

The UN Agenda Awareness Challenge: Engaging People, Fostering Development



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One main challenge:

How to make the goals work in a daily basis?



Vision:

Happy Sustainable Learning Society



Mission:

Visual Art to serve for Citizenship
Sustainable Development Literacy

Sustainable Development Literacy (SDL)



Objectives:

1. Increasing the contribution and the responsibility of Citizens
2. Increasing Awareness of the society
3. Make the UN 2030 Goals public and understandable for all
4. Increasing Joy and happiness through artistic learning approach
5. Developing sustainability-literate citizens
6. Promotion of UN 2030 Goals in an artistic way



The general frame of the project goes under the concept of ‘technology literacy’.

Our next step is to deliver a communication set up towards the industry and services in order to achieve awareness regarding the 17 goals of the UN agenda.



We present an action and intervention research plan towards the engagement of wider working audiences on their workplaces (enterprises, services).

Scenarios & Strategies

Using Public Places

Workshops

Medias
such as TV

Billboards

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School
Tours

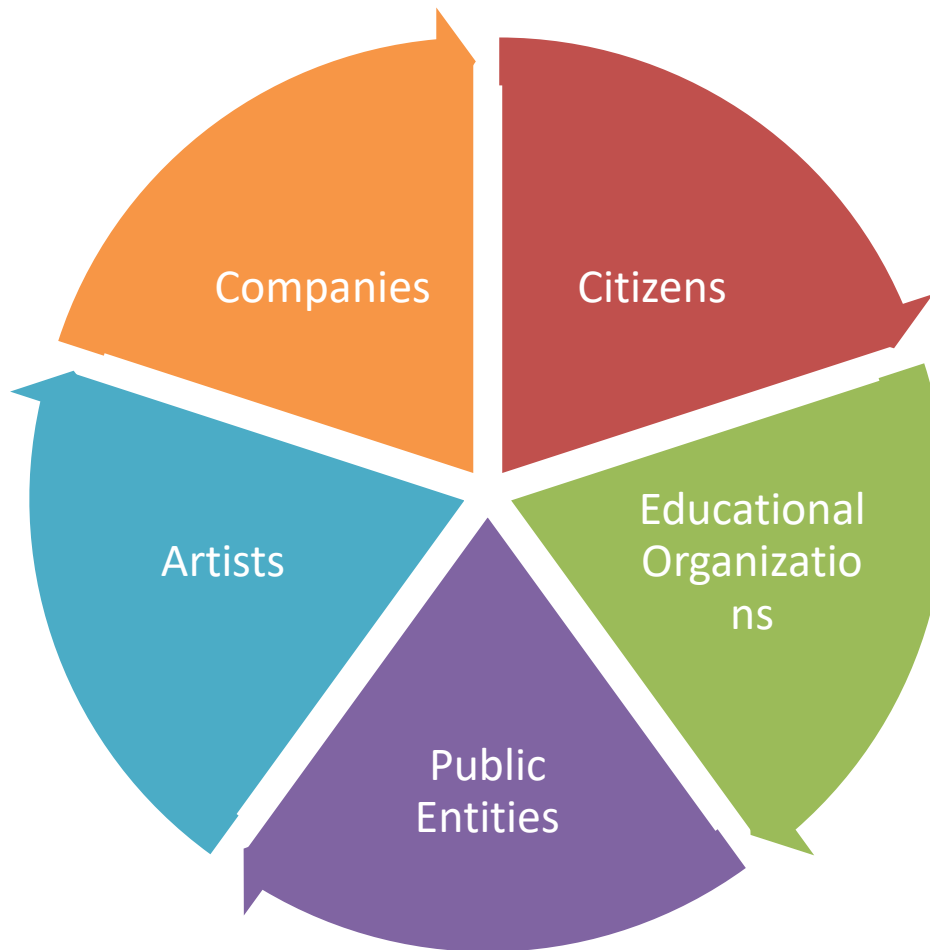
Company
engagements

Event
based
programs

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Stakeholders



Research Plan

Phase One:
Evaluation of the SDL level
in targeted society

Phase two:
Designing Scenarios,
creating artworks and
promote them

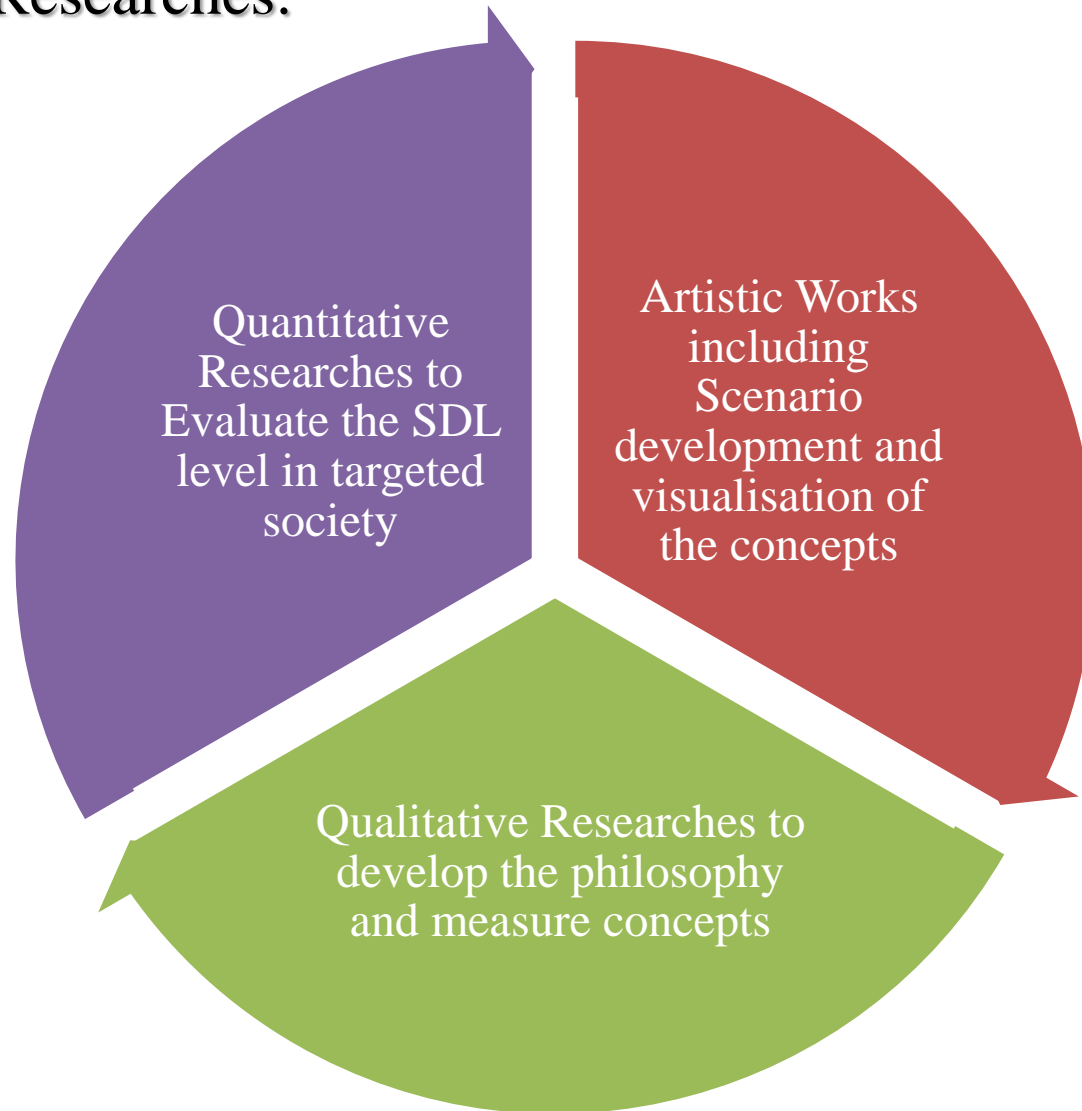
Phase three:
Evaluation the impact of the
works on SDL

Phase Four:
Using the Result of the
evaluation to improve the
scenarios and artworks

Phase Five:
Awarded Partners, activist
by evaluating and certifying
them according to their
resume in each goal



Types of Researches:



Visualising the Idea



Creating Characters:

Mr. & Ms.



Creating the Concept!



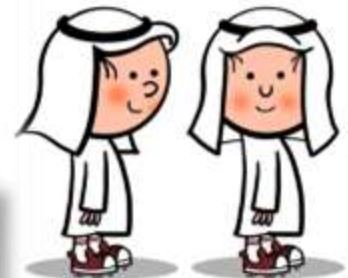


Public Promotion!

Public Promotion!



Event Base promotion!



Using the figures and influencer



Public Promotion!



Certify align Strategy of the organization with
UN 2030 Goals!






Brand Involvement Example!



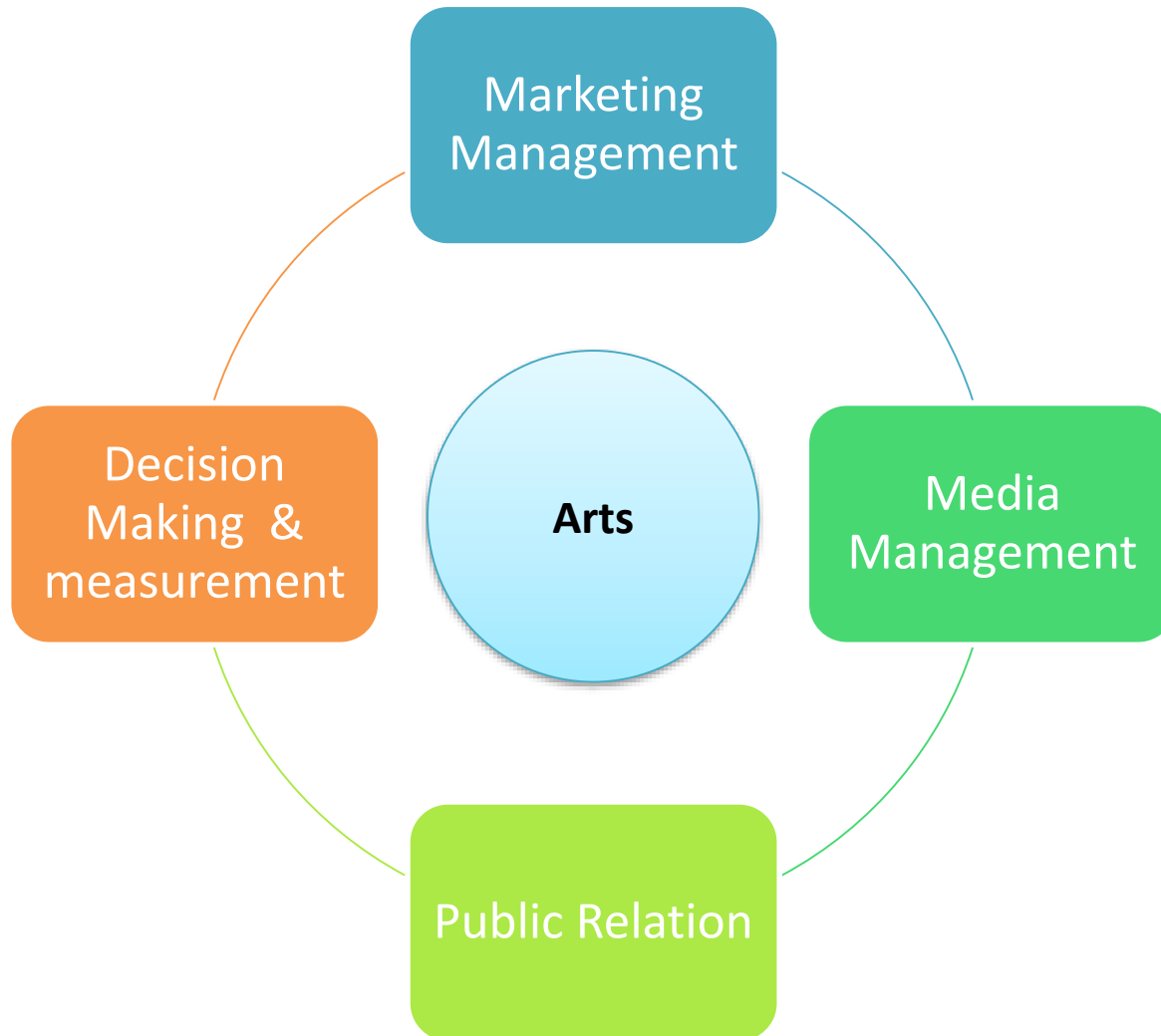
Brand Involvement Example!



Branding as a
Fashion Trend!



It's an interdisciplinary Work



Thanks for your attention!



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