

UN Sustainable Development Goals

Explanatory cards

Board of Innovation is a business design and innovation strategy firm. We help the world's largest organizations navigate fundamental shifts. Our lifetime mission is to inspire 100 million people to innovate for a better tomorrow.

In order to understand what that better tomorrow looks like we use the UN's Sustainable Development Goals (SDGs) as the north star.

We have made a strategic commitment to delivering meaningful innovation, and have a dedicated Global Impact Lead who is leading that across our different regions.

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Behind these cards

These cards present you the 17 SDGs and 100+ related targets in a handy and convenient way.

Use these cards to get familiar with the SDG's and get an initial understanding of how your business challenge could contribute to them.



Everything
you need
to know to
use these
cards.

How to use the cards

- 1** Look at the overview of the 17 UN Sustainable Development Goals.
- 2** Select the SDGs that represent the focus of your challenge. You will hold yourself accountable to actively contribute to these SDGs by creating positive impact or reducing negative impact.
- 3** Deep-dive by reading all targets related to the SDGs that are core for your challenge.
- 4** Select the targets you can concretely contribute to, through your challenge.

Tip to save time: Share these cards with your team; do steps 1, 2, and 4 in group, while tackling individually step 3.

The 17 Sustainable Development Goals



The 17 Sustainable Development Goals

The 17 SDGs were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

They are a collection of independent but interconnected goals, with hundreds of targets and measurement indicators geared toward 2030.

These goals were created with businesses in mind, providing a path for them to harness their power by directing their efforts toward specific global objectives.

1 NO POVERTY



End poverty in all its forms anywhere

1 NO POVERTY



Target #1

By 2030, no more people living on less than \$1.25 a day, which is the International poverty line.

1 NO POVERTY



Target #2

By 2030, halve the proportion of people living in poverty according to national definitions.

1 NO
POVERTY



Target #3

National protection systems to
achieve substantial coverage
of poor and vulnerable people.

1 NO
POVERTY



Target #4

By 2030, ensure equal rights to economic resources and equal access to basic services for all.

1 NO
POVERTY



Target #5

By 2030, reduce the exposure of the poor and vulnerable to climate, economic, social and environmental shocks and disasters.

1 NO POVERTY



Main means of implementation

A Ensure significant mobilization of resources to provide adequate and predictable means for developing countries.

B Create sound policy frameworks to support accelerated investment in poverty eradication actions.

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition, and promote sustainable agriculture

2 ZERO
HUNGER



Target #1

By 2030, end hunger and ensure access by all people to safe, nutritious and sufficient food all year round.

2 ZERO
HUNGER



Target #2

By 2030, end all forms
of malnutrition.

2 ZERO
HUNGER



Target #3

By 2030, secure equal access to land, productive resources, knowledge, and financial services.

2 ZERO
HUNGER



Target #4

By 2030, ensure sustainable food production systems and implement resilient agricultural practices.

2 ZERO
HUNGER



Target #5

By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed, domesticated, and wild species.

2 ZERO
HUNGER



Main means of implementation

A Increase investment to enhance agricultural productive capacity in developing countries.

B Correct and prevent trade restrictions and distortions in world agricultural markets.

C Ensure easier access to market information, to help limit extreme food price volatility).

3 GOOD HEALTH AND WELL-BEING



**Ensure healthy life and promote
well-being for all at all ages**



Target #1

By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.



Target #2

By 2030, end preventable deaths of newborns and children under 5 years of age.



Target #3

By 2030, end the epidemics of AIDS, tuberculosis, malaria, tropical diseases and combat hepatitis, waterborne diseases and other communicable diseases.



Target #4

By 2030, reduce by 1/3
premature mortality from
non-communicable diseases.



Target #5

Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.



Target #6

By 2020, halve the number of global deaths and injuries from road traffic accidents.



Target #7

By 2030, ensure universal access to sexual and reproductive health-care services.



Target #8

Achieve universal health
coverage.



Target #9

By 2030, reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination.



Main means of implementation

A Strengthen the implementation of the WHO Convention on Tobacco Control in all countries.

B Support R&D of vaccines and medicines for the communicable and non-communicable diseases.

C Increase health financing and the recruitment, training, retention of the health workforce in developing countries.

D Strengthen the capacity of all countries for risk reduction and management of national and global health risks.

4 QUALITY EDUCATION



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Target #1

By 2030, ensure complete free, equitable and quality primary and secondary education for all girls and boys.



Target #2

By 2030, ensure equal access to quality care and pre-primary education for all girls and boys.



Target #3

By 2030, ensure equal access for all women and men to affordable and quality upper secondary education, and university.

4 QUALITY EDUCATION



Target #4

By 2030, increase the # of youth and adults with relevant skills, for employment, decent jobs and entrepreneurship.



Target #5

By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable.



Target #6

By 2030, ensure that all youth and a substantial proportion of M/W adults, achieve literacy and numeracy.



Target #7

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development.



Main means of implementation

A Build and upgrade education facilities and provide safe, non-violent, inclusive learning environments for all.

B Expand globally the number of scholarships available to developing countries.

C Increase the supply of qualified teachers, via international cooperation for teacher training.

5 GENDER EQUALITY



**Achieve gender equality and empower
all women and girls**



Target #1

End all forms of discrimination
against all women and girls
everywhere indicators.



Target #2

Eliminate all forms of violence
against all women and girls in
the public and private spheres,
including any types



Target #3

Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.



Target #4

Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies.



Target #5

Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.



Target #6

Ensure universal access to sexual and reproductive health and reproductive rights.



Main means of implementation

A Undertake reforms to give women equal rights to economic resources, land control and property, financial services, inheritance and natural resources.

B Enhance the use of enabling technology, in particular ICT, to promote women's empowerment.

C Adopt and strengthen legislation for the empowerment of all women and girls at all levels.

6 CLEAN WATER AND SANITATION



**Ensure availability and sustainable
management of water and sanitation
for all**

6 CLEAN WATER AND SANITATION



Target #1

By 2030, achieve universal and equitable access to safe and affordable drinking water for all.

6 CLEAN WATER AND SANITATION



Target #2

By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation.



Target #3

By 2030, reduce water pollution, eliminate dumping and minimize release of hazardous chemicals and materials, halving the proportion of untreated wastewater.



Target #4

By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals to reduce the number of people suffering from water scarcity.



Target #5

By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate.



Target #6

By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.



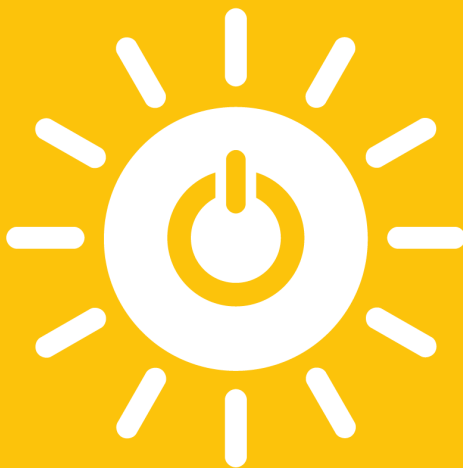
Main means of implementation

A By 2030, expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes.

B Expand globally the number of scholarships available to developing countries.

C Increase the supply of qualified teachers, via international cooperation for teacher training.

7 AFFORDABLE AND CLEAN ENERGY



**Ensure access to affordable, reliable,
sustainable and modern energy for all**

7 AFFORDABLE AND CLEAN ENERGY



Target #1

By 2030, ensure universal access to affordable, reliable and modern energy services.

7 AFFORDABLE AND CLEAN ENERGY



Target #2

By 2030, increase substantially the share of renewable energy in the global energy mix.

7 AFFORDABLE AND CLEAN ENERGY



Target #3

By 2030, double the
global rate of improvement
in energy efficiency.

7 AFFORDABLE AND CLEAN ENERGY



Main means of implementation

A By 2030, enhance international cooperation to facilitate access to clean energy research and technology, and promote investment in energy infrastructure and clean energy technology.

B By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries.

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive and decent work for all



Target #1

Sustain per capita economic growth, at least 7% GDP growth per annum in the least developed countries.



Target #2

Achieve higher levels of economic productivity through diversification, technological upgrading and innovation.



Target #3

Promote development oriented policies that support productive activities, and encourage the formalization and growth of micro-, small- and medium- sized enterprises.



Target #4

Improve through 2030, global resource efficiency in consumption and production and endeavor to decouple economic growth from environmental degradation.



Target #5

By 2030, achieve full and productive employment and decent work for all women and men, and equal pay for work of equal value.



Target #6

By 2020, substantially reduce the proportion of youth not in employment, education or training.



Target #7

Take immediate measures to end modern slavery and human trafficking and, by 2025 end child labour in all its forms.



Target #8

Protect labour rights and promote safe and secure working environments for all workers, including migrant workers.



Target #9

By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.



Target #10

Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.



Main means of implementation

A Increase Aid for Trade support for developing countries, in particular least developed countries.

B By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



**Build resilient infrastructure, promote
inclusive and sustainable
industrialization and foster innovation**



Target #1

Develop quality, reliable, sustainable and resilient infrastructure, with a focus on affordable and equitable access for all.



Target #2

Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and GDP, and double its share in least developed countries.



Target #3

Increase the access of small- scale industrial and other enterprises, in particular in developing countries, to financial services.



Target #4

By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean technologies and industrial processes.



Target #5

By 2030, encourage innovation and increase the number of research and development workers per 1 million people, and R&D spending.



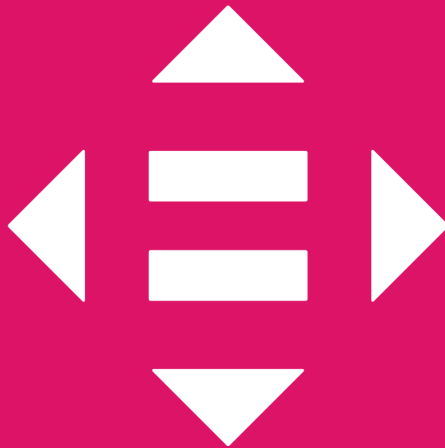
Main means of implementation

A Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support.

B Support domestic technology development, research and innovation in developing countries, including industrial diversification and value addition to commodities.

C Significantly increase access to ICT and strive to provide universal and affordable access to the Internet in least developed countries by 2020.

10 REDUCED INEQUALITIES



**Reduce inequalities within and
among countries**

10 REDUCED INEQUALITIES



Target #1

By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.



Target #2

By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.



Target #3

Ensure equal opportunity and reduce inequalities of outcome, by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action.



Target #4

Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.



Target #5

Improve the regulation and monitoring of global financial markets and institutions and strengthen the implementation of such regulations.



Target #6

Ensure enhanced representation and voice for developing countries in decision-making in global int'l economic and financial institutions.



Target #7

Facilitate orderly, safe, regular and responsible migration and mobility of people, through planned and well-managed migration policies.



Main means of implementation

A Implement the principle of special and differential treatment for developing countries, in particular least developed countries, in accordance with WTO agreements.

B Encourage official development assistance and financial flows, including foreign direct investment, to States where the need is greatest, in particular least developed countries.

C By 2030, reduce to less than 3% the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5%.

11 SUSTAINABLE CITIES AND COMMUNITIES



**Make cities and human settlements
inclusive, safe, resilient and sustainable**



Target #1

By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.



Target #2

By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, expanding public transport, with special attention to the needs of those in vulnerable situations.



Target #3

By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.



Target #4

Strengthen efforts to protect
and safeguard the world's
cultural and natural heritage.



Target #5

By 2030, significantly reduce the number of deaths and people affected by disasters, including water-related disasters, with a focus on protecting those in vulnerable situations.



Target #6

By 2030, reduce the adverse per capita environmental impact of cities, by paying special attention to air quality and waste management.



Target #7

By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.



Main means of implementation

A Support positive economic, social and environmental links between urban, per-urban and rural areas by strengthening national and regional development planning.

B By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion.

C Support least developed countries, including through financial and technical assistance, in building sustainable and resilient buildings utilizing local materials

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



**Ensure sustainable consumption and
production patterns**



Target #1

Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action.



Target #2

By 2030, achieve the sustainable management and efficient use of natural resources.



Target #3

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.



Target #4

By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, and significantly reduce their release to air, water and soil.



Target #5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.



Target #6

Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.



Target #7

Promote public procurement practices that are sustainable, in accordance with national policies and priorities.



Target #8

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



Main means of implementation

A Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.

B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

C Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions.

13 CLIMATE ACTION



Take urgent actions to combat climate actions and its impact



Target #1

Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.



Target #2

Integrate climate change measures into national policies, strategies and planning.



Target #3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

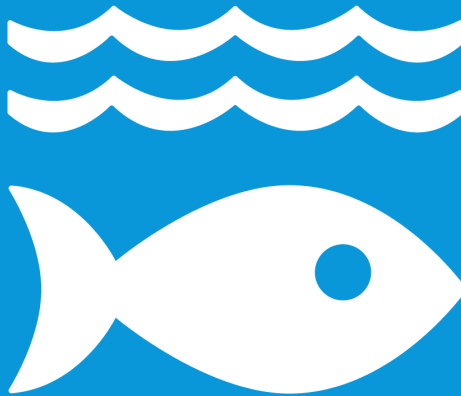


Main means of implementation

A Developed-countries to mobilize jointly \$100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions.

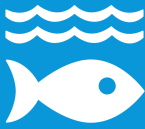
B Promote mechanisms for raising capacity for effective climate changerelated planning and management in least developed countries.

14 LIFE BELOW WATER



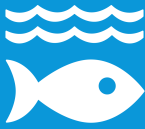
**Conserve and sustainably use the
oceans, seas and marine resources for
sustainable development**

14 LIFE
BELOW WATER



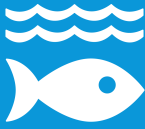
Target #1

By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.



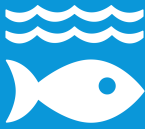
Target #2

By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, and take action for their restoration in order to achieve healthy and productive oceans.



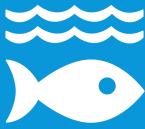
Target #3

Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels.



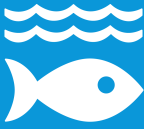
Target #4

By 2020, effectively regulate harvesting and end overfishing, illegal, unreported and unregulated fishing and destructive fishing practices and implement science-based management plans.



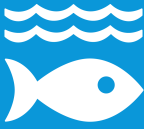
Target #5

By 2020, conserve at least 10% of coastal and marine areas, consistent with national and international law and based on the best available scientific information.



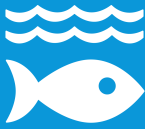
Target #6

By 2020, prohibit forms of fisheries subsidies contributing to overcapacity, overfishing, unreported and unregulated fishing.



Target #7

By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources.



Main means of implementation

A Increase scientific knowledge, develop research capacity and transfer marine technology to improve ocean health and to enhance the contribution of marine biodiversity to the development of developing countries (especially small island developing States).

B Provide access for small-scale artisanal fishers to marine resources and markets.

C Enhance the conservation and sustainable use of oceans and their resources by implementing international law (UNCLOS).

15 LIFE ON LAND



**Protect, restore and promote
sustainable use of terrestrial ecosystems**

15 LIFE
ON LAND



Target #1

By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems: forests, wetlands, mountains and drylands.



Target #2

By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

15 LIFE
ON LAND



Target #3

By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world.

15 LIFE
ON LAND



Target #4

By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development.

15 LIFE
ON LAND



Target #5

Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.

15 LIFE
ON LAND



Target #6

Promote fair and equitable sharing of the benefits arising from the utilization of genetic resources and promote appropriate access to such resources, as internationally agreed.

15 LIFE
ON LAND



Target #7

Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products.

15 LIFE
ON LAND



Target #8

By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species.

15 LIFE
ON LAND



Target #9

By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.



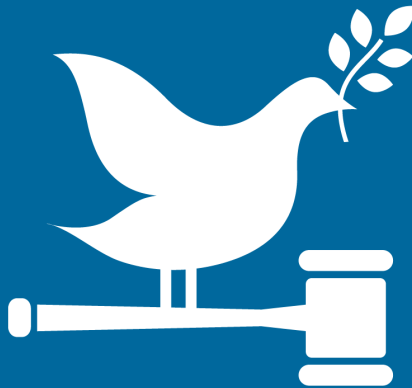
Main means of implementation

A Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems.

B Mobilize significant resources to finance sustainable forest management and provide adequate incentives to developing countries to advance such management, including for conservation and reforestation.

C Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



**Promote peaceful and inclusive
societies for sustainable development ...**

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Target #1

Significantly reduce all forms of violence and related death rates everywhere.



Target #2

End abuse, exploitation, trafficking and all forms of violence against and torture of children.



Target #3

Promote the rule of law at the national and international levels and ensure equal access to justice for all.



Target #4

By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



Target #5

Substantially reduce
corruption and bribery
in all their forms.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



Target #6

Develop effective, accountable
and transparent institutions
at all levels.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



Target #7

Ensure responsive, inclusive, participatory and representative decision-making at all levels.



Target #8

Broaden and strengthen the participation of developing countries in the institutions of global governance.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



Target #9

By 2030, provide legal identity for all, including birth registration.



Target #10

Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.



Main means of implementation

A Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime.

B Promote and enforce non-discriminatory laws and policies for sustainable development.

17 PARTNERSHIPS FOR THE GOALS



**Strengthen the means of
implementation and revitalize the
global partnership for sustainable
development**



Target #1

Strengthen domestic resource mobilization, through int'l support to developing countries, to improve domestic capacity for tax and other revenue collection.



Target #2

Developed countries to
implement fully their official
development assistance
commitments.



Target #3

Mobilize additional financial resources for developing countries from multiple sources.



Target #4

Assist developing countries in attaining long-term debt sustainability through coordinated policies aimed at fostering debt financing, debt relief and debt restructuring.



Target #5

Adopt and implement
investment promotion
regimes for least
developed countries.



Target #6

Enhance North-South,
South-South and triangular
regional and international
cooperation on and access to
science, technology
and innovation.



Target #7

Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms.



Target #8

Fully operationalize the technology bank and science, technology and innovation capacity-building mechanism for least developed countries by 2017 and enhance the use of ICT.



Target #9

Enhance int'l support for implementing effective capacity-building in developing countries to support national plans to implement all the SDGs.



Target #10

Promote a universal,
rules-based, open,
non-discriminatory and
equitable multilateral
trading system.



Target #11

Significantly increase the exports of developing countries, with a view to doubling the least developed countries' share of global exports by 2020.



Target #12

Realize timely implementation of duty-free and quota-free market access on a lasting basis for all least developed countries.



Target #13

Enhance global
macroeconomic stability,
including through policy
coordination and
policy coherence.



Target #14

Enhance policy coherence
for sustainable development.



Target #15

Respect each country's
policy space and leadership
to establish and implement
policies for poverty eradication
and sustainable development.



Target #16

Enhance the global partnership to mobilizes and shares knowledge, technology and financial resources, to support the achievement of the SDGs in all countries, in particular developing countries.



Target #17

Encourage and promote
effective public, public-private
and civil society partnerships.



Target #18

By 2020, enhance capacity-building support to developing countries, to increase significantly the availability of high-quality, timely and reliable data.



Target #19

By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement GDP, and support statistical capacity-building in developing countries.