

Mobilizing awareness of Sustainable Development Goals



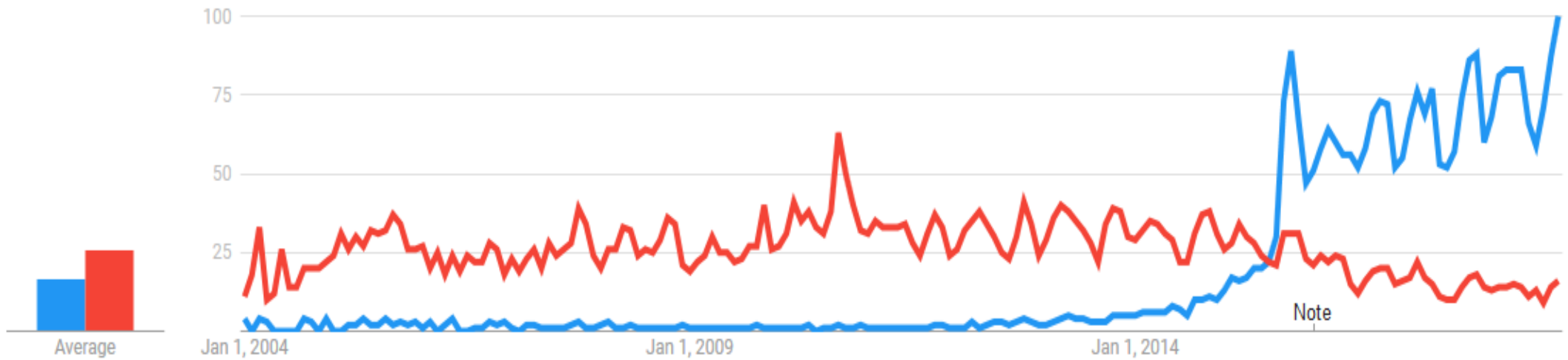
- Has message gone out?
- What more can be done?
 - Resonate with Ordinary People
 - Be Relevant to all ages
 - Engage multiple actors

Worldwide 2004 - present All categories Web Search

Interest over time

Has Message Gone Out?

Download, Full Screen, Share



Compared breakdown by region

Region Download Full Screen Share

Personal action

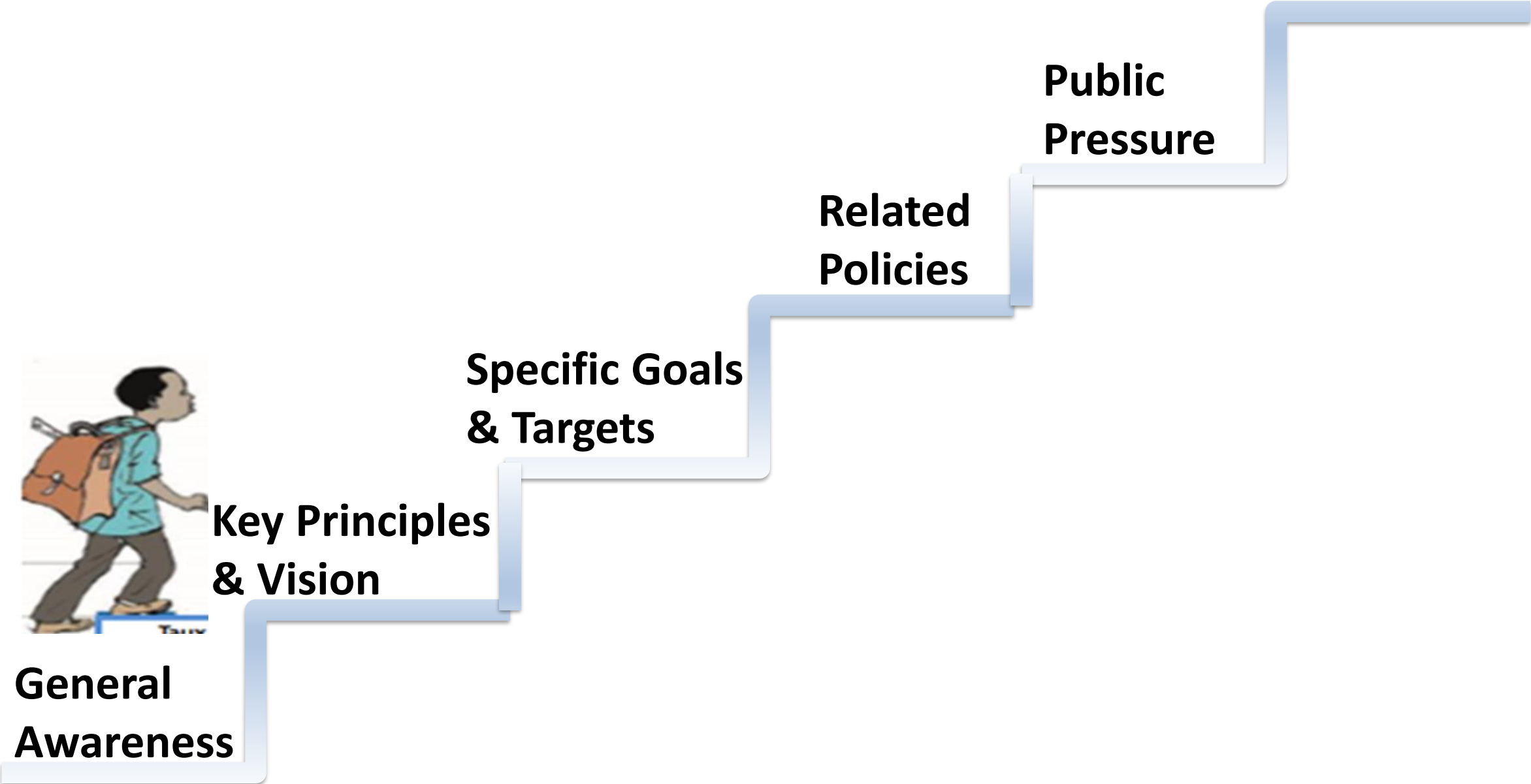
Public Pressure

Related Policies

Specific Goals & Targets

Key Principles & Vision

General Awareness



What More Can be Done?



Andres Cantor

<https://www.tabletmag.com/jewish-news-and-politics/148324/voice-of-us->

soccer

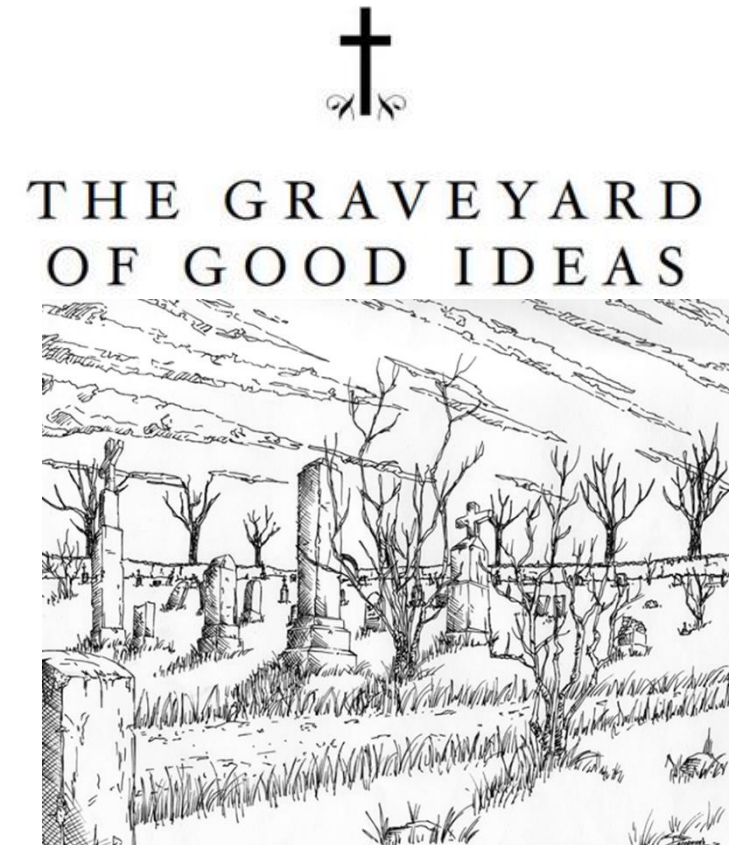
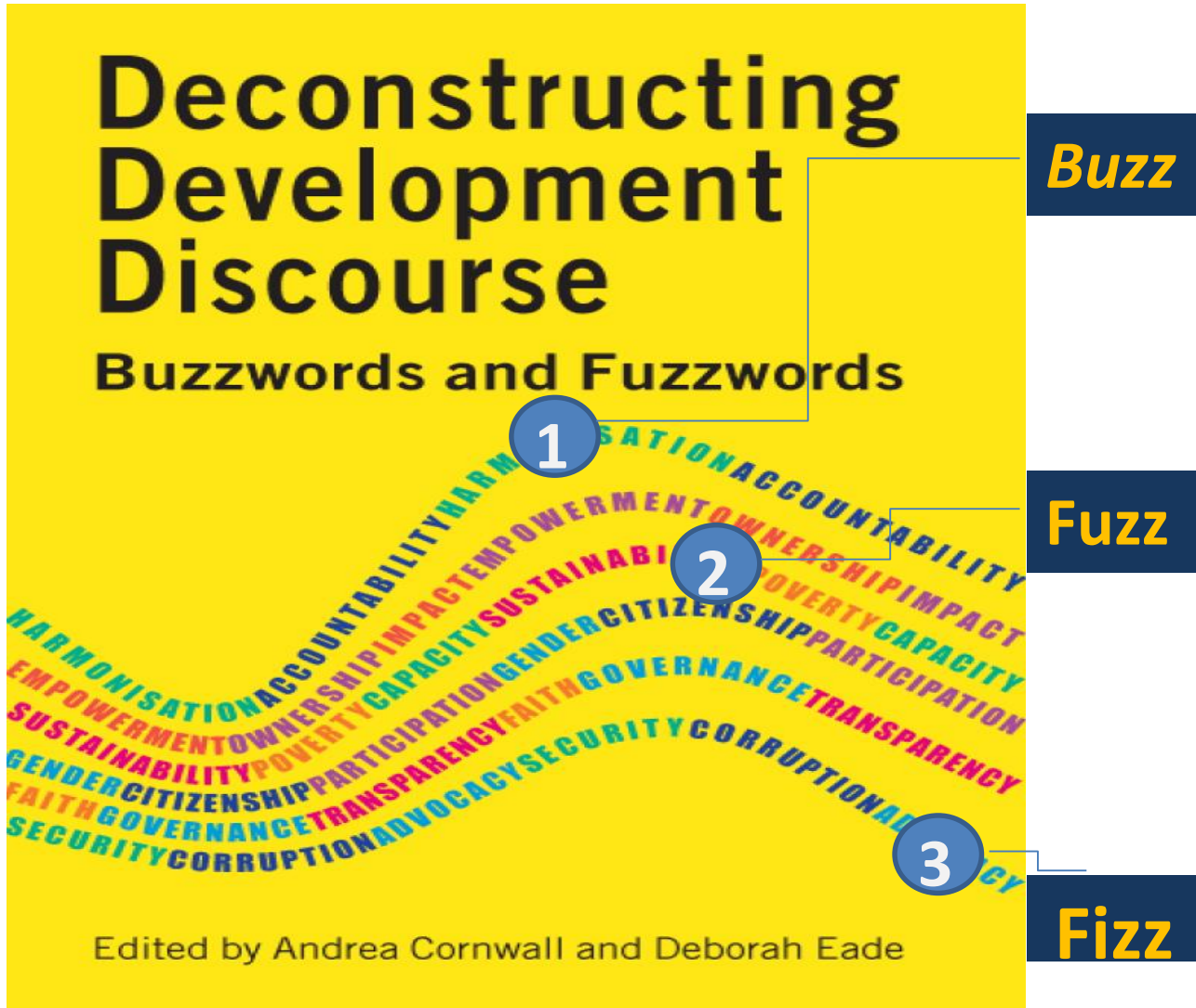
The Cantor Formula

- **Commitment**
- **Clarity**
- **Creativity**
- **Connection**

1. Adopting New Ideas Takes Time



2. Commitments & slogans compete for attention



3. Finding creative ways to communicate

GOALS



4. Connecting with different audiences

