireland seeks to select a number of national organizations from across the multi-stakeholder network to act as SDG Champions, who will be asked to leverage their public profiles to raise awareness of the SDGs and draw on their own experiences to demonstrate the relevance of the SDGs to daily life in Ireland.</p>	<p>The approach is iterative, inclusive, participatory and moves beyond business as usual by establishing SDG champions who can build public awareness.</p>
Jamaica	2018	<p>Communication and Advocacy Roadmap, in alignment with Vision 2030 Jamaica, has been prepared in response to the importance of effective communication and public education.</p>	<p>The roadmap utilizes public education as an avenue by which to spread awareness, establishing an iterative approach.</p>
		<p>Stakeholders were also engaged through exhibitions, promotional events, community outreach programs, billboards and radio interviews. In addition, some 42 sector specific and subnational consultations were convened with technical specialists, farmers, fisherfolk, children and youth, the business community, persons with disabilities, grassroots organizations, community-based organizations and local</p>	<p>Allows greater inclusion and participation of diverse segments of society.</p>

Annex: Raising awareness and promoting global citizenship to realize the 2030 Agenda in Canada

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		government authorities in urban and rural settings.	
Japan	2017	Japan’s media are actively promoting the SDGs. Asahi newspaper has published a series of articles on the topic of SDGs. Nikkei newspaper has reported on the activities of companies that contribute to SDGs and has hosted a symposium with the city of Yokohama to raise public awareness.	Japan’s media taking a part in raising awareness through their streams is inclusive and participatory. It also lets the sector reach populations it knows
Latvia	2018	An international campaign supported by UNESCO has been underway in Latvia for three years—the World’s Largest Lesson . Lessons taught in the campaign aim to foster accountability towards cultural and natural resources, promote civic participation, involve all in shaping an inclusive society and sustain a strong economy. The campaign consists of more than 300 lesson plans. Three reports have been published about the campaign.	This long-term process of raising awareness and education on Agenda 2030 is iterative due to the length of the project
		Civil society organizations host an annual Global Education Week that engages individuals and organizations from around the country. The Latvian Platform for Development Cooperation prepares toolkits and materials each year, inviting a range of stakeholders—civil society organizations, youth, libraries and others—to make use of the materials and host their own events.	Demonstrate the important role of civil society in raising awareness of sustainable development and working with and reaching local communities.
Lithuania	2018	Lithuania organizes documentary film festivals , photography exhibitions, interactive events, active discussions to enhance public engagement. Lithuania disseminates information about SDGs on television, radio shows and social media and strives to provide innovative, attractive and accessible forms	The use of art and technology to raise awareness is innovative. It incorporates the SDGs into citizen’s passions, hobbies and careers. Including the traditional media and social media is both innovative and inclusive.

Annex: Raising awareness and promoting global citizenship to realize the 2030 Agenda in Canada

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		to present the information. In addition, Lithuanian development cooperation projects have been presented in the form of cartoons, radio quizzes, advertisements, and school campaigns. The projects are implemented in different regions involving partners from non-governmental organizations, academics, and private sectors.	The use of both helps reach multiple demographics and generations. It is also good practice to involve multiple stakeholders in awareness raising and global citizenship promotion efforts.
Mexico	2018	Mexico not only has nationwide awareness campaigns led by civil society organizations, but also has a nationwide communication plan to inform young people of the actions that the governments and other actors are undertaking with regards to SDG implementation.	The use of a communications plan is iterative since it details the raising awareness tactics through the Agenda2030 timeline
		PienZa Sostenible , a public art project to analyze and reflect on Mexico’s current state of development in relation to the 17 SDGs and to promote awareness was launched.	The use of art and creativity to raise awareness is innovative and goes beyond the traditional raising awareness mechanisms.
		Mexico Youth Institute provides internship opportunities to youth in order to promote awareness of the SDGs. Morelos state government also initiated training programs that involved 900 young people who were encouraged to share knowledge with peers about SDGs.	This approach promotes inter-generational equity and engages youth.
Norway	2016	In order to engage children and youth stakeholders, the Norwegian government has made recommendations to include content on the SDGs as a part of the school curriculums and textbooks.	This process of including the SDGs and the Agenda 2030 in education is iterative.
Paraguay	2018	Paraguay launched Learning day on the SDGs to raise awareness about the importance of youth participation in the implementation of agenda.	This yearly learning day is an iterative approach that engages youth on the 2030 Agenda.

Annex: Raising awareness and promoting global citizenship to realize the 2030 Agenda in Canada

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Romania	2018	Romania’s Department for Sustainable Development coordinated a competition on innovative sustainable development practices between Bucharest’s top high schools and incorporated their perspectives into decision making processes.	This creative approach to raising awareness is innovative and goes the extra step in taking the perspectives into decision-making.
Slovakia	2018	Slovakia promotes voluntary public engagement through its national Volunteer of the Year award which includes a special 2030 Agenda contribution category. The private sector in Slovakia is also being recognized for its social and environmental contributions to the Sustainable Development Goals through the Via Bona Slovakia award .	The award programs raise awareness of the 2030 Agenda and promotes individuals and organizations to take action.
South Korea	2018	South Korea has introduced the SDGs and official development assistance into its education curriculum by including these concepts in grade school textbooks.	This approach is iterative.
		In South Korea the Korean Civil Society Forum on International Development Cooperation is working to implement the SDGs, raise public awareness, and improve cooperation between non-state actors. The organization is working to improve development cooperation between organizations such as the Korea NGO Council for Overseas Development Cooperation and the UN Sustainable Development Solutions Network Korea.	This approach is an example of civil society action to raise awareness of the 2030 Agenda and develop multi-stakeholder partnerships.
Spain	2018	In early 2016, the SDG Observatory was created, for the purpose of monitoring the implementation of the Agenda in Spain, both in its domestic and in its international dimension, and raising public awareness of its transformative potential to promote sustainable development focusing on people and	The SDG Observatory is iterative as it allows the public to be engaged on a continuous scale. The use of technology is innovative.

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		<p>on nature and guaranteeing the exercise of human rights under the motto “leave no one behind.”</p> <p>To raise public and private awareness on the 2030 Agenda, Spain’s Global Compact Spanish Network and ATRESMEDIA media company promoted the COMPANIES4SDGS campaign which has had, to date, 34 companies subscribe to an SDG toolkit, volunteer activity of the month, and an external communication strategy. A television ad for this initiative has been viewed by 73.8% of Spain’s population.</p>	Spain’s use of media to raise awareness has been inclusive and an innovative way to reach a broad range of citizens.
Sweden	2017	Sweden’s Ministry of Foreign Affairs is actioning its #FirstGeneration initiative to promote the SDGs and recognize the vital role of educators in instructing youth on sustainable development.	The use of technology to engage a younger generation in Sweden has been innovative.
Thailand	2017	Thailand’s Ministry of Foreign Affairs, through the VNR Taskforce, has promoted a variety of youth engagement activities including the Sufficiency Economy Philosophy (SEP) speech and essay contests. This helps Thai youth understand how the SEP may contribute to the achievement of the SDGs.	This approach is an inclusive and innovative way to raise awareness with youth.
Uganda	2016	Uganda has created a communications plan which details when and how raising awareness will be done throughout the timeline of Agenda 2030.	The communication plan moves beyond the typical raising awareness periods around VNR reporting. It also establishes a commitment to an iterative approach to awareness raising.