

Press Release

Global Survey on Sustainability and the SDGs: What have we Learned so far?

- *Global Survey* on Sustainability and the SDGs open until June 2019
- Already 20.000 people in 170 countries reached
- Worldwide reach, unique coverage of different perspectives

In 2015, the UN General Assembly adopted 17 Sustainable Development Goals (SDGs) as part of the 2030 Agenda for Sustainable Development. Since then a lot has happened, but how satisfied are people with the progress achieved? And what is important to them when it comes to sustainability? For the first time, these questions are the focus of a worldwide survey called the “Global Survey on Sustainability and the SDGs” available at www.globalsurvey-sdgs.com.

The Global Survey is carried out by Schlange & Co. (S&C), a German consultancy for sustainability, and Yale University’s Center for Business and the Environment. The project is financed by the German Federal Ministry for the Environmental, Nature Conservation and Nuclear Safety. The survey was launched in September 2018 and will be open until the end of June 2019. It is available in 17 languages.

The overall objective of the *Global Survey* is to reach as many people around the world as possible in order to inquire about people’s personal and professional perspective on the status of sustainability in their country, as well as their knowledge, acceptance and expectations of the SDGs. Joachim Schlange, Managing Director of Schlange & Co. comments on the project stating, “The Global Survey has a global reach and covers both the individual view of the people, as well as the most diverse professional perspectives – this has never been done before.”

Since the launch of the Global Survey in September 2018, it has already reached more than 170 countries and has received almost 20.000 responses. Here is a first look into the findings so far:

The typical survey respondent is most likely to be female, between the ages of 20-39, and has pursued higher education. She is likely from one of the five following countries: Germany, the United States, the United Kingdom, Italy, or Spain. The vast majority of respondents are familiar with the term “sustainability,” but only half the respondents have heard of the UN Sustainable Development Goals (SDGs). Despite this finding, when asked which five SDGs are of the greatest concern to respondents, “Climate Action” emerged as the top contender with 12% of the responses. In addition, “Life on Land,” “Life Below Water,” and “Sustainable Production and Consumption” emerged as the other top areas of concern.



The Global Survey has received the support of a number of UN organizations, including UN SDG Action Campaign and national Global Compact networks, student networks including GNAM (Global Network for Advanced Management) and University of Oxford Saïd Business School; or large corporations including Syngenta and Vodafone. In addition, an influencer campaign is currently running on social media, in which a wide variety of social media personalities are “ambassadors” for a sustainable development goal. Not only does this raise awareness of each SDG, but this campaign is intended to reach a younger audience as well.

The survey will be running until the end of June, 2019 so there is still time to participate or to become a supporter. The survey and more information can be accessed at www.globalsurvey-sdgs.com.

Background Information:

In 2015, the UN General Assembly adopted the 17 Sustainable Development Goals (SDGs) as part of the 2030 Agenda for Sustainable Development. The Agenda lays the foundation for shaping global economic progress in harmony with social justice and within the Earth's ecological boundaries. The 17 SDGs are universal, apply to all countries, and their overall objective is to provide economic prosperity, social inclusion and environmental sustainability for all. In order to meet this ambitious goal and to accelerate the implementation, citizens, political leaders, companies, NGOs, and members of academia from all over the world need to engage.

Source: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

More information on the *Global Survey* on Sustainability and the SDGs is available at www.globalsurvey-sdgs.com and [#GlobalSurveySDG](https://twitter.com/GlobalSurveySDG).

Contact

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Attached: Global Survey Logo & Graphic

GLOBAL SURVEY

on Sustainability and the SDGs

