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Step Change for a Sustainable Planet: Implementing the United Nations Sustainable Development Goals



A toolkit for global organisations





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1 Introduction and background

Introduction

This Step Change for a Sustainable Planet toolkit builds on an original toolkit that was created by Public Health Wales in response to ground-breaking sustainable development legislation in Wales, the [Well-being of Future Generations \(Wales\) Act 2015](#) (WFG Act).

This new toolkit was developed as part of the response by the Health and Sustainability Hub ('the Hub') in Public Health Wales to take clear and positive action to help organisations and their staff respond to the [United Nations Sustainable Development Goals \(UN SDGs\)](#).

We believe that this toolkit can be practically applied to mobilise the workforce not just in Wales but in the rest of the world, as it is these individuals who are uniquely placed to help the world become more sustainable. Providing information and knowledge, the toolkit also supports staff, on an individual level or by working together as teams, to become 'changemakers' by helping them to put into practice the principles of sustainable development.

Collectively, we can all contribute to global change by taking sustainable steps, however small.

COVID-19 has been a wake-up call to the world. It has destabilised the global economy and upended the lives of billions of people around the world. It has also encouraged people to think more about their impact on the world, both locally and globally, highlighting that it is time for change to a more sustainable way of life for the people and the planet. Wales is advocating for the need to adopt a [One Health approach](#), which recognises that the 'health and well-being of humans, animals and ecosystems are linked and it is therefore necessary to work across sectors and disciplines to address issues or risks that occur at the animal-human-ecosystems interface'.

The UN SDGs can help shape a green recovery for a sustainable future, promoting prosperity and reducing inequalities while protecting the planet and the people who inhabit it.





Global Sustainable Development Goals

In 2015, UN Member States adopted the ‘2030 Agenda for Sustainable Development’, which introduced 17 Sustainable Development Goals (SDGs) to achieve a better and more sustainable future for everyone.

The 17 goals are interconnected and aim to address the global challenges we face, including:

- ending extreme poverty
- fighting inequality and injustice
- tackling climate change and environmental degradation
- promoting peaceful and inclusive societies.

The goals recognise that ending poverty and other deprivations must go hand in hand with strategies that improve health and education, reduce inequality and support sustainable economic growth, all while tackling climate change and working to preserve our oceans and forests.

Within the 17 UN SDGs are 169 related targets. The aim is not to address all 17 SD goals and 169 targets, but to adopt a principled and coherent approach to identifying the SDGs through which you can make a difference, and maximise your contribution to achieve the change the world needs.

You can learn more about each of the goals by investigating this infographic:



SUSTAINABLE DEVELOPMENT GOALS



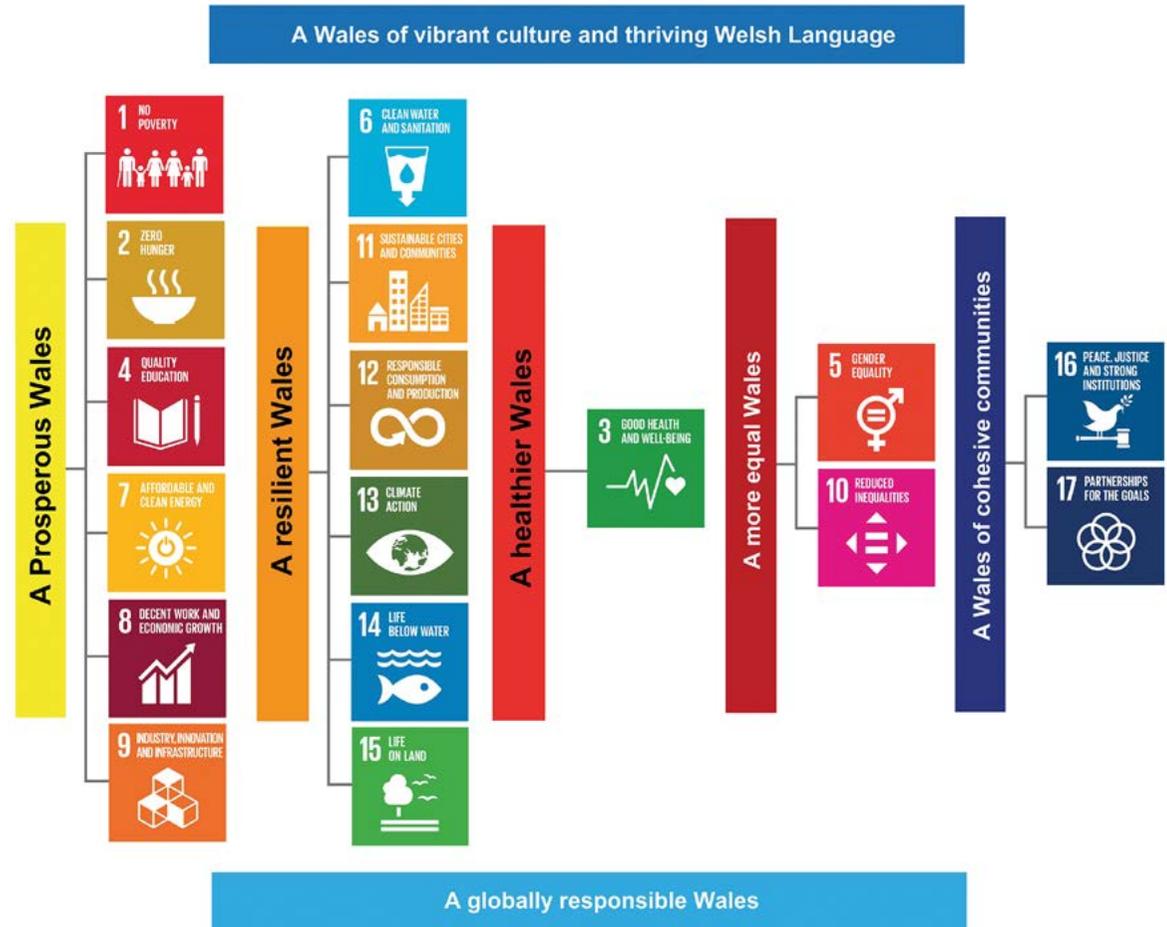
Read more about the SDGs [here](#) and watch a video [here](#).

Wales' approach to sustainable development

In 2014, as the UN held its global conversation 'The World We Want', Wales held a national conversation with people and communities on 'The Wales We Want' in order to establish a shared vision of Wales and how to get there by 2050. Nearly 7,000 people took part.

Following this, Wales became the first country in the world to introduce legislation in the form of the Well-being of Future Generations (Wales) Act 2015 to develop a Welsh ambition and response to implementing the SDGs.

The WFG Act has shaped the 17 SDGs into 7 well-being goals for a more sustainable Wales. There is more detail about these on the [next page](#).



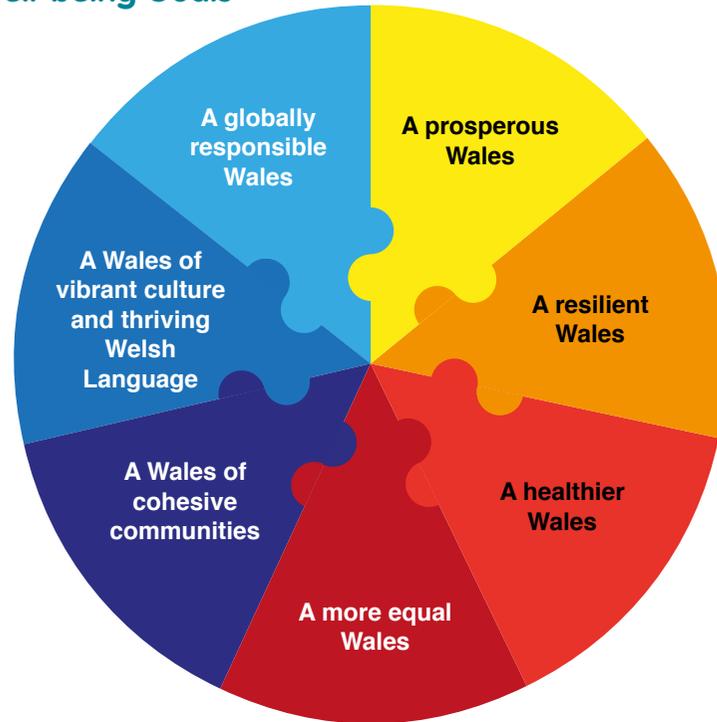
Wales' well-being goals and the SDGs

The WFG Act mirrors the global framework, but also takes further steps to deliver the global agenda in Wales, namely:

- placing legal duties on 44 public bodies, including the need for each organisation to set and publish well-being objectives designed to maximise its potential to meet each of the goals
- creating the role of Future Generations Commissioner for Wales
- providing a 'transparency' role to the Auditor General for Wales
- introducing 'cultural' well-being as a fourth domain of sustainable development, alongside economic, social and environmental well-being, to reflect Wales' rich cultural and linguistic heritage

You can learn more about each of the goals by investigating the wheel below:

Well-being Goals



More information about Wales' approach to sustainable development can be found [here](#).

Five ways of working

The WFG Act defines sustainable development in Wales as ‘The process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the well-being goals’.

Acting in accordance with the sustainable development principle means that the body must act in a manner that seeks to ensure the needs of the present are met without compromising the ability of future generations to meet their needs.

The sustainable development principle sets out five ways of working needed for public bodies to achieve the seven well-being goals. This approach provides an opportunity for innovative thinking, reflecting the way we live our lives and what we expect of our public services. The five ways of working can also be used when working towards the UN SDGs.

View the ‘How to Deliver the Well-Being of Future Generations Act’ infographic [here](#) to learn more about the ways of working, and how they are also relevant for sustainable development outside of the Welsh context.



Long-term The importance of balancing short-term needs with the need to safeguard the ability to meet long-term needs.



Prevention How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.



Integration Considering how the organisation’s well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other organisations.



Collaboration Acting in collaboration with any other person (or different parts of the organisation itself) that could help the organisation meet its well-being objectives.



Involvement The importance of involving people with an interest in achieving the well-being goals and ensuring that those people reflect the diversity of the area which the organisation serves.

Public Health Wales and the Well-being of Future Generations (Wales) Act 2015

Public Health Wales have made a commitment to embed the WFG Act at all levels within the organisation and to maximise opportunities where possible for using the Act as a framework to improve population health and well-being and reduce inequalities.

The Hub supports Public Health Wales with its contribution towards Wales' well-being goals in applying the sustainable development principle of the [WFG Act](#), alongside the wider UN [SDGs](#) to become an exemplar, championing and sustainable organisation.

The Hub works closely with (and in support of) the wider NHS, other public bodies and cross-sector stakeholder organisations to support system change and strengthen the impact of the WFG Act on public health, planetary health and environmental sustainability.

To watch a video on embedding the sustainable development principle and recommendations for action, click [here](#).

Embedding sustainable development – what we know from the literature

In conjunction with Kingston University, Public Health Wales produced *Implementing the Sustainable Development Principle: Lessons from a Literature Review on Implementing the Five Ways of Working*. The literature review provides a guide for all public bodies within Wales, and indeed any organisation internationally, seeking to respond to the challenge of embedding the five ways of working. It captures the key learning and offers practical lessons for public bodies to consider against their wide range of activities. The executive summary can be found [here](#) and the main report [here](#).

The literature review also highlights how your teams can align with other organisations across the world by adopting the following [five simple daily practices](#) in support of the well-being of our current and future generations.





Five Daily Practices

Wake up

Be informed about the impacts of the [five ways of working](#), and be alert to simple changes that can be made now, or planned and phased in.

Wise up

Learn new knowledge, skills and behaviours to help embed the five ways of working in your daily practices. Also share experiences with others and experiment to find new solutions.

Sharpen up

Develop new evidence, metrics and measurements that reflect current and future well-being. Use existing data to stop activities with negative impacts.

Show up

Lead in your existing field of influence and, even though you may not have all the answers, ask questions and collaborate to find solutions.

Shout up

Communicate what is working and what we can expand upon, and share new stories of experimentation, learning and change.

The [literature review](#) has five recommendations for implementing the ways of working from the Act, which can also be used when working to embed the UN SDGs:

1. The five ways of working are mutually reinforcing, so **start where you feel comfortable**.
2. Ensure the five ways of working are **visibly integrated** in all activity targeted at people, policies and practice: make sure the sustainable development principle is visible in all organisational documents.
3. Support the five ways of working at **operational levels**: individual, team, organisation and system.
4. Encourage the development of **new norms and rules**.
5. Embrace the Act, or the UN SDGs, as a **game-changer**.

To see how the interlinked ways of working integrate with people, policies and practice, and with different operational levels, see the infographic [here](#).

Wales and the Sustainable Development Goals

The WFG Act and the UN SDGs set out an ambitious plan for transforming Wales and the world, respectively, to achieve a better and more sustainable future for everyone.

In 2019 Welsh Government (WG) looked back on progress since the SDGs were agreed in 2015 and reflected on the actions they took in Wales to prepare for Agenda 2030. They produced a [supplementary report to the United Kingdom of Great Britain and Northern Ireland Voluntary National Review](#) to highlight progress towards the UN SDGs 2030. The report frames the progress through the seven well-being goals because these both translate the SDGs into the Welsh context and articulate the nation's contribution to the SDGs.



Health in All Policies

Health in All Policies (HiAP) is a recognised approach to multi-sectoral action for health. The call for cross-sectoral action for health dates from the [Alma Ata Declaration](#) in 1978 and the [Ottawa Charter for Health Promotion](#) in 1986.

The [World Health Organization defines HiAP](#) as ‘an approach to public policies across sectors that systematically takes into account the health implications of decisions, seeks synergies, and avoids harmful health impacts in order to improve population health and health equity.’

This model of multi-sectoral action is central to the SDGs’ agenda of moving towards approaches that recognise the interlinked nature of our actions. Implementing a HiAP approach across different levels of governance can help to embed the SDGs, and working to advance the SDGs can contribute to strengthening HiAP.

HiAP resources

- The [Global Network for Health in All Policies](#) is a country-led initiative whose mission is to work to address the determinants of health, by strengthening the HiAP approach, with an aim to support the implementation of the SDGs and universal health coverage.
- The [Joint Action Health Equity Europe](#) is an opportunity for EU member states to work jointly to address health inequalities and achieve greater equity in health outcomes across all groups in society. Work Package 9 of the Joint Action is specifically focused on Health and Equity in All Policies.



The impact of COVID-19 on the UN Sustainable Development Goals

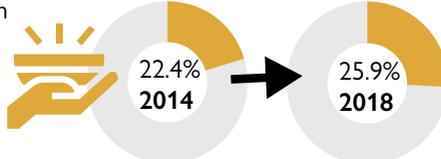
The global coronavirus pandemic has caused devastation and hardship worldwide and will have a profound and lasting economic, social and environmental impact. Although COVID-19 will have a negative impact on some of the work already achieved towards the 17 UN SDGs, the impact of the pandemic will also identify opportunities to future proof a sustainable recovery and highlight the importance of the individual goals.

Examples of the effects of COVID-19 on two of the UN Sustainable Development Goals

2
ZERO
HUNGER

Before COVID-19 food insecurity was already on the rise.

Global population affected by **moderate** to **severe food insecurity**



22.4% 2014 → 25.9% 2018

Stunting (chronic undernutrition) and **wasting** (acute undernutrition) among children are in danger of **worsening because of the pandemic.**





The COVID-19 pandemic is an additional threat to food systems.



Small-scale food producers, constituting **40% to 85% of all food producers in developing regions**, have been hit hard by pandemic lockdown measures.

Wales' **plan for a Green Recovery from COVID-19** has **local and sustainable food production** as one of its priorities.



14
LIFE
BELOW WATER

Before COVID-19 ocean acidification was continuing to threaten marine environments and ecosystem services.

A **100 to 150% rise in ocean acidity** was projected by 2100, which would affect **half of all marine life.**





The **drastic reduction in human activity** brought about by COVID-19 may be a chance for oceans to recuperate.



The **Welsh post-COVID-19 Green Recovery plan** highlights the importance of prioritising the health of the **country's waterways and marine environment.**



Effective communication and collaboration among organisations, experts and policymakers is essential to ensure we learn from our experiences in responding to COVID-19 and develop the solutions required to achieve the UN SDGs.

Visit <https://unstats.un.org/sdgs/report/2020/overview/> to understand the impact of COVID-19 on each of the UN SDGs.

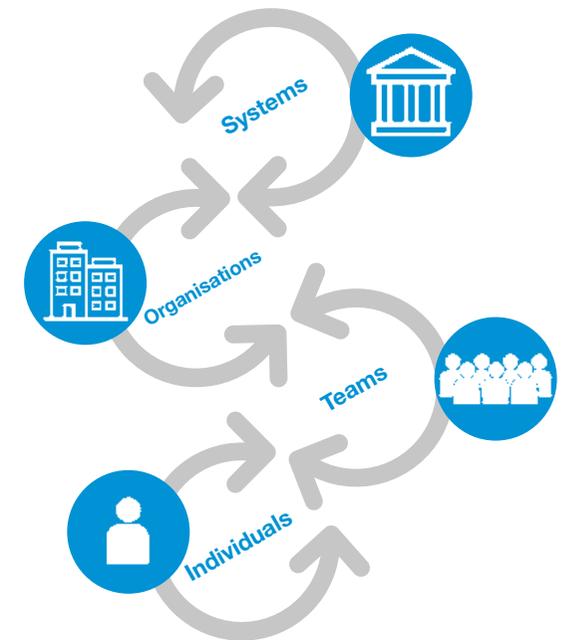
2 Sustainable change case studies

The following case studies are examples of how the UN SDGs have been embedded/achieved within a variety of organisations, at a variety of levels.



Country level sustainable change

The SDGs challenge us all to move towards a whole-system approach that leaves no one behind. In some places this is being implemented on a nationwide basis.



Interactive Health in All Policies case studies map

Health in All Policies (HiAP) is core to this agenda, with countries around the world embedding sustainable development into national policy. Each of the places marked [on the map](#) links to a case study that will help improve understanding of existing approaches and provide ideas to accelerate action to achieve the SDGs. Click on the marker for a brief overview, and follow the link underneath to find out more from the full HiAP report.

The HiAP case studies identify the importance of incorporating health into all avenues of public administration and planning, providing a reminder that human health and well-being is not a matter for the health sector alone. The HiAP approach takes into account the health implications of decisions, seeks synergies and avoids harmful health impacts in order to improve population health and health equality. The case studies support the majority of the UN SDGs at a variety of levels.

Interactive Health in All Policies case studies map

To view the case studies hover your mouse over the flags.



To view the case studies in more detail along with a variety of other case studies please visit the WHO Report: [Progressing the Sustainable Development Goals through Health in All Policies: Case Studies from Around the World.](#)

Further case studies from around the world



World's Largest Lesson

In New York, on 4 September 2015, the Global Goals Campaign and UNICEF launched the World's Largest Lesson, an initiative to teach children in over 100 countries about the new Sustainable Development Goals being adopted by the UN General Assembly.



<https://worldslargestlesson.globalgoals.org>

Healthy not Hungry Campaign

The Healthy Not Hungry campaign launched in 2017 in partnership with the World Food Programme, UNICEF, the Jamie Oliver Food Foundation and others focused on accelerating progress to Goal 2 Zero Hunger and Goal 3 Good Health and Well-being.

The campaign includes downloadable recipe cards and a Healthy not Hungry toolkit to support action and raise awareness of the campaign.



www.globalgoals.org/healthy-not-hungry

Volunteering Wales Digital Platform

To support efforts by volunteers across Wales a new digital volunteering platform 'Volunteering Wales' has been established to allow volunteers to find opportunities and log their hours and skills gained from volunteering. More than 3000 organisations already use the platform hosted by the Wales Council for Voluntary Action.



www.volunteering-wales.net

The UCSI University (Kuala Lumpur Campus), Malaysia

UCSI University has implemented the SDGs across their campus and local community through a three-year road-map initiative to encourage and strategically integrate learning, training and practising of the SDGs by empowering people to be advocates and change makers. The university provides the platform to share knowledge, resources and opportunities and also provides a global platform that facilitates networking, learning and sharing of experiences.

Examples of the work includes: in 2018 the UCSI hosted the SDG Conference with the theme 'SDGs – Is Malaysia Prepared?'; an SDGs Secretariat Office Steering Committee was established; and the university also launched an online platform called 'MT SDG Step' for staff and students to share stories on how they relate to the goals in their daily activities.



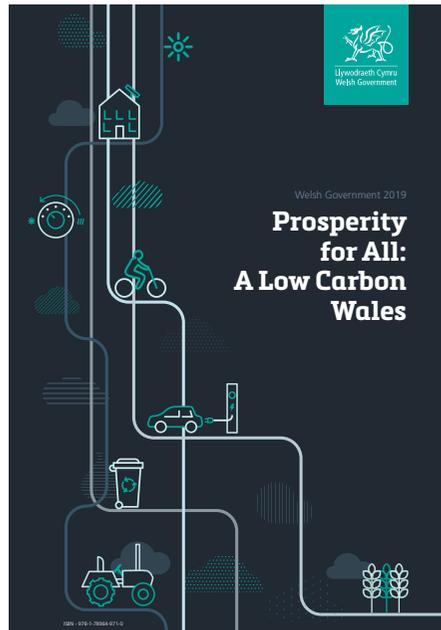
www.sdgaccord.org/case-studies

<http://sdg.ucsiuniversity.edu.my>



System level sustainable change

System level change can be achieved by identifying and mapping opportunities, and creating platforms for collaboration and working, through advocacy and engagement, to reinforce positive values. One small positive step can lead to big system level change.



Case study:

Welsh Government, Prosperity for All: A Low Carbon Wales

Climate change is the globally defining challenge of our time. [Prosperity for All: A Low Carbon Wales](#) sets out the Welsh Government's approach to cutting emissions and increasing efficiency in a way that maximises wider benefits for Wales. Delivering the ambitious targets will require significant leadership, collaboration with partners and involvement of society as a whole.

The [Welsh Government Low Carbon Delivery Plan 2](#) (LCDP2), scheduled to be published in autumn 2021, will describe the policies and approach they intend to take to meet Wales' second Carbon Budget. The engagement approach will include four calls to action to ensure everyone has the opportunity to contribute to the LCDP2:

- submitting ideas and evidence directly to Welsh Government
- making a commitment to a climate change pledge
- challenging public bodies, businesses and organisations to make decarbonisation commitments
- signing up to receive updates on engagement activity.

The engagement approach allows a range of different policy areas and sectors to identify actions and changes required to support the LCDP2 and also to provide the supporting evidence required to generate action. It will also ensure the climate emergency response is aligned with priorities in recovery from COVID-19 and the impact from Brexit.



Organisation level sustainable change

Organisations can effect sustainable change and achieve the world's well-being goals by:

- future-proofing decisions
- working better with people, communities and each other, and
- helping tackle and mitigate against problems such as poverty, health inequalities and climate change.

Case study: Public Health Wales

In response to the Welsh well-being goals of a 'prosperous Wales' and a 'resilient Wales', Public Health Wales is actively moving towards environmental sustainability. The organisation is implementing an environmental sustainability programme to reduce its carbon footprint, actions which will be working towards a number of the UN SDGs.



To ensure an organisation-wide response, the approach is sponsored by the Senior Leadership Team, and its Environmental Sustainability Group (ESG) brings together the leads of five work streams:

- Buildings, energy and waste
- Plastics reduction
- Green travel
- Leadership, engagement and learning (Be the Change)
- Monitoring and evaluation

The ESG also links with the organisation's 'Procurement Champions' group.

Also integrated within this work is the delivery of Public Health Wales' biodiversity plan, [Making Space for Nature](#), in response to the Environment (Wales) Act 2016, across five areas for action:

- Engaging and supporting our staff
- Sustainable procurement
- Developing our estate
- Our environmental sustainability programme
- Supporting other public bodies in Wales

You can read about some of the organisation's achievements [here](#).

Examples of achievements to date include:

In 2016, as part of the 'Our Space' project, 500 staff from several smaller offices were relocated into one collaborative, social and learning-focused workplace with a substantial 134 tonnes carbon saving. At the 2017 NHS Sustainability Awards, which benchmarks and rewards action to create a more sustainable NHS across the United Kingdom, Public Health Wales was recognised for its leadership in this area.



In 2018/19, the Health & Sustainability Hub delivered informal staff-led engagement and support sessions including Dr Bike cycle maintenance, and Swap not Shop sessions to exchange unwanted items of clothing. The sessions benefited staff and enabled them to communicate key messages on well-being of present and future generations.



In collaboration with Arts Wales, the Health & Sustainability Hub presented five roadshows across Wales for arts and cultural organisations to showcase their arts in health work and the links to maximise physical and mental health and well-being.



In 2019/20 Public Health Wales reduced their total carbon emissions by 54.2% from the 2017/18 baseline data, resulting in them more than achieving their 40% reduction target.



In 2019, Public Health Wales made a commitment to go plastic free by 2023, a year earlier than the target set by Welsh Government.



In 2019/20 Public Health Wales reduced its total waste generated by 490 tonnes in comparison to 2018/19, with only an estimated 25.5% sent to landfill in 2019/20, compared to 60% in 2018/19. The proportion of waste sent for recycling increased from 35.7% in 2018/19 to 52.9% in 2019/20.



Read the full report, *Sustainable Development in Wales and Other Regions in Europe: Achieving health and equity for present and future generations*, [here](#).



Team level sustainable change

Teams within an organisation can play an important role in delivering sustainability. They have the opportunity to work together and share ideas to identify solutions for reducing their impact on the environment and climate change. Encouraging teams to work together can support an organisation's work towards achieving the UN SDGs.

Case study: Brecon Beacons National Park Authority (IT Systems and Fleet Team)

The Fleet team within the Brecon Beacons National Park in Wales deployed an electric vehicle (EV) fleet, starting in 2015 with 1 EV and then progressing to 12 vehicles. They secured funding to install charging units throughout the area, including some that were available to the public; they also installed renewable technology to support the EV charging (such as solar panels at their main depot). As leases on fuelled vehicles reached completion they were replaced with EVs; even 4x4 vehicles used by the park wardens are plug-in hybrid EVs.

By 2020 more than 50% of the fleet was electric, with the intention that the rest should follow. This has entailed creating 16 publically available charge points, 30kW of Hydro generation and 34kW of solar photovoltaic generation.



The team's initiative has changed behaviour and mind-sets. Staff reported feeling safer using EVs during the COVID-19 pandemic as charge points are currently used by fewer people than petrol pumps (thus reducing the chances of catching the virus). The team are now looking to use battery technology in order to capture and use energy generated. The change over to EVs has promoted the message that the vehicles are suitable for everyone, not just for city driving.





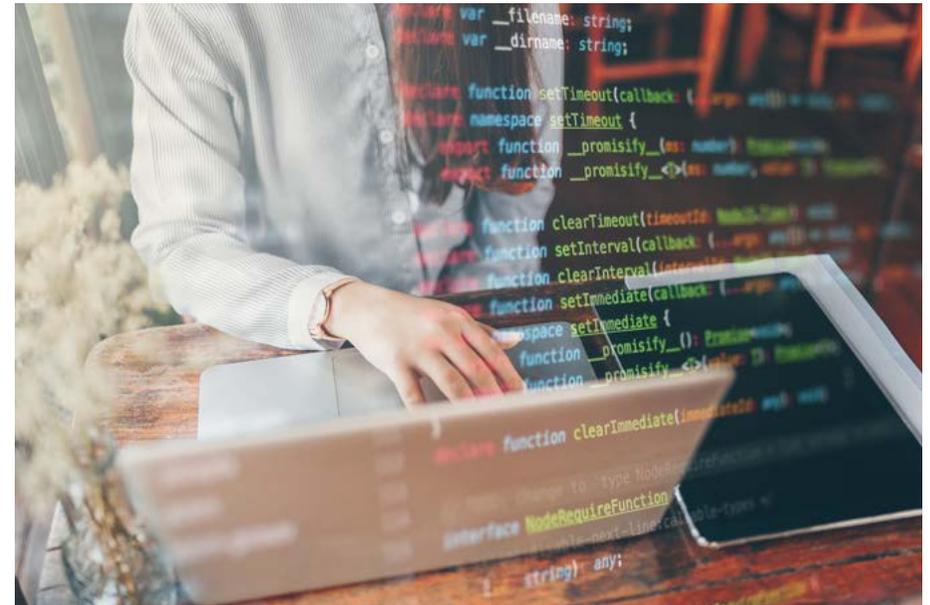
Individual level sustainable change

Individual actions can make a big difference. Positive choices that individuals can make to effect change include active travel, renewable energy, and sustainable foods, goods and services.

Case study: Kode with Klossy

Karlie Kloss is a female role model in the USA who encourages young women to pursue careers in technology fields through her Kode with Klossy programme.

Kode with Klossy creates learning experiences and opportunities for young women that increase their confidence and inspire them to pursue their passions in a technology-driven world. This is delivered through a two-week free summer programme where they learn how to code and develop programs and websites to raise awareness of sustainable development issues.



In 2019 over 2600 scholarships had been awarded across the country. Prior to attending the scholarship camp only 20% of the young women had computer science experience. As a result of the camp 90% of scholars planned to pursue opportunities in computer science and by the time they got to college 65% of scholars minored or majored in computer science or engineering, compared to 3% of women nationally.

 4 5 13

www.kodewithklossy.com

3 Practical resources

Practical sustainability

Step Change for a Sustainable Planet will help raise awareness and understanding of the sustainable development principle and demonstrates the progress that has already been made globally.

This section of the toolkit is designed to share tools and techniques that you can use yourself, within your team, or throughout your organisation and beyond in order to effect behavioural change to embed the sustainable development principle and work towards the requirements of the UN SDGs.



Your teams can tailor the tools to support their own individual responses to the UN SDGs, as well as those of their organisation, which means they will be locally and environmentally relevant and more likely to be accepted and entrenched in day-to-day behaviour.

In addition to being of practical use to your team members in their working lives, the tools will also enable them to take steps to lead sustainable lives outside the workplace.

This section is split into [key messages](#), [UN SDG resources](#), the [Office of the Future Generations Commissioner resources](#) and [Public Health Wales resources](#).

Key messages for global well-being

As a starting point, it's a good idea to find a way of distilling the focus of a particular piece of work into a key message that can be easily understood and shared. By way of example, here are some key messages that have been developed to motivate and inspire change at both individual and team levels. They are intended to be seen and used in internal or even external communications, to reinforce collective, sustainable aims and support behavioural change.



- Act today for a better tomorrow
- Act together for our present and future generations
- Every sustainable step, no matter how small, makes a difference
- Five sustainable ways of working for a world of well-being
- Small sustainable steps easily and effectively contribute to global goals
- Sustainable steps towards the world's well-being
- Small sustainable steps when taken collectively, will lead to big changes
- We can all 'Be the Change' for the world's well-being
- You can 'Be the Change' for the world's well-being
- What will you do for the well-being of the world?
- Living better, using less

You and your team are invited to make up your own key messages that have relevance for your organisation and the individuals in it.

UN Sustainable Development Goals resources

There are a selection of resources on the UN SDGs website to provide an engaging way to learn about the SDGs and identify actions to make them a reality.

Voluntary National Reviews

A good starting point will be to see how your own country is performing in relation to the goals. The UN sustainable development knowledge platform maintains a database of national reviews – including successes, challenges and lessons learned – that have been voluntarily provided by nations based on input from multiple stakeholders. You can find these [here](#).

UN Sustainable Development Goals – Be the Change toolkit

This resource offers a step-by-step guide to encouraging sustainability at work and to organising a ‘Be the Change’ event.

www.un.org/sustainabledevelopment/wp-content/uploads/2018/11/Be_the_Change_Toolkit_-_EN.pdf



The Global Goals Week toolkit

Although this resource links to a specific date, it’s a good resource for encouraging organisations to hold a Global Goals Week. It provides an opportunity for everyone to ‘walk the talk’ when it comes to the UN SDGs. The toolkit offers a step-by-step guide on how to organise a Global Goals Week. <http://cdn.globalgoals.org/2017/09/GLOBAL-GOALS-WEEK-2017-TOOLKIT1.pdf>

ActNow

ActNow is the United Nations campaign for individual action on climate change and sustainability. It encourages people to start with ten simple actions to live sustainability and help build a better world for everyone.

www.un.org/en/actnow

The Lazy Person’s Guide to Saving the World

The guide includes actions you can do from your couch, at home, outside your house and at work to make a difference and support the UN SDGs.

Actions include turn off your lights, let your hair and clothes dry naturally, eat less meat, shop local and organise a No Impact Week at work, to encourage everyone to live more sustainably for a week.

www.un.org/sustainabledevelopment/takeaction

Resources from 17Goals

The 17Goals partnership has archived its tools and resources on a website available to all. Whether you want to browse for inspiration or look up a particular goal for ideas and tools to help implement it, the site can help people (individuals/ teams/ organisations) realise that they can make a difference.

<http://17goals.org/tools-and-resources>

Office of the Future Generations Commissioner resources

The Future Generations Commissioner in Wales has developed a suite of [resources](#) to help public bodies in Wales meet their obligations under the Well-being of Future Generations Act. Since the goals of the Act are very closely linked to the SDGs, these tools could be easily adapted for individuals, teams or organisations outside of Wales to use as well.

WFG Act Self-Reflection Tool

The Future Generations Commissioner for Wales developed the self-reflection tool to enable public bodies to monitor their progress against their well-being objectives. The tool is split into two sections:

- **Section 1:** Where are we now: using the format of a journey, this section helps you discuss what progress you are making towards your well-being objective
- **Section 2:** Prompts for reflection: providing questions intended to help you to reflect on what you have learned for moving forward.

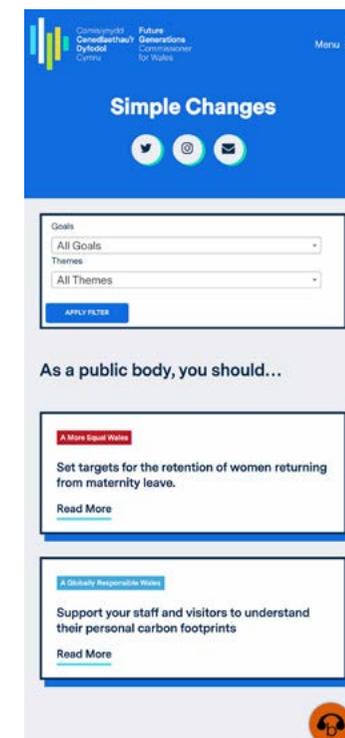
The self-reflection tool will enable you to reflect on progress to date, establish an internal benchmark, compare your organisation with others and reflect on strengths and weaknesses. It could also be used when monitoring progress against the UN SDGs.

www.futuregenerations.wales/resources_posts/self-reflection-tool-2019

Art of the Possible – Simple Changes

The 'Art of the Possible' sets out a vision of what a 'possible' Wales could look like if public bodies were to take advantage of the opportunities that legislation provides to make better decisions for future generations. The project developed journeys for each of the seven Well-being Goals, which identify practical steps to help public bodies maximise their contribution to each of the goals, starting from simple changes and moving on to more adventurous actions toward sustainability. The journeys also include inspirational case studies of where the suggested actions are already being implemented. The journey checkers will also support and inspire work towards the UN SDGs.

www.futuregenerations.wales/the-art-of-the-possible



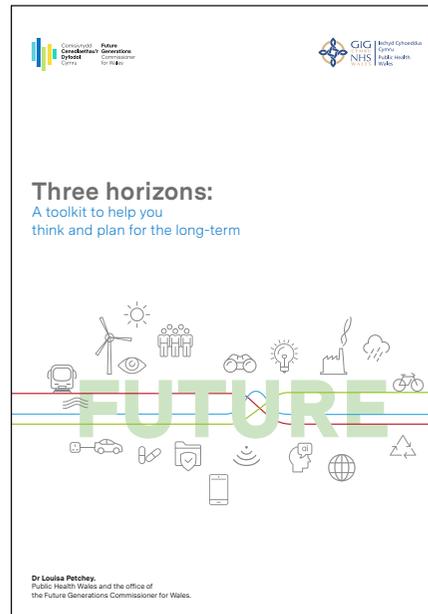


The Three Horizons Toolkit

The Three Horizons Toolkit, developed by the Future Generations Commissioner's Office and Public Health Wales, is designed to help organisations think and plan better for the long term, by keeping a clear vision and taking future trends into account.

The toolkit will benefit anyone making decisions that need to consider the future and future generations. It can be used in a number of ways and with varying levels of detail either alone or in a group. The model looks at how 'dominant' a way of working is and how that might change over time. It encourages participants to think about the need for the current situation to change (horizon 1), the vision for the future (horizon 3) and the ideas for how to get from where we are now (horizon 2).

www.futuregenerations.wales/wp-content/uploads/2020/02/PHW-Three-Horizons_FINAL.pdf



The Future Generations Report 2020



The Future Generations Report 2020 provides an assessment of progress and advice to public bodies and Welsh Government on implementing the WFG Act. The report references examples of best practice and areas where progress is being hindered. The report suggests public bodies fit into four broad categories of planners, the believers/achievers, the overwhelmed (and/or overconfident) and the lone innovators.

Although the report focuses on the WFG Act, it provides a variety of examples and case studies that could be used for guidance and inspiration when working towards achieving the UN SDGs.

<https://futuregenerations2020.wales>

The Future Generations Report 2020 – Chapter 4: Setting Good Well-being Objectives

This chapter aims to help public bodies in setting out good well-being objectives. It provides a series of prompts and suggestions to be used in the process to ensure that all of the Act's elements are taken into account. The chapter points to a number of useful tools and provides an overview of themes that should be considered under each of the goals.

www.futuregenerations.wales/wp-content/uploads/2020/06/Chap-4-Setting-WB-Objectives.pdf

The Future Generations Frameworks

These frameworks have been developed to help people, at all levels of action from individual to national, to think and act in a sustainable way. They situate questions, projects and service design within the context of the sustainable development principle, which will be useful for all. Those acting outside of the Welsh context will be able to easily adapt the sections that refer to the WFG goals to the UN SDGs instead.

- **The Future Generations Framework for scrutiny** is a series of prompts that could help anyone who is keen to ask questions about how a decision has been made – a member of the public, the media, a manager, elected officials and board members.

www.futuregenerations.wales/resources_posts/future-generations-framework-for-scrutiny

- **The Future Generations Framework for projects** can help projects to be developed in an integrated and collaborative way, based on what people need and supporting the well-being of communities today as well as in the long-term.

www.futuregenerations.wales/resources_posts/future-generations-framework

- **The Future Generations Framework for service design** is a practical tool to help people working in public services to apply the Well-being of Future Generations Act ways of working to the design and delivery of services.

www.futuregenerations.wales/resources_posts/future-generations-framework-for-service-design

Promoting Wales to the World: Our International Work



The website of the Future Generations Commissioner has a section dedicated to international work, taking the Act's principles out to the world. There is much useful information here, including international case studies.

www.futuregenerations.wales/making-it-happen/international

Public Health Wales resources

Sustainable improvement for teams (SIFT)



Harnessing the collective focus of your teams is also crucial in the delivery of a more sustainable approach in the workplace. SIFT is a two-hour participative workshop designed to support, enable and empower you and your teams to make sustainability improvements by embedding the [five ways of working](#).

Sustainable improvement for teams (SIFT) is based on the belief that the staff in your teams are well placed to effect and support change by using their relevant experience, creativity and ideas, as well as peer-to-peer learning, to inspire and motivate radical improvements.

The workshop is structured in such a way that you and your teams get an opportunity to review where there is current experience or expertise, where this can be enhanced and shared with others, and where this can be applied further to implement improvements in immediate and practical ways.

By learning more about the five ways of working you can concentrate on embedding sustainable development in planning and delivery by focusing on how your organisation might redesign your services, processes and plans.

By the end of the session, your team will agree to deliver an improvement idea, review the results, and share any lessons learned, whether this relates to successes, barriers or failures.

The sharing of such experimentation is intended to develop a collaborative network of learning and improvement across and between organisations using the SIFT approach.

SIFT is designed to be revisited a number of times to increase confidence in embedding the five ways of working, to inform planning activities on a regular basis, and to support progress towards the UN SDGs.

A guide to running your SIFT workshop is available from the Health and Sustainability Hub at publichealth.sustainability@wales.nhs.uk.

And you can watch a video about running your SIFT workshop [here](#).

The SIFT Healthy Environment Module is part of the SIFT approach, with a specific focus on the environment and covering four strategic themes: decarbonisation, biodiversity, zero waste and climate change. It has been designed as an online two-hour workshop which can support any existing environmental management system as well as inspire and encourage individual environmental action.

The workshop provides an opportunity for teams and individuals to identify their impact on the environment and develop practical actions to reduce their impact and support the organisation's environmental targets.

The workshop is structured to encourage team members to generate new ideas, work more cohesively to align their goals and ambitions, and encourage behaviour change towards a more sustainable future.

The SIFT Health Environment Module will be available in early 2021 from the Health and Sustainability Hub at publichealth.sustainability@wales.nhs.uk.

Prompt cards

Working with Public Health Wales, the International Futures Forum has developed a set of prompt cards to encourage ways of thinking and working that support the sustainable development principle.

The pack is divided into three suits looking at **people**, **time** and **systems** in line with the five ways of working. The cards could be used to support a SIFT workshop or they could be used to encourage and enhance discussion.

You can watch a video on the prompt cards in use [here](#) to get further ideas on how they could be used.

To request a set of prompt cards, complete the form [here](#), or email the Public Health Wales Health and Sustainability Hub at publichealth.sustainability@wales.nhs.uk.



Be the Change

The 'Be the Change' campaign is designed to encourage and support staff to take sustainable steps in the workplace and in their daily lives to individually contribute towards Wales' well-being goals and the UN SDGs.



Be the Change resources

Public Health Wales created a range of e-guides and e-posters that can be adapted to suit your local culture and priorities, linking to your organisational policies where appropriate. The themes support the four pillars for sustainable development: (economic, social, environmental and cultural well-being) and address global issues, so also support action towards the UN SDGs.

These resources offer a choice of actions which can be undertaken by all and help your colleagues take sustainable steps in their workplace and daily lives. To add depth, the sustainability steps also link staff to supporting organisational policies and services and can help you and your teams turn the sustainable development goals into practical realities.

[Helping Nature to Flourish](#) is an example of one of these e-guides. There is more information on how you could create your own in the [Be the Change toolkit](#)

An example of an e-poster can be found [here](#). Suggestions for topics include:

- Fairtrade tea and coffee
- Reusable coffee cups
- Essentials of UN Sustainable Development Goals
- Reducing single-use plastics



Create your own guide

Following the interest in the ‘Be the Change’ e-guides produced for Public Health Wales, the Hub developed a ‘Be the Change’ toolkit to help public bodies and wider stakeholders adopt Be the Change in their workplace.

The **‘Be the Change’ toolkit** aims to provide information and knowledge, but also support staff to become ‘agents of change’ by helping them to make small sustainable changes on an individual level, or by working together as teams.

‘Be the Change’ guides could be developed to support your team or organisation working towards achieving the UN Sustainable Development Goals.

You can use the structure of the Public Health Wales e-guides to create your own ‘Be the Change’ guide in order to focus on sustainable development issues within your organisation/sector/country.

- **Choose your focus** – you could use one of the steps suggested in this toolkit, or create one of your own. Inspire people to take action.
- **Explain why it’s important** – link back to the specific SDGs that are relevant to this step. How does progress towards these goals also work towards furthering the strategic goals of your organisation? Where are the points of connection?

- **Find a case study** to show how others have put this step into practice. You could look at [international examples](#) for inspiration, or use something closer to home that you know about.
- **Use images:** show real people taking action that makes a difference. You can also download the official UN images for the SDGs to show your alignment to the global goals (see [‘Graphic resources’](#) at the end of this toolkit). Single out the graphics for the specific goals you are targeting.

Pages in the guides can be set up as ‘tabs’ to facilitate e-reading, and take the following structure:

- Front cover
- Introduction
- United Nation’s Sustainable Development Goals (SDGs)
- Contributing to the Sustainable Development Goals (SDGs)
- Sustainable steps for world well-being
- The evidence/policy/legislation
- Case studies
- Join the conversation
- Want to learn more?

Suggestions for sustainable steps

Listed here are some sustainable steps you might like to apply in your organisation.



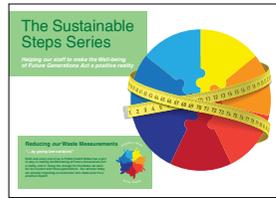
Walking your talk – active and sustainable travel

Try 'leave the car at home' days, or try 'park and stride' by parking further from the office.



A healthy heritage – giving vibrancy to health and well-being through the arts, culture and local languages

Take advantage of outdoor cultural spaces, including parks and trails, when taking part in physical activity.



Reducing your waste measurements – reducing energy use and waste

Get into the habit of taking the stairs instead of the lift; burn calories rather than electricity.

Action days

These are days are planned with a focus on specific actions to address one of the four pillars: economic, social, environmental and cultural well-being. The Action days provide staff with unique opportunities to physically participate in modelling specific behaviours and 'walk the talk'.

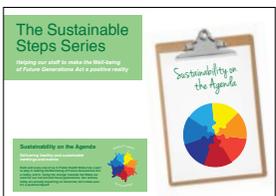
Some suggestions for Action days are:

- Sign language introductory sessions
- Inter-faith visits
- Litter-picking at lunchtime
- Swap-not-Shop clothing exchange events
- Bike checks and training on cycle maintenance
- FairTrade (or other ethical product) fairs / tasting events



Creating inclusive workplaces – supporting diversity and inclusion

Take an active role in an internal forum around equality or become an 'Equality Champion'.



Sustainability on the agenda – delivering sustainable meetings and events

Remember venues in local communities, and prioritise venues that can be reached by sustainable travel (walking/cycling/public transport).



Be the Change Well-being Goals Challenge

The Be the Change Well-being Goals Challenge has been created to challenge individuals and teams to undertake seven days of modelling in support of your organisation's well-being goals. Participants can take part in six separate behaviour-change challenges which support both the UN SDGs and the Well-being Goals of the WFG Act.

The challenges focus on:

- Slow fashion
- Plant-based diet
- Towards zero waste
- Healthy travel
- Ethical consumer
- Supporting wildlife



As these individual-level (or team-level) challenges span seven days or more they also include sustainable behaviours outside of the workplace. The challenges are flexible to allow for the highest possible engagement by individuals/teams and creativity is encouraged in their content.

Download the Well-being Goals Challenge pdf [here](#).

'Be the Change' for Wales' Well-being Goals and United Nations' Sustainable Development Goals

Be the Change Well-being Goals Challenge

Six behaviour change challenges on leading a more sustainable lifestyle with sustainable steps to complete individually or as a team

Slow Fashion

! The UK has the highest clothing consumption rate in Europe. In 2018 the UK sent 300,000 tonnes of textiles to landfill or incineration – the majority of which could have been reused or recycled

✓ 'Slow Fashion' refers to clothing that is better quality and made to last. It means a living wage for the people who make our clothes, and a commitment to more environmentally-friendly production

Healthy Travel

! Emissions from the transport sector are a major contributor to climate change – traffic accounts for 13% of carbon emissions in Wales

✓ We need to reduce the amount we drive and take part in healthier forms of travel, to help improve air quality as well as our mental and physical health and well-being

Plant-based Diet

! The global demand for meat, fish and dairy is fuelling the climate crisis through increasing levels of greenhouse gases

✓ The Planetary Health Diet, presented by the Eat-Lancet Commission, links diet with human health and the sustainability of our planet. Alongside plant-based foods, it includes modest amounts of meat, fish and dairy

Ethical Consumer

! All our purchases have impacts on our environment (and health). For example, it takes one thousand litres of water to produce one bar of chocolate

✓ As consumers we have a social responsibility to make conscious, informed decisions about what we buy and how we buy it, including to safeguard producers

Towards Zero Waste

! Everywhere we look we are confronted by the impacts of over-consumption – such as plastic pollution in our rivers and discarded personal protective equipment along our local paths and cycle ways

✓ 'Zero Waste' means producing as close to no waste as possible – you can still recycle, but the aim is to avoid putting anything into general waste

Supporting Wildlife

! We humans have a greater impact on the Earth than any other species

✓ We need a healthier relationship with nature as it is our life support – regulating our climate and providing clean air, water, food and medicine

You can find out more about why we urgently need these challenges, including in light of COVID-19, and read the sustainable steps to take action on these issues in the ['Well-being Goals Challenge resource'](#)

Remember, the small steps which we take individually and together will add up to a positive future for our planet!

4 Graphic resources

The following resources are available to support you (or your organisation) to work towards the UN Sustainable Development Goals and raise awareness and understanding of the goals. Regular use of consistent imagery will link your actions to the wider campaign and create a visual shorthand that makes your communication more effective and efficient.

When sourcing other images, try to use local and/or national photography for context, rather than global library images.

UN Sustainable Development Goals – graphic resources

Downloadable communications materials are available from the UN Sustainable Development Goals website. This includes goal-specific visual assets for a variety of communication methods including the internet and social media.

www.un.org/sustainabledevelopment/news/communications-material

The logo for the UN Sustainable Development Goals. It features the words "SUSTAINABLE DEVELOPMENT" in blue, followed by "GOALS" in a larger blue font. The letter "O" in "GOALS" is replaced by a circular icon composed of 17 colored segments, representing the 17 goals.

Office of the Future Generations Commissioner – graphic resources

Downloadable logos and images are available for use as long as credit is given to the 'Office of Future Generations Commissioner for Wales'.

www.futuregenerations.wales/resources_posts/our-logos

The logo for the Office of the Future Generations Commissioner for Wales. It features a stylized graphic of four vertical bars in blue, green, and yellow. To the right of the graphic, the text reads: "Comisiynydd Cenedlaethau'r Dyfodol Cymru" and "Future Generations Commissioner for Wales".

Public Health Wales – graphic resources

Artwork is available to support PHW resources, which can be acquired by emailing the Hub at publichealth.sustainability@wales.nhs.uk.

Sustainability Improvements for Teams (SIFT)

The SIFT workshop was developed in collaboration with Kingston University and International Futures Forum and designed by Public Health Wales. It is recommended that teams use the SIFT design on materials to build association with the SIFT approach within their organisations.



Be the Change Guide

To build awareness of 'Be the Change', it is recommended that resource graphics include the well-being goals 'jigsaw' wheel. The 'jigsaw' pieces are also available separately to show the goal-specific contributions of sustainable steps. The colours of Wales' well-being goals are:

- Yellow: #F6E940
- Orange: #DD9023
- Light red: #C6342E
- Dark red: #9F1D2E
- Dark blue: #30347F
- Mid blue: #4470B5
- Light blue: #6AA7DB





5 Be proactive

Take the next step

Everyone can take action to support the UN SDGs, whether at an individual, team or organisational level, to help transform the world and make it a better place for the future.

Visit www.globalgoals.org and click on each goal to read more about the goal, the targets and how to get involved.

Below we've included three top tips to support each of the 17 UN Sustainable Development Goals.



Canolbwynt Iechyd
a Chynaliadwyedd

Health and
Sustainability Hub

For further information regarding the
Public Health Wales online sustainable
development resources, please e-mail the
Health and Sustainability Hub:
publichealth.sustainability@wales.nhs.uk

It's time to act today,
for a better world tomorrow.