

# GOODLIFE GOALS



Goal Life Goals

Earth

...





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# ABOUT THE GOOD LIFE GOALS

The Good Life Goals are a set of personal actions that people around the world can take to help support the Sustainable Development Goals (SDGs). They are lifestyle asks for individuals that are carefully aligned with the SDGs 169 targets and indicators.

The Good Life Goals highlight the vital role of individual action in achieving the ambitions of the SDGs. They were created to be relevant, easily understood and accessible to individuals all around the world. Simple, positive, and engaging by design, the Good Life Goals detail the things that people can do to have tangible impact on the SDGs.

The Good Life Goals have been shaped through a multi-stakeholder collaboration between Futerra, the 10YFP SLE Programme, co-led by the governments of Sweden and Japan represented by the Stockholm Environment Institute (SEI) and the Institute for Global Environmental Strategies (IGES), as well as UNESCO, UN Environment and WBCSD.

# WHAT'S IN THIS DECK AND HOW TO USE IT

The Good Life Goals can be used as a communications and educational tool to engage the global public in the SDGs. Social media is a great way to spread information and we want to help make it as easy as possible to share the Good Life Goals with your audience.

This deck includes draft social content for organisations and individuals who want to use the Good Life Goals to help promote sustainable lifestyles. These social posts can be used as is or serve as inspiration for more custom posts.

We have organised the content across the year, but the copy and visuals can be slotted into any social content plan.

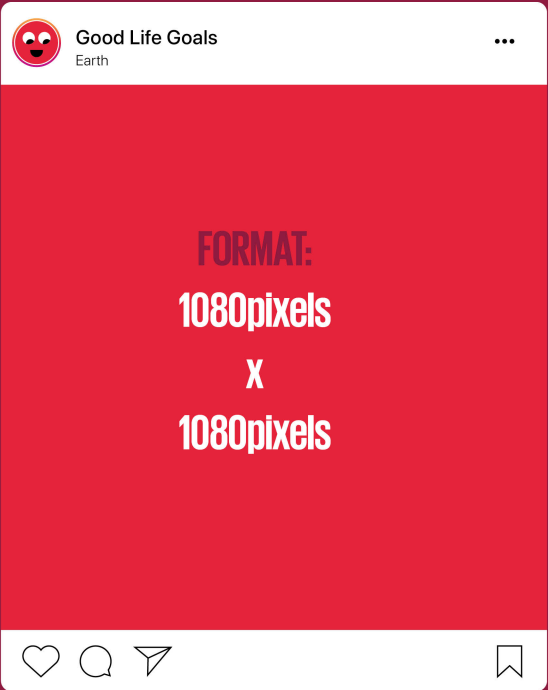
# HOW TO USE THE GOOD LIFE GOALS ON SOCIAL MEDIA

# SOCIAL MEDIA INSTAGRAM



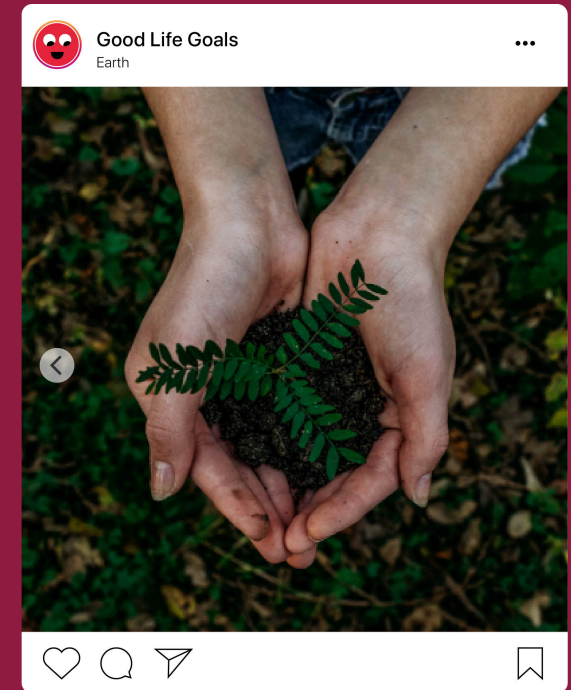
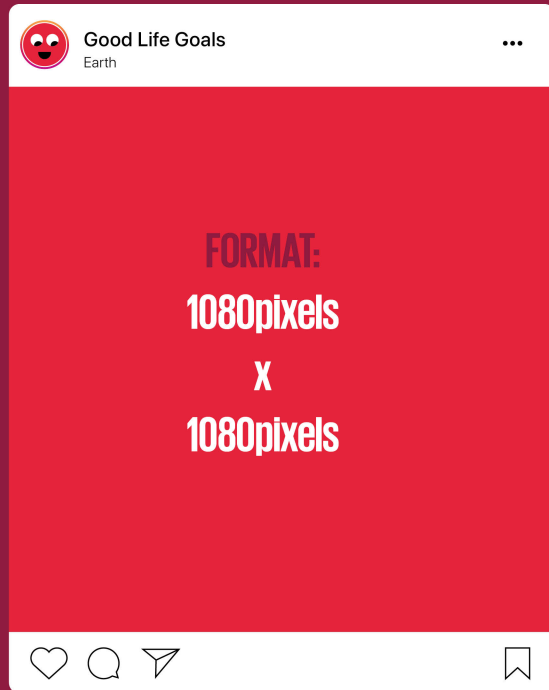
# SOCIAL MEDIA

## INSTAGRAM: EXAMPLE SINGLE POST



# SOCIAL MEDIA

## INSTAGRAM: EXAMPLE CAROUSEL POST



**Note:** Please select imagery that is relevant to the GLG goal and actions

# SOCIAL MEDIA TWITTER



Good Life Goals  
@Goodlifegoals

Follow

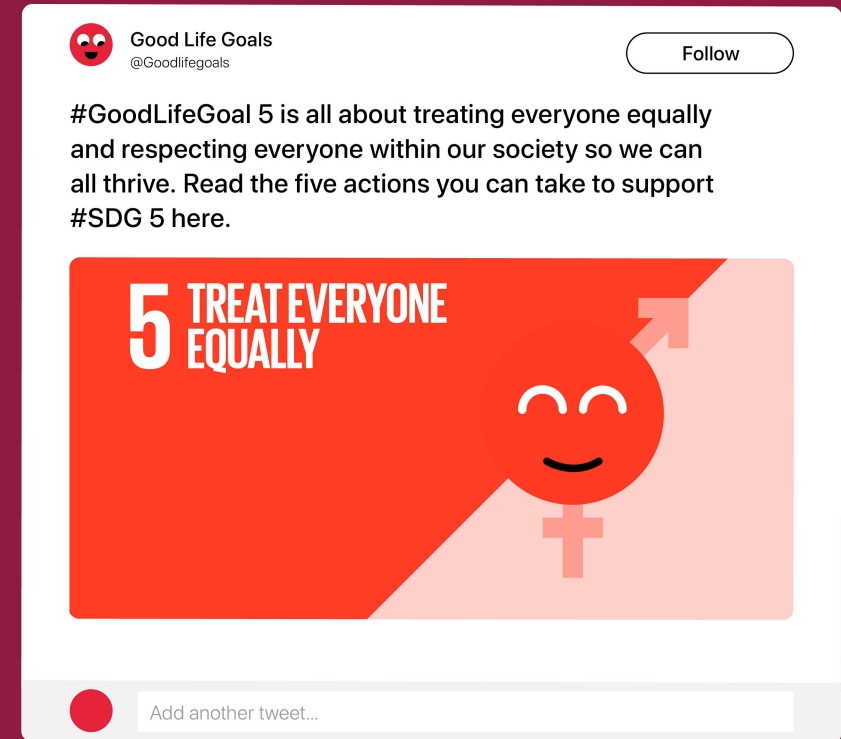
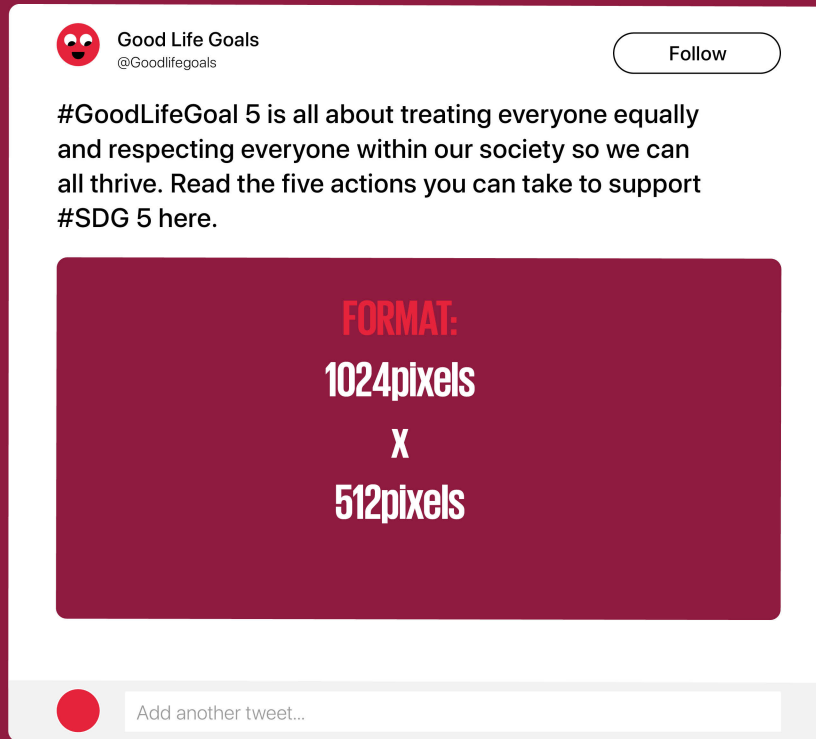
#GoodLifeGoal 5 is all about treating everyone equally and respecting everyone within our society so we can all thrive. Read the five actions you can take to support #SDG 5 here.



Add another tweet...

# SOCIAL MEDIA

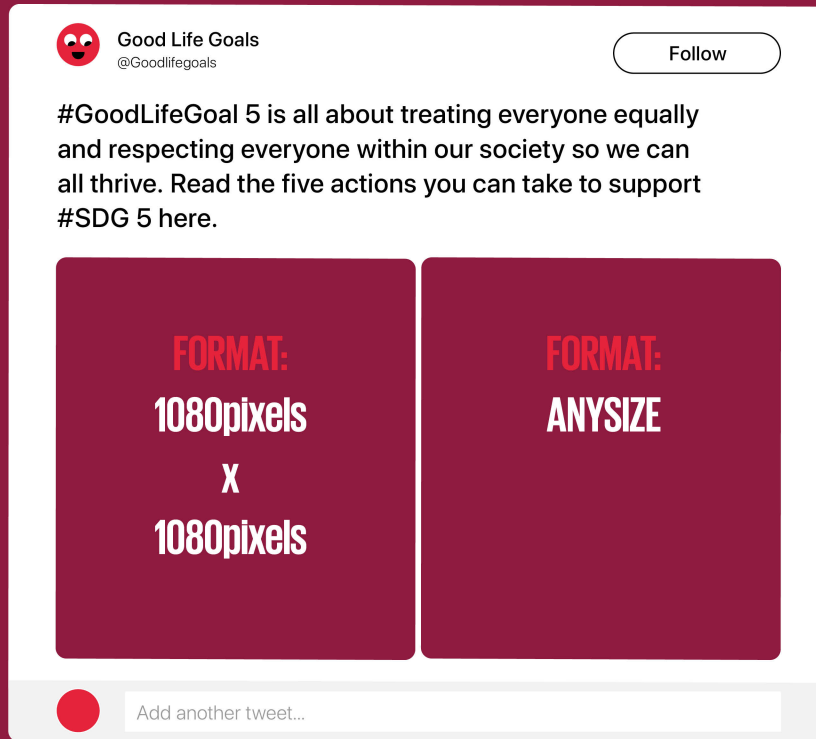
## TWITTER: EXAMPLE SINGLE POST





# SOCIAL MEDIA

## TWITTER: EXAMPLE GALLERY POST



**Note:** Please select imagery that is relevant to the GLG goal and actions

# SOCIAL MEDIA LINKEDIN



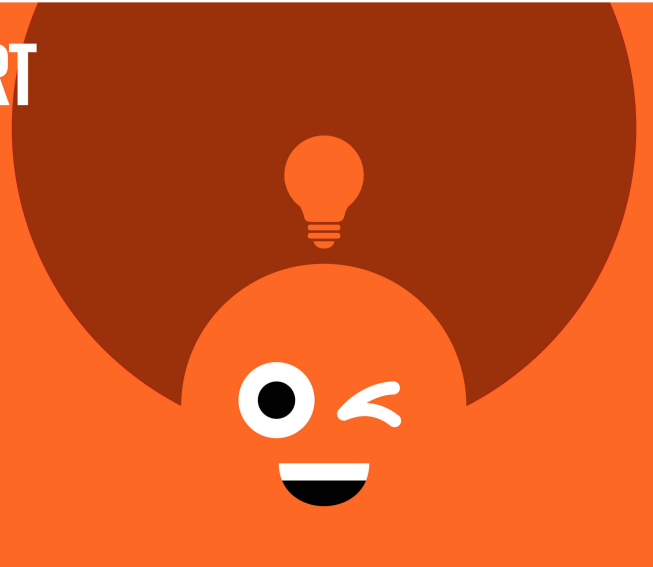
Good Life Goals

1340 followers

1 week ago

Here are the actions you can take to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation #SDG 9  
#GoodLifeGoals

# 9 MAKE SMART CHOICES



236 • 12 comments



Like



Comment



Share



Send

# SOCIAL MEDIA

## LINKEDIN: EXAMPLE SINGLE POST



Good Life Goals  
1340 followers  
1 week ago

Here are the actions you can take to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation #SDG 9  
#GoodLifeGoals

FORMAT:  
1024pixels  
X  
512pixels



236 • 12 comments



Like



Comment



Share



Send



Good Life Goals  
1340 followers  
1 week ago

Here are the actions you can take to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation #SDG 9  
#GoodLifeGoals

9 MAKE SMART CHOICES



236 • 12 comments



Like



Comment



Share



Send

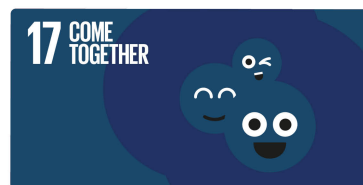
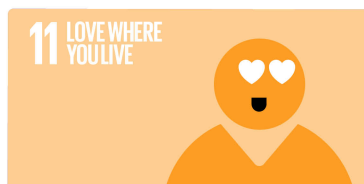
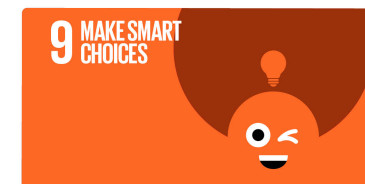
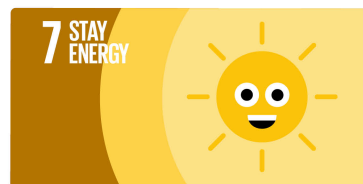
# FORMAT

## 1080 x 1080 PIXELS



# FORMAT

## 1024 x 512 PIXELS



# 2021 DRAFT SOCIAL CONTENT

CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL
24 <sup>th</sup> International day of Education	11 <sup>th</sup> International Day of Women and Girls in Science	8 <sup>th</sup> International Women's Day 15 <sup>th</sup> World Consumer Rights Day 18 <sup>th</sup> Global Recycling Day 21 <sup>st</sup> International Day of Forests 22 <sup>nd</sup> World Water Day 28 <sup>th</sup> Earth Hour	7 <sup>th</sup> World Health Day 22 <sup>nd</sup> Earth Day
MAY	JUNE	JULY	AUGUST
20 <sup>th</sup> World Bee Day 22 <sup>nd</sup> International Day for Biodiversity	5 <sup>th</sup> World Environment Day 8 <sup>th</sup> World Oceans Day	24 <sup>th</sup> World Youth Skills Day	9 <sup>th</sup> Indigenous People's Day 19 <sup>th</sup> World Humanitarian Day
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
16 <sup>th</sup> International Day for the Preservation of the Ozone Layer	5 <sup>th</sup> World Habitat Day 11 <sup>th</sup> International Day of the Girl Child	19 <sup>th</sup> World Toilet Day 15 <sup>th</sup> America Recycles Day	5 <sup>th</sup> International Volunteer Day 10 <sup>th</sup> Human Rights Day

# JANUARY

## KEY DATES

24<sup>th</sup>  
International day of Education

## DRAFT CAPTION



Everyone has a right to good, impactful education. And we need to do everything we can to fight for this for ourselves and others around the world in order to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all #SDG 4  
#GoodLifeGoal 4



# FEBRUARY

## KEY DATES

11<sup>th</sup>  
International Day of Women  
and Girls in Science

## DRAFT CAPTION



#GoodLifeGoal 5 is all about treating everyone equally and respecting everyone within our society so we can all thrive. Read the five actions you can take to support #SDG 5 [here](#)

# MARCH

## KEY DATES

8<sup>th</sup>  
International Women's Day

15<sup>th</sup>  
World Consumer Rights Day

18<sup>th</sup>  
Global Recycling Day

21<sup>st</sup>  
International Day of Forests

22<sup>nd</sup>  
World Water Day

28<sup>th</sup>  
Earth Hour

## DRAFT CAPTION



By saving water when you brush your teeth, wash and clean, you are supporting #SDG6 and contributing to a better future. Find out the other actions you can take under #GoodLifeGoal 6



From our clothes to our cosmetics, we all want to ensure that nobody was exploited to make what we buy so we can contribute to #SDG 8 and promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all #GoodLifeGoal 8

# APRIL

## KEY DATES

7<sup>th</sup>  
World Health Day

22<sup>nd</sup>  
Earth Day

## DRAFT CAPTION



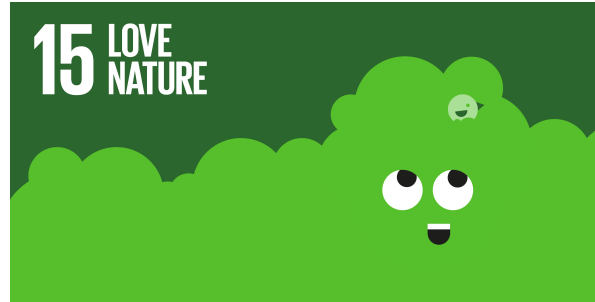
Enjoy more fruits and vegetables! Sounds easy rights? Well that's one of the actions you can take to contribute to a better world through #SDG 2 #GoodLifeGoal 2

### KEY DATES

20<sup>th</sup>  
World Bee Day

22<sup>nd</sup>  
International Day  
for Biodiversity

### DRAFT CAPTION



#SDG 15 is all about showing love to the world around us by taking care of all diverse forms of life on land. #GoodLifeGoal 15 outlines some simple steps you can take to do your part for nature!

# JUNE

## KEY DATES

5<sup>th</sup>  
World Environment Day

8<sup>th</sup>  
World Oceans Day

## DRAFT CAPTION



Did you know that by using your leftovers, you're contributing to #SDG 2? Here are 4 other actions you can take to ensure sustainable consumption and production patterns #GoodLifeGoals



You: What should we do?  
Us: Act on Climate change  
You: How should we do it?  
Us: In five simple steps  
#SDG13 #GoodLifeGoals

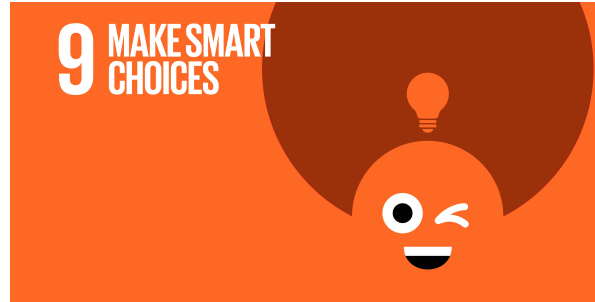


Cleaning the seas doesn't have to mean giving up your favourite seafood treat, by choosing @MSC certified seafood you can still play your part in saving our seas #SDG14 #GoodLifeGoals

## KEY DATES

24<sup>th</sup>  
World Youth Skills Day

## DRAFT CAPTION



Here are the actions you can take to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation #SDG 9 #GoodLifeGoals

# AUGUST

## KEY DATES

9<sup>th</sup>  
Indigenous People's Day  
19<sup>th</sup>  
World Humanitarian Day

## DRAFT CAPTION



What individual actions can you take to contribute to the end of poverty? Learn the causes of it at home and abroad. Check out #GoodLifeGoal 1 to see some steps you can take to support the #SDGs



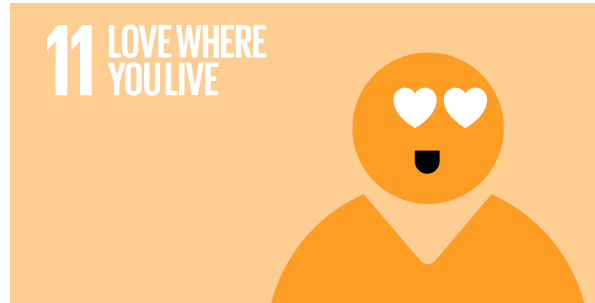
Say hello to #GoodLifeGoal 10! By staying openminded, listening and learning from others you can play your role towards reduce inequality within and among countries #SDG 10

# SEPTEMBER

## KEY DATES

16<sup>th</sup>  
International Day for the  
Preservation of the Ozone  
Layer

## DRAFT CAPTION



How can you make cities and human settlements inclusive, safe, resilient and sustainable? Demand safe and good quality public transport for all! #SDG11 #GoodLifeGoals



# OCTOBER

## KEY DATES

5<sup>th</sup>  
World Habitat Day

11<sup>th</sup>  
International Day  
of the Girl Child

## DRAFT CAPTION



Say hello to #GoodLifeGoal 15!  
Here are a list of five simple  
actions you can take to  
contribute to #SDG 15



Wondering what you can do to  
promote peaceful and inclusive  
societies? Well here are five  
simple ways you can make a  
small change that makes a big  
difference #SDG 16

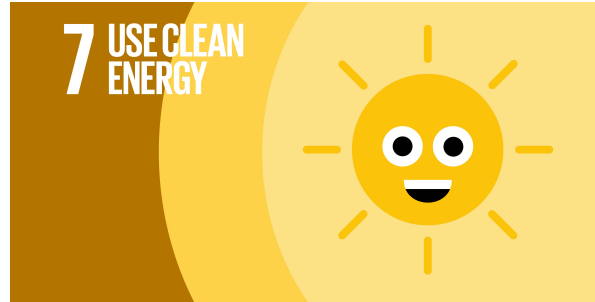
# NOVEMBER

## KEY DATES

19<sup>th</sup>  
World Toilet Day

15<sup>th</sup>  
America Recycles Day

## DRAFT CAPTION



Want to ensure access to water and sanitation for all? Here are some actions you can take through #GoodLifeGoal 7 to contribute to #SDG7

# DECEMBER

## KEY DATES

5<sup>th</sup>  
International Volunteer Day

10<sup>th</sup>  
Human Rights Day

## DRAFT CAPTION



Did you know that by staying safe near roads you are supporting #SDG 3? #GoodLifeGoal 3 outlines 5 simple actions you can take towards ensuring healthy lives for all and promoting wellbeing at all ages



Time to come together for better! From sharing the #SDGs to volunteering in your local community, here are 5 things you can do to revitalize the global partnership for sustainable development!

# SOCIAL MEDIA ASSETS

To download Good Life Goals social media assets,  
please visit [GLG assets](#)

## OTHER KEY MESSAGES

### What are the Good Life Goals?

The Good Life Goals are a set of personal actions that people around the world can take to help support the Sustainable Development Goals (SDGs). They are behavioural/lifestyle asks for individuals that are carefully aligned with the SDG's 169 targets and indicators.

### Why were the Good Life Goals created?

The SDGs have been transformational for policy-makers and business leaders in setting macro strategies towards urgent sustainability milestones that must be achieved by 2030. In parallel, a global movement for sustainable lifestyles is underway: a drive for a redefined "Good Life" involving individuals, brands, community groups, and educators.

The Good Life Goals were created to bridge the gap between the SDGs and the sustainable lifestyles movement. Their aim is to help policy-makers, businesses, civil society groups, educators and creative professionals

inspire enthusiasm, connection and action from the public for the SDGs. By providing personally relevant links to each SDG, the Good Life Goals send a message that we all, individually and collectively, can play an important role in the future. We all have the right, responsibility, and the opportunity to change the world for the better.

# OTHER KEY MESSAGES

**How do the Good Life Goals relate to the Sustainable Development Goals?**

The Good Life Goals will help the global public to recognize the vital role of individual action in achieving the ambitions of the SDGs. They were created to be relevant, easily understood and accessible to individuals all around the world. Simple, positive, and engaging by design, the Good Life Goals detail the things that people can do to have tangible impact on the SDGs. The Good Life Goals were created to serve the Sustainable Development Goals – to inspire individuals to participate in the conversation and act on the SDGs in their everyday lives.

## KEY ACCOUNTS

@UN

@SDG

@UNESCO

@UNEVIRONMENT

@UNWOMENUK

@UN\_WOMEN

@UNHUMANRIGHTS

@UNDP

@SDGACTION

@GLOBALGOALSUN

@FUTERRA

@10YFP

@One Planet Network - 10YFP (LinkedIn)

## KEY HASHTAGS

#SDG

#GOODLIFEGOALS

#EQUALITY

#HUMANRIGHTS

#WORLDWATERDAY

#WORLDHABITATDAY

#BIODIVERSITYDAY

#WORLDTOILETDAY

#DAYOFTHEGIRLCHILD

#WORLDCEANSDAY

#WORLDENVIRONMENTDAY

#EARTHDAY

# THANK YOU

For any questions, please contact Futerra:

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