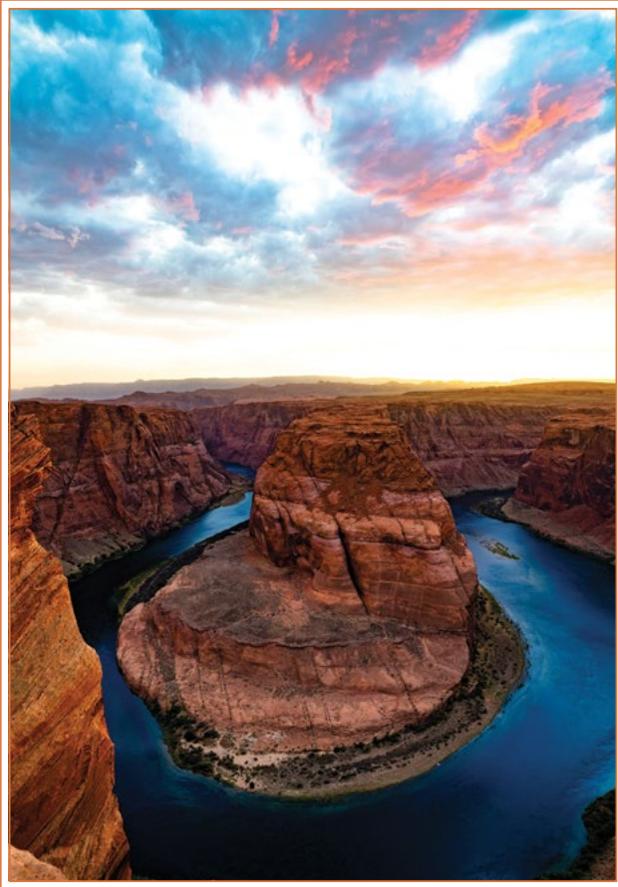


# PHILANTHROPY AND THE SDGs

Getting Started



ROCKEFELLER PHILANTHROPY ADVISORS  
PHILANTHROPY ROADMAP



# PHILANTHROPY AND THE SDGs

## Getting Started

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In 2015, the countries of the world came together at the United Nations and signed on to a historic agreement called “Transforming Our World: The 2030 Agenda for Sustainable Development,” which included a set of 17 Sustainable Development Goals (SDGs). The SDGs chart a way forward to a just, secure, and sustainable future for people and the planet. This guide introduces the SDGs and explores how philanthropic funders can align with them to increase their impact on the issues they care about.



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# Introduction

End hunger. Achieve gender equality. Protect life on land and under water.

These are just a few of the aims of the Sustainable Development Goals (SDGs), which are at the heart of a historic agreement signed in 2015 by member states of the United Nations. That agreement, called “Transforming Our World: The 2030 Agenda for Sustainable Development,” is a universal call to end poverty, secure justice, and protect the planet for future generations by the year 2030.

The SDGs recognize that *all* nations have poverty and contribute to climate change, and that their people experience injustices. Further, *all* nations and *all* sectors of society can contribute to solutions—not just government, but also business, civil society, academia, the media, and, crucially, philanthropy.

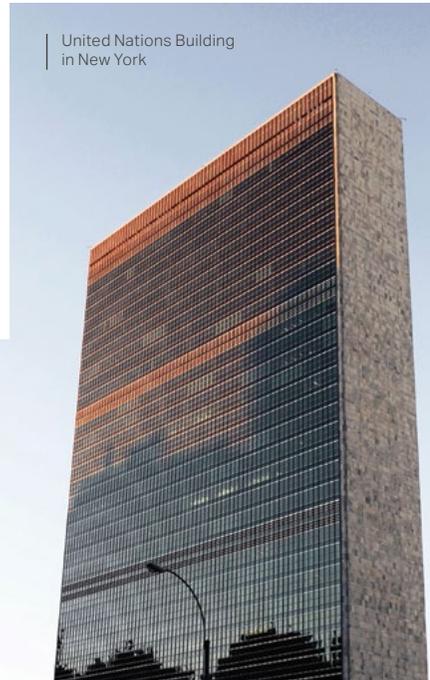
Most philanthropic funders will see that their missions are affirmed by the SDGs, whether they fund domestically or internationally. That is because virtually every cause that philanthropists and foundations support is included in the ambitious scope of the SDGs, which encompass a wide range of issues in the economic, social, and environmental spheres.

Funders may also find that the SDGs can help them frame issues, connect with other change-makers, strengthen partnerships, and communicate about their progress—all for greater impact. Foundations and their grantee partners can take part in this global effort by contributing funds, implementing programs, sharing knowledge, and aligning their objectives with those of the SDGs.

As discussed in the following pages, coordinated action is under way at all levels and in all countries. This includes local sustainability efforts such as the Conrad N. Hilton Foundation's partnership with the city of Los Angeles. There are also impressive national efforts to align with the SDGs, such as the Kenyan government working with philanthropy and other partners. Equally important is the work across national boundaries supported by such funders as Humanity United or by the United Nations itself.

Foundations of all shapes and sizes can meaningfully take part. Ultimately, the SDGs present funders with an unprecedented opportunity to join and build a forward-thinking effort that sees all nations and all social, environmental, and economic challenges—and solutions—as related.

This guide shows how to get started.<sup>1</sup>



<sup>1</sup> A second guide, *Philanthropy and the SDGs: Practical Tools For Alignment*, provides more-detailed information on how to align with the SDGs.

Philanthropy and the SDGs: Getting Started



Please see Appendix: SDG Targets for a complete list of targets.

# About the “2030 Agenda”

“Transforming Our World: The 2030 Agenda for Sustainable Development” is the formal title of the agenda adopted in 2015 by the member states of the United Nations. It is often referred to as simply the “2030 Agenda.”

At the heart of the agenda is a set of Sustainable Development Goals to be achieved by the year 2030. The Sustainable Development Goals are also known as the SDGs or the Global Goals.

The 17 SDGs represent a wide array of global concerns that apply to all countries. All the world’s governments committed to achieve the SDGs by the year 2030, which requires *all* parts of society to work together on them. Furthermore, the SDGs recognize the needs not only of people living today but those of future generations as well.

All sustainable development rests on three pillars: economic development, social inclusion, and environmental sustainability.

Economic development is at the center of sustainable development



## Philanthropy and the SDGs: Getting Started



*Figure 1. The Three Pillars of the Sustainable Development Goals*

The SDGs recognize the interdependence of these three pillars. For example, people are less able to maintain good health if their country is at war, peace will not be fully realized so long as women are discriminated against, and poverty cannot be eradicated if it means depleting the world's natural resources and leaving future generations with nothing.

The Sustainable Development Goals, as described in the document that announced them, "Transforming Our World,"<sup>2</sup> are as follows:

**“We are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.”**

Preamble to **“Transforming Our World: The 2030 Agenda for Sustainable Development”**

<sup>2</sup> <https://sustainabledevelopment.un.org/post2015/transformingourworld>



1. End poverty in all its forms everywhere



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



3. Ensure healthy lives and promote well-being for all at all ages



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



5. Achieve gender equality and empower all women and girls



6. Ensure availability and sustainable management of water and sanitation for all



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



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



9. Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation



10. Reduce inequality within and among countries



11. Make cities and human settlements inclusive, safe, resilient, and sustainable

## Philanthropy and the SDGs: Getting Started



12. Ensure sustainable consumption and production patterns



13. Take urgent action to combat climate change and its impacts (acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change)



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



15. Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation, and halt biodiversity loss



16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels



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

The breadth of each goal (such as SDG 3 on health and well-being) is tempered by a set of targets, or narrower objectives that fall under that goal (e.g., reduce the global maternal mortality rate to less than 70 per 100,000 live births), and indicators that are used to evaluate progress toward the targets.

Since indicators are often measured at the population level (e.g., the maternal mortality ratio of a whole country), they are tracked mainly by governments and large institutions, such as the UN.

Across the 17 SDGs, there are 169 targets and 230 indicators. Even with these detailed targets and indicators, the 2030 Agenda recognizes that all countries are different and calls on each country to make progress according to its own conditions and priorities.

The United Nations compiles data from governments on their progress toward the SDGs; collects other data of its own; and produces a wide range of useful reports, easily found on its Open SDG Data Hub<sup>3</sup> and its Global SDG Indicators Database.<sup>4</sup> The United Nations does not yet have a coordinated system to collect data from foundations about their contributions to the SDGs. Nevertheless, more and more governments are collecting data from funders, organizations, and companies to assess progress. Still, each country is different, and there is often no one single method or system of data collection within countries.

## Human Rights and the SDGs

The SDGs “seek to realize the human rights of all”, and are grounded in the Universal Declaration and other international human rights commitments. Human rights, then, are an explicit—and integral—part of the 2030 Agenda. Human rights violations are among the grossest forms of social exclusion, and they preclude the very possibility of sustainable development. Looked at in a positive light, human rights principles—universality, equality, participation, transparency, accountability, and others—can be put into practice to ensure that all of the Sustainable Development Goals are achieved. That’s the case made by the Center for Economic and Social Rights,<sup>5</sup> which led civil society efforts to embed human rights in the SDGs. Not only are human rights an ethical and legal imperative, it says, but human rights principles can also form the very foundation for a “more sustainable and more just development paradigm for the 21st century.”



Cities must be inclusive, safe, resilient, and sustainable

<sup>3</sup> <http://www.sdg.org/>

<sup>4</sup> <https://unstats.un.org/sdgs/indicators/database/>

<sup>5</sup> <http://www.cesr.org/>

**GUIDING STAR:**

**Why a global agenda matters to Humanity United**

“Modern slavery and forced labor aren’t recognized as the pressing human rights issues they are, certainly not given the severity of the problem,” says Ed Marcum, managing director of Humanity United (HU), a foundation that brings new approaches to seemingly intractable problems. HU was among those advocating for the SDGs to include a target to eradicate forced labor, modern slavery, and human trafficking in the first place—SDG 8.7.

“The value of having that target in place is that the issue is now on the agenda in more global forums. It lends greater legitimacy.” With the SDG target in place, HU and other advocates were in a better position to combat this global scourge. In 2014 HU and two other funders launched the Freedom Fund to mobilize knowledge and capital to end modern slavery and are well on track to meeting their goal of raising \$100 million by the year 2020. HU also launched Working Capital, which invests in scalable innovations to enable companies to identify labor abuses across their supply chains and improve conditions for workers.

“SDG 8.7 is a guiding star for the movement,” says Marcum. “It’s not granular enough to inform my work on a daily basis.” That’s a good thing, he says; the SDGs establish the framework and leave it to funders and other stakeholders to set a course of action in their own contexts.

“Many companies want to do better and have more transparent and ethical supply chains,” Marcum explains. “But they often don’t have visibility into the working conditions across their supply chains.” For example, a cell phone manufacturer might not know the labor practices



Women's self-help group in Nepal  
Credit: Ginny Baumann/Freedom Fund

and conditions behind how its chips or batteries are produced. “We think they should know and should be held accountable for those working conditions. With SDG 8.7, we can now say, ‘Look, the international community has made this target a priority.’”

What’s more, notes Marcum, the SDGs help connect forced labor to other issues such as gender inequality and environmental degradation. “During UN General Assembly week in New York, you see corporate representatives working on ethical labor next to government ministers and issue advocates.

“I believe that we’re moving in the right direction,” says Marcum. “The SDGs are another important piece of the puzzle to keep up the momentum on this vital issue.”

**“The SDGs establish the framework and leave it to funders and other stakeholders to set a course of action in their own contexts.”**

**ED MARCUM**  
Managing Director of  
Humanity United

# Does Using the SDGs Make Sense for All Funders?

The SDGs provide a common framework for the many social, economic, and environmental challenges that funders work so hard to address. Following are several reasons that funders in search of deeper and more lasting impact have aligned with the SDGs.

**The SDGs, in combination, have been shown to achieve the larger goals philanthropy cares about.** The SDGs were created over a period of several years by leading issue experts, practitioners, and activists, with input from more than 10 million<sup>6</sup> people worldwide. Moreover, ways to measure progress have been continually improved. Given the rigorous global process that gave rise to them, the SDGs provide a common framework for systematically organizing data on the social, environmental, and economic challenges of our time. For this reason, some funders may find inspiration in the SDGs; some may also find useful guidance on how to get from a broad goal (such as ending hunger or reducing inequality) to the most effective targets around which to structure programs. Funders who have previously gathered and analyzed longitudinal data may be more likely to align with the SDGs than those who haven't; they understand the deep wisdom such data yields. Those new to longitudinal data may find their research rewarded with better programs by aligning with the SDGs.

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<sup>6</sup> <http://about.myworld2030.org/about/>

**By using the shared language of the SDGs, funders can communicate with other stakeholders across sectors, borders, and issue areas.**

SDG 17 explicitly calls for partnership from all sectors of society to achieve the whole SDG agenda. With the common language provided by the SDGs, people from different sectors can better communicate and private funders are finding new allies among nonprofits, businesses, the UN, and governments at all levels (see page 20 in this guide for information on local funding for the SDGs in Los Angeles). By recognizing that countries face similar challenges—such as reducing poverty and inequality, promoting innovation, protecting the environment, creating inclusive societies, and ensuring good health for all—the SDGs enable foundations that work internationally to connect strands of their funding at home and abroad.

**The SDGs prompt deep thinking and action on systems change.** Funders looking to create deep and lasting impact may turn to a systems-change approach. Such an approach recognizes that any given social problem is caused by a web of different factors. Wide-scale unemployment, for example, is the result of factors such as a job shortage, poor public incentives for employers, or a mismatch between vocational training programs and the job market. The 2030 Agenda takes systems-change thinking to a higher level and affirms that all the SDGs—and all the problems they address—are interrelated, even if it does not detail exactly how.<sup>7</sup> Nevertheless, the SDGs prompt users to explore the connections among different issues. A funder might, for example, develop better solutions to the problem of poverty at home by understanding its connection to national infrastructure, regional immigration, or global climate change. In addition, since the SDGs focus on *sustainable* development, funders can use the framework to learn how to work with others to create a more lasting impact. By exploring how different solutions may play out over time—e.g., an infrastructure plan might create jobs today but have a negative environmental impact over time—funders can better understand the long-term ramifications of their work. In sum, the systems perspective embedded in the SDGs may help funders see beyond individual projects and collaborate with others to have a greater impact on the issues that most concern them.<sup>8</sup>

<sup>7</sup> The interactions between and among SDG targets are explored in “A Systematic Study of Sustainable Development Goal (SDG) Interactions” (Prajal Pradhan et al., 2017) and “Map the Interactions Between Sustainable Development Goals” (Måns Nilsson et al., 2016).

<sup>8</sup> In a multiyear initiative called “Scaling Solutions toward Shifting Systems,” Rockefeller Philanthropy Advisors explores how funders can support systems change.

### **The SDGs help philanthropy join in partnership with governments and institutions.**

Although the SDGs are not legally binding (unlike human rights agreements), every member state of the United Nations committed to fulfilling them by the year 2030. Thousands of local and state governments, companies, and other institutions worldwide have pledged to take action as well.<sup>9</sup> Indeed, SDG 17 explicitly calls for cross-sector and international partnerships to achieve the whole SDG agenda. Philanthropy can take the opportunity to gain a seat at the table in development planning and implementation, helping governments achieve their SDG targets. For example, the Bill & Melinda Gates Foundation, which issues an annual “Goalkeepers Report” on progress toward the SDGs, sees the goals as a “way to link the work we do with the world’s most important development priorities,” says the foundation’s Senoe Torgerson. “The SDGs provide a common yardstick for advocacy and accountability based upon what countries themselves have committed to achieving.”

### **Aligning with the SDGs is a way to motivate staff, board members, volunteers, donors, and funder partners.**

Natalie Ross, of the Council on Foundations, says that when community foundations align with the SDGs, they demonstrate how their local work is linked to a global effort. She notes that this is a draw for many donors—especially younger donors—who take a global perspective on social and environmental problems. Corporate foundations and social responsibility programs can also use the SDGs to engage employees in volunteering and giving programs, for they rightly feel they are contributing locally to a global endeavor. Furthermore, educating employees about the SDGs could help them understand what is truly needed to solve the world’s greatest problems. The organization IMPACT2030<sup>10</sup> has signed up more than 70 multinational companies to activate volunteerism across sectors in support of the SDGs.

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<sup>9</sup>For example, see the corporate commitments in the UN Global Compact, the work of the Global Taskforce of Local and Regional Governments, and resources for other stakeholders at the SDG Knowledge Platform.

<sup>10</sup><https://www.impact2030.com/>

| The SDGs prompt action on systems change



**STARTING AT HOME:**

**The Conrad N. Hilton Foundation supports sustainable development in Los Angeles**

The SDGs may be a global agenda, but often they are enacted locally.

“The city is where the rubber hits the road on a lot of the benefits of the SDGs,” says Peter Laugharn, president and CEO of the Conrad N. Hilton Foundation, as quoted in Devex.

That sentiment is shared by Los Angeles Mayor Eric Garcetti, who has worked to adopt the SDGs in his city. Also quoted in Devex, he says, “We won’t achieve these goals abroad if we don’t start here at home.”

With these shared objectives, the foundation gave initial funding for the position of the Hilton Foundation Fellow on the Global Goals in the Los Angeles city government. The fellow uses the SDGs as a way to help the city fulfill its own sustainability commitments.

“The SDGs are very much in keeping with L.A.’s status as a global city,” says Shaheen Kassim-Lakha, the foundation’s director of international programs, whose portfolio also includes some Los Angeles programs. The connection between the local and the global is no accident. Kassim-Lakha says, “The SDGs help us because they’re aspirational and because they’re a common framework for measurement. We haven’t gotten to universal health care in this country, but SDG 3 sets a target for that.” Kassim-Lakha says that the SDGs encourage funders to think not in terms of feel-good projects (such as supporting one school) but about



Downtown Los Angeles

how to leverage larger systems for greater impact (for example, improving the education system for millions of children). For the Hilton Foundation, that means aligning with government, such as in Los Angeles.

“The SDGs are not for everybody,” she adds. “Either you’re okay with a systems-change approach or you’re not. If you’re not, just be aware of the opportunities you’re leaving on the table.”

**“The goal of any major city right now should be to think about what they want to be in 10, 15 years so they can be future guiding as opposed to future passive or future phobic.”**

**ERIN BROMAGHIM**  
Hilton Foundation Fellow  
on the Global Goals, as  
quoted in Devex.<sup>11</sup>

<sup>11</sup> <https://www.devex.com/news/lessons-from-la-on-localizing-the-sdgs-94036>

# How Can Foundations Be Involved?

Philanthropy has a vital role in the SDGs. Philanthropic institutions offer a unique combination of reputation, relationships, and resources. Grants, operating programs, and impact investments can all be leveraged to serve a foundation's mission and the SDGs. Foundations often have a greater tolerance for risk than other stakeholders, meaning that they can more freely support new solutions to seemingly intractable problems. They have "patient" capital to put toward challenges that take years or even decades to solve. And they are often endowed with the legitimacy born of years of partnership in the communities in which they operate, so their reputation can be brought to bear for the SDGs. Not least of all, foundations are typically mission-driven and are staffed by experienced professionals whose passion for a better world dovetails with the values expressed in the 2030 Agenda.

These special qualities make foundations well equipped to work with grantees and other partners to help fulfill the SDGs. Following are some ways to do that:

**Include SDG language in proposal guidelines, grant documentation, and portfolio descriptions.**

If the world stays the course on development, it will not fulfill the SDGs; indeed, much more money and collaboration will be needed than are presently dedicated to this ambitious agenda. Foundations can take steps big and small to contribute to the SDGs, such as referring to the SDGs in their funding and reporting guidelines or even calling for progress on particular SDG targets. Funders might also communicate publicly about which SDGs they and their grantee partners help fulfill. Or foundations might take a bigger role and look for gaps in SDG funding and make grants there. Whatever the nature of their support, funders can seek ways to align with the SDGs and contribute to their fulfillment. Foundations can enter their mission or program goals into an online tool called the SDG Indicator Wizard<sup>12</sup> and learn which goals and targets are most relevant to them. Another tool, the SDG Tracker<sup>13</sup>, can help users identify issues and geographic areas that are underfunded and need the most help.

**Build active partnerships within and across sectors on priority SDGs.**

Funders can initiate or take part in existing collaborations with other funders and sectors. Within the philanthropic sector, funders can track progress on the SDGs; generate data; support data collection; and share their knowledge through convenings, published articles, or their own reporting. For example, Project 1800—named for the estimated 1,800 children who die daily from lack of access to water, sanitation, and hygiene services—produced a report that noted how far short the current funding falls for SDG 6, on water and sanitation. Funded by the Swiss Agency for Development and Cooperation, the project brought together experts in law, finance, and other areas to explore how diverse stakeholders could collaborate, reduce inefficiencies, and create a water-secure world. Across sectors, foundations can help by organizing convenings of the public and private sectors on priority SDGs, publishing research reports on opportunities for collaboration, or making grants to improve public policy and implementation to advance the SDGs. The SDG Philanthropy Platform<sup>14</sup> is an ongoing example of such collaboration, both within the philanthropic sector and with the public and private sectors.

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<sup>12</sup><https://www.sdphilanthropy.org/sdg-indicator-wizard>

<sup>13</sup><https://sdg-tracker.org/>

<sup>14</sup><https://www.sdphilanthropy.org/>

**“Why is it that I can go on Facebook and find my high school friends from 30 years ago but I can’t find another social change practitioner the next county over, or halfway around the world for that matter? That’s the kind of infrastructure we need for the SDGs, to connect people, capital, and solutions. I’d rather have that SDG infrastructure be in the public interest, which is why foundations have such a special role to play.”**

**ASTRID SCHOLZ**

CEO of Sphaera,  
and a coauthor of  
“From Billions to Trillions”<sup>16</sup>

**Engage with the public.** The more that individuals worldwide know about the SDGs, the more likely they are to volunteer, to donate, to advocate for change. When foundations communicate with their audiences about the SDGs—whether in social media posts, reports, videos, live events, or media interviews—they help build a broader base of popular support. Modern communications is interactive and is utilized not only to persuade but also to listen and learn. “Participatory communications” brings affected communities to the table to identify problems and solutions that scale impact. Foundations can bring together grantees and other partners to coordinate communications on the SDGs or make grants to support such communications. For example, the annual Social Good Summit,<sup>15</sup> cosponsored by the UN Development Programme, the UN Foundation, Mashable, and the 92nd Street Y, helps promote public support of the SDGs through social media and celebrity advocates.

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<sup>15</sup> <https://mashable.com/sgs/>

<sup>16</sup> <https://sphaera.world/billions-to-trillions/>

**Use blended finance and impact investment for the SDGs.** Achieving the SDGs will require trillions of dollars a year, much more than the billions now contributed by governments and philanthropic entities. An even greater sum must come from private finance and business working differently. But not all investible projects are ready for fully commercial capital. That's where blended finance comes in. Public or philanthropic institutions make an investment in a given project, to catalyze or complement public- or private-sector investments. This may mean impact investments, in which social or environmental goals are the main driver, or blending private with public funding for infrastructure and other projects. Either way, such investments can make possible private investment in sustainable development projects and accelerate progress toward the SDGs.

| Foundations can take steps big and small to contribute to the SDGs



### ALL TOGETHER NOW:

#### Across sectors in Kenya, leaders seek multiplier effects

“With the SDGs, we have the opportunity to be more systemic and intersectoral in our approach to development,” says Arif Neki of the United Nations Resident Coordinator’s Office in Kenya and an early partner in the SDG Philanthropy Platform. In Kenya the platform has broadened into a larger SDG Partnership Platform to unlock private, philanthropic, and intellectual capital.

To that end, a major strategic planning process brought together 35 stakeholders from all sectors, including government, on a systems-design process for early childhood development that requires synchronized inputs across multiple sectors. More and more companies are orienting around the SDGs, because, Neki says, it makes good business sense. Private sector and philanthropy representatives are now invited to key UN meetings in Kenya on development assistance and are taking on a new role in engaging on mainstream planning processes.

For example, some grant-makers in Kenya help on “de-risking,” or early-stage funding to help get an untested project off the ground. Neki helped create an innovation challenge grant including a complete “fortified nutrition value chain”—doing everything from producing food to distributing it to schools. The intent is that catalytic grants will make it more viable for private investors and government to dive in later and take the project to scale.



| Children collecting water in Kenya

Such efforts could be made with or without the SDGs, but Neky says the SDGs serve as a “common language that helps unify diverse stakeholder efforts under a shared set of goals.” The 2030 deadline also adds some needed urgency, adds Neky.

“The SDGs are a call to action,” says Sanda Ojiambo, head of the foundation and of corporate responsibility at Safaricom, a major telecom company based in Kenya. “Our mission is to transform lives. That goes beyond telecommunications and into health care, education, and so on.” Ojiambo says Safaricom intends to become “an SDG-driven company” and that its grant-making will reflect that.

The more stakeholders such as Safaricom that become involved, says Neky, the greater the multiplier effect and the greater the impact.

**“The SDGs provide a common yardstick for advocacy and accountability based upon what countries themselves have committed to achieving.”**

**SENOE TORGERSON**  
Senior Program Officer  
of Bill & Melinda Gates  
Foundation

# What Are the Challenges and Solutions in Working with the SDGs?

The SDGs can yield great benefits to philanthropy, but they also present some challenges. What are the challenges of aligning with the SDGs, and what are some ways to address those challenges?

## Attribution

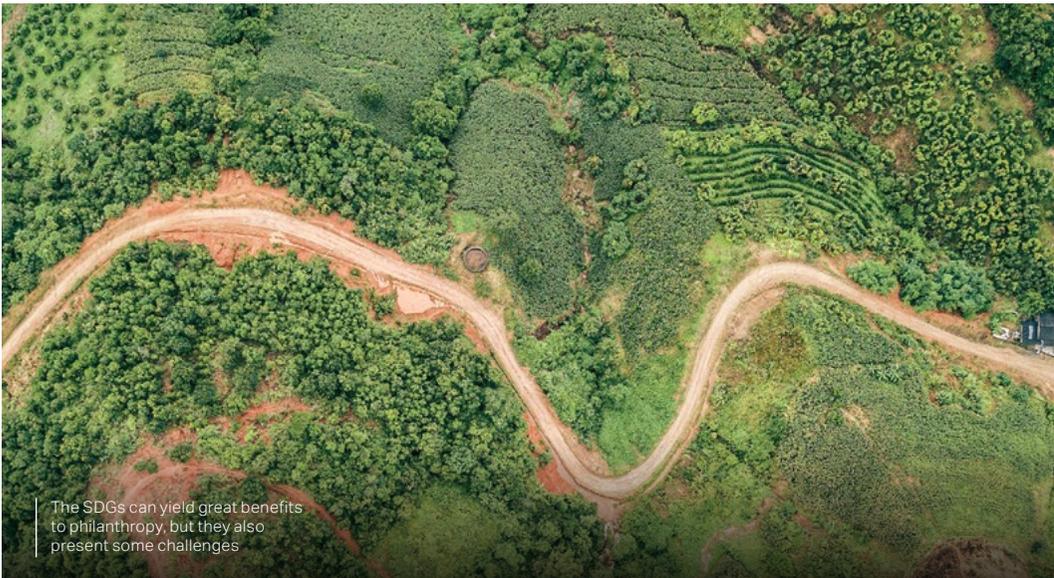
**Challenge:** When a foundation evaluates its work in any area—including the SDGs—the question always arises: What, if any, impact can be *attributed* specifically to the foundation? The interplay of cause and effect is so complex, and the resources required to measure it with any precision are so great, that it may be impossible to attribute a particular impact to a particular funder.

**Solution:** Many funders prefer instead to evaluate their *contribution* to a given cause. This approach is all the more pertinent in the context of a vast enterprise to eradicate poverty and protect the planet. The question, then, is no longer “What exactly did our grant or intervention achieve?” but “How did our support contribute to a given change, and what can we learn from that to continue having the biggest possible impact?”

## Board Support

**Challenge:** In many cases, boards of directors provide stability and ballast for their foundation. They may resist alignment with the SDGs unless they see clear benefits for their own institution.

**Solution:** Considering that any given foundation board spans different sectors, it may readily grasp the value of global collaborative efforts such as the SDGs; the board may even act as a conduit to cross-sector engagement. Another approach is to connect the SDGs to the board's existing concerns; for example, one executive at a Catholic family foundation pointed out how leading experts had linked the relevant SDGs to Pope Francis's encyclical on the climate, "Laudato Si'."<sup>17</sup> A board may also be persuaded by the example of any grantee partners that are already using the SDGs, by other examples from this guide or on the SDG Philanthropy Platform<sup>18</sup>, or by how the entire UN system is oriented around the SDGs through the year 2030 and has marshaled the support of countless entities in all countries to achieve them.



The SDGs can yield great benefits to philanthropy, but they also present some challenges

<sup>17</sup> [http://w2.vatican.va/content/francesco/en/encyclicals/documents/papa-francesco\\_20150524\\_encyclica-laudato-si.html](http://w2.vatican.va/content/francesco/en/encyclicals/documents/papa-francesco_20150524_encyclica-laudato-si.html)

<sup>18</sup> <https://www.sdgphilanthropy.org/>

## Scale

**Challenge:** Relatively few funders make grants on a truly global scale. Most support work in a particular city, state, or country, or perhaps a few countries in a given region. It might strike funders as pointless to align themselves with the SDGs if their work does not match the global ambitions of the SDGs.

**Solution:** The SDGs account for this very concern. In fact, the vast majority of those who commented on a global agenda and who use the SDGs today are local organizations around the world. The UN's reporting on the SDGs is broken down by country, and national governments have committed to producing reports on their own progress toward the SDGs, which happens at the United Nations in New York every July. And many cities and towns have signed on to the SDGs. In virtually every case, the data required for reporting comes from local and national entities. Funders serve the SDGs when they publish SDG data in their own reports or collaborate with governments. Indeed, some say that local concerns such as farmers' livelihoods are put at risk if global issues such as climate change are ignored.

Few funders make grants on a truly global scale



## Measurement

**Challenge:** The UN has devised a set of indicators to go with the goals and targets. Funders may face barriers to using the SDGs framework; they may already have sunk funding into existing frameworks or not understand how data integration will add value.

**Solution:** One incentive is the opportunity to sign on to an international agenda and boost impact. If the SDG indicators closely match a foundation's measures, the task of alignment is relatively painless and the funder need only describe its work in terms of the SDGs. If the SDG indicators are merely *similar* to the foundation's, then the foundation might use or adapt a matching tool. For example, the impact investors network Toniic created a matching tool exclusively for its members, that tool being a list of ways its own indicators were tied to those of the SDGs. In another case, before the advent of the SDGs, the Community Foundations of Canada had created a set of "Vital Signs"<sup>19</sup> to track the state of communities nationwide and later worked with member foundations to align those indicators with the SDGs.<sup>20</sup> If the SDGs and targets simply do not match the funder's monitoring and evaluation framework, the funder can still draw on the SDGs to inform program design and when sharing its impact data.

**“The SDGs encourage funders to think not in terms of feel-good projects but about how to leverage larger systems for greater impact.”**

**SHAHEEN  
KASSIM-LAKHA, DRPH**  
Director,  
International Programs  
Conrad N. Hilton Foundation

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<sup>19</sup> <https://communityfoundations.ca/vitalsigns/>

<sup>20</sup> <https://www.communityfoundations.ca/vitalsigns/sustainable-development-goals/>

## Data

**Challenge:** Each of the 169 targets in the SDGs is a major undertaking; it requires a mountain of data to measure progress on any one of the targets, not to mention on all of the broader SDGs combined. Funders may question whether their data is worth anything, given that it is only partial.

**Solution:** Data need not be perfectly comprehensive in order to be useful; even partial data or anecdotal information can yield insight and give funders a basis to discuss their priorities or make program decisions. Funders might even collaborate with others to create a shared set of data to help them answer questions (“How are we doing in our state on sustainable development, and what can we do better?”), test hypotheses (“Taking a regional approach to infrastructure will help countries better withstand disasters”), or inform decision-making (“How to address the unanticipated environmental effects of an infrastructure project”). Funders may find that some data—no matter if it is incomplete—helps make their programs more effective. Foundations may choose to share their data with peer networks and on websites such as [SDGfunders.org](http://sdgfunders.org)<sup>21</sup> and [SDGphilanthropy.org](https://www.sdgphilanthropy.org);<sup>22</sup> the latter may also be able to build relationships with national governments. Many private funders lack effective processes to measure how they contribute to social or environmental goals—both what and how to measure. Aligning with the SDGs can help funders do this more strategically, as the targets and indicators were developed with the help of world-class experts and community-level actors.

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<sup>21</sup> <http://sdgfunders.org/home/lang/en/>

<sup>22</sup> <https://www.sdgphilanthropy.org/>

# Conclusion

The problems the world faces are grave and urgent: vast poverty, inequality, discrimination, violence, war, environmental degradation. For some, the choice humanity faces is between achieving the SDGs or dealing with ever-worsening disasters and, ultimately, the collapse of human civilization.

The Sustainable Development Goals may seem like an impossible undertaking. Why bother setting an impossible goal—much less 17 of them?

Consider this. In 2000 the United Nations created the Millennium Development Goals, the forerunner to the SDGs. And by 2015 the world had made outstanding progress on those goals—for example, cutting extreme poverty in half.

This monumental achievement happened partly because the goals themselves focused the world's energies and resources, and the measurement framework enabled countries to assess their progress.

Having learned and achieved so much, the countries of the world rededicated themselves to finishing the job—and going even farther. The Sustainable Development Goals are even more ambitious than the previous set of goals. They recognize that all problems, people, and nations are interrelated. They recognize that all countries face the same basic problems, if in different ways.

## Philanthropy and the SDGs: Getting Started

The SDGs provide an unprecedented opportunity—even an imperative—for the philanthropy sector to make a greater and more lasting impact on the causes they have prioritized. Ultimately, they encourage a mindset of collaboration that goes well beyond individual institutions or sectors of society. The SDGs aren't for everyone in philanthropy, but if even a fraction of the sector gets involved, the world will have a far greater chance of success in reaching the goals.

As with all other coordinated action, it takes extra effort to get started, but the rewards become apparent in both the process—as a more collective approach enriches partnerships—and the results.

The SDGs are calling. Will you answer?





# Appendix: SDG Targets



## Goal 1. End poverty in all its forms everywhere

**1.1** By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

**1.2** By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

**1.3** Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

**1.4** By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

**1.5** By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters

**1.a** Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions

**1.b** Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions



## Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

**2.1** By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round

**2.2** By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons

**2.3** By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment

**2.4** By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality

**2.5** By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed

**2.a** Increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development and plant and livestock gene banks in order to enhance agricultural productive capacity in developing countries, in particular least developed countries

**2.b** Correct and prevent trade restrictions and distortions in world agricultural markets, including through the parallel elimination of all forms of agricultural export subsidies and all export measures with equivalent effect, in accordance with the mandate of the Doha Development Round

**2.c** Adopt measures to ensure the proper functioning of food commodity markets and their derivatives and facilitate timely access to market information, including on food reserves, in order to help limit extreme food price volatility



## Goal 3. Ensure healthy lives and promote well-being for all at all ages

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

**3.2** By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births

**3.3** By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases

**3.4** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

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

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

**3.7** By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes

**3.8** Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

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

**3.a** Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate

**3.b** Support the research and development of vaccines and medicines for the communicable and

non-communicable diseases that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all

**3.c** Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States

**3.d** Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks



**Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**

- 4.1** By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes
- 4.2** By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education
- 4.3** By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university
- 4.4** By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship
- 4.5** By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations
- 4.6** By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy
- 4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development
- 4.a** Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all
- 4.b** By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries
- 4.c** By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States



**Goal 5. Achieve gender equality and empower all women and girls**

- 5.1** End all forms of discrimination against all women and girls everywhere
- 5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- 5.3** Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation
- 5.4** Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate
- 5.5** Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life
- 5.6** Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences
- 5.a** Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws
- 5.b** Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women
- 5.c** Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels



**Goal 6. Ensure availability and sustainable management of water and sanitation for all**

- 6.1** By 2030, achieve universal and equitable access to safe and affordable drinking water for all
- 6.2** By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations
- 6.3** By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally
- 6.4** By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity
- 6.5** By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate
- 6.6** By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes
- 6.a** By 2030, expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies
- 6.b** Support and strengthen the participation of local communities in improving water and sanitation management

## Philanthropy and the SDGs: Getting Started



### Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all

- 7.1** By 2030, ensure universal access to affordable, reliable and modern energy services
- 7.2** By 2030, increase substantially the share of renewable energy in the global energy mix
- 7.3** By 2030, double the global rate of improvement in energy efficiency
- 7.a** By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology
- 7.b** By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, small island developing States and landlocked developing countries, in accordance with their respective programmes of support



### Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

- 8.1** Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries
- 8.2** Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors
- 8.3** Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services
- 8.4** Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead
- 8.5** By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value
- 8.6** By 2020, substantially reduce the proportion of youth not in employment, education or training
- 8.7** Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms
- 8.8** Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment
- 8.9** By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
- 8.10** Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all
- 8.a** Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-related

Technical Assistance to Least Developed Countries  
**8.b** By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization



### Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

- 9.1** Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all
- 9.2** Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries
- 9.3** Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets
- 9.4** By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities
- 9.5** Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending
- 9.a** Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, least developed countries, landlocked developing countries and small island developing States
- 9.b** Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities
- 9.c** Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020



### Goal 10. Reduce inequality within and among countries

- 10.1** 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
- 10.2** 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
- 10.3** Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard
- 10.4** Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality
- 10.5** Improve the regulation and monitoring of global financial markets and institutions and strengthen the implementation of such regulations

**10.6** Ensure enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions

**10.7** Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies

**10.a** Implement the principle of special and differential treatment for developing countries, in particular least developed countries, in accordance with World Trade Organization agreements

**10.b** Encourage official development assistance and financial flows, including foreign direct investment, to States where the need is greatest, in particular least developed countries, African countries, small island developing States and landlocked developing countries, in accordance with their national plans and programmes

**10.c** By 2030, reduce to less than 3 per cent the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5 per cent



**Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable**

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

**11.2** By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

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

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

**11.5** By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations

**11.6** By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

**11.7** 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

**11.a** Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning

**11.b** By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015–2030, holistic disaster risk management at all levels

**11.c** Support least developed countries, including through financial and technical assistance, in building sustainable and resilient buildings utilizing local materials



**Goal 12. Ensure sustainable consumption and production patterns**

**12.1** Implement the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

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

**12.3** 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

**12.4** By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

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

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

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

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

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

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

**12.c** Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities



**Goal 13. Take urgent action to combat climate change and its impacts<sup>23</sup>**

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

**13.2** Integrate climate change measures into national policies, strategies and planning

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

**13.a** Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to a goal of mobilizing jointly \$100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible

**13.b** Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities

<sup>23</sup> Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change.

## Philanthropy and the SDGs: Getting Started



### **Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development**

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

**14.2** By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans

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

**14.4** By 2020, effectively regulate harvesting and end overfishing, illegal, unreported and unregulated fishing and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible, at least to levels that can produce maximum sustainable yield as determined by their biological characteristics

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

**14.6** By 2020, prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, eliminate subsidies that contribute to illegal, unreported and unregulated fishing and refrain from introducing new such subsidies, recognizing that appropriate and effective special and differential treatment for developing and least developed countries should be an integral part of the World Trade Organization fisheries subsidies negotiation<sup>24</sup>

**14.7** By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism

**14.a** Increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to improve ocean health and to enhance the contribution of marine biodiversity to the development of developing countries, in particular small island developing States and least developed countries

**14.b** Provide access for small-scale artisanal fishers to marine resources and markets

**14.c** Enhance the conservation and sustainable use of oceans and their resources by implementing international law as reflected in the United Nations Convention on the Law of the Sea, which provides the legal framework for the conservation and sustainable use of oceans and their resources, as recalled in paragraph 158 of "The future we want"



### **Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss**

**15.1** By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements

**15.2** 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

**15.3** 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

**15.4** 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

**15.5** 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

**15.6** 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

**15.7** 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

**15.8** 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

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

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

**15.b** Mobilize significant resources from all sources and at all levels to finance sustainable forest management and provide adequate incentives to developing countries to advance such management, including for conservation and reforestation

**15.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



### **Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels**

**16.1** Significantly reduce all forms of violence and related death rates everywhere

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

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

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

**16.5** Substantially reduce corruption and bribery in all their forms

**16.6** Develop effective, accountable and transparent institutions at all levels

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

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

**16.9** By 2030, provide legal identity for all, including birth registration

<sup>24</sup>Taking into account ongoing World Trade Organization negotiations, the Doha Development Agenda and the Hong Kong ministerial mandate.

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

**16.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

**16.b** Promote and enforce non-discriminatory laws and policies for sustainable development



### Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development Finance

**17.1** Strengthen domestic resource mobilization, including through international support to developing countries, to improve domestic capacity for tax and other revenue collection

**17.2** Developed countries to implement fully their official development assistance commitments, including the commitment by many developed countries to achieve the target of 0.7 per cent of gross national income for official development assistance (ODA/GNI) to developing countries and 0.15 to 0.20 per cent of ODA/GNI to least developed countries; ODA providers are encouraged to consider setting a target to provide at least 0.20 per cent of ODA/GNI to least developed countries

**17.3** Mobilize additional financial resources for developing countries from multiple sources

**17.4** Assist developing countries in attaining long-term debt sustainability through coordinated policies aimed at fostering debt financing, debt relief and debt restructuring, as appropriate, and address the external debt of highly indebted poor countries to reduce debt distress

**17.5** Adopt and implement investment promotion regimes for least developed countries

#### Technology

**17.6** Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge-sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism

**17.7** Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed

**17.8** Fully operationalize the technology bank and science, technology and innovation capacity-building mechanism for least developed countries by 2017 and enhance the use of enabling technology, in particular information and communications technology

#### Capacity-building

**17.9** Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the Sustainable Development Goals, including through North-South, South-South and triangular cooperation

#### Trade

**17.10** Promote a universal, rules-based, open, non-discriminatory and equitable multilateral trading system under the World Trade Organization, including through the conclusion of negotiations under its Doha

#### Development Agenda

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

**17.12** Realize timely implementation of duty-free and quota-free market access on a lasting basis for all least developed countries, consistent with World Trade Organization decisions, including by ensuring that preferential rules of origin applicable to imports from least developed countries are transparent and simple, and contribute to facilitating market access

#### Systemic issues

##### *Policy and institutional coherence*

**17.13** Enhance global macroeconomic stability, including through policy coordination and policy coherence

**17.14** Enhance policy coherence for sustainable development

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

##### *Multi-stakeholder partnerships*

**17.16** Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries

**17.17** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

**17.18** By 2020, enhance capacity-building support to developing countries, including for least developed countries and small island developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts

**17.19** By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries

# Additional Resources

- **Center for Economic and Social Rights** (<http://cesr.org/>): CESR works to promote social justice through human rights. In a world where poverty and inequality deprive entire communities of dignity, justice, and sometimes life, CESR seeks to uphold the universal human rights of every human being. The organization has resources on human rights in sustainable development. (<http://cesr.org/human-rights-sustainable-development>)
- **Council on Foundations** (<https://www.cof.org/program-initiative/sustainable-development-goals-philanthropy>): The council offers numerous resources on the SDGs for foundations, including “From Global Goals to Local Impact” (2016) (<https://www.cof.org/content/global-goals-local-impact>), which examines how US funders can view their work in the global development framework and contribute to the success of the goals in the United States, and “Local Leadership, Global Impact: Community Foundations and the Sustainable Development Goals” (2018). (<https://www.cof.org/content/local-leadership-global-impact-community-foundations-and-sustainable-development-goals>)
- **IMPACT2030** (<https://www.impact2030.com/>): This resource is for companies that are looking to engage their employees in support of the Sustainable Development Goals.
- **SDGfunders.org** (<http://sdgfunders.org/>): A service of the Foundation Center, SDGfunders.org offers the most comprehensive representation available of foundations’ giving and official development assistance (ODA) aligned with the Sustainable Development Goals. Users can look up information by goal, country or region.
- **SDG Index & Dashboards** (<http://sdgindex.org/>): Led by Columbia University economist Jeffrey Sachs, the SDG Index is a worldwide study to assess where each country stands with regard to achieving the Sustainable Development Goals.
- **SDG Indicator Wizard** (<https://www.sdgphilanthropy.org/sdg-indicator-wizard>): The SDG Indicator Wizard is an online tool that enables organizations to map their own mission and goals to the SDGs. It was created by the SDG Philanthropy Platform, and the widget can be imported into other websites.
- **SDG Philanthropy Platform** (<https://www.sdgphilanthropy.org/>): The SDG Philanthropy Platform is partnering with foundations to align their work with the SDGs and collaborating with like-minded organizations to scale impact. It offers a blog, events, publications, webinars, and other resources and has focused its work on seven diverse countries: Brazil, Colombia, Ghana, India, Indonesia, Kenya, and Zambia.
- **SDG Tracker** (<https://sdg-tracker.org/>): The SDG Tracker presents data across all available indicators from the “Our World in Data” (<https://ourworldindata.org/>) database, using official statistics from the UN and other international organizations.
- **SDGs Knowledge Platform** (<https://sustainabledevelopment.un.org/sdgs>): The platform’s section on the SDGs lists each of the goals and offers detailed information on targets, indicators, progress reports, and other information for each year. Also included is the full text of “Transforming Our World: The 2030 Agenda for Sustainable Development.” (<https://sustainabledevelopment.un.org/post2015/transformingourworld>)
- **Sustainable Development Solutions Network** (<http://unsdsn.org/>): Under the auspices of the UN Secretary-General, SDSN mobilizes global scientific and technological expertise to promote practical solutions for sustainable development. Among SDSN’s publications are the 2017 (<http://unsdsn.org/resources/publications/us-cities-sdg-index/>) and 2018 (<http://unsdsn.org/resources/publications/leaving-no-u-s-city-behind-the-2018-u-s-cities-sdgs-index/>) editions of the annual “U.S. Cities SDGs Index,” which ranks the 100 most populous US metropolitan areas on the SDGs; the “SDG16 Data Initiative 2018 Global Report” (<http://unsdsn.org/wp-content/uploads/2018/08/2018-SDG16DI-Report-FINAL.pdf>); and other resources on the SDGs (<http://unsdsn.org/resources/publication/type/sdgs/>). SDSN is also a partner with Bertelsmann Stiftung on the SDG Index & Dashboards (<http://sdgindex.org/>), which produces reports and an online dashboard showing where each country stands with regard to achieving the SDGs.
- **Toniic** (<https://www.toniic.com/>): This international impact investor network promotes a sustainable global economy and offers peer-to-peer opportunities to share, learn, and co-invest—including a searchable directory of impact investments, an impact portfolio tool, and multiyear studies of impact investing portfolios.
- **United Nations Open SDG Data Hub** (<http://www.sdg.org/>): This platform promotes the exploration, analysis, and use of authoritative SDG data sources for evidence-based decision-making and advocacy.
- **United Nations Global SDG Indicators Database** (<https://unstats.un.org/sdgs/indicators/database/>): This platform provides access to data compiled through the UN system in preparation for the Secretary-General’s annual report on progress towards the Sustainable Development Goals.



## **ROCKEFELLER PHILANTHROPY ADVISORS**

is a nonprofit that partners with individuals, families, and institutions to help make philanthropy more thoughtful and effective. Since 2002, we have facilitated more than \$3 billion in grantmaking worldwide, establishing ourselves as one of the world's largest and most trusted philanthropic service organizations. We advise established and aspiring philanthropists, foundations, and corporations; manage innovative, early-stage nonprofits; and share insight and learning with our clients, our community, and the sector, translating the motivations of innovative leaders and pioneers into action. By continuing to build on lessons learned over more than a century, our goal is to help define the next generation of philanthropy and to foster a worldwide culture of giving.



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